



LH



THE LEWIS HOSPITALITY

THREE-YEAR TRANSFORMATION PROGRAMME

Operational Excellence • Guest Experience Leadership • Commercial Resilience

02 EXECUTIVE SUMMARY

A structured, measurable pathway to market leadership.



3-Year

Transformation across
operations,
guest experience &
commercial
performance



2.0x–5.2x

Projected return
on investment



12–24

Months to
investment recovery



Permanent

Leadership capability
& cultural uplift

03 THE CASE FOR TRANSFORMATION

Hotels underperform for predictable reasons.



Inconsistent operational discipline



Fragmented leadership accountability



Weak guest journey design



Under-leveraged commercial opportunities



Lack of signature identity



The programme solves these systematically.

04 OUR TRANSFORMATION PHILOSOPHY

01

STABILISE

Build capability and operational discipline



02

OPTIMISE

Elevate performance and guest experience



03

LEAD

Create long-term differentiation

A proven methodology that builds capability, elevates performance, and creates long-term differentiation.

05 PROGRAMME OVERVIEW

Three package levels aligned to ambition and complexity.



ESSENTIAL

Stabilisation & Operational Discipline

Operational diagnostics, SOP stabilisation, leadership assessment, quarterly coaching. The foundation for a disciplined, well-led property.



PREMIUM

Full Optimisation & Guest Journey Redesign

Everything in Essential plus guest journey redesign, commercial innovation, revenue optimisation, monthly coaching.



ELITE

Signature Identity & Advanced Innovation

The complete programme: signature identity, advanced commercial strategy, new revenue streams, board-level advisory, multi-property support.

06 YEAR 1: STABILISE & STRUCTURE

Build a disciplined, aligned, high-functioning operation.

Operational diagnostics & baseline assessment

SOP stabilisation across all departments

Leadership assessment & development planning

Departmental alignment & accountability

Early wins in service consistency

Quarterly coaching (Essential) / Monthly (Premium & Elite)

OUTCOME: A stable, predictable, well-led hotel.

07 YEAR 2: OPTIMISE & ELEVATE

Drive commercial growth and elevate guest experience.

Guest journey redesign (Premium)

Full signature guest experience
(Elite)

Commercial innovation & strategy

Revenue optimisation & pricing

Team capability uplift & training

Monthly leadership coaching

OUTCOME: A high-performing, commercially resilient hotel.

08 YEAR 3: LEAD & DIFFERENTIATE

Achieve market leadership and long-term resilience.

Signature identity & brand
refinement

Advanced service culture
embedding

Succession planning & leadership
pipeline

New revenue streams (Elite)

Multi-property advisory (Elite)

Market positioning & differentiation

OUTCOME: A market-leading hotel with a distinctive identity.

09 PROGRAMME FEATURES BY PACKAGE

Feature	Essential	Premium	Elite
Operational Diagnostics	✓	✓	✓
Leadership Assessment	✓	✓	✓
SOP Stabilisation	✓	✓	✓
Leadership Coaching	Quarterly	Monthly	Monthly + Board
Guest Journey Redesign	—	✓	✓
Commercial Innovation	—	✓	✓
Signature Identity	—	—	✓
New Revenue Streams	—	—	✓

10 COMMERCIAL IMPACT

Expected Revenue Uplift (3 Years)

Up to 50 Rooms

£500k–£1.5M

Lower complexity, leaner structure

50–100 Rooms

£1.0M–£2.5M

Mid-scale complexity

100+ Rooms

**£2.0M–
£3.5M+**

High complexity, multi-layered leadership

ROI

2.0x–5.2x

Investment Recovery

12–24 months

Key Gains

**ADR, Occupancy, Guest
Satisfaction**

11 ROOM-COUNT PRICING LOGIC

Pricing aligned to operational complexity. Clear, transparent, owner-friendly.

Up to 50 Rooms Leaner operational structure, focused intervention	Essential £35,000–£50,000	Premium £55,000–£75,000	Elite £80,000–£110,000
50–100 Rooms Multiple departments, broader leadership development	Essential £50,000–£70,000	Premium £75,000–£100,000	Elite £110,000–£150,000
100+ Rooms Multi-layered leadership, complex operations	Essential £70,000–£95,000	Premium £100,000–£140,000	Elite £150,000–£220,000

All fees are per annum. Multi-year commitment discounts available.

12

SIGNATURE IDENTITY & BRAND REFINEMENT

ELITE PROGRAMME HIGHLIGHT



Unique market positioning



Experience-led brand identity



Guest perception uplift



Differentiated service culture



13

LEADERSHIP & CAPABILITY DEVELOPMENT



Multi-Level Service Training

Comprehensive training framework from front-line to senior leadership, building consistent service excellence.



Leadership Coaching

One-to-one and group coaching sessions driving accountability, decision-making, and team performance.



Succession Planning

Identify and develop future leaders to ensure operational continuity and reduce talent risk.








Cultural Alignment

Embed a unified culture of excellence that drives permanent operational shift across all levels.

Permanent Operational Shift

14 CASE STUDY: BEFORE & AFTER

Illustrative 75-Room Country House Hotel | Premium Programme | 24-Month Engagement

Metric	Before	After	Impact
 ADR	£142	£189	+33%
 Occupancy	64%	78%	+14pts
 Guest Satisfaction	7.2/10	9.1/10	+26%
 Team Effectiveness	Fragmented	Aligned	Transformed
 Revenue (Annual)	£1.8M	£2.7M	+£900k

Illustrative data based on typical programme outcomes. Actual results vary by property.

15

WHY LEWIS HOSPITALITY



Proven Transformation Methodology

Battle-tested frameworks refined across multiple hotel engagements and market conditions.



Executive-Level Leadership Expertise

Hands-on experience at GM and board level, understanding the pressures owners face.



Transparent Pricing Logic

Room-count-based fees that scale fairly with property complexity. No hidden costs.



Guaranteed Accountability

Fee reductions if agreed performance milestones are not met. We stand behind our work.



Deep Commercial Experience

Revenue optimisation, ADR growth, and commercial innovation embedded in every engagement.

16 NEXT STEPS

01 **Property Onboarding**
Initial briefing, scope agreement, and stakeholder alignment.

02 **Diagnostic Phase**
Comprehensive operational, commercial, and leadership assessment.

03 **Leadership Alignment**
Executive workshops to establish shared vision and accountability.

04 **Programme Launch**
Formal programme kick-off with defined milestones and timelines.

05 **Owner Requirements**
Tailored to your priorities, property profile, and ambitions.



THANK YOU

LH



Lewis Hospitality