

LEWIS HOSPITALITY — ROOM COUNT PRICING

Base Package Rates by Hotel/Resort Size (Lite / Standard / Premium)

Room count is one of the strongest predictors of operational complexity, leadership bandwidth, guest-flow intensity, and commercial opportunity. Below is a **three-tier pricing matrix** calibrated for:

- **Hotels up to 50 rooms**
- **Hotels 51–99 rooms**
- **Hotels 100+ rooms**

Each category includes Lite, Standard, and Premium options.

1. HOTELS UP TO 50 ROOMS
<i>Lower operational complexity, smaller teams, limited departmentalisation.</i>
Lite
€180,000 – €240,000 (3-Year Total) For stabilisation, structure, and operational discipline.
Standard
€300,000 – €420,000 (3-Year Total) Full transformation scaled to a smaller operation.
Premium
€420,000 – €550,000 (3-Year Total) Signature identity + leadership development for boutique assets.
Expected Uplift: €500k – €1.5M ROI: 2.0x – 4.0x
2. HOTELS 51–99 ROOMS
<i>Mid-scale complexity, departmental structure, higher revenue potential.</i>
Lite
€240,000 – €320,000 (3-Year Total) Stabilisation + leadership alignment for mid-scale operations.
Standard
€450,000 – €600,000 (3-Year Total) Your core transformation programme.

Premium
€600,000 – €750,000 (3-Year Total) Signature experience, brand refinement, advanced training.
Expected Uplift: €1.0M – €2.5M ROI: 3.0x – 5.2x
3. HOTELS 100+ ROOMS
<i>High complexity, multi-department, multi-leader environments.</i>
Lite
€300,000 – €380,000 (3-Year Total) Stabilisation for larger, more complex operations.
Standard
€550,000 – €700,000 (3-Year Total) Full transformation across all five pillars.
Premium
€750,000 – €900,000 (3-Year Total) Flagship-level transformation with full signature identity.
Expected Uplift: €2.0M – €3.5M+ ROI: 3.0x – 4.5x
4. Why Room-Count Pricing Works for Owners
Owners immediately understand the logic:
<ul style="list-style-type: none"> • Smaller hotels → fewer departments, smaller teams, lower complexity • Mid-scale hotels → full departmental structure, higher revenue potential • Large hotels → complex operations, multi-leader environments, higher uplift potential

Category	Lite	Standard	Premium
Programme Focus	Stabilise & Structure	Optimise & Elevate	Lead & Differentiate
3-Year Investment	€180k–€380k	€300k–€700k	€420k–€900k
Revenue Uplift (3-Year)	€750k–€1.3M	€1.5M–€2.5M	€2.0M–€3.15M
ROI	2.0x–3.5x	3.0x–5.2x	3.0x–4.5x
Operational Diagnostics	✓	✓	✓
Leadership Assessment	✓	✓	✓
Operational Rhythm & Reporting	✓	✓	✓
SOP Stabilisation	✓	✓	✓
Leadership Coaching	Quarterly	Monthly	Monthly + Board Sessions
Guest Journey Redesign	—	✓	Full Signature Design
Signature Moments	—	Intro Level	Full Experience Suite
Commercial Innovation	—	✓	Advanced + New Revenue Streams
Culture & Engagement	—	✓	Enhanced + Organisational Design
Brand Identity Refinement	—	—	✓
Advanced Service Training	—	—	✓ Multi-Level
Succession Planning	—	—	✓
Multi-Property Advisory	—	—	✓ (If applicable)

Each tier delivers measurable commercial uplift, stronger leadership capability, and a permanent shift in operational performance. The difference lies in the **depth of transformation**, the **intensity of partnership**, and the **level of market ambition**.

THE THREE-YEAR TRANSFORMATION PROGRAMME - OUR PROMISE

Where Operational Discipline Meets Market-Leading Performance

Hotels don't fail because of a lack of effort. They fail because of a lack of clarity, alignment, and strategic direction.

The Lewis Hospitality Three-Year Transformation Programme is built to change that — permanently.

This is not just an ordinary consultancy package. This is **strategic evolution**, delivered with precision, discipline, and commercial impact.

THE PROMISE

Transform Your Hotel into a High-Performing, Market-Leading Business

Every property has a different starting point. Our role is to take each one individually to the same destination:

- **Operational excellence**
- **Guest experience leadership**
- **Commercial resilience**
- **Leadership capability**
- **Cultural alignment**

Three years. Five pillars. One outcome: **market leadership**.

THE JOURNEY

A Structured, Measurable, Three-Year Pathway

YEAR ONE — FOUNDATION & ALIGNMENT

Stabilise operations. Align leadership. Build the base.

YEAR TWO — ACCELERATION & OPTIMISATION

Strengthen capability. Elevate performance. Drive commercial growth.

YEAR THREE — MARKET LEADERSHIP & DIFFERENTIATION

Define identity. Lead the market. Build long-term resilience.

Lewis Hospitality likes to do things differently, that is why we are confident with our experience and expertise, if we do not meet or exceed agreed goals, we will reduce our fee by up to 50%.

PRICING GRID

Hotels Up to 50 Rooms

Lite Package

- €180,000–€240,000 (3 Years)
- €164–€219 per day
- Operational uplift, SOP stabilisation, leadership coaching

Standard Package

- €300,000–€420,000 (3 Years)
- €274–€383 per day
- Full operational + guest experience transformation

Premium Package

- €420,000–€550,000 (3 Years)
- €383–€497 per day
- Signature identity + commercial optimisation → **Enquire**

Hotels 51–99 Rooms

Lite Package

- €240,000–€320,000 (3 Years)
- €219–€292 per day
- Operational excellence foundation

Standard Package

- €450,000–€600,000 (3 Years)
- €411–€548 per day
- Full transformation across operations, culture, guest experience

Premium Package

- €600,000–€750,000 (3 Years)
- €548–€685 per day
- Signature experience + commercial engine rebuild

Hotels 100+ Rooms

Lite Package

- €300,000–€380,000 (3 Years)
- €274–€348 per day
- Leadership maturity + departmental optimisation

Standard Package

- €550,000–€700,000 (3 Years)
- €502–€639 per day
- Enterprise-level operational & cultural transformation

Premium Package

- €750,000–€900,000 (3 Years)
- €685–€822 per day
- Signature identity + full commercial engine rebuild

VALUE STATEMENT

A transformation programme that pays for itself

In many cases “less than the cost of one room per day”.

Most hotels and resorts recover the full investment within **12–24 months** through uplift in ADR, occupancy, guest satisfaction, and team performance.