



THE QHOTELS
COLLECTION

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Introduction to myself....

Who are The Qhotels Collection?!



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The QHotels Collection is 21 amazing hotels and resorts spread across beautiful Great Britain. But we're much more than that. We're an escape from the ordinary, somewhere to have adventures, discover new experiences, rejuvenate your mind and body and make magical memories.

All our hotels offer something unique and special, but they all share the same dedication to making sure our guests get exactly what they need from their stay.

Our brand purpose – Creating meaningful connections

True connections are what elevate experiences to the extraordinary. We want to give guests the space to reconnect with their family and friends, help them discover spots they'll return to year-after-year and offer them a personal experience that makes them feel truly valued.





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Creative Packaging for UK Markets



Our values

Names not (room) numbers

We love getting to know our guests and what makes them tick, whether it's their first visit or their 100th.

Naturally adaptable

No two guests are the same, so we're all about service with personality.

Being local

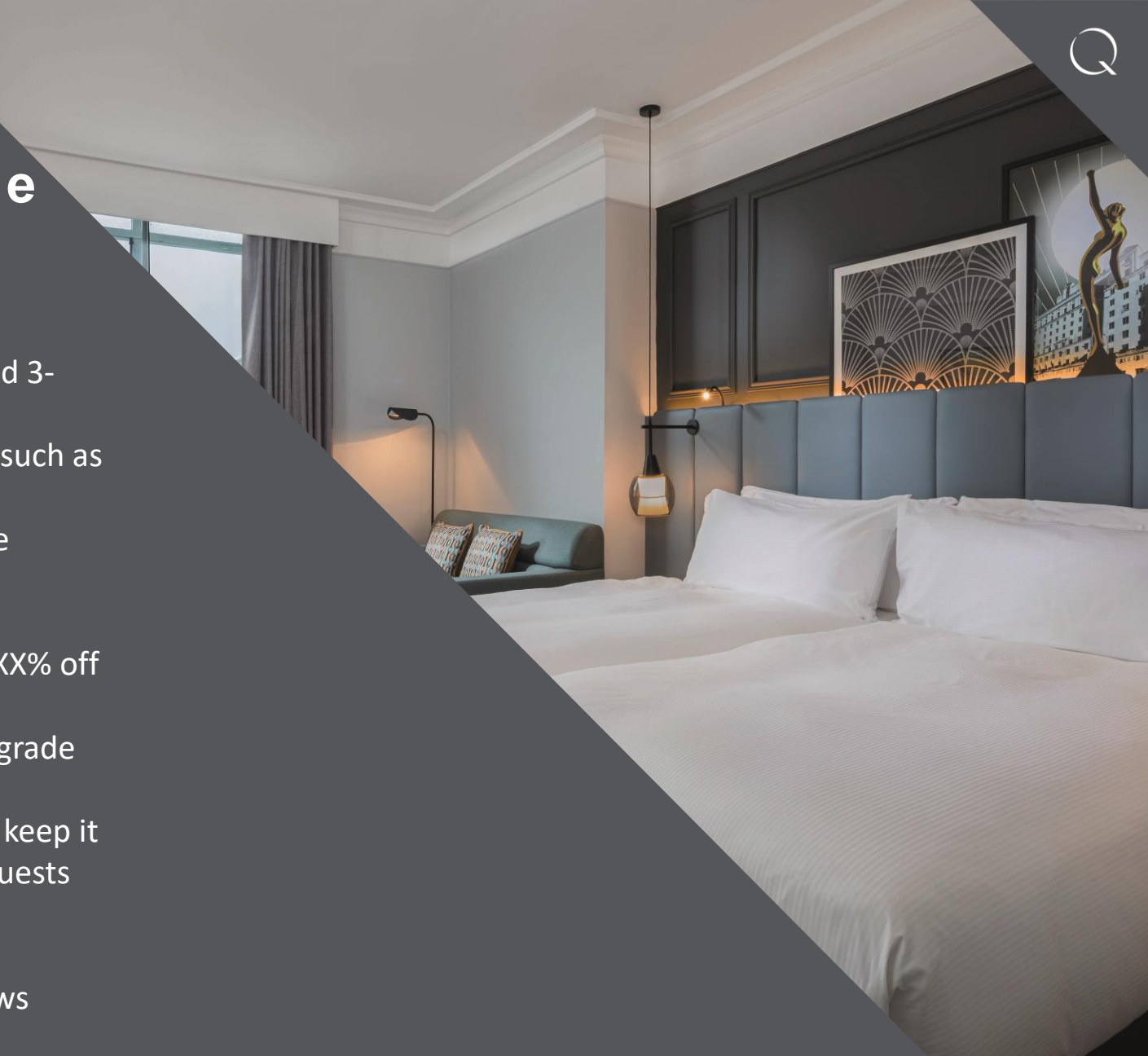
We're based in some incredible locations throughout the UK and we want to help guests explore them and discover all the local secrets!

Keeping it simple

We avoid any fuss or complications, so every guest can simply focus on getting the most out of their visit.

What we have learnt from the last 2 years

- Create options for longer length of stays selling both 2- and 3-night packages
- Add in inclusions but leave room for additional purchases such as 2 night but with dinner on 1st night only
- Partner with a brand, if possible, to add to the value of the inclusions such as Moët Champagne rather than house Champagne
- Add discounts for services and facilities you offer such as XX% off golf tee times or spa treatments (if you have availability!)
- Promote room types either with the price including an upgrade or a free upgrade to an additional room type
- If your hotel is within the city centre with limited facilities keep it simple i.e., BB with a bottle of wine and free upgrade as guests will want to be out and about exploring the city
- Partner with 3rd parties to promote what is new i.e., refurbishments, which will also help with the online reviews



The QHotels Collection Experience

Here're just a few of the amazing experiences you can enjoy at The QHotels Collection...

Lay back and relax in a cosy egg-shaped cocoon chair in Glasgow Westerwood's revamped relaxation room. Bliss!

Challenge the kids to find all 20 wooden ducks hidden around Forest Pines. There's a few that will drive you 'quackers'.

Soak up the flora and fauna at Cambridge Belfry's wildflower meadow. There are a few rare species to spot!

Breathe in the signature scent as you enter The Queens. A stay here is an experience for all the senses!

See stars at Slaley Hall's custom-built stargazing site. Don't know the Plough from Aquila? You can even book a session with an expert astronomer.

Stay in your very own Tower Suite at Crewe Hall – three floors of period charm.



The right rate

With raising costs from wages, to supplies, to food, utilise what is minimal cost to the business:

- Free bedroom upgrade
- Late check out or early check-in
- Do you currently charge for spa access, can this be given for free?

OR inclusions that are minimal cost:

- Welcome glass of Prosecco in the bar – to pull the guest into the bar to allow for the upsell on the next drink
- Free dog stay – increase in dog owners during lockdown
- Glass of milk and cookies for the children



Encouraging signs

People are starting to plan further in advance following post-covid nervousness

Booking advance purchase rates even with T&C's now fully back in place

Average booking value is increasing

Publicity on the Airport understaffing might encourage more staycations.....

Pace is positive albeit pick-up is still very late led and is still hard to predict

