

## Macdonald Hotels



### Business overview

Macdonald Hotels, have 28 hotels and 5 resorts in the UK. Our properties are primarily 4 star and situated throughout the UK. The majority of our hotels are based in fantastic country settings with easy links to travel networks and boast spa and leisure facilities coupled with fantastic food and service.

### Why do you work with the Travel Trade and what products do you promote?

We work with the Travel Trade as they are a key segment for us. With various hotels throughout the country we find that they can provide different types of business at different times of the year. We promote that we have accommodation suitable for either tour series; ad-hoc groups/tours and programmes available for individual travellers.

### Key Successes

The Travel Trade segment assists us in reaching our budgeted targets in many properties. The trade has also provided us on many occasions provided with late lead, top up business in quiet periods. Provide accommodation occupancy throughout the year.

### Top Tips

Communication is key, and not just by email... pick up the phone; meet; network and build solid relationships. Ensure that you respond to all enquiries quickly.

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