

Dear All,



As we approach the end of the year, there is one final update for you lucky people!

At the time of writing, we are coming to the end of our Xmas party season, with a just a few left before the breakfast with event and then the big xmas day lunch. Feedback we have received so far has been great, and my deepest thanks to each and every one of you that has worked so hard (and will continue to do so) to deliver another brilliant festive season!

Overall, it has been a year that has improved as we have progressed. As we ended in April it was not a pretty picture financially, however since then we have seen revenues and more importantly profits improve, and we end the year well (all be it behind the budget). If we look at our performance compared to 2023 it is great to see, we will end the year around 100k up on budget and showing our great work on being more efficient and profitable – around 170k up on profit. Our budget for 2025 is stretched again but as we have showing in the latter part of the year – we can achieve when we all work smarter!

Some of the x department working really helped drive this and this will be the case when we are quieter – to protect the hotels profit position. Believe it or not, the hotel does not make a profit every month and those months we know are tough, it is important we act.

Heartbeat wise, at the time of writing we are just 0.5% behind being green for the year both in overall guest love and across all 7 key metrics. If we can get all 7 green that really is some achievement from you all and we are so very close! I have to call out some individual departments at this point – Specifically Housekeeping and Front Desk

Housekeeping (the engine of the hotel, we don't have clean rooms then we lose business) is sat at 88.2 which is outstanding and sits well above the brand average. Mirek, Sandra and all the team a massive thank you for all your hard work!

Front Desk (that all important first and last impression most of our guests see). It is hard to understate the improvement here this year. Laura and all the team really have been superb smashing the IHG One Rewards targets sitting in the top 10% of all IHG hotels here. Added to that is the score for overall arrival, which is sat at 86.3 again, well above the brand. Laura, my thanks to you and all your team for delivering this!

Both are the clear standout departments but there have been great efforts everywhere. Overall Service is sat at 87 again well above the brand target – so many brilliant comments across F&B in food and service from the events and our day-to-day guests. This is all only possible from a sharp booking and events booking process (Rev Office) and nailing it when the guests are here (F&B, Events, Kitchen and all the operational departments). IPW has continued to improve, doubling its revenue from year 1 and going from strength to strength with some truly outstanding feedback. 3D has again also performed really well with some brilliant revenues. And in adding to our maintenance team, we have seen a far more proactive approach to the general upkeep of the hotel!



We have continued to invest in the hotel – our new check in / check out kiosks (designed to complement and not replace anyone!), new locks and our all new WIFI system all rolled out.

Looking ahead 2025 really does present us with some great opportunities to continue to push our performance and drive our scores and revenue. We will continue to fund to enable that, with a large project in the leisure club earmarked to take place in April (confirmation of this will come early in the new year). As I have always said, provided we are profitable then we will always ensure this approach, to fund to improve and give you the tools to do your jobs to your best ability.

All that remains for me to say is another big thanks to all of you in the part you play, it is genuinely appreciated.

I wish you and your families a Merry Christmas and Wonderful New Year and very much look forward to seeing how we can smash it in 2025!

Link below for the staff update website if you have not been able to access it via the QR codes dotted about.

<https://hicolorby.com/staff-updates>