

“bespoke”<sup>®</sup>  
HOTELS





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# A worldly welcome

Over 14,000 rooms worldwide

Over 90 UK hotels

Over 40 cities across the world

18 countries

4 continents

9,000 employees worldwide

3 million regular guests

\$1.5 billion of assets under management or marketed





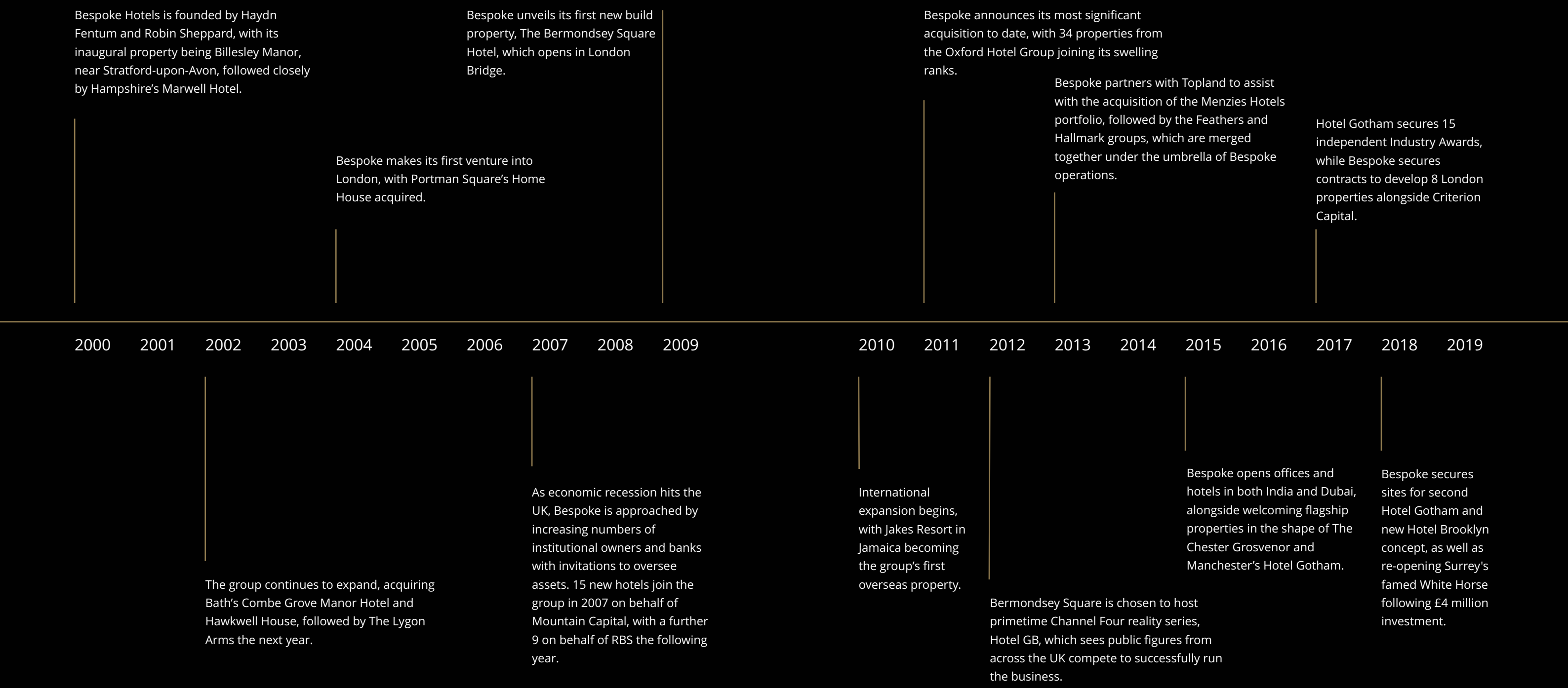
# Be better

We believe every hotel benefits from a little individuality, a touch of tailoring to bring out its true heart and soul. That's why hotels that join the Bespoke become better, because we impart a unique combination of professionalism, experience, flair and individuality.

Whether your mandate is to develop a new concept, or to turn round a grand old name, you'll find that we talk hospitality with the unrivalled enthusiasm.



# Timeline





# A vital balance

We pride ourselves on our diverse portfolio and a unique, individualised approach to management and hospitality. We don't do one-size-fits-all contracts or try to mould your hotel according to a pre-determined template or brand.

We believe it is vital to balance the needs of owners, founders and operators from the outset, and that successful business relationships are based on respect and understanding of priorities and business requirements.





## What do we offer?

**Bespoke in name and nature, we will provide all the structure and process you would expect from any other branded operator, but customised to ensure your hotel is the hero.**

- 1 Consistent delivery of profitable operations and shareholder value.
- 2 A proven track record in ownership, management, operations, and business development.
- 3 Experience in building, design and project management.
- 4 Award-winning industry expertise, with everything from “Hotel of the Year” to Michelin stars under our belts.
- 5 An in-depth understanding of standards ranging from 2 to 5 stars.
- 6 A history of developing restaurant and spa concepts, both stand alone and integrated.





# How is it delivered?

**Our distribution systems and processes are as robust as any “flag” operator, and focused on the following objectives:**

- 1 Quickly establishing a critical path and technical services criteria.
- 2 Ensuring FF&E schedules are delivered on time, within budget, and without fuss.
- 3 Setting clear objectives, sales plans, personal development goals, and monthly business reviews.
- 4 Imposing exacting staff training to ensure consistent and professional service.
- 5 Dictating through solid financial controls and stewardship.
- 6 Employing effective and creative marketing and PR strategies.







## How do we add value?

**Value of membership is dependent on the level of engagement, but includes the following on average across our portfolio:**

- Bi-monthly revenue audits and gap analysis, with remote support on a weekly and monthly basis identifying strategies to ensure maximisation of REVPAR.
- Savings in the region of 10% when set against current invoice pricing for many hotels, following audits by Bespoke's purchasing department.
- Promotion via our website and publicity via our PR channels, which generate a total AVE of over £1,200,000 per year.
- Page views via our website, which attracts over 2,700,000 visits per year.
- Access to our database of over 1,500,000 qualified individuals via direct mail and e-flyers.
- Regular promotion via Bespoke social media channels, to a combined audience of over 200,000
- Company introductions via regular sales visits and trade shows.

We estimate a significant return on investment based on the average level of engagement across our portfolio. Please note that commercial partners (sponsors) also contribute per annum to the brand, therefore spending on marketing activity is not entirely funded from hotel membership fees.

The quoted average total value figure per hotel represents more than five times the annual franchise fees. This ignores the value of direct bookings or the brand affiliation factor, which some members may regard as the most important reason for joining Bespoke Hotels.



# Operational structure

Five Regional Directors  
Sales & Marketing Director  
Revenue Director  
Purchasing Director  
IT Director  
People and Development Manager  
Accounts back office

Bespoke has over 90 management agreements in the UK, alongside a further 30 management consultancy services and 100 hotels with sales & marketing services only. As such we have full services provided to our hotels, with strong heads of department, each offering support both directly and through the national operations manager responsible for the hotel. In the event of being asked to present, we would like to introduce the operations manager who would be responsible for this hotel.

Services provided by Bespoke to its managed and marketed portfolio include:

- Sales support
- Marketing support
- Revenue and distribution management
- IT and systems management
- Central reservations office
- Web bookings and search engine optimisation
- Operations management
- Group purchasing
- People and development support plus recruitment
- Accounting services







## Partnerships

Bespoke Hotels boasts considerable experience working on both a white label basis and on behalf of specific brands and franchises. We currently work alongside Accor, operating both MGallery and Mercure Hotels, as well as with IHG and their Indigo brand. In addition, we are also working with Hilton and their DoubleTree offering.

In the past we have worked closely with and supported the Topland Group in their acquisition of the Menzies Hotels portfolio, followed by the Feathers and Hallmark group. These three collections were subsequently merged together, and overseen under the umbrella of Bespoke operations.

Bespoke has past experience of operating Home House on an entirely white label basis, while we are currently developing an hotel in Central London, also on a white label basis, under the independent title of Assembly.





# Versatility

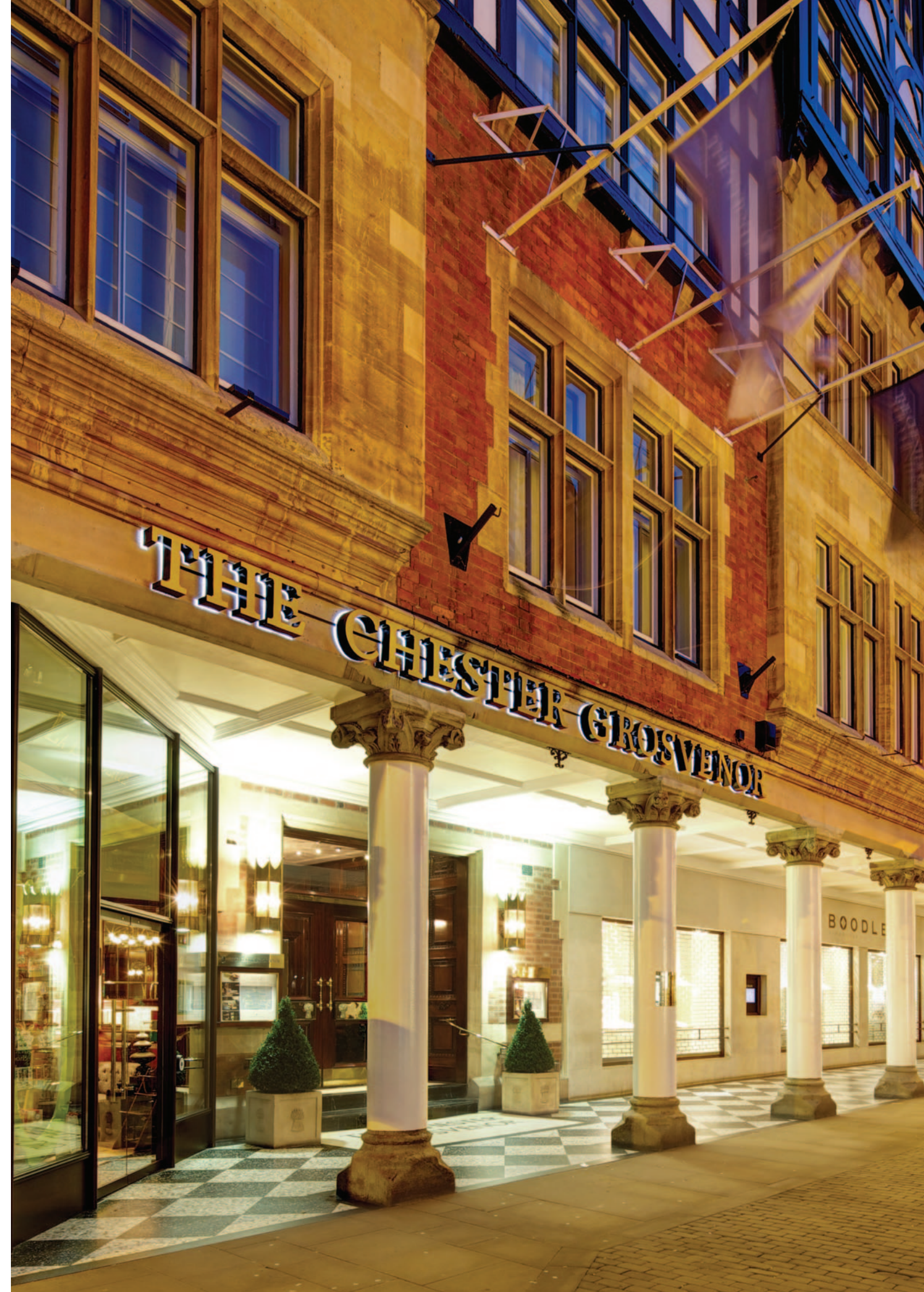
Our involvement with properties across the UK and abroad encompasses a stable blend of management contracts, leases, ownership via JVs, and distribution agreements. Within this, we have successfully partnered with a range of blue-chip clients over the past 15 years, including William Pears Group, Topland, The Grosvenor Estate, Fragrance, AVIVA, and RBS.

*Bespoke Hotels took over operation of our 33-strong portfolio at a time of poor performance and sub-par trading. They have transformed the financial success of the portfolio, allowing us to sell certain hotels at a profit, as well as to retain those that now produce consistently strong returns.*

**Tony Khalastchi**, CEO, William Pears / Khalastchi JV

*We build many hotels for various developers and hotel companies, aiming to forward-sell the assets. Bespoke Hotels are adept at holding the given asset while it provides a yield and have proven to be the one operating company we come back to time and time again.*

**Simon Marshall**, CEO, Marshall CDP





# Our core beliefs

We're 'Bespoke', and proud of it. The only common factors here are great service, a flair for hospitality and recognition that we all want to be treated like an individual, not a room number.

We provide robust distribution systems, as well as all the structure and process you would expect from any 'flag' operator, customised to ensure your hotel is the hero.



Profile:  
**Hotel Gotham**  
 Manchester



- Spectacular five-star hotel – fun, witty destination and a little bit naughty
- Launched in 2015 to widespread critical and industry acclaim
- Set in one of the city's grandest, listed buildings – a former bank premises at 100 King Street
- 60 bedrooms with 4 inner sanctum suites
- Art Deco style hotel with many quirky and original ideas
- Exceptional food in panoramic Honey Restaurant
- Roof-top bar and club called Brass
- Project conceived, designed, built, and project managed by Bespoke Hotels on time and on budget

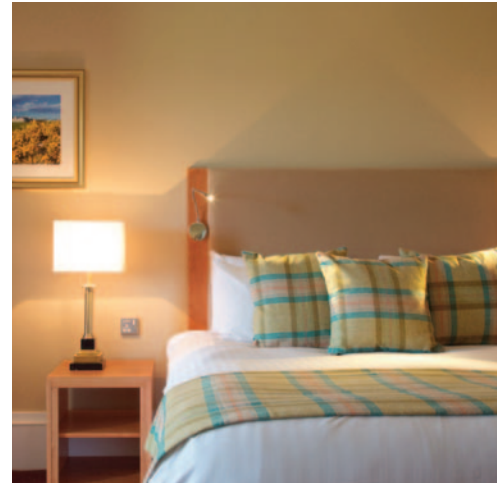
Profile:  
**Cotswold House Hotel & Spa**  
 Chipping Campden



- 28-bedroom luxury boutique hotel and spa
- Tranquil and sublime comfort
- Exceptional food
- Perfect for board meetings, away-day training and corporate events
- Wealth of local historic houses and gardens, a superb choice of independent shops and many of England's prettiest villages.
- Hydrotherapy pool and Turkish hammam room



## Profile: Carnoustie Golf Hotel & Spa Scotland



- Host of the 2018 Open Championship
- 75 luxury en-suite rooms and 10 suites
- Extensive spa and health facilities
- Large heated pool, sauna, whirlpool, steam room and gymnasium
- 12 event rooms catering for up to 700 delegates
- Award-winning restaurant offering delicious fare, much from local Scottish produce

## Profile: The Chester Grosvenor Chester



- Michelin star restaurant and Parisian style brasserie
- Recently developed and launched champagne bar
- Rooms individually designed and beautifully furnished with the finest fabrics
- Boutique sanctuary spa with a menu of rituals and treatments
- Function rooms for weddings and civil ceremonies for up to 250 guests
- Meeting event space
- Afternoon Tea Menu



## Profile: Stonefield Castle Scotland



- Ranked among the top 10 castles in Scotland by The Daily Telegraph
- Named Scottish Hotel Restaurant of the Year
- 36 tastefully decorated en-suite bedrooms
- 2 AA Rosettes
- Set in 60 acres of woodland gardens
- Wedding and meeting facilities
- Based 2 miles from idyllic fishing village of Tarbert

## Profile: La Suite West London



- Created by British designer Anouska Hempel
- 80 bedrooms and individually-crafted suites
- Contemporary RAW restaurant with a leading vegan menu
- Alcohol-free mocktails
- Private landscaped garden terrace
- Positioned within walking distance of Notting Hill, Portobello Market and Marble Arch

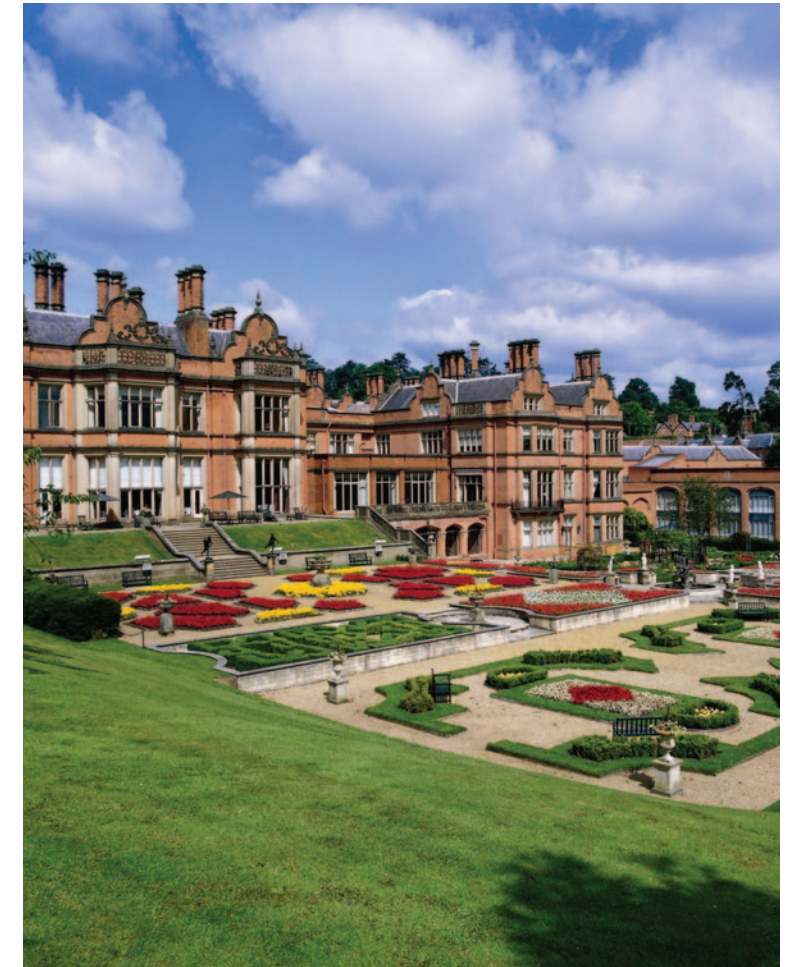


## Profile: The Lugger Portloe



- Sits on the water's edge in village centre
- 22 beautifully decorated bedrooms
- Recently named 'Best Seaside Hotel' by The Sunday Times
- AA Rosette restaurant with local produce
- Surrounded by cliffs and headlands
- Some of England's most popular attractions within easily striking distance

## Profile: Collections



- A variety of portfolios across the British Isles
  - Ranging from coastal bolthole retreats to city centre properties
- Including*
- 34-strong Oxford Hotels collection
  - 26 properties across the Hallmark Hotels Group
  - 13 hotels formerly belonging to the Folio Group



# Team



**Haydn Fentum**  
CEO



**Robin Sheppard**  
Chairman



**Graham Marskell**  
Managing Director  
*Operations*



**Stephen Littlefair**  
Managing Director  
*Finance Commercial*



**Thomas Greenall**  
Commercial Director

Boasting well over 100 years' combined experience in the hospitality industry, our board can point to a proven track record of designing, marketing, advising, and managing properties in both the UK and abroad.

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