



? Five big questions for hotel groups

- 1** Do you know what your brand stands for, and do you measure customer perceptions to gauge your brand's visibility and favourability?
- 2** Do you target different customer segments that require you to operate through more than one brand? If so, do you understand each of those segments and where they overlap?
- 3** How does your content build the brand online and offline? And how else can you use mobile and social channels?
- 4** How have you developed your physical estate, property and culture, to reflect your brand values? Are you consistently delivering your values in your hotels?
- 5** Have you considered new partnerships – including with potential rivals – to enhance brand awareness?

OUR EXPERIENCE WITH HOTELS

Our team has a broad range of hands-on experience in the hotels and broader hospitality sector, bringing insight and in-depth knowledge of sector trends. With specialist teams in more than 130 countries, we can help you develop and implement strategies that will surprise and delight your guests – and keep them coming back for more. To learn more or connect with a specialist in your country, visit: www.grantthornton.global