

WAKE UP CALL

# INDEPENDENT CITY CENTRE HOTEL ESSEX

## THE REQUIREMENT

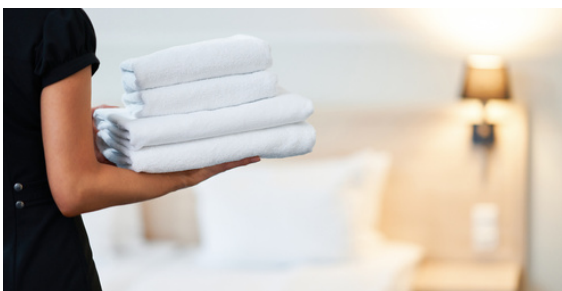
Post-pandemic this independent hotel tried and failed several times to recruit a General Manager with all of the skills to take advantage of a new set of trading conditions and return the hotel to profitability.

## DIRECT ACTION

Our team led an intensive six month transformative project imbedding a comprehensive strategy based on operational excellence and commercial competency, whilst also supporting the business to introduce a long awaited upgrade to their PMS system.

Our *'sleeves rolled up'* approach was front loaded in the process to deliver quick results operationally as well as the implementation of a dynamic revenue plan for an immediate upturn in financial performance.

Having created the conditions for sustainable growth we have since been retained by the owners to provide director level support.



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## HOW WE GOT ON

WakeUpCall provided a flexible management solution which saw our experts actively working onsite two days per week, with a remote revenue management solution. Reporting to the owners, we worked with the onsite hotel team to implement change.

## THE RESULTS



**% increase in  
Accommodation  
Revenue**



**% increase in  
Overall Revenue**



**Returned the  
property to profit**

During the initial 6-month support period, accommodation revenue increased by 43% driving an overall revenue growth of 50%.

76% of the revenue uplift converted straight to the bottom line and took the hotel back into profit for the first time in four years within 3 months of our support period commencing.

And we are on a trajectory to continue to convert at this level going forwards retaining our blueprint for success. These results were achieved within the existing foot print of the business with no additional capacity added or capital expenditure.