



## Case Study

**284%**  
Average ROI  
Delivered

# Driving Consistent Corporate Growth for Brooklands Hotel

*“From the outset, Excelerate Consulting’s dedication has stood out. They work tirelessly, consistently going above and beyond to maximise sales.*

*Working with them has been effortless. They listened to our needs, adapted to our style, and treated our business as though it were their own, making it a genuine partnership rather than simply a supplier relationship.”* - Jon McClelland, Commercial Director Brooklands Hotel, Weybridge, Surrey



Brooklands Hotel, Weybridge, UK

## The Challenge

Brooklands Hotel needed stronger and more consistent UK outreach. With limited time for proactive follow-up, lapsed clients, competitive pressures, and a fast-moving corporate and MICE market, valuable opportunities risked being missed. The team required dedicated sales support to boost visibility, rebuild relationships, and keep the pipeline growing.

## Our Approach

Excelerate acted as an extension of the Brooklands commercial team, driving targeted UK outreach, re-engaging lapsed buyers, generating event-aligned opportunities, strengthening follow-up and reporting, and delivering monthly performance and ROI reviews.

## The Results

Working closely with the Brooklands team, Excelerate delivered:



284% Average ROI delivered within nine months



Significant uplift in corporate enquiries and qualified introductions



Increased sales momentum across Corporate, MICE, and TMC segments



Revitalised relationships with UK buyers and agencies

## Why Brooklands Choose Excelerate

- ✓ Dedicated UK sales representation
- ✓ Relationship-led approach to corporate & MICE buyers
- ✓ Strong commercial experience within UK regional markets
- ✓ Data-driven reporting & transparent ROI tracking
- ✓ Seamless collaboration with the onsite commercial team
- ✓ Flexible support packages that scale with business needs

Watch our corporate video

