



PERENNIAL HOTELS

Ideally situated,  
offering **exceptional**  
**value** for discerning  
business and leisure  
travellers

# Perennial Hotels & Spa

Perennial Hotels & Spas are set in key locations throughout the UK and were established to pave the way in guest experiences. With exceptional customer service and a passion for sharing local expertise at its core, our fully serviced hotel brand always delivers memorable stays.

Start your journey with Perennial Hotels and gain the support of a company that always puts its owners first. A brand that ensures all franchisees enjoy affordable and flat fees, reasonable agreements, flexible service and, most importantly, a strong revenue contribution.



## Brand Signatures

- 55" Flat screen TV's
- Free Wifi
- Full service restaurant & bar
- 24hr room service
- Luxury suites available

## Brand Highlights

- Conversion and new build friendly
- Flexible property standards
- Flagship brand
- Key destinations



## Marketplace

### Target Markets

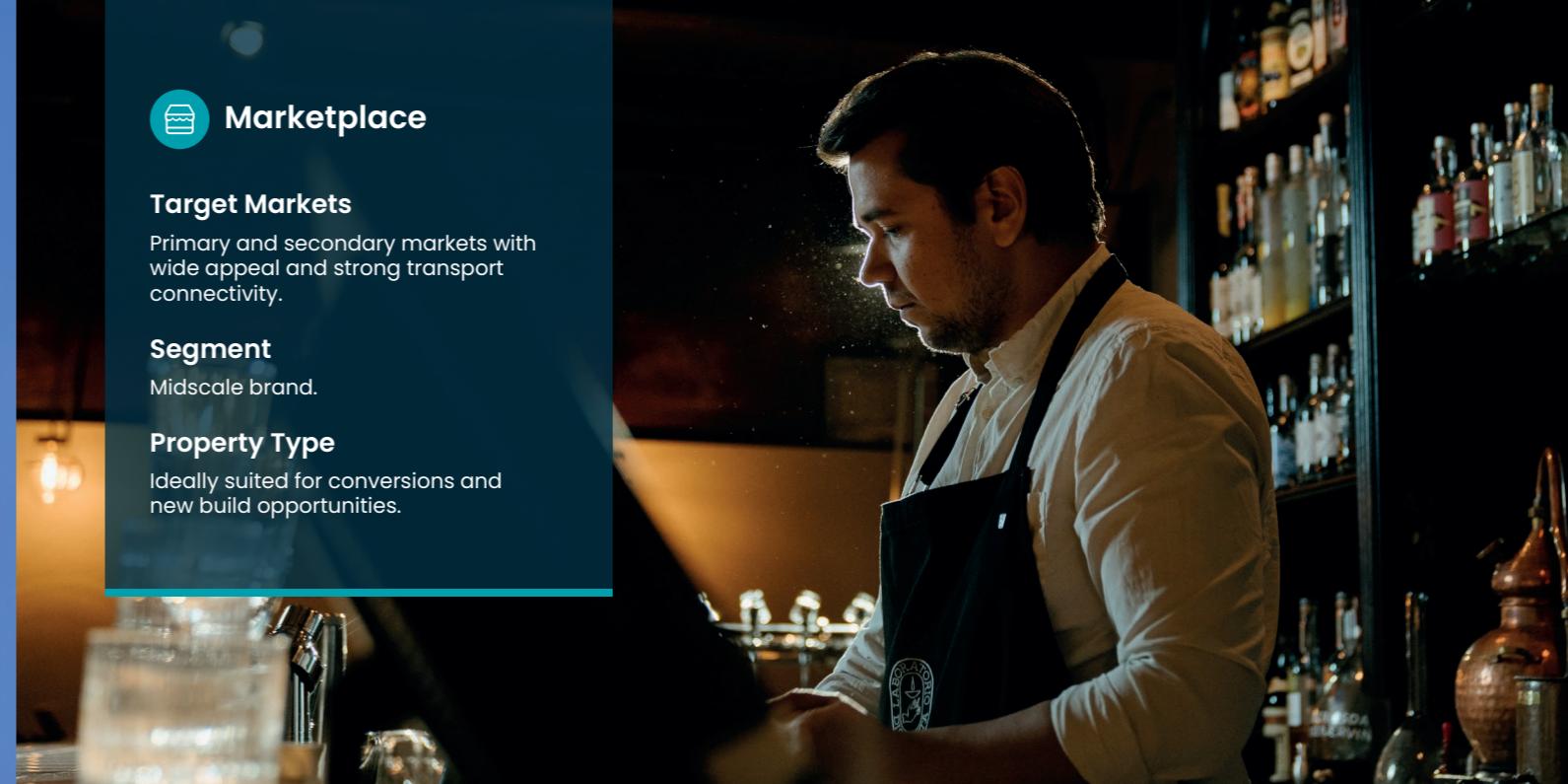
Primary and secondary markets with wide appeal and strong transport connectivity.

### Segment

Midscale brand.

### Property Type

Ideally suited for conversions and new build opportunities.



## 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

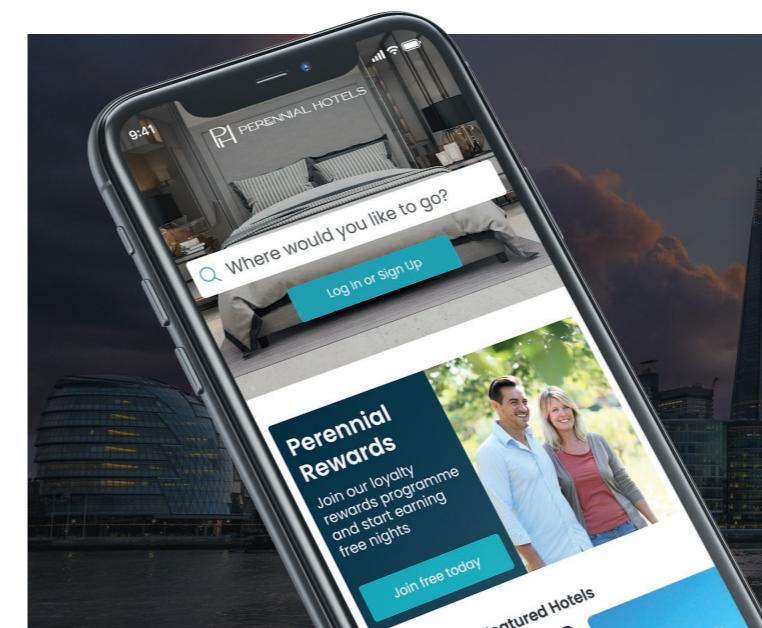
Applicable for reservations made via Perennialhotel.com site. Enjoy discounted rates, exclusive to Perennial reward members as well as other exclusive offers.

### 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.



## 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

#### Head Office

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