

When it comes to the tricky business of marketing...



the sign of a great hotel



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*Partner Marketing with
Classic Lodges Hotels*



It's better to be in with the big boys.



Working with Classic Lodges allows us to gain access to a larger corporate and leisure market than we could do on our own to gain greater visibility in a crowded and competitive market place.

Plough & Harrow, Birmingham

With powerful online booking sites to compete with, it's never been more of a challenge to get noticed in the marketplace. Join our selected group of Partner Hotels and put the weight of our name behind you without losing your valuable independence and unique identity.

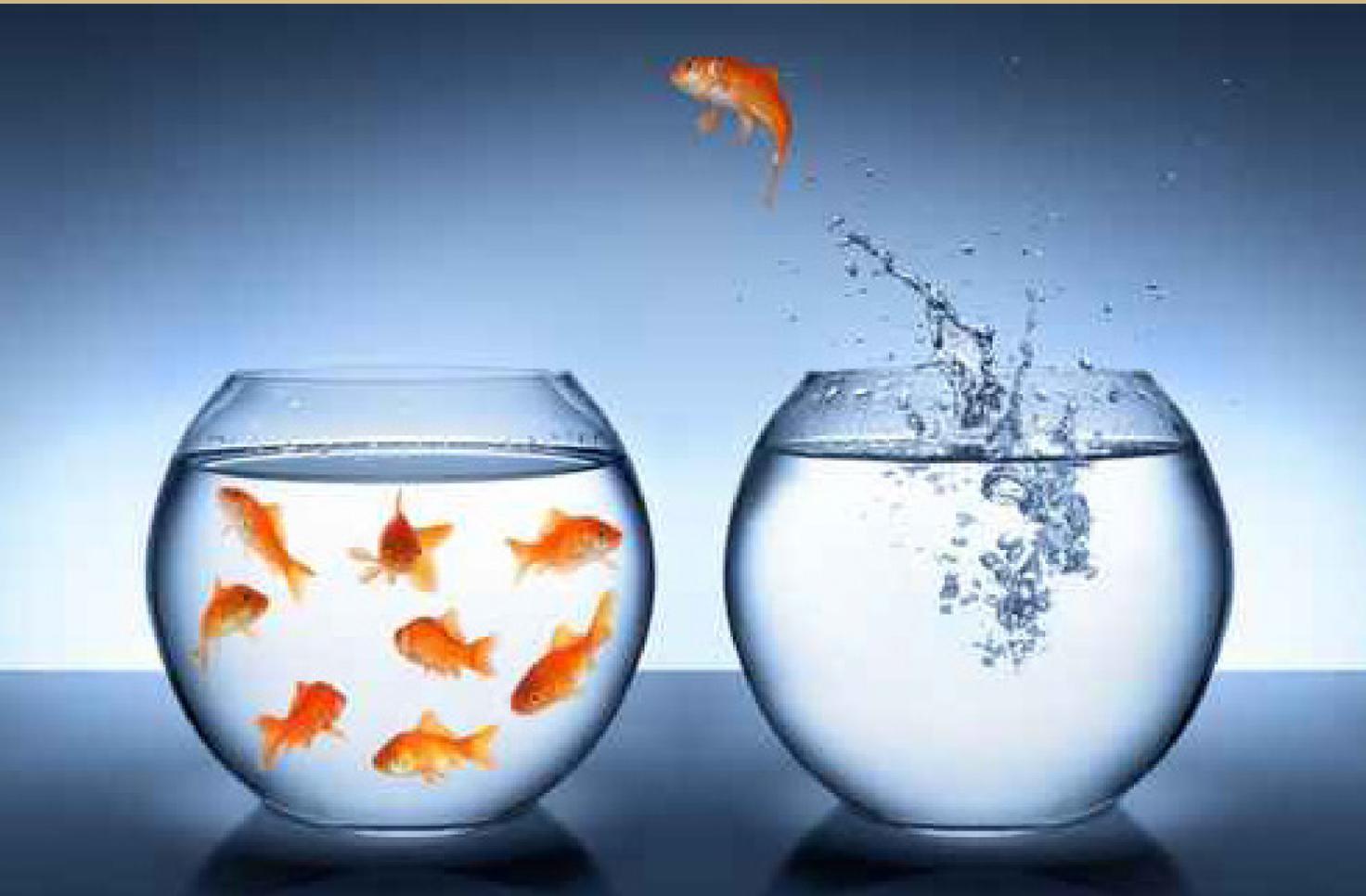
Why Classic Lodges?

Classic Lodges is one of the UK's leading hotel groups, with 16 three and four star superior hotels. Nine properties are under the Classic Lodges name and we currently have seven Partner properties. All are dotted around the country from Northumberland to the Sussex Downs, the Cotswold Hills to the Yorkshire Dales.

Each hotel is in a fantastic location and has an individual style from baronial mansions and manor houses to coaching inns and comfortable country houses. You will fit in perfectly.



It's better to be in with the big boys.



*Being marketed through
Classic Lodges has put us
on the map.*

Roundthorn Country House, Penrith



Come and join us. There's strength in numbers.

Why we're right for you

You've worked hard to build your business and the last thing you want is to compromise or lose your individuality. As a Classic Lodges Partner Hotel, you'll not only retain your logo, brand, and even your hotel website, you'll be able to tap into a network of support and advice, and gain access to a broader customer base. That way you'll maintain your independence whilst ensuring the sustainability of your hotel. As a Partner Hotel, you'll have the following benefits:

Booking through our Central Reservations Team - our dedicated in-house team is able to book all our hotels and ensure your price is the best achievable

Marketing to an extensive audience because you'll be included in our group brochure, have a mini-site on our website, be included in promotional offers and email newsletter marketing

Inclusion in marketing to a database of over 80,000 direct leisure customers and over 25,000 corporate/agent contacts

Access to Partnerships with selected online suppliers including: OTAs (Booking.com, Laterooms and Expedia)
Voucher sites (Virgin Experience Days - Acorne, Buy-a-Gift and Red Letter Days)
Specialist sites including Secret Escapes, Voyage Privé, Amazon Local and TravelZoo
Corporate Venue Data Distribution channels (ABC, Choose Your Events and Venue Directory)

PR through our group PR agency who can manage media opportunities through press releases, reviews and competitions

Sales through preferred access to leading corporate booking agents, RFPs and presentation opportunities

Training to staff with an opportunity to be included in our internal and statutory training

Increased exposure of your hotel to the profitable wedding market

Search engine optimisation so your hotel out-performs the competition in the important keywords and search terms

Incentives including gift voucher marketing, Leisure Privilege Card marketing to over 3500 members and Business Privilege Card marketing to corporate guests

Design, copywriting and competitively priced print support through our expert team

What our Partner Agreement includes:

- An informal 12 month agreement with quarterly break clauses
- Quarterly Account Manager review
- Free UK Guide, Conference Guide and Classic Group promotional material
- A web hosting fee including page building and content updates
- Marketing/print costs of group-wide promotions (other print charged as taken)
- Access to any Paragon Supplier as required

Let's put you on our map

Call Richard Smith, Director of Marketing & Partnerships, on **07760 387889** to find out more, or email him at rsmith@classiclodges.co.uk

Where you'll find Classic Lodges Hotels and Partner Hotels



* Partner Hotel



the sign of a great hotel

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