

REASONS TO PARTNER

- » Review of design and layout of proposed building or acquisition
- » Major systems for quality and suitability, including HVAC, utility consumption efficiency, building management systems
- » Refurbishment Programmes & Purchasing of FF&E
- » Essential service compliance and certification
- » Refurbishment and expansion activity
- » Signage and landscaping
- » Preparation of 5-year capital expenditure plans

ASSET MANAGEMENT ASSISTANCE

We will monitor and advise on:

- Compilation of feasibility studies
- Analysis of physical condition and capital expenditure requirements

DETAIL OF FULL SERVICES PROVIDED:

- Administration and day to day operational Management:
- Financial Management
- Budgeting and audit functions
- Cashflow projections and Management
- IT support, advice and supervision
- Operational Procedures including a strong focus on Health and Safety
- Human Resource services and support

FULL END TO END MARKETING SERVICES AND SUPPORT

- Brand Guideline Standards and Management
- Marketing Planning
- Creative Design
- Group marketing initiatives
- PR Group initiatives
- Database Management
- Ecommerce Management and Full ownership of the Group and Hotels websites
- Group Sponsorship and Partnership Marketing
- Trade Fair attendance
- Wholesale Brochure Listing
- Cross Marketing promotion and cross-selling opportunities
- Media Advertising

SALES SUPPORT

- Business and Sales promotion by a central Sales team
- Sales planning
- Central Reservation services
- Client Relationship management
- Negotiation and maintenance of Corporate and Wholesale accounts
- Corporate Tender and Consortia Contract negotiations and management
- Managing key leisure market accounts
- Representation at National and International Trade Shows and Exhibitions
- Management of Seasonal package promotions and events

ADDITIONAL BENEFITS

- Access to and inclusion in all Group Purchasing agreements
- Access to and inclusion in all Group discounts relating to Financial Transactions and banking fees