

# SHORELINE

HOSPITALITY



” Your competent hospitality consultant for the leisure hotel industry. We offer you individual advice with bespoke solutions. ”

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## WHO IS SHORELINE HOSPITALITY?



Shoreline Hospitality, founded in 2019 by Andreas Acker & David Nuenemann, offers practice-oriented consulting services with a focus on leisure hotels & resorts as well as restaurants.

## OUR PHILOSOPHY

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Our goal is not only to show opportunities and improvement possibilities, but also to define conclusive measures and then implement them together with our respective clients.

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Due to our many years of international experience, extensive knowledge of the hotel market, its competitors and current developments as well as our objective perspective from outside, we have helped numerous companies to gain significant competitive advantages and increase their operating results.

We specifically provide new impulses and bring in current trends.

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Particularly in times of crisis and uncertainty, we also help your organization to identify problems at an early stage, highlight solutions for known problems or scrutinize concepts from the ground up and therefore assist to make every company 'fit' for the future.



## WHO ARE OUR CLIENTS?



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Our customers are as individual and diverse as our advisory services.

We are consulting hoteliers, but also project developers and / or investors.

Our focus lies on small to medium-sized hotels & resorts, as well as purely gastronomic institutions.

We advise companies across the globe.

It is not important whether a company is part of a chain, independent or even family-run.

We will find a suitable solution for every situation and every budget!



## "SHORELINE – the link between land & ocean"

Just like its geographical function,  
Shoreline Hospitality sees itself as a  
connecting link between...

Owners and management team  
Aspiration and reality  
Companies and customers  
Product and service  
Ying and yang

We work hand in hand with your  
team to continuously improve  
performance and quality.



## WHAT SETS US APART?

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- Combined 40 years of experience in the ultra-luxury hotel industry in small and large hotels & resorts, in urban as well as remote regions
- Several years of experience in executive positions and ultimately in general management, which allows us to offer practical solutions and to actively support our customers throughout the implementation process, instead of just pointing out a catalog of problems
- Proven success stories in the opening, repositioning and conceptual realignment of numerous restaurant projects
- Transparency through clearly defined price structure
- Unconventional and very individual approach, taking current trends and industry developments into account
- Guest and quality, combined with a strong focus on detail, are always our main priority
- Strong network of selected partners, which allows us to offer a more extensive service from ‘real’ experts in their respective fields

## WHICH SERVICES CAN / CAN'T WE OFFER?



- Financial analysis
- Owner's representation service
- Sales & Marketing analysis
- Comprehensive business audit
- Sustainability advice
- Conceptual realignment with a focus on gastronomy



- Property valuation
- Site analysis & feasibility studies
- Hotel real estate sales & hotel leasing
- Appraisal reporting



## OUR MOST POPULAR MODULES

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We have put together a selection of our most popular solutions here to give you a little insight into our range of services. We stand for transparency and have therefore made a conscious decision to openly disclose our pricing.

Of course we know that the hotel and catering industry consists of individualists and that no two companies are alike!

We would be very happy to arrange a completely non-binding initial meeting with you, in order for us to understand your individual needs and then be able to make you an equally individualized offer.



Hotel Financial Review

Review of Sales Activities

Hotel & Resort full 360°  
Review

Hotel Owner  
Representation

Interim & Project  
Management

Restaurant Audit

Food & Beverage  
Menu Engineering

Spa Menu Engineering

Government Support  
Funding

# OUR PARTNERS

Architecture & Design

**LAYAN**

**MQ<sup>®</sup>  
studio**

Digital marketing / Website optimization

**V/**  
**VIP WORLDWIDE**  
LUXURY BROUGHT TO LIFE

**opensmjle.**

Performance optimization

**Profitroom<sup>®</sup>**   
Simply more bookings

Recruitment

 **energi**  
people

Sales representation

  
**VAN ISACKER**  
EXCLUSIVE

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## HOSPITALITY

Contact us at any time for an initial consultation, in order to discuss your individual requirements:

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