Punto Hotelero
ADVISORY

STRATEGIC ADVISORY FOR HOTEL OWNERS

Your hotel is a business.
It is also your wealth.

Asset Management

Clarity on performance.
Control over priorities.
Follow-through on decisions.

An independent perspective to understand what your hotel generates, where it loses value and what deserves your attention as an owner.

01 Asset & Performance Diagnostic

An initial assessment of the asset.

02 Owner Control

Monthly insight to inform decisions.

03 Fractional Asset Management

Strategic oversight with ongoing follow-up.

Punto Hotelero
ADVISORY

01 / INITIAL ASSESSMENT

Asset & Performance Diagnostic

Understand the asset before you decide.

A focused review of financial, commercial and operational information to identify risks, opportunities and investment priorities.

When it helps

When you need to explain results, assess an improvement or establish an objective basis before committing capital.

What we review

Revenue, costs, margins, room performance, distribution, investment needs and the consistency of the operating model. We compare results with the budget and available historical data.

What you receive

A data reliability assessment; an Asset Health Score; an opportunity map; operational gaps; an investment roadmap and a 90-day action plan. Includes a 90-minute executive presentation.

THE DECISION IT SUPPORTS

Which issues to address first, what to validate and which investments to study before approval.

Target timeframe: 30 days from the agreed start date and receipt of the required information. Desktop review or site visit, as specified in the proposal.

02 / MONTHLY VISIBILITY

Owner Control

Know what changed and why it matters.

An independent interpretation of hotel results so owners can focus on material variances and decisions.

When it helps

When the hotel has an operations team, but you need to interpret reports from an economic perspective and maintain regular visibility of the asset.

What we analyse

Results against budget; revenue, costs and profitability; occupancy, average daily rate and revenue per available room. We review investment and risk alerts using the information provided.

What you receive each month

An executive dashboard, a three-to-five-page owner report and a monthly meeting. The review distinguishes variances, possible causes, information limitations and matters requiring a decision.

THE DECISION IT SUPPORTS

Where to seek explanations, which risks to monitor and which matters require the owner's attention.

A monthly service focused on analysis and owner communication. Meetings with the general manager, formal action tracking and site visits fall within a broader scope.

03 / STRATEGIC OVERSIGHT

Fractional Asset Management

Turn analysis into follow-through.

Ongoing support to review performance with hotel management, agree priorities and document progress on actions and decisions.

When it helps

When you need more active representation of your interests and continuity in monitoring the budget, operator and asset priorities.

What it includes

The full Owner Control scope, plus a monthly meeting with the general manager; review of revenue and distribution; forecasts and cash flow; budget oversight and critical investment analysis.

What you receive

A monthly dashboard and report, an action log with owners and deadlines, and a decision log. A quarterly on-site asset review is recommended, with scope and expenses defined in the proposal.

THE DECISION IT SUPPORTS

What progress to require, which variances to address and which investment proposals to approve, defer or validate.

Recommended horizon: 6 to 12 months. The owner retains decision-making authority; hotel management remains responsible for operational execution.

Punto Hotelero
ADVISORY

CHOOSE YOUR LEVEL OF SUPPORT

The right service for your next decision.

Understand the asset and prioritise

Diagnostic - a focused project.

Interpret results regularly

Owner Control - monthly analysis.

Oversee priorities and track execution

Fractional Asset Management - ongoing support.

A relationship with clear terms.

We agree objectives, information sources, responsibilities and review frequency. Every material recommendation distinguishes evidence, assumptions and risks. Scope, fees, visits and expenses are established in a specific proposal.

Implementation projects and specialist services are quoted separately. Analysis depends on available information and its validation. The service does not guarantee results or replace the operator's daily management.

Let's discuss your asset.
contacto@puntohotelero.com
puntohotelero.com/en

For the initial conversation, simply share the destination, approximate size and your objective. Sensitive documents are exchanged through an agreed confidentiality process.