

Case Study 3 - New Build Hotel Launch

The Background

The client was launching a new build, multi-million pound 4 star spa hotel in the South of England. The hotel had 17 bedrooms and 12 two and three bedroom apartments, all with waterside views, a spa and fine dining restaurant.

A Flexis director was asked to go in to assess the sales, marketing and operational situation pre-launch, and advise on activities to support the launch.

The owners had previous hotel operating experience, but had been out of the market for about 10 years, over which time a great deal had changed.



The Solution

With just a few weeks to go before the launch, a quick assessment was carried out of the plans already in place. A number of activities were highlighted as being missing from the launch plans.

The plan was carried out to quickly commission appropriate partners for the hotel, for example a PR agency to handle the launch and a GDS partner to aid their world-wide distribution strategy.

Once these partners were in place, the ongoing management of the partnerships could be handed over to the in house team to manage.

The project also included product testing and reviews, and regular follow up meetings with the hotel team, to ensure activities were being implemented appropriately.

