

## **The audacity to invest when markets indicate otherwise**

### **Joan Asensio, CEO of HCC Hotels**

**Joan Asensio Ros who led the St. Moritz Hotel since 1993, is the CEO of HCC Hotels (Group Luxt) for more than a decade. A string that had the bright idea of turning the group's facilities in Barcelona, Berga and Tortosa in a hub. Most hotels are located in the center of Barcelona and ensure a balance between comfort, quality and service despite having different categories of stars. Its flagship hotel, the St. Moritz (4 stars), remains his favorite, but just to reform the Regent Hotel has been impeccable.**

Always move with the trends and make sure their visitors feel warmly received and a little more ... giving a touch differential treatment and customer service. The present times do not help to forecast, "and that reservations are made increasingly at the last moment," said Asensio, but try to overcome the situation based "to innovate, building on continuous improvement and adapting to demand" . Sounds simple, but it is not, since it requires the strength to resist when the prospects are not optimal and the audacity to invest when markets seem to indicate quite the opposite.

Joan Asensio know that today tourism is holding the country and calls to the various administrations that care more what to do with the services sector. For its part, decided to go for growth "with common sense, caring for employees and increase customer satisfaction," waiting for better times. Like every year celebrated the Summer Party to give to all the friends of the chain with a party of early summer. And you should not give up the festive fear. "Too many decisions are made based on fear, I prefer to trust in the present and the future, I don't have a magic ball, but I know that someday things will change and we have done our work and be prepared for the new stage" .

**Núria Oriol Palarea**