



FILOXENIA

Hospitality Management

Love for Strangers



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About us

With more than 60 years of combined international experience across all aspects of the hospitality industry, Filoxenia's core team brings with them that unique blend of expertise and background that pivots them as the preferred white-label and or hospitality management company any owner desires.

Filoxenia (pronounced as 'fi.lo.ve.nia') was founded in 2017 by two international hoteliers, Michael van Ommen (Dutch) and Leonard Theng (Malaysian) after successful careers in the hospitality industry with renowned international and regional brands in Europe, Middle East and Asia. They have collectively spearheaded several pre-openings and delivered operational excellence, commercial growth, brand development and recognition.

Filoxenia's mission is to provide S.M.A.R.T. White Label hospitality management and business development services to owners who desire to achieve their strategic objectives, with a focus on facts-based decision making, increased profitability, improved asset value and driving conversions by engaging Filoxenia's unique business management philosophy and no "cookie cutter approach".

Filoxenia's vision is to be the owner-preferred hospitality management partner in Southeast Asia.

About us

Michael N. van Ommen *Chief Hospitality Officer*

A Dutch national with over 23+ years of international hotel management experience across Europe, Africa and Asia.

Worked his way up through the ranks in several operational departments into senior property management roles at local, regional and international hotel chains, tasked with improving operational excellence, processes, commercial performance and business management.

A leader with sound understanding of a hospitality asset development, setup, commercial and operational requirements, data analysis and the hospitality industry as a whole. He is capable of aligning the operator, owner, shareholders and multiple stakeholder objectives to the market cycle.

Well versed in opening and operating hotels and resorts, Michael is capably leading every phase of a hotel life cycle.

Over the past years he was a speaker on several hotel investment forums in the region.

Worked in Malaysia, South Africa, Europe, China and Indonesia.

Worked for Starwood, Mandarin Oriental, Hyatt, Mövenpick, Wyndham and Equatorial (independent hotel).

Lead 5 pre-openings.

Key achievements:

- Successful award-winning pre-openings with Starwood, Mandarin Oriental, Movenpick and Wyndham.
- Increased departmental and gross operating profits across all hotels.
- Refurbishments and upgrading of several hotels, new concepts, energy saving.

Areas of expertise are :

- Pre-opening and planning
- Hotel / resort operations
- Revenue management



“ There is an **opportunity to optimise profit** in any phase of the asset cycle.

About us

Chris Cheong

Director Digital Strategies

an experienced Digital Marketing professional with sound knowledge of the Hospitality Industry.

Carrying more than 30 years of experience, that spans across Hotel Sales & Marketing and Travel Wholesale.

Last posting was 12 years with Berjaya Hotels & Resorts as Corporate Director, Digital Marketing, managing digital strategies of 16 properties across Asia & Europe (Malaysia, Philippines, Sri Lanka, Singapore Seychelles, United Kingdom). Centrally managed in Kuala Lumpur.

- ✓ Optimize Book Direct opportunities with an optimized Brand Website
- ✓ Database management
- ✓ Loyalty and Retention Marketing
- ✓ SEO, SEM and Social Media Marketing
- ✓ Website Development & Technology adoption
- ✓ Tracking, Analytics & BI Management

A certified trainer specializes in digital marketing for Hotels. Conducted several intensive 2-day sessions in Malaysia, Vietnam and Thailand.

An accomplished speaker who regularly participates in conferences and workshops on travel technologies, digital marketing and social media management and trainer

Areas of expertise are:

- Revenue / commercial Management
- Digital strategies and analytics
- Website, SEO , SEM, Social media



“Optimize Digital Presence to

- ✓ Impact market share
- ✓ Increase conversion
- ✓ Impart expertise
- ✓ Inculcate knowledge
- ✓ Improve experience

About us

Wong Kok Soon Commercial Director

A Malaysian national with over 17 years commercial leadership with international and domestic hotel chains. His expertise in hospitality management lies in driving overall hotel change through aligning sales & marketing activities and total revenue management with other aspects of hotel operations.

Kok Soon is a skilled leader and his pragmatic approach in human capital administration transmutes underperforming employees into tightly focused and motivated teams, for the purpose of improving hotel yield.

He represented Malaysia for the ASEAN-Korea Frontier Forum 2010, and is recognised as the only successful Malaysian graduate of AccorHotels' Asia Pacific International Hospitality Management Program 2018. A devout advocate of civil society, Kok Soon volunteered as a Weymouth and Portland Ambassador during the London Olympics 2012.

Kok Soon has applied his expertise for international chains such as AccorHotels, Hilton, and Travelodge, while delivering results for Malaysian owners Impiana and Plenitude Berhad on the local front.

Key achievements:

- Increased overall yield of the DoubleTree by Hilton Putrajaya Lakeside (previously known as Pullman Putrajaya Lakeside, 282 keys)
- Increased overall operating performance of the hotels within Plenitude Berhad
- Implemented new commercial strategies at Travelodge City Centre resulting increased revenue and room division profit
- Re-organized departmental staffing levels at Travelodge Ipoh resulting in increased productivity and reduced payroll

Areas of expertise are:

- Revenue / commercial Management
- Sales & Marketing
- Customer service & satisfaction
- Front Office & Reservations
- Overall hotel operations



“The hospitality industry is **ever changing!** We must analyse in **order to strategise** when taking on an asset to **bring it to the next level.**”

Business Philosophy

White Label Hospitality Management is the accretive management option for owners desiring more flexibility, less restrictive management contracts, lower fees, shorter term agreements, and exert more influence over the design and building by owning their own brand.

Filoxen*a*'s value proposition is to deliver a superior experience compared to brands, with an efficient, effective, adaptive and accretive approach to international hospitality management. With a perennially unpredictable business environment where ongoing change management is practically the only constant, owners demand an adaptive approach.

White Label management is easier to align with owners' needs, adding to the overall value proposition including when an owner decides to divest the asset. A White Label management agreement is the S.M.A.R.T. alternative for unbranded, independent properties as well as for franchised hotels where a third-party operator is required.

In addition to management agreements, owners have the option to engage Filoxen*a* for specific one-off undertakings in different stages of the asset life cycle, ie: Planning, Pre-opening, asset review, interim management, owner representation.



Filoxen*a*'s value proposition is to **deliver a superior experience** compared to the chains.





S.M.A.R.T. Business Principle

Filoxenia's business philosophy is executed through their S.M.A.R.T. business principle:

S TRATEGIC	M ANIFEST	A CCRETIVE	R ELEVANT	T RANSSPARENT
Consistent focus on core competencies	Defined set of objectives and deliverables	The value and R.O.I. of the business	Making informed decisions	Open operating approach

This business principle, provides the owner and the team on site to remain a transparent and clear business strategy to achieve operational excellence and as well as the short- and long-term commercial objectives. This enables an effective, efficient and adaptive management execution with increased owner's earnings and faster return on investment.

Filoxenia remuneration is transparent and based solely on the asset's monthly operating revenue and profit. There are no additional hidden fees, no cross charges and strictly no "double dipping".

Our Core Services

Hospitality Management

- Asset management
- Planning and pre-opening management
- Owner representation
- Independent hotel management
- Third party operator with franchise

Food & Beverage Management

- Outlet management
- Concept development
- Interior design
- Kitchen consultancy
- Food & beverage menu engineering
- Service standards
- Audit services

Business Support

- Commercial management
- Feasibility study
- Brand partnership
- Brand management
- Interim management
- Asset performance review
- Human resources management

Asset Cycle Phases & Services

1 Development (Before Build)

- Feasibility study
- Concept development
- Design and fit-out consultancy
- Financial projections
- Brand partnership
- Development of product improvement program

2 Execution (During Build)

- Positioning & brand development
- Hotel manifesto
- Hotel operating systems
- Handover from project team
- Compliance audit
- Pre-opening budget planning improvement program

3 Pre-Opening (Critical Path)

- Pre-opening process management
- Pre-opening activities & financial forecasting
- Preparation of operating budget
- Preparation of the marketing strategy
- Planning operating departments timelines
- Human capital planning
- Propose budget for working capital
- Manage purchase of initial operating supplies

4 Operational (Asset Management)

- Ongoing financial performance reviews
- Annual budget reviews
- Monitor hotel FF&E, HEOS, and MEP for wear and tear.
- Recommendations on capital expenditures and other property improvements
- Conduct monthly reviews with hotel owner
- Monitoring of monthly performance against budget
- Propose charges for rooms, commercial spaces and activities
- Manage legal, contractual and statutory compliances
- Ensure maintenance of operating license, taxes and insurances
- Assert the reputation and legal defense of the hotel
- Conduct dispute resolution with employees, neighbours and other parties
- Coordinate with government agencies on industry policies affecting the hotel
- Manage operational health and safety
- Engage third party services when required
- Preparation of accounts in line with the Uniform System of Accounts for the Lodging Industry
- Benchmarking against competitors and industry standards
- Registration of brands and marks developed for the hotel
- Maintain digital presence of hotel on the internet and relevant social media
- Updating owner on current and future developments within the vicinity, and the industry as a whole

Hospitality Management

Senior Lifestyle Resort, Bukit Tinggi

- Filoxenia was appointed as the hospitality partner and management of the resort scheduled to open in 2023.

The Kuala Lumpur Journal Hotel

- Filoxenia was the appointed management company of the hotel. The Kuala Lumpur Journal Hotel has 121 rooms, 3 F&B outlets and meeting facilities.

Temple Tree Resort, Langkawi

- Filoxenia is the appointed management company for the resort comprising of 21 unique Malaysian heritage rooms in 8 traditional buildings, 1F&B outlet and 2 swimming pools, spa.



Consulting Credentials

Pavilion Group

- Filoxenia was engaged to conduct a detailed feasibility study on behalf of the Pavilion Group

Quill Convention Center Kuala Lumpur

- Filoxenia was engaged to restructure the management and operations of the convention centre

Plenitude Group

- Filoxenia was engaged to conduct an operating asset performance review

Serviced Residence at Bukit Bintang

- Filoxenia provided support in terms of pre-opening planning for a new-build service residences in Bukit Bintang scheduled to open in 2023

Travelodge City Centre

- Filoxenia was engaged to manage the overall hotel's revenue management





Mandarin Oriental Sanya



Shangri La Chengdu



Mövenpick Resort G Spa Bali



**DoubleTree by Hilton
Putrajaya Lakeside**



Travelodge City Centre



Travelodge Ipoh

Our Footprints



Shangri La Sanya



Equatorial Malacca



Hyatt Regency Kuantan

Media



Hospitality Management | Business & Development Support | Asset
Management | Owner Representation | Interim Management |
White Label Hotel Management |

In any phase of the asset cycle (planning, pre-opening, operating assets)

Filoxenia Sdn Bhd

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