

Quality Levels

Quality has been a substantial part of my DNA. I had decided to contribute my life to luxury hospitality: because there is no quality limit existing... I believe that we humans are obsessed with High-quality in terms of outstanding service levels, extreme cleanliness, locally infused design, local craftsmanship, local ingredients & out-of-the-box amenities (preferably local too). In general, it is most important that all of it comes from the heart, delivered convincingly by each team member. I believe that these are necessary ingredients to maintain the highest luxury service, while optimizing operational expenses is key.

I have learned exceptional quality in the past 25 years as an employee working for the greatest hotels, but also before, growing up @ family's hotel. With the years I started to understand what the guest's basic desires are: *maximal comfort, outstanding service, design, top food & beverage, best Spa treatments, maximum personalization*. Quality limits do not exist in hospitality. Service can always be personalized further and is relatively easy to execute. But it requires vision, time and focus = pre-arrival, curated day-to-day experiences, daily ambiance, follow-up, post-arrival. Detailed daily briefings (like pre-con with groups) are required to ensure that each guest is catered for at the maximal potential. Information & the hotel's standards must be infused into everything & repeated daily. Needless to say, it is essential to train all members to know 100% the importance of standards (LQA, Forbes)

Employee & Talent Retention

I deeply believe that employees must have the same importance as guests, making sure they use a very detailed plan of personal self-development. Not only professional, but also personal: with nutrition, mental & physical health and a certain sense of spirituality (all, to overcome daily work-related & personal challenges). It is of utmost importance that the collaborators (and their families) are guided well to achieve their maximum potential. There is nothing more important than sustaining a loyal & service-oriented workforce. Having a well-trained and multilingual talent is one of the most crucial factors to sustain a successful hospitality organization. But the effort of prevention is key! The culture of using corrective measurements is expensive & often too late. There certainly is an educational aspect required.

The guest obviously always stays the ultimate KING and deserve the very best service, cleanliness, focus & dedication. They are the principal reason why we are in this business. Nonetheless, we need to switch thoughts and give a similar status to the employees. They do everything in their power to exceed the guest's expectations - ALWAYS.

Therefor they deserve a piece of the cake, too. It is a necessity for all humans to know they are doing something good, and to be respected & admired for what they do. Many employees have it very difficult, but they must put the guests' wellbeing in front (because they decide & they pay their wages). On the other hand, we must be fulfilled with ourselves (convinced by what we do), to fully understand WHY and HOW to serve the guest as a KING. Employees have also great desires of what and how important to be. Needless to say, we must give them the opportunity to do something great.

Medical preventive measures are essential. Because it's about our personal well-being, and how we live. We can only make others happy, if we are happy ourselves, first. It's a culture that must be embraced by everyone... So why don't we start doing it ourselves & for our people. Investing in making our people happy is essential to make anyone else happy, after all.

Revenue & Income Potential

Premium ADR & increased long-term stay allows guests to have the possibility of personal growth. An a-la-carte type of Spa menu should give them the opportunity to also improve their long-term wellbeing (physical, mental and spiritual). I have already worked out a plan for how to consistently improve these 3 basic pillars, step by step:

- Self-Love (happiness)
- Controlling our thoughts
- Being good to others

These points can be added as pick & choose “personal growth experiences” for all guests, at very limited expenses for the hotel. In the future, I envision adding more medical & mental items (including cure of cancer, diabetes, burn-out, autism, etc.).

Also, it has been proven that Mexico is an exciting destination to enjoy cultural aspects, the rich natural beauty, good/humble service levels, outstandingly creative cuisine & amazing people. The mystical portion - attracting the visitors - can also be very beneficial to explore further. Here in Mexico, we can still take advantage of low operating costs (reflecting on higher ROI). Also, the long seasonality & the profit potential of Residential offerings can lead to consistent occupancy.

Once guests understand the dynamic and potentialities of this purpose, we can start taking full advantage. The guests are paying for the treatments (be it for the shaman, nutritionist, life coach, the psychologist, the doctor, the dentist), not the hotel. We are only connecting the dots....

Back in the Hacienda - I had big plans to change the world for the better, which is why I proposed the cure for serious illnesses (like cancer, diabetes, depression & anxiety). We scientifically know that they are all caused by our mind. Therefore, they can be eliminated using the same mind where they origin from. I have learned from many people who cured themselves using the same principle. This is not related to my EGO, but I simply must to do something positive our lifes. But instead of bettering the world, we can first go deeper with other practices, like Thai-Chi, Tapping, Breathwork, Ayurveda, Couples re-connection, etc.). Then we take it step-by-step, with taking Ice baths, hugging trees, and so on....

Sales & Marketing Advantages

Strong global perception of Mexico as a desirable destination & easy to market luxury experiences tied to Culture, Nature & Wellness, make Mexico a very social media-friendly destination. Definitely, its proximity to North America makes this country ideal for repeat guests and loyalty programs. From my personal viewpoint, it is most important to offer something very different than other hotels do. The traditional hospitality model is no longer sustainable. Nowadays we must do something extra to truly benefit welfare and personal wellbeing (for collaborators and guests, alike). An effort that will certainly pay off, in a long run.

No one offers true long-term welfare to their guests & their employees. Although the world clearly sees the need for it!

Instead, every hotel likes to take advantage of their own & direct benefits: word-of-mouth, public relations, culinary exit, potential of guest returns, etc. Resulting in potential revenue return, return stays, etc.

We often believe that our reasons are focused on service levels, amenities, architecture, commodities, food quality, Spa treatments, etc. But they should be focused on our Employees & Our Guest Well-being instead.

They should prioritise our employees' and guests' well-being instead.

I want to change this strategy by fulfilling first the employee' needs, who then perfectly execute/customize the guest's stay. As a result, the hotel itself will see the benefit, most....

Strategic Location

Short flights from high-income markets suit us a lot, but there is also a huge potential to explore the upscaled Mexican tourist. There is definitely enough capital and purchasing power to take advantage of this country's exceptional resources. But it is fundamental to always remaining top of the line...

For travelers from the U.S. and Canada, it is the accessible yet exotic location. Also for Mexicans, we can do great things in regards to the most personalized service, culinary destination, natural beauty, the people, art work or taking advantage of the country's mystical side. For long-term success and brand strategy it is essential, that we focus on locations/destinations that are still relatively virgin.

In 2025, statistics show that Mexican tourists have increased to 40%, which is amazing.

What is attractive for Mexican's:

- We have to be taking personalization / curation to the next level
- We must become obsessed with pre-arrival & post-departure communication
- flexibility of check-in & check-out times
- Offering education/classes (cooking, Spa treatments, purchasing options + Well-being courses)
- Offer microdoses of Psychedelics (100% legal)

Sustainability & Brand Positioning

Although the above points clearly list the potential to build eco-luxury or high-end properties, we should first be using Mexico's most beautiful resources. Although guests increasingly value sustainable tourism, it is the rich local culture that should be taken advantage of most. Without doubt, I will help your brand narrative, guest & employee experience to be as perfect as humanly possible. Certain internal limitations are key for full sustainability, and the in-house people's buy-in is 100% essential. Living sustainably starts at home, day by day. Therefore, knowledge must be openly communicated! It's about constant improvement for everyone, always.

Employees first need to 100% embrace sustainability (water usage, electricity usage, garbage, preservation of marine life). At the same time, we should all learn more about the source of food (vegetable, meat, fish, production of vegetables, legumes etc.)

Growth & Expansion Potential

Once we are able to cultivate this strict culture of quality & talent retention, we will have potential for increased revenue and income. This also gives us Sales, Marketing & PR advantages, leading to the best strategic positioning. Mixed with a strong sustainable culture, our doors are being held wide open for future growth & expansion.