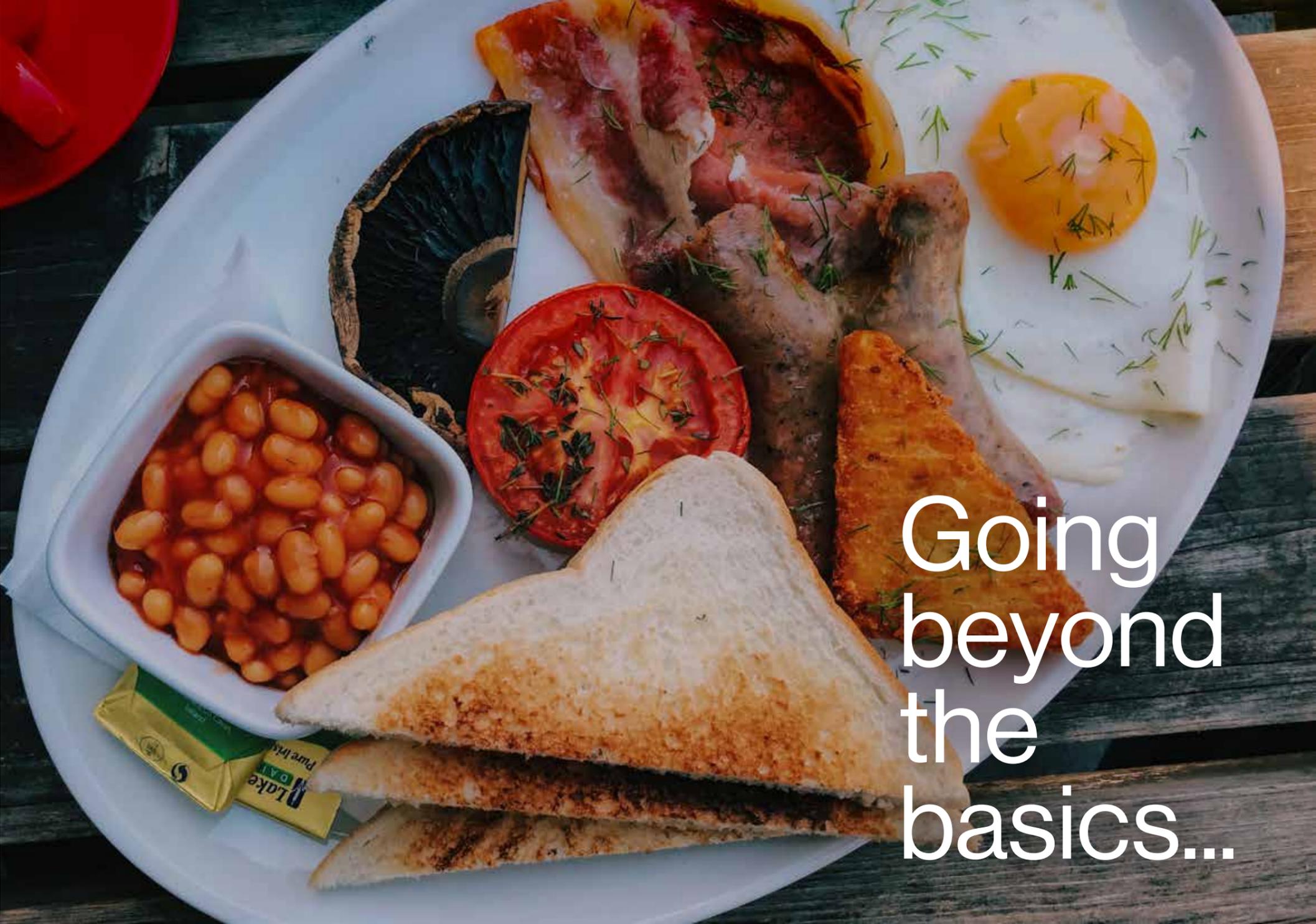


Seizing the staycation opportunity

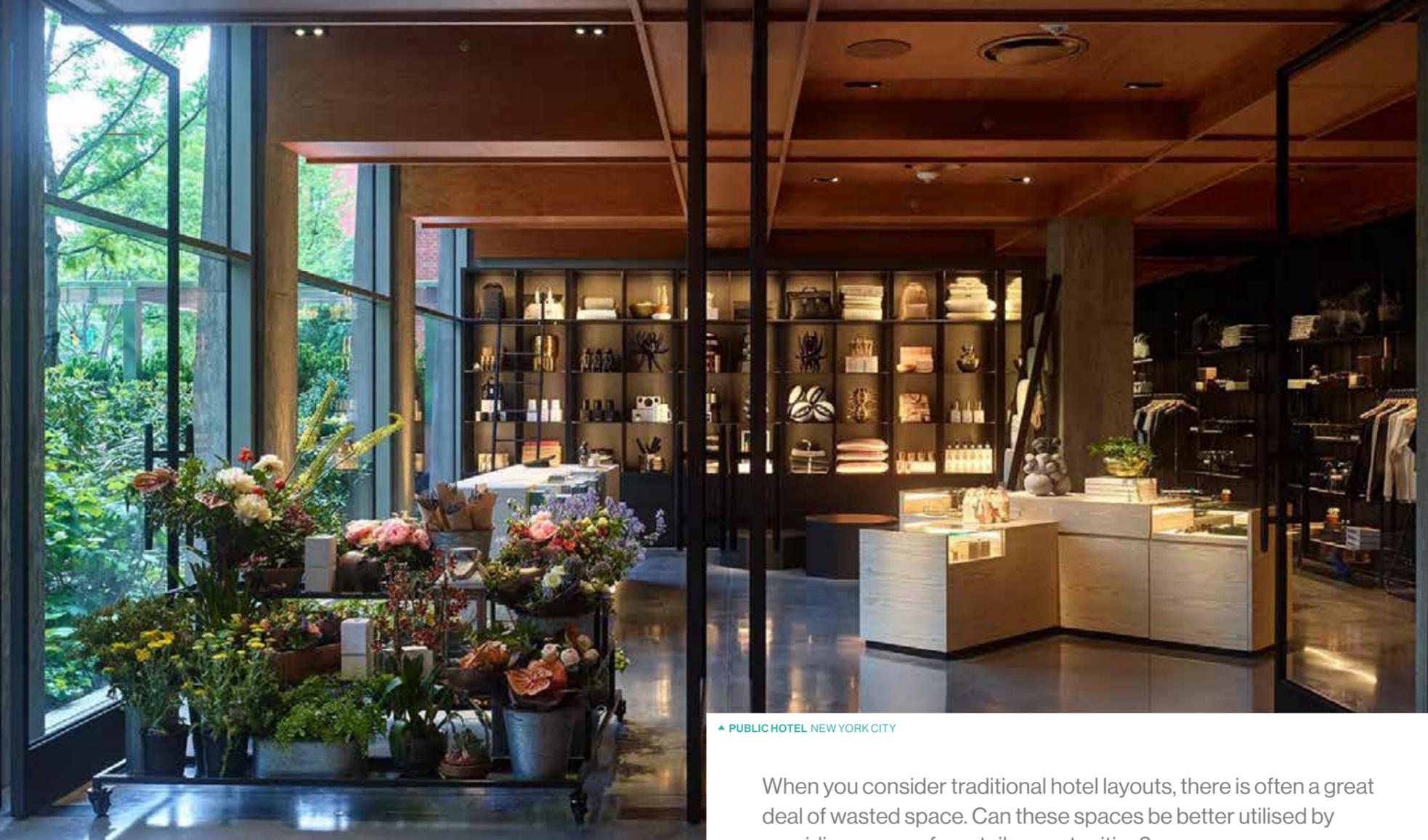
A hotelier & leisure accommodation operator's simple guide to winning new guests by delivering the ultimate **staycation** experience in 2022.

It goes without saying that 2020 was a tough year for hospitality business owners but with the massive rise of the *staycation* in 2022, the UK's leisure accommodation sector has a unique opportunity to bounce back and drive your sales and profits.

We've created a checklist of simple techniques to help you re-emerge delivering a more engaging guest experience from a more marketable destination, whilst improving your bottom line.



Going
beyond
the
basics...



▲ PUBLICHOTEL NEWYORKCITY

When you consider traditional hotel layouts, there is often a great deal of wasted space. Can these spaces be better utilised by providing spaces for retail opportunities?

Think local artists and graphic designers, florists and artisans – something like a physical Etsy store. It's an additional revenue stream and an opportunity to engage and support local communities. It's a convenient way for guests to buy holiday gifts.

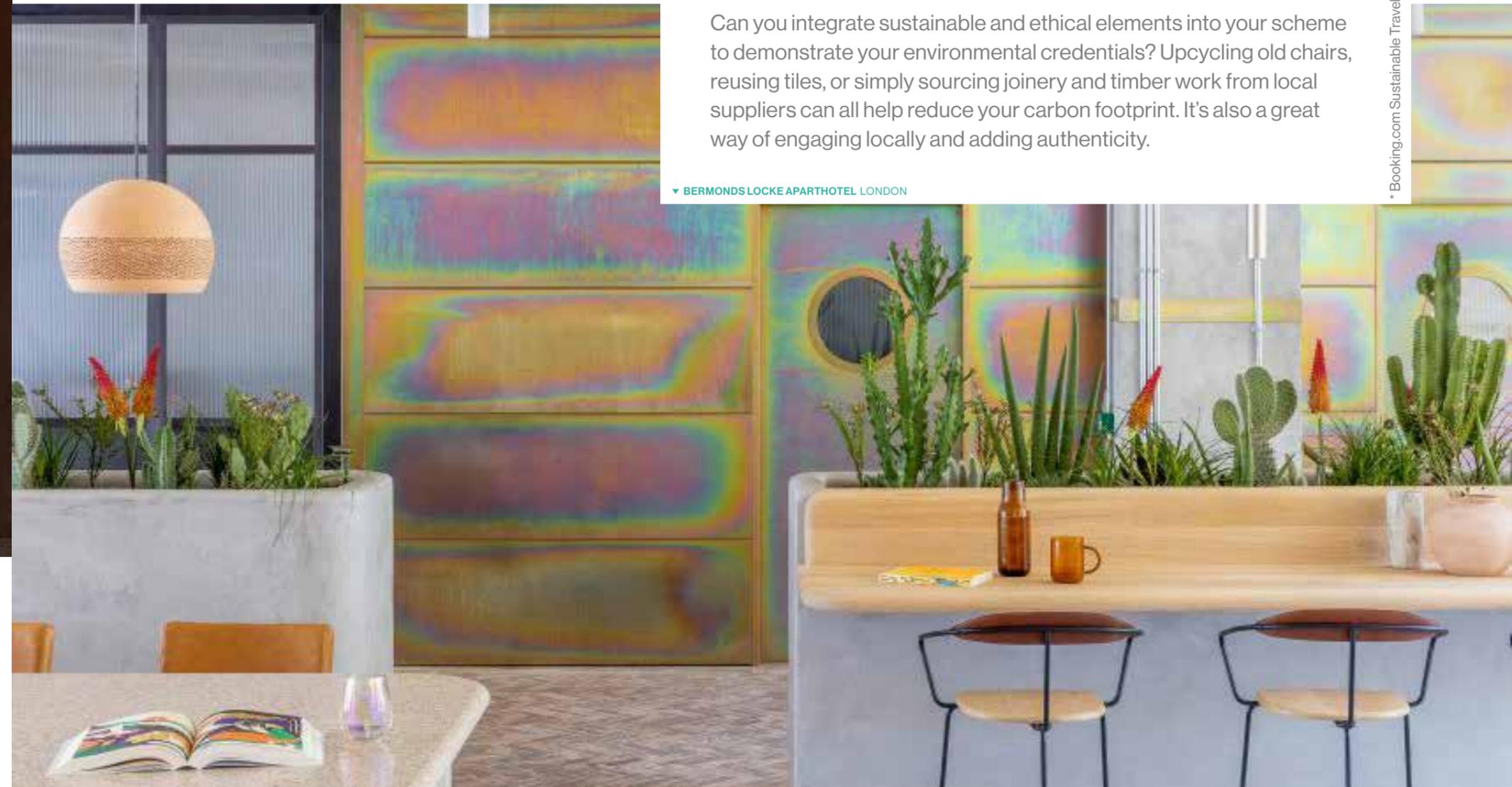
Identify spaces that could work harder.

Can you afford not to consider a more ethical approach?

In an increasingly politicised world it's becoming more important to align with your guests' ethical values and expectations. 82% of global travellers have identified sustainable travel as being important to them, while 58% say they are looking to make more sustainable choices once we can travel again – and 68% of travellers would like the money they spend on travel to go back into the local community.*

Can you integrate sustainable and ethical elements into your scheme to demonstrate your environmental credentials? Upcycling old chairs, reusing tiles, or simply sourcing joinery and timber work from local suppliers can all help reduce your carbon footprint. It's also a great way of engaging locally and adding authenticity.

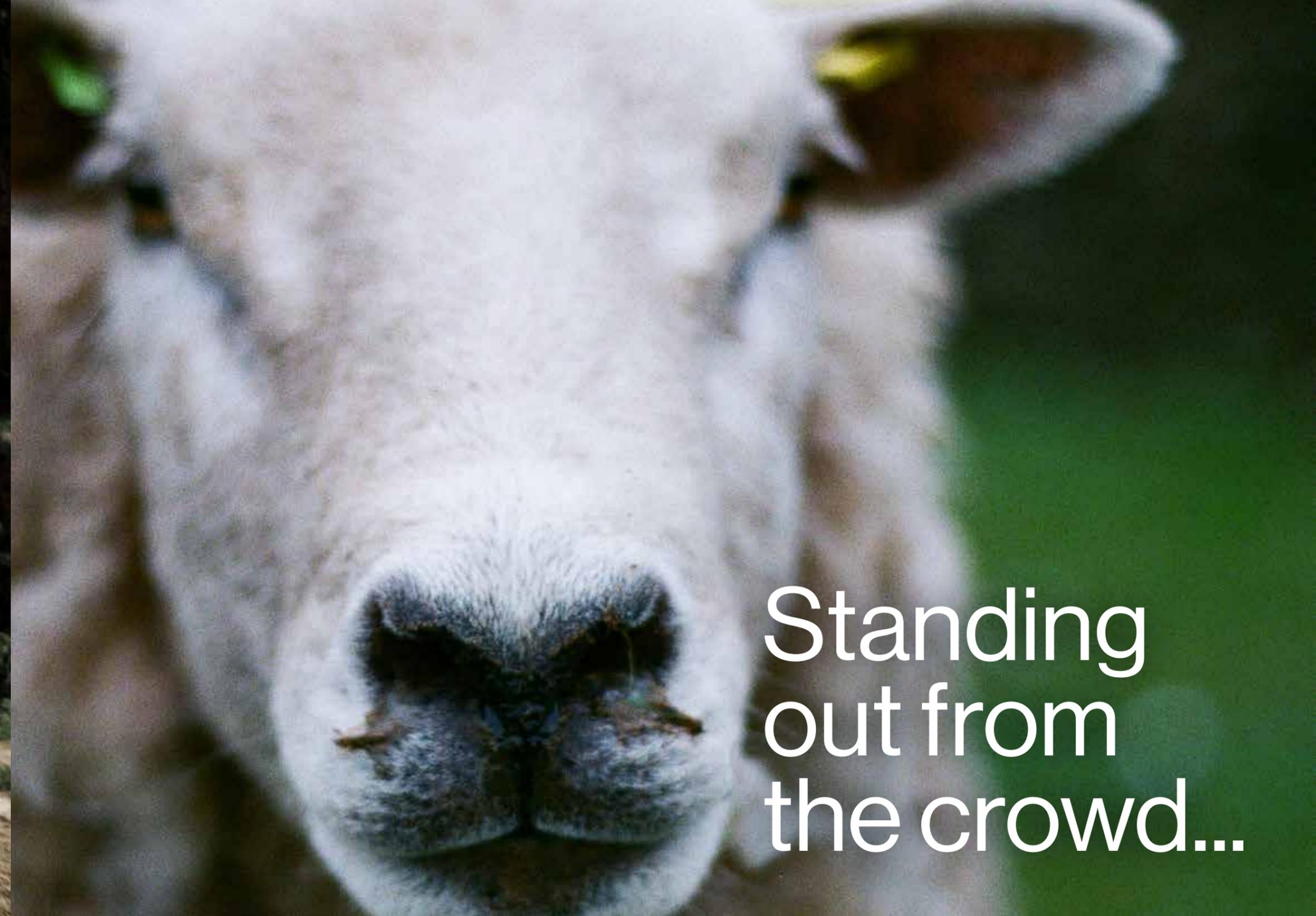
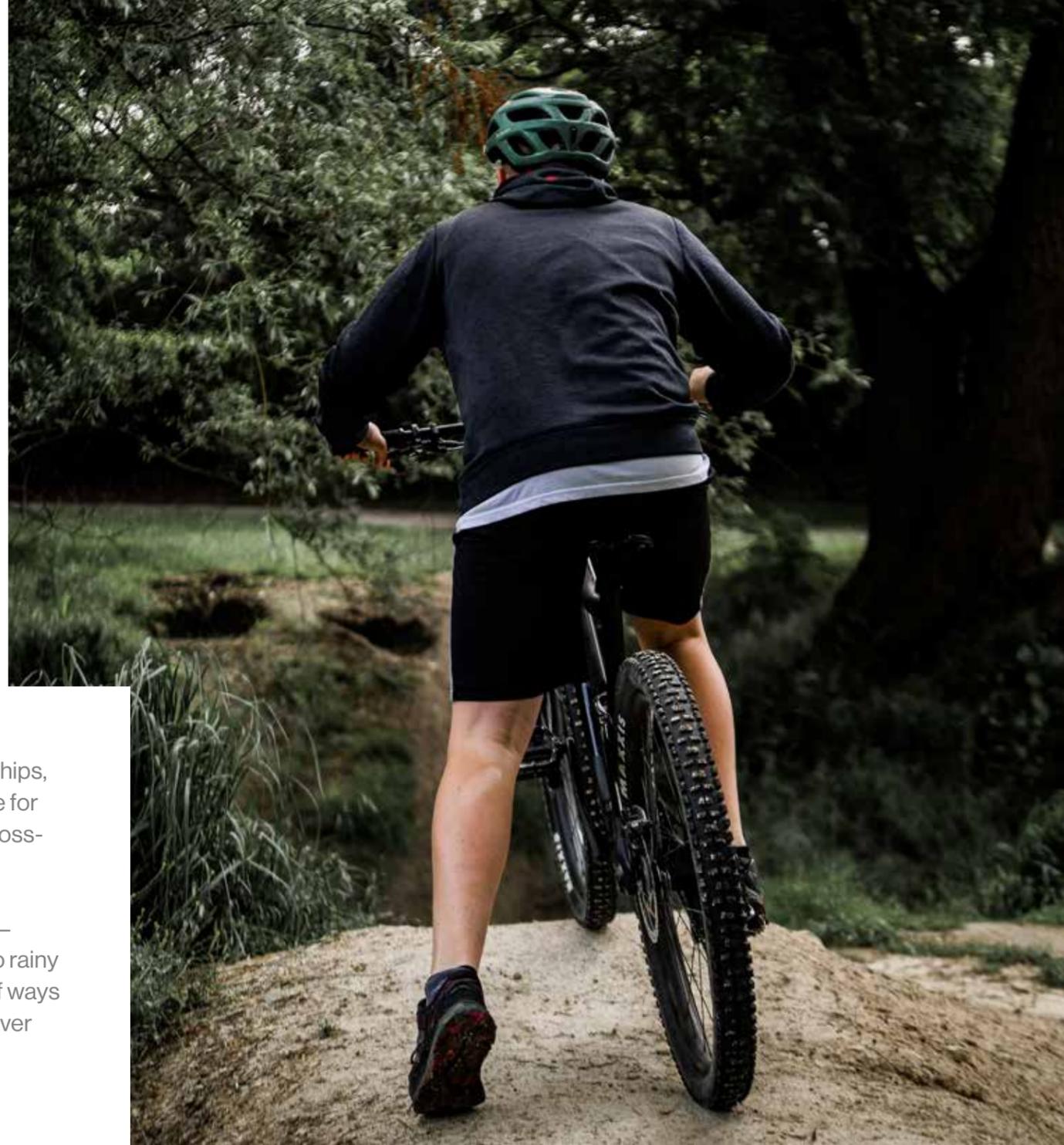
▼ BERMONDS LOCKE APARTHOTEL LONDON



Add value to the experience.

With the right training and strategic relationships, you can add an additional £80/head revenue for each guest by finding the right up-sell and cross-sell opportunities for your audience.

It's about considering the whole experience – from bike hire and afternoon tea packages to rainy day family activity packs – there are plenty of ways to both improve your guests holidays (whatever the weather!) and increase your bottom line.



Standing out from the crowd...

Standing out from the crowd

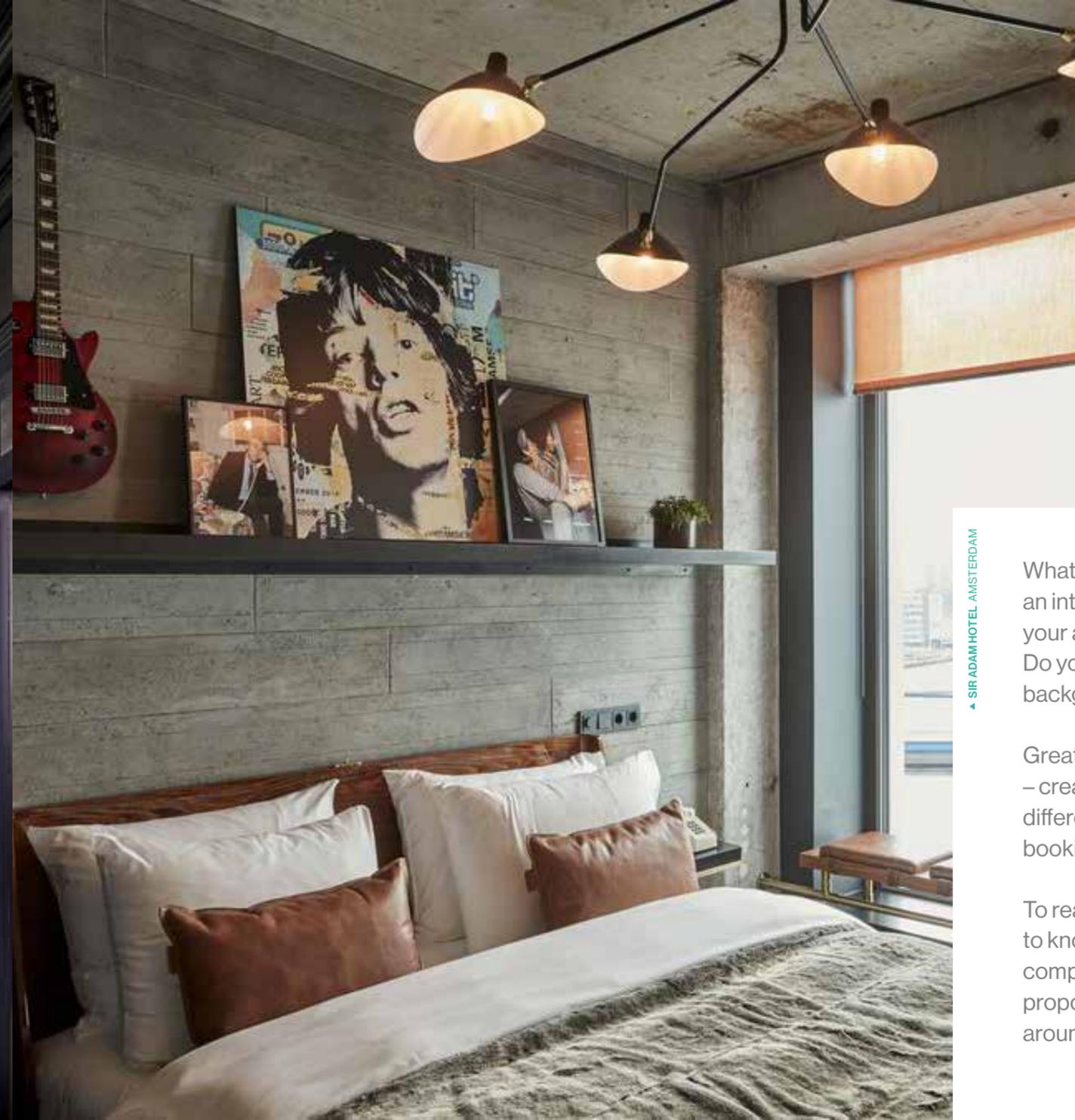
Make an entrance to be remembered.

First impressions count. Your entrance communicates instantly what your brand experience is all about. That means it's worth investing in the threshold. Consider:-

- Whether the customer journey is clear and easy to follow. Can this journey be communicated in an interesting way?
- Can technology, lighting and flexible furnishings help with changing the mood of the entrance to match events and seasons?
- Do your external communications/signage draw potential guests in? Do they give non-residents the confidence to cross the threshold too?



▼ HOTEL INDIGO LOS ANGELES



▲ SIR ADAM HOTEL AMSTERDAM

Find the thing that makes you unique.

What's your story? Does your building have an interesting history? What is unique about your area that makes guests want to visit? Do you have an engaging personal journey or background that adds value to your proposition?

Great brand experiences are about storytelling – creating an engaging and marketable point of difference that stimulates interest and increases booking potential.

To really stand out from the crowd, it's important to know what you can deliver that your competitors can't. Once you find your unique proposition you can build a sense of discovery around your brand, interior and promotion.

Telling stories.

CLIENT Gough Hotel Group

SCOPE Brand strategy & identity, space planning, interior design & realisation, project management.

BUDGET £600K

ROI REPAID 12 months

% GROWTH 35% monthly average

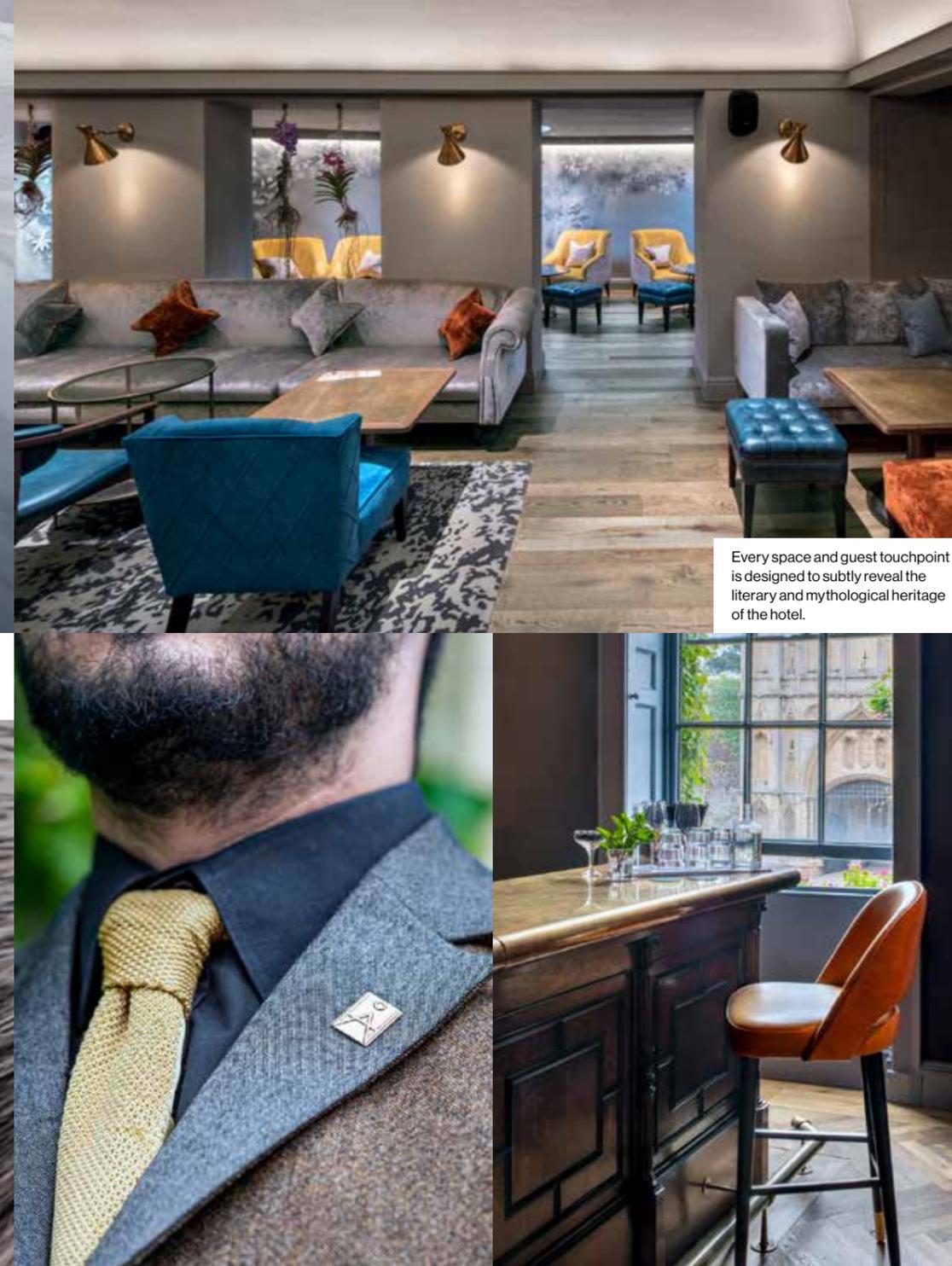
The Angel Hotel is an imposing Georgian coaching house dating back to the 12th century. A full site appraisal revealed that remodelling the bar and restaurant experience and creating a more defined identity would attract the growing 'staycation' market and re-engage the local community.

Here was an opportunity to exploit what works best in any durable design – storytelling. The hotel is famed for its association with the writer Charles Dickens, who stayed there three times in the 19th century, referencing the hotel in his book, 'The Pickwick Papers'.

Following a brand and space redefinition, the whole experience is now underpinned by a brand essence of 'fables and tales', – it's the foundation for creative decisions made for all interior design and brand touchpoints. The link with storytelling and fiction has lent the environment a sense of escape. The hotel has established a new foundation of authenticity and substance that gives it a clear unique selling point and a new found international appeal.

"We are confident that our new look and feel has both impressed returning guests and made the Angel Hotel a genuine destination for people coming from further afield."

ROBERT GOUGH
OWNER OF GOUGH HOTELS



Every space and guest touchpoint is designed to subtly reveal the literary and mythological heritage of the hotel.



Are you *staycation*-ready?

Here's our simple checklist to help you get the most out of the 2022 season (and beyond)...

- Review your floorplan. Are you getting the most value from your current layout? Has technology freed up lobby space that could be repurposed?
 - Can you add value to your guests by partnering with local businesses to create an artisan retail offer?
 - Can you offer other bolt-on third party experiences to improve your guests' stay and increase revenue (eg bike hire, guided tours, outdoor pursuits)?
 - Are you doing enough to engage and drive revenue from the local community? Is your bar or restaurant optimised for passing trade? Do you promote afternoon teas or calender dates to non-residents? Have you considered a delivery offer? Do you have space that can become a social hub for local community activity to help drive F&B sales and increase local visibility?
 - Are your staff trained to cross-sell additional services that add value for guests and increase your spend per head?
- Find time to review your business entrance and signage. Set aside some additional budget to make sure you make a strong, memorable first impression.
 - Does your brand identity and communication incorporate a distinct story that makes you different from your competitors? Consider location, heritage and any other unique aspects of your offer.
 - How does your interior scheme relate to your story? Can colours, textures and overall visual language be improved to make a richer, more meaningful experience?
 - Show you care. Create some 'wow!' moments that guests will talk about after their stay. Consider a welcome gift that shows you go the extra mile. Quirky/memorable/beautiful gifts can help drive social media sharing.
 - Have you set financial goals and targets to enable you to judge your success, and ensure you get a great ROI?

A partnership of hospitality experts...

Harrison.

Harrison is a specialist, multi-discipline, strategic brand, interior design & architecture consultancy with offices in London, Birmingham, Dallas and Melbourne. We work exclusively in the hospitality and leisure sector, which means our approach is completely optimised for your business. We have a long and respected track record working with leisure accommodation operators of all sizes – from single site entrepreneurs to international hotel chains. We use our know-how to get the most out of your budget, whatever the level.

Our full service offering includes:-

- Brand strategy
- Concept innovation
- Interior design
- Architecture
- Brand identity and development
- Space planning
- Project management and implementation services

weareharrison.com

Find out more...

If you would like to discover more about revitalising hotel brands & spaces, and maximising profits during the staycation 2021 opportunity, we're here to help...

Email richard@weareharrison.com
Mobile +44 (0)7799 871819



Founder and Managing Director, Ali Powell, has 25 years hospitality experience in diagnosing issues, helping businesses understand what great looks like, and set out a path to maximise both people and commercial acceleration, for transformational growth and turnaround. She is a commercial expert who excels in accelerating revenues and value asset growth. Before starting her own company, Ali held Board and C-suite positions in a hospitality, leisure and real estate industries. Ali has developed Profit Max®, a programme that quickly increases profits. Profit Max® identifies and optimises revenue opportunities in the hospitality and leisure industry.

It can help you drive sales from December!

- Maximising revenue per customer – proven ways of increasing revenue with focus on up-selling, cross-selling, affordable innovation.
- Driving loyalty – engaging with customers effectively to achieve repeat business and raving fans.
- Incremental revenue through memberships – develop a programme you can roll out now to increase annual revenue £1 - 2m.

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