

A 30%  
Increase in  
Sales Across  
12 Months

## Driving Measurable Growth Together with South Place Hotel

*“Emily and the team provide us with exceptional independent, dedicated, results-driven service which has enabled us to expand our corporate business engagement, deliver great longer-term partnerships, and achieve measurable revenue growth that we review every month as part of our results sessions”*

– Dean Culpan - General Manager at South Place Hotel

### The Challenge

South Place Hotel wanted to build stronger and longer-lasting corporate relationships within the UK market. Like many luxury hotels, maintaining consistent follow-up beyond trade shows or marketing campaigns was a challenge. Without a dedicated in-market team, opportunities were being missed, and sustained growth was difficult to achieve.

### Our Approach

Excelerate became a seamless extension of the South Place Hotel team - combining our UK market expertise with their exceptional brand and guest experience to deliver measurable growth.



Watch the South Place sales video developed by Excelerate:  
<https://www.youtube.com/watch?v=HVHSI4wHqzs>

### We focused on

Excelerate focused on proactive UK outreach, building long-term relationships, and managing client showcase and FAM events from invitation to post-event follow-up. We also created structured reporting and measurable results, aligning fully with the South Place Hotel team's standards.

### Why Hotels Choose Excelerate

- ✓ Dedicated UK sales representation
- ✓ Relationship-driven approach to corporates and MICE buyers
- ✓ Data-driven ROI tracking
- ✓ Seamless collaboration with in-house teams
- ✓ Fast setup and flexible engagement options

### The Results

Our tailored approach delivered:

[Watch our corporate video](#)



30% average sales increase within 12 months.



Expanded corporate engagement and repeat business.



Stronger visibility among agencies and corporate buyers.



Measurable ROI and lasting partnerships built on trust.



<https://www.youtube.com/watch?v=YblqTVpwTok>