

SH CONSULTING

Better decisions for hotels.

**Croatia &
Southeast Europe**

- Hospitality commercial strategy
- Revenue management
- Sales support
- Feasibility studies
- Practical business improvement.

SH
D.O.O.



01 WHO WE HELP

Practical support for hotel decisions.

SH Consulting helps hotel owners, management teams, and investors turn market insight into clearer commercial and operational decisions.

We work with independent hotels, boutique properties, existing operations, and new hospitality projects that need a clearer direction, stronger performance, or an independent view before making an important decision.



Who we support

- Hotel owners and management teams
- Independent hotels and boutique properties
- Investors and developers
- New hotel, repositioning, and hospitality projects

02

WHAT WE DO

From analysis to implementation.

➤ Revenue Management

Market-led pricing, forecasting, pickup analysis, distribution strategy, and regular performance review to improve occupancy, ADR, RevPAR, and profitability.

➤ Sales & Channel Management

Support for direct sales, OTA and partner distribution, healthier booking mix, and sales activity aligned with the markets that matter to your property.

➤ Hotel Performance & Business Analysis

An independent assessment of commercial performance, operations, processes, and team organisation—identifying what is holding results back and what should happen next.

➤ Feasibility & Investment Analysis

Market demand, competition, positioning, operating scenarios, costs, and financial assumptions for hotel investments, acquisitions, repositioning, and new projects.

03 HOW WE WORK



Insight that can be used in practice.

We do not deliver generic reports. We connect market trends, pricing, sales, capacity, and operations so every recommendation is relevant to the way your hotel actually works.

Our approach

- **Understand the real situation**
Market position, demand, sales channels, pricing, capacity, and operations.
- **Set clear priorities**
Focus on the opportunities that can make the greatest practical difference.
- **Create an actionable plan**
Clear responsibilities, measurable objectives, and realistic next steps.
- **Track progress**
Review results, adapt where needed, and support sustainable improvement.

What sets us apart

- Tailored advice, not copy-paste solutions
- Independent perspective and clear recommendations
- Commercial and operational thinking in one view
- Flexible support, from defined projects to ongoing advisory work
- Measurable priorities and transparent progress

04

EXPERIENCE IN ACTION

Experience grounded in the industry.

From market intelligence and feasibility studies to professional presentations and international industry events, SH Consulting's work is rooted in practical hospitality experience.



Hospitality and sustainable tourism presentation
Sharing practical insight with hospitality professionals.



Feasibility study and investment analysis
Structured scenarios, costs, break-even analysis, and practical recommendations.



International market research & client meetings
ITB Berlin.

05 CONTACT

Let's discuss your hotel or project.

Whether you are improving an existing hotel, evaluating an investment, or looking for a clearer commercial direction, SH Consulting provides practical support from analysis to implementation.

Book a free initial consultation



SH Consulting

- 🌐 www.consultantsh.com
- ✉ honovic@consultantsh.com
- ☎ +385 (0)51 281 028
- 📍 Rijeka, Croatia