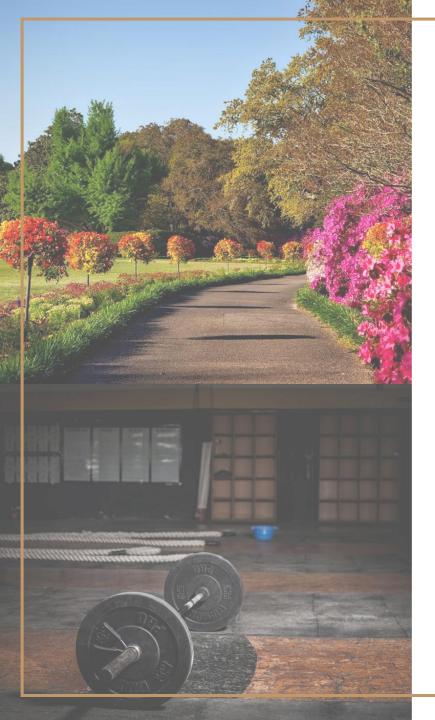


Have you taken out any memberships in the past 12 months?





THE Myth OF THE MEMBERSHIP

- Joining a hotel membership group is not a marketing strategy how you use it is
- Getting seen doesn't always equate to getting chosen
- It is a commitment that requires long-lasting resource and effort

The results come from showing up, not signing up.



Besides generating bookings, why else might you join a hotel membership group?





DEFINING YOUR Why

- Don't just look at what your competitors are doing you don't know their greatest business needs
 - Clarify your goals before investing

Besides securing bookings...

- Association with excellence
- Access to new audiences
- Guidance from other hotels
 - Pushing MICE bookings
- Press coverage and opportunities
- Industry events and networking
 - Access to supplier discounts
 - Industry benchmarking tools
- Staff training and consultation
 - Staff benefits





GRANTLEY HALL Strategy

International Growth

- Putting Grantley Hall in front of an international audience
- Brand exposure, marketing and distribution opportunities

Elevating Standards

 Underpinning Grantley Hall's commitment to standards - every member of staff being trained to both LHW and Forbes standards ahead of mystery review visits

Customer Retention

• Use of LHW Leaders Club as our guest loyalty scheme









Do you have dedicated marketing budget for

memberships?





THE MULTI-DIMENSIONAL Roi

Revenue = Direct financial return

Opportunity = Access to new markets, learning and collaboration

Influence = Elevated brand perception and prestige

- Bookings
- Upselling

_

- Exclusive packages
 - Repeat booker perks

- FAM trips
- Trade shows
- Hotel partnerships _
 - Webinars and training
 - Benchmarking tools

- Use of credentials
 - Aligning with group's values





THE POWER OF THE Network

- Build relationships with member hotels they're a source of insight and referrals
 - Learn from the challenges and successes of others
 - Reputation by association
- Essential for growing/new hotels bridges the gap while you build your own reputation
 - Attend the events, webinars, volunteer case studies of your success - get known!
- Being on the radar of fellow hoteliers builds critical industry reputation
- If the insiders know and respect you, broader recognition follows





FINDING THE *Right* MEMBERSHIP GROUPS FOR YOUR HOTEL

Understanding your audience

- You know best who your guests are and what they'll respond to
- Will they have heard of it? Does it have a self-explanatory title?

Reverse engineering SEO

 Google your aspirational keywords, e.g. top luxury hotels in the UK - see which membership groups rank highly - you are unlikely to be able to beat them organically in searches on your own

Investigate visibility

- Have they run many successful PR campaigns?
- Do they have an engaged network of social followers?
 - Who else is a member?

Data

• Ask for data on audiences, analytics and conversion tracking





MEMBERSHIP *Checklist*

Audience fit

• Will this connect us with our ideal guests? Does their audience know us anyway?

Brand alignment

• Does the group reflect our hotel's image and values?

Value

• Do the membership inclusions support wider business objectives, beyond sales and marketing?

Long-term relevance

• Will this partnership still serve us as we grow and evolve?

Community

• Are the other members brands we're proud to sit alongside?





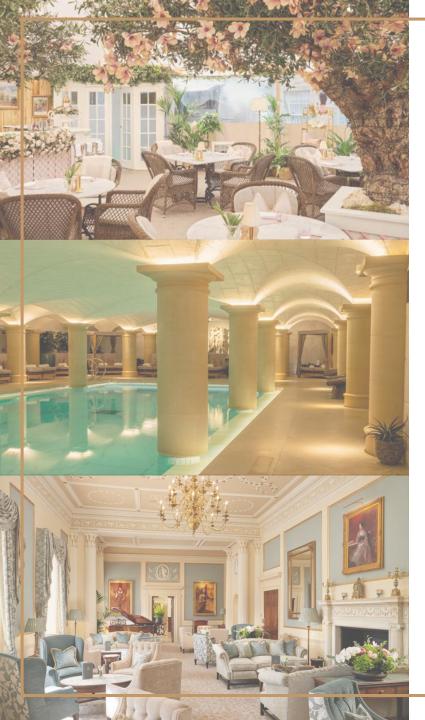
HOW DO YOU KNOW IF IT'S \mathcal{Not} THE RIGHT FIT?

- The guest profile doesn't match your target or is too like existing guests
 - You're not utilising at least 50% of what they offer
 - You're doing all the chasing
- A shift in strategy means it no longer matches your future direction

Top Tips:

- Set review points every 6 months
- Assign a dedicated team member to own the relationship
 - Don't try and be everything to everyone





KEY Takeaways

- Memberships require active participation, not passive signup
- $\checkmark\,$ Clarify your business goals before investing in partnerships
 - Think beyond bookings reputation, networking, staff development
 - \checkmark Split your budget across different parts of the business
 - $\checkmark\,$ Measure ROI by revenue, opportunity, and influence
 - $\checkmark\,$ Leverage the network for insights and partnerships
- ✓ Choose membership groups that align with your audience, brand, and long-term vision
- ✓ Review memberships regularly to ensure ongoing fit and value