

LEWIS HOSPITALITY

Accreditation & Quality Assurance Programme

The new benchmark for independent hotels & holiday parks



THE INDUSTRY PROBLEM

- Inconsistent service standards
- Variable cleanliness and maintenance
- Compliance gaps
- Ageing infrastructure
- Staff turnover and limited training
- No unified quality benchmark
- Difficulty increasing ADR and guest satisfaction

Owners want reliability. Guests want trust. **There is no recognised standard. Until now.**

THE LEWIS HOSPITALITY SOLUTION

A proprietary accreditation programme built on:



7 Operational
Categories



225-Point
Scoring System



Weighted
Performance Model



Mandatory
Compliance



Tiered Accreditation
Approved → Elite



Annual Renewal &
Improvement

A complete operational quality system for independent operators.

WHY ACCREDITATION MATTERS

Accreditation delivers measurable commercial value:

- ✓ Higher ADR
- ✓ Increased occupancy
- ✓ Reduced operational risk
- ✓ Enhanced marketing credibility
- ✓ Better review scores
- ✓ Stronger owner confidence
- ✓ Improved guest satisfaction

Accreditation is not a badge — it's a business tool.

THE SEVEN AUDIT CATEGORIES



Each category scored 1–5 across detailed audit checks. Weighted to reflect real guest impact.

MINIMUM ENTRY REQUIREMENTS

Before accreditation begins, properties must meet:

- ✓ Fire safety compliance
- ✓ Food safety standards
- ✓ Licensing requirements
- ✓ Accessibility obligations
- ✓ Health & safety documentation
- ✓ Insurance coverage
- ✓ Gas & electrical certification

Failure on any item = automatic non-approval.

ACCREDITATION TIERS



APPROVED

40–59%

Baseline compliance.



ESSENTIAL

60–74%

Consistent comfort & service.



PREMIUM

75–89%

High quality, strong service, elevated experience.



ELITE

90–100%

Exceptional luxury. Flawless standards throughout.



WHY INDEPENDENT HOTELS CHOOSE US

- No internal brand standards
- No structured QA system
- Need differentiation from chains
- Desire to increase ADR
- Owners want operational clarity
- Guests demand consistency

We give independents the standards of a global brand — without the cost.

- Mixed accommodation types
- High seasonal staffing
- Large public areas
- Complex maintenance
- Variable cleanliness
- No existing accreditation framework



**WHY
HOLIDAY
PARKS
CHOOSE US**

We bring structure, consistency, and credibility to a fragmented sector.

THE AUDIT PROCESS

01



Pre-Assessment

Document review, compliance check, property profile

02



On-Site Audit

Full inspection across all 7 categories

03



Scoring & Tiering

225-point weighted scoring matrix

04



Report & Recommendations

Detailed findings + improvement roadmap

05



Accreditation Award

Tier certificate, digital badge, marketing assets

06



Annual Renewal

Ensures standards remain consistent

WHAT CLIENTS RECEIVE



Full audit report



Weighted scoring breakdown



Tier certificate



Digital accreditation badge



Improvement recommendations



Staff training guidance



Annual re-audit



Marketing toolkit



Annual awards dinner



Network events

COMMERCIAL IMPACT

Typical results within 12 months:

+8-15%

ADR Uplift

+0.3-0.7

Review Score Increase

+5-12%

Occupancy Improvement



Guest Complaints



Staff Engagement



Owner Confidence

PRICING MODEL

ACCREDITATION AUDIT

Hotels: **£1,500–£4,000**

Holiday Parks: **£2,000–£4,500**

ANNUAL RENEWAL

Hotels: **£1,000–£3,000**

Holiday Parks: **£1,500–£3,500**

OPTIONAL ADD-ONS

- Operational improvement programme
- Staff training modules
- Mystery guest audits
- Pre-opening support
- Brand standards development

CASE STUDY

Example Boutique Hotel

Rooms:

42

Initial Score:

62% (Essential)

Post-Improvement:

81% (Premium)

RESULTS

- ADR +12%
- Review score +0.5
- Staff turnover –18%
- Guest complaints –32%

"Lewis Hospitality transformed our operational consistency and guest experience."

WHY LEWIS HOSPITALITY



Global hospitality leadership experience



Proprietary audit framework



Deep operational expertise



Transparent scoring



Commercially focused recommendations



Premium brand identity



Trusted by independent operators

We don't just audit — we elevate.

THE OPPORTUNITY

The independent hotel & holiday park sector is:

Underserved

High-spend

Reputation-sensitive

Hungry for differentiation

Lacking a recognised standard

Lewis Hospitality becomes the industry benchmark.

NEXT STEPS

1

Book a Discovery Call

Understand your property
and goals

2

Pre-Assessment

Documentation review and
compliance check

3

Schedule On-Site Audit

Full inspection across all 7
categories

4

Receive Accreditation

Tier certificate and
improvement plan

LEWIS HOSPITALITY

Accreditation & Quality Assurance



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