

LEWIS HOSPITALITY

OUR SERVICES

Expert consulting to elevate your hospitality business performance, guest experience, and commercial results.

What We Do

Lewis Hospitality delivers end-to-end consulting for hotel, restaurant, bar, and holiday park owners and operators, from strategy and brand to day-to-day management and compliance.



Strategic
Planning



Marketing
Strategy



Sales
Strategy



Financial
Management



Operations
Management



Hotel
Management



Restaurant
Management



Bar
Management



Holiday
Parks



Brand
Development



Human
Resources



Leadership
Development



Compliance &
Governance



Health &
Safety Audits



Accreditation
Services

🎯 Strategic Planning

We help you create a clear and compelling strategy to achieve your business goals. Our team of experts works with you to identify your strengths, weaknesses, opportunities, threats, and develop a roadmap for success.

What We Deliver

- Comprehensive SWOT analysis tailored to your hotel and market
- Competitive benchmarking against your local comp set
- Revenue and demand forecasting aligned to market trends
- Clear strategic pillars with prioritized initiatives
- Phased roadmap with milestones, KPIs, and accountability
- Stakeholder alignment workshops and board-ready documentation





Operations Management

We optimize your operations and streamline processes to improve efficiency and reduce costs. Our tailored solutions meet the unique demands of your hotel, whether independent, branded, or multi-property.

Operational Excellence

- End-to-end process mapping and optimization
- Departmental SOPs and service standard frameworks
- Procurement and supply chain management
- Energy efficiency and sustainability programs
- Technology audits and PMS/POS integration

Performance Metrics

- Guest satisfaction scoring and NPS tracking
- Operational cost benchmarking vs. industry
- Labour productivity and scheduling optimization
- Quality audit programs with mystery guest reviews
- Monthly performance dashboards for ownership

Financial Management

We offer a comprehensive range of financial management services to help you make informed decisions, manage risk, and ensure the long-term profitability of your hotel.

Budgeting & Forecasting

- Annual budget preparation and approval
- Rolling 12-month forecasts
- Capital expenditure planning and ROI
- Cash flow management

Analysis & Reporting

- Monthly P&L with variance commentary
- GOP and EBITDA tracking
- Revenue per department breakdown
- Owner and investor reporting packs

Risk & Compliance

- Internal controls and fraud prevention
- Insurance and liability review
- Tax planning and regulatory compliance
- Debt structuring and refinancing

Marketing Strategy

Our marketing experts develop and implement comprehensive strategies to attract new guests and retain loyal ones — from research and positioning to digital campaigns and reputation management.

Services Include

- Market research and guest segmentation analysis
- Brand identity development and visual guidelines
- Digital marketing strategy (SEO, SEM, social, email)
- Website optimization and conversion rate improvement
- OTA channel management and rate parity
- Content creation, PR, and influencer partnerships
- Reputation management across review platforms
- Campaign planning, execution, and ROI measurement



Sales Strategy

Quantified commercial goals aligned across Sales, Marketing, and Revenue Management. We maximize total revenue per guest — not just rooms.

Grow ADR

- Dynamic pricing strategies
- Rate positioning vs. comp set
- Value-add packaging to justify premiums
- Segment-specific rate fences

Fill Shoulder Periods

- Targeted promotions for low-demand periods
- Group and event business development
- Extended-stay and midweek packages
- Loyalty program activation

Shift to Direct

- Direct booking incentive programs
- Website UX and booking engine optimization
- Metasearch and paid acquisition strategies
- Guest data capture and CRM retargeting

Secure Base Business

- Corporate RFP strategy and negotiation
- Long-stay and contract rate programs
- TMC and travel buyer relationships
- Pipeline tracking and conversion analysis

★ Brand Development & Transition

Brand Development

The long-term work of defining and strengthening your hotel's purpose and positioning in the market.

- Brand purpose, vision, and values definition
- Brand story and messaging framework
- Visual identity and design language
- Guest experience mapping and touchpoint design
- Online reputation strategy and review management
- Staff brand immersion and culture training

Brand Transition

Managing the change from a current brand state to a new one, without losing recognition, trust, or commercial momentum.

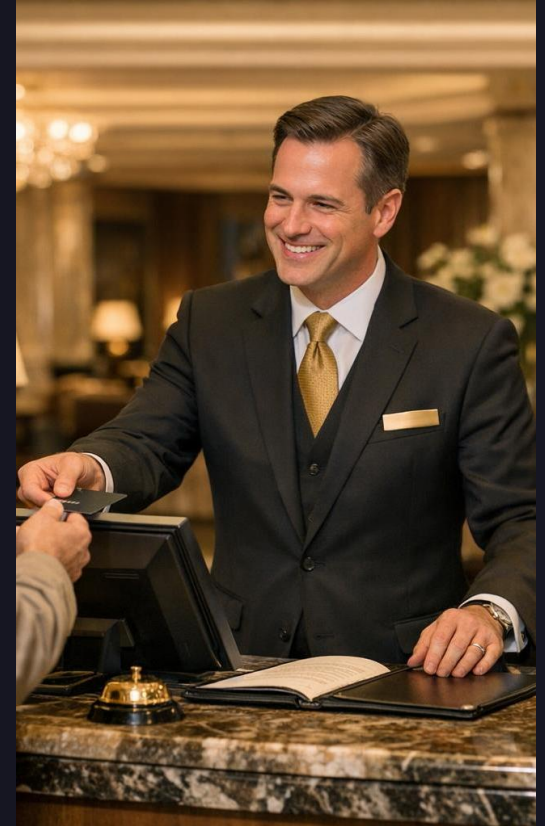
- Transition roadmap and stakeholder communication
- Guest and partner notification strategy
- System migration (PMS, CRS, loyalty)
- Signage, collateral, and digital asset changeover
- Revenue protection during transition period
- Post-transition performance monitoring

Hotel Management

Our team takes full responsibility for the day-to-day operations of your hotel delivering consistent service standards, strong financial performance, and transparent reporting to ownership.

Our Management Scope

- Staff recruitment, training, and supervision across all departments
- Service standard implementation and quality assurance
- Budget preparation, cost control, and pricing strategy
- Revenue management and distribution oversight
- Guest relations and complaint resolution protocols
- Vendor management and procurement
- Maintenance planning and capital works coordination
- Monthly and quarterly financial performance reporting to owners





Restaurant Management

From concept development to daily operations, we help hotel and standalone restaurants deliver exceptional dining experiences that drive revenue, build reputation, and keep guests coming back.

Our Restaurant Services

- Restaurant concept development and menu strategy aligned to your brand
- Menu engineering and pricing optimisation to maximise covers and average spend
- Kitchen operations, workflow design, and food safety compliance
- Front-of-house service standards, training, and guest experience design
- Supplier sourcing, procurement, and food cost management
- Revenue forecasting, P&L management, and financial reporting
- Recruitment, retention, and development of culinary and service teams
- Seasonal menu planning and special event programming



Bar Management

We create and operate bar concepts that complement your property's identity, delivering memorable guest experiences, strong margins, and a distinctive competitive edge.

Our Bar Services

- Bar concept creation and brand positioning tailored to your venue
- Beverage programme design including cocktail menus, wine lists, and spirits curation
- Pour cost control, stock management, and waste reduction systems
- Bartender recruitment, training, and mixology development
- Front-of-bar service standards and guest engagement protocols
- Licensing, compliance, and responsible service practices
- Revenue analysis, margin optimisation, and financial reporting
- Event programming, promotions, and seasonal activations



People & Leadership

Human Resources

Customized HR solutions tailored to the needs of your hospitality business.

- Recruitment strategy and talent acquisition
- Onboarding and induction programs
- Performance management frameworks
- Employee engagement and retention strategies
- HR policy and handbook development
- Disciplinary, grievance, and ER support
- Payroll and benefits administration

Leadership Development

Programs designed to build the skills and expertise needed to lead in hospitality.

- Emerging leader and first-time GM programs
- Executive coaching for senior hotel leaders
- Operational leadership masterclasses
- Financial literacy for non-finance managers
- Guest experience leadership workshops
- Succession planning and talent pipeline
- Bespoke team development retreats

Compliance & Governance

Strong hotel compliance and governance — protecting guests, staff, and owners while reducing operational and reputational risk.

What We Cover

- Regulatory compliance audits and gap analysis
- Health & safety policy and risk assessment frameworks
- Fire safety audits and emergency procedure documentation
- Food safety and hygiene management systems
- Data protection (GDPR) and guest privacy compliance
- Licensing, permits, and local authority liaison
- Investor confidence reporting and governance structures
- Scalable frameworks for multi-property portfolios





Accreditation Services

We provide a full independent accreditation service for hotels and holiday parks — proving your property meets industry standards and giving guests, partners, and investors confidence in your operation.

Our Accreditation Process

- Initial property assessment and gap analysis
- Standards benchmarking against industry frameworks
- On-site inspection and mystery guest evaluation
- Detailed report with scoring and recommendations
- Action plan support for areas of improvement
- Formal accreditation award and certificate
- Annual re-assessment and continuous improvement cycle

Benefits of Accreditation

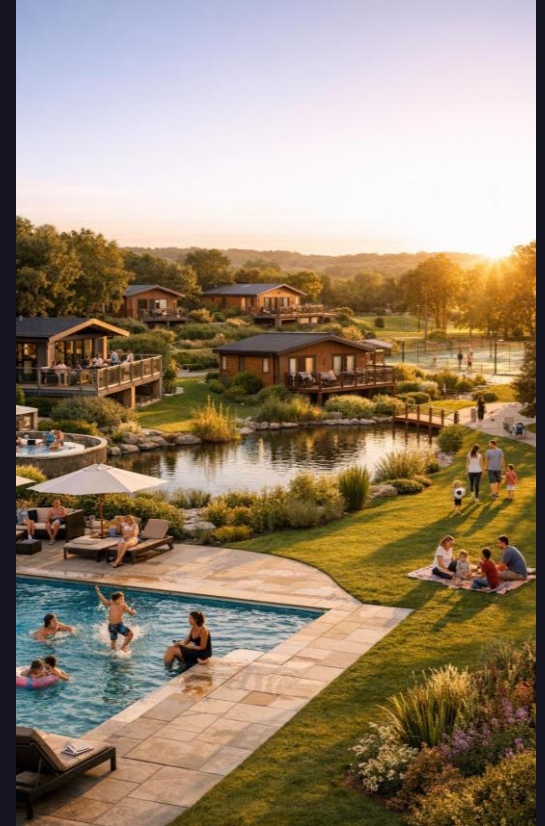
- Proves your property meets recognized standards
- Builds trust with guests, partners, and OTAs
- Enhances marketing and reputation positioning
- Attracts more bookings and business opportunities
- Supports premium pricing and rate justification
- Provides competitive differentiation in your market
- Demonstrates commitment to quality for investors

Holiday Parks

Lewis Hospitality brings the same rigour and expertise to holiday parks as we do to hotels — managing guest experience, accommodation standards, leisure operations, and seasonal workforce planning to maximise occupancy and revenue year-round.

Our Holiday Park Services

- Full park management including lodges, caravans, and glamping units
- Accommodation unit standards, grading, and quality inspections
- Leisure facility operations — pools, play areas, activity programmes
- Seasonal workforce recruitment, training, and retention strategies
- Guest experience design from booking through to departure
- Site maintenance, landscaping, and capital improvement planning
- Regulatory compliance for caravan and holiday park licensing
- Revenue optimisation across peak, shoulder, and off-season periods



Why Lewis Hospitality



Hospitality Expertise

We're operators, not just consultants. Every recommendation is grounded in real-world hotel management experience across independent and branded properties.



End-to-End Partnership

From strategy through execution — we stay with you through implementation, performance tracking, and continuous improvement. Not just a report and a handshake.



Measurable Results

Data-driven approach with clear KPIs, quarterly business reviews, and transparent performance dashboards. Every engagement is tied to measurable commercial outcomes.



Tailored Solutions

No cookie-cutter playbooks. Every engagement is customized to your property type, market position, ownership structure, and growth ambitions.

LEWIS HOSPITALITY

Let's Elevate Your Business Together

Expert hospitality consulting — strategy, operations, brand, and beyond.

Get in Touch



info@lewishospitality.com



www.lewishospitality.com