

HRM

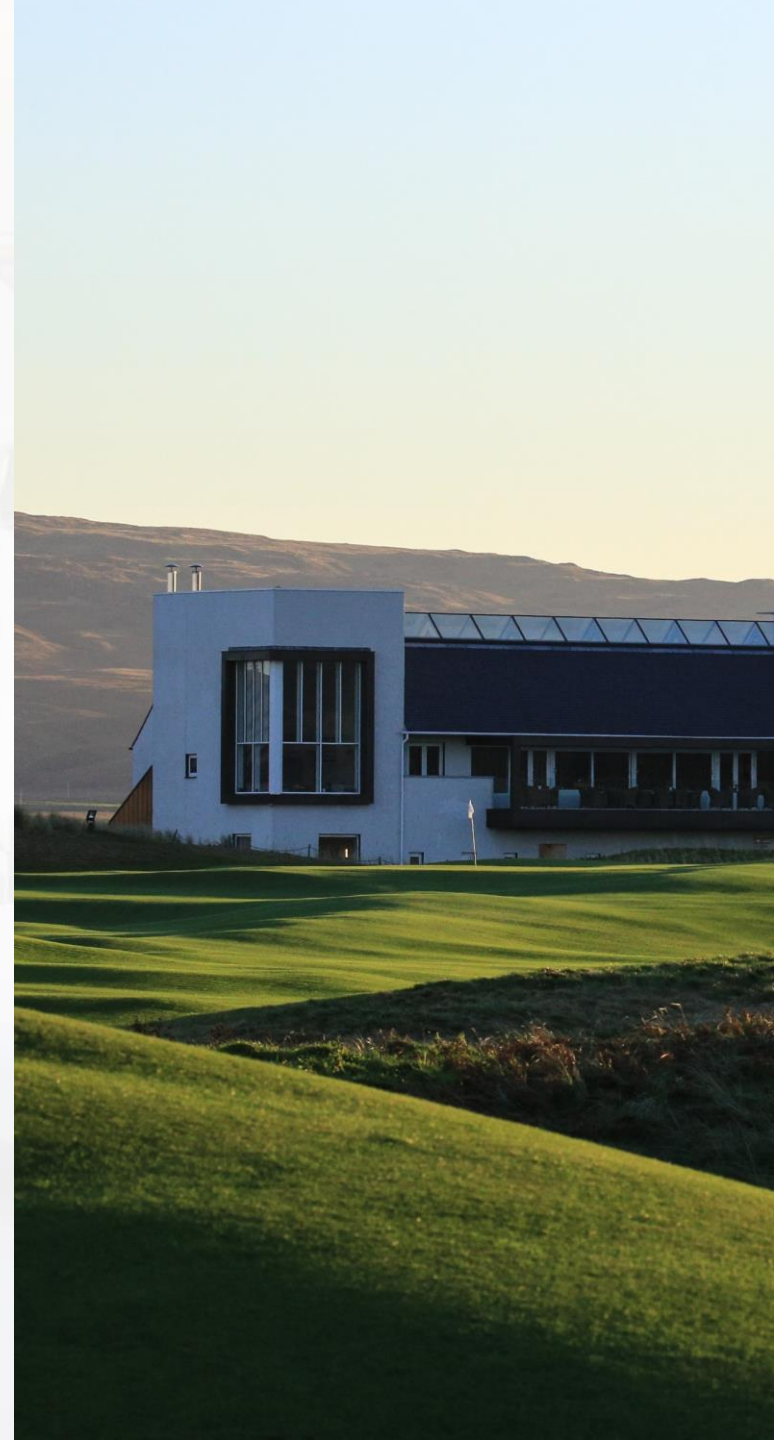
THE MACHRIE, ISLAY

4* REMOTE ISLAND HOTEL & GOLF LINKS

The Machrie Hotel & Golf Links, with 39 bedrooms and 4 lodges in Scotland's Inner Hebrides, faced challenges due to accessibility and operational inefficiencies. Our objective was to position the hotel as a high-end destination, drive ADR growth and protect revenue from travel-related cancellations.

We worked with them on short and long term strategies to deliver the results.

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SHORT TERM STRATEGY

We made significant changes to their system, product and policy's:

- **New PMS Installation:** We supported with the installation of a new PMS that seamlessly integrated with the restaurant, golf shop and spa
- **Room Reconfiguration:** We implemented an amended rooms configuration to better meet guest expectations, and to aid ADR growth
- **Terms & Conditions Update:** We proposed more stringent cancellation terms in line with the market and ensured clear guest communication
- **'Book Direct' Initiative:** We offered value-adds to direct bookers to drive ADR and reduce commissions

LONG TERM STRATEGY

Additional adjustments and ongoing support included:

- **Rate Strategy Implementation:** A new rate strategy was devised and implemented to generate significant ADR increase
- **Targeting:** New rate plans and packages that targeted high-net-worth individuals were created and distributed
- **Ongoing Communication:** Given the hotel's location and the limited staffing resources, we offered continuous operational support to the front desk, reservations, and finance departments

AFTER 24 MONTHS:

YEAR 1 +23% ADR GROWTH

YEAR 2 +18% ADR GROWTH

(YEAR-ON-YEAR ADR COMPARISONS)

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“Georgina and Gemma have been absolutely invaluable to both our onsite and offsite teams at The Machrie. Their weekly reports and calls have been instrumental in keeping the entire team focused on revenue, spotting opportunities, and driving growth.”

Judi Blakeburn – Director Another Place, The Machrie”

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