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products and
services

Products and Services

SWAN strives to relieve independent hoteliers and chains from the overwhelming challenges of integrating technology into their operations - allowing hoteliers to concentrate on serving their guests better.

SWAN, a 'ces' 85%-owned subsidiary, is a multi-service company providing integrated and affordable solutions to the hospitality industry. SWAN can help hoteliers manage their properties smarter, more competitively, and more cost effectively, all under the banner of one comprehensive service company.

The primary driver of success is SWAN's ability to improve the operating performance of the clients' hotels. It has established a proven track record of helping hotel owners maximise profitability and increase the value of their assets.

SWAN tailors practical and profitable solutions for owners and operators to address current challenges of the hospitality industry. It focuses on providing individualised service to each of the clients to meet specific operating requirements of their respective hotels.

The SWAN team offers a host of value-added services and expertise in all facets of hotel operation through its business divisions: Richfield, Sceptre, The Elise Group, Shield and Source.

RICHFIELD HOSPITALITY SERVICES (HOTEL MANAGEMENT)

Richfield is an established independent hotel management company. For over three decades, Richfield has successfully managed and skillfully developed a wide range of hotel assets. We have managed properties of all complexities including premier resorts, full service hotels and limited service properties. At the end of FY2006, Richfield operated 24 hotels in the US representing in excess of 5,600 rooms under brand names from the leading hotel franchise companies including Hilton, Starwood, Intercontinental and Choice. We also operate several

independent (non-brand affiliated) properties. Every client's property benefits from our senior management's combined 140 years of experience and industry expertise. Each assignment begins by determining the needs of the owner. We review the property's prior performance, identify opportunities and assess challenges. Richfield then tailors the appropriate solution to deliver immediate visible improvement in the performance of the property.

With our resources, processes, systems, and technologies, our results consistently exceed clients' expectations. The result is increased profitability to the owner and an enhanced experience for each guest. In its operation history, Richfield has revitalised over 250 properties, ranging from independent, boutique hotels to large, city-center properties and virtually every industry brand. Richfield achieves superior operating results through its strong commitment to guests, employees and owners.

Services offered by Richfield covers all aspects of hotel management including:

- Annual business planning
- Operations Improvement
- Sales & Marketing Consulting
- Revenue and Channel Management
- Management of Franchise Affiliation
- Human Resources Management
- Accounting and Budgeting

Consistent efforts to grow client relationships and maximise profitability of the hotels have culminated in the successful positioning of Richfield as a fundamental component of SWAN. Richfield is positioned to continue expanding its portfolio of management contracts for 3rd party hotel owners.

SCEPTRE HOSPITALITY RESOURCES (RESERVATION DISTRIBUTION)

Since 1987, Sceptre has been helping small chains, hotel management companies as well as independent hotels and resorts increase their sales and profits through GDS representation, private-label voice reservations and consulting services.

Sceptre is the hospitality industry's leading expert for online channel marketing and revenue/channel-management consulting. By increasing exposure of its client hotels throughout the various electronic channels and optimising its vast channel-marketing reach, Sceptre helps hotels to increase revenues and create greater brand awareness while improving asset value for owners and operators. By creating a customised, strategic e-distribution strategy for its partner hotels, Sceptre maximises sales production and marketing exposure through the various on-line channels and increases each hotel's presence throughout the global distribution systems, the internet and property direct sources. Sceptre's e-distribution power and expertise is potent, utilising state-of-the-art reservations technology whilst offering a strong commitment to customer-service and support.

At Sceptre, we distinguish ourselves from our competitors by providing:

- **Hospitality Experts.** Our staff of professionals have an extensive industry background and experience.
- **Customer Service.** We provide focused support of each client to ensure maximum production from the various channels.
- **Monthly Account Analysis.** Each month we analyse and review each individual hotel to discuss performance and to work with the customer to ensure revenue objectives are met.
- **Affordable Pricing.** With transaction-fixed

pricing, the client will enjoy low costs without compromising support.

- **Flexibility.** Our electronic distribution channel can quickly address changes, meeting the needs of the most unique and discriminating customer.
- **Personalised Attention.** Our clients' unique needs are immediately met since we have a 50:1 ratio of clients to Strategic Distribution Managers.

The current portfolio of services includes :

- **Distribution and Revenue Management Consulting and Analysis**
- **Electronic Marketing and Channel Management**
- **Global Distribution System Representation**
- **Website Booking Engine**
- **Private-label Voice Reservations**
- **Consortia RFP (Request For Proposal) Submission Service**
- **Travel Agents' Commission Settlement**

The combination of Sceptre's expert assistance, and its array of services and products, can greatly enhance its clients' abilities to achieve significant increases in reservations derived through the various electronic distribution channels.

THE ELISE GROUP ("REVENUE MANAGEMENT CONSULTING")

Formed in May 2006, The Elise Group focuses on helping hotels increase its revenue through effective and efficient revenue management practices. It partners with owners and management groups to maximise their property revenue potential opportunities through an unprecedented level of service and support experience in collaborative revenue consulting.

The difference is our experience: we are literally hoteliers helping hoteliers. As former executives

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at the property level, our senior consultants offer practical revenue management solutions—not simply technology or training applications. We have the resources and expertise to advise hotels on their entire distribution spectrum and make the most of all the revenue channels.

The Elise Group's team has extensive lodging experience in operations, revenue management, and sales/marketing. We have hands-on experience in all of the lodging segments - including resort, city center, convention, boutique, urban, limited service, franchised and independent facilities - in major markets and smaller locations.

We have maintained a proven track record for assisting upscale hotels worldwide in achieving goals such as:

- Increasing marketing exposure, name awareness and market share
- Improving sales positioning and revenue per available room performance
- Optimising overall asset value

The Elise Group is dedicated to providing formal, collaborative consulting services that address all of the revenue channels—including electronic, sales and transient channels. We deliver a goal-driven plan that evolves with the properties we service, and we offer measurable revenue results over the long term.

In this manner, we partner with our clients to provide the right combination of analysis, optimisation and enhancements to maximise each location's revenue opportunities.

SHIELD (RISK MANAGEMENT)

Shield provides risk management services to hotels. Recognising the unique risk profile of the hotel industry, Shield advises hotel management teams on how to lower its overall cost of insurance through pro-active programmes to mitigate risks at their hotels.

In addition, Shield is able to help individual hotels obtain more cost competitive insurance policies through its portfolio of numerous hotel clients (due to better risk diversification and stronger buying power).

SOURCE (PURCHASING AND PROCUREMENT)

Source delivers purchasing and procurement services to hotels across USA, with focus on delivering lower operating expenses to hotels and higher return on investment to owners.

Source offers hoteliers significant cost savings and economies of scale through its extensive number of national account agreements which are organised to support specific areas of need within each hotel such as Food and Beverage; Rooms Operations; Engineering and Energy; Administrative, Furnishings, Fixtures, and Equipment.