



Outsourcing – a gift to hoteliers
and suppliers alike

Peter Hancock FIH MI

Our “experts”

IN HOUSE

Finance/admin
Synxis support
Marketing plans
Sponsors
Partnerships
Member recruitment
Promotions/advertising
Accountability



EXTERNAL

Corporate introductions
PR
Print, design & editorial
Social media
Brand compliance
Shows/events
E-flyers, web site, PPC, video
Phone enquiries
Distribution
Database
Mystery guests
Purchasing support
Benchmarking (STR)
Brand development

How “the team” is perceived...

“The team works so hard in the interests of the member hotels” Owner, Wales

“The team at PoB feels like an extension of our own team” General Manager, Wiltshire

“It is clear these professionals are leaders in their respective fields” Owner, Cumbria

“The combined resources and know how allow us to shout louder than would otherwise be possible” Managing Director, London

Consequences

Keeps overheads low

No HR issues when change required

Impact of competition on cost of services

Affordability – only buy a slice of expert's time

Risk: Lack of accountability to hoteliers

Risk: Could walk away

Experimental period for PoB...37 years



Thank you