



# Service Packages

## Overview

# What Services do we Provide?



## Pure

Our entry service built around brand representation. Focused 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 Artificial Intelligence (AI).



# Package Features:



	 Pure	 Elements	 Excellence
Full branding support	✓	✓	✓
Brand standards programme	✓	✓	✓
Quality assessment review	✓	✓	✓
Mystery shoppers	✓	✓	✓
Reputation monitoring and support	✓	✓	✓
.com, app and booking engine	✓	✓	✓
24/7 call centre and online booking	✓	✓	✓
Perennial rewards 'lite'	✓	✓	✓
National sales campaigns	✓	✓	✓
Website development (fully optimised)	✗	✓	✓
SEO and Google analytics	✗	✓	✓
Landing page/meta data/retargeting technology	✗	✓	✓
Perennial points 'redeemable'	✗	✓	✓
National sales desk (London office)	✗	✓	✓
Brand health check	✗	✓	✓
Procurement support	✗	✓	✓
Revenue and channel management	✗	✗	✓
STR benchmarking	✗	✗	✓
GDS management and support	✗	✗	✓
Distribution strategies, online and offline	✗	✗	✓





# Full Branding Support:

Perennial Hotels has developed a strong brand identity that franchisees get the full benefit of. Our brand strategy, visual and verbal identity, digital design and customer experience is what makes us stand out.



## Key highlights:

- 1 Guided by market insights, Perennial Hotels was born. An inspired brand concept that embodies an entire personality, adopting marketing language that describes the brand in its own unique voice.
- 2 A memorable name and identity has created a growing brand recognition within the market place and this development is supported within our hotels through key marketing items such as signage, advertising, branded stationery, menus and more.
- 3 Our in-house graphic designers allow us to be dynamic, flexible and reactive to market trends when producing sales and marketing materials. Working in tandem with our sales team, we're able to execute a brand strategy that is ultimately structured to deliver more bookings to our hotels.

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THE PERENNIAL  
*Collection*







# Brand Standards Programme:

Perennial Hotels' brand standards programme sets out the minimum criteria required to represent the brand. Our dedicated team of brand ambassadors will be on hand to assist hotels within the group.

Our brand standards programme has been designed to match our guest's expectations and nurture confidence within the brand. The standards are very much part of the companies vision and mission statement.

Brand consistency is the key to our success and can range from:



The subtle details of the unique, thoughtful set-up in rooms



Offering a locally sourced, hearty breakfast



Guest access to complimentary Wifi



Check-in and check-out processes

Brand standards coupled with our customer's experiences at our hotels is intrinsically linked to customer loyalty and ultimately bottom-line profit, delivering for all parties.



# Quality Assessment Reviews:

PQAR's help maintain our brand integrity. Annually our brand management team assesses our sites in order to ensure compliance and consistency across the group.

Our PQAR's are designed to provide an agile approach to onsite, comprehensive assessments. Segmented scoring and detailed reporting provide an overview of our hotel's performance which in turn outlines brand compliance and consistency with clear recommendations, where required.

## What's involved?

- Announced onsite/overnight assessment measuring all aspects of the guest's journey
- Benchmarking over 250 areas against our brand standards
- Final report which provides both quantitative and qualitative feedback, as well as digital photos and recordings
- Exit feedback sessions between our consultant and the hotel management team
- Our brand management team will work with sites throughout the year to maintain, improve and even exceed our QAR requirements. Embracing Perennial hotels collaborative approach to succeed





# Mystery Shoppers

Annual mystery shops are proven to have a positive impact on employee engagement, service and customer satisfaction providing valuable and detailed insight into the overall customer experience within our branded hotels.

Our hotels win customers and build loyalty in part with quality facilities and amenities but also with service that exceeds guest satisfaction. Our annual mystery visit helps engage and develop employee behaviours and improves guests satisfaction by enhancing employees engagement and service standards.

- ✓ Understand exactly what guest enhancing behaviours look and sound like
- ✓ Align company-wide focus on improving guest experiences, resulting in higher return rates
- ✓ Ensure compliance with brand standards
- ✓ Customise programs to evaluate a variety of different guest touchpoints, staffed positions and scenarios
- ✓ Discover if guests are receiving consistently superior service at every location and touchpoint
- ✓ Identify gaps in training needs







# Reputation Monitoring and Support:

We are fully integrated with ReviewPro, which allows our hotels to manage and improve their online reputation via a powerful cloud-based solution. Delivering better guest experiences and increasing hotel rankings on review sites and OTA's.

At Perennial Hotels, a key focus is placed on the customer journey and the use of integrated online management tools is integral to the businesses loyalty and development programme.

## Key stats



93%

of people use online reviews when determining which hotel they want to stay at



53%

of people would not book a hotel that didn't have online reviews



Streamline  
Operational  
Improvements



Guarantee  
Service  
Excellence



Improve  
Guest  
Satisfaction



Boost  
Rankings  
& Revenue

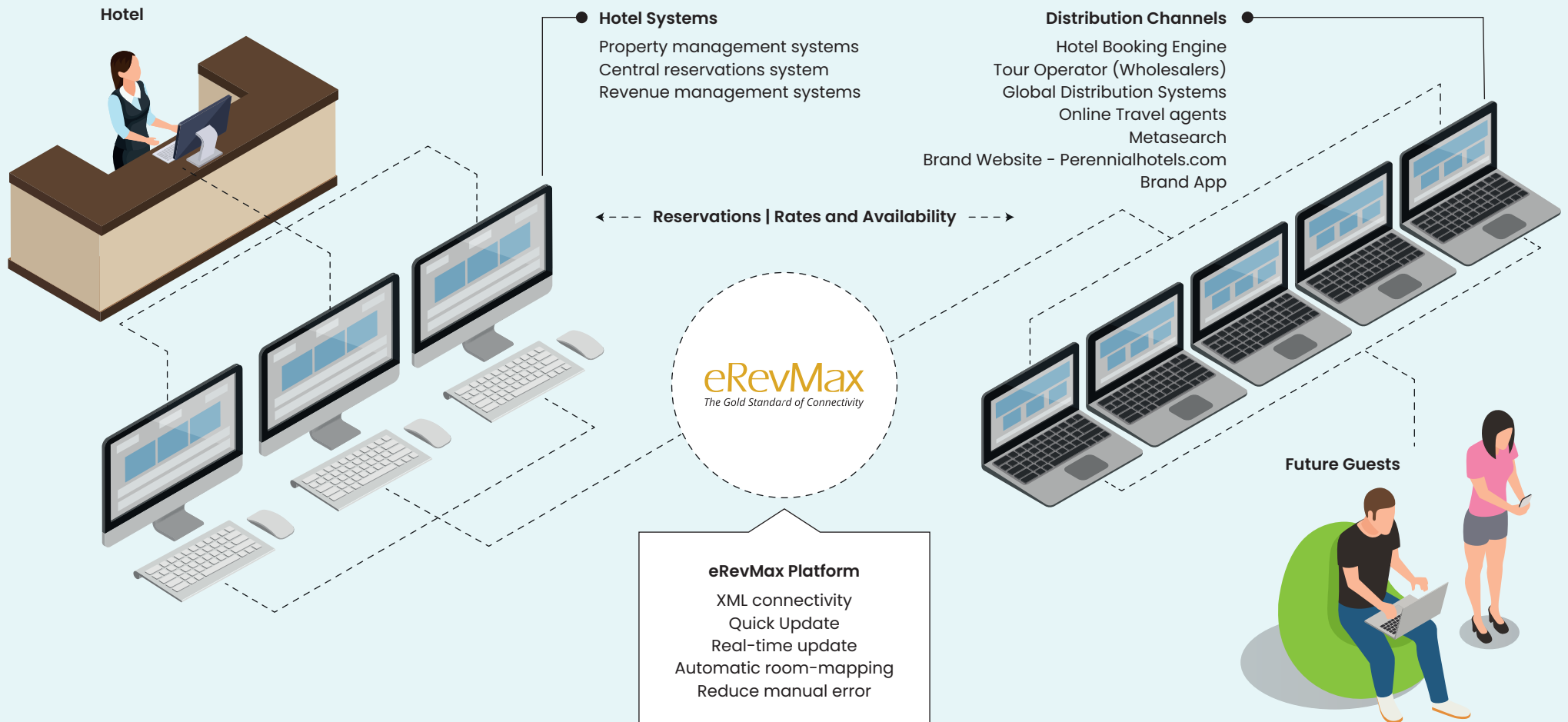
“Common sense dictates that there is a link between guest reviews and revenue performance. Of course, there are many contributing factors, but to watch your Revenue Generation Index increase as your Guest Satisfaction Index increases puts more science into the instinct.”

R.Horwood MD



# .com, App & Booking System

Our website and booking engine are cloud-based and directly link into our hotels PMS's. Delivering bookings directly, via real-time monitoring and management of room rates, proven to drive more bookings to your hotel. Our newly launched app enhances the user experience and drives our Perennial Rewards scheme.







# PerennialGo Mobile App:

Connecting with our new mobile app is the easiest way to ensure customers get the lowest rate guaranteed.



- ✓ Booking technology and hotel apps influence the decisions of 70% of travellers.
- ✓ Mobile solutions help engage users and drive two-way communication. Our branded mobile app is a powerful marketing tool that helps us reach out to our audience and win them over.
- ✓ Our branded app enables us to establish a direct connection with customers.
- ✓ Most millennials want to manage their brand loyalty programs via mobile devices. Our App is proven to improve positive engagement with our hotels.
- ✓ Having a mobile app is the best way to capture same-day bookings.
- ✓ Direct bookings mean the ability to avoid OTA commissions and increase profit.
- ✓ Our mobile hotel reservation app helps save your staff time and cut costs.
- ✓ Better customer experience and app-facilitated loyalty programs foster a community of happy regulars and drive repeat business.
- ✓ Loyalty programs, promotions, and review platforms through a mobile app will help the business keep in touch with guests long after check-out.





# 24/7 Call Centre & Online Booking:

Our 24/7 call centre supports our hotels and is dedicated to providing guests with the best possible travel experience. Operating in an industry built on trust and guest satisfaction, this is a cornerstone of the brand.

## Advantages of Online Booking



Open around  
the clock



Maximise business  
exposure



Reduces calls  
at reception



Effortlessly  
up-sell



Provide valuable  
insight



# Perennial Rewards 'Lite':

Perennial rewards 'lite' is our rewards programme. Hotels that sign up to the PH Pure package are able to issue points when guests stay with them, building loyalty and confidence within the brand. Our Loyalty program focuses on:



## Augmented Experiences

Allowing us to go beyond guest expectations and integrate customer recognition within our sales strategies.



## Brand Embassadors

Members play the role of business ambassadors, promoting the brand to their friends, family, personal acquaintances etc. Thanks to word of mouth and social media, our customers play a key marketing role for the brand.



## Increased Revenue

Our loyalty programme is cost effective when compared to the costs of retaining a customer versus costs of attracting a new one. Acquiring new customers can cost up to 7 times more than retaining them.



## Boost Direct Bookings

Repeat guests are three times more likely to book directly rather than through an OTA. Our loyalty program increases direct booking exponentially and limits OTA commission fees, bringing the hotels acquisition cost per guest down significantly.



## Stronger Customer Database

Our Loyalty programme allows us to gain valuable insights into customer profiles. We process the data through our Customer Relationships Management (CRM) tool to better interact with guests, better anticipate their needs and better develop profitable point of sale strategies.





# National Sales Campaigns:

With a dedicated sales team, based in our head office in London, your hotel will be included in our national sales and marketing campaigns as well as featured in bespoke targeted digital marketing. Key focus areas include:

## National Press



Our integrated and contemporary approach to PR ensures the brand is present and visible through a number of different channels. Understanding the current media landscape and power of digital allows us to achieve the optimal coverage against our overall commercial objectives.

## Social Media



Whether it's our stand out creatives, or strategic marketing our team is focused on expressing the brand in a manner that stands out from the crowd and catches the eyes of our target audience.

## Digital Marketing



We understand the importance of online visibility in the digital era. Our team are tasked with creating a strategy that encompasses different marketing disciplines to ensure our brand is visible across all online touch-points.





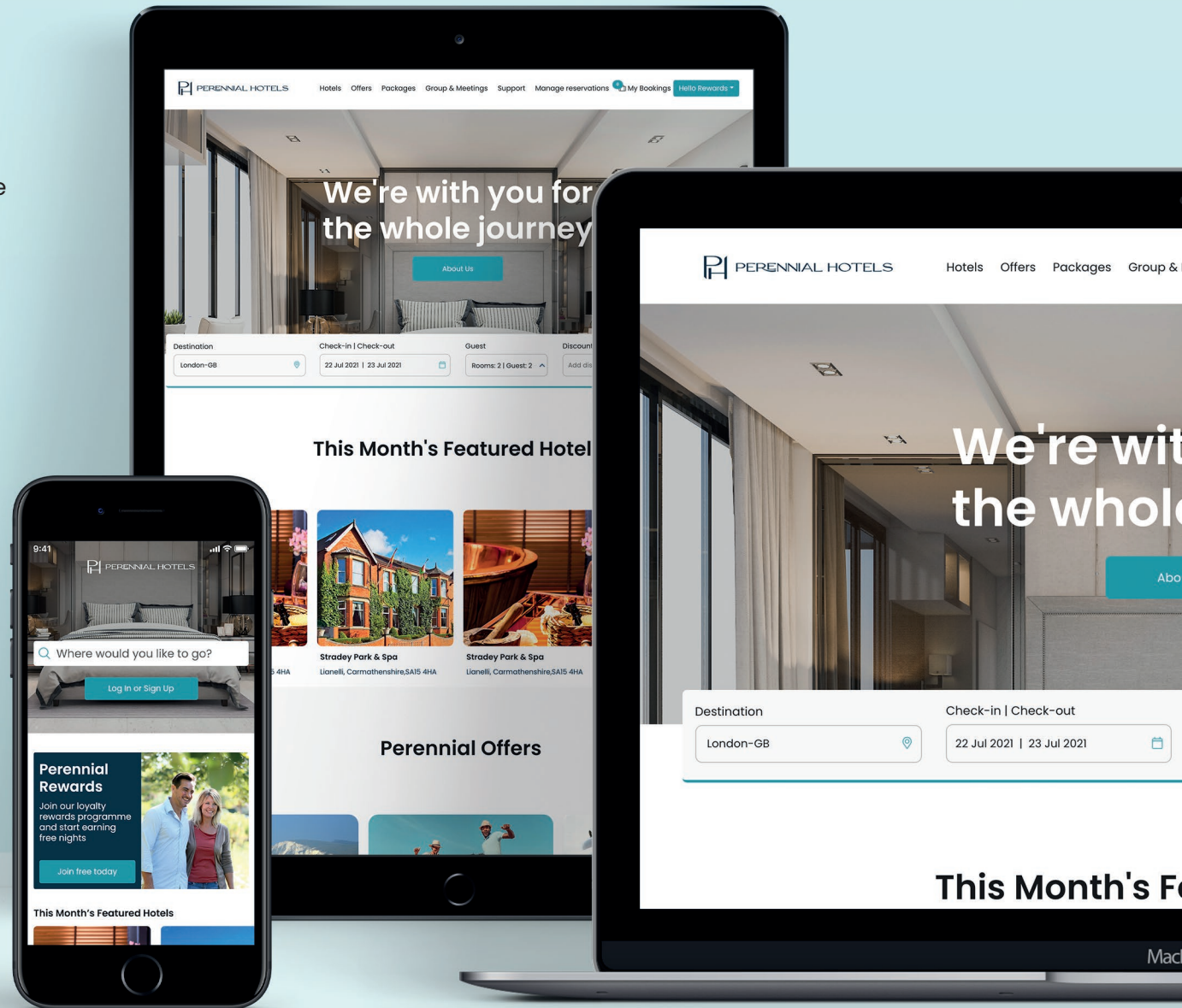


# Branded Website Development:

Perennial Hotels' design team work with sites to integrate them into our branded online platforms. Developed and designed by industry-leading experts and optimised to deliver more direct bookings.

## Unique Selling Points:

- Up-to-spec technology
- State of the art
- SEO enhanced
- Analytics ready
- Cutting edge design





# SEO & Google Analytics:

Our award-winning SEO targeting focuses on identifying goals and objectives, understanding our hotels target audiences specific to them and implementing an SEO strategy that ensures quality targeted traffic.



Identifying Goals  
& Objectives



Understanding  
Target Audience



SEO Strategy



An in-depth  
SEO Audit



Monitoring  
& Reporting



Continuous  
Improvements





# Landing Page/ Metadata/ Retargeting:

Our partnership software enables automated targeting and personalised experiences across the entire booking journey, focusing on metadata messaging and retargeting technologies.

## **Metadata – Supercharges your performance with intelligent automation**

Bringing guests straight from search to your sites website with automatically-calculated bids based on your parity status and their likelihood to book.

## **Retargeting – Targets potential guests with real time personalisation that's proven to convert**

Our fully dynamic display ads pull in relevant information about each guest to create uniquely personalised adverts in real time.







# Perennial Points 'Redeemable':

Perennial Rewards 'Redeemable' is our complete rewards programme. Hotels that sign up to the PH Elements package are able to issue and redeem points when guests stay with them, building loyalty and confidence within the brand.



## 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.



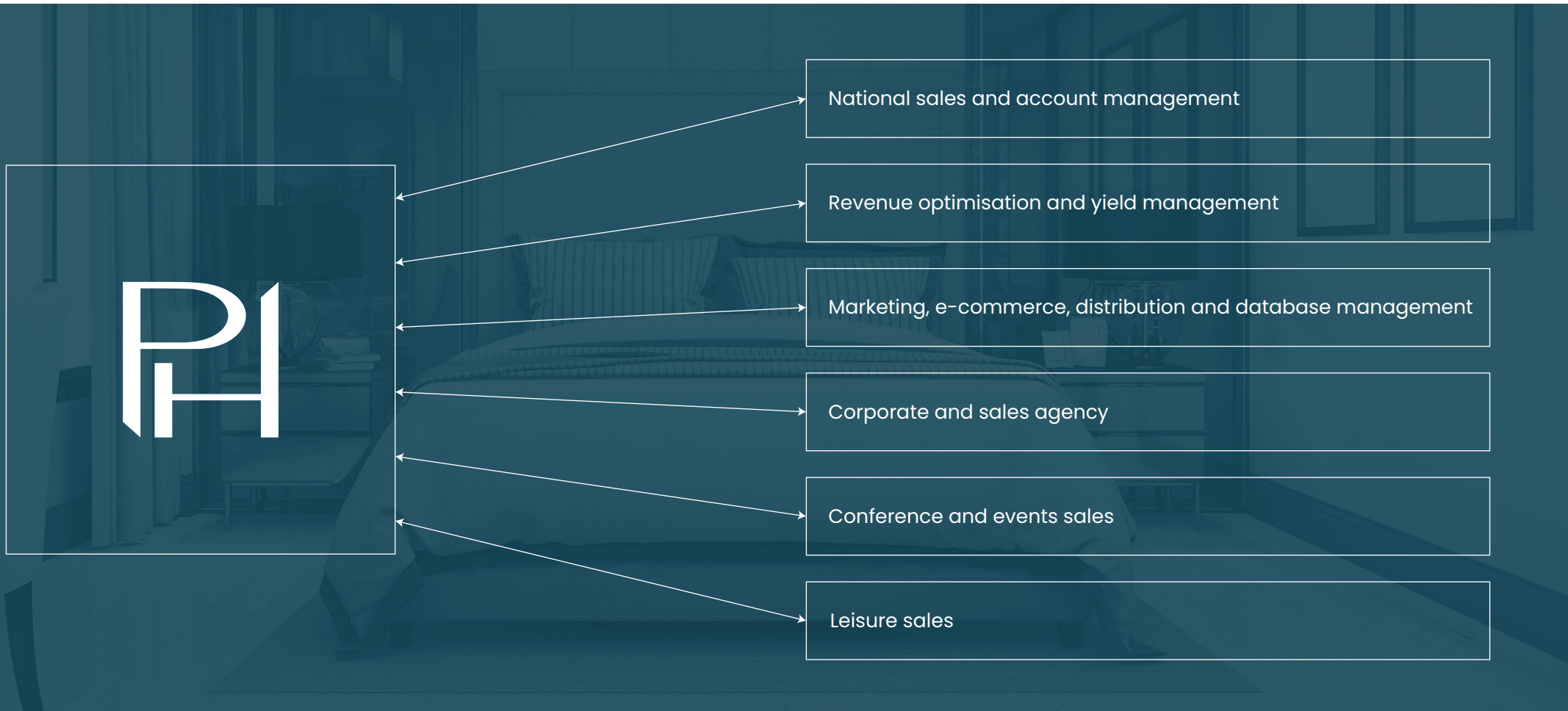
## Exclusive Discounts

As well as PH rates and PH Pounds, we're constantly giving our members access to flash sales, voucher rewards and even applying points boosters to accounts where we can.



# National Sales Office:

Our London based sales desk directly markets our sites to key business accounts throughout the UK. Driving RFP's into hotels focused on the M&E and Group markets.





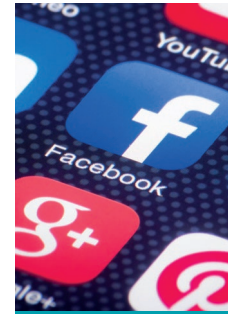


# Brand Health Check:

Our brand ambassadors work directly with sites within the brand. Quarterly assessments/reviews ensure that each of our hotels are getting the most out of what the brand can offer and maximising their ROI.

Our aim is to help our hotels stay focused and profitable, and the brand health check will assess your brand identity and positioning.

Understanding how to achieve your aims will put you in the right mindset for the year ahead.



## Research & Insights

- Social media analysis
- Competitor analysis
- Key insights review



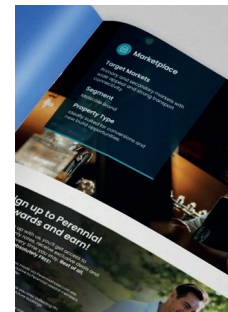
## Brand

- Brand values and brand ethos
- Brand guidelines and performance
- Brand marketing consistency



## Strategy

- Brand strategy review/implementation
- KPI review
- Growth cycle planning



## Brand Touch Points

- Website and your online reach
- Brand positioning and brand architecture
- Printed materials and goods



# Procurement Support:

Perennial Hotels works with a procurement partner that focuses on cost benchmarking, supplier sourcing and on-going price tracking. The ultimate aim is to lower expenses and maximise profits.

- ✓ Undertake benchmarking on current suppliers
- ✓ Supply partners that focus on both value and service
- ✓ Save admin time with central billing
- ✓ Ensure compliance with brand standards
- ✓ Collect powerpoints as you spend







# Revenue & Channel Management:

Our state of the art AI revenue and channel management provides data-driven, adaptive and automated rate management, in real-time. Designed to continuously adapt pricing strategies, maximising occupancy, ADR and RevPar.

Unlocking the value of data is a challenge for revenue teams and over time we've learnt that the three key drivers to success in revenue management are:

1



## Market Analysis

By analysing thousands of market prices we make sure you never miss an opportunity.

2



## Pickup Analysis

Are you getting fewer or more bookings than expected? Our optimisation algorithm will react quickly.

3



## Events

Get real-time updates on events of all kinds! From concerts, sports games to exhibitions and tradeshow.





# STR Benchmarking:

STR assists in identifying trends and real marketplace conditions, which guide our strategic decisions in relation to occupancy, ADR and RevPar.

The benchmarking data platforms help our hoteliers increase their competitive visibility in an increasingly competitive market. Comparing data against our competition allows us to make more informed rate decisions and be more productive.

The reports also allow you to see if promotions worked or not, if our properties are growing year over year, and aids in making better rate management and budgeting decisions.

Participation not only assists our properties in creating better revenue management strategies, but the aggregated market data is invaluable to local associations when lobbying for tourism-friendly legislation and preparing marketing strategies to promote tourism in your destination.







# GDS Management & Support:

GDS exposure expands our hotel's visibility, not only connecting to Travel agents but also Consortia and Corporate bookers for business travellers. Publishing rates and availability to over 600,000 travel agent terminals worldwide, seamlessly.

Perennial Hotels GDS services also include support with:



## **Preferred Partnerships**

Set up preferred partnerships directly with small and more regional travel agencies.



## **Corporate RFP's**

In addition to the public rates that are bookable on the GDS and other channels, Perennial Hotels encourages member hotels to participate in corporate, TMC and consortia hotel programmes by providing client-specific negotiated rates.



## **Portfolio Marketing**

Perennial Hotels ensures that GDS bookers are aware of perennialhotels.com member hotels and the HO chain code through a range of marketing activities including email marketing, banner advertising, face to face visits and point of sale campaigns.





# Distribution Strategies:

Our dedicated rate development office works directly with franchisees to maximise their rate management opportunities. Focused solely on maximising revenue for the site.

This is done by leveraging hotel data in order to make informed rate decisions: Key data harvested includes:

## **GM Summary**

Measure performance historically across all distribution channels and customer segments, identify opportunity, risk and strategic success.

## **Historic + Pace + OTB**

Review historic data to predict the future. Analyse future business (on the books) and compare to prior year pace by channel segment to optimise strategies during the booking window.

## **Rate Plans/Segments**

Monitor discretionary/negotiated rate and segment performance by stay date, lead days and determine strategies by rate segment to increase ADR and build shoulder day occupancy.

## **Distribution Channel**

Identify channel mix across all segments. Track shift in share and monitor channel strategies to drive business into the most profitable client segments.

## **Website Analytics**

Track visitor behaviours, and omni-channel performance to drive more direct business and shift share from the OTA's.

## **TA Bookers/Consortia**

Identify and target travel agent bookers, underperformers and consortia program ROI to optimise GDS channel performance and profitability.





# About Perennial Hotels

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.

## Head Office

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