

# THE INDEPENDENTS

H O T E L   A S S O C I A T I O N

Hotels throughout the UK ideal for business and pleasure



Marketing independently owned hotels since 1992

## Who Are We?

The Independents Hotel Association, founded in 1992, are a marketing consortium for independently owned hotels throughout the UK. The Associations underlying philosophy is that by working together and combining resources, we can cost effectively compete with hotel groups and lodge operators. We aim to give our member hotels the maximum possible exposure to accommodation users and conference coordinators throughout the UK.

## What Do We Do?

As an Association, we facilitate the production of marketing materials and coordinate marketing activities that would be a major outlay in resources to an individual hotel. By working as a consortium we can successfully obtain nationwide exposure at a low cost. We make use of different marketing channels in order to promote our member hotels effectively into both the corporate and leisure markets.

In order to draw parallels in the market place, we promote two separate hotel tiers; Select Hotels and Executive Hotels. The two tiers cater for different budgets and facility requirements. Ranging from city centre hotels to country houses; from a relaxing bar to full leisure; from a cosy bistro to rosette award winning fine dining. All uniquely independent.

- Select Hotels are mainly 2 star establishments
- Executive Hotels consist of 3 star and above properties

We strive to raise the profile of our member hotels to both the business traveller and the leisure guest as a real alternative to the pigeon boxed mass marketed hotel chains.



## How Do We Do It?

- ✓ Hotel Guide: We print over **70,000 FREE guides annually**; these are placed in your hotel bedrooms and front of house, every member hotel does the same, an incredible exposure!
- ✓ Business Cards: As a member hotel, you will receive **personalised business cards** for guest distribution and stapling onto guest invoices; one side promotes our central reservation service whilst your hotels full contact details are on the reverse.
- ✓ Central Reservations: Our freephone Central Reservations team provides clients with a friendly & professional service to **book accommodation and conferences**. As a member hotel, you will be elevated to our preferred option in the area.
- ✓ Direct Mail: Hotel Guides are mailed to our database of leisure and corporate clients, ensuring that **your contact details are at the fingertips** of accommodation users.
- ✓ Website: Easy to use website for customers and hoteliers alike. An **uncomplicated interface** makes it very easy to control availability and rates. Special offers are promoted and sold through the site. Only member hotels appear on our site.
- ✓ National Advertising: We coordinate optional **national advertising campaigns** in the Daily Mail in order to market our member hotels directly to the leisure market.
- ✓ Email Campaigns: Members are featured in our **regular email campaigns**. At any time you can promote a special rate to attract more business during quieter times.
- ✓ Booking Engine: Members have exclusive access to our booking engine. Our **fixed monthly fee means no commission** on bookings through your own website or ours. Helps you to stay in control of your monthly outgoings on web bookings.
- ✓ Email Marketing: Our help and expertise in creating **bespoke email campaigns** for member hotels. Reminding previous guests of their experience and retaining them.
- ✓ **Protected Catchment Area:** Wherever possible no two same tier hotels are recruited within a 10 mile radius.



## What hoteliers say about us ...

**I Tibbetts ~ Bryn Glas Hotel, Wales.** Thank you for your service and you are to be commended for establishing and maintaining a marvellous service for independent hoteliers. We would have no hesitation in recommending you to other hotels.

**M Ebisch ~ White Hart Hotel, Lewes.** Since joining in 2007 we have been delighted with The Independents. We have seen a very good return on the annual subscription fee paid. One thing we have realised is that we do get a lot of web bookings from clients from overseas (especially the US). We would thoroughly recommend membership to other hoteliers.

**J Sanderson ~ Knightwood Lodge Hotel, Lyndhurst.** As a founder member, we have been with The Independents since 1992. We have found the Association to be a cost effective way of marketing our hotel to a nationwide audience. In order to sell rooms through our website we make use of the booking engine provided by The Independents. It is reliable, easy to use and update. I would be delighted to recommend The Independents.

**P Treseder ~ Brookdale Hotel, Truro.** Just a word to thank you for offering an excellent on line booking service. For our needs it is great. Simple to manage and providing excellent results. The Independents system offers us a good success story. Being able to be part of a bigger marketing resource to impact customers makes all the difference. With The Independents on line booking service 'You are not alone' in the outside market.

**T Carter ~ Cedars Hotel, Stowmarket.** As a one stop shop providing nationwide marketing for an independent hotel, I have found the Association to offer great value for our subscription fee. I am very happy with the professional service provided by the Independents.

**D Brown-Fuller ~ Southdowns Country Hotel, Petersfield.** Your professional expertise and support have been invaluable for us. You helped create a professional new website which has seen the enquiries shoot through the roof! The Independents offers excellent value for money, and it feels rewarding to be represented by a company and a team that offer such professionalism and offer excellent customer service. I am happy to recommend your services to any future client, which may need some assurance.

**M Cromwell ~ Hotel Mariners, Haverfordwest.** We have been with the Independents since 1992. We make use of their online booking engine and receive a good number of bookings through it hassle free. Thank you for your help in setting it up for us.

Call 01823 481 414 for more information

**THE INDEPENDENTS**  
HOTEL ASSOCIATION