

Case Study 1 – New Small Hotel Group

The Background



THE DINTON HERMIT

A successful entrepreneur, whose main business interest was a chain of 20 care homes, was interested in buying a property and developing it into the first of a chain of small Inns.

The individual entrepreneur was aware of his lack of previous experience within the Hospitality Industry and Seabrook Marketing were contacted to support the venture.

The first property was a 13 bedroom Inn set in rural Buckinghamshire. It had been trading very poorly over the previous years and was suffering from the previous owner's lack of experience and knowledge.

The Solution

Initial meetings were held in order to establish where the property sat in its current market and where the owner believed and wanted the property to be.

- Business and Market strategy was created following an analysis of the marketplace
- Appointed to handle a complete overhaul of the existing branding, marketing collateral and the creation of a new web site to fit the new strategy
- Obtain recognition by the AA as a 3* property
- Ongoing PPC and SEO campaigns
- Direct mail and database management

The Results

After the first 6 months of operation, the property was in a positive trading environment and is outperforming other competitors in the locality. Budgets are now in place and the property is performing strongly against them, even in the current difficult economic climate (mid 2009).

Seabrook Marketing have been retained to take responsibility for ongoing sales and marketing activities.

The owner is currently on a proactive acquisition programme and Seabrook will continue to support the growth strategy, with the aim of creating a portfolio of approximately 8 units within a certain geographical location.

