

House To´C

Mission.

Provide the client with the tranquility they are looking for, and achieve the renewal of their soul through the connection with nature.

Vision.

To be one of the most important boutique hotels in Mexico, and achieve a positioning, highlighting the exquisiteness and wealth of the state of Chiapas.

Values.

- Honesty
- Service
- Responsibility
- Gratitude
- Loyalty

"Touch paradise"

Boutique hotel located in the biosphere reserve of Triunfo, a hotel service for nature lovers, who seek tranquility and calm in a pleasant environment, also enjoy the exquisiteness and richness of the beautiful state of Chiapas. Our hotel has 10 rooms which have different costs depending on the services it offers, we also include food during your stay, on the other hand, we have a zip line, a bar as well as spa and temascal services which have additional costs.

In the same way, our clients can have activities such as hiking, craft and pottery workshops, enjoy the pool, a walk through the coffee farm (where they can have the experience of making their own coffee), and we also have trained personnel who will help them visit the beautiful fauna of the area, since they can interact with them and practice photography at the same time.

As if that were not enough, our hotel offers transportation that will transfer you from the Angel Albino Corzo airport to the reserve where our establishment is located, and so that the client does not leave without a souvenir, we have a souvenir shop where you can find products from the region made with artisan hands from our state. Always seeking to provide quality service and an unforgettable experience, as well as one of the main objectives of

Casa To'C is to promote the economic growth of Chiapas and provide work and support to the people who reside in our area, as well as to publicize the natural and cultural wealth that our beautiful state has and that this is recognized on a large scale.

Our services focus on people who need to rest from their day to day, which in many cases is more than just stress with what they face, in addition to loving nature, seeking to renew their soul and have tranquility, our segment are upper-middle class people and 30-65 years old, since they are the ones who most seek this type of environment, advertising will be promoted via the Internet, email and external thus covering territorial sales at national level.

Marketing and Sales Department

My name is Andrea Fernanda Gómez Martínez, I am general manager of the marketing and sales department at the Boutique Hotel "Casa To'C" located in the Triunfo Biosphere Reserve in the State of Chiapas. The functions I exercise within my area are the supervision of the collaborators of both departments, as well as being responsible for ensuring that the objectives of the organization are met.

Therefore, I have to design strategies that allow us to meet the goals that the organization demands of us, such as supervising the development of advertising campaigns and managing our sales force to obtain potential customers who enjoy, recommend and encourage others to visit our hotel.

In addition to this, the responsibility in terms of performance management of marketing and sales workers falls on and I have to conduct and organize meetings that allow us to analyze and solve adverts that may arise, and in the same way organize training for employees, since constant updating is of the utmost importance.