

Former Best Western property

Eastbourne Hotel

Ready to talk?

+44 7568 563 694

Timeline

2019-2024

Topline stats

TRevPAR	Av. Room Rate	RevPAR	Room Revenue	Total hotel revenue	Food & bev revenue
2019 -2024 increased by	2019 -2024 increased by	2019 -2024 increased by	2019 -2024 increased by	2019 -2024 increased by	2019 -2024 increased by
38.3%	56.1%	28.0%	28.4%	38.6%	45.7%

Website

1 Jan 2023 - 2 Jun 2023
versus
1 Jan 2024 - 2 Jun 2024

Users

↑ **78.5%**

engagement

↑ **29.2%**

organic search

↑ **74.7%**

Direct bookings

↑ **79.0%**

The story so far

It all started in 2019, when a seafront property in Eastbourne decided it was time for a change. Established since 1912 and family owned since that time, the hotel had succumbed to the lure of Best Western, with the promise of a steady pipeline of business, and brand standards seen the world over. They thought wrongly at the time this was the answer to their prayers. However time passed and the warm glow of best western suddenly seemed like a noose around their necks. The gloriously independent business since 1912 became on eof the pack. The pickings for rooms were slim, the commissions were high, and the immensely hard work to establish themselves as a unique brand all but gone amid a global brand standard that made them little more than another property in the endless deck of properties. This could not continue.

Lodestone were appointed pre and post the pandemic. to steady the ship. It was clear the owners, post pandemic had great aspirations and were ready to tak back what was rightfully theirs.

The journey to independence for a hotel that has enjoyed the comfort blanket of a global group can be treacherous and risky if handled on your own. There are many pitfalls and hurdles you need to overcome before you even cut the apron strings. It was a process that took three years in total. Lodestone needed to be absolutely sure all was aligned before the breakaway. Brand, operations, revenue management all aligned seamlessly. Fast forward to 2024, the seafront property has not only replaced the Best Western business, but surpassed it.

Lodestone group have become part of the family to ensure progress and positive change stays on the same upward trajectory. Without this brand and revenue senitive overwatch, the breaaway from Best Western would not have been as clean or positive.

Talk to Lodestone for a free no-obligation business review. We can help.

Lodestone services

Operational excellence	Procurement	Revenue managment	Brand strategy	Performance marketing
HR services	Bank negotiations	Digital marketing	E-commerce website design	People culture and training
Brand standards	Menu composition	Board-level comms	Full reporting & analytics	Sales culture

Ask yourself the following questions

Lodestone will answer

Does your brand look great, sound great?

Lodestone provide a full strategic overview. Knowing where you want to be, we can get you there. We have a full service brand agency.

Is my hotel safe, are my people the best they can be?

We put in all the correct procedures to make sure your property is safe for all. We make sure you have the very best team possible to achieve your ultimate goal.

Am I charging the right rates, am I buying correctly?

Knowing what to charge and more importantly growing your rate is vital in a highly competitive marketplace. Our revenue management will help you find the best rate possible. When used with our procurement arm, you'll be keeping costs nice and tight

Iodestone

Creating magnetic businesses

Looking to download the following case study?

Former Best Western property

Eastbourne Hotel



Complete this form to unlock

Name

Email

Contact number

Nature of enquiry

Escape the franchise



UNLOCK THIS DOCUMENT ►

Like a free
no-obligation
business
assessment?
Telephone

+44 7568
563 694

or email:
david@iodestone.group