

intouch

SUPPORTING YOUR BUSINESS

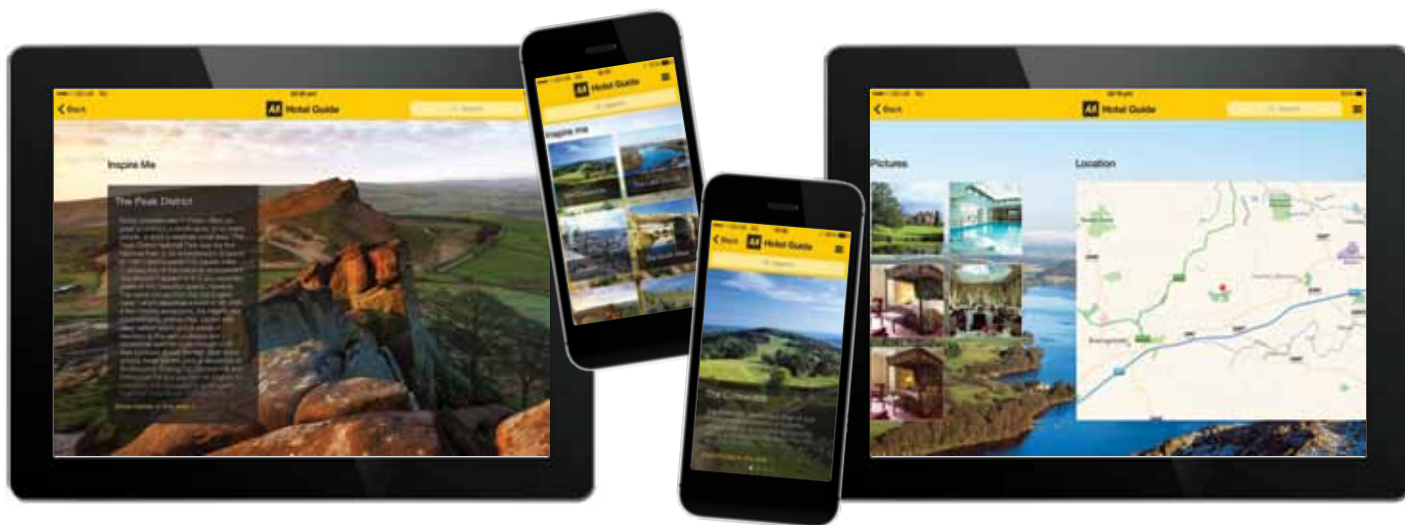
PLUS...
HIDDEN WINES
OF EUROPE

B&B AWARD
WINNERS
CELEBRATE

ONLINE TRAVEL AGENTS

GETTING THE MOST OUT OF THEM

Informed...



Download the AA Lifestyle apps

The AA has seven free Lifestyle apps – Hotels, B&Bs, Restaurants, Days Out, Caravan & Camping, Pubs and Golf Courses – which give reliable accommodation, dining and visitor information on a mobile device.

The apps have detailed descriptions and photographs of venues and include price details, phone numbers and websites. Users can search by type of establishment, location or AA rating, and the results are displayed on a map. All establishments have been inspected and rated by AA inspectors.

www.theaa.com/apps/lifestyle-guides.html

AA Hotel Guide app is awarded honoree status at the 2014 Webbys

The AA Hotel Guide app, created as part of the AA Travel and Leisure series, has been chosen as an Honoree in the Mobile & Apps, Travel category of the 2014 Webby Awards.

The Webbys are the leading international award honouring excellence on the internet. Established in 1996 during the web's infancy, the Webbys are presented by the International Academy of Digital Arts and Sciences — a 1,000+

member judging body whose executive members comprise leading web experts, business figures, luminaries, visionaries and creative celebrities, and associate members who are former Webby award winners and nominees and other internet professionals.

The Webbys sort from more than 12,000 entries drawn from over 60 countries and pick five entries as nominees in each category for voting to find the winner by the members of the International Academy of Digital Arts and Sciences.

We didn't quite make the cut to the first five, but the next best five entries are awarded honoree status for excellence in terms of content, structure and navigation, visual design, functionality, interactivity and overall experience.

As the other honorees in the travel category were the Travel Channel, Delta Airlines, Starwood Hotels & Resorts and Random House's Fodor's City Guides, we think that's pretty good company to keep.

The Webbys committee said: "In recognition of the exceptional quality of submissions received this year, the Academy has acknowledged outstanding entries as official honorees... with 12,000 entries received from all 50 US states and over 60 countries. Congratulations – this is an outstanding accomplishment for you and your team."

AA Hotel app for Windows is in the Windows Store

The AA Hotel Guide for Windows 8 is now available to download from the Windows Store.

The app features more than 3,000 AA-recognised hotels, from five-star luxury to budget options. Users can search for spa retreats, coastal hotels, country houses or city centre hotels.

All accommodation displayed with an AA logo and star rating has been inspected by an AA inspector. A typical entry includes a description, price info, images, phone numbers, website addresses and more.

FEATURES

- Over 3,000 recommended and inspected AA hotels
- Detailed descriptions, images, phone numbers, website addresses and more
- Inspire Me feature helps you to find an AA hotel an inspirational location
- AA hotel locations and directions displayed on Bing Maps
- Search by town, postcode or current location
- App can be viewed online or offline, meaning you can search while on the move

All our apps are currently being revamped and will be relaunched over the next few months.

Contact details

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General enquiries 01256 844455

Fax 01256 491647

Email HotelServicesCustomerSupport@theAA.com

Web AAhotels.com



Follow us on Twitter

See [@TheAA_Lifestyle](#), [@AAHospitality](#) and [@Caterertweets](#) for updates to the scheme, hospitality news, stories from our establishments, updates on awards events and much more.



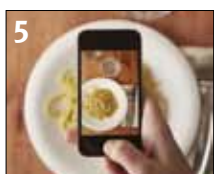
Comments from the AA



Comments from Caterer

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Welcome notes

The Chelsea Flower Show, the far too short but wonderful asparagus season and the first British strawberries welcome us to summer. Let's hope the recent good weather we have experienced will continue, to give us a great summer and help business levels in general.

Maximising the presence and awareness of your business to drive both customer engagement and sales is critical. Digital technology continues to play an ever increasing important role and in this edition we feature useful advice and articles to help you make the most of the various online opportunities such as the internet and social media.

Your business is featured in our popular range of lifestyle mobile apps which have been completely revamped, are now award-winning and will be relaunched



Simon Numphud
Head of AA Hotel Services

next month across all major platforms. These will remain free to download for consumers and provide direct booking links to your own website. An important distribution channel that looks to continue to grow as consuming information on the move becomes the norm.

Finally we feature a fantastic opportunity for any manager in the hospitality industry. The Master Innholder Scholarships provide a unique opportunity of a fully funded, two week intensive management course at a leading university or hotel school.

Managers should not be put off by the words 'scholarship' and 'university' and think it's not for me. I would urge you to take a look and take the time to apply.

Here's to a successful summer.

Last autumn, Apple CEO Tim Cook announced that the number of apps in the Apple App Store had topped one million – proof, if any were needed, that technology is fast insinuating itself into every part of our lives. Everybody's joining the app bandwagon – opposite and below, you'll find details of the apps launched by AA Hotel Services and *Caterer and Hotelkeeper* over the past year.

Whether you're at work or at play, running a business or indulging in a hobby or pastime, it's likely that you're doing so with recourse to an app or some other digital technology.

Hospitality businesses have become similarly reliant on new technology to

open new channels to market, procure products and services, and manage internal systems and processes. Whether you offer beds or breakfasts, beverages or buffets, you're sure to be doing so against the backdrop of the digital landscape.

This edition of *Intouch* features practical guidance on harnessing the power of technology to build a better business. You'll find advice on establishing a fertile social media profile; using online travel agents to your advantage; forging an effective revenue management strategy; and building a sticky website.

Happy reading – and have a happy summer!



Mark Lewis
Group Editor
Caterer and Hotelkeeper

GET IT ON THE GO

CATERER AND HOTELKEEPER IS NOW AVAILABLE ON YOUR TABLET OR SMARTPHONE



VIEW YOUR FREE SAMPLE NOW
WWW.CATERERANDHOTELKEEPER.CO.UK/DIGITALEDITION



TO SUBSCRIBE CALL
0845 077 7755
QUOTING CODE AA13

**AA MEMBERS
SAVE 35%**

TOP HOSPITALITY STORIES

Each week, *Caterer and Hotelkeeper* and www.catererandhotelkeeper.co.uk bring you the most important news from around the hospitality industry. Here's a selection of stories about AA members from the past three months

HOUSE OF LORDS CALLS FOR ACTION TO TARGET FOOD WASTE

Urgent action is needed to target the 90 million tonnes of food that is wasted in the EU every year, a report from the House of Lords EU Committee has warned.

More than 15 million tonnes of food – amounting to a cost of at least £5b a year – is wasted across the UK, the study has found.

The report condemned the EU's approach to dealing with food waste as “fragmented and untargeted” and called for the new European Commission – to be established in November – to enact a five-year strategy for food waste within its first six months.

It added that the amount of food wasted by industrialised nations had reached an estimated 222 million tonnes a year – the equivalent of nearly the entire level of net food production of sub-Saharan Africa.

Retailers should take more responsibility for limiting food waste from both consumers and producers, the report said, such as being more aware of the correct quantities to order, to avoid situations in which already-grown or sourced produce ends up unsold or left unharvested.

Solutions suggested include encouraging retailers to redistribute unsold food for human and animal consumption, where safe to do so, rather than recycle it via anaerobic digestion. It also suggested donating safe unsold products to food banks and reducing the amount sent to compost.

The report also recommended the introduction of tax breaks for companies satisfying these requirements, and urged a rethinking of the issue, from a “waste hierarchy” policy towards a “food use hierarchy”.

It said that the government should continue to work with its sustainability body WRAP, and ensure that any budget cuts do not undermine food waste efforts.

It also welcomed the review of the practicalities of feeding food waste to animals, stressing the importance of gathering scientific evidence on the safety of the issue.

The report comes as food waste stays high on the agenda for the hospitality industry. In recent months, anaerobic digestion has been suggested by some as a strong solution to the problem, while high-profile figures such as Wahaca founder Thomasina Miers

have campaigned to bring back feeding treated waste to animals.

Baroness Scott of Needham Market, chairman of the Committee, said: “We were shocked at the extent of food waste in the EU. Especially given the economic challenges the EU faces, it is an absolutely shocking waste of resources.

“Some efforts are already being made, which is very positive, but much more can be done, and so we are calling on the EU, the government, businesses and consumers to make sure it is.”

CHRIS AND JAMES TANNER ACQUIRE KENT PUB

Restaurateurs Chris and James Tanner have opened a pub in Kent.

The brothers have spent £1.5m on redeveloping the Victorian free house, which they have renamed the Kentish Hare. The 160-capacity pub is located between Tonbridge and Royal Tunbridge Wells.

The brothers also own Tanners and the Barbican Kitchen in Plymouth and the Farm Shop and the adjoining Str.Eat counter in Looe in Cornwall.



BRITONS WAIT 16 MINUTES FOR SERVICE BEFORE LEAVING

Britons will only wait an average of 15 minutes and 42 seconds before leaving a restaurant after not being served.

The findings came from a survey of 5,000 UK consumers, conducted by Peach Factory for Omnico Group.

In pubs, diners are only willing to wait an average of 12 minutes and 27 seconds without being served, before going elsewhere.

CALCOT HOTELS RELAUNCHES THE LORD CREWE ARMS

The 21-bedroom Lord Crewe Arms at Blanchland on the Northumberland-Durham border is to reopen under the management of Gloucestershire-based Calcot Hotels.

Extensive work on the 18th century, Grade II-listed property has been undertaken by Lord Crewe's Charity (formed in 1721 under the terms of the will of Nathaniel (Lord Crewe), in partnership with Calcot Hotels, owner of Calcot Manor, Barnsley House and the Village Pub.

Nathaniel, Lord Crewe, was Bishop of Oxford, then of Durham, for 47 years.

Richard Ball, chairman of Calcot Hotels, said: “We aim to forge a strong reputation for great food, wine and local beer alongside genuine hospitality for all.”

The Lord Crewe Arms' new interiors have been designed by Nicky Farquhar, design director at Calcot Hotels.

PIPELINE OF NEW UK HOTELS SLOWS, BUT REBRANDING IS UP

The pipeline of new hotels in the UK has slowed down, but there has been an increase in the number of properties being rebranded, according to the *Hotel Britain 2014* report, published by accountancy firm BDO.

Last year saw the number of new-build rooms fall by 51.7% from 15,858 in 2012 to 7,559.

The focus has been on rebranding, with 6,552 rooms re-entering the market in 2013 with a new name over the door, up 104.3% from 3,207 the previous year.

The UK hotel industry accounts for more than 600,000 rooms distributed across 45,800 hotels, according to figures from the British Hospitality Association.

In 2014, London can expect a 4% increase – around 4,500 new hotel rooms – while the regions will see a 2% increase, which equates to around 6,500 rooms.

HOW TO USE FACEBOOK INSIGHTS TO REACH YOUR AUDIENCE

Do your fans really like you? As Facebook's new Insights platform rolls out to all businesses, you will have access to more data that shows just how likeable your brand is.

To get the most out of Facebook Insights and use it to better connect with your audience, be sure to pay attention to these five tips.

Megan Peterson is Sabre Hospitality Solutions' social media manager

“The ‘Post Types’ tab of Insights will show you what type of content your audience is responding to, as well as a post-by-post breakdown”



FIVE WAYS TO MAKE THE MOST OF FACEBOOK INSIGHTS

1 Follow your page's weekly trends

The 'Overview' section provides a quick look at 'Likes', 'Reach' and 'Engagement' over the past week, as well as a log of your five most recent posts.

Keeping up to date with your performance each week helps you to see trends as they form so that you can continue to capitalise on elements that create engagement and troubleshoot any negative performance trends before they become an ongoing problem.

2 Find out your optimal posting time

In the past, marketers have put a great deal of research into discovering the best times to post on Facebook, but Facebook's Insights platform now offers that

information tailored specifically to your audience. You can plan your posting schedule around this data and post during the days of the week and the hours of the day when your audience is most reachable.

The numbers are based on recent usage data, so if your audience's Facebook habits change over time, you can update your schedule to reflect that.

3 Customise your content for your audience

While there are overall trends on which type of content performs best, every page's audience is unique and will respond best to different post types.

The 'Post Types' tab of Insights, found under 'Posts', will show you what type of content your audience

is responding to, as well as a post-by-post breakdown of recent posts. You should still diversify your content, but focus primarily on post types that generate the most reach and engagement.

4 Make sure you aren't alienating your audience

Your Facebook page can never be all things to all people, but you do want to make sure your content is generating more positive reactions than negative reactions.

The 'Reach' tab on Insights breaks down when you are reaching people and how they are reacting. You are able to see 'Hide', 'Report as spam', and 'Unlike' in a graph below 'Like', 'Comment', and 'Share'.

These are actions that have happened directly in response

to your posts, so if the negative reactions ever surpass the positive reactions, you should look up that day's content and make sure to avoid similar items in the future.

5 Get to know your fans

Find out the demographic breakdown of your overall fan base, as well as those who are seeing or engaging with your content, and those who are checking into your property. This information can be used to help tailor your content to your audience and to plan for future fan acquisition campaigns.

If you are seeing a demographic that is particularly engaged with your content or a demographic that is lacking on Facebook, but is typically a strong market for your property, you can plan future campaigns to reach those users.

BALANCING ACT

Hotels want guests to book directly with them, but the marketing power of online travel agents (OTAs) means they can be an invaluable source of new customers – albeit a costly one. *Rosalind Mullen* reports

While hoteliers still grumble about the commission they pay online travel agents (OTAs) – which can be anything from 15% to 30% – many are finding a balanced way of working with them without feeling compromised or ripped off.

“A balanced OTA strategy [helps] first-time guests who don’t know your hotel to find you through an OTA and then book. [You then accept] this cost as a marketing or guest acquisition cost,” says Suzie Wotton, vice-president of marketing at Red Carnation Hotels.

“An unbalanced strategy is where past guests continue to book your hotel through an OTA and you continue to pay commission. Or it could be where OTA partners inflate the cost of pay-per-click (PPC) activity for a hotel by competitively bidding on their brand terms, thus driving up the cost, with a view to stealing guests who have typed in your hotel’s name.”

The 15-strong Red Carnation Hotels group, unsurprisingly, works with OTAs as part of a distribution strategy. Depending on the hotel’s location, direct bookings via the company’s website account for 10%-35% of business, while OTAs account for 5%-15%. “OTA partners are exceptionally important when trying to market our hotels to potential guests who are not familiar with us,” says Wotton.

Certainly, OTAs can open up your potential customer base. They invest huge sums in marketing, which means your hotel is being introduced to millions of guests every day. Even better, some customers will use the OTA as a search tool but still book on your website. The downside, however, as Wotton points out, is that OTAs also invest heavily in PPC activity, with a view to stopping guests who already know about your hotel from booking directly – and your potential guests see other options on the OTA site and book with them.

BRING MARKETING BACK HOME

The main benefit of developing your own hotel website and revenue management system is that it is cost effective. In fact, according to a survey by hotel market intelligence provider TravelClick, more than a third of hoteliers expect that their own website will be the biggest growth channel for bookings. This way, not only can you have more control over



“It is essential to understand the strength of your brand reputation and what your guests may be willing to pay”

**Suzie Wotton,
Red Carnation Hotels**

the content and messaging, but you can interact with your guest as soon as the booking is made, rather than waiting until check-in.

To get the best out of its own system, Red Carnation works with a number of agencies that distribute inventory and rates, as well as a digital agency to optimise the website for Google searches. For instance, it uses a system called IDEAS that analyses pick-up activity and manages pricing based on demand. It also invests in PPC campaigns to prevent OTAs bidding on their hotel brand terms and taking direct business.

When developing a revenue strategy, Wotton says it is crucial to assess how your property is regarded through social media, such as TripAdvisor. “It is essential to

understand the strength of your brand reputation and what your guests may be willing to pay,” she explains.

It’s also vital to understand the contribution potential for each channel – distribution spread and marketing potential. You need to assess cost of distribution, how the channel will be managed and what technology integration exists.

Brand integrity is easy to trash. To avoid this, hoteliers should maintain rate and content parity and ensure the guest gets the best experience of the hotel regardless of how they booked. Adding value rather than discounting is equally important to protect the average daily rate. Likewise, it’s important to build strong relationships with distribution partners, including OTAs, consortia programmes and corporate accounts to boost revenues.

In addition, says Wotton: “You need to understand how and when customers are booking and plan your revenue strategy accordingly. Look at the lead-time per channel, whether the rate strategy fits, what platforms customers use to book and then assess whether your content fits.”

She also warns against letting competitors dictate your rate and strategy, advising against over-reliance on competitor rate shopping



Nestling in 30 acres of unspoilt woodland, Hogarths Hotel and Restaurant is developing a reputation as a great place to stay

SPOTLIGHT ON...

HOGARTHS

Standing in beautiful secluded surroundings in the village of Dorridge, Hogarths offers a feeling of luxurious escape in the heart of England. Yet, it's just a few minutes' drive from Birmingham Airport and the motorway network surrounding it, offering the best of both worlds.

As Hogarths celebrates its 10th anniversary, this stunning hotel has just been awarded an AA four-star-rating, marking the culmination of a 10-year dream for owners, Helena and Andy Hogarth.

"When we purchased it in April 2004, the hotel was trading as a small bed and breakfast business with eight bedrooms," explains Helena. "I'm proud that we've transformed it into a top quality hotel with more than six times the number of bedrooms, plus a Champagne bar, brasserie, terrace and a choice of fabulous entertaining spaces."

The original building enjoys a rich history, dating back to 1876. It started life as a country house for the Martineau family, with an aviary in the grounds, whose remains can still be seen as wrought ironwork at the side of the main lawns.

Today, Hogarths embraces its history, blending elegant features from its past with high class contemporary furnishings, to offer the ultimate in luxury accommodation.

In spring 2012, a substantial development

was completed, bringing the number of bedrooms to 49. Each sumptuous bedroom is individually designed to the highest standard with luxuries on offer including four-poster beds, infinity baths and an outdoor hot tub with one of the rooms.

Hogarths also boasts beautiful private dining rooms, fabulous entertaining spaces and its popular Bar8 Brasserie and Champagne Bar, promising relaxing dining at its best.

Exquisite dishes are created by Hogarths executive chef, Alex Aleksandrov, using locally sourced produce. Diners can enjoy stunning views across gardens and woodland during a quick

bite for lunch, home-made afternoon tea or a mouth-watering dinner.

For those planning their big day, Hogarths offers a true fairytale experience. Wedding ceremonies take place on Hogarths' own private island, reached by the romantic kissing bridge spanning a historic moat. This is simply what dreams are made of.

Hogarths' meeting and conference facilities are also second to none, whether it's an intimate meeting on its private island or a large conference with up to 250 delegates in the Williams Suite.

With so much to offer, Hogarths is definitely a secret worth sharing.

www.hogarth.co.uk

Each sumptuous bedroom is individually designed to the highest standard

CELEBRATING
10 years

APPLICATIONS ARE NOW INVITED FOR THE MASTER INNHOLDER SCHOLARSHIPS



The Master Innholder Scholarship Programme awards scholarships to managers in the hospitality industry. Successful candidates are granted places on two-week intensive management development courses held at Cranfield University, Cornell University (USA), or the Ecole Hôtelière de Lausanne.

The entire cost of tuition, board and lodging is included as well as a contribution towards travel to Cornell and Lausanne. Scholarships are being awarded this year, to be taken during 2015.

These prestigious Hotel Management Scholarships are funded through the generosity of The Worshipful Company of Innholders, The Savoy Educational Trust and The Lord Forte Foundation.

Full details of the application process, the courses on offer, the assessment criteria and background information can be found at www.stjulianscholars.org

The closing date for receipt of applications is 12 July 2014

Interviews will be held in London in November 2014. For more information please contact either of the following:

Gillian Croxford, Assistant Clerk, Worshipful Company of Innholders on 0207 236 6703 or gillian@innholders.co.uk

Philippe Rossiter, Executive Secretary, Master Innholders, on 01252 624505 or prossiter@masterinnholders.co.uk



TESTIMONIALS

"I can hardly find the words to describe my time at Cranfield. It was an amazing experience for so many reasons both professionally and personally. The knowledge development was incredible and spending time with such high level professionals was a huge benefit to me."

Emma Chang MIH, General Manager, the Liner hotel, Liverpool

"The opportunity to step back from your business and into an intellectual environment does not come often. This scholarship allowed me to really see the big picture. It was an important step in my personal development."

David Morgan-Hewitt FIH MI, Managing Director, the Goring hotel, London

"The two weeks at Cornell University gave me both the best learning time of my career, and an amazing networking experience with 33 GMs from 21 different countries. The programme allowed me to move from being a competent operator to a strategic General Manager."

Michelle Wells MIH, General Manager, Park Plaza County Hall

B&B WINNERS CELEBRATE IN STYLE



Congratulations to the winners and finalists of the AA Bed & Breakfast Awards 2014

The winners and finalists of the AA Bed & Breakfast Awards 2014 celebrated in style at St Ermins hotel in London in May.

The event recognised and rewarded 33 very deserving finalists for demonstrating all-round excellence and unfailing standards and for providing outstanding service to guests.

All the finalists were treated to a Champagne reception followed by a formal four-course celebratory lunch. Winners for the AA Guest Accommodation of the Year for England, Scotland, Wales, London and Northern Ireland as well as Funkiest B&B of the Year and the ever popular Friendliest B&B of the Year sponsored by eviivo were awarded prizes provided by AA Hotel Services' partner, Villeroy & Boch.



AA Friendliest B&B awards sponsored by



AA FRIENDLIEST B&B OF THE YEAR

WINNER

1. IRENE NIXON

River Garth Guest House, Penrith

RUNNERS-UP

JILL AND WARREN DUNN

Kingston House, Torquay

CHERYL COYNE

The Pines Bed and Breakfast, Matlock

FINALISTS

ANDREW AND LESLEY BURR

All Seasons Guest House, Filey

MARC AND SYLVIA COURT

Anchorage Guest House, Brixham

FLEUR NIGHTINGALE

Bank House, Bewdley

MARK AND DONNA EVANS

Buckle House Bed & Breakfast, Bidford-on-Avon

BRIGIT CREE

Bunkers Hill House, Badby

LIZ AND ANDY SHORE

Callater Lodge Guest House, Braemar

JANE AND TONY CHAPMAN

Church House, Weston-super-Mare

PETER AND LESLEY McINTOSH

Distant Hills Guest House, Spean Bridge

JANIE AND STUART McLOUGHLIN

Ebor House, Hawes

JOHN AND LORNA STEVENS

Greensleeves, Cirencester

YAS, KELLI AND KIRSTI MAYBANK

Grosvenor Lodge, Christchurch

IAN AND LINDA FLETCHER

Hayswell Guest House, Arbroath

SHARON AND GRAHAM ALLDIS

Holly Tree House, Wingfield

DEREK AND MONIQUE WRIGHT

Kester House Bed & Breakfast, Sedlescombe

SUSAN ELLIOTT AND LAWRENCE BRYANT

Linden House, Torquay

LIZ AND GRAEME BROWN

Liongate House, Ilchester

PAUL AND ALISON ELLIOTT

St Michael's Bed and Breakfast, Marazion

ANN TALBOT

The Bay Tree Guest House, Truro

JASPER AND ELSPETH BREMNER

The Clachan Bed and Breakfast, Wick

BARBARA GOLDINGAY

The Penellen Bed & Breakfast, Hayle

KEN AND CHRISTINE LAWSON

The Spindrift Guest House, Anstruther

CARLO & MARIA AMATO

Villa Claudia, Bath

AA FUNKIEST B&B OF THE YEAR

WINNER

3. THE BULL INN, MILDENHALL

FINALISTS

DOME BOUTIQUE B&B, WINDERMERE
THE BELL, ALDERMINSTER

AA GUEST ACCOMMODATION OF THE YEAR

4. ENGLAND

PRAWLES COURT, EWHURST GREEN

5. SCOTLAND

AIKENSHILL HOUSE, ELLON

6. WALES

TYDDYN MAWR FARMHOUSE, DOLGELLAU

7. LONDON

SYDNEY HOUSE CHELSEA, LONDON

8. NORTHERN IRELAND

8. Whitepark House, Ballycastle

AA HOSPITALITY AWARDS 2014-2015



This immensely successful annual event is attended by industry-leading chefs, hoteliers and restaurateurs and recognises the accomplishments of high-achieving establishments and individuals within the hospitality industry. This year's spectacular black-tie event will be held on **Monday 22 September at Grosvenor House, A JW Marriott hotel, Park Lane.**

It will truly be a night to remember! Tickets are on sale now; to avoid disappointment, book before 30 June and receive an early bird discount. A copy of the booking form has been included with this magazine.

For further information on the awards, venue and ticket availability, visit AAhospitalityawards.com or email Awards@theAA.com

Award categories for 2014

- AA Hotel of the Year (England)
- AA Hotel of the Year (Scotland)
- AA Hotel of the Year (Wales)
- AA Hotel of the Year (London)
- AA Hotel of the Year (Northern Ireland)
- AA Restaurant of the Year (England)
- AA Restaurant of the Year (Scotland)
- AA Restaurant of the Year (Wales)
- AA Restaurant of the Year (London)
- AA Spirit Award
- AA Pub of the Year (England)
- AA Pub of the Year (Scotland)
- AA Pub of the Year (Wales)
- AA Wine Award (England)
- AA Wine Award (Scotland)
- AA Wine Award (Wales)
- AA Hotel Group of the Year
- AA Small Hotel Group of the Year
- AA Chefs' Chef of the Year
- AA Eco Hotel of the Year
- AA Eco Hotel Group of the Year
- AA Food Service Award
- AA Lifetime Achievement Award

Sponsors



Supporters



We are delighted to announce that Tom Kerridge will be creating the menu for this year's AA Hospitality Awards with the Grosvenor House kitchen team.

Tom Kerridge, our current AA Chefs' Chef of the Year, is the chef-proprietor at the four-AA-rosette restaurant the Hand & Flowers in Marlow, which he opened with his wife Beth in 2005.

Kerridge is a great character with amazing presence, obvious warmth and an infectious laugh, so it wasn't a surprise when he landed his own TV show, *Proper Pub Food*, which was filmed in early 2013. The series became an overnight success when it transmitted in September of the same year, and his first book of the same title fast became a best seller.

Prior to having his own show, Tom appeared on shows such as *Market Kitchen*, *MasterChef: the Professionals* and *Saturday Kitchen* and has competed and won the main course twice on BBC2's *Great British Menu*, something no other chef has achieved.

Tom's first catering job was a stint as commis chef at Calcot Manor in Gloucestershire. He also worked for Stephen Bull and Gary Rhodes before joining Odette's in Primrose Hill. After a spell at Monsieur Max in Hampton, he moved to Norwich to take over running the restaurant Adlards.

He then decided it was time to find his own place, taking over a run-down pub in Marlow. The rest is history.





“It is recommended that you should wash your hands for as long as it takes to sing *Happy Birthday* twice (approximately 30 seconds)”

HOW TO MAINTAIN HYGIENE

You would be forgiven for thinking that good, tasty dishes and quality of service are the key areas to focus on when building your business, but research has shown that the hospitality sector is at risk of losing business unless its hygiene standards match its high standards of food and service.

The quality and cleanliness of your washroom facilities will drive customer behaviour, and therefore affect the revenue and reputation of your business.

Initial Washroom Hygiene carried out global research to evaluate public hygiene habits, and found that 88% of respondents in the UK admitted hygienic washroom facilities in restaurants are an important factor in returning to the establishment. Almost half (48%) said they would not return to a café or restaurant if it had poor hygiene standards.

Similar views are felt in the retail industry, where more than 18% of respondents confirmed they would not return to a store if they considered the hygiene of the amenities to be poor.

The quality of washrooms

FIVE STEPS FOR MAINTAINING PERFECT HYGIENE

1 Aside from encouraging staff to regularly wash and then dry their hands, hand sanitisers should always be available. The most effective kind are non alcohol-based. They form a gentle but long-lasting barrier to microbes across hands, inactivate germs for hours after use and protect against a wide range of bacteria and viruses, including norovirus.

2 Ensure regular, thorough cleaning takes place in communal areas like the kitchen and washroom facilities. It is recommended that companies undertake a

professional deep clean at least twice a year to prevent the build-up of hidden, embedded dirt and contamination and the associated micro-organisms.

3 Ensure tabletops and store shelves are cleaned regularly using anti-bacterial wipes and food-friendly surface sanitisers, and ensure that hand sanitising gels are openly available in public areas.

4 If a member of staff does contract a virus like norovirus, make sure they stay away from the restaurant or shop for

at least 48 hours after the symptoms have disappeared to avoid wider contamination.

5 Encourage staff to practise hand hygiene by regularly washing their hands with good quality soap throughout the day. It is recommended that you should wash your hands for as long as it takes to sing *Happy Birthday* twice (approximately 30 seconds). Thorough hand washing helps to reduce and remove potentially harmful bacteria and viruses, especially if the time and quality of washing is appropriate and that hands are dried well after washing.

can directly affect the profitability of restaurants, hotels and bars, with over 80% of people saying a venue needs to be clean in order for them to consider parting with their hard-earned cash.

These findings highlight the need for establishments to educate their employees about the importance of personal hygiene and is therefore a serious issue businesses must

face if they are to stay afloat in a competitive market.

These sectors must focus on critical hygiene practices, such as ensuring staff have clean hands and that toilet facilities are properly maintained, or risk losing out on repeat business.

With the UK economy experiencing green shoots and business confidence increasing, customers will be looking to spend more time dining out

and spending money; but only where the environment meets their expectations. So to maximise the chances of encouraging customers to return and enjoy eating at establishments again and again, businesses should follow these simple hygiene tips.

Dr Peter Barratt
Technical manager
Initial Washroom Hygiene

... REFIT AND MAINTAIN A PROFESSIONAL KITCHEN

When hotel and restaurant managers or owners embark on a costly kitchen refit, thoughts and energies are often focused on the cost and the look. But work with the wrong designer, and vital, practical considerations can often be overlooked.

Has functionality, equipment access and the longevity of materials and finishes really been considered? Long after the designer has 'left the building', the implications of layout decisions and equipment selection can begin to dawn, and any re-engineering at this stage will be disruptive and costly.

Here are some tips for getting the best long-term results from a refit.

Sol Goodall, managing director, Olive Services



SIX TIPS FOR PLANNING THE PERFECT KITCHEN LAYOUT

1 Design for the menu

Work with a trusted and knowledgeable designer who is experienced enough to understand the long-term implications of equipment positioning and materials.

A designer should consider the layout with the menu in mind to ensure it is fit for purpose and to reduce bottlenecks and wasted space. For example, if dishes require a certain piece of equipment, this must be factored into the design to ensure there are sufficient units and that they are positioned correctly.

If you are unsure of a design, avoid the temptation to jump at the first option and always get a second and third opinion. Ensure the final kitchen layout is not left solely to the head chef, and I say this as an ex-chef myself. All chefs' opinions differ and remember: they move jobs regularly.

2 Plan for failure

Equipment will fail, so have a plan in place for when this occurs. If your kitchen revolves around one piece of equipment, have two units so you have instant back-up. It's wise to carry some spares so that repairs can be undertaken as soon as engineers arrive to avoid the delays associated with sourcing parts with long delivery times.

3 Maintenance access

If a unit cannot be easily maintained, it should not be installed. Draining and rodding points are regularly forgotten about and access points are sometimes tiled over. London's drainage dates back to Victorian times, so regular descaling is a necessity. The location of drainage access points also varies, so work with a designer who understands how important it is to include these.

4 Choose your materials carefully

All materials used in a professional kitchen must be fit for purpose. For example, avoid tiles on kitchen floors as the resulting regular repair costs can be significant – not to mention the health and safety implications of broken or loose tiles. Always specify materials that are readily available and do not have excessive lead times. This will be of great benefit when repairs occur.

5 Get your guarantees

Consider and understand the warranty on appliances. This is often 24 months parts and labour, but it's also wise to check the response times for breakdowns. Find out whether the manufacturer subcontracts out the breakdowns, and if so, whether the subcontractors carry a full range of spares. Avoid installing

equipment – especially kitchen extractor fans and air conditioning units – that acts as a single point of failure. For example, if you have no extraction, you have no gas.

6 Planned preventative maintenance

This will ensure that the look, the integrity of the design and the functionality is maintained. If you buy a new car you would follow the manufacturer's recommendations for servicing regularly, so you should do the same with your kitchen equipment as it will reduce failure and increase performance.

The majority of breakdowns are caused by simple grease and grime, so a strict cleaning regime is essential. All reputable manufacturers provide a detailed cleaning procedure for their appliances when they are purchased, so follow this to reduce any breakdowns.

HIDDEN GEMS OF EUROPE

There are some great surprises and fantastic bargains to be had with wines from places you wouldn't expect, says *Roger Jones*

Greece, Turkey and Slovenia are perhaps better known for sunshine than serious wine. Traditionally associated with wines that might have tasted good on a balmy holiday but certainly weren't associated with subtlety when brought back home, these three nations are now producing wine of quality.

There are some great surprises and bargains and, with so much choice and value in the supermarkets, it's important that the on-trade takes advantage and continues to promote itself as the best place to try something new. Serving by the glass is a great tool to promote sales of lesser-known wines, as it encourages customers to experience different types of wine economically.



TURKEY

Sevilen, run by the third generation of a Bulgarian immigrant, has not only brought in advanced techniques, but tied these with traditional hand harvesting and double sorting, ensuring excellent grape quality.

Sevilen employs a French consultant from Bordeaux and it certainly shows in its wines. Its top wine is Fume Blanc 900, which is similar to a white Bordeaux, and it also produces a zestier Sauvignon Blanc with lots of New World charm. Both these wines offer a different Sauvignon style: Fume Blanc pairs well with elegant food, while Sauvignon Blanc is better suited as an aperitif or with Chinese food.

Having experienced red wines from Sevilen too, it is apparent that the winery is striving for clean, fresh, modern wine that is well suited to lighter, delicate food. It's certainly a dramatic departure from what you would normally expect from Turkey, or wines to go with traditional Turkish foods. Sevilen is available from £10 a bottle.



GREECE

Greece has been hitting the headlines in the wine world, and its produce is winning prestigious wine awards. Top names are Gaia Wines, Lyrarakis, Argyros and Domaine Gerovassiliou.

The quality and freshness from some of these wines – especially the white – is incredible and a fantastic match for numerous international dishes.

One of the wineries making waves is Gaia, particularly its Wild Ferment Assyrtiko. This is very much in a Semillon/Sauvignon style



“There is an agreement between Slovenia and Italy: wherever your winery is constitutes your wine of origin, even if some of your vineyards are in another country”

There are also plenty of interesting and well-made reds from this region. However, the vibrancy and excitement for the customer is in the white wines.



SLOVENIA

Slovenia is another area with some star wineries, not least Marjan Simčič. The vineyard is on the Italian border and half of its vines are across the border. There is an agreement between Slovenia and Italy: wherever your winery is constitutes your wine of origin, even if some of your vineyards are in another country. This may get reviewed under EU laws, but it still stands at the moment.

Marjan Simčič is a family estate that's been around for five generations. It's now run by Marjan, who has spent time working in France before returning to take over the vineyards. Clearly, he is passionate about the soil that these vines grow on, as he keeps up many of the old, traditional methods set up by his father and grandfather before him.

They believe that this area is very special with ideal climatic conditions – in his words, “The Mediterranean shakes hands with the Alps”, meaning that the grapes feed from the natural water and minerals.

Since 2007 Marjan has also been producing some top Cuvée from his vineyards under the label Opoka – the most stunning of which is Opoka Chardonnay 2009. This is like a very opulent Puligny Montrachet; deep golden in colour, with dried fruit and honey on the palate, followed by a lovely elegant vanilla hit with a long, lingering flavour. It is drinking perfectly now, especially with grilled wild sea bass with some freshly shaved truffles.

The Opoka Sauvignon Blanc 2009 is another wine worth searching out. It gives off delicate white flowers on the nose, then lingers into a complex flavour of ripe pears and grapefruit.

The Opoka range is in the higher price bracket (£25 upwards), but other Marjan Simčič wines start from below £10 a bottle. The vineyard also produces a lovely sweet dessert wine, while the Opoka reds – particularly the Merlot – are outstanding. This vineyard is getting a cult following.

MATCHING FOOD WITH GREEK WINE



To me, it's important not to match wine to the food from that country. The Greek wines mentioned are made for international food styles; they are exceptional wines and will match great food.

I would recommend the Wild Ferment Assyrtiko with clean dishes, such as carpaccio of diver-caught scallops and asparagus with pea olive oil (pictured). The wine will help freshen up this dish and the clean flavours of the scallops and asparagus will not overwhelm it.

The Viognier would go well with poached lobster with saffron and carrot risotto, as the brightness of the Viognier will cut through the richness.

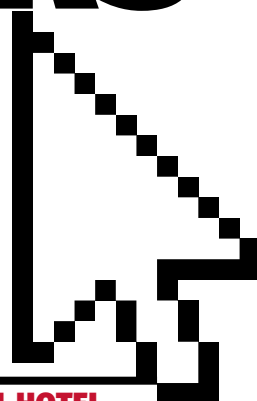
with lots of freshness followed by a lovely buttery and wild herb finish. It is priced at £12 a bottle at www.hallgartendruitt.co.uk.

A slightly more unusual wine worth noting is Viognier from Domaine Gerovassiliou. It offers a hint of perfume on the nose, then a long, elegant, honeyed beeswax flavour,

freshened up with spring flowers and spices. It's very Australian in style and exceedingly good value at below £10 a bottle from www.hallgartendruitt.co.uk. All too often a Viognier can be dull, but this wine is vibrant and exciting and is guaranteed to bring a smile to customers.

HOW TO TEMPT THE ONLINE BOOKERS

Online travel agencies take a huge slice of room rates, so cut out the middle man and lure guests to your website with tempting promotions and brilliant photography, says *Ross Bentley*



Online travel agencies (OTAs) are a vital element of most hotels' advertising approach, providing access to a wide audience and helping sell rooms off-peak and at the last minute. But OTAs demand a sizeable commission on any booking, so many hoteliers also want to encourage guests to book directly through their own website.

If this is to be achieved, a professional-looking website with a simple bookings engine is a must. "The OTAs have big marketing spend, their websites are very responsive and they use all the retail tricks like pushing last-minute availability and creating a sense of urgency in the purchase," says Eamonn Doyle, vice-president of sales at Avvio. "If a hotel website is static and only uses thumbnail images, it will struggle to compete."

According to Doyle, a good website should include full-size professional photographs that reflect the brand of the hotel. Simple devices can boost sales, such as strike-through pricing, which involves showing a recommended price with a red line through it and a discounted price next to it – a speedy tip that can increase conversion rates by up to 20%, says Doyle.

MAKE IT EASY

There should also be a clear call to action, such as a 'book now' button, on every page of your website, advises Josef Lapka, director of business operations at hotel technology provider HotelREZ. He also recommends flagging up the security certificate to make it clear that the website is secure for online booking.

He also recommends sending out an email to customers two days before arrival, saying that the staff are looking forward to them staying at the hotel and asking if they would like to purchase any extras, such as a spa treatment or wine and flowers in the room. "The margins on room rates are so tough that these extras make a big difference," Lapka says.

Sally Burton, sales and marketing manager at the Old Hall hotel in Buxton, says having an online booking system that provides the flexibility to offer packages – for example, a room with roses, dinner and tickets to a local

PACKAGES WITH LOCAL LANDMARKS AT THE OLD HALL HOTEL



Nestled in the Peak District, the 38-room Old Hall hotel in Buxton is one of the oldest hotels in the country – Mary Queen of Scots stayed there in 1573.

According to sales and marketing manager Sally Burton (pictured), the property upgraded to a new version of Guestline's Online Booking Manager (OBM) in 2012 and, over the past year, has seen a 39% increase in room nights booked online with an average increase in room rate of £12.

"The system offers more flexibility than previous versions of the software – for example, if there is no availability for a particular night, online users are automatically shown availability for shoulder nights and the following week," she says.

"It also enables us to offer packages – say, a Valentine's night with dinner and roses and wine in the room."

One popular add-on with guests is tickets to nearby Chatsworth House, so Burton has focused on this when optimising the website for search engines.

She says: "We are a small hotel, so we can't compete with the OTAs on all words, but we mention Chatsworth a lot on our website and rank quite highly in the natural search rankings for 'hotel near Chatsworth House'."

Burton accepts that a certain percentage of online bookers will come via the OTAs, but says she tries to ensure they book direct on their return visit.

"Anyone who stays gets e-mailed a return discount offer with a promotion code that they can enter online at our website," she says.

attraction – also helps boost direct sales.

Hotels can also send an automated e-mail after a guest has left, offering a discount on a return visit with a promotion code to enter online, along with a request that guests leave a review on TripAdvisor.

SOCIAL MEDIA

HotelREZ also provides technology that allows operators to search across social media and review sites to see what guests have been saying about them.

Sites such as TripAdvisor provide an important stepping stone on a guest's journey to booking a room. When a guest searches through an OTA, they will be presented with a list of properties in a similar price range, and one way to narrow their selection is to read online reviews. According to Catt McLeod, a commercial director at Supranational Hotels, there is an opportunity here to engage with guests if they can see that you are attentive to online reviews.

"Hoteliers should respond to reviews,

LIVING VENTURES BUILDS UP A DATABASE FOR THE LATEST RESTAURANT DEALS

Driving customers to book online can also benefit restaurants, according to Samantha Grocott, managing director at online dining booking engine provider LiveRES.

She says it can help them fill tables outside peak hours, tackle staff fraud and enable diners to book at a time that suits them.

"We encourage restaurants running a promotion to drive all bookings via their website, whether it be a mailer, a radio advert or e-mail. Typically, a promotion will be targeted at dining outside peaks hours and that can be managed through the booking system.

"With online booking, a manager can see which channel the booking has come from – it's an easier way of controlling availability than vouchers, which can be open to staff fraud."

One operator using the LiveRES system is the Living Ventures group, which has a number of restaurant brands including Gusto,



Samantha Grocott

the Alchemist and Blackhouse. According to commercial director Jeremy Roberts, the group has been offering online bookings for almost a decade.

"We encourage online booking as much as possible because it enables us to give customers a good service and they can book at their leisure," he says.

"It's user friendly and it enables us to use promotions to fill off-peak and shoulder periods. It also gives diners certainty because they receive an email to confirm their booking."

Roberts says the company has built up a strong database of customers who receive updates on the latest deals.

"They agree to receive a promotion online by ticking the box and LiveRes manages it for us without us having to worry. It keeps feeding itself and doesn't require us to manage the process."

SIX WAYS TO DRIVE DIRECT BOOKING VIA YOUR WEBSITE

1 Make sure your website has professional design and photography and reassure visitors that it is secure.

2 Have a clear call to action – ensure there is a 'Book Now' button on every page.

3 Send out an email a few days ahead of a guest's stay, asking them if they would like to make any additional purchases.

4 Engage with reviewers on TripAdvisor and similar sites – invite guests to submit their reviews.

5 Create a blog – it's another way of giving visitors a reason to visit your site.

6 Make online booking hassle-free – no more than six steps – or visitors may go elsewhere.



whether they are negative or positive, and acknowledge comments on Facebook or Twitter as a way of continuing a conversation with a guest after their stay," she says.

McCleod also recommends that a hotel's Twitter page follows brands that are aligned with its image. For example, people likely to seek out an upmarket country hotel may also warm to brands such as Barbour or John Lewis, and may find out about a property via this route.

She also suggests hoteliers send out special offers to followers on Twitter as an incentive to keep following. As it is a closed group, it is also unlikely to contravene any rate parity agreement with OTAs, which generally refer to rates advertised to an open audience.

Creating a blog is another way of driving visitors to your website, says Jorge Rodriguez, e-marketing manager at the Strand Palace hotel in London, which has launched a blog to inform guests of the best attractions to visit in

"Hoteliers should respond to reviews, whether they are negative or positive, and acknowledge comments on Facebook or Twitter as a way of continuing a conversation with a guest"
Catt McLeod

the capital. Not only will the blog mention the hotel and its location to boost the property's rankings in search engines, it's also another reason for guests to visit the website.

Rodriguez says any online booking system must be hassle-free and recommends that websites have no more than six steps to book, or there is a danger that people will leave the site.

GO MOBILE

Hoteliers looking to drive custom through the mobile channel must make things as easy as possible. Doyle at Avvio says one approach is to do away with the standard booking process. "One idea is to send out a last-minute allocation to guests who have signed up to a hotel's mobile service, asking them if they want a room at a reduced rate. All they have to do is click 'yes'.

"There is a risk they might not turn up, but if they do, you have sold a few more rooms than you would have."

Lapka says where the mobile device comes into its own is when guests are making their way to the property. "Make sure the confirmation email you send allows the user to press '1' to call the hotel, and ensure the email connects to Apple or Google maps," he says. "If they get lost and can't find your number, their experience has already got off on the wrong foot."

MAKE THE RIGHT CHOICE WHEN IT COMES TO HOTEL ROOM PRODUCTS



By simply purchasing the right products for the hotel bedroom, one is able to enhance the guest experience by making them feel safe and relaxed," says Rudi Plaut of Northmace & Hendon, which has designed and manufactured professional hotel bedroom products since 1942.

Plaut shares with us his top five tips for purchasing the right products for your room.

1 Ensure products in the room are guest-intuitive: "No guest

wants to spend time reading long instructions in their room. Ensure it is immediately obvious to any guest how to operate the product both safely and easily."

2 Ensure the product meets hotel safety requirements. "Guests trust that the hotelier has considered what safety features are required above that provided in a domestic product. By ensuring safety is part of the hotel's purchasing decision, one is ensuring the safety of all guests, not just the one using the product."

3 Consider the energy used by the product. "The 'economy in use' of a product can make a meaningful difference to guests' impressions of the real green credentials of the establishment as well as year-end profitability," he says.

4 Ensure your guests can find the products: "Place the product in a prominent position, such as a top drawer, so that the guest can find it easily; and purchase a product that looks good, so the guest will enjoy its aesthetics."

5 Purchase a specialist product that is easy to clean: "The guest must experience a clean and well-maintained product to ensure they feel relaxed and safe."

"Specialist products designed specifically for the hotel bedroom should be easy to clean and quick to check."

Rudi Plaut CBE is president of Northmace & Hendon, London.

For more information, visit www.northmace.com or call 029 2081 5200

BEST WESTERN IS TRANSFORMED WITH THE HELP OF BEACON'S DESIGN SERVICE



The Best Western Heath Court hotel, an AA member, called upon Beacon's Design Service in January this year.

The Newmarket hotel wanted to facilitate a multi-million pound investment to refurbish its reception, bar, lounge and restaurant for the first time in 15 years.

Despite fantastic reviews for customer service, guests often commented that the hotel was let down by its 'dated' interior design.

Robert Nobbs, general manager at the hotel, had not overseen a refurbishment project of this magnitude, and so brought the Beacon Design Service team on board for support.

The Beacon Design Service



assists businesses with practical solutions to improve performance and drive profitability, and has extensive sector expertise and project management experience as well as a purchasing service.

Working with Beacon and the team at Dakota House of Design, Beacon's strategic design partner, the hotel was transformed into a stunning venue with hints of Newmarket's racing history

throughout its new décor.

Chris Johnson, design services manager at Beacon, said: "The Heath Court project was a fantastic opportunity for Beacon to work with a leading international hotel brand, but also to make a big difference to a local business."

"Research has shown that 23% of businesses only refurbish when the area is tired, and this hotel hadn't seen significant

investment in a number of years.

"We needed to make a big impact with the redesign and the hotel's reception, bar, lounge and restaurant have been completely redesigned and refurbished."

**For more information, visit www.beaconpurchasing.co.uk
To follow Beacon on Twitter visit https://twitter.com/Beacon_YPP**

ENGAGING MILLENNIALS

TURNING CHALLENGES INTO OPPORTUNITIES FOR HOSPITALITY



Throughout history the generation gap has provoked much hand-wringing and debate. The 'we were never like that when we were their age' grumble is as old as time itself.

But now it's not enough to simply tut and return to your desk bemoaning their lack of spirit, or logic, or commitment. Why? Because chances are they're working for you. Millennials – those born between 1980 and 2000 – make up 30% of today's workforce and they will make up 50% by the end of the decade.

So how can the hospitality industry turn the challenge of the Millennials into an opportunity? If you look closely, engaging with Generation Y can have a hugely positive impact on your business.

Crucially, Millennials are attracted to brands they admire as consumers, so the stronger your appeal and the more you occupy their space, the more engaged they'll be. This isn't just about setting up a Facebook page or

A QUICK GUIDE TO UNDERSTANDING GENERATION Y AND HOW TO MAKE THE MOST OF THEM

- **Get the deal right** – Millennials are looking for flexible benefits, and non-cash rewards, including flexible working.
- **Help them to grow** – Match ability with opportunity. Don't expect Millennials to 'mark time' or 'pay their dues'. Develop suitable individuals fast.
- **Fast, frequent feedback** – Provide frequent, honest feedback. Annual appraisals and the associated slow-loop never worked anyway!
- **Get them involved** – With fresh eyes and new ideas, Millennials should provide a rich source of insight and innovation – if they are given the chance.
- **Review your employer brand** – Are you connected and up to date? Are you an employer of choice? How will staff know?

hopping on Twitter, it's about creating core values your workforce believes in. If they truly identify with what you stand for, whether you're a household name or not, they will take on the role of evangelists both inside and outside of work hours.

Secondly, Millennials are

incredibly tech-savvy and expect innovation: the bigger your appetite for growth and success, the bigger theirs will be. They are hungry for progress, will clamour for your attention and want to seize every opportunity.

They are also quick learners and keen on rapid promotion.

And we haven't even mentioned money yet. Yes, it is important, but the cold hard pound isn't enough; Millennials are interested in an array of benefits.

One way to position yourself as a brand worthy of Generation Y's admiration is to become a Best Employer in Hospitality. The Caterer.com Best Employers in Hospitality Awards are free to enter and are judged by employee responses alone – a democratic approach that will appeal to Millennials out there. Email kathy.dyball@caterer.com to find out more or visit www.bestemployersinhospitality.com

Tom Debenham is managing director of People Insight, partners in the Caterer.com Best Employers in Hospitality Awards

Caterer.com is the UK's largest hospitality job board with over 14,700 jobs on the site generating over 400,000 applications per month



INDEPENDENT HOTEL SHOW

OLYMPIA WEST HALL, LONDON
21-22 OCTOBER 2014

independenthotelshow.co.uk



SEE THE BEST BRANDS AT THE INDEPENDENT HOTEL SHOW

The UK's only event for the luxury and boutique hotel industry – the Independent Hotel Show – returns to Olympia's West Hall for its third year this October.

With the continued growth of the independent, luxury and boutique sector in the UK, the show has become the must-attend event for independent hoteliers and industry professionals.

The event will once again present a bespoke collection of the UK's finest, most innovative suppliers and service providers, hand-picked to inspire you with new ideas and opportunities, alongside expert insight, advice from profitability seminars, trend reports and product showcases.

The event's hand-picked collection of more than 250 suppliers features many companies who exhibit exclusively at the show, providing a unique opportunity to source new products, services and ideas in one place.

Brands already on board include Clockwork Hospitality, Naturalmat Hotel, Tivoli Audio, Artistic Upholstery, NH Interiors and Linwood.

New brands for 2014 include Mulberry Home, CMS Hospitality UK, Duresta Upholstery, Stylematters, Hansgrohe and Vaughan Lighting.

An in-depth, free programme of business sessions will offer expert advice from leading hoteliers and industry frontrunners.

The Innovation Stage will present discussions on areas including interior design, trends and social media through to sustainability.

The Business Theatre will feature experts from the business community, identifying the real nuts and bolts of running a successful, streamlined and profitable hotel.

Last year's programme was booked up in a matter of days and included Nick Jones, founder and chief executive of Soho House Group, Philip Newman-Hall of Belmond Le Manoir aux Quat'Saisons and James Lohan, chief executive and co-founder of Mr & Mrs Smith Hotels.

Other exciting features include

the Hub, the VIP Lounge, the Business Clinic and Destination Spa.

As the industry responds to the needs of the modern traveller, the boutiques boom and the chains take inspiration from independent thinkers, the 2014 event will see hotel owners and operators come together to share ideas, do business, forge new relationships and learn from one another.

If you are in the independent, luxury or boutique hotel business, don't miss the Independent Hotel Show, 21-22 October 2014.

For more information and to see the exhibitor list, visit www.independenthotelshow.co.uk

REGISTER FREE AT WWW.INDEPENDENTHOTELSHOW.CO.UK