

# Inspiring Young Leaders in Challenging Times



**Joel Fagg  
General Manager**

**The Palace Hotel  
&  
Basingstoke Country  
Hotel**



# Hotel Key Facts

The Palace Hotel	Basingstoke Country Hotel
<ul style="list-style-type: none"><li>• Derbyshire</li><li>• Built 1860</li><li>• Leisure base &amp; large event hotel</li><li>• 122 – Bedrooms</li><li>• Banqueting for 350</li><li>• Event space for 550</li><li>• Private Leisure Club</li><li>• 130 – Employees</li></ul>	<ul style="list-style-type: none"><li>• Hampshire</li><li>• Built 1980</li><li>• Corporate and MICE Hotel</li><li>• 100 – Bedrooms</li><li>• Banqueting for 180</li><li>• Event space for 440</li><li>• Private Leisure Club</li><li>• 105 – Employees</li></ul>

**Successful leaders have to  
change with the times**



# 26 Years



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# Leaders Face Challenges

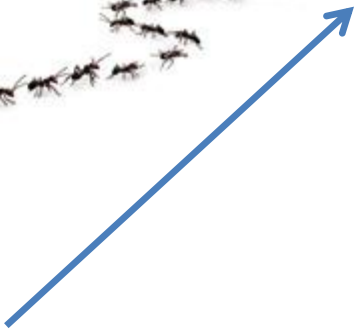
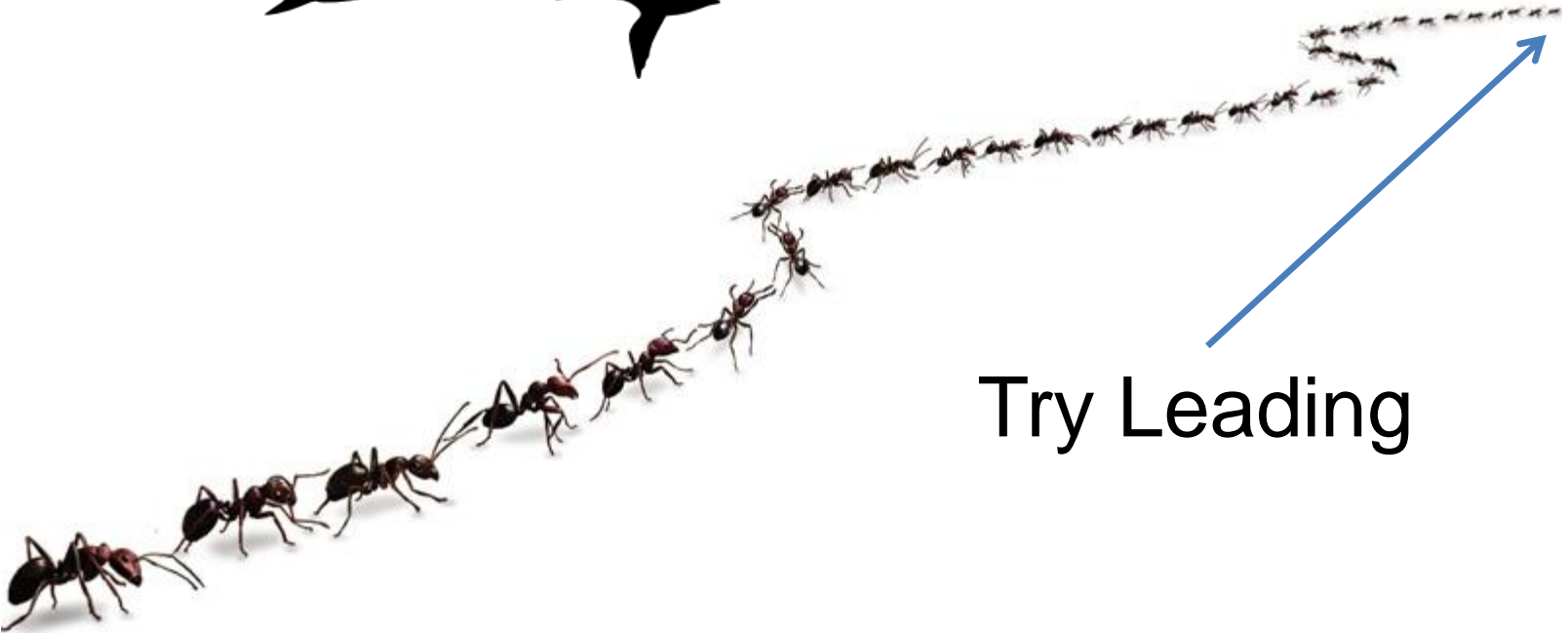
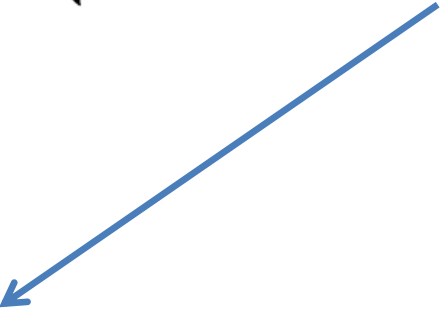
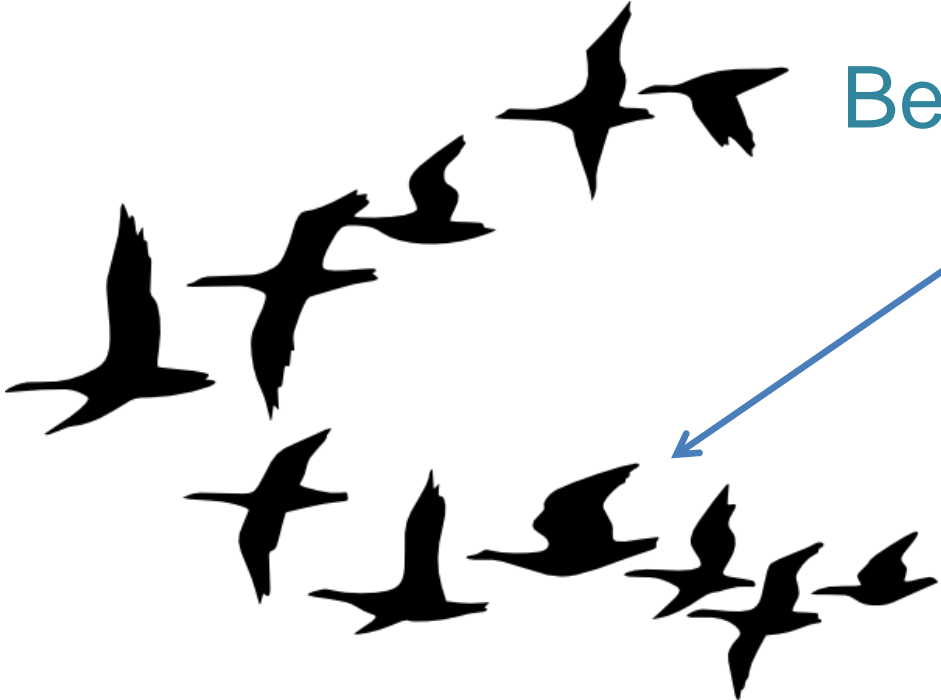


# Successful Leaders Grow Business



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Be A Follower



Try Leading



# Modern Day General Manager

- Business leader
- The hotel is run as your own
- Strategic
- Have to be close to everything
  - Sales
  - Revenue
  - Financial
  - Operations
  - Health & Safety
  - People
  - Business development

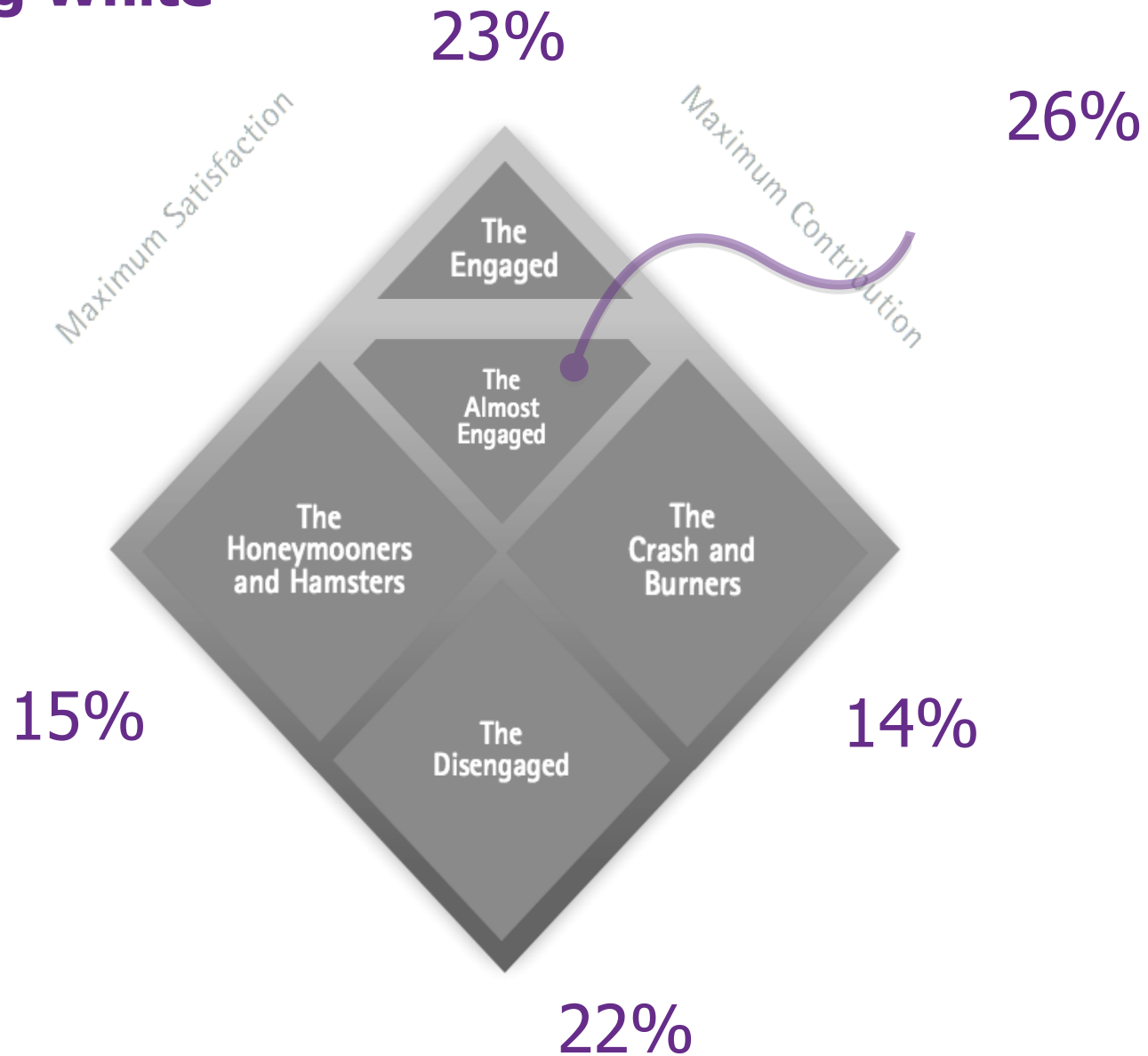


# Your Modern Day Team Are Key

- Business culture
- Passion
- Motivation
- Dedication
- Peoples' people
- Multi skilled
- Real world training
- Engaged



# Blessing White



# People perform best when...

Challenge

Trust

Freedom

Progress



# Revenue Management

- 24/7 monitoring
- Tracking trends
  - Your business
  - Competitors
- Daily Revenue Maximisation Meeting
- Right reports
- Challenging decisions
- Standing out from competitors
- Incentives
- Modern approach
- Try new things



# Systems

- Revenue
  - Travel Click = Hourly
  - STR = Daily
  - Booking channel = Daily
- Financial
  - Procure Wizard = Purchasing
  - SAP = Accounts
  - Fourth = Payroll
- Internet
  - Data
  - Competition information
- Reports



# Changed Clients

<b>Business &amp; leisure both want</b>	<b>Bookings channels</b>
<ul style="list-style-type: none"><li>• Value for money</li><li>• Offer</li><li>• Comparison</li></ul>	<ul style="list-style-type: none"><li>• Online</li><li>• Top of listings = Daily updates</li><li>• Agents &amp; 3<sup>rd</sup> parties</li></ul>
<b>Feedback</b>	<b>Social Media</b>
<ul style="list-style-type: none"><li>• No paper comment cards</li><li>• Online surveys</li><li>• Trip Advisor</li></ul>	<ul style="list-style-type: none"><li>• New clients &amp; offers</li><li>• Bookings</li><li>• Feedback</li></ul>



Do I dare to disturb the  
Universe?







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