



# Smarter Strategy. Stronger Performance.

Hospitality consulting and commercial strategy

Company presentation



SECTOR HOSPITALITY GROUP

# A commercial partner for your hotel

Sector Hospitality Group is an Australian hospitality consulting and technology company.

We help hotel owners and operators make informed decisions about revenue, distribution and profitability.

## **Commercial expertise**

Revenue strategy, pricing and performance analysis.

## **Hotel operations**

Advice shaped around the hotel and its team.

# Hotel performance depends on connected decisions

Each decision changes the opportunities available to the wider business.

## 01 Demand

Which dates and segments need attention?

## 02 Pricing

What rate and availability fit that demand?

## 03 Distribution

What does each booking cost to acquire?

## 04 Operations

What can the hotel deliver profitably?

Our role is to connect these decisions through a shared commercial plan.

WHO WE WORK WITH

# Support shaped around the property

## **Independent and boutique hotels**

Specialist support that complements the in-house team.

## **Luxury hotels and resorts**

A balance of premium positioning, demand and guest expectations.

## **Owners and management companies**

Commercial visibility across one property or a portfolio.



## HOSPITALITY CONSULTING

# Our service offer

**01 Revenue management**

Pricing, inventory and business mix

**02 Forecasting and planning**

Budgets, pickup and commercial scenarios

**03 Distribution strategy**

Channel mix and acquisition costs

**04 Performance and analytics**

Reporting, benchmarking and opportunities

**05 Technology consulting**

Systems, reporting automation and workflows

01

# Revenue management

A rate strategy that reflects demand, positioning and contribution.

## Decisions we support

Pricing and yield, availability, market segmentation, competitive positioning and business mix.

## What the hotel can use

A revenue strategy, clear review priorities and a practical decision process for the commercial team.

Consulting and outsourced revenue support can sit alongside your existing team and systems.

02

# Forecasting and commercial planning

A useful forecast makes the assumptions visible.

Annual budgets, rolling forecasts and pickup analysis give teams a common basis for revenue and operational planning.

## On the books

Understand confirmed demand and cancellations.

## Expected demand

Review pickup, events and segment behaviour.

## Commercial response

Align sales activity, pricing and operating plans.

03

# Distribution and channel strategy

The value of a booking includes the cost of acquiring it.

We review direct channels, OTAs, corporate accounts and other distribution against demand, net contribution and your hotel's positioning.



## ILLUSTRATIVE DISTRIBUTION EXAMPLE

# The same room rate can produce different value

| Per room night                   | Direct booking | OTA booking   |
|----------------------------------|----------------|---------------|
| Room revenue                     | A\$300         | A\$300        |
| Acquisition cost assumption      | A\$24 (8%)     | A\$54 (18%)   |
| <b>Revenue after acquisition</b> | <b>A\$276</b>  | <b>A\$246</b> |

Illustrative assumptions only. Excludes operating costs, tax and ancillary revenue. Direct bookings also carry costs.

04

# Performance reviews that lead to action

Reporting should help the team decide what to do next.

## Measure

Occupancy, ADR and RevPAR alongside channel costs and contribution.

## Interpret

Understand variance by stay date, segment and booking window.

## Act

Agree an owner, a commercial action and a review date.

A consistent definition of each KPI is the starting point for useful comparisons.

05

# Technology consulting built around the workflow

## **Systems review**

Examine the information teams need and how current tools support them.

## **Operational technology**

Connect practical hospitality needs with suitable software and processes.

## **Reporting automation**

Reduce repeat consolidation while retaining data-quality checks.

## **Integration advisory**

Assess data flows and requirements before recommending an approach.

# How an engagement works

A shared understanding of the hotel comes first.

## 01 **Understand**

Objectives,  
positioning,  
market and team.

## 02 **Assess**

Demand,  
distribution and  
commercial  
performance.

## 03 **Plan**

Priorities, owners  
and agreed  
actions.

## 04 **Review**

Progress, market  
changes and next  
decisions.

## PROPOSED ENGAGEMENT FORMATS

# Ways to work with Sector

## **Commercial review**

A focused assessment with prioritised findings and recommended next steps.

## **Outsourced revenue management**

Ongoing revenue support within an agreed scope and operating rhythm.

## **Ongoing advisory**

Regular commercial reviews and support for your internal decision-makers.

## **Project support**

A defined forecasting, distribution, reporting or systems improvement project.

Scope, responsibilities, cadence and fees are agreed for each property.

## THE COMPANY AND ITS PRODUCT

# Sector Hospitality Group and TurnSector



Hospitality consulting  
and commercial strategy



Aviation operations  
software

Sector develops TurnSector using its understanding of hospitality operations.

A SECTOR HOSPITALITY GROUP PRODUCT

# TurnSector connects guest transfers with operations

Every booking.  
Every aircraft.  
Every sector.

A specialist platform for bookings, passengers, scheduling and flight operations.

Relevant to hotels and resorts operating or coordinating aviation transfers, and the teams delivering those movements.

# The connected transfer workflow

One journey brings hospitality and aviation teams together.

## 01 **Reservation**

Booking and  
guest details

## 02 **Planning**

Flight, aircraft and  
passenger  
movements

## 03 **Check-in**

Passenger, seat  
and manifest  
records

## 04 **Operation**

Flight activity and  
operational  
reporting

## ILLUSTRATIVE SCENARIO

# A resort example shows where each offer fits

## The commercial question

A resort needs a clearer view of seasonal demand, profitable business mix and its revenue forecast.

## Sector Hospitality Group

Commercial review and revenue strategy

## The operational question

The same resort coordinates aviation transfers and needs connected bookings, passenger records and flight schedules.

## TurnSector

Aviation transfer operations software

# A conversation about your property

## What would a better commercial picture help you decide?

- Your property and market
- The decisions you need to make
- The support your team needs

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# Brand and website

How the company and product  
appear together

Presentation appendix



EXISTING LOGO RETAINED

# The Sector identity



Calm, commercially focused  
and recognisably hospitality

## Colour

Deep navy-green, warm off-white and muted teal.

## Typography

Editorial headings with a clear sans-serif body. Georgia and Arial provide portable deck fallbacks.

**BRAND RELATIONSHIP**

# A clear product endorsement



A product by Sector Hospitality Group

Sector leads with hospitality consulting on the company website.

TurnSector keeps its own logo and product identity, with the developer relationship stated plainly.

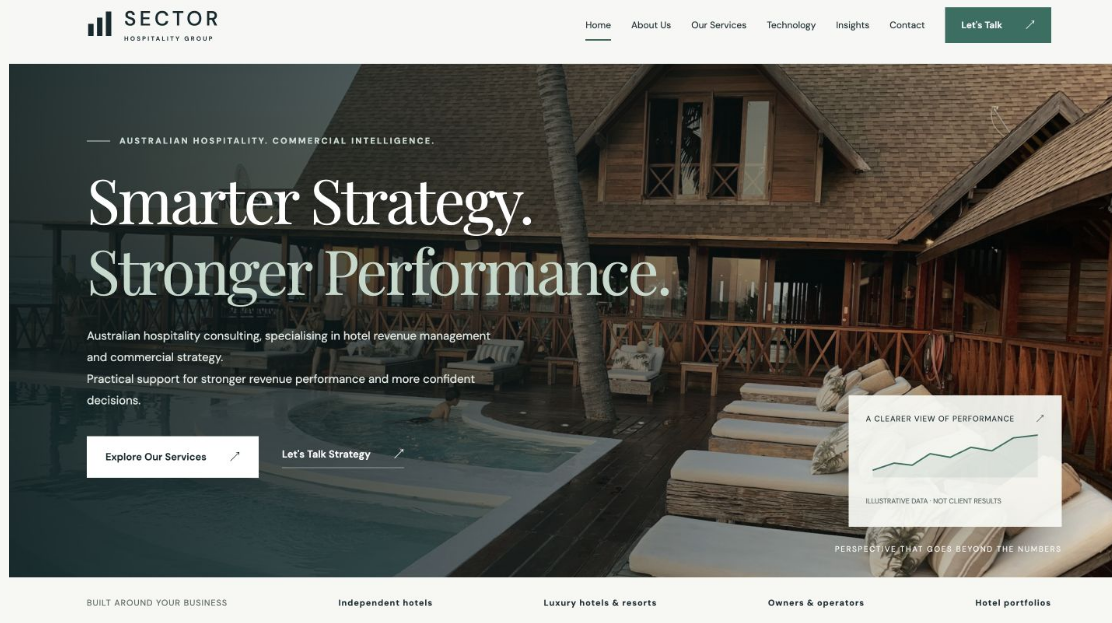
## WEBSITE STRUCTURE

# The website supports a clear enquiry journey

|                     |                                                  |
|---------------------|--------------------------------------------------|
| <b>Home</b>         | Understand the offer and choose a path           |
| <b>About Us</b>     | Company approach and the TurnSector relationship |
| <b>Our Services</b> | Benefits, scope and ways to engage               |
| <b>Technology</b>   | TurnSector, its purpose and documented workflows |
| <b>Insights</b>     | Useful commercial perspectives                   |
| <b>Contact</b>      | A specific enquiry about the property or product |

## WEBSITE DIRECTION

# The website and deck use one company story



## Consulting first

Revenue management and commercial strategy lead the home page.

## Product relationship

The technology section names TurnSector as a Sector product.

**OWNER REVIEW**

# The business information needed for launch

**Company details**

Confirm leadership biography, contact information and approved business wording.

**Enquiry delivery**

Connect and verify the chosen inbox or enquiry system.

**Content and proof**

Approve the service scope, editorial articles and any future client evidence.

**Hosting and policies**

Verify the NAS website destination, domain route and final privacy and website terms.