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Hotel Management Firm Driven by Data, But Powered by Professionals

Rockville, MD – February 06, 2018 - Meisel Holdings Managed Services is expanding its hotel management division to offer hospitality management services to hotel owners and asset managers in the U.S.

Founded by Marc Meisel, a long-time hotel management/development and commercial real estate leader, [Meisel Holdings Managed Services](#) specializes in yielding above-market profits and building long-term asset value for hotels and resorts.

“We take a fresh approach to hotel management,” Meisel said. “We don’t blindly rely on “automated intelligence” to analyze data and make decisions. Instead, we collect your hotel’s data and market information, then provide deep analysis conducted by people that understand operations and marketing. We follow-up with personalized recommendations and bespoke action plans.

We are driven by data, but powered by professionals.”

The firm offers custom strategies based on each property’s unique circumstances, destination, budget, comp set and target markets. Services include:

Operations

Custom-fit a proven operations model to align with each hotel’s unique budget, location, circumstances, brand and condition.

Marketing & Sales

Leverage creativity and marketing technology to drive revenue, traffic, quality leads and stronger connections with the hotel’s target audience. A year-round group sales strategy focuses on achieving room night goals for maximizing occupancy.

Revenue Management

Target the full value of each guest and draw yield from all revenue sources during a stay. Plus, Meisel Holdings Managed Services will use market intelligence to maximize rate and occupancy.

Accounting

Specialized hotel accounting practices to improve revenue performance and thorough analysis of property’s financial data. Leveraging the latest and advanced accounting methods, the firm will provide timely and accurate reporting specific to the client’s needs.

Human Resources

After thoroughly reviewing each property’s unique needs, we will select talent best matched to lead the hotel to asset protection, maximized revenues and elevated guest experiences. Ongoing training and

pathways to advancement will result in less turnover and highly skilled staff at every level.

Development/Repositioning

A turnkey partnership for ground-up construction, renovation plus repositioning and rebranding tired assets to move hotels in the direction of long-term value and return.

Restaurant Management

Scalable food and beverage programs to add value to a hotel asset, plus streamline operations to manage costs.

Leaders of the company have a long history of experience in hotel ownership and operations as well as development and management of other types of commercial & hospitality properties. Meisel has managed all facets of hotel investment, management, financing and development including identifying and negotiating hotel acquisitions and repositioning existing hotel product. Executives of the firm have held leadership roles at properties stretching across the East Coast, from motels, branded hotels to luxury boutique properties. As a result, Meisel Holdings Managed Services has the very unique ability to understand operations from the ownership side as well as the management perspective and be able to capitalize on this.

“Our team keeps an intense focus on the details, while also being able to expertly monitor and maneuver the bigger picture,” Meisel said. “We are here to be partners in profitability and performance.”

The Meisel Holdings Managed Services portfolio spans from luxury boutique hotels to economical motels. Many of the firm’s properties have seen a considerable increase in their TripAdvisor rankings, both in the nation and their respective markets. The [Santa Maria Suites](#) is now ranked as #6 of [TripAdvisor’s Top 25 Hotels in the U.S.](#), while the [H2O Suites](#) is currently ranked #1 Hotel in Key West, FL.

For more information, visit <https://meiselhms.com/>

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