

REVIVE

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Revive Collective

Revive Collective is the commercial consultancy platform from Michels & Taylor, created in response to growing demand for deeper, more flexible, and bespoke commercial support.

The Collective brings together specialist expertise in leisure rebranding, spa, wellness, golf, restaurants and bars, and remote revenue management - allowing Owners, General Managers and Commercial Leaders to access senior, hands on support exactly where it is needed.

Revive Collective is modular by design. Clients select the areas of support required, we define a clear scope of work, and fees are structured transparently around agreed hours or days per month. This approach provides flexibility, cost control and a direct link between commercial input and performance outcomes.

Led by a senior, multi-disciplinary team, Revive Collective works as an extension of ownership and on-site management teams, focused on improving yield, increasing secondary spend, strengthening market positioning and protecting margin. The result is a commercially disciplined, scalable approach that helps reposition leisure and revenue functions from operational cost centres into high-performing, value-generating assets.



Rachael Stevenson

Commercial Director



Hayley Goodwin

Sales Director



Marc Wood

Wellness Director



Steven Burgess

Restaurant & Bar Director



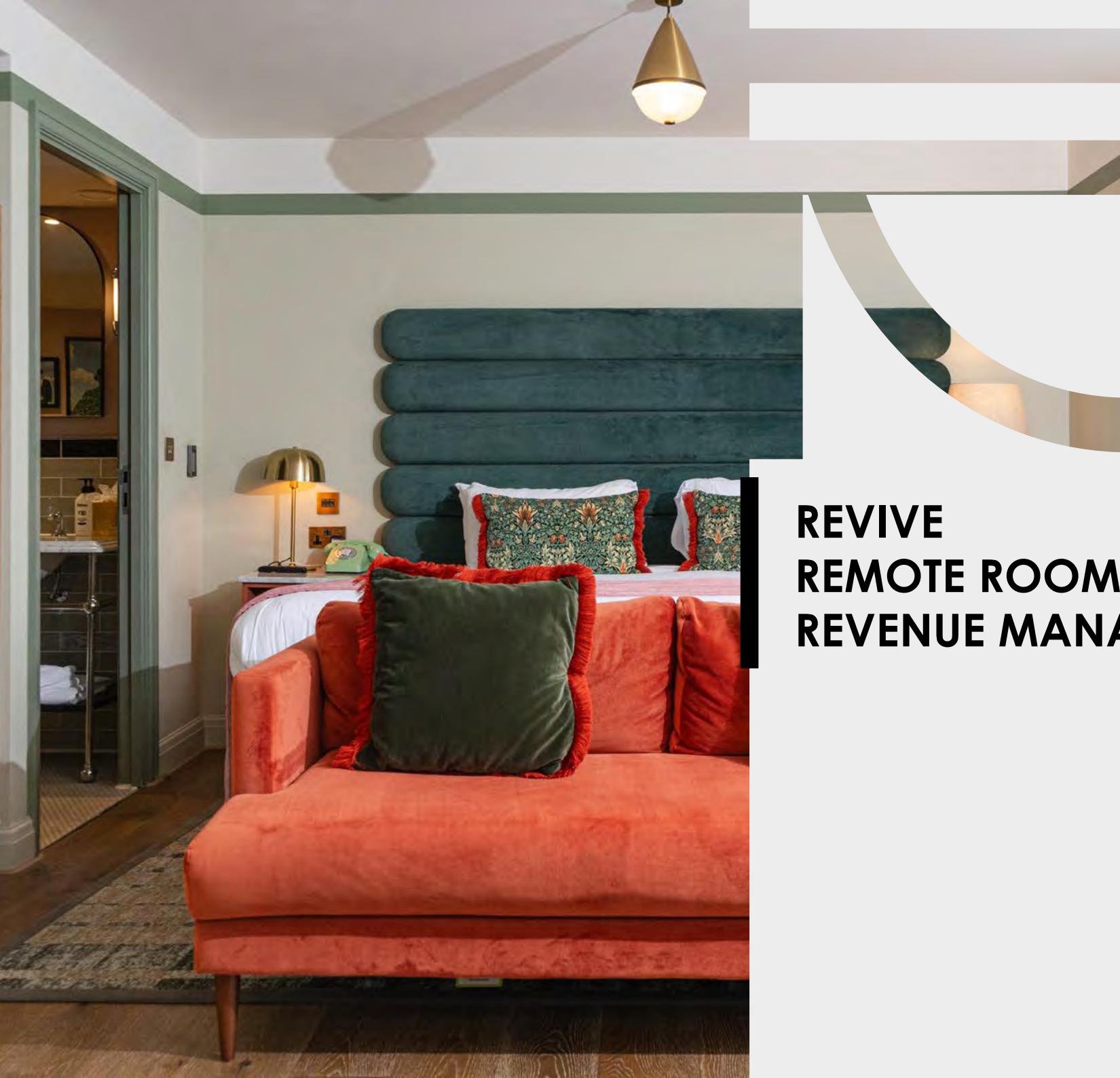
Lisa Cross

Revenue Performance Lead



Elizaan Mowbray

Revenue Performance Lead



**REVIVE
REMOTE ROOM
REVENUE MANAGEMENT**

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This service gives hotels access to dedicated revenue specialists who work as an extension of your commercial team.

We manage pricing, forecasting, distribution and market positioning with daily attention, ensuring your hotel remains competitive and captures every available rooms revenue opportunity.

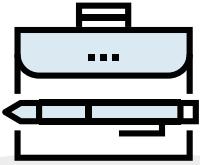
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The rooms revenue challenge



Hotels are operating in an environment of rising payroll costs, volatile demand patterns and increasing pressure on margins.



Without consistent specialist focus on pricing, forecasting and distribution, hotels risk missed revenue opportunities, inconsistent rate positioning and reduced RevPAR performance.



Sustainable rooms revenue growth requires disciplined, data-led revenue management with daily attention and clear commercial accountability.



The Abbey Hotel, Redditch

What we manage for your rooms revenue

.01
.02
.03
.04
.05
.06
.07

Daily pricing and rate optimisation

Demand analysis and forward forecasting

**Distribution channel performance
and optimisation**

**Market positioning and competitive
benchmarking**

STR performance review and reporting

**Group pricing, displacement, wash
and cut-off control**

**Commercial support for sales
and marketing teams on rooms strategy**



Hotel Indigo Exeter



The Welcombe Hotel

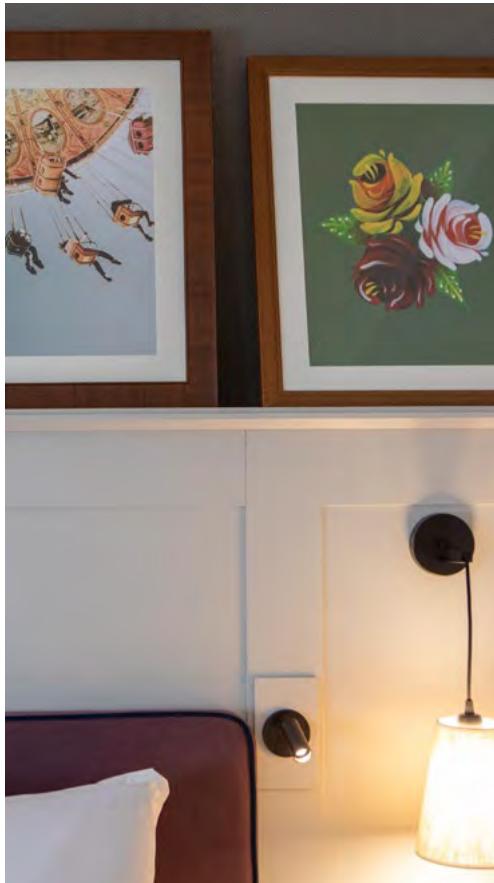


DoubleTree by Hilton Stoke-on-Trent



Ellenborough Park

How we work



DAILY

Pick-up monitoring, STR review, PMS/RMS rate management.



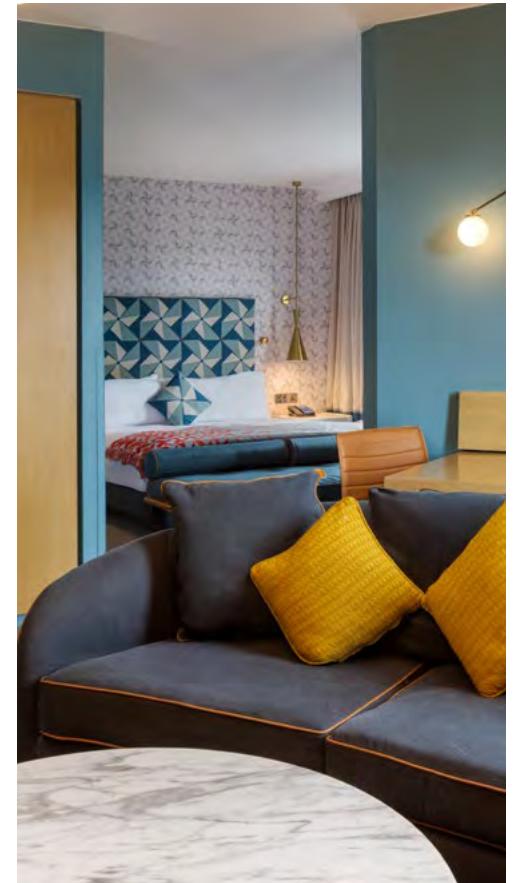
WEEKLY

Forward pricing review, business on the books analysis, revenue calls.



MONTHLY

Forecast updates, segmentation review, revenue reporting.



AD HOC

Events pricing, group displacement, corporate rate strategy, budgeting support.

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Commercial outcomes

.01

Improved RevPAR and ADR performance

.02

Stronger pricing discipline and consistency

.03

Reduced reliance on discounting

.04

Improved forecasting accuracy and confidence

.05

Clear accountability for rooms revenue decisions



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Who this service is for

.01

**Hotels without a full-time
on-site revenue manager**

.02

**Hotels requiring additional
senior revenue expertise**

.03

**Hotels seeking improved
performance without
increasing headcount**

.04

**Available for single-property
or multi-property portfolios**



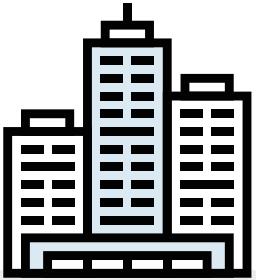
Hotel Indigo Exeter

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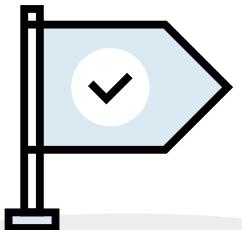
Why Michels & Taylor



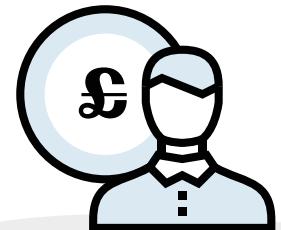
Experienced hotel operators



Hands-on revenue specialists
with daily involvement



Can fully integrated with your
PMS, RMS and brand systems



Commercially accountable
and outcome focused



DoubleTree by Hilton London Elstree

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REVIVE
GOLF



“

M&T delivers a comprehensive evaluation of your golf offering to ensure it aligns precisely with your target members and guests. From green fees and memberships to coaching programmes and retail, each element is refined to enhance appeal, optimise booking patterns and fully capitalise on revenue opportunities across the club.

By working in partnership with leading golf technology platforms and carefully selected equipment, apparel and service brands, we provide operational solutions that improve efficiency, support sustainable growth, and strengthen brand presence throughout the entire golfer journey, from tee-time booking to post-round engagement.

A tailored marketing framework is developed to reflect the unique character, heritage and values of your golf club. This strategy blends digital and traditional channels, supported by a clear promotional calendar designed to deliver measurable results, optimise marketing investment and build long-term brand and membership loyalty.

Our approach is designed to increase total revenue per round while improving utilisation of both the course and the hotel.

This approach balances member expectations with commercial discipline, protecting long-term value rather than short-term volume.

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Hotel impact

The golf market continues to benefit from strong participation levels and increased demand for short-stay golf breaks. However, rising wage, energy and maintenance costs require a more focused approach to revenue optimisation and operational efficiency.

Golf breaks represent a significant opportunity to:



Drive midweek and shoulder-period demand



Increase bedroom occupancy



Improve total spend per visitor



Maximise cross-departmental revenue capture

OPTIMISING CORE GOLF REVENUE

The approach to growing core golf revenue includes:

.01

Targeted marketing to local and regional golfers

.02

Flexible membership options (off-peak, points-based, lifestyle memberships)

.03

Improved conversion of visitors and society players into members

.04

Corporate and group golf engagement

MEASURES

- Yield per member
- Active membership numbers
- Visitor-to-member conversion rate

Golf break growth

Golf breaks will be a central driver of revenue growth.

KEY ACTIONS

.01

Development of clear, bookable golf break packages (1-3 night stays)

.02

Tiered packages including green fees, accommodation, food and beverage and optional coaching

.03

Focus on midweek and off-peak demand generation

.04

Partnerships with tour operators and online golf break platforms

EXPECTED IMPACT

Increased volume of golf breaks

Improved utilisation of tee times and accommodation

MEASURES

- Number of golf breaks sold
- Revenue per break
- Midweek occupancy levels



The Abbey Hotel, Redditch

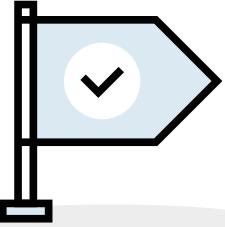
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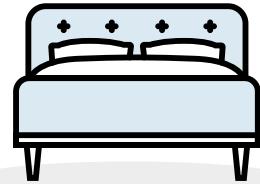
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Improving bedroom revenue from golf breaks

To maximise accommodation income from golf breaks, we will:



Align pricing to maximise average daily rate (ADR), not just occupancy



Upsell room upgrades, extended stays and premium experiences



Improve booking journeys to encourage direct bookings



Bundle value-added services rather than discounting room rates

MEASURES

- Bedroom occupancy
- Average daily rate (ADR)
- Revenue per available room (RevPAR) linked to golf breaks



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Secondary spend growth

Secondary revenue will be grown through:

.01

Increased food and
beverage spend linked
to golf breaks

.02

Retail, equipment hire
and merchandise sales

.03

Coaching, lessons
and practice facility usage

.04

Event and society dining



The Welcombe Hotel & Spa

MEASURES

- Secondary spend per visitor
- Food and beverage revenue per golf break

Cost control and operational efficiency

.01

Demand-led staffing
aligned to tee times
and occupancy

.02

Multi-skilled teams across
golf, hospitality
and accommodation

.03

Reduction in overtime
and agency reliance

.04

Improved scheduling
for seasonal demand



The Abbey Hotel, Redditch

MEASURES

- Staff costs as a percentage of revenue
- Revenue per labour hour

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Operations

The Welcombe Hotel & Spa

Operations

Operational efficiency

Energy efficiency initiatives across clubhouse and accommodation

Preventative maintenance to reduce unplanned course and building costs

Review of supplier contracts and procurement

Health, safety and risk management

Full compliance with all statutory and industry requirements

Clear responsibility at course, clubhouse and accommodation level

Regular audits and reporting to the Board

Operational safety

Course safety management (ball strike risk, signage, course set-up)

Safe operation of machinery and maintenance equipment

Fire safety and compliance within accommodation

Food safety and hygiene controls

Training and safety culture

Mandatory induction and refresher training

First aid, fire safety, food hygiene, and machinery training

Incident and near-miss reporting to support continuous improvement

Financial and operational impact

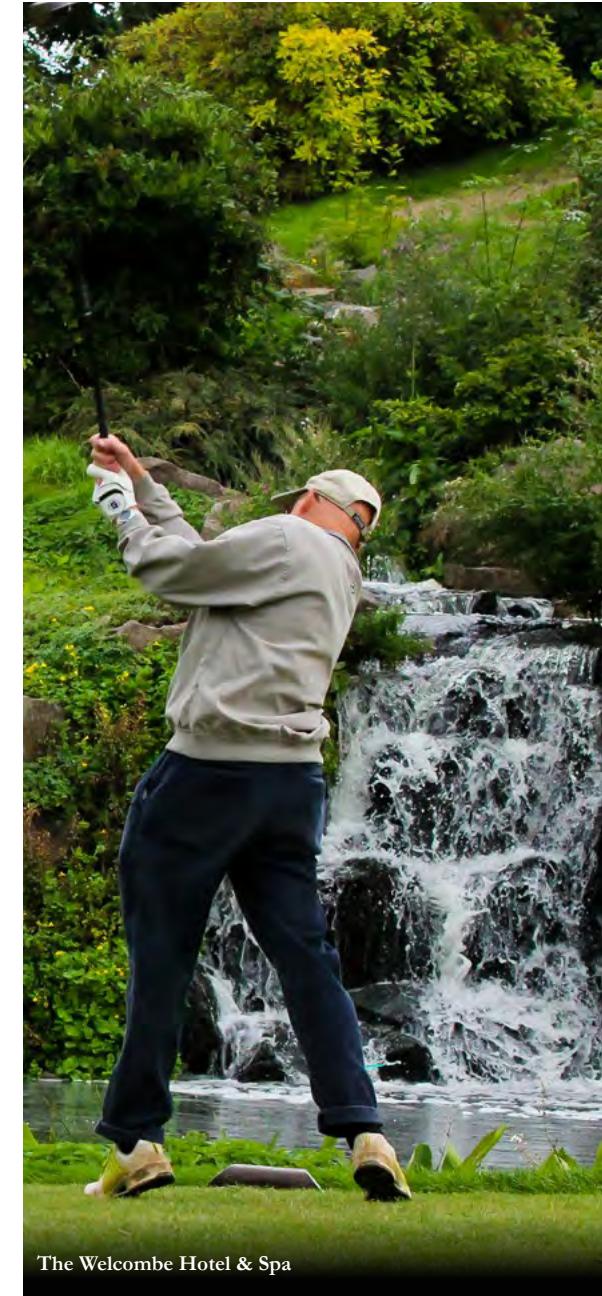
Increased revenue through golf breaks, improved bedroom yield and secondary spend

Improved margin through tighter workforce and operational cost control

Reduced risk exposure through strong governance



Lea Marston Hotel



The Welcombe Hotel & Spa



REVIVE
LEISURE CLUB

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Leisure services continue to face cost pressures, particularly staffing and utilities, alongside increasing customer expectations and regulatory scrutiny. While demand for health and wellbeing services remains strong, long-term sustainability requires a more disciplined approach to revenue growth, cost control and risk management.

This strategy focuses on improving net contribution per member rather than growth in volume alone, ensuring that expansion is commercially viable and operationally safe.

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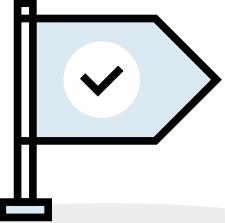
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Membership growth

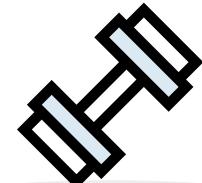
The focus will be on sustainable membership growth through:



Targeted local marketing and digital lead generation



Partnerships with employers, schools, health providers and community groups



Trial and referral products to improve conversion rates



Improved enquiry handling and follow-up processes



RESULT

- Net membership growth
- Cost per acquisition
- Enquiry-to-member conversion rates

Increasing average membership yield

To increase revenue per member, the strategy will:

.01

Review and optimise membership pricing and tiering (e.g. off-peak, peak, premium)

.02

Reduce reliance on discount-led sales

.03

Promote add-ons such as classes, racquet sports, spa access and guest passes

.04

Encourage annual or upfront payment options

RESULT

- Average membership subscription rate
- Premium membership penetration
- Discount utilisation



The Abbey Hotel, Redditch

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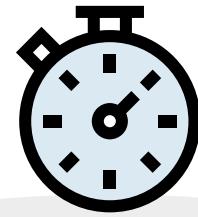
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Secondary spend growth

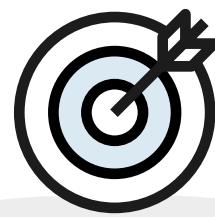
Retention will be improved through:



**Strong onboarding
and engagement during
the first 90 days**



**Monitoring usage
patterns to identify
disengagement early**



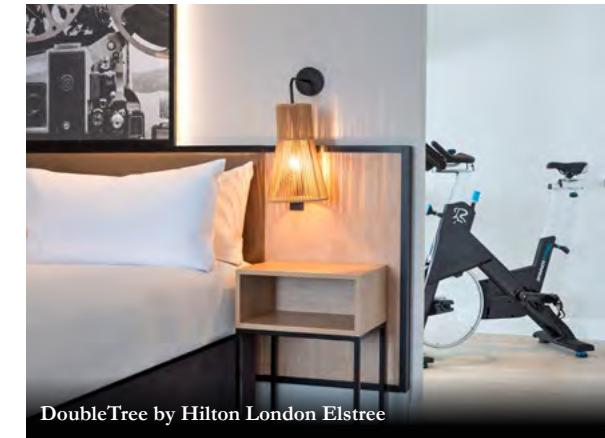
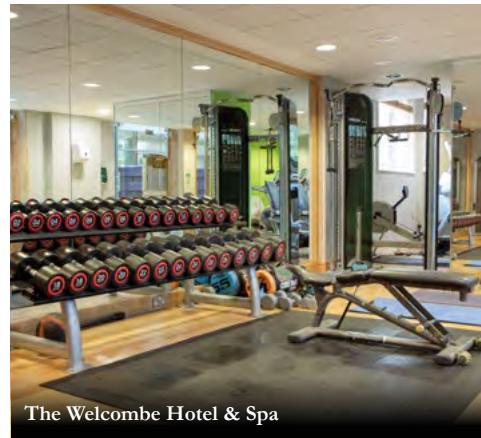
**Targeted retention
communications
and interventions**



**Regular refresh
of programmes
and timetables**

RESULT

- Lower monthly churn rate
- Improved average length of membership
- Increase in net member



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Secondary spend growth

Secondary revenue growth will focus on:

.01

.02

Expansion of personal training, coaching and structured programmes

Improved staff confidence and incentives to promote additional services

.03

.04

Increased visibility of secondary products within facilities

Development of family, children's and event-based activities



DoubleTree by Hilton Cheltenham-Cotswolds

RESULT

- Increased secondary spend per member
- Improved participation rates in personal training and programmes

Cost control and operational efficiency

The approach to cost control will prioritise:

.01

.02

Demand-led staffing
models aligned
to usage patterns

Increased staff multi-skilling
and flexible deployment

.03

.04

Reduced reliance
on overtime and agency staff

Improved absence
management and workforce
engagement



Lea Marston Hotel

RESULT

- Lower staff costs as a percentage of revenue
- Decrease in revenue per labour hour spend

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Operations

Operations

Operational efficiency

Further efficiency will be delivered through:

- Increased automation of bookings, access control and reporting
- Energy efficiency initiatives, including improved management of HVAC, lighting and pool operations
- Procurement and supplier reviews

Health, safety and risk management

Support your health club with full compliance with all statutory and industry requirements through:

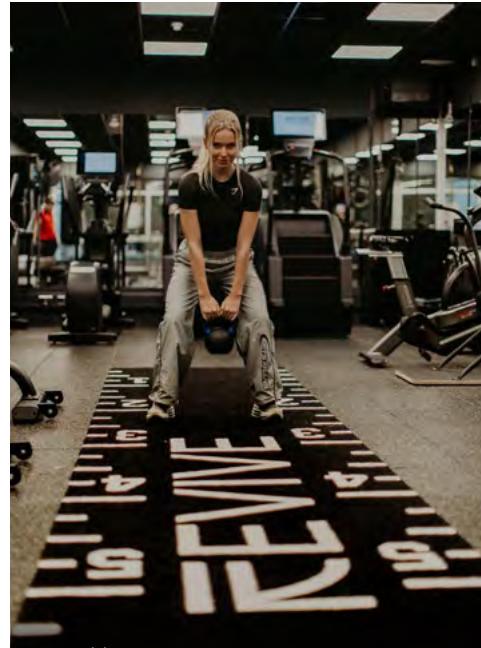
- Clear ownership and accountability at site and senior management level
- Regular audits and inspections

Operational safety

- Up-to-date risk assessments for all activities and facilities
- Fully implemented pool safety operating procedures
- Planned preventative maintenance and equipment inspection regimes
- Appropriate staffing ratios and qualification levels

Financial and operational impact

- Increased revenue through membership growth, improved yield, retention and secondary spend
- Improved margins through tighter wage and operational cost control
- Reduced risk exposure through consistent and well-governed practices



DoubleTree by Hilton Cheltenham-Cotswolds



DoubleTree by Hilton Stoke on Trent



DoubleTree by Hilton St. Anne's Manor



REVIVE
SPA



Revenue strategy and market alignment

M&T maximising income undertakes an in-depth evaluation of your treatment offering to ensure it resonates precisely with your target clientele. Menus are refined to enhance desirability, improve booking patterns and maximise revenue across the spa.

Designed to increase spa revenue, improve utilisation and protect profitability without compromising guest experience.

Our recommendations are commercially led and independent of supplier bias, ensuring decisions are right for your spa, not a product house.



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Sales structure and guest engagement

.01

Performance-driven sales framework designed to increase enquiry conversion and booking rates

.02

Strategies focused on encouraging repeat visitation and long-term guest loyalty

.03

Expert sales coaching provided to teams, supported by ongoing performance oversight

.04

Clear standards to ensure consistent results and accountability

.05

Guest journey designed to exceed expectations at every touchpoint

.06

Focus on creating memorable experiences that inspire guests to share and advocate for the brand



Ellenbrough Park

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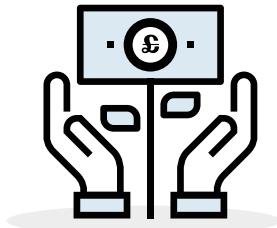
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Operational standards and service delivery



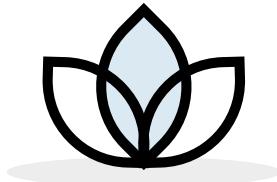
Structured operating
procedures to maintain
service excellence



Clear accountability across
all levels of the operation



Strong emphasis
on team engagement
and performance



Consistent, high-quality
service delivery across
all treatments and guest
interactions

These standards create consistency without removing
individuality from the guest experience.



The Abbey Hotel, Redditch

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Cost control without compromise

.01

Reduced operating expenditure through
national purchasing power

.02

Preferential pricing on spa-specific products
while maintaining premium standards

.03

Profitability improvements achieved without
compromising guest experience

.04

Ongoing hands-on support from M&T's
commercial management team

.05

Financial specialists focused on revenue
growth, yield optimisation and business
performance



Lea Marston Hotel



DoubleTree by Hilton St. Anne's Manor



The Abbey Hotel, Redditch



Hilton Bournemouth

Spa development and commercial foundations

.01

End-to-end spa development support from concept through to operational launch

.02

Expertise in spa planning, treatment room design and fit-out specifications

.03

Procurement of specialist spa equipment managed by industry experts

.04

Development of robust financial projections and commercial models

.05

Clear KPIs and performance targets to guide sustainable profitability

.06

Strategic selection of product house partnerships and treatment menus

.07

Alignment of spa vision, market positioning and long-term commercial goals



Hotel Indigo Exeter



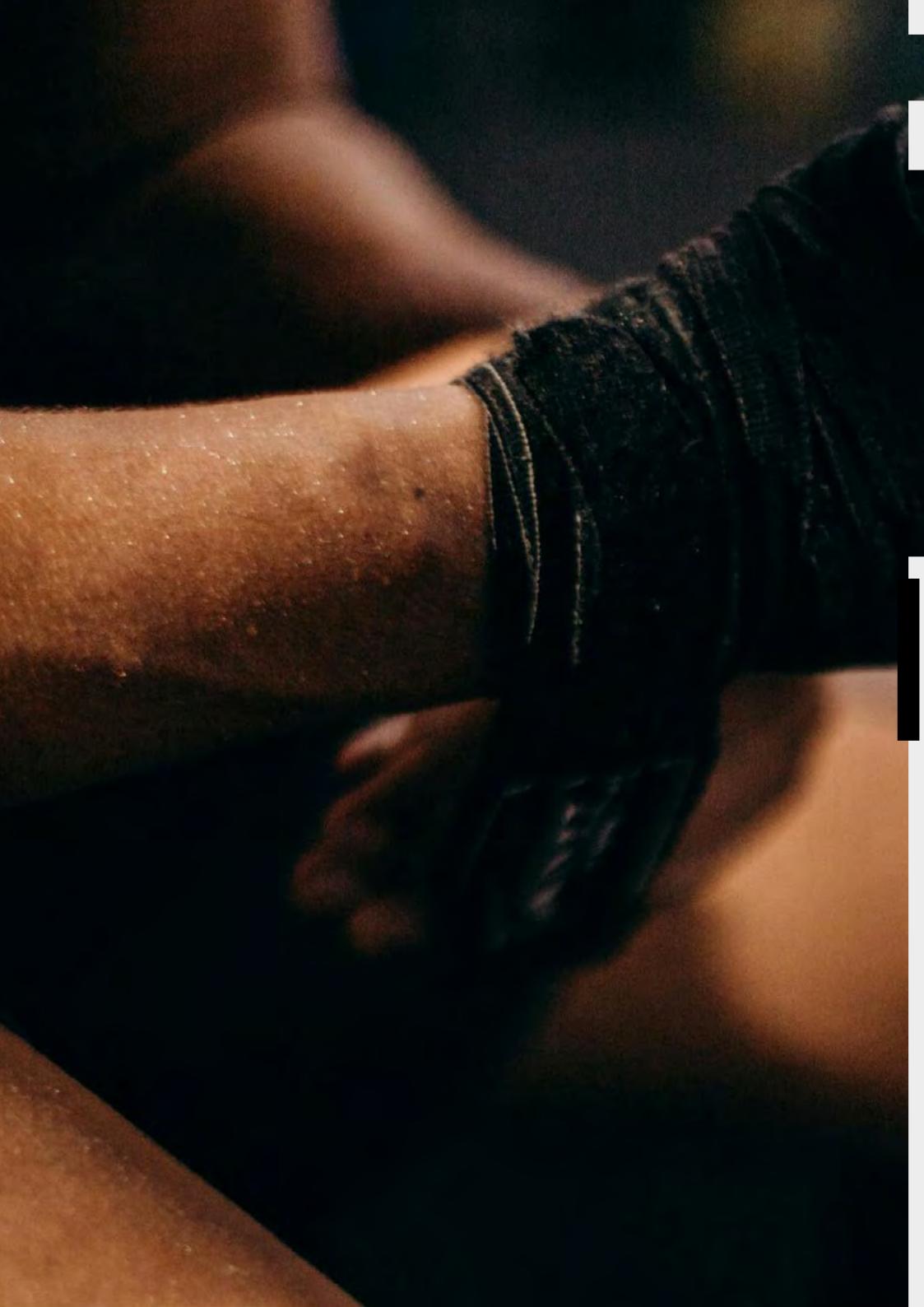
The Welcombe Hotel



DoubleTree by Hilton Cheltenham-Cotswolds



Lea Marston Hotel



**REVIVE
WELLNESS**



Spa, leisure, health clubs and golf facilities continue to operate in an environment of rising cost pressures, particularly staffing, utilities and compliance, alongside increasing customer expectations and regulatory scrutiny. While demand for health, wellbeing and leisure experiences remains strong, long-term success depends on disciplined, sustainable revenue growth combined with robust cost control and risk management.

This strategy shifts the focus away from volume-led growth alone and towards improving net contribution per member and guest, ensuring that expansion is commercially viable, operationally efficient and safe.

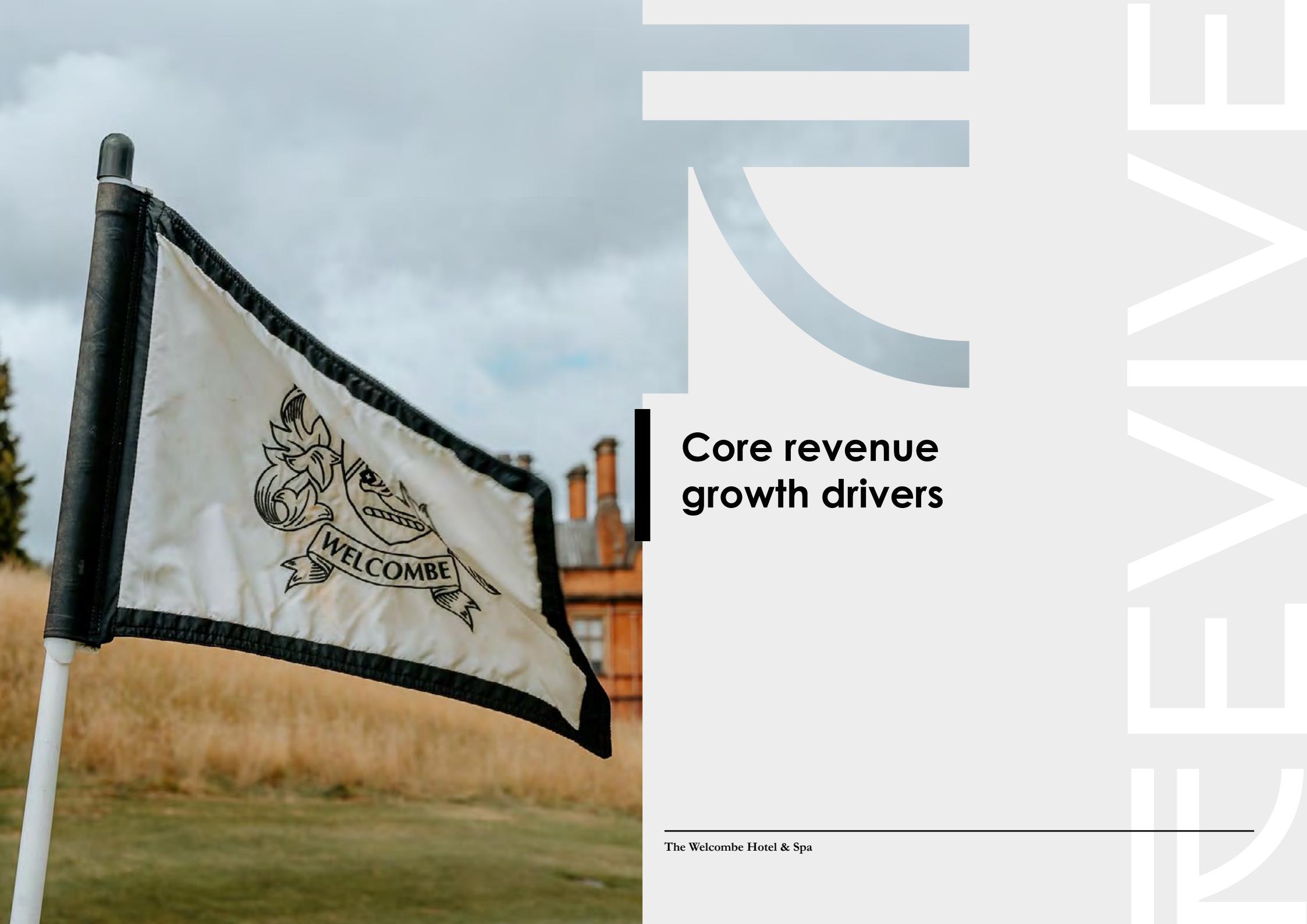
This framework is designed to increase net contribution per guest while reducing operational risk.

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Core revenue growth drivers

The Welcombe Hotel & Spa

Sustainable membership and guest growth

M&T drives growth through targeted local and digital marketing, stronger partnerships with employers, schools, health providers and community groups as well as improved enquiry handling and follow-up. Trial, referral and flexible membership products will improve conversion while controlling acquisition costs.



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Improved yield per member and guest

Revenue per customer will be increased through optimised pricing and tiered membership structures, reduced discount dependency, promotion of premium products and improved cash flow and commitment. Across spa and golf, menus, packages and experiences will be refined to better match target markets and maximise booking patterns.



Ellenbrough Park



The Abbey Hotel, Redditch

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Retention and loyalty

Strong onboarding, proactive engagement in the first 90 days, usage monitoring and targeted retention interventions will reduce churn and extend average length of membership. In spa and golf, guest journeys are designed to exceed expectations and encourage repeat visitation and advocacy.



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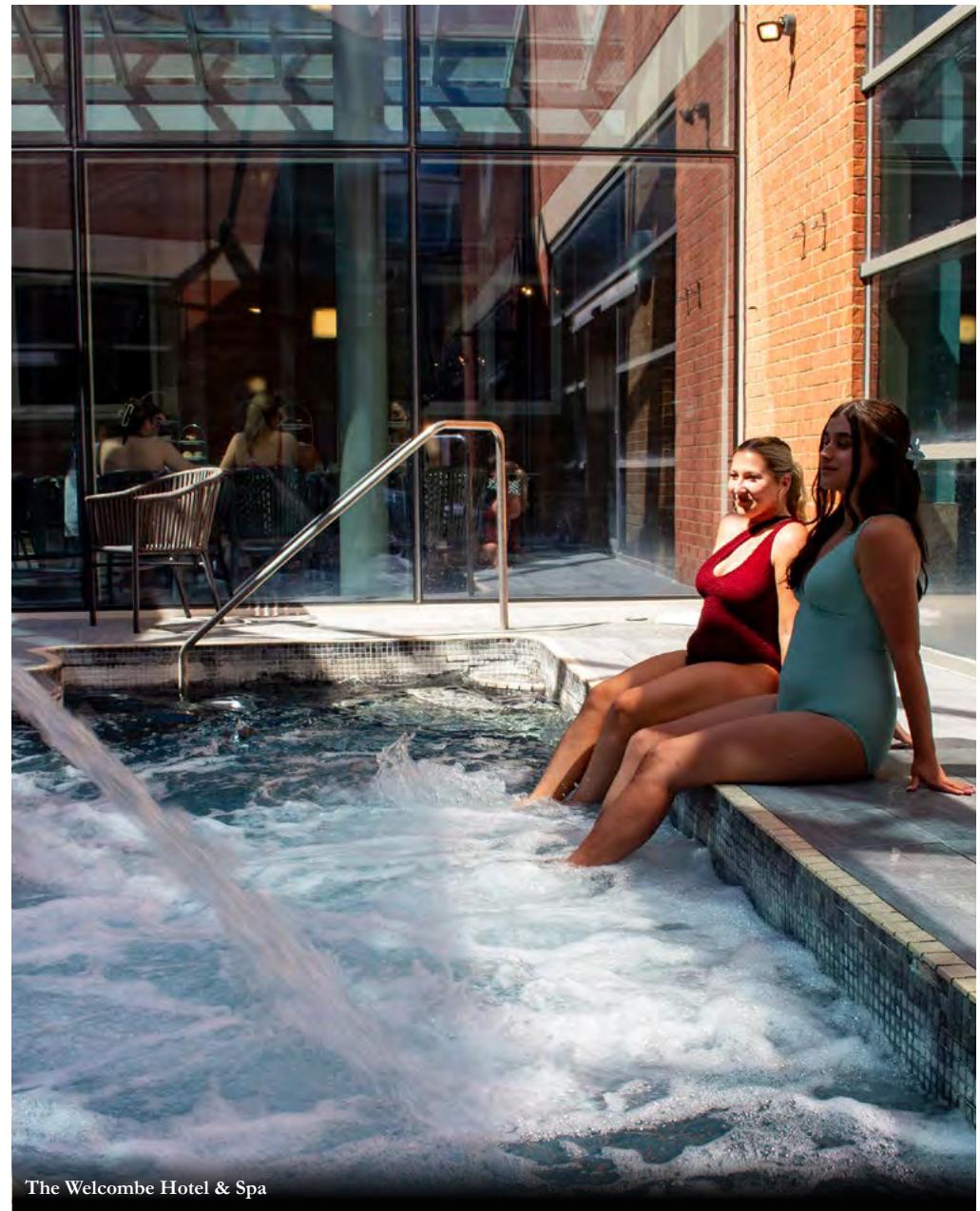
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Secondary spend growth

Additional we increase revenue by personal training, coaching, programmes, retail, food and beverage, family activities, events and golf breaks. Improved staff confidence, incentives and product visibility will support higher participation and spend per visit.



The Abbey Hotel, Redditch



The Welcombe Hotel & Spa

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Hotel, spa and golf integration

Golf breaks and spa-led stays represent a significant opportunity to drive midweek and shoulder-period demand, increase bedroom occupancy and maximise total spend per visitor. Clear, bookable packages, upselling of upgrades and experiences and a focus on yield rather than discounting will improve ADR, RevPAR and overall profitability.

This integration unlocks incremental revenue without proportional cost increase.



The Welcombe Hotel & Spa



Ellenborough Park



The Abbey Hotel, Redditch



DoubleTree by Hilton London Elstree



Lea Marston Hotel

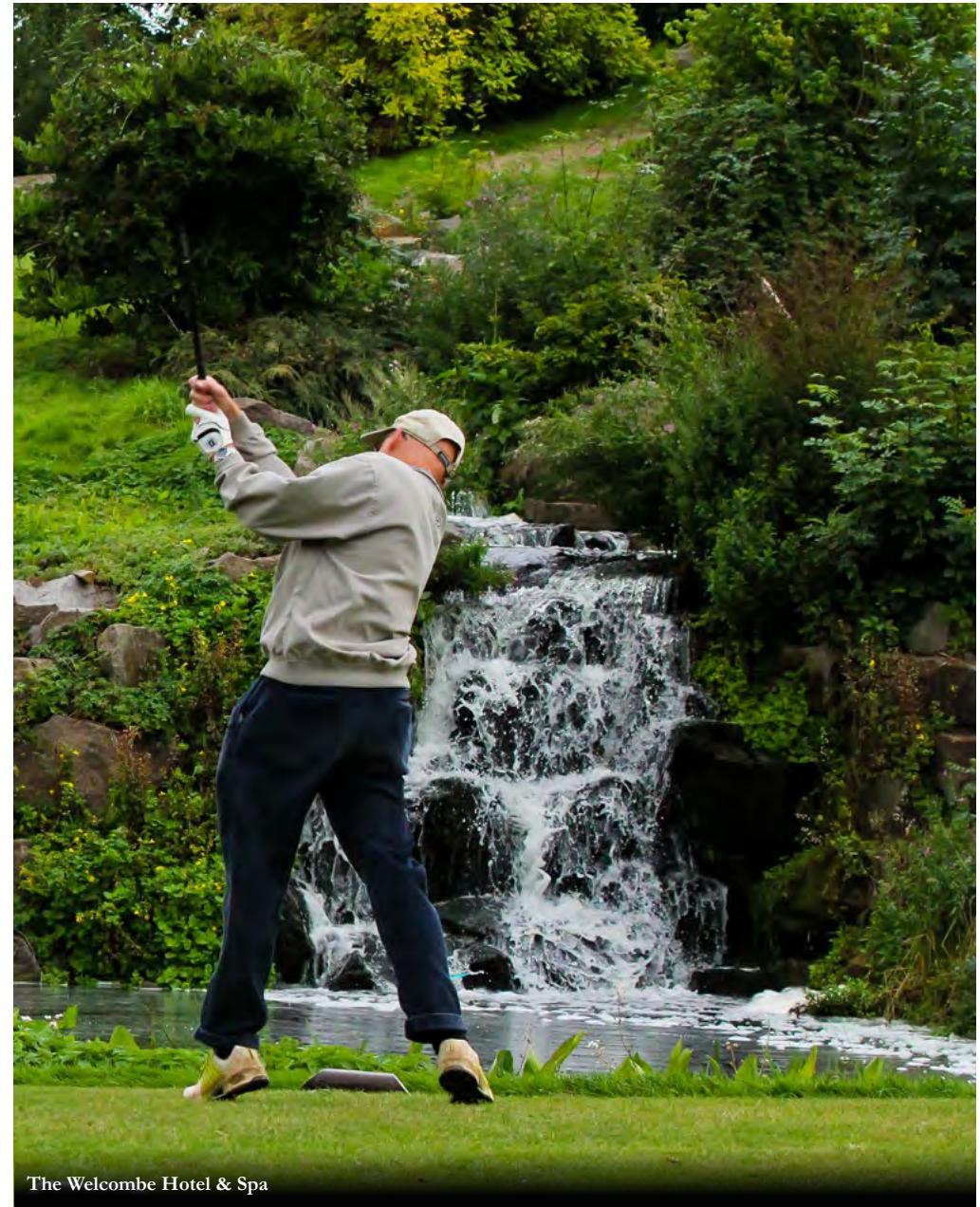
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Cost control and operational efficiency

We prioritise cost control through demand-led staffing models, multi-skilling, reduced overtime and agency use and improved absence management. Automation, energy efficiency initiatives, preventative maintenance and procurement reviews will further improve margins without compromising service quality.



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Health, safety and risk management

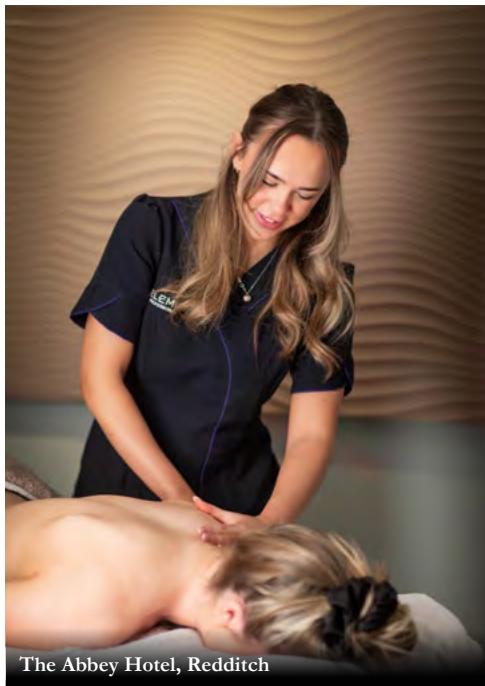
Strong governance underpins the entire strategy, with clear accountability, regular audits, up-to-date risk assessments, compliant operating procedures, planned maintenance and mandatory training. This reduces risk exposure while protecting guests, members, staff and the business.



Ellenbrough Park



DoubleTree by Hilton Cheltenham-Cotswolds



The Abbey Hotel, Redditch



Lea Marston Hotel



DoubleTree by Hilton Stoke on Trent

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Financial and operational impact

The combined approach delivers:

.01

Increased revenue through sustainable growth, improved yield, retention and secondary spend

.02

Improved margins through tighter workforce and operational cost control

.03

Reduced risk through consistent, well-governed health and safety practices

The result is a resilient, high-performing leisure operation that delivers sustainable revenue growth, improved margins and reduced operational risk - without compromising guest experience.



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REVIVE RESTAURANT & BAR ADVISORY SERVICES

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Michels & Taylor's restaurant division delivers specialist advisory services to hotel owners, supporting them in elevating restaurant and bar performance and enhancing overall guest experience.

We provide expert guidance on operational strategy, revenue growth and concept development, while coaching and mentoring on-site teams to drive engagement, efficiency and service excellence.

By aligning restaurant operations with broader business objectives and partnering closely with owners and management, we ensure food and drink offerings deliver both outstanding guest satisfaction and strong commercial outcomes.

**STEVEN BURGESS
GROUP RESTAURANT & BAR DIRECTOR**

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If your restaurant wouldn't survive outside of your hotel, it isn't good enough to be in it

Hotel restaurants have a reputation for being forgettable. Cost-cutting over creativity. Dining rooms that feel like conference spaces. Captive audiences and inflexible menus mean little incentive to innovate.

We work with hotel owners and investors who understand that food and beverage is not decoration. It is a revenue generator, a driver of operational efficiency and a lever for competitive positioning.



The shift from F&B to R&B, where restaurants and bars become strategic assets



Steven Burgess
Group Restaurant & Bar Director

Restaurant and bar strategy

From concept fatigue to commercial vitality

Restaurants and bars should define a hotel's identity and drive commercial return. Over time, familiarity erodes edge. Offers blur, margins soften and spaces stop performing. Our strategy reshaping service resets underperforming outlets as clear, profitable brand assets.

We reframe purpose, rebuild commercial logic and redesign service flow to restore relevance, profitability and guest appeal.

OUR FOCUS:

.01

Purpose and positioning

Clarifying the role of each outlet, its target guest and its reason to exist within the hotel and local market

.02

Commercial architecture

Reengineering menus, pricing and bar mix to maximise contribution while maintaining guest value

.03

Operational effectiveness

Simplifying layouts, labour models and service sequencing to reduce friction and protect standards

.04

Experience design

Aligning ambience, storytelling and guest journey to turn functional dining into a memorable brand experience

.05

Market relevance

Benchmarking against local competition and evolving guest behaviour to ensure credibility beyond the hotel

.06

Delivery plan

A clear, phased roadmap from quick commercial wins to full concept reset

This is a commercially grounded, design aware reset. Built to convert restaurants and bars from operational obligations into high performing brand and revenue drivers. Typically unlocking improved contribution, clearer positioning and stronger guest engagement within the first trading cycle.



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White label

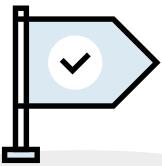
We don't run hotel F&B, we *install profit engines*, designed to improve margin, labour efficiency and revenue resilience

Modular hospitality brand systems

A modular, plug and play brand system designed specifically for hotels. Ready to deploy food, beverage and amenity concepts that improve operational efficiency, reduce labour, cost of sales and increase guest satisfaction and revenue without structural complexity. These concepts are built to solve the core operational pressures facing hotels today.

Unlike high-street brand transplants, these systems are designed around hotel labour models, back-of-house constraints and breakfast integration.

DESIGN PRINCIPLES:



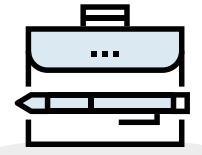
Bold by design

Clear, distinctive concepts that challenge inherited hotel F&B conventions



Asset light

Minimal capital investment with rapid deployment



Operationally lean

Low training burden and reduced labour reliance



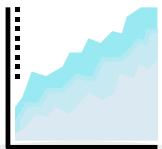
Clear brand identity

Offers that are instantly understood and easy to sell to guests



Format agnostic

Deployable across urban, suburban and resort hotels



Stabilising by nature

Commercially viable outside peak trading periods



Centralised production model

Pre-prepped, portion controlled or batch produced components to protect margin and consistency



Low skill on site execution

Built for assemble, heat and finish rather than traditional cooking



End to end system

Complete brand, menu, POS, training and operational toolkit



Flexible footprint

Adaptable to small footprints, shared back of house or existing operational space

Applied across
20+
hotels



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Branded and managed restaurant partnerships

Elevate your hotel with instantly
recognisable F&B experiences

We connect hotels with established chefs, proven brands and fully managed restaurant operators to deliver high impact dining concepts without the complexity of building or operating them in house. From launch through daily service, each concept is designed to maximise revenue, reduce operational load and strengthen guest appeal.

WHY THIS MODEL WORKS:

- **Recognised brand pull**

Chefs and brands that generate demand and credibility

- **Managed operating model**

Fully operated or outsourced with reduced training dependency on site

- **Consistent delivery**

Branded systems, audits and governance protect standards

- **Stable commercial performance**

Resilient trading across peak and off peak periods

- **Rapid deployment**

Fast route to market using proven teams and systems

- **Complete brand toolkit**

Menus, signage, uniforms, training and marketing included

- **Hotel aligned by design**

Supports breakfast operations, people strategy and competitive positioning



Used in urban, resort
and destination properties



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Bar and drinks strategy

From static bars to commercial clarity

Bar strategy reshaping

Bars should be margin led, socially magnetic and operationally efficient. Too often they drift into safe familiarity. Offers become unfocused, pricing loses authority and the space underperforms outside peak windows. Our bar strategy reshaping service resets bars as commercial assets, aligning purpose, product and experience to drive sustained revenue and relevance.



HOW WE HELP:

- .01
- .02
- .03
- .04
- .05
- .06
- .07

Bar role and purpose definition

Defining the bar's primary commercial role within the hotel. Lobby anchor, destination venue, late night offer or all day social space. Clarity of purpose drives sharper decisions.

Drink strategy and range design

Designing a structured drinks offer with clear hero products, simplified choice and strong margin logic across cocktails, beer, wine and non alcoholic ranges.

Pricing and profit architecture

Building confident pricing ladders, upsell pathways and batch solutions that protect gross profit while improving speed and consistency.

Operational efficiency and service flow

Optimising bar layout, preparation and staffing models to reduce friction, training burden and peak pressure.

Atmosphere and guest behaviour design

Aligning lighting, music, seating and menu language to shape dwell time, energy and spend across different dayparts.

Market positioning and local relevance

Ensuring the bar competes credibly with the local market, not just neighbouring hotels, to attract repeat custom and external footfall.

Implementation roadmap

A clear delivery plan combining immediate trading improvements with phased evolution, delivered without unnecessary capital investment.

SO WHAT:

The outcome is a clearly defined, margin-secure bar proposition that drives revenue, protects profit and strengthens the hotel's overall performance.

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Diagnostics

Full P&L and operational diagnostic: uncover your business's true health

Running a hotel is complex. Even strong teams develop blind spots. Our full P&L and operations diagnostic provides a clear, objective view of commercial and operational performance, grounded in decades of hotel and restaurant leadership experience.

We combine financial analysis with operational scrutiny to identify risk, unlock opportunity and restore control.

WHAT THIS DELIVERS:

.01

Independent perspective

An external lens to surface inefficiencies and missed opportunities

.02

Commercial direction

Clear guidance across revenue mix, cost control and guest experience

.03

First and last 90 day support

Targeted intervention during openings, transitions, takeovers and exits

.04

End to end P&L review

Detailed assessment of revenue streams, margins and cost structures

.05

Operational deep dives

Front of house, kitchens, front office, housekeeping and back of house processes

.06

Prioritised action plan

Practical recommendations focused on immediate and sustained impact

Think of this as a business health check for hotels. Designed to stabilise performance, sharpen decision making and unlock latent value.

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Led by teams with decades of experience spanning premium and casual dining, high-volume venues and complex bar operations

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REVIVE
CREATIVE



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One of Europe's leading
management, advisory
and asset management
businesses is now sharing
its graphic design services

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designed by hoteliers

Because we're hoteliers ourselves, we understand exactly how hotels need to market, sell, and present their brand.

For the first time, we're offering our internal graphic design services to hotels we don't manage. Our graphic design bolt-on gives you access to high-quality, on-brand creative support from a team that really understands hotels well.

And importantly, at a far lower cost to that of a traditional graphic design agency.

From campaign assets and promotional materials to brand refreshes and day-to-day marketing design, we create visuals that are commercially focused, operationally aware, and tailored specifically to hotels.

We take care of the creative, so you can focus on running your hotel - confident that your brand is in expert, hospitality-led hands.

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**trusted by top
hospitality's brands
& more...**



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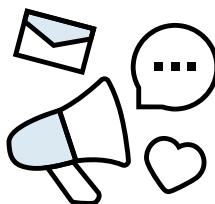


What we offer

01

let's get creative

Whether online or offline, we ensure every piece of communication is cohesive, professional, and impactful.



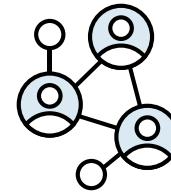
DIGITAL ASSETS

Eye-catching social media graphics, polished email templates, web banners, and paid ad creatives designed to drive engagement and bookings.



PRINT COLLATERAL

Professionally designed menus, flyers, posters, signage, loyalty cards, and more - all tailored to your guests' journey from check-in to check-out.



EVENT & CAMPAIGN MATERIALS

Invitations, branded merchandise, promotional packs, and campaign collateral that make your events memorable and your promotions stand out.

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02

design

We deliver designs that don't just look good - they feel like your hotel.

Every asset is carefully crafted to reflect your property's unique personality, whether that's luxury elegance, boutique charm, or corporate consistency.

We can work seamlessly within existing corporate brand guidelines or create bespoke branding for individual properties, ensuring every touchpoint reinforces your identity.

Think of us as your creative guardians: maintaining consistency across all platforms while keeping designs fresh and engaging.



03

support

Our design service flexes to meet your needs - from one-off projects to ongoing creative partnerships.

Perfect for seasonal campaigns (Christmas, Valentine's, summer holidays), event promotions (weddings, conferences, launches), and new property openings.

You get the reassurance of a design team that can scale up quickly when demand spikes, and scale down when things are quieter - keeping costs efficient without compromising quality.

We're here to support your marketing rhythm, whatever the size or scope.

04

collaboration

We don't just wait for briefs - we bring ideas to the table.

Regular design reviews ensure your assets stay fresh, relevant, and aligned with current trends.

We provide creative recommendations to help you stand out in a competitive hospitality market.

With efficient turnaround times, we're ready to handle urgent requests and last-minute campaigns, so you never miss an opportunity to connect with your audience.

Think of us as an extension of your marketing team: responsive, reliable, and invested in your success.

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05

website design, creation & management

Your website is the digital storefront of your business. It's where first impressions are made, trust is built, and conversions happen. But having a great website isn't just about design, it's about ongoing management to keep it secure, updated, and performing at its best.

We offer end-to-end website solutions for businesses that want more than just a website - they want a powerful, managed online presence.



CUSTOM WEBSITE DESIGN

Modern, responsive designs that reflect your brand and engage your audience.



WEBSITE CREATION & DEVELOPMENT

Built with the latest technologies for speed, security, and scalability.



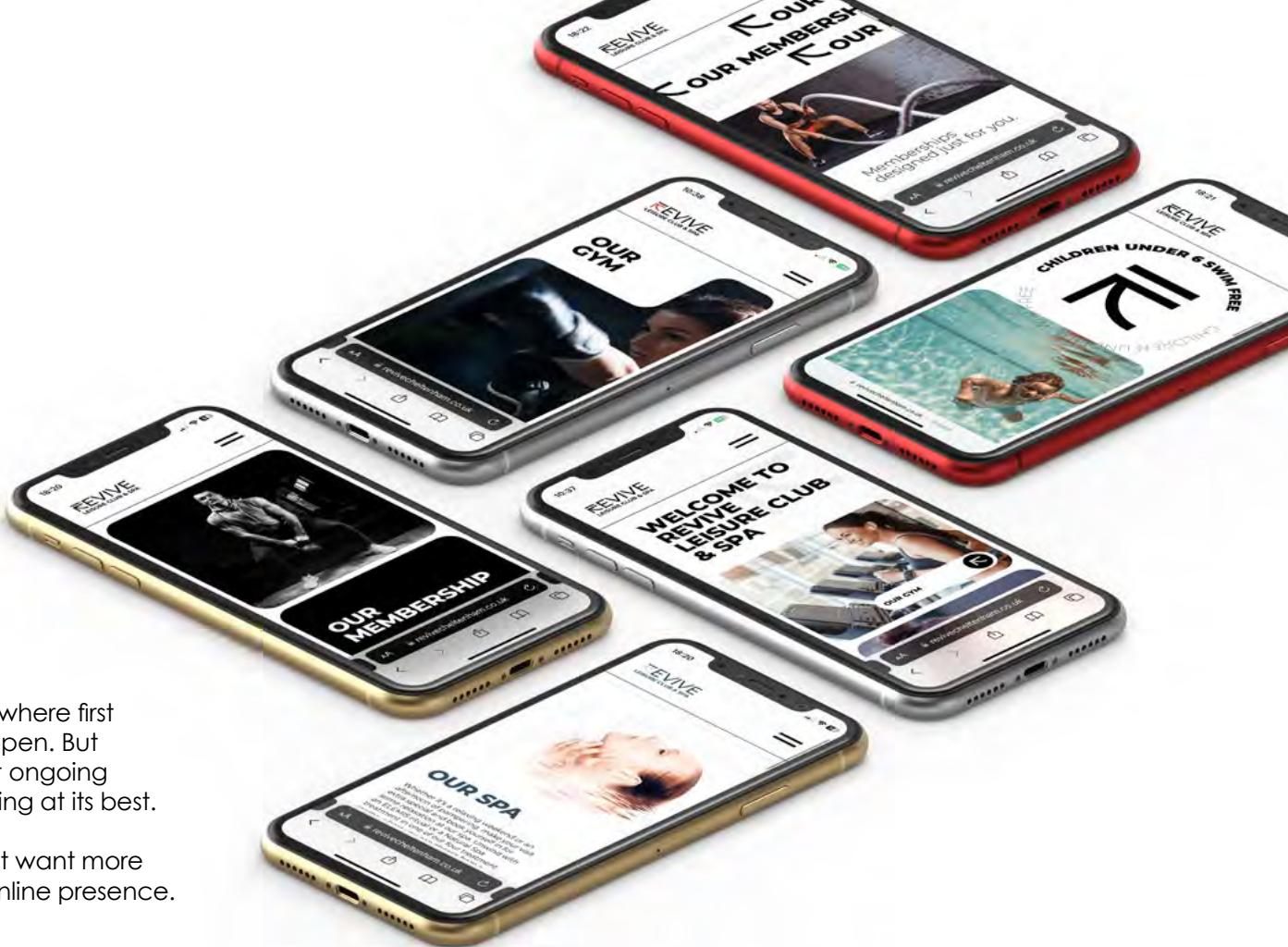
ONGOING WEBSITE MANAGEMENT

Regular updates, content changes, security monitoring, and performance optimisation so your site stays fresh and functional.

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pricing & flexibility

All Graphic Design support is bespoke to the client. You tell us what you need, one-off or ongoing, and we'll give you a price and flexibility that works for you. We can price for a single project, or support you on a monthly or annual retainer basis. Whatever works for you.

And we'll do all we can to ensure you're spending less than with your current agency.

This structure allows you to scale support as your business needs evolve, ensuring you invest only where it delivers the greatest impact, while partnering with a team that understands hotels and how to turn strong creative into bookings.



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**a few examples
of our work...**



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Lavelle

At DoubleTree by Hilton
Manchester Airport



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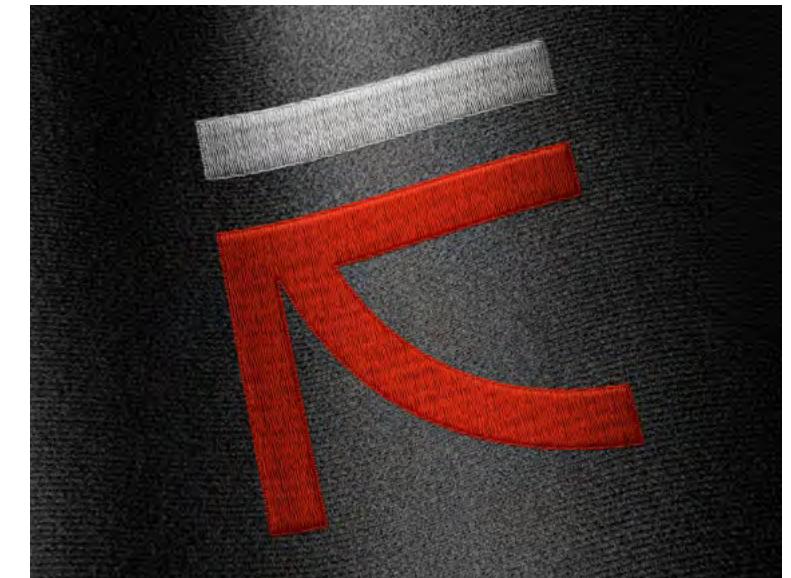
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REVIVE

LEISURE CLUB & SPA

At DoubleTree by Hilton
Cheltenham-Cotswolds



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Leisure AT ST. ANNE'S

At DoubleTree by Hilton
St. Anne's Manor



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Thank you for your interest in michels&taylor

hotel experts for hotel owners



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