Hoteliers Inspiration

WORKSHOP · HOTEL PROCESS OPTIMIZATION (HPO) · MARCH 2027

Turn every department into a *profit driver.*

A two-day, hands-on workshop that shows hotel teams how their daily decisions on people, guests, pricing and cost show up on the P&L, and what to change on Monday morning.

DATES	VENUE	PRICE
March 2027 Dates to be announced	To be announced	To be announced

Bringing hospitality to a new dimension

Register your interest

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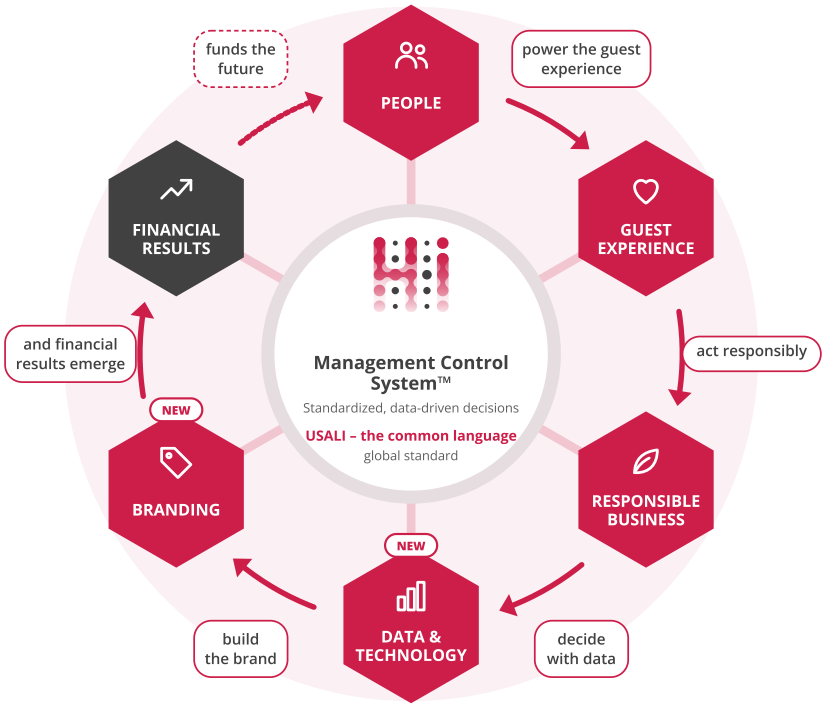
Hoteliers Inspiration
Medvedova cesta 28, 1000 Ljubljana
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THE METHOD

Six strategic priorities. *One P&L.*

People power the guest experience, act responsibly, decide with data, and build the brand, and financial results emerge.

Rising costs. Changing guest expectations. Pricing pressure. Tighter margins. Business as usual is no longer enough.



People
Engaged, skilled teams who own the result.

Guest Experience
Every stay keeps the promise and earns the return.

Responsible Business
Caring for people, community and planet.

Data & Technology (new)
Decisions driven by integrated, real-time data.

Branding (new)
A distinct promise guests choose and pay for.

Financial Results
Profitable growth that funds the future. This is the outcome the other five produce.

The Hoteliers Inspiration Management Control System™ connects six strategic priorities: People, Guest Experience, Responsible Business, Data & Technology, Branding and Financial Results. Built on USALI, the global standard for hotel accounting, it lets the P&L, RMS, PMS and BI tools speak the same language.

ILLUSTRATIVE EXAMPLE

Same revenue, *very different profit.*

Two hotels each grow revenue by €42,000. At 35% flow-through that's €14,700 extra GOP; at 85% it's €35,700, a €21,000 difference.

Illustrative example, not client results.

WHAT YOUR TEAM TAKES HOME

Four things you can *use on Monday*

A shared language

Sales, operations and finance read one P&L, structured to USALI.

Pricing with a floor

Know the cost per occupied room and the lowest rate worth selling.

Channel profitability

Compare direct and OTA bookings by net contribution, not just volume.

Market share in focus

Read MPI, ARI and RGI to spot where you lose business, and win it back.

WHAT MAKES IT DIFFERENT

9
interactive simulators participants play on their own phones

Own data
exercises built on each hotel's real figures

Excel
ready-to-use templates to take home

CHIA & CAHTA
exercises drawn from the CHIA and CAHTA analytics certifications

FORMATS

Open workshop
Two days with teams from several hotels, learning from each other.

In-house program
Tailored to your hotel or group, your data and your priorities.

1-on-1 follow-up
A session with Sergio to turn the workshop into an action plan.

NEW FOR 2027

AI for the *bottom line.*

Together with our AI partner Titan Analytics (Berlin), we share practical AI best practices and build awareness of how AI tools and agents, fed with clean, USALI-structured hotel data, help every department make faster, better decisions that grow GOP.

HOTEL TEAMS WE HAVE WORKED WITH

Sava Hotels & Resorts · Grand Hotel Koper · Hotel Soča · Hotel Boka · Four Points by Sheraton Ljubljana Mons · Art Hotel Tartini · Hostel Celica · Atlantic Boutique Hotel · Hotel Cad and many others

References available on request.

Who it's for

Hotel teams across sales, operations, revenue and finance. Sales, operations and finance read different numbers and pull in different directions.

PROGRAM

Two days, *four sessions*, then 1-on-1

Timings to be confirmed. The full agenda will be shared together with the dates and venue.

Day 1

MORNING

HPO defined and the role of the six priorities

- People: the Management Performance Review (MPR)
- Guest Experience: key drivers of guest satisfaction (OSAT/GSS)
- Responsible Business

AFTERNOON

Financial Results

- Hotel budget and forecast
- An introduction to room revenue management
- Segmentation (market and submarket), pricing and distribution
- Critical-thinking exercises

Day 2

MORNING

USALI and revenue management in practice

- USALI: operating statements, schedules, the full P&L structure
- Rooms market segments and subsegments
- How RMS works
- Pricing discipline and the profit impact of small rate adjustments

AFTERNOON

The P&L, benchmarking and your own data

- P&L anatomy and cost allocation
- Hands-on Excel workshop with participants' own data (templates provided)
- Analytical exercises from CHIA & CAHTA
- Competitive benchmarking exercise on market share loss and recovery

After the workshop

1-on-1 follow-up. A session with Sergio to turn the workshop into an action plan.

Take-home materials

Ready-to-use Excel templates and exercises built on your own hotel's figures.



YOUR TRAINER

Sergio Foti

MSc · USALI · CHIA · CAHTA

Sergio Foti, MSc, founder and director of Hoteliers Inspiration. Over 25 years in the hotel industry and, since 2010, training, coaching and operational consulting across Europe. Certified in USALI 12th Edition, CHIA and CAHTA.

PARTICIPANT TESTIMONIALS

What participants *take away*

> *"Although my participation was somewhat by chance, the workshop came at exactly the right moment in my professional development. What I took away most was understanding how closely all areas of hotel operations are connected, and how important it is to look at the bigger picture with every improvement. In addition to new knowledge and ideas, I also received further confirmation that there is still enormous potential for development and improvement in our hotel. Above all, the workshop encouraged me to tackle it even more systematically.*

Valentina Verzel
Head of Hotel Operations, Hotel Grand Koper
HPO WORKSHOP, NOVEMBER 2026

> *"I work with Sergio in a consulting capacity once a year, and he always brings very valuable insights. I would say that this workshop is especially valuable for smaller hotels that do not have large departments. I would recommend it because it gives you dedicated time to listen, learn and ask questions that are directly relevant to your business, while also providing practical ideas for implementation.*

Barbara Čad
Hotel Čad
HPO WORKSHOP, MARCH 2026

> *"This workshop offers valuable insights into how hotels in other markets and larger properties approach the business. I would definitely recommend the HPO workshop because of the expertise it provides, the networking opportunities and the chance to exchange best practices with other hoteliers.*

Natasa Borojevic
Bled Rose Hotel
HPO WORKSHOP, MARCH 2026

> *"This workshop brings additional value in the way hotels approach and manage their business, particularly in the area of revenue management. I would recommend this workshop especially to hoteliers who have just opened their properties and to smaller hotels, because it provides valuable insight into how a hotel operates and how to manage it more strategically.*

Goran Kavs
Hotel Soča
HPO WORKSHOP, MARCH 2026

PRACTICAL INFORMATION

Dates	March 2027, dates to be announced
Venue	To be announced
Price	To be announced
Format	Two-day workshop, then a 1-on-1 follow-up session with Sergio
Materials	Excel templates and ready-to-use models

Register your interest

REGISTRATION & QUESTIONS
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WORKSHOP CONTENT & 1-ON-1
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Participant testimonials from the March 2026 and November 2026 editions · More success stories at hoteliersinspiration.com