



HOTEL MANAGEMENT SERVICES

iCMi
SELECT





SELECT SOMETHING NEW

Select Hotel Management Services offers hotel owners and operators something completely new.

Our suite of back office, operations and sales & marketing services allow you to add some of the best minds in the industry to your hotel management team while remaining in control of your business and in front of your customers.

Select is a new hospitality management consultancy from the multi-award winning team behind ICMI and JG Collection which manages and markets some of the UK's top hotels including Cromlix, Inverlochy Castle, Isle of Eriska and Greywalls, as well as over 20 hotels worldwide including The Liming group in the Caribbean.

Our portfolio is designed with inclusivity in mind, ranging from exclusive use venues, castles, private homes and hotels from three star to high end luxury.

With a team of 30 hotel professionals split between our finance, operations and sales and marketing teams, ICMI delivers expert services which result in an increase in profitability. With Select Hotel Management Services, we are bringing our expertise on hospitality management and economies of scale to the

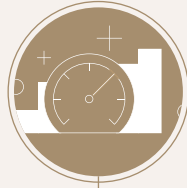
wider market. Our menu of seven services has been created to help hotel owners and operators around the UK who are suffering from a lack of resource, looking to expand into new markets and increase profitability.

Uniquely in the sector, we combine personal service with data and are absolutely committed to driving profitability for our customers through strategic operations management, high quality sales & marketing and forensic accountancy.



From the emergence of new technologies and increasing consumer expectations to added pressures on resources, Select Hotel Management Services aims to give hotel operators the ability to bolster their teams and address weaknesses within their businesses by enlisting the support of experts behind some of the world's best hotels.”

From our new head office in central Edinburgh and satellites in London and the Scottish Highlands, we can service hotels of all sizes across the UK, offering you:



Central Revenue Management



Account Services



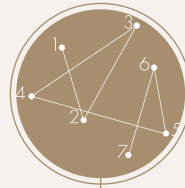
Operational Assistance



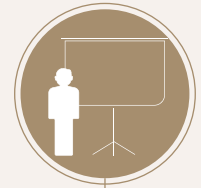
Central Reservation Service



Sales & Marketing Support via JG Collection



All-inclusive Management



Trade Show Representation

SELECT HOTEL MANAGEMENT SERVICES: THE FACTS

Over **600 years'**
hotel management experience
among the team

20% savings
delivered on average

Over **10**
awards won

Insight from over
30 hotels
we currently manage or represent



Select Hotel Management Services

All of our services will provide the highest level of expertise and deliver a cost saving to your business.

Struggling with the financial management of your business? Don't have time to attend important trade fairs and attract new group customers? Need help getting your pricing strategy right? We have a range of services that can help you.

Central Revenue Management

In addition to agent contracting, rate and availability management, our consultants will provide strategic advice on improving business performance through informative health checks and monthly reporting.

This will include advice on flex rates, annual planning for peak periods and special promotions, competitor tracking and channel management.

Operational Assistance

Select Hotel Management Services' team of consultants are also available for bespoke projects or emergency assistance:

- *Scheduled and emergency management cover*
- *Monthly inspection reports which will highlight any issues and provide suggested solutions*
- *Emergency telephone and reservation management*
- *Off-site training at one of ICMI's hotels for staff and management - this will help to provide useful insight into how other hotels are run*

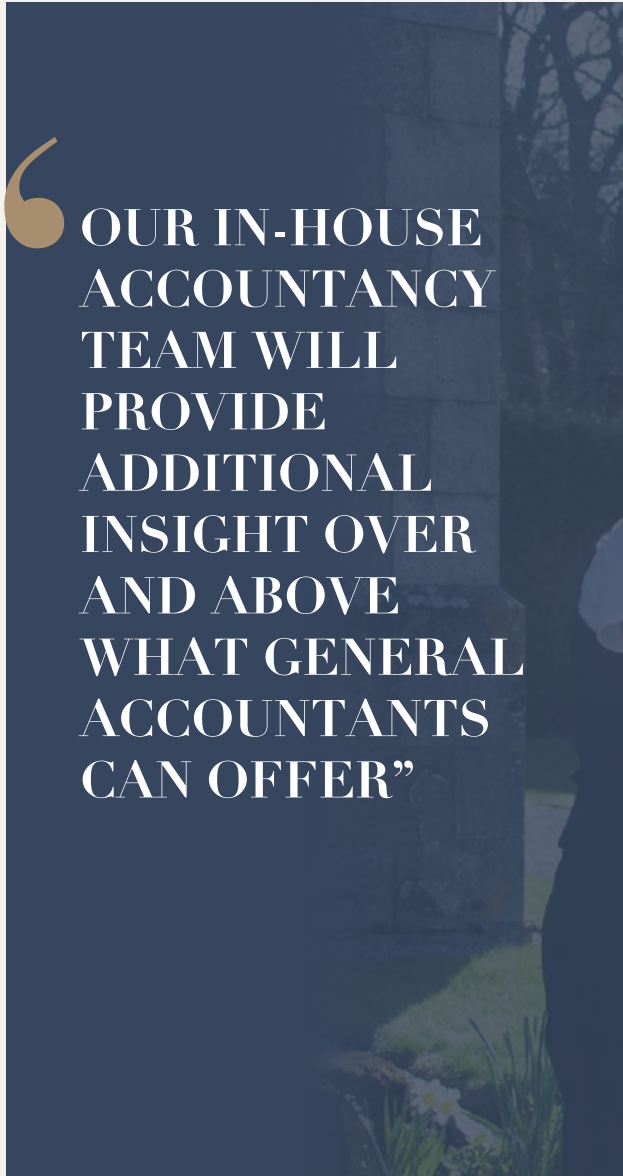
These will all be priced individually according to requirements.

Account Services

As hotel management experts, our in-house accountancy team will provide additional insight over and above what general accountants can offer thanks to their in-depth experience managing accounts for hotels.

You'll benefit from ICMI's purchasing power and established relationships with suppliers to ensure you're getting the best value for money.

The ICMI Select team can manage your monthly P&L, payroll, VAT and pensions on your behalf as well as assist with audits.



“OUR IN-HOUSE ACCOUNTANCY TEAM WILL PROVIDE ADDITIONAL INSIGHT OVER AND ABOVE WHAT GENERAL ACCOUNTANTS CAN OFFER”

Central Reservation Service

Rather than rely on an impersonal online booking platform, our team will personally manage your phone calls and correspondence from 8am to 10pm 364 days a year. Fees will be scaled depending on the expected volume of emails and phone calls.

Sales & Marketing Support via JG Collection

Through decades of experience we have built strong contacts across the industry. We can therefore guarantee a minimum of 50 monthly direct sales appointments in addition to contacts and sales reports, representation at two key UK tradeshows and the effective handling of sales enquiries. Additional accompanied sales calls, planned entertainment and bespoke request may be added.

Trade Show Representation

While consumers are increasingly organising and planning their own trips directly, travel trade remains an important tool for reaching a larger pool of potential customers, particularly those travelling from further afield.

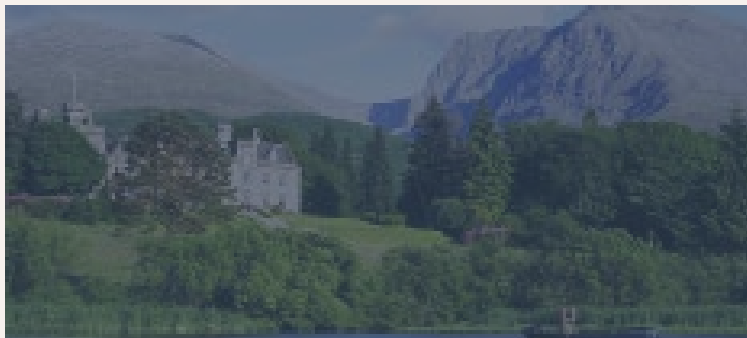
From travel agents, tour operators, wholesalers, short break operators, group travel organisers and conference and incentive planners, attendance at these events will help you create potentially lucrative connections but often require overseas travel for days at a time, taking you away from your business.

ICMI Select will attend ITB, World Travel Market, Virtuoso Travel Week, Meetings Show, the Conference & Hospitality Show and a minimum of two wedding fairs per annum on your behalf. Additional events will be included.

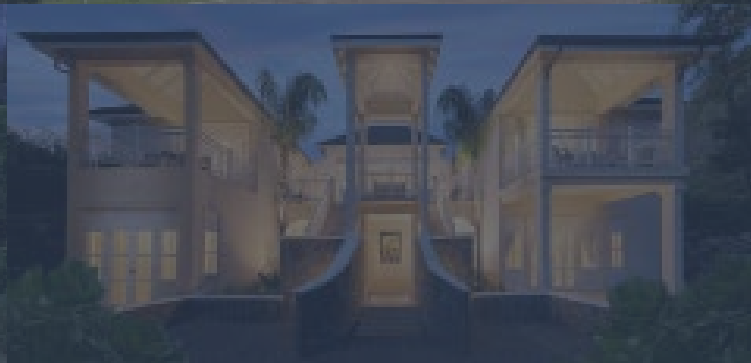
All-inclusive Management

All of these services can be provided as part of an all-inclusive hotel management package. Fees will be based on a percentage of turnover depending on business size.





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www.ICMI.co.uk/Select

For more information contact Norbert Lieder at:
norbertlieder@icmi.co.uk or John Green at: jgreen@jg-collection.com