



INSIGHTS THAT DRIVE IMPACT

MAREC INSIGHTS

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Business & Hospitality Analytics for Boutique Hotels & Resorts

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Business analytics and hospitality analytics, applied to peak-season staffing yield, labor overhead, and operational compliance — turned into predictive decision frameworks built specifically for boutique hotels and independent resorts.

CONSULTING SERVICES

Six Practice Areas, One Objective

Turning scattered POS, PMS, and revenue data into decisions that protect margin without asking guests or staff to feel the difference.

HA HR Analytics

Applicant, turnover, and leave data turned into forecastable metrics ownership can act on.

HR Human Resources

FMLA/ADA compliance audits, leave management, and policy structuring for lean boutique teams.

BA Business Analytics

Root-cause diagnostics across billing, vendor, and process bottlenecks — hypothesis-driven, not dashboards for the sake of dashboards.

DS Data Science

Statistical modeling and forecasting applied to labor, demand, and revenue data.

HN Hospitality Analytics

Occupancy-driven staffing forecasts, event-surge modeling, and RevPAR/TrevPAR alignment across peak and shoulder seasons.

MC Management Consulting

Executive advisory and standing dashboard ownership from insight through handoff.

THE MAREC CONSULTING METHODOLOGY

- M** Modeling Peak Guest Demand & Seasonal Yield
- A** Analytical Auditing for Labor Cost Leakage
- R** Real-Time Executive Dashboards & KPI Tracking
- E** Efficiency & Retention Optimization
- C** Compliance & Strategic HR Architecture

CORE VALUE DELIVERABLES FOR BOUTIQUE HOTELS & RESORTS

Dynamic Seasonal Staffing Models

Align hourly staffing precisely with peak occupancy, event surges, and shoulder-season drops.

Leave & HR Compliance Audits

Standardized tracking for medical leaves, compliance governance, and multi-department scheduling rules.

Business & Process Diagnostics

Hypothesis-driven root-cause analysis across billing, vendor, and process bottlenecks.

Hospitality Yield & RevPAR/TrevPAR Alignment

Occupancy-driven forecasting and revenue-management alignment across peak and shoulder seasons.

TRUSTED PARTNER FRAMEWORK

Engagements are structured like professional advisory implementations, built privacy-first: signed NDA, strictly read-only PMS/POS access, and automated CSV/Excel data-export bridges — zero disruption to daily boutique property operations.

IMPLEMENTATION ROADMAP

- 01 Labor & HR Data Audit
- 02 Executive KPI Dashboards
- 03 Predictive Demand Modeling
- 04 Continuous Systems & Compliance

TECH STACK Python · R · SQL · Power BI · Tableau

SERVING Boutique Hotels · Independent Resorts · Coastal & Destination Properties

Schedule an Executive Consultation

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