

Case Study 3 – Charity Owned Hotel Group

The Background

A registered charity owns and operates 4 hotels throughout the UK, mainly in secondary leisure locations.

Seabrook Marketing was asked to review the provision of hotel services and present a report making recommendations to develop the future strategy of the hotels.



The Solution

Extensive marketing reviews were carried out on all four properties.

The report also highlighted those areas of concern and weakness across the business as well as those strengths upon which they could build.

A focused strategic marketing plan was produced that clarified the current situation and resulted in a more structured approach to marketing the properties in what is, ostensibly, a niche market.

The findings were presented back to the Directors of the Charity.

