



# 1834 HOTELS

More than management



# About Our Company

1834 Hotels is an experienced hospitality management company specialising in the overall management of hotels, motels and resorts within the hospitality and tourism sectors.

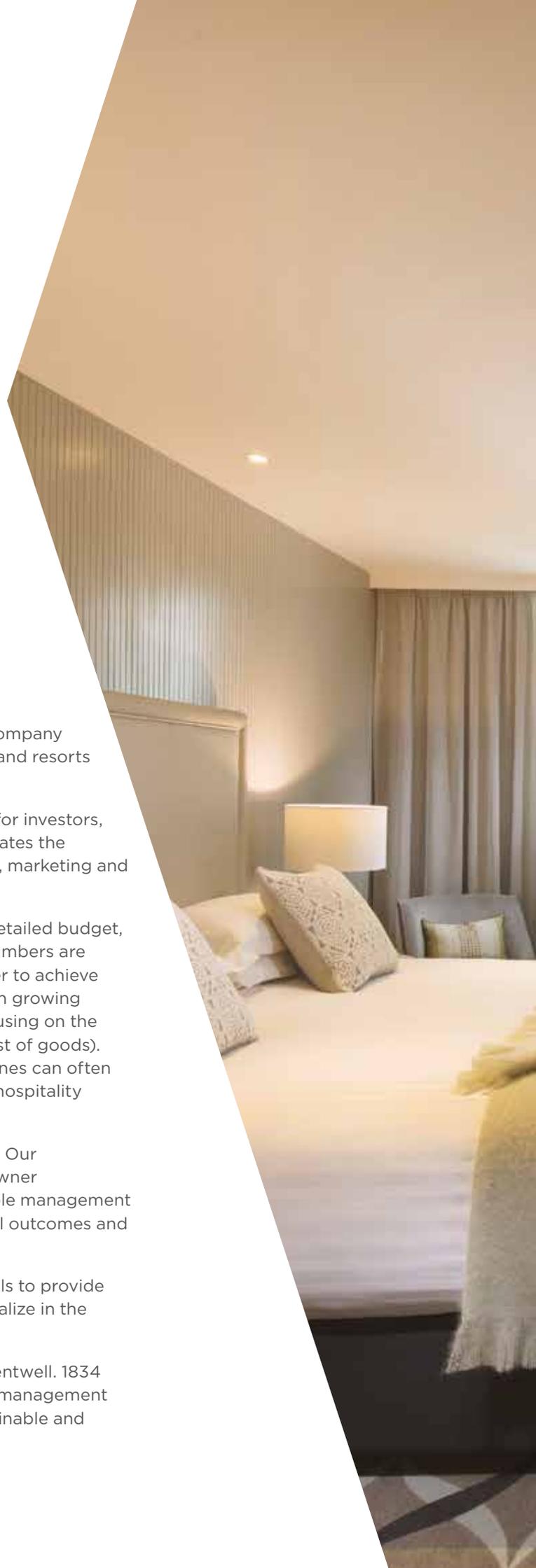
Offering a complete “white label” management solution for investors, free hold owners or lease hold owners. 1834 Hotels facilitates the undertaking of strategic operational, finance, WHS, sales, marketing and revenue management for hospitality businesses.

1834 Hotels works with you the owner to build a highly detailed budget, we use this budget in everything we do and budgeted numbers are mapped against daily revenue and expense totals in order to achieve and exceed budget expectations. Our focus is not only on growing and maximizing topline sales, but more crucially also focusing on the controls of variable expense lines (e.g. wages, kitchen cost of goods). The analysis and critical management of these expense lines can often be the difference between a profitable and unprofitable hospitality asset.

1834 Hotels support and grow your business from within. Our management services can be tailored to suit individual owner requirements and structures. This ability to provide flexible management solutions enables both parties to form mutually beneficial outcomes and sustainable business relationships.

1834 Hotels currently work alongside chain branded hotels to provide a total management solution, however, 1834 Hotels specialize in the activation and management of independent hotels.

Led by CEO Andrew Bullock , Managing Partner Leigh Kentwell. 1834 Hotels is supported by an experienced and dynamic key management team that cover all facets of running and building a sustainable and successful business model.



**↳ To maximise profitability, operators need the advantage of dynamic and robust operating systems, cost controls, optimised distribution and sound marketing and management principles ↳**



# Our structure

REVENUE &  
DISTRIBUTION

OPERATIONS

Andrew Bullock  
CEO

SALES &  
MARKETING

FINANCE

Leigh Kentwell  
Managing Partner

HR & WHS

ADMINISTRATION





# Our Core Services

**Operations Management**

**Finance Management**

**People, WHS and compliance**

**Food and Beverage**

**Gaming Management**

**Marketing and Sales**

**Revenue and Distribution**

**Property Development**

**Legal**

**Reporting**

# Our Core Services

1834 Hotels offers overall management, support and direction for all facets of property operations.

## Operations

- Management of, and point of contact for, the General Manager
- Systems, processes support and implementation
- Operational support for all facets of hotel
- Growth initiatives for all areas of business
- Cost control initiatives for all areas of business
- Comprehensive feasibility studies on sales and cost centres
- Management and tracking of income and expenses
- Product and supplier support
- Computer management/POS system management
- Recommendations for compliance to all Liquor & Gaming licenses
- Review of purchasing contracts, align with group pricing
- Negotiation management and purchase of group discount insurance
- Provision of budgets, KPI's and reporting structures
- Refurbishment and development project management

## Finance

- Analysis of sales, revenue and expense lines
- Annual budget creation including income and expenditure
- Monthly statistical analysis and budget reporting
- Management of monthly account reporting
- Overseeing management of accounting process
- Management of all debtor/creditor accounts
- Weekly payroll support and management
- Operating systems and detailed financial reporting
- Complete system management and monitoring of bookkeeping
- BAS management and related accounting
- Accounts payable and receivable
- Processing of invoices

## People, WHS & Compliance

- Direction, management and recruitment of General Manager
- Access to the General Manager Human Resources Portal which includes tools, resources and standard operating procedures in areas of; recruitment and selection, employment commencement, performance management, training and development, hospitality industry general award, injury management, food safety, work, health and safety, long service leave and licensing requirements
- Evaluate organisational structure to ensure effective resourcing and identify opportunities for implementing improved wage and service efficiencies
- Ensuring best practice, confidentiality and professionalism in Human Resources is achieved and maintained at all times
- Promoting the importance and providing strategy to ensure all employees are acting as ambassadors for the hotel and region by exceeding overall guest experience and engagement





- Ensuring the health and well being of employees through injury prevention program and strategy development
- Development and implementation of continuous improvement and training programs to further upskill and develop employees
- Driving reward and recognition initiatives to foster employee engagement
- Assessing and evaluating of workplace safety, including implementation of Work, Health & Safety Policy and Management Plan and associated areas. Including areas of; leadership and commitment, roles and responsibilities, communication and consultation, contractor management, issue resolution, work health and safety incident reporting, document and data control, risk management, safety standards, emergency and environmental management
- Ensuring compliance is maintained through the business to meet and exceed safety, people and culture expectations
- Overseeing the return to work process for both work and non-work related injuries and illnesses
- Trained return to work coordinator as required

## F&B

A strong background in the management of F&B operations with an analytical focus on expense management and wage control.

- Support and direction for existing kitchen operations
- Menu design, concepts, pricing and presentation
- Staff training and development
- Recruitment of Head Chef and kitchen team as needed
- Analysis and management of cost of goods sold, rosters and wage costs
- Access to preferred supplier pricing
- Management of kitchen best practice and food safety
- Daily, weekly and monthly sales, wages and cost reporting
- Access to group database of costed menus and recipe
- Strong F&B marketing support, local and in-house retention and activation
- Access to celebrity chef for additional food ideas/plating/recipes
- Installation and management of Wageloch rostering system with fingerprint timesheets

## Gaming Management

Identifying key industry trends and providing recommendations for best practice.

- Weekly gaming reviews
- Changes and updates to machines
- Industry trend analysis
- Room configurations to maximise return
- Customer retention strategy
- Compliance with OLGC
- Best practice for responsible gambling
- Marketing support

# Our Core Services

## Marketing

Supporting all aspects of your marketing requirements from strategy creation to design and implementation.



### MARKETING PILLARS

1. Hotel website audits, development and maintenance
2. Search engine marketing, search engine optimisation and meta search support
3. Content marketing
4. Social media – paid and organic
5. Social media champion program
6. Customer lead generation
7. Reputation management
8. Guest retention/Customer Relationship Management (CRM)
9. Local area marketing
10. Brand/brand assets
11. EDM marketing
12. F&B marketing
13. Sales campaigns
14. Marketing calendar/budget
15. Reporting

### ADDITIONAL SERVICES INCLUDE BUT NOT LIMITED TO:

- Development of marketing plan and incorporation into 1834 Hotels annual strategies
- Brand positioning of hotel within market
- Marketing within hotels annual budget

- Creation and inclusion in seasonal campaigns
- Targeted marketing campaigns
- Regional partnerships and co-promotional opportunities
- Advertising agency relationship to utilise group buying power

### GRAPHIC DESIGN

- Concept creation and access to database of marketing materials
- Production of marketing material (using 1834 Hotels template database)
- On-site collateral, F&B and front of house – as required
- Event/function/conference collateral
- Point of sale collateral
- Access to discounted graphic design rates
- Design brief, coordination and distribution of marketing materials from agency

### DIGITAL

- Implementation of high conversion digital strategy
- Alignment of digital strategy with existing distribution /OTA strategy
- Focus on website conversion and optimal direct vs OTA balance
- Setup and management of custom Google Ad campaign (monthly agency cost)
- Content marketing plans for SEO and ranking optimisation
- Detailed digital analytic reporting for campaign optimisation
- Website - custom maintenance and development (microsite at cost)
- Social media strategy and management: Facebook and Instagram
- Monthly social media planner
- Website and email hosting management
- Online reputation management and reporting (subscription at cost)
- Inclusion in email marketing campaigns - database of 140,000+



## REPUTATION MANAGEMENT

Our team utilise the Revinate reputation management system to manage and monitor the online guest feedback and review scores for your hotel. A highly effective dashboard allows the hotels to respond in real time to guest feedback with detailed reporting helping to identify and react to any area of concern.

The close management of online reputation has direct correlation to occupancy and daily rates. 1834 Hotels has heavily integrated the guest experience data into the overall marketing plan.

## DESTINATION MARKETING

- 1834 Hotels specialise in destination marketing, driving visitation to metro and regional locations as well focus on the hotel in the region. We aim to create interesting and optimized content around your region and create desire to travel whilst positioning your hotel as the solution to their accommodation needs – all based on optimised SEO and rankings.
- 1834 Hotels has built and developed several marketing platforms brands including the Weekend Escapes brands (AUS, SA, VIC, WA, NSW Weekend Escapes) that are used to drive destination awareness and boost these regions to potential customers via digital marketing
- We incorporate the hotels into frequent blogs and SEO focused content articles as cost effective way to boost rankings on search engines
- Your hotel would be featured and marketed via this platform to fill low season or quiet days.

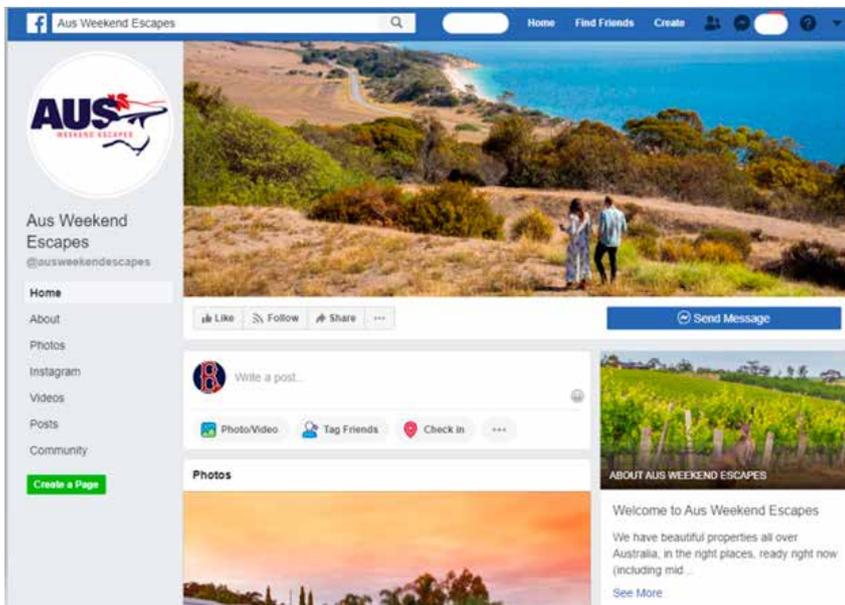
## FOOD & BEVERAGE PLATFORM

- 1834 Hotels has developed a successful and profitable food and beverage management platform.
- One being our modern steakhouse brand, Angus & Co. Bar and Grill, that has a fully costed menu with full marketing support and training.
- Use of the menu and marketing materials can be adapted to suit a variety of outlets. The objectives of Angus & Co. is to provide controls around quality, presentation, cost of goods and drive income.
- The food and beverage can also be effectively rolled out unbranded and we are able to promote and control and grow your food and beverage business.
- We are also able to re-brand or re-refresh existing brands and re-launch to market
- Using our group menu your hotel will have inclusion a variety of promotion opportunities and co op campaigns with key suppliers
- All dishes are costed, preferred supplier aligned and come with full recipe and preparation training.

## REPUTATION MANAGEMENT REPORTING AND USER DASHBOARD



## DESTINATION MARKETING PLATFORM - AUS WEEKEND ESCAPES



## FOOD & BEVERAGE - STRUCTURED FOOD COSTING TEMPLATES

### Fried Zucchini Flowers

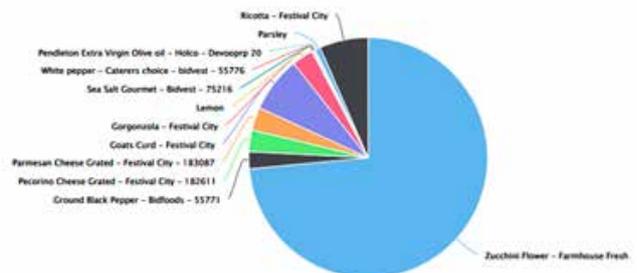
Total Recipe Cost: \$3.52  
 Cost Per Unit: \$3.52  
 Yield: 1.0 servings

Selling Quantity: 1.0  
 Selling Price: \$17.00  
 Gross Margin: 79.2%  
 Markup: 383.07%  
 Food Cost Percentage: 20.7%

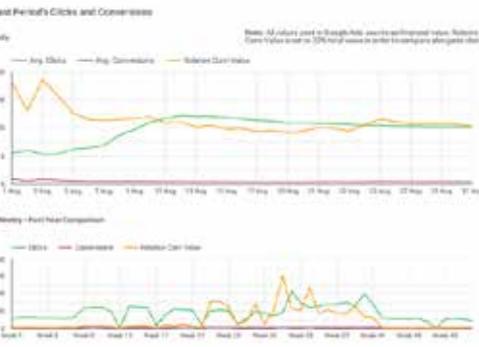
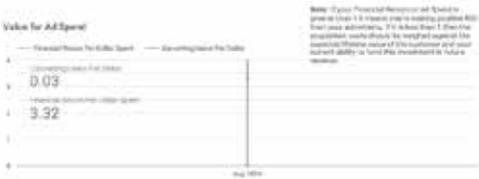
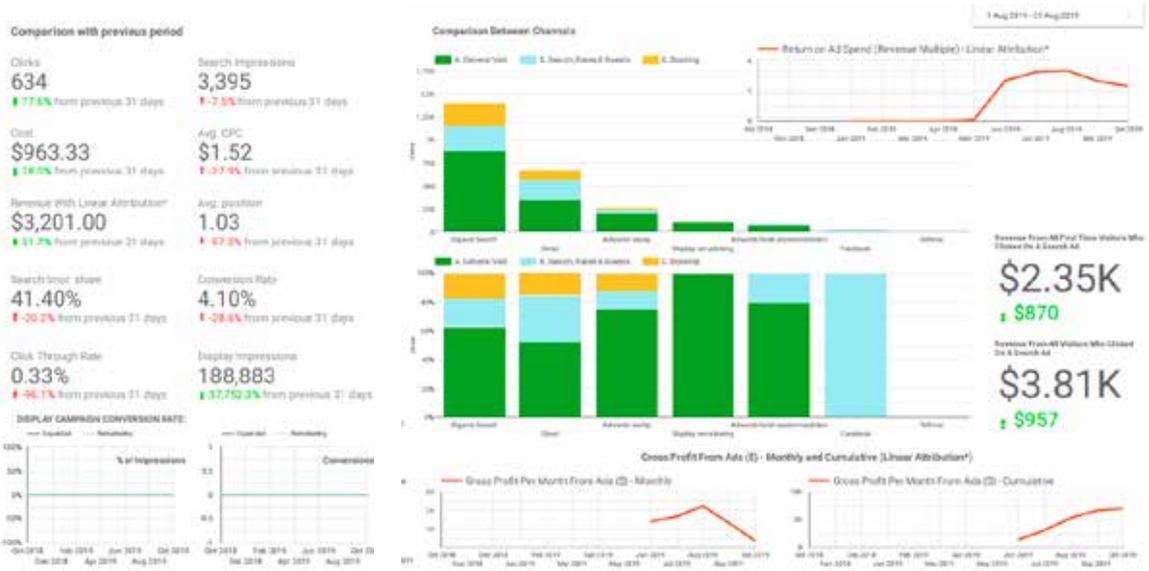
### Cost Breakdown

Ingredient	Quantity	Cost	Percentage
Zucchini Flower Four Cheese Stuffing	2 x servings	\$0.85	24.1%
Zucchini Flower - Farmhouse Fresh	2.000	\$2.58	73.6%
Ground Black Pepper - Biofoods - 55771	5g	\$0.08	2.5%

### Recipe Cost by Ingredient



# GOOGLE ADS REPORTING



## Adwords Campaigns and Specified Conversions

### Campaign Summary Last Period

Campaign	Clicks	Impressions	CTR	Cost	Avg. CPC	Conv. Rate	Conversions	Cost/Conv.	ROAS
Search - Brand - US	371	1,101	3.37%	\$241.17	\$0.65	1.8%	22	\$10.96	4.05x
Search - Performance - US	217	10,004	2.17%	\$711.16	\$3.28	1.1%	5	\$142.23	1.17x
Search - Remarketing - US	117	1,111	10.5%	\$444.16	\$3.80	1.1%	5	\$88.43	1.17x
Search - Remarketing - US	1	15	6.67%	\$110.00	\$110.00	1.0%	1	\$110.00	1.00x

### Campaign Summary This Year

Campaign	Clicks	Impressions	CTR	Cost	Avg. CPC	Conv. Rate	Conversions	Cost/Conv.	ROAS
Search - Brand - US	3,473	8,104	4.28%	\$1,819.11	\$0.52	1.8%	22	\$82.69	4.05x
Search - Performance - US	1,897	10,011	1.89%	\$4,919.00	\$2.59	1.1%	5	\$983.80	1.17x
Search - Remarketing - US	986	10,004	9.86%	\$1,819.11	\$1.84	1.1%	5	\$363.82	1.17x
Search - Remarketing - US	117	1,111	10.5%	\$444.16	\$3.80	1.1%	5	\$88.43	1.17x

### Conversions By Conversion Name Last Period

Conversion Name	Conversions
Search - Brand - US - [Conversion Name]	22
Search - Performance - US - [Conversion Name]	5
Search - Remarketing - US - [Conversion Name]	5
Search - Remarketing - US - [Conversion Name]	1

### Conversions By Conversion Name This Year

Conversion Name	Conversions
Search - Brand - US - [Conversion Name]	22
Search - Performance - US - [Conversion Name]	5
Search - Remarketing - US - [Conversion Name]	5
Search - Remarketing - US - [Conversion Name]	1

## Long Term - Gross Profit Overview



## Long-Term Campaign Results - Summer Sale Landing Page A/B Testing Campaign



# Our Core Services

## Hotel Sales

Through a consistent and targeted sales approach, we will help you develop profitable base business to achieve long-term success.



### SALES SUMMARY

- Support with rate strategy aligned with annual budget
- Support of sales action to align with rate strategy
- Review of market segments within rate strategy, goals set per segment
- Annual sales life cycle planner
- Regular monitoring and review of property performance across market segments to further identify sales opportunities
- Review contract allotment performance, materialization and strategies to optimise results
- Monitoring of performance for overall sales in conjunction with the General Manager
- Support and upskill General Manager/sales staff at property level
- Ongoing development and training of staff in sales areas
- Review and develop a database of potential corporate clients from PMS data
- Access to, and management of, key OTA relationships and campaigns

- Development of relationships with inbound/wholesale agents
- Yearly distribution of nett rates and negotiation
- Access to national corporate accounts
- RFP season management support
- Setup and management in GDS (Global Distribution System)
- Management of annual Government travel solicitation process
- Regular site visits for face-to-face meetings with property General Manager and sales staff
- Access to 1834 Hotels Sales Department for support in overall management of sales operations
- Management of relationships and contracts with key corporate clients and inbound/wholesale agents
- Detailed monthly reporting
- Hotel pre-opening – action plan with timelines

### PROMOTION

- Brand positioning on a local and national scale
- Distribution opportunities through existing and new channels
- Involvement in frequent campaigns; OTAs, trade, national
- Representation at key industry events and tradeshow
- Identifying new opportunities to promote the group in all markets
- Support hotel with sourcing of conferencing and function business
- Utilising sales opportunities, leads and promotions via third party selling agents
- Assistance with brand marketing via third party websites
- Identify opportunities for group relationships that will benefit property and facilitate the tender process
- Coordinate, source and host industry and operator familiarisations
- Set and market published, inbound, wholesale and corporate contract rates
- Online content review and management



## Revenue and Distribution Management

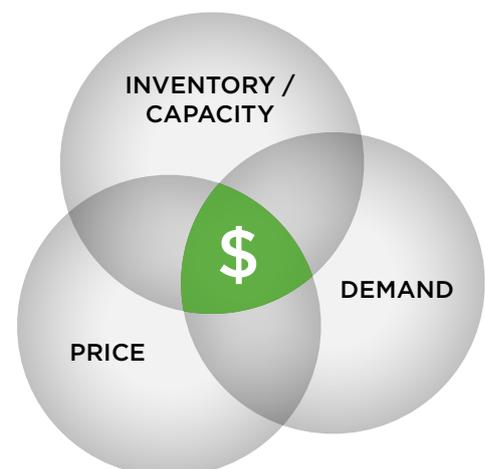
Revenue management tracks consumer trends and demand to optimise inventory and price in order to maximise revenue growth.

### SHORT TERM

- Daily analysis of yield position
- Direction on correct yield
- Access to yield management software & tools
- Monitor rates and occupancy to increase REVPAR
- Four months of tracking rooms and revenue pickup
- An all
- Distribution support to maximise online connections/mapping
- Access to local market data to ensure informed rate strategies

### LONG TERM

- Analysis of occupancy and business market mix
- Assistance with rate setting
- Business development strategies
- Calendar of events for regional
- Strategies for managing low yielding unpublished package promotions
- Capitalise on peak periods
- Monthly statistical reporting
- Comparison of average rate performance to budget
- Competitor analysis



# Our Core Services

## Property Development

Offering strategy and advice on project needs with services ranging from architectural expertise to procurement.

- Refurbishment planning and project assistance
- Assistance for new developments
- Project management and development
- Architectural consultation

## Legal

With key legal relationships we can provide access to appropriate legal assistance for facilitating hotel sales and relevant settlements, development of feasibility studies, assignments of retail leases and property valuations.

# Reporting



## Daily Operating report 23 September 2019

	Today	Today (LY)	Today (Budget)	MTD	MTD (LY)	MTD (Budget)	YTD	YTD (LY)	YTD (Budget)
<b>Room Statistics</b>									
Total Rooms	170	170	170	3,910	3,910	3,910	14,450	14,450	14,450
Rooms Occupied	170	133	135	3,244	3,043	3,105	11,354	10,887	10,967
Rooms Out of Order	0	0	0	0	0	0	0	0	0
Occupancy	100.00%	78.24%	79.41%	82.97%	77.83%	79.41%	78.57%	75.34%	75.20%
Average Daily Rate (ADR)	\$ 306.01	\$ 185.82	\$ 238.25	\$ 248.75	\$ 234.66	\$ 238.28	\$ 219.32	\$ 211.15	\$ 217.84
RevPAR	\$ 306.01	\$ 147.49	\$ 189.20	\$ 204.72	\$ 182.65	\$ 189.20	\$ 172.33	\$ 158.08	\$ 163.85
<b>Revenue</b>									
<b>Room Revenue</b>									
Accommodation	\$2,022.00	\$5,073.43		\$00,471.46	\$14,147.86		\$2,490,182.34	\$2,298,770.85	
	\$2,022.00	\$5,073.43	\$2,163.75	\$00,471.46	\$14,147.86	\$29,706.25	\$2,490,182.34	\$2,298,770.85	\$2,372,683.35

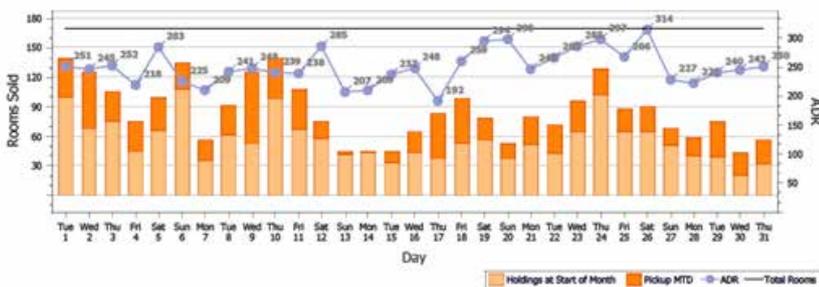
1834 Hotels have invested heavily into custom reporting that provides accurate and current information to react and make revenue shaping decisions.

- Monthly statistical reporting
- Provide monthly sales analysis reporting to Owners/Directors
- Manage accounting reports for Owners/Directors showing actual results v budgets
- Recommendations and overseeing management of accounting process at a property level
- Daily operating reports
- Weekly forecast reports
- Wage reports including daily wage %
- Live food sales reporting



## Daily Operating report 23 September 2019

	On The Books (Today)	On The Books (\$TLY)	Pickup (Yesterday)	Pickup (MTD)	Budget (Month)	Last Year (Month)	Forecast (Month)
<b>Oct-2019</b>							
Rooms Sold	2,632	2,724	97	871	4,455	4,410	4,373
Occupancy	49.94%	51.69%	1.84%	16.53%	64.54%	63.63%	62.98%
Average Daily Rate (ADR)	\$251.47	\$226.10	\$213.22	\$255.41	\$238.36	\$234.26	\$251.64
Room Revenue	\$661,868.00	\$616,119.00	\$20,682.00	\$222,461.00	\$1,061,896.00	\$990,801.24	\$1,099,509.00
RevPAR	\$125.59	\$116.91	\$3.92	\$42.21	\$201.50	\$188.01	\$208.64



## Daily Operating report 23 September 2019

	Today	Today (LY)	Today (Budget)	MTD	MTD (LY)	MTD (Budget)	YTD	YTD (LY)	YTD (Budget)
<b>Gross Working Profit Calculations</b>									
Estimated Food COGS	1,588.40	1,378.44	2,633.35	48,434.36	52,827.46	60,567.09	199,106.31	208,504.69	234,683.79
Estimated Food COGS %	30.0%	31.5%	30.0%	30.0%	31.5%	30.0%	30.0%	31.5%	30.0%
Estimated Beverage COGS	1,266.91	925.27	1,599.03	43,960.33	41,318.87	43,447.66	169,466.53	163,266.41	156,473.99
Estimated Beverage COGS %	29.6%	31.8%	29.6%	29.6%	31.8%	29.6%	29.6%	31.8%	29.6%
Estimated Payroll On-Costs	2,478.57	2,574.63	2,667.70	59,797.29	56,541.85	61,357.07	223,988.02	210,575.37	225,541.47
<b>Total Estimated Gross Working Profit</b>	<b>44,630.00</b>	<b>12,733.14</b>	<b>26,790.85</b>	<b>665,062.24</b>	<b>571,592.69</b>	<b>615,269.44</b>	<b>2,071,418.93</b>	<b>1,832,686.38</b>	<b>1,959,227.92</b>
<b>Total Estimated Gross Working Profit %</b>	<b>69.4%</b>	<b>38.1%</b>	<b>54.3%</b>	<b>57.3%</b>	<b>53.3%</b>	<b>54.3%</b>	<b>52.4%</b>	<b>48.3%</b>	<b>50.5%</b>

# Testimonial

I have worked closely with Andrew Bullock and 1834 Hotels since its inception. Andrew is a motivated young man with energy, enthusiasm, ethics, imagination, tenacity and leadership talent. He has built around him a talented group of young professional hospitality experts in a number of specialised areas and as a result an impressive portfolio of client properties not only in South Australia, but now expanding interstate.

In my experience his reporting is prompt, accurate, analytical, detailed and importantly honest and straight forward.

## **TONY COLYER**

Chairman

McCracken Properties Pty Ltd



# Our Current Portfolio

1834 Hotels collectively manage a network of hotels, motels, apartments and resorts throughout Australia. The 1834 Hotels network offers a range of comfortable accommodation in a multitude of locations and star rating levels. 1834 Hotels maintain a focus to ensure our hotels are well positioned as market leaders in their respective regions and will continue to expand their Australia-wide network.

## **ADELAIDE, SA**

Adabco Boutique Hotel  
Adelaide Meridien Hotel & Apartments  
Adelaide Royal Coach  
Mayfair Hotel

## **BAROSSA, SA**

Barossa Weintal Hotel

## **BERRI, SA**

Berri Hotel  
Big River Golf and Country Club

## **CLARE VALLEY, SA**

Clare Country Club

## **MANNUM, SA**

Mannum Motel

## **PORT PIRIE, SA**

John Pirie Motor Inn

## **VICTOR HARBOR, SA**

McCracken Country Club

## **SHEPPARTON, VIC**

Wyndhamere Motel

## **ALBANY, WA**

ibis Styles Albany Hotel

## **PERTH, WA**

Sanno Marracoonda  
Perth Airport Hotel

## **BYRON BAY, NSW**

Byron Bay Hotel & Apartments

## **MAITLAND, NSW**

Hunter Gateway Motel

## **MUDGEES, NSW**

Parklands Resort & Conference Centre

## **PORT MACQUARIE, NSW**

ibis Styles Port Macquarie Hotel

## **WAGGA WAGGA, NSW**

Mantra Pavilion Hotel

## **WOLLONGONG, NSW**

Mantra Wollongong



**A dynamic team  
providing a one stop  
management solution**

**Relevant sales,  
marketing  
and revenue  
management**

**A strong focus on  
destination marketing,  
promoting visitation  
to regional locations**



# 1834 Hotels integration Process

## Discovery

*Identification of current:*

- Systems
- Procedures
- Contracts
- Compliance
- Promotions
- Facilities
- Product
- Suppliers



## Assessment

*Assessment & evaluation of the best option for the hotel with their current situation vs 1834 alternative for:*

- Systems
- Procedures
- Contracts
- Compliance
- Promotions
- Facilities
- Product
- Suppliers

*Consideration given for cost, risk, ease of integration, brand standards, visibility, reporting*



## Integration

*Commencement and development of preferred:*

- Procedures
- Contracts
- Compliance
- Promotions
- Facilities
- Product
- Suppliers

*For embedding within 1834 Hotels network*



## Operations

*Operational control of asset utilizing chosen methods within 1834 Hotels network*

**Activity**

**Time**



More than management

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