



Dragonfly Hospitality Resources



Hospitality Consultancy Specializing in
Revenue Management
Distribution
Sales & Marketing
IT

Transforming Strategy to Revenue



Expertise that transforms strategy to revenue

CONNECTING YOUR BUSINESS TO THE RESOURCES YOU NEED

Dragonfly Hospitality Resources is dedicated to hospitality. Our boutique firm provides consulting and advisory services exclusively to hospitality companies. Our network of consultants provides expertise in five disciplines: revenue management, distribution, sales & marketing, reservation sales and IT.

From unit level tactics to corporate strategy, our seasoned consultants can be an extension of your team. Our company is hands-on, collaborative and practical in our approach. We create actionable deliverables that, when implemented, increase revenue, streamline processes and improve results.

Caryl Helsel, President & CEO, directs each engagement personally, ensuring quality deliverables and expert advice. With more than 25 years of hospitality experience and in her seventh year of operating her own company, Helsel has a profound depth of industry expertise that can provide a holistic and well-rounded view of hospitality revenue, sales & marketing, distribution and IT strategy.

Flexible solutions for your business needs

CONSULTING THAT PROVIDES A TOTAL END TO END SOLUTION

Whether your company needs a complex distribution and revenue strategy to interim day-to-day revenue management services or enterprise technology integration to a simple RFP to find the right technology or service solution, Dragonfly has the resources to meet your business needs. We have worked for hotel companies on two-year projects requiring significant technology searches, multiple integrations of enterprise software and launch of new data maintenance offices to one-day engagements to facilitate strategy sessions with company executives. Our network can provide powerful consulting solutions that deliver what your company needs on time and within budget. We provide flexible pricing and project management so that your company can achieve business goals without adding long-term headcount. We also provide interim solutions that ensure you don't miss opportunities and experience lost revenue when you lose a valuable team member. Contact us today to find out how we can support you!

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CONSULTING SOLUTIONS

- REVENUE STRATEGY
- INTERIM REVENUE MANAGEMENT
- DISTRIBUTION STRATEGY
- SALES/MARKET PLANNING
- DIGITAL MARKETING
- TECHNOLOGY SEARCH/RFP
- PROJECT MANAGEMENT
- SYSTEM PLANNING & IMPLEMENTATION
- SYSTEM INTEGRATION
- ENTERPRISE TECHNOLOGY LAUNCH
- REVENUE & DISTRIBUTION EDUCATION
- CRM STRATEGY
- CONTACT CENTER SALES & TRAINING
- OPERATIONS AUDIT
- PROCESS IMPROVEMENT
- CONTENT AUDIT
- CONTRACT NEGOTIATIONS
- OTA & GDS EXPERTISE
- CHANNEL STRATEGY & MANAGEMENT
- SYSTEM AND INTERFACE CERTIFICATION
- PRODUCT MARKETING & MANAGAEMENT

