

*with a twist*

# Milestones

Strategic Thinking in Tourism

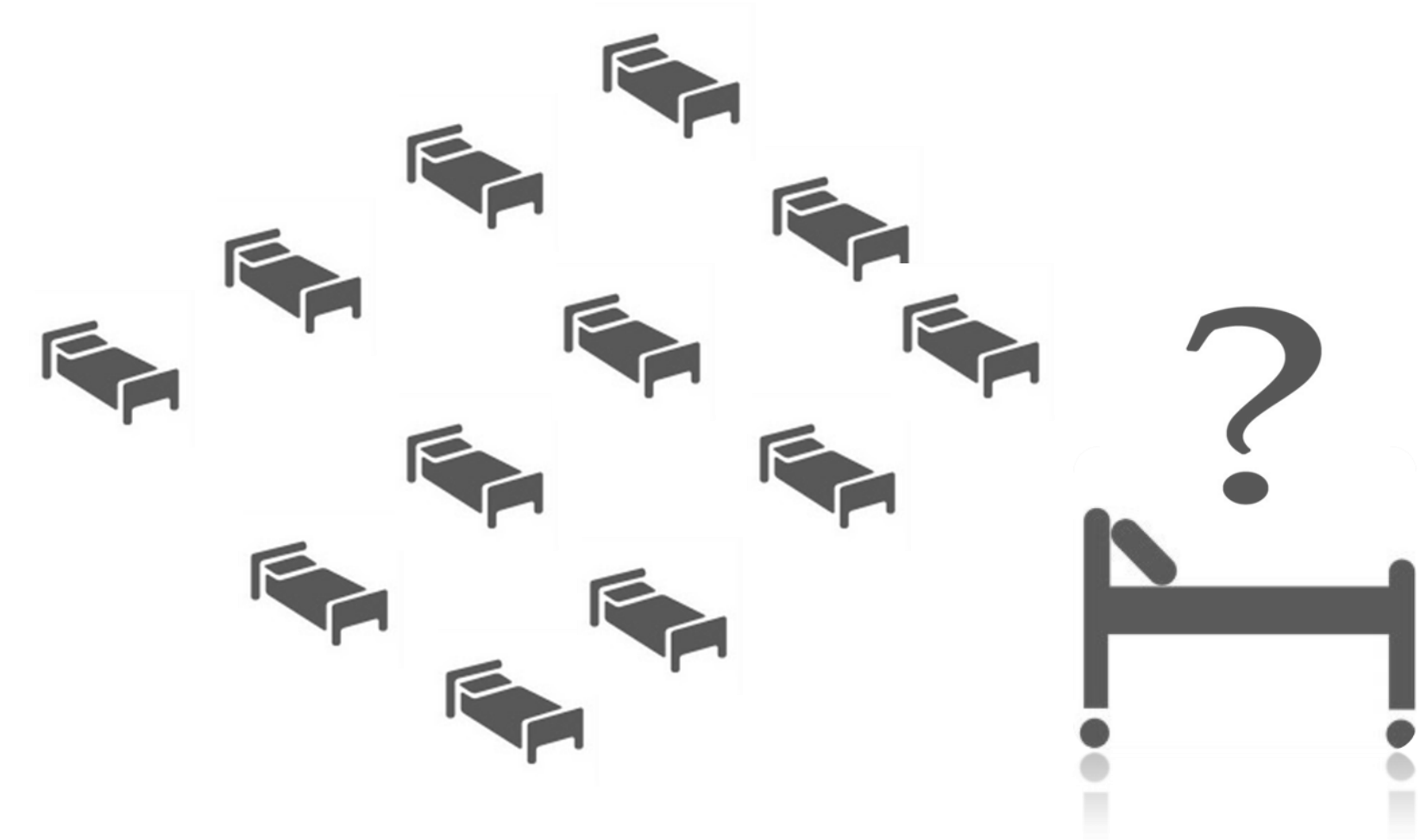
mile by mile, walking...



**IDEA # 1**



Many people believe that the hotels are all the same.  
In fact, most are...

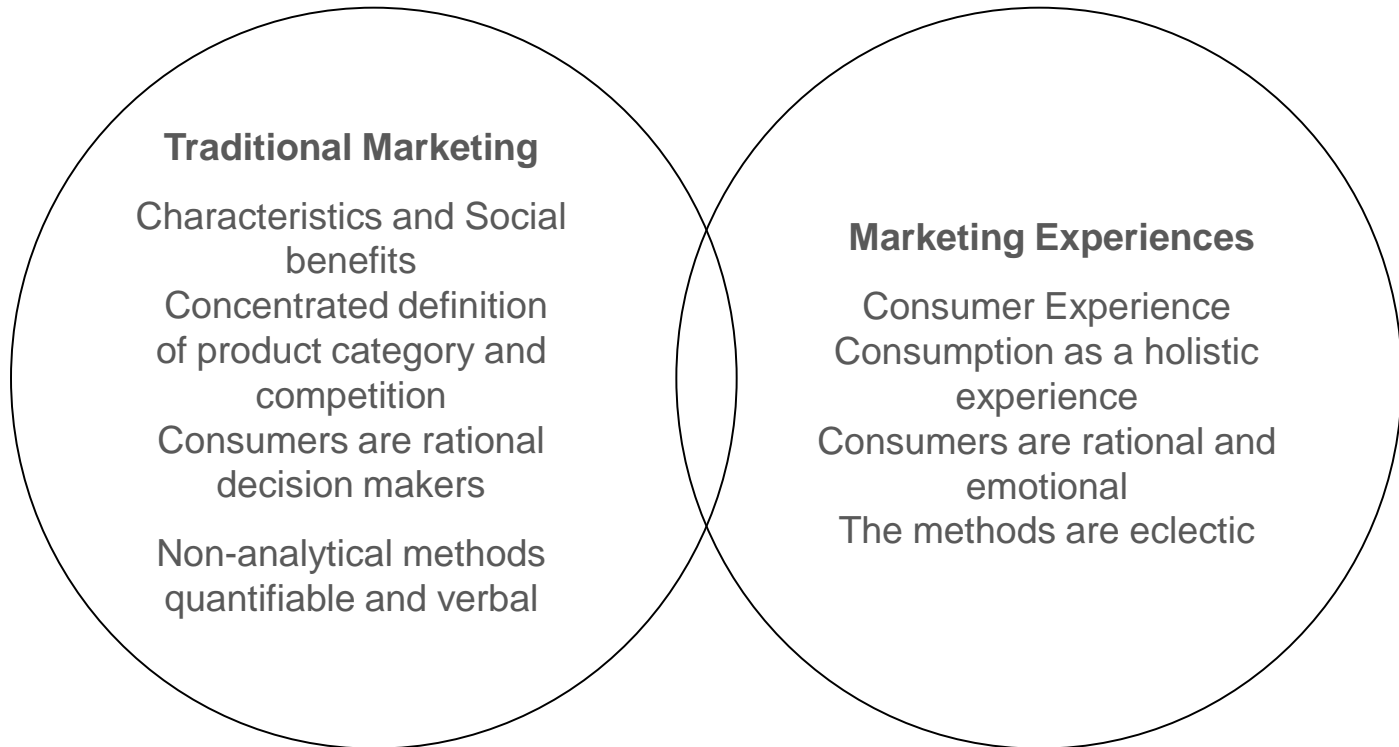


But some can be surprising and reach the heart of the consumer.



What differs you from your competition?  
Why do you exist?  
Are you still in the paradigm of selling "beds" or providing a memorable experience?  
In your vision, the price is the only variable that changes the demand curve?





## IN THE END WHAT MATTERS ARE THE EXPERIENCES

*"Tell me, I will forget.  
Show me, I may remember.  
Involve me, I will understand."*

*Benjamin Franklin*

**IDEA # 2**



95% research online

Research more online

Research more offline

- Credit cards
- Home appliances
- Cars, motorcycles
- Financial services
- Restaurants
- TV, radio, Hi Fi, etc
- Books
- Mobile, PDA, MP3
- Movies
- Music
- Hotel
- Computers
- Holiday destinations
- Software
- Airlines

- Cosmetics / facial care
- Skin care products
- Hair care products

## DID YOU KNOW

- **More than 60%** of the tourists begin their research in OTA's (online travel agencies such as booking and expedia) to make comparisons, not the reservation. Then, they go to reviews websites like trip advisor
- **82% of these tourists** will try to book directly on the hotel's website through google
- Many units **are not ready for direct booking** or the booking process **is complex and slow**, consequently the customer leaves the website

Fonte: Cornell School of HotelAdministration

### The new consumer...

- The process starts with **6.5 weeks before departure**
- **2.1 weeks** of research before booking a hotel
- **21.9 sites visited** before booking

Fonte: Google & Complete Travel Study

What have you done to meet this “new consumer”?  
Your booking system works effectively?  
Do you create strong content on the internet so that consumers can find you easily?  
Do you manage your online presence efficiently?



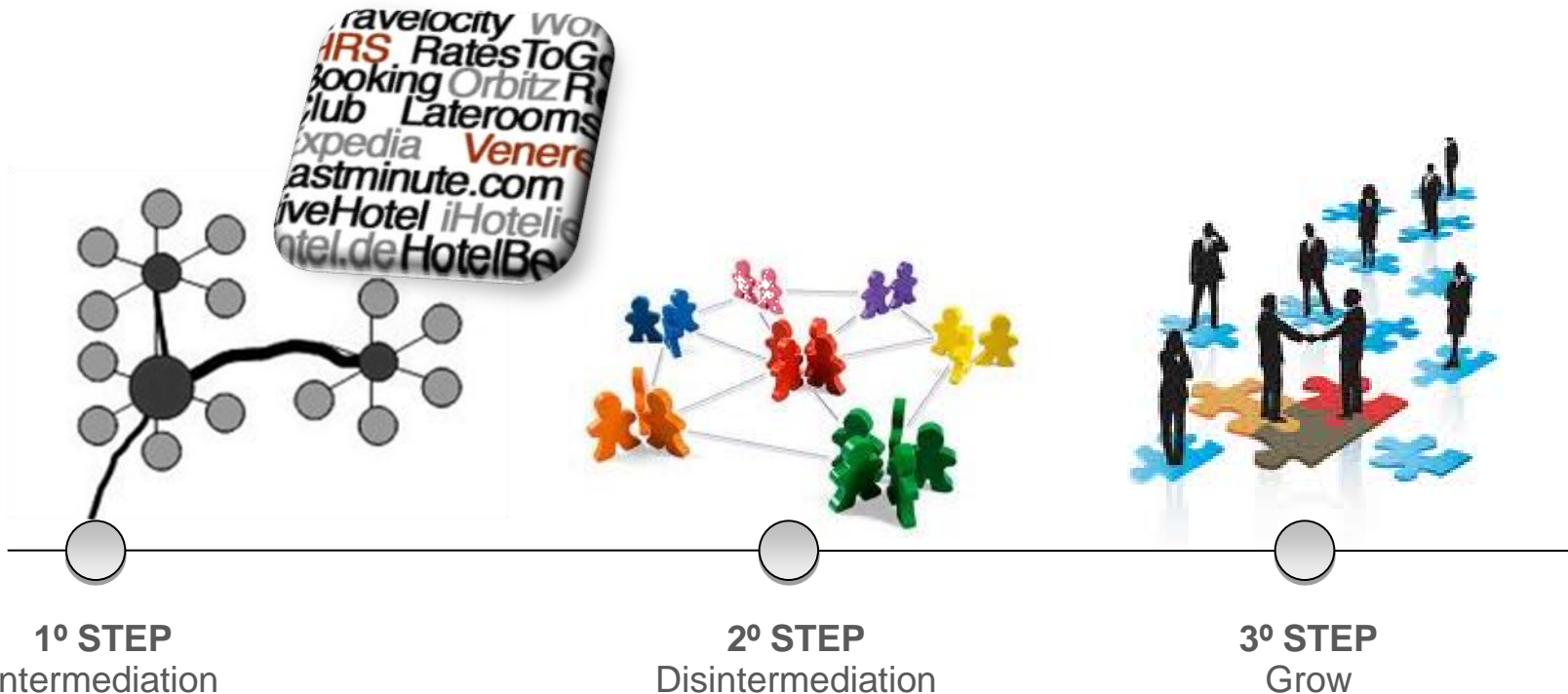
**IDEA # 3**



Intermediation → Establish new channels with OTA's, increasing the distribution channels

Disintermediation → Keep a strong online presence and increase reserves in the hotel's website

Grow → Increase the network contacts, to monitor the online presence and continue to increase reserves



**IDEA # 4**

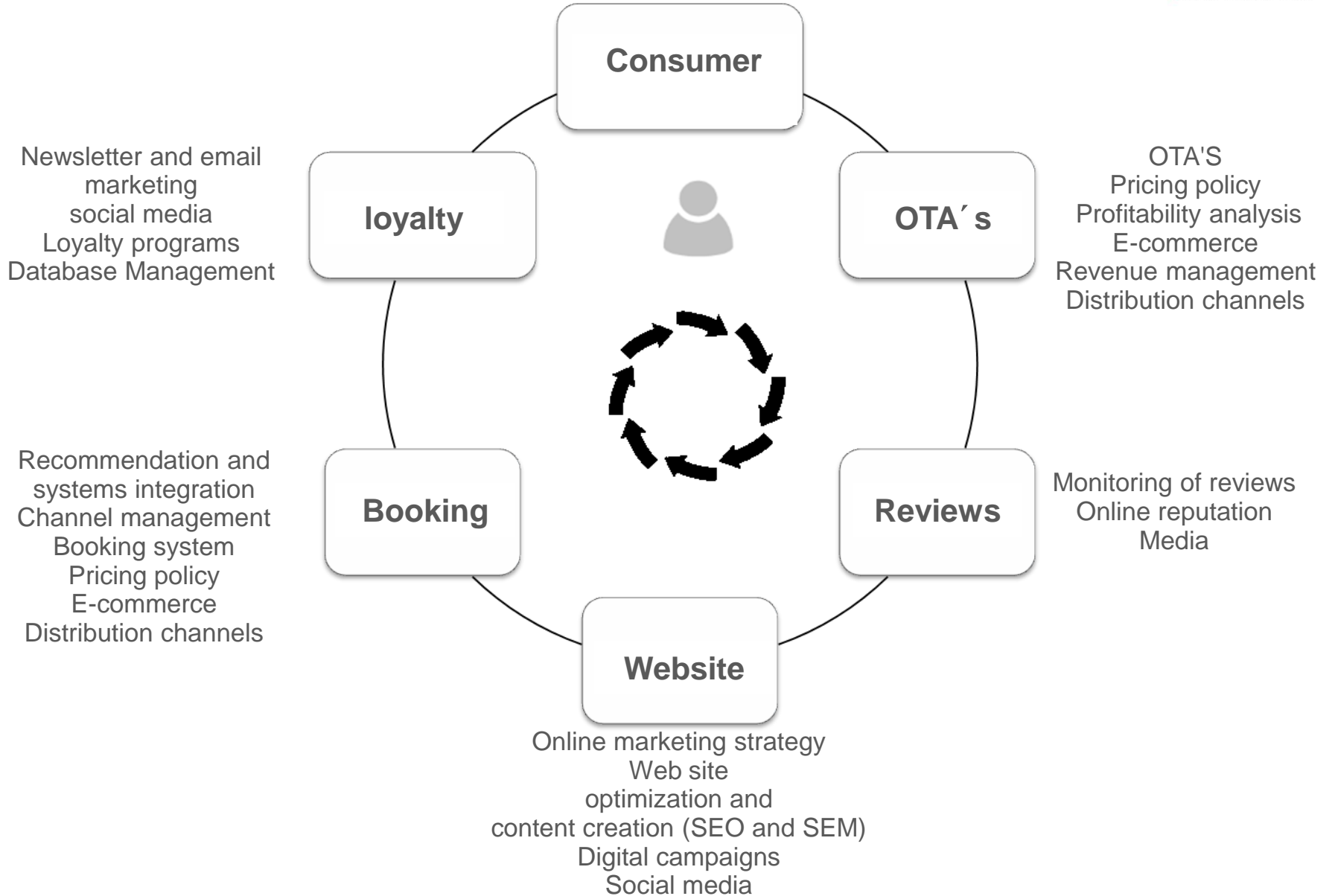


## HOW TO MAKE THIS POSSIBLE?

- Differentiate your product through the economy of experiences
- Not having high costs and share the risk
- Give more attention to the customer
- Increase the number of reservations; initially through the distribution channels and in the second stage on your own website
- Make your business more professional, with a policy of e-commerce & revenue management more consistent
- Increase your presence online in a consistent and optimized way



# OUR SERVICES & THE NEW CONSUMER



## WHAT DO WE DEVELOP FOR YOU

### SALES & DISTRIBUTION

- Revenue management
- Pricing policy
- Recommendation and systems integration
- Monthly management extranet contracted
- Contracts with new distribution channels

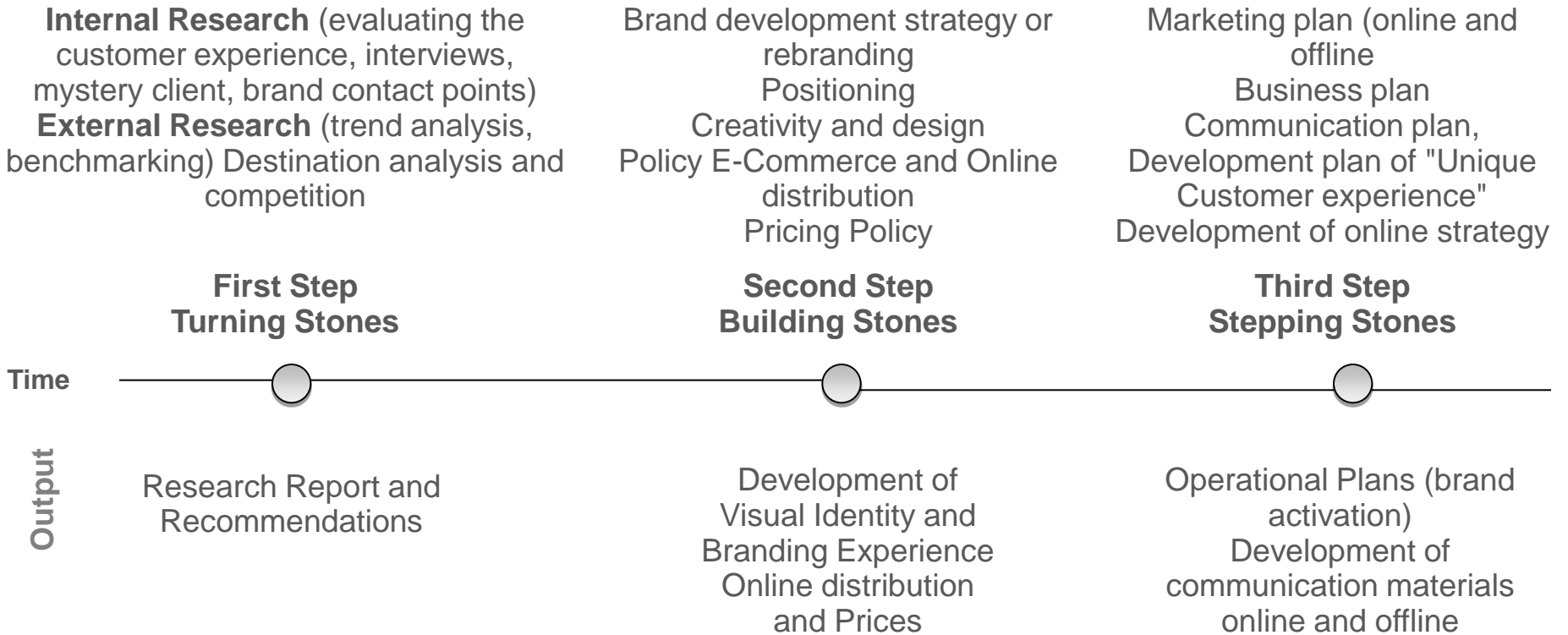
### MARKETING

- Marketing plan, sales and communication
- CRM and database management
- Monthly management of online presence (website, newsletter, social networks)
- online reputation
- Advertising and promotion
- Creation and management of content (SEO)
- Website design

### KNOWLEDGE

- Consulting
- Strategic and business Plans
- Development and brand consultancy
- Press release
- Feasibility studies
- Training
- Human resources (recruitment, performance evaluation, KPI's)

# OUR PROCESS



## CASE STUDIES

### **Hospitality and Tourism**

- \_ Green Projects
- \_ Casa de Juste, Country House
- \_ Solar Egas Moniz, Charming House
- \_ Rossio Hotel

### **Entertainment and Leisure**

- \_ Autódromo Internacional do Algarve

### **Consulting | Others**

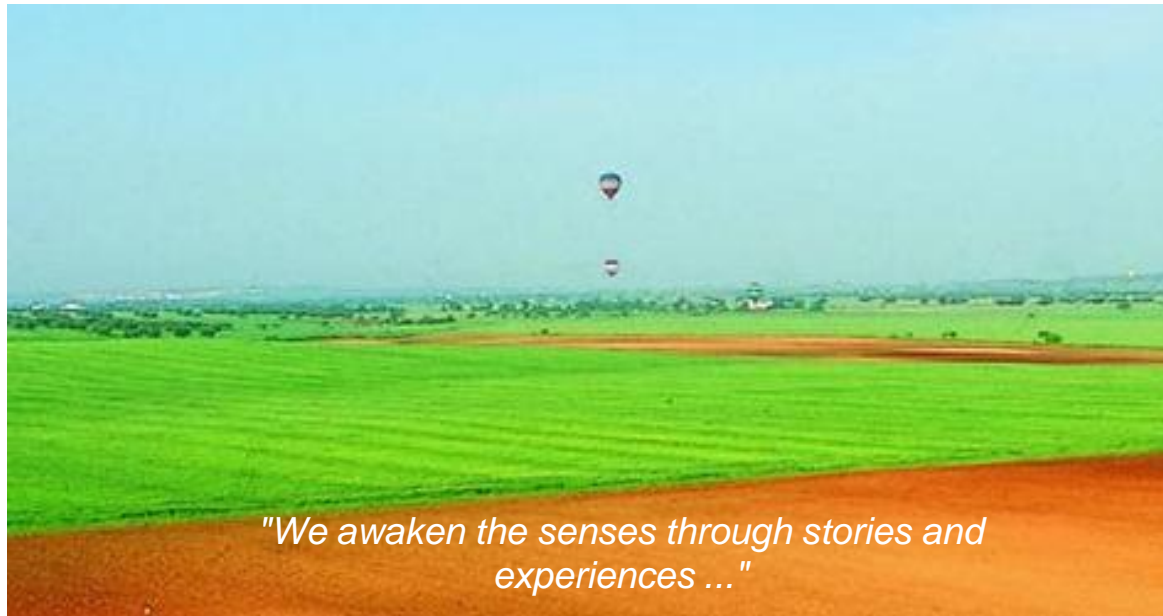
- \_ PSZ Consulting

## MILESTONES DNA

A creative and dynamic team with experience in the industry, full of desire to build your project and with a "hands-on, hearts on" ...

## WHOM WE DROVE

From hotels to rural houses, from travel agencies to tourism destination entities, from themed routes to mixed-used resorts, Milestones aims to increase value in the tourism sector in Portugal.



*"We awaken the senses through stories and experiences ..."*

## CONTACTS



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"A journey of a thousand miles begins with a single step"

Confucius