

CASA ANDINA

Hoteles



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HISTORY

Casa Andina is a Peruvian hotel Company founded in 2003. With the successful opening of its first hotel: Casa Andina Classic in Miraflores, Peru, the company started to gradually expand throughout the country.

The beginning of this hotel group came with the aim of improving the tourist industry in Peru, thus improving the development of the country. Peru is a rich country full of culture and heritage. The experience that this country offers attractions on an international scale, making Peru one of the most visited countries in Latin America. The hotel structures have increased throughout the territory to accommodate the growing number of tourists like Casa Andina, which has opened nearly 30 unique hotels located in 18 of the main tourist destinations of the country.



Each hotel offers guests a travel experience that exceeds their expectations. And since 2017, the hotel group has upgraded to more contemporary infrastructure. This strategic change thus focuses a new group of travelers with new needs. The reorganization has allowed Casa Andina to expand into southern Peru, such as the famous city of Arequipa. To complete their expansion, they managed to expand to the north of the country and become the first group in Peru.

Now, with more than 1400 employees, Casa Andina aims for excellence in service to continue to be recognized throughout Peru and Latin America as the most successful and present hotel company.



PERSONA 1

Caleb Mony is a 27-years-old man. He lives in Denver, Colorado with his wife, Amanda, whom he married a year ago. He is originally From Ohio, where he received his master's degree in aviation from the Ohio State University. After graduation, he moved to Colorado to pursue his passion for hiking in the mountains. Caleb has settled in the state capital, Denver, and works as a pilot for the United company for 4 years. He earns \$105,000 per year.



Caleb Mony
27





Caleb is a hard worker but when he gives himself a break, he hikes, plays and watches American football. His favorite team is Denver Broncos. He is curious about culture and open-minded. He loves to discover new countries and new people that's why he decided to work in aviation.

His wife, also an avid traveler and hiker, would like her husband to take a vacation to travel and spend time together. They would like to discover Latin America, a region he only discovered on a stopover with his work. Peru would be the ideal destination to start discovering the south according to Amanda's friends who have been around the world because It is a country famous for its hikes.

Caleb wants to make the most of every second of his life with a fulfilled professional and personal life.

PERSONA 2

Raquel Correa is a 37-years-old female from Madrid, Spain. She is a surgeon for 8 years and earns 65000 euros. She was married with Christofer, a cardiologist, whom she met at the University of Medicine in Madrid, and with whom she had 2 children, Violetta and Sandro.

Raquel practices running and likes to set new goals. Recently, she registered for the Madrid Marathon.



Raquel Correa
37



When she has vacations, she enjoys them with her family because her work takes up a lot of her time. But since a few years, she doesn't get along with Cristofer anymore, because their work comes before the couple.

They recently divorced, and Raquel wants to take advantage of her new single life to discover the world. She is becoming interested in the history of the Incas, and would like to discover Peru to start her new life as an adventurer.

VALUES

SELF-IMPROVEMENT

TEAMWORK

ATTENTION TO DETAIL

PASSION

VOCATION OF SERVICE

INTEGRITY



— COLORS



R: 221
G: 187
B: 41

#F2D027
C: 8%
M: 16%
Y: 95%
K: 0%

R: 150
G: 95
B: 82

#D99559
C: 16%
M: 48%
Y: 74%
K: 1%



R: 112
G: 155
B: 181

#709DB7
C: 63%
M: 26%
Y: 18%
K: 0%



R: 194
G: 158
B: 121

#C4A079
C: 21%
M: 38%
Y: 60%
K: 1%

R: 96
G: 62
B: 46

#603E2E
C: 41%
M: 71%
Y: 78%
K: 45%



— FONTS

Merriweather Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Cabin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

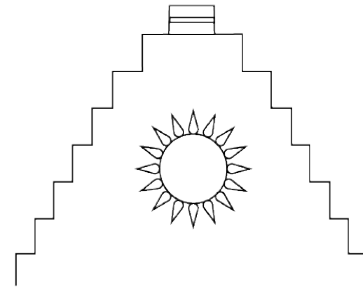


LOGO

Actual Logo



New Logo



CASA ANDINA
Hoteles

Chloe Tudoret