

# HOW AGENCE CREHO'S PORTFOLIO OF FRENCH HOTELS INCREASE PROFITABILITY THROUGH A STRATEGIC PROCUREMENT PARTNERSHIP



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## CRÉHO

Coachs en Rentabilité Hôtelière



**T**o help its portfolio of hotels return to profitable operations following the pandemic, French hotel and revenue management company Agence Creho partnered with Trinity Purchasing.

“We began by looking the savings we could gain through the partnership on items for breakfast, then in-room equipment, and as broad as laundry equipment,” says Agence Creho Director, Damien Gourribon. “What we can see, with six months behind us, is a 12% saving overall – without compromising on quality.”

### Agency Creho's consultative approach

Agence Creho's consultancy provides independent hotel owners and operators with a range of services, from managing their sales process and website through advising on room rates, and now improving buying, too. It supports around 60 properties, many in Paris, and has plans to grow across France and further into other adjacent countries.

“We like to say that, to make profits, we have to satisfy three groups – the staff, the customers and the owner,” says Damien.

Creho manages every step for some of its hotel clients, from taking pictures and designing a web presence, to handling all elements of digital marketing. He divides the

company's services into three: revenue management, operational management, and a cost management function, launched in partnership with Trinity.

### Procurement partners bring further savings

Trinity provides a savings analysis, evaluating current supplier

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partnerships and purchasing needs, to estimate potential annual cost savings. Trinity's purchasing power and negotiated contracts allow Agence Creho's hotel properties to save money across a variety of categories and further improve their bottom line.

And with Trinity's hospitality expertise, the group is able to further deliver on driving down costs for their hotel properties.

“We're increasing the turnover and RevPar, on average +30%, compared to the previous year,” says Damien. “And our partnership with Trinity Purchasing means we further increase profitability.”

### Exclusive discount

Agence Creho is offering Trinity members in France a 10% discounted revenue management and digital marketing service.



For further information on how Trinity can help your business, contact your Relationship Manager or email [news@trinitypurchasing.com](mailto:news@trinitypurchasing.com)