

Case study

VILLAGE HOTEL CLUB

Empowering Village Hotels: Using data to inform planning for strategic expansion and improved customer experience.



Summary

Opportunity

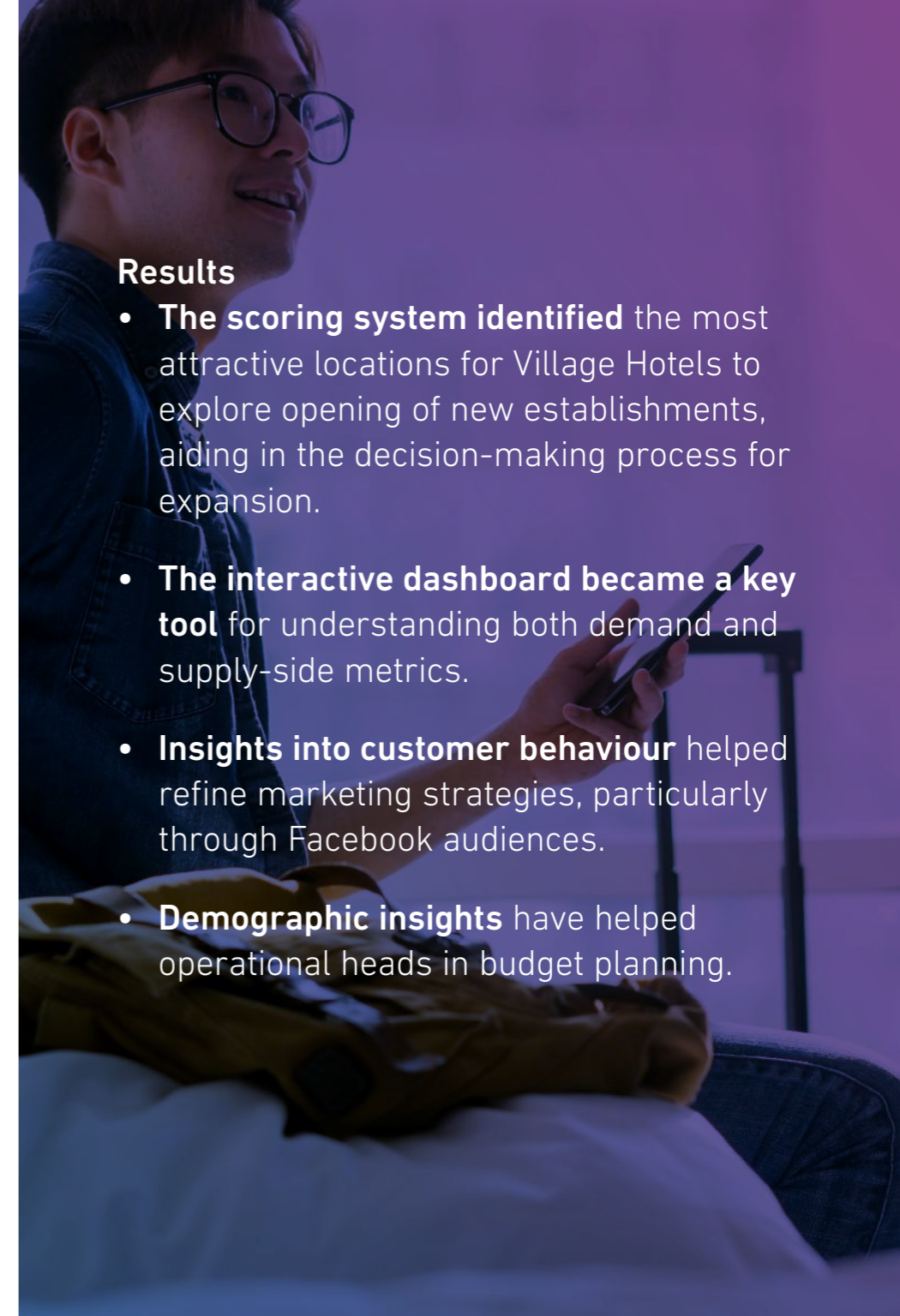
- To **better understand** customer demographics and behaviour.
 - To **integrate** various data sources for a more holistic view of performance and market demand.
 - To **identify** optimal locations to support Village Hotel's growth ambitions for new hotel sites based on a variety of metrics.
-

Solution

- **Location-based Insights via a Data Visualisation Platform:** Comprehensive analysis and a location-based scoreboard were presented through use of a data visualisation platform. Using dashboards, market and site performance data from Village Hotels were integrated with Experian's datasets and models.
- **Customer Profiles:** Detailed customer profiles were the first deliverable, offering a nuanced understanding of Village Hotels client base.
- **Mobility Insights:** Initial insights into the geographical origins of visitors, ranging from regional to international levels, were provided.
- **Drive-Time Analysis:** Examined the distance customers were willing to travel for different offerings, such as the gym versus the hotel, aiding in location-based marketing strategies.
- **Facebook Audience Datasets:** Tailored datasets for marketing campaigns were provided, including four key mosaic-based audience groups within catchments for targeted social media advertising.

Results

- **The scoring system identified** the most attractive locations for Village Hotels to explore opening of new establishments, aiding in the decision-making process for expansion.
- **The interactive dashboard became a key tool** for understanding both demand and supply-side metrics.
- **Insights into customer behaviour** helped refine marketing strategies, particularly through Facebook audiences.
- **Demographic insights** have helped operational heads in budget planning.



Overview of Village Hotels

Village Hotels has a growing presence in the UK's hospitality landscape with 33 locations nationwide.

Unlike traditional hotels, Village Hotels provides a multifaceted experience that extends beyond accommodation, offering 'everything under one roof' for hotel guests, local residents and gym members. Each site typically includes around 132 modern hotel rooms, a comprehensive Health & Wellness Club, dining options, co-working spaces, and meeting facilities. These amenities attract a diverse clientele, including hotel guests, club members, and local residents.

Village Hotels' unique three-pronged business model—comprising Hotel Accommodation, Food & Beverage, and Health & Wellness—allows for diverse revenue streams and cross-selling opportunities. Despite the challenges posed by the Covid-19 pandemic, the company has remained committed to expansion, opening new properties in Eastleigh (Southampton) and Bracknell in 2021 and 2022, respectively. The Group aims to continue this growth both organically and through new developments, with a focus on increasing its UK market share and national brand awareness.

For more information, please visit www.village-hotels.co.uk



The opportunity

Working with Experian presented a multi-faceted opportunity for Village Hotels.

The primary objective was to identify optimal locations for new hotels and gyms, based on a range of metrics such as customer demographics, catchment areas, and market demand. Additionally, there was a need to gain a deeper understanding of customer behaviour and preferences, which would in turn inform marketing strategies. The project also integrated various data sources including market performance data to provide a more comprehensive and holistic view of market performance and opportunities. This would enable Village Hotel to make data-driven decisions, thereby maximising their investment returns.



The solution

Location-based Insights via a Data Visualisation Platform:

The central deliverable was a robust data visualisation platform that integrated first-party data with Experian's datasets and models. This platform featured a comprehensive location analysis and scoreboard, including town territory scoring with map visualisations.

The scoring system was developed to evaluate potential new locations for expansion and considered a variety of factors, including demographics, hotel performance metrics, revenue potential, and other market indicators.

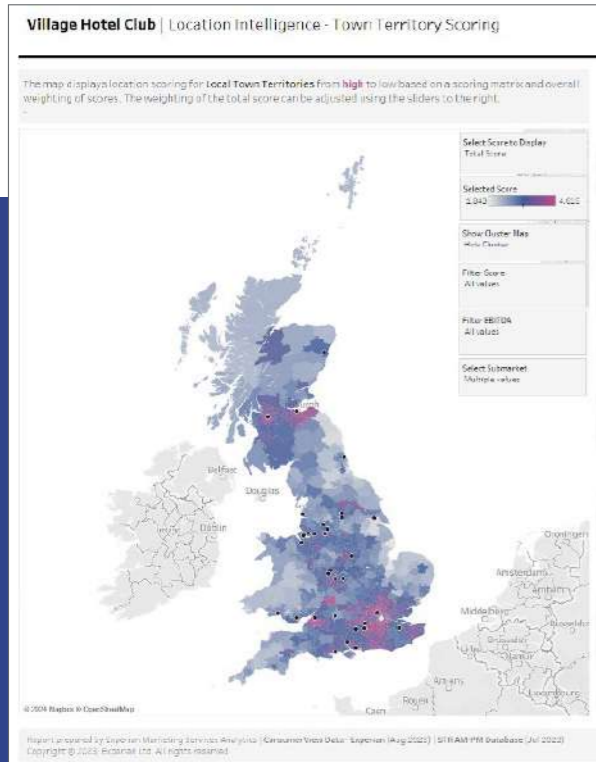
An interactive dashboard was also created, providing insights into customer profiles, performance metrics, and other key data points. The dashboard allowed for a more nuanced understanding of both demand and supply-side factors, thereby enabling more informed decision-making. This tool has been used for formulating location strategy and has been central in securing board approval for expansion plans.

The project with Experian was multi-layered, encompassing several further deliverables that have been instrumental for Village Hotels:

- **Customer Profiles:** The first step involved creating detailed customer profiles, offering an in-depth understanding of the client base, which was crucial for targeted marketing.
- **Mobility Insights:** The project also included an analysis of visitor origins, ranging from regional to international levels. This helped Village Hotels understand their market reach and customer demographics more comprehensively.
- **Drive-Time Analysis:** Another key aspect was the analysis of how far customers were willing to travel for different services, such as the gym versus the hotel. This data was invaluable for optimising location-based strategies.
- **Facebook Audience Datasets:** Finally, tailored Facebook audience datasets were provided, including four key mosaic-based audience groups within catchments. These datasets have been used for highly targeted social media campaigns.

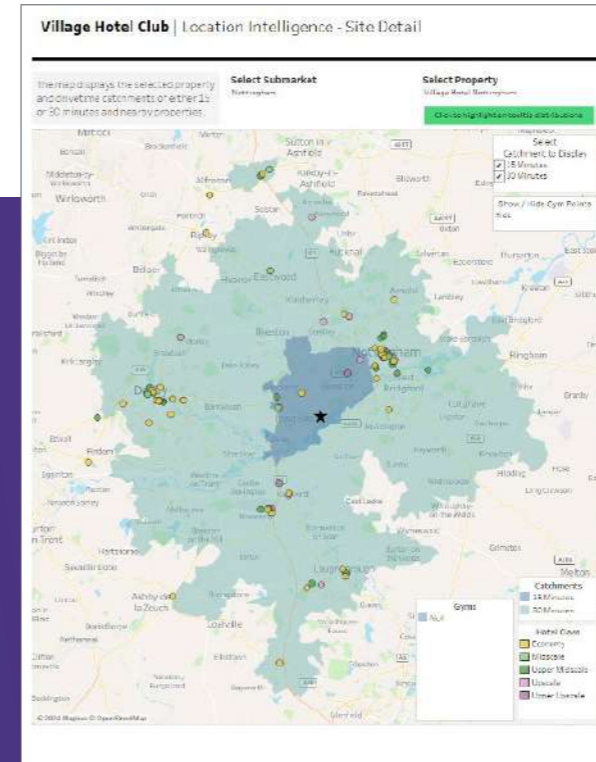
Examples

Location Intelligence – Town Territory Scoring



Bespoke location decisioning scorecard including geographic supply and demand metrics which create category scoring and overall scoring of locations. Custom weighting can be applied to category score. Estimated revenue forecasting is also included and this view is also provided as a ranked table.

Location Intelligence – Site Detail



A site level view presents the supply and demand scorecard, scoring and revenue forecasting for circa 5,000 site locations. This view shows 15 minute and 30 minute drivetime catchments and can be customised to show competitor or affinity point locations.

Results

This partnership marked a significant stride towards a data-driven approach in Village Hotels' strategic planning. In their collaboration with Experian, Village Hotels achieved key results in pipeline building, marketing optimisation, and budget planning.



The data visualisation platform provided

vital insights for identifying potential expansion sites, considering factors like demographics and revenue potential.



Marketing efforts

were enhanced through detailed customer profiles and targeted Facebook audience datasets, leading to more efficient and effective campaigns.



Insights informed

budget planning, ensuring strategic resource allocation.

“

... Working with Experian was a fantastic experience. The Experian team effectively supported us throughout the project, from the early stages when we designed the underlying framework of the model to the final data visualisation. The end-product was an easy-to-use dashboard based on detailed location analysis, which allows our operational team to identify the best locations for Village's future growth and to optimise our resource planning for our existing sites through better understanding of the local markets ...”

Florian Herbst
Head of Corporate Finance

Get in touch to find out how we can help your business

Understanding and communicating with the right consumers with the right message is critical for the growth and success of any organisation. Experian insight enables organisations have more meaningful interactions with relevant audiences, consistently, across a range of offline and digital marketing channels.

Contact us on businessuk@experian.com



Registered office address:
The Sir John Peace Building, Experian Way,
NG2 Business Park, Nottingham, NG80 1ZZ

www.experian.co.uk

© Experian 2024.

Experian Ltd is authorised and regulated by the Financial Conduct Authority. Experian Ltd is registered in England and Wales under company registration number 653331.

The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU.

All rights reserved.