



Case Study

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=HVHSL4wHqzs>

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:



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.

Watch our corporate video



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