



## The voice of luxury hospitality

### Who We Are

**Hotelist Middle East** is a bespoke sales representation firm dedicated to elevating the presence and prestige of the world's finest hotels, resorts, and destinations throughout the **Middle East region**.

We craft tailored sales strategies that connect our **hospitality partners** with leading luxury travel designers, bespoke concierge companies, and high-net-worth travelers from **the GCC and Levant**.

Our team combines extensive luxury **hospitality expertise** with an in-depth understanding of the **Middle East market**.

Through targeted sales initiatives, strategic partnerships, and market-driven planning, we support our partners across **Leisure, MICE, and Private Travel segments**.

With an unwavering commitment to **excellence, discretion, and measurable results**, we ensure every property we represent achieves the visibility, engagement, and growth it deserves in this influential and dynamic region.

### Mission

**Hotelist Middle East** is a boutique, performance-focused **hospitality management** and sales representation firm dedicated to delivering tailor-made, fully measurable solutions for **luxury hotel** and hospitality brands across the **Middle East**.

Leveraging over **40 years** of combined industry expertise, we drive sustained profit growth, brand elevation, and asset value creation by connecting our partners with discerning luxury travelers and leading travel designers.

Our commitment to **excellence, discretion, and strategic market insight** ensures each client achieves unparalleled positioning and engagement in this influential region.

### Vision

To be the **Middle East's** most trusted and innovative boutique **hospitality consultancy** and sales partner, renowned for our deep local knowledge, bespoke strategies, and unwavering dedication to enhancing the global stature and profitability of luxury hotel and hospitality brands.

Through collaborative partnerships and data-driven management, we aspire to redefine the standards of excellence and exclusivity in the region's **luxury hospitality landscape**.

## Solutions

### 1- Market Strategy & Intelligence



- Business planning, market insights, positioning, and strategic development.
- Market Contribution Development.
- Brand Positioning.
- Pre-Opening and Post-Opening for Hotel Investments as Sales & Marketing Support.
- Middle East Market Research & Insights.

- Strategic Planning Development.
- Market Segmentation Management.
- Comp Set Analysis, SWOT Analysis, Market Analysis.
- Annual Sales and Marketing Strategies.
- Yielding and Revenue Management.
- Quarterly Performance Review & Market Intelligence Report.
- Comprehensive Monthly Business Reporting.

### 2- Commercial Representation & Business Development



- Sales activities, partner relationships, and on-ground representation.
- Regional Representation Services, including account production and development.
- Qualified Lead Generation & Prospecting.
- Tailored Sales Strategy Development.
- Trade Shows, Roadshows & Luxury Event Representation.
- Organization of tailor-made events & Luxury Roadshows.

- Monthly B2B features published across offline & online communication channels.
- Targeted Engagement with HNWI, Royal Families & Key Entities.
- Strategic Collaborations with Airlines, Bedbanks, Government, Corporate & Travel Trade Partners.
- Familiarization (FAM) Trip Planning & Execution.
- Incentive Program Development for Key Partners.
- Online Sales Strategy.

### 3- Marketing & Communication Execution



- Media, digital, creative, and team-related support.
- Media Development Planning.
- Social Media Content and Account Management.
- Digital Marketing Support.
- PR Communication.
- PR Support.
- Annual Collateral and Shooting Planning for All Hotel Facilities.
- Organization of Individual & Group Press Trips.

- Celebrity and Influencer Management.
- Drafting and translating press releases, media kits, website contents, etc.
- Including strategic partnerships with relevant luxury brands.
- Media functions with key publications in the Middle East.

