

Narrative activities 2017

The year 2017 has been turbulent for Foundation Hotel con Corazon. The project team in Oaxaca entered into the building phase of the project. The design was completed, permits were requested and a builder was contracted and started building the hotel from scratch. Foundations were laid, utilities connected and the first walls were getting shape. In the second half-year we had some delay caused by time needed for permits. We had to find our way of working with the building contractor. We are now aiming for an opening in May 2018.

The Granada operation entered into a new phase last year but is still adapting to the new reality. The market for American travellers to Nicaragua, that still comprises at least 50% of our guests, experienced a dip in 2016 because of Zika and the shift of travelers going to the immense popular Cuba. But also the number of hotels, B&B's and AirBnb offerings in Granada has steadily grown over the years. This means we faced a new situation: we had to fight for our bookings for the first time in 2016. And are still struggling this year. As a result, the average occupancy rate has dropped from 65,7% in 2015 to 55,2% in 2016 and the first half of 2017 was again lower then 2016. But in the second half year we fought our way back together with our bright new manager Gretcheen Gonzalez.

Today our guests are almost everywhere on the internet searching for the easiest way to select and book a hotel room. And these platforms provide just that: comfort to the traveller. Unfortunately they do so demanding commissions between 15% and 20% to hotels. But, we took up the glove in 2016: we launched a new website, joined Booking.com and Expedia.com, and are now steadily learning how to attract guests on those platforms and will hook up with other booking agencies in short time. The good news is that from April onwards we are doing almost every month better than 2016.

And after almost 4 years of hard working and an incredible amount of highly satisfied guests our first professional manager Boris Franchoise has resigned and handed over the operation of the hotel to our new manager Gretcheen Gonzalez (after a short interim management of Marcel Zuidhof).