



We're with you for
the **whole** journey

Welcome to Perennial Hotels

The Perennial Collection understands that every hotel is unique and promotes independent flare. Driven by a deep desire to step away from legacy brands and focus on cutting edge, industry leading technology that focuses on direct sales and ultimately a healthy ROI.

With our resources, industry insight and branding we are confident Perennial Hotels can help take your hotel to the next level.

Marketplace

Target Markets

Primary and secondary markets with wide appeal and strong transport connectivity.

Segment

Perennial Hotels & Spa : Midscale Brand
Perennial Collection : Economy Brand

Property Type

Ideally suited for conversions and new build opportunities.

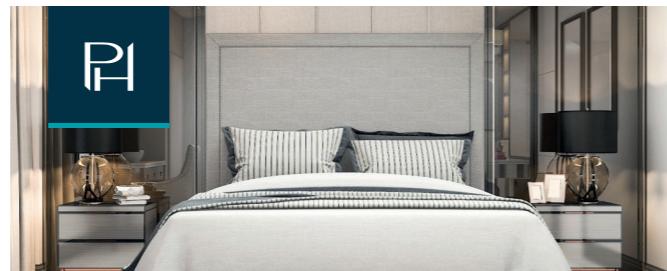


Our Brands



Perennial Collection

Our brand is built on trust, value and service. Key areas of focus across the portfolio include offering a consistently high level of hospitality building a long lasting relationship with our valued customer base.



Perennial Hotels & Spa

Set in key locations throughout the UK, our hotels and spas are designed to offer exceptional value to our guests. With a focus on sharing local expertise showcasing regional produce alongside exceptional customer care.

Sign up to Perennial Rewards and earn!

If you sign up with us, you'll get access to member-only rates, receive exclusive deals and earn points every time you stay. **Best of all, signing up is absolutely FREE!**

PH Rates

Applicable for reservations made via Perennialhotel.com site. Enjoy discounted rates, exclusive to Perennial reward members as well as other exclusive offers.

PH Pounds

As a rewards member you earn as you stay, collecting PH pounds which can be put against future bookings.

Exclusive Discounts

As well as PH rates and PH pounds we're constantly offering our members access to Flash sales, voucher rewards and even applying point boosters to accounts where we can.



Our Values

Lowest Market Entry Fees

Our pure package allows you to keep more of what's yours whilst feeling the full benefit of our franchise support. Focused on brand identity, distribution and support, Perennial hotels opens up the market and delivers guests into your beds.

Flexible Pricing Model

We celebrate individuality and understand the requirement for varying levels of support. Our structured packages: Pure | Elements | Excellence, allow our franchisees the flexibility to pick a service that matches their requirements.

Service Packages

Pure

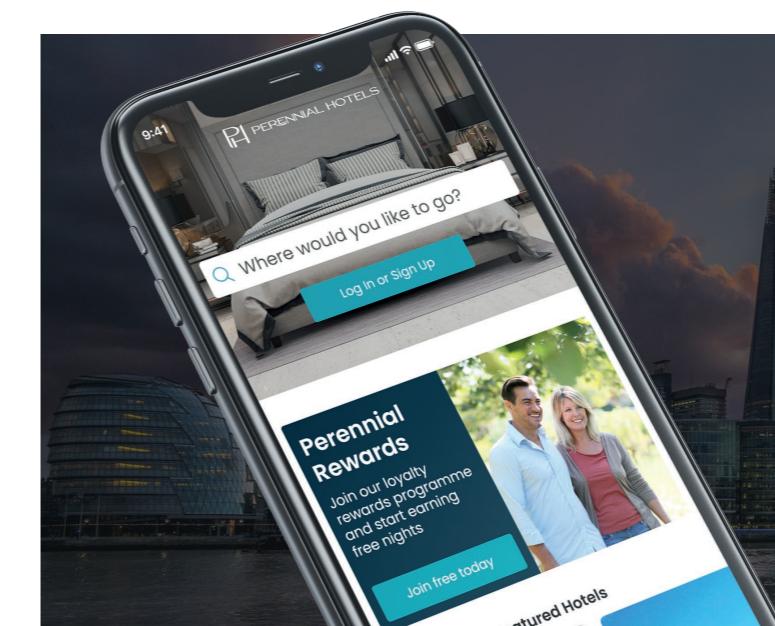
Our entry service built around brand representation focuses on the physical implementation and consistent application of brand identity across visual and verbal areas of your Hotel.

Elements

Including all benefits from our Pure service, Elements is a Sales and Marketing focused package that pivots on digital media and distribution, as well as providing a national sales presence and platform for your business.

Excellence

Our Excellence service combines revenue and channel management to both our Pure and Elements packages. Using high performing revenue platforms, powered by leaders in revenue management technology, engaging with high-frequency pricing engine and forecast modelling AI.



Download the PerennialGo App

Connect with our new mobile app – it's the easiest way to ensure you get the lowest rate guaranteed!

Find a hotel and book with our best rate guarantee

Manage your Perennial Points and redeem them with bookings

Manage reservations on the GO





Sell more rooms at a higher price!!

That's the goal we set ourselves every day utilising our integrated distribution technology.

We ensure that our sites connectivity and distribution is maximised to provide complete exposure across all markets whilst adopting cutting edge 'Artificial Intelligence' to unlock our hotels full commercial potential. Utilising business intelligence, continuous pricing updates and real-time connections to deliver revenue growth.

* This is a Perennial Excellence service

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