

LTC - TOURISM CONSULTING SERVICES



FROM IMAGINATION TO REALITY

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Overview - Services

The LTC Menzel Consulting Portfolio



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Meet The Team

More than 35 years of combined expertise



With over 12 years of experience in the Middle East's dynamic tourism sector, Stefan possesses an in-depth understanding of the industry's diverse requirements. His expertise spans across all segments, with a strong focus on Business Development, Sales & Marketing, Operations, Strategy, as well as Project Planning and Feasibility.

Stefan's strategic approach and hands-on leadership have consistently driven growth and innovation, making him a key figure in shaping successful tourism ventures in the region. Whether developing tailored solutions, evaluating project feasibility, or spearheading high-impact initiatives, his comprehensive knowledge and results-oriented mindset ensure exceptional outcomes for his clients.

Evaluation, Strategy, BD, Sales & Marketing - Stefan Menzel



Yuri stands out as a leading expert in the Luxury and Lifestyle Segment, with over 15 years of experience as a key player for major DMCs, specializing in crafting bespoke experiences and elevating the luxury sector. Throughout their careers, Stefan and Yuri have collaborated on numerous projects, consistently making a significant impact in the tourism industry.

Yuri heads the LTC Development Program, specializing in the creation and design of unique workshops and training programs tailored specifically for tourism professionals. His innovative approach equips participants with the skills and knowledge needed to excel in the dynamic tourism industry.

Training & Product Consulting - Yuri Bazykin



With over 16 years of experience in Events and Marketing, Monica is a seasoned professional in crafting innovative marketing strategies and executing high-impact events. Her expertise spans designing comprehensive marketing plans and orchestrating major events, including product launches, park openings, and large-scale advertising and media campaigns.

Monica's ability to seamlessly blend creativity with strategic planning has made her a trusted advisor for clients seeking to elevate their brand presence and drive engagement. Her meticulous attention to detail, coupled with a passion for delivering exceptional results, ensures that every project she undertakes is both memorable and impactful.

Marketing & Events Consulting - Monica Pulgarin

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Vision | Mission | Values

Consulting is only as good as the quality of given assumptions



The competent Tourism Consultancy

LTC Menzel offers a wealth of practical expertise that transcends conventional consulting. With a proven track record of managing and developing own tourism assets and those of others, we have navigated every facet of the journey with precision. Our experience is deeply rooted in the UAE, a market renowned for its dynamism and innovation. Over the years, this extraordinary region has continuously redefined itself, setting global benchmarks for excellence. Shaped by the challenges and opportunities of this ever-evolving landscape, LTC Menzel brings a refined understanding and a forward-thinking approach to elevate the potential of any tourism asset.



Vision & Mission - LTC Menzel

Our vision: LTC Menzel's vision is to redefine consulting as a seamless, solution-driven process, empowering clients to experience the journey as an intuitive progression. This is achieved through the integration of well-founded assumptions rooted in factual data and genuine industry expertise.

Our mission: LTC Menzel is to ensure the highest quality of assumptions throughout the solution-finding process. At LTC Menzel, we believe that the foundation of effective consulting lies in well-founded assumptions. We go above and beyond to deliver a seamless blend of factual data and deep industry experience, empowering our clients to make informed, confident decisions that drive success.

Our values: At LTC Menzel, our core values lie in the pursuit of accurate and reliable data, ensuring every decision is built on a solid foundation. We prioritize transparency, openly sharing our insights, doubts, and recommendations to achieve the best possible outcomes for our clients. Partnering with LTC Menzel means more than just hiring a consulting service—it means gaining a dedicated ally committed to your success at every step.

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General LTC Menzel Cycle

Quality and Experience along each step of the journey



The classic LTC Menzel approach

Our Consulting Cycle ensures comprehensive support beyond solution-finding, guiding clients through every phase of the process. From in-depth assessment and tailored strategy development to hands-on implementation and performance tracking, we remain actively involved to ensure optimal outcomes. Post-implementation, we provide long-term advisory and continuous optimization to help clients adapt and thrive. With LTC Menzel, clients gain a trusted partner dedicated to their success at every step.

**FACT FINDING
INVESTIGATION**

**FRAMEWORK
CREATION**

**APPLICATION
ACTIVATION**

**TRAINING
WORKSHOPS**

**POST PROJECT
SUPPORT**

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Tourism Asset: 360 KPI & Process Analysis

For all Tourism Asset Owners and Operators



The 360-degree KPI & process analysis provides a comprehensive evaluation of the tourism assets, focusing on internal KPI's & key processes throughout the organization such as Human Resources, Financial, Operation, Sales, Marketing, and Strategy. Further on outside factors such as competition, the assets geographic & demographic situation and its' market exposure and connectivity. The process is structured around four main pillars:

Inspection & Data Collection of the asset: A thorough assessment of the asset's process efficiency, condition and overall performance (KPIs).

Competition & SWOT Analysis: A detailed comparison with competitors to identify strengths, weaknesses, threats and opportunities.

Market Analysis: In-depth review of market trends, performance metrics, and relevant data to understand current positioning.

Conclusion and Strategy: Simulation of three potential outcomes—pessimistic, realistic, and optimistic—based on defined assumptions and their projected impacts.

All findings and recommendations are presented in comprehensive, easy-to-understand reports, offering actionable insights to ensure the asset's optimal positioning and success in a competitive market.

INSPECTION

SWOT

EVALUATION

STRATEGY

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Sales & Marketing Strategies

For all Tourism Asset Owners and Operators



Sales and Marketing Plans Aligned with Asset Budget Requirements

LTC Menzel specializes in creating tailored Sales and Marketing Plans designed to align with the asset's budget requirements and achieve projected revenue goals. Each plan provides a detailed roadmap, built on validated revenue forecasts to ensure accuracy and feasibility.

The Sales Plan will focus on B2B partnerships, including strategic contracting with third parties such as travel agencies, tour operators, and corporate clients, securing high-volume bookings and fostering long-term collaborations.

The Marketing Plan will support B2C sales through strategies aimed at boosting revenue both at the gate and online, utilizing digital marketing campaigns, social media engagement, SEO optimization, and targeted promotions.

These plans will also include the comprehensive hiring of a skilled sales team by segment and the strategic allocation of the marketing budget. With a focus on maximizing resources and revenue potential, LTC Menzel delivers a cohesive, actionable strategy to ensure the asset's financial success.

FORECAST
VALIDATION

SALES PLAN
DESIGN

MARKETING PLAN
DESIGN

APPROVAL AND
IMPLEMENTATION

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Project Feasibility & Activation Strategy

For all potential Tourism Asset Investments (government and private sector)



Project Feasibility and Activation

LTC Menzel offers a comprehensive approach to project feasibility and activation, ensuring that every aspect of the tourism asset is meticulously evaluated. This process begins with a detailed collection of all required initial Capital Expenditures (CapEx), paired with an in-depth analysis of potential Revenue Opportunities based on realistic market assumptions.

An initial Profit and Loss (P&L) statement will be crafted, including estimated Operational Expenditures (OpEx) for a projected three-year development period, providing a clear picture of the asset's potential Return on Investment (ROI).

The feasibility study incorporates as many variables as possible, provided by the asset owner, to ensure a thorough evaluation. It highlights potential risks while offering a data-driven recommendation on the project's viability.

This study will serve as a vital tool for making informed business decisions, offering key insights for successful project activation and long-term strategic planning. With this in-depth analysis, LTC Menzel ensures the best foundation for the success of your tourism asset.

CAPEX

**REVENUE
FORECAST**

OPEX

**P&L FORECAST
& ROI(3 YEARS)**

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Package Creation & Product Design

For all Tourism Asset Owners and Operators



Customized Packages and Tour Design

LTC Menzel excels in crafting bespoke packages and designing tailored tours that emphasize the unique qualities of each tourism asset. Our customized offerings cater to various market segments, ensuring a diverse appeal:

- VIP Experiences: Exclusive, high-end services designed to exceed the expectations of discerning clients.
- Group Experiences: Engaging activities that foster camaraderie, perfect for corporate teams, families, or social groups.
- Promotions and Special Offers: Limited-time packages aimed at capturing the attention of budget-conscious travelers while maintaining quality.
- Standard Experiences: Well-rounded, accessible options designed to cater to a broader audience.

These tours and packages are strategically designed to integrate seamlessly with on-site retail opportunities through partnerships with third parties, customized itineraries, or standalone experiences. This approach ensures a comprehensive and immersive journey for guests while optimizing the asset's revenue potential.

LTC Menzel's process involves a thorough analysis of the asset's current data, operational structure, and market positioning. Using this foundation, we develop innovative and practical solutions, meticulously crafting experiences that elevate the property's profile and resonate deeply with target audiences.

The result is a powerful combination of enhanced customer engagement, elevated guest satisfaction, and increased revenue potential. By positioning the asset as a leader in its category, LTC Menzel helps clients stay ahead in the competitive tourism industry, ensuring long-term success and growth.

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Workshops & Training

For all types of Tourism Organizations



Workshops and Training for the Tourism Sector

LTC Menzel designs tailored and innovative training programs to address the essential needs of the tourism industry, with a strong emphasis on sustainability and eco-friendly tourism practices. These programs aim to enhance service excellence, sales effectiveness, and overall customer satisfaction. Modules can be fully customized to suit the unique requirements of each touristic asset.

The following structure is a sample of a potential workshop and training flow, showcasing how key topics and skills can be addressed:

1. Sample Program Structure

- a. Introduction to Customer Service-Based Sales
- b. Understanding Products & Experiences
- c. Communication Skills
- d. Sales Techniques
- e. Post-Sale Engagement

2. Training Delivery Methods

- Workshops & Role-Playing: Simulating real-life customer interactions to practice skills.
- E-Learning Modules: Offering flexible, self-paced learning options.
- On-the-Job Training: Providing real-time coaching during customer engagements.
- Assessments & Feedback: Evaluating performance and delivering actionable insights for continuous improvement.

LTC Menzel's bespoke training programs combine theoretical learning with practical application, equipping teams with the tools and confidence needed to deliver exceptional service and drive business growth.

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Hospitality Desk Case Study & Activation

For all Hotels, Tour Operators and DMC's



Comprehensive Hospitality Desk Case Studies by LTC Menzel

For many Destination Management Companies (DMCs) and hotels, incorporating Hospitality Desks into their retail channels is an appealing opportunity to enhance guest engagement and drive revenue. However, since Hospitality Desks come with significant operational costs including salaries, equipment, utilities, and space rental—it is crucial to evaluate their full revenue potential before making a commitment.

LTC Menzel specializes in conducting Hospitality Desk Case Studies, providing data-driven insights that empower you to make informed business decisions. Our comprehensive studies analyze all variables influencing the desk's potential, including customer flow, service offerings, competitive positioning, and target market behavior. By thoroughly assessing these factors, we help minimize the risks associated with your investment while maximizing its potential for success.

One essential part of the study is that LTC Menzel qualifies the main asset, the hotels, by evaluating key variables that define the overall quality and potential success of the investment. This ensures a tailored approach, identifying whether the desk will deliver the expected value for the property.

In addition to financial projections, LTC Menzel offers strategic guidance on the complete setup of the Hospitality Desk - from the design, branding, and required equipment to staff uniforms and the overall "look and feel" that aligns with your brand identity. To ensure operational excellence, our studies also include tailored training programs for Hospitality Desk staff, equipping them with the skills needed to deliver exceptional service and drive sales effectively.

With LTC Menzel's expertise, you gain a clear understanding of the Hospitality Desk's feasibility and potential, enabling you to optimize your investment and allows to maximise the overall earnings.

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Interim Executive Management

For all executive Positions in Tourism Organizations



Industry relevant Interim Service

LTC Menzel LLC offers Interim Management Service for **all executive positions within tourism organizations**, providing a strategic and flexible solution for companies looking to validate and optimize their existing strategies before committing to a permanent hire. Our service allows, for a limited period, the evaluation and testing of the current situation, validation of the strategy, implementation of action plans, and preparation for a smooth transition to a new executive.

This not only saves time and resources by avoiding premature hires that may not align with the company's needs but also ensures that the way forward is clearly defined and aligned with the organization's strategic goals.

Additionally, our service is flexible and extendable, allowing for an efficient handover to the new executive, who can also be trained by LTC Menzel to ensure successful execution in the role. With our interim management, companies can make more informed decisions and ensure a seamless transition to permanent leadership.

Advantages of LTC Menzel's Interim Management Service:

- **Validation of Strategy and Implementation:** Assess and validate the company's strategy and its execution during the interim period.
- **Cost and Time Efficiency:** Save time and resources by avoiding premature permanent hires that may not align with the company's needs.
- **Action Plan Development:** Define a clear and actionable plan for the position, ensuring alignment with the company's goals.
- **Smooth Transition:** Prepare the groundwork for a seamless handover to the new executive, minimizing disruption.
- **Flexibility and Extendability:** The service is adaptable and can be extended as needed, providing tailored support.
- **Training for New Hires:** Offer training and onboarding support for the new executive to ensure a successful transition and effective performance.
- **Risk Mitigation:** Reduce the risk of misalignment by evaluating the role and strategy before committing to a permanent hire.
- **Strategic Alignment:** Ensure the interim management phase fully aligns with the company's long-term vision and objectives.

With LTC Menzel's Interim Management Service, companies can make informed decisions, optimize leadership transitions, and achieve their strategic goals efficiently.

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Let's discuss your business requirements



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