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Hospitality

AIT has worked extensively in the hotel, health and leisure sectors to help clients benchmark performance and promote services.



London Hilton on Park Lane

Leading London hotel.

Project Scope

Customer satisfaction survey of hotel's U.S. guests over a three month period. Survey sufficient guests to provide 97% statistical accuracy. Hotel orientation for AIT personnel. In depth analysis and SWOT report.

Objectives

Ask open ended questions to determine front of mind opinion. Discover reservations' effectiveness. Assess capital investment programme. Assess problem resolution and guest retention strategy. Determine key repurchase influences. Benchmark hotel performance over a range of issues.

LYTHE HILL

HOTEL & SPA

HOLET & SPA

Lythe Hill Hotel and Spa

Independently owned 4-star property with unusual character, including Elizabethan buildings and a new Spa facility.

Project Scope

Update hotel brochure.

Objectives

Clearly position the hotel and facilitate sales. Create a style for the new brochure to capture the authenticity of Lythe Hill Hotel. To convey the experience to be had at Lythe Hill through a specific style of photographic direction, which runs counter to the usual staged interiors and action shots.

The County Club

The County Club

A private members club in Guildford, Surrey.

Project Scope

Create new Club web site and literature. Design, photography, copy writing.

Objectives

Improve Club promotional tools to enhance its status and develop links in the locality. Lend consistency to Club presentation internally and externally.

