



Flagship property opening for Squire Hotels

Samlesbury Hotel

a modern, 4-star, 80-bedroom property with a strong F&B and events offering

1

What they asked us to do:

- Generate awareness for Squire Hotel’s new flagship property
- Develop the name & brand identity for the hotel’s restaurant
- Design a full suite of menus, in-room collateral & other materials
- Act as ‘brand guardians’ across Squire Hotels properties

2

How we did it:

- Communicated the style & personality of the hotel with strong visual design & imagery
- Used multiple channels to build awareness in corporate, leisure & dining markets
- Developed an online marketing strategy combining social media, targeted emails & third-party websites
- Engineered menus & designed collateral to help maximise revenue at the point of sale

3

What we achieved:

- High levels of awareness delivering strong midweek corporate sales coupled with growing leisure trade
- Hotel operating at a solid 60%+ occupancy and growing
- An engaging visual style adopted & extended across other properties in the Squire Hotels group
- Online marketing list of over 1300 contacts built from scratch in the opening weeks

“Whistle Hospitality came in at the very beginning of the Samlesbury project and their understanding of hotels was evident straight away.”

Mark Illingworth Commercial Manager, Samlesbury Hotel