

# The Challenges and Opportunities for Independent Hoteliers in Today's World are many

The 'lot' of the Independent Hotel owner can be a difficult one today! Rapacious OTAs, wages and costs generally escalating ahead of inflation, increasing competition from the 'budget' and 'branded' sectors, ever developing complexities around on-line marketing and IT generally, the challenges of recruiting (and holding onto) good staff - and of course, a market that is changing fast in terms of what your guests expect today... These are all things you must contend with today.



This 'Perfect Storm' can leave many gasping for air whilst presiding over businesses that find it increasingly difficult to make a worthwhile return.

But it is not all gloom and doom! We are still in the World Cup (at the time of writing!), the sun is shining (which will inevitably mean a good tourism season next year), interest rates are still low and stable, and we can all be confident that Mrs May will find the Brexit solution just around the corner! Whatever happens in this regard, it is likely to have a positive impact on leisure demand and may even encourage further corporate demand, albeit this is less certain.

Having witnessed at first hand the challenges of a large number of independent hotel owners over many years, we have come to realise a couple of important things:

- The challenges faced by owners are remarkably similar regardless of size, style or location of their hotel/s



- Very often, a lack of basic structures, management systems and protocols, and simple internal communications exacerbate problems
- The quality of financial information produced is poor both in terms of format and timeliness which makes decision-making very hard and hampers performance
- A lack of Revenue Management and planned sales activity creates significant 'drag' for many
- Success relies on having the right people in the key roles – and too often, this is not the case
- It is often very hard for owners to see wood for trees in an environment where one is too often putting out fires

And I could go on....

However, the good news is this need not be the case. A fresh pair of eyes and a structured approach can have a huge impact. Where we have been involved, a doubling of profits is not uncommon. Indeed, we have developed a programme specifically to achieve this and to help you maximise

the value of your assets, the **12+1 Profit Improvement Plan** – please see [www.thehotelmanagement.co/performance-optimisation](http://www.thehotelmanagement.co/performance-optimisation)

If you would like to have an informal discussion around how we may be able to help transform your business, and a free review of your Revenue Management processes and Sales Planning, please do get in touch.

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