



EM HOTELS

SERVICES PORTFOLIO

HOTEL MANAGEMENT AND MULTI-BRAND AND MULTI-SEGMENT MARKETING



Our Tribute to the Colombian Hotel Industry

At EM HOTELS we pay tribute to two of the icons of the Colombian hotel industry: Eduardo Monroy Barrera (RIP) and Bertha Monroy de Monroy (RIP) who achieved during their fruitful lives the conceptualization, construction, development, and operation of 7 hotel properties with great success in various destinations in the country.

Our values and management are based on the successful work philosophy of Don Eduardo and Doña Bertha, renowned in the Colombian business environment for a vast number of various achievements.

We offer concept design, construction, development, commercialization and operation of **multi-brand and multi-segment** accommodation services.

VISION

In 2025, we strive to be one of the most recognized multi-brand and multi-segment hotel operators and marketers in Colombia.

MISSION

At EM Hotels we provide solutions for the conceptualization, construction, development, marketing and operation of multi-brand and multi-segment accommodation services, with excellent hotel management and quality-certified hotels. Our main goal is to achieve guest satisfaction, by using at full the potential of our partners and bring them highest profitability.

VALUES

LEADERSHIP

We are in search of new and innovative strategies that allow us to master the challenges of the market and competition.

RESPONSIBILITY

We achieve that our operations are economically, socially and environmentally sustainable, recognizing the interests of the different stakeholders and seeking to preserve the environment and to ensure a sustainable future for the generations to come.

INTEGRITY

Ethics, information flow and transparency and corporate responsibility are a must for us.

TRAINING

We create opportunities for growth and human development through permanent training programs and plans.

KINDNESS AND FELLOWSHIP

We are polite and cordial, and we always offer a smile to our clients and guests, so that they feel at home and become part of our EM HOTELS family.

MULTIFUNCTIONALITY

We are able to satisfy your needs and expectations in any area and at any time.



OUR PRINCIPLES



INNOVATION

We take advantage of the benefits of the latest technology to enhance customer satisfaction, decrease costs and increase income, all of which helps us to create differential products and services.



SUSTAINABILITY

We are committed to ensuring that our operations impact as little as possible, aiming to preserve the environment and to insure a sustainable future for the next generations.



ADAPTABILITY

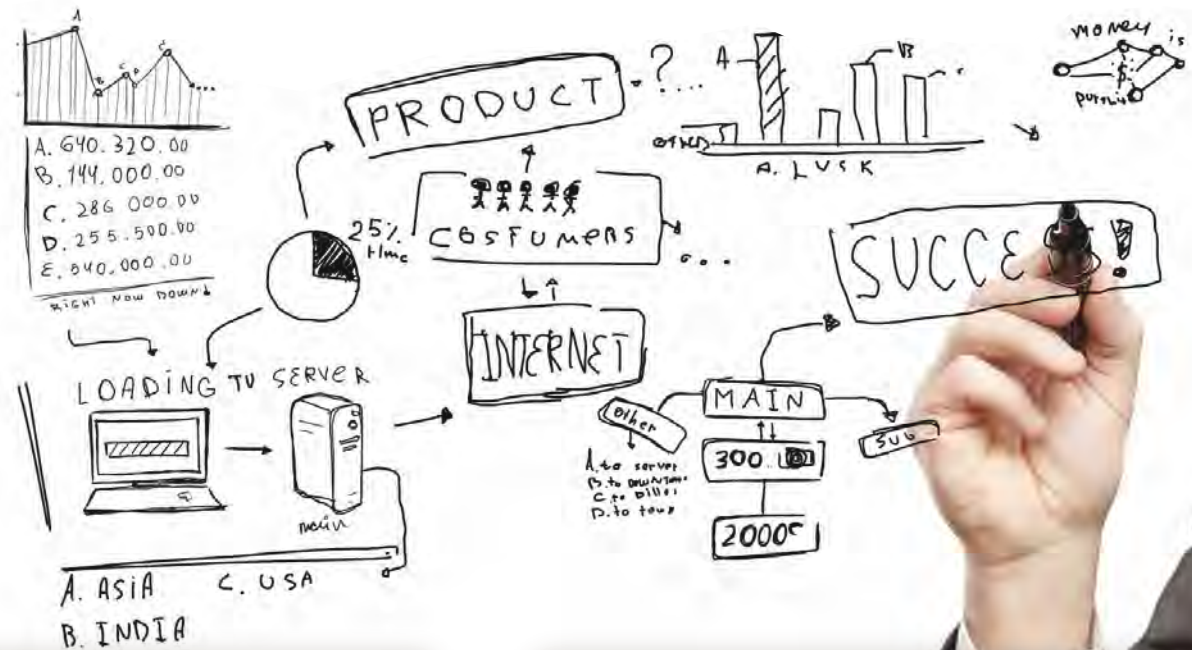
We are flexible to adapt to market conditions and the dynamics of the economy.



INTEGRITY

We are committed to acting honestly and dealing fairly and truthfully.

OUR SERVICES



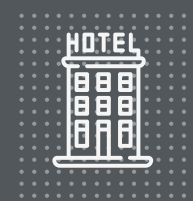
CONCEPT DESIGN

We identify and define the unique concept for the product-service offered, that generates the highest profitability for the clients, taking into consideration the market, the location, the current and future competition.



CONSULTING AND NEW PROJECT DEVELOPMENT

We counsel and guide our clients, depending on the product-service, across the architectural plan, the design of technical systems and in technological solutions, in order to maximize the investment, the operational efficiency of the hotel and the health and safety of the guests.



COMMERCIALIZATION AND OPERATION OF HOTEL SERVICES

We have the knowledge and the precise experience to achieve as well as increases in the income, as enhancements in costs, that can be translated into solid competitive advantages.



HOW WE MAKE A DIFFERENCE



INCREASE IN TOTAL SALES

We guarantee an increase in total sales through:

A. COMMERCIAL TEAM

We will empower current customers and get new customers through our direct commercial representatives in the Americas and Europe:

Argentina – Chile – Paraguay – Uruguay
Colombia (offices in Cartagena y Bogotá)
Mexico
Canada y USA
Spain and Portugal
German speaking market (Germany, Switzerland, Austria) and Holland

Your brand will be present at fairs, trade missions, roadshows, workshops, business roundtables, face-to-face meetings and virtual commercial actions in the different outbound destinations in the Americas and Europe.

In our team we have professionals with extensive experience in sales, marketing, revenue management, advertising, destination and community management.

OUR
COMPETITIVE
ADVANTAGES
MAKE US THE
BEST OPTION
FOR YOUR
HOTEL.



B. ONLINE PLATFORM OF TRAVEL AGENCIES AND BUSINESSES

With this tool, you will have access to travel agents and companies that already buy the chain's hotels, and who will surely start to buy your product. Opaque rates that will not create disparity with other platforms and online sales. Our database is constantly growing with leads that we get through different means of contact (commercial visits, tele-marketing, email-marketing, chatbot, WhatsApp, direct clients, events, fairs, paid databases, etc.) that will help increase your visibility and sales.

C. OPTIMIZATION OF RATES.

Through Revenue Management, an analysis of the data of the hotel performance, identifying opportunities and challenges, evaluating and proposing solutions that help generate higher income. EM HOTELS will be able to propose a rate structure and strategies that help maximize daily income, so that your team can focus more on strategic decisions and guest experience.

D. EM REWARDS:

Our loyalty program where your clients will be able to get benefits by staying in all the hotels of the chain and they will be able to redeem the points in products, services and miles nationally and internationally. In addition, we can offer special rates for members and other deals that will achieve customer loyalty.

E. GLOBAL SCOPE

With our global marketing network, we can include the hotel in:

Charter operations, pre-purchases of services, vacation groups and MICE, packages
Multi-destination and Identify opportunities based on data analysis that will allow the creation of customized products required by the end customer and make the right decisions that are sustainable over time.

Your brand will be introduced at reasonable prices in the global distribution channels due to the positioning of the holiday and corporate hotels belonging to EM HOTELS and will produce sales quickly with this support. Additionally, presenting yourself to customers as part of a well-known and well-positioned chain, you will reach new customers and create new sales very quickly.





SERVICE ENHANCEMENT

If required, we offer our support, free of charge, in enhancing your Customer Experience management to achieve an enhancement in the levels of perception and satisfaction of your services.

- Consulting on implementation of Quality Management Systems.
- Consulting on audits that guarantee continuous improvement of your service processes.
- Consulting on the Design of the Customer Service Strategy.



SAVINGS IN COMMERCIALIZATION COSTS

Given our great strength in marketing and taking advantage of the great alliances with various associations of the tourism sector and wholesalers at a national and international level, you will have:

- Brand exposure in digital and traditional channels
- Contribution to Holiday Fairs and MICE, trade missions, roadshows, workshops, business rounds, face-to-face meetings and virtual commercial actions in the different outbound destinations in the Americas and Europe.
- Free promotion, digital and traditional, direct and indirect in national and international markets.
- If required, we can implement or manage your website with online sales, social media, chatbot, OTAS, etc. Commission fees by each channel.





OUR STRATEGIC ALLIANCES

- Large National and International Wholesalers
- Pre-emption National and International Agencies
- International Charters (Ecuador, Canada, etc.)
- Airlines (GCA, VIVA, Avianca Tours, etc.)
- Incoming agencies and / or DMC
- PCOs (Professional Congress Operators)
- National and international universities
- Companies, compensation funds, etc.



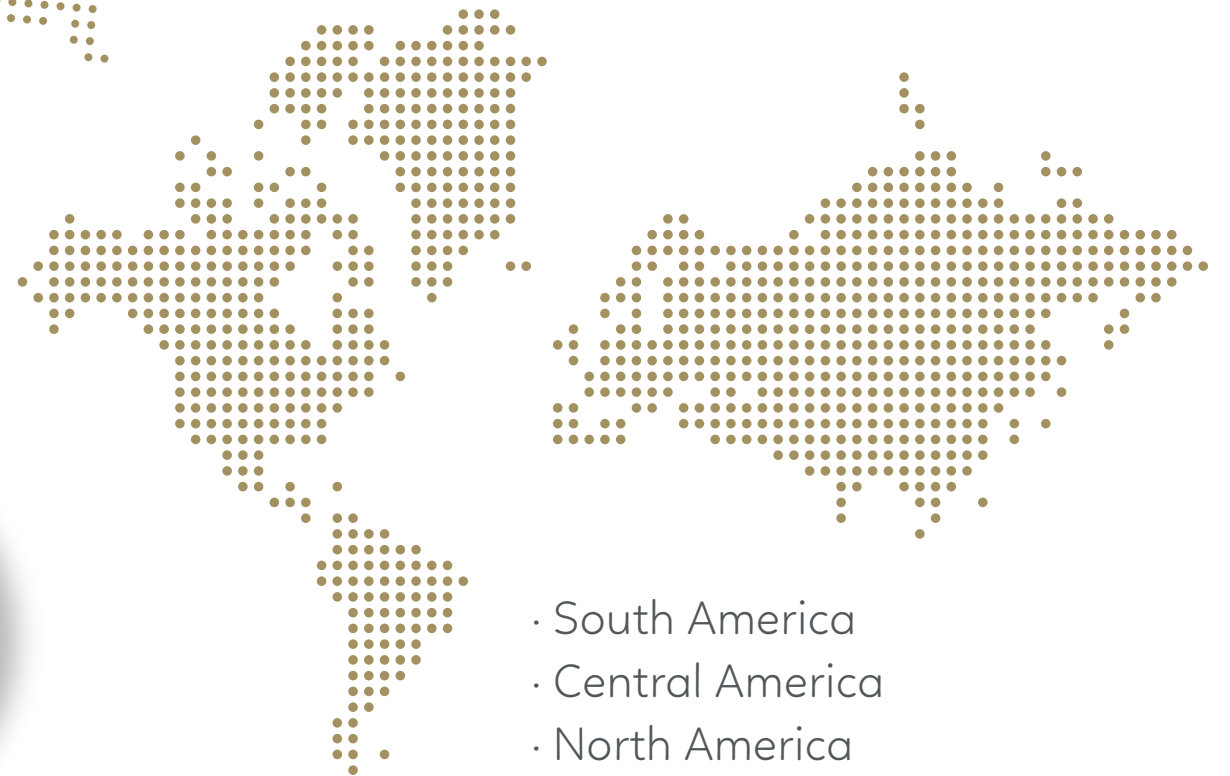
ORGANIZATIONS THAT SUPPORT OUR MANAGEMENT

- ASOTELCA, Colombian Hotel Association.
- ANATO, Colombian Association of Travel and Tourism Agencies.
- CORPOTURISMO, Cartagena de Indias Tourism Corporation
- PROCOLOMBIA, Entity for the commercial promotion of exports, tourism, investment and country brand in Colombia.
- CHTA, Caribbean Hotel and Tourism Association.
- USTOA, United States Tour Operators Association.
- CCRA Travel Solutions / ABC Global Services, Inc.
- Certifier Bureau veritas, Acert and Global.

OUR GUARANTEED REACH



- Colombia
- Greater Colombian Caribbean
- Colombian Pacific
- Colombian Western Andes
- Colombian Eastern Andes
- Colombian Massif



- South America
- Central America
- North America
- Europe

EXCLUSIVE REPRESENTATIVES



Canada and the USA

German speaking market (Germany, Switzerland, Austria) and Holland

Argentina, Chile, Paraguay and Uruguay

Spain and Portugal

México

In other countries we undertake commercial trips.

Traditional hotels that have remained at the forefront through innovation and excellence in service. Having many achievements such as:

ACHIEVEMENTS
OF HOTELS
UNDER
OUR BRAND



TRIPADVISOR - 24th place among 264 recognized hotels in Cartagena, by Trip Advisor. (HOTEL CARTAGENA PLAZA).



Travelers' choice. 2021 - Position among the 10 percent of the best hotels in the world. According to travelers' choice 2021 (HOTEL CARTAGENA PLAZA).



Travelers' choice. 2020 - TRAVELERS CHOICE AWARDS



Departmental Award for Tourism Quality



National Award for Tourism quality



Quality Certificate in OTAS Despegar, Booking, Travelocity, Hotels.com,



Awards for Business Merit



Civic Medal for Tourism Merit



Recognition of Success Awards (2009)



Awards World Travel Awards Colombia's Leading Hotel Suite Years 2015, 2017, 2018, 2019, 2020

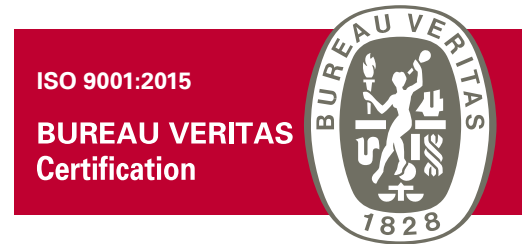


Seal Safe Travels World Travel & Tourism Council



Seal Certified Check In

OUR
CERTIFICATIONS



ISO 9001: 2015.



ISO 45001: 2018



NTC 5133



Quality NTS TS 002:2014



Quality NTSH 006-2009.



Safe Travels World
Travel & Tourism Council



Check In Certified



Safe Hotel covid 19



FAIRS AND
EXHIBITIONS
WE ATTEND

COLOMBIA:

Vitrina Anato, REMA Representatives and Wholesalers Fair, LADEVI Workshops.

Webinars and trade missions.

AMERICA:

Fit Argentina, WTM Brasil, Expotur Panama and Costa Rica, Ustoa Usa, Ccra Usa, Nexxt Mexico, Expo BT Mexico, trade missions to different countries

EUROPA:

Fitur Spain, ITB Germany, BTL Lisboa, TTG Rimini among others

THE TEAM

Leadership, experience and comprehensive assistance to achieve success in each objective of your project



CARLOS MONROY
General Manager



DOREY LUCÍA CÁRCAMO
Operational Management



CARLOS E MONROY
Administrative Management

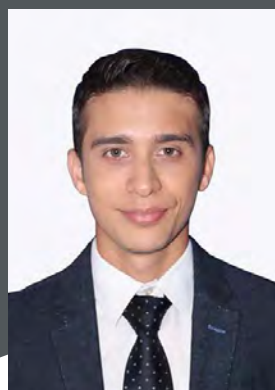


CLAUDIA GREY B.
Director of operations
and contracting EM HOTELS

MANAGEMENT TEAM - EM HOTELS



GUSTAVO PINEDO
Marketing Manager



ÓSCAR RODRIGUEZ
Sales & Reservations Manager



GISELLE BRAVO P.
Revenue Manager



PATRICIA ARGOTE
Commercial Manager



YORI KAMELO
Advertisement & Design



MARIA ISABEL SUAREZ
Head of Integral Management



MARIO DELGADO
General Auditor

SALES TEAM - EM HOTELS

QUALITY TEAM - EM HOTELS

An aerial photograph of a beach with many yellow umbrellas, a rocky breakwater, and a city skyline in the distance under a blue sky with scattered clouds. The text 'CURRENTLY OPERATED HOTELS' is overlaid on a dark olive green box in the upper left.

CURRENTLY OPERATED HOTELS

The hotels we operate are certified in quality according to ISO 9001: 2015, ISO 45001: 2018 with a model based on innovation and efficiency in hotel operation, applying modern tools for service, marketing, development of human talent, cost control and infrastructure maintenance, with the aim of achieving hotels with happy collaborators, preferred by clients, environmental friendly, supportive to the community and profitable for their shareholders.



HOTEL CARTAGENA PLAZA Cartagena de Indias D.T. y C.

Operated since its inception in 1993. Leading hotel in the region. Hotel with an integrated management system under ISO 9001: 2015, ISO 45001: 2018, NTC-5133: 2006 COLOMBIAN ENVIRONMENTAL SEAL. Certified as 4 stars according to the NTSH-006 standard. THE CODE certification for the Protection of Children from Sexual Exploitation in Travel and Tourism.

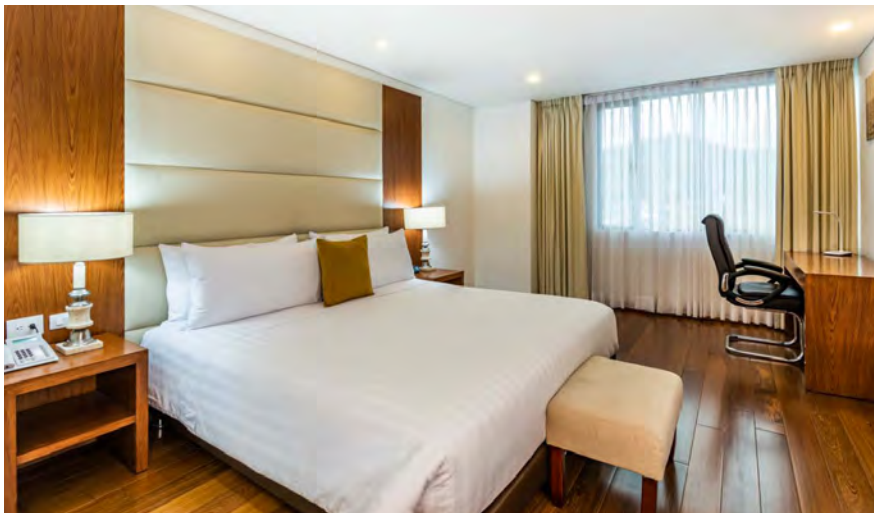
Holiday hotel with business services. Traditional hotel that has remained at the forefront through innovation and excellence in service, having many achievements such as:

-  National Award for Tourist quality
-  Certificates in quality standards ISO 9001 NTSH 006, NTS TS 002, ISO 45001, NTC5133
-  Departmental Award for Tourist Quality
-  Quality Certificate in OTAS Despegar, Booking, Travelocity, Hotels.com, Expedia
-  Awards for Business Merit
-  Civic Medal for Tourism Merit
-  World Travel Awards Colombia's Leading Hotel Suite Awards (2015, 2017, 2018, 2019, 2020)
-  Certified Check In
-  TRAVELERS CHOICE AWARD Tripadvisor 2020, 2021
-  Seal Safe Travels World Travel & Tourism Council
-  Recognition of Success Awards (2009)



HOTEL ANDES PLAZA Bogotá D.C.

Operated since its inception in 1996. Leading hotel in the region. Hotel with an integrated management system under the NTS TS 002, NTC-5133: 2006 COLOMBIAN ENVIRONMENTAL SEAL. Certified as 4 stars according to the NTS-006 standard. THE CODE certification for the Protection of Children from Sexual Exploitation in Travel and Tourism. Currently in the process of certification in the ISO 9001 and ISO 45001 standards, having achievements such as:



🏆 Certified in quality standards
NTSH 006, NTS TS 002,
NTC5133, Decree 1072: 2015

🏆 Colombia Quality Summit
Gold Seal Certificates

🏆 Tripadvisor Certificate of Excellence

🏆 Certified Check In

🏆 Seal Safe Travels World
Travel & Tourism Council

🏆 Colombian Environmental Seal

🏆 Certificate of Tourism Quality

🏆 Loved By Guests
Award Winner 2018
Hotels.com

🏆 Outstanding service award
Gohotels.com

🏆 Quality Certificate in OTAS
Expedia, Booking

A wide-angle photograph of a resort pool complex during sunset. The sky is filled with dramatic, golden clouds. In the foreground, a large, curved swimming pool with blue water is visible. Several people are swimming and relaxing in the pool. In the background, there are multi-story resort buildings with balconies, palm trees, and a central pavilion structure. The overall atmosphere is warm and inviting.

CURRENTLY COMMERCIALIZED HOTELS

Hotels located at the most attractive destinations in Colombia and soon Mexico, and Dominican Republic. We help to market and position them on the national and international markets, achieving excellent visibility and a wide recognition always backed up by our chain EM HOTELS.

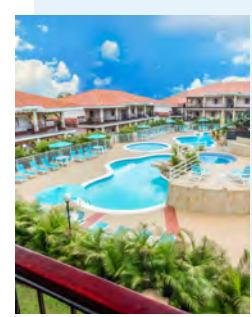


HOTEL COCOLISO RESORT
ROSARIO ISLANDS
National Park
Cartagena de Indias D.T.y C.

The Hotel Cocoliso Resort is located on 'Isla Grande' within the fascinating archipelago of the Rosario Islands National Park, bordered by crystal clear waters and ecological trails. It has modern and comfortable facilities, ideal for those looking to relax and enjoy the beautiful Colombian Caribbean.

Rooms: 18





LAS CAMELIAS HOTEL CAMPESTRE Montenegro - Quindío

The Hotel Campestre Las Camelias is located in the municipality of Montenegro, in the heart of the Quindío Eje Cafetero. Just 20 minutes from the City of Armenia, 20 minutes from El Edén Airport, 35 minutes from the National Park of Agricultural Culture Panaca and only 5 minutes from the National Coffee Park.

Rooms: 202



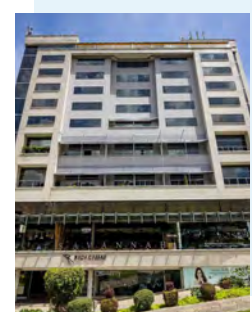


HOTEL AZOR Cali - Colombia

Located in one of the most exclusive sectors of the north of the city of Cali is the Azor hotel, surrounded by financial entities, shops and restaurants, just 15 minutes far from the airport and 5 minutes from the Chipichape shopping center.

Rooms: 66





HOTEL DIEZ Medellín - Antioquia

Live and feel Colombia in the heart of the social, tourist and business life of the town in Medellín with a wonderful 360 ° view.

A hotel harmony with the environment; in perfect balance between artisanal and modern with all the technological comforts for your accommodation, event and entertainment. Diez Hotel Category Colombia adds meaning to your stay, it is landscape, atmosphere, culture, relaxation and security.

Rooms: 115





CANDLEWOOD SUITES HOTEL Guadalajara, México (Opening 2022)

The First Candlewood Suites Hotel in Guadalajara. Perfect for business or a leisure getaway. Easy access to the main points of the city. Just 15 miles from Miguel Hidalgo de Guadalajara International Airport and 8 km far from the Historic Center. Candlewood Suites is within walking distance of supermarkets and a shopping center with several restaurant options for all tastes.



An aerial photograph of a coastal city, likely Havana, Cuba. The foreground shows a rocky coastline with waves crashing against a stone wall. A paved road with several cars and a bus runs along the coast. In the middle ground, a large stone wall encloses a green field. Behind the wall, there are several buildings, including a large yellow one. In the background, a dense urban area with various buildings and a church spire is visible under a blue sky with some clouds.

HOTEL WHICH BENEFITED FROM OUR EXPERTISE

Hotels in which we have contributed to market and brand position on the national and international markets, achieving excellent visibility of all hotels and a wide recognition of the hotel chain.



HOTEL DORADO PLAZA CALLE DEL ARSENAL Cartagena de Indias D.T. y C. (Former Boutique Hotel Casa del Arsenal)

Contribution to the Business Design and Commercial Strategy.

Rooms: 8

From its opening in 2014 to July 2020, we participated in national and international marketing through attendance at fairs, strategy planning, training the distribution channel and positioning the DORADO PLAZA brand.



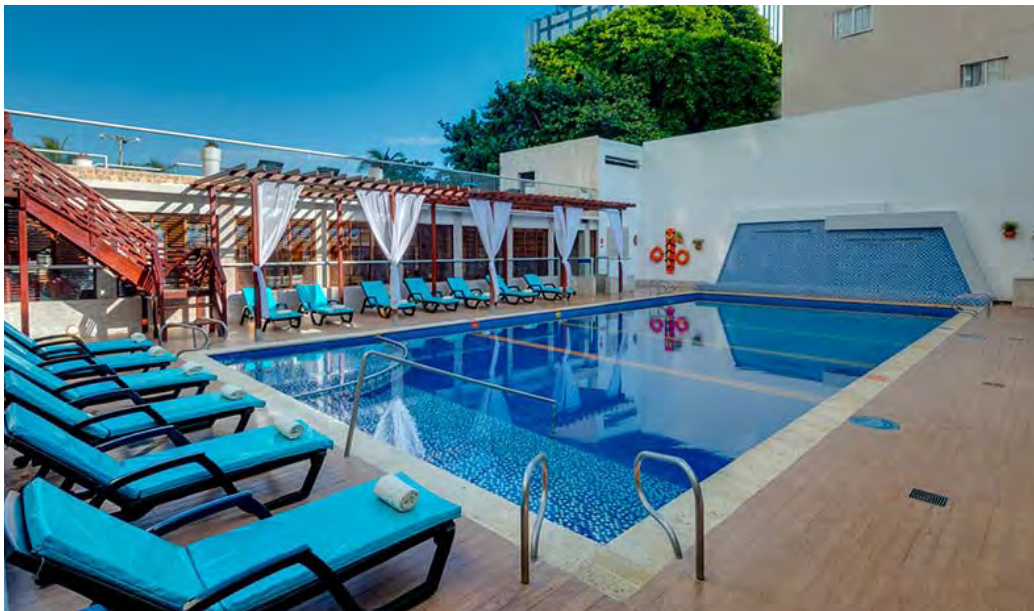


HOTEL DORADO PLAZA Cartagena de Indias D.T. y C.

Contribution to the Business Design and Commercial Strategy.

Rooms: 320

We participated from its opening in 1973 until July 2020 in national and international marketing through attendance at fairs, creation of plans, training to the distribution channel and positioning of the DORADO PLAZA brand.



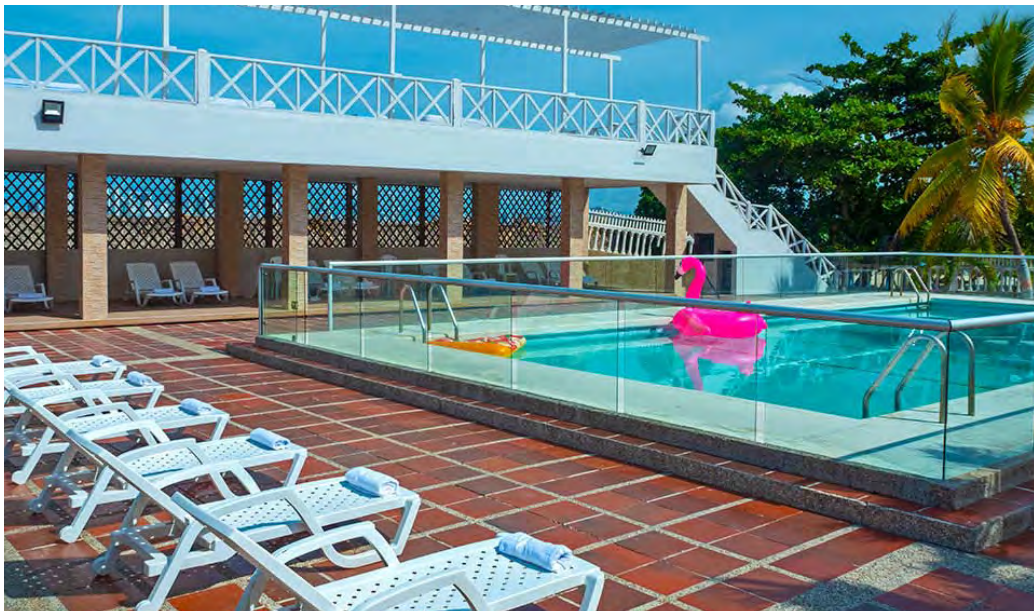


HOTEL DORADO PLAZA PUNTA ARENA Tierrabomba Island (Former Isla Arena Plaza Hotel)

Contribution to the Business Design and Commercial Strategy.

Rooms: 50

We participated from its opening in 1994 to July 2020 in national and international marketing through attendance at fairs, strategy planning, training to the distribution channel and positioning of the DORADO PLAZA brand.





HOTEL DORADO PLAZA HISTORICAL CENTER Cartagena de Indias D.T. y C. (Former Hotel San Felipe Plaza)

Contribution to the Business Design and Commercial Strategy.

Rooms: 55

From its opening in 1967 to July 2020, we participated in national and international marketing through attendance at fairs, strategy planning, training to the distribution channel and positioning of the DORADO PLAZA brand.





HOTEL DORADO PLAZA ALTO PRADO Barranquilla, Atlántico

(Former Andes Plaza Barranquilla Hotel)

Contribution to construction & design, Business Design and Commercial Strategy.

Rooms: 145

We participate from its opening in 2019 to July 2020 in national and international marketing through attendance at fairs, strategy planning, training to the distribution channel and positioning of the DORADO PLAZA brand.



An aerial night view of a city, likely Bogotá, Colombia, showing a dense urban landscape with numerous illuminated buildings and streets. A semi-transparent, light-colored rectangular box is overlaid on the left side of the image, containing the text 'OUR OFFICES'. The box has a subtle grid pattern and is framed by two diagonal lines. In the bottom left corner, there are several curved, white, glowing lines that sweep across the image.

OUR OFFICES

CARTAGENA DE INDIAS


Office Hotel Cartagena Plaza:
Bocagrande, Carrera 1 6-154
(57)(5) 651 74 50


BOGOTÁ D.C.

Office Hotel Andes Plaza:
Avenida 15, Calle 100 Chico Norte
(57)(1) 314 8180

GET IN TOUCH WITH US:

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www.emhotels.com

 hotels.em

 EM-Hotels