CONSULTANCY REPORT FOR

THE GOODWOOD HOTEL (CHICHESTER)

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CONTENT PAGE

EXECUTIVE SUMMARY	**Page 3**
INTRODUCTION	**Page 4**
SCOPE AND ANALYSIS	**Page 4-9**
MAIN BODY	**Page 10-12**
FINDINGS AND RESULTS	**Page 13-14**
ACTION PLAN	**Page 15-17**
RECOMMENDATION	**Page 17**
CONCLUSION	**Page 18**
REFERENCE LIST	**Page 19-25**
APPENDIX 1	**Page 26**
APPENDIX 2	**Page 27**

EXECUTIVE SUMMARY

The hospitality sector is an essential component of the nation as a whole. It offers a vast array of services, including accommodation, food services, delivery and lodging, amusement and entertainment, and many more. The Goodwood Hotel is known as one of the top hotels in the country (D'Arcy, 2023).

The Goodwood Hotel is characterised by a diverse array of amenities that cater to a luxurious weekend getaway experience. The Goodwood Hotel is an exemplary model of how to strive towards achieving eco-friendliness in business operations. The hotel has been given a rating of four stars and has received much praise from customers.

The report has identified a primary issue that customers have consistently expressed dissatisfaction with, yet has not been effectively resolved to date.

A SWOT analysis was conducted on The Goodwood Hotel to assess its internal strengths and weaknesses. The objective of this analysis is to evaluate the capacity of the hotel to achieve excellence in a highly competitive market, satisfy customer needs, and adopt sustainable practices. Additionally, a collection of possible approaches for pursuing increased growth and success is provided. The aforementioned activities are carried out with the objective of achieving high levels of growth and achievement. The objective of the current discussion is to furnish a brief overview of the subsequent four components. The overarching aim is to conduct a thorough assessment of the company's merits and limitations through a critical examination of its challenges and opportunities.

However, research revealed that the signage that is offered both internally and externally is not consistent all over the hotel. This led to the submission of another complaint on the same matter in the year 2023.

The purpose of the hotel signage is to improve the identification of the hotel's brand through successful branding methods. It is important to create a unique brand identity for one's hotel, which serves to differentiate it from the various other options for overnight stays in the surrounding area. The right combination of hues, fonts, and patterns applied to a hotel's signage can elicit a range of responses from guests and convey the organization's core principles. Before even considering the possibility of installing hotel signage, it is necessary to create a distinct corporate brand for the establishment. Inadequate signage may convey a lack of concern on the part of the establishment and subliminally suggest to customers that their needs may not be adequately addressed during their stay. It is likely that individuals will perceive the quality of a hotel's rooms as an indication of the quality of the hotel's signage.

INTRODUCTION

The objective of the report is to evaluate the various factors and contextual elements that exert an influence on the provision of hospitality services at The Goodwood Hotel. The aforementioned industry is deemed crucial in its contribution to the economy and overall development of the nation. Any alteration in the environment will inevitably have an impact on the profitability and productivity of hotels. Hotels are primarily recognised for their provision of lodging, sustenance and refreshments, celebratory packages, and event coordination, as noted by Uğurlu (2020).

The hotel industry provides numerous services and products which is also growing fast within the market. The objective of this report, as a management consultant, is to conduct a comprehensive evaluation and analysis of the operational and managerial aspects of The Goodwood Hotel. According to Alnawas et al (p833-861, 2019), managers can identify operational issues and implement effective solutions to enhance efficiency by following this approach. This report is going to provide focus on several issues that the hotel is now dealing with, such as customer interaction, customer services, amenities that are available at the hotel, and market trends. This might be accomplished by the use of the most effective model of internal variables, which is the SWOT analysis. It details every aspect of the hotel's potential as well as the obstacles it faces in the form of risks that threaten the establishment. In addition to this, a significant portion of this report is dedicated to doing a pestle analysis. Using this method, extraneous elements will be identified, and then an analysis of the positive and negative effects of these factors will be developed.

This analysis helps comprehend external trends and changes before making strategic decisions. SWOT and pestle framework analysis will show managers how their management functions and what they need to do to improve. The report will also examine the effects of these studies and provide an action plan to address the issues (Zhang, Zhang, and Huang, p.129-136, 2019).

The objective of this consultancy report is to outline the identified issues that require attention within The Goodwood Hotel. The utilisation of analytical frameworks such as PESTEL, SWOT, and TOWS is employed to scrutinise the challenges and underlying rationales of the methodologies employed. This study aims to propose recommendations for resolving the issues encountered by the hotel. Additionally, it provides information on the required expenditure for implementing the suggested changes to address the identified problem.

providing an action plan for the hotel that includes the timelines for implementing the task intended to remedy the complaint made by the guest and providing an explanation of the benefits and drawbacks of not fixing the concerns that have been brought up.

SCOPE AND ANALYSIS

The Goodwood Hotel offers a harmonious combination of sophisticated lodging, seasonal astronomy, and rich Goodwood heritage, complemented by attentive and amiable hospitality. The Goodwood Hotel is a prime location for embarking on an exploration of the diverse and delightful offerings that distinguish Goodwood (Goodwood, 2023).

The Goodwood Hotel blends luxurious accommodations, fresh cuisine, and Goodwood tradition with warm hospitality. The Goodwood Hotel, in the South Downs National Park, is a classic British hotel. Its luxurious guest apartments have character, charm, and exquisite historical design, making for a memorable visit (The Great Sussex Way, 2023

The hotel has a pool, gym, tennis court, fitness facility, and scenic jogging and walking trails. It consists of a 12,000-acre estate, with a rich history, and offers golf, clay shooting, tennis courts, afternoon tea, and driving excursions (Goodwood,2023).

According to Elysian Estates (2023), the hotel has a total of 91 rooms with en-suite bathrooms, in addition to the lavish Hound Lodge, which has 10 rooms with en-suite bathrooms and is reserved for guests' exclusive usage.

The reviewers named The Goodwood Hotel the top hotel in the country. The Sunday Times Best Places to Stay, an annual book that highlights the UK's best hotels, has become the hospitality industry's standard (D'Arcy, 2023)

According to The Red Magazine written by Cooper (2011), Goodwood Hotels are characterised by a diverse array of amenities that cater to a luxurious weekend getaway experience. The hotels offer a countryside ambiance akin to that of a country house hotel, albeit without the idiosyncrasies of a bygone era, and with ample contemporary conveniences. The estate spans over 12,000 acres and offers convenient proximity to the South Downs National Park and Wittering's beaches. Additionally, witnessing the expression of pleasure on the countenance of a significant other with an affinity for vintage automobiles is a delightful experience. This property places greater emphasis on luxurious amenities rather than charm and boutique-style intimacy, making it more appealing to guests. Additionally, guests are advised to have access to a car to navigate the surrounding area (Cooper, 2011).

According to Ward's (2023) report, the evaluation conducted by the Telegraph's specialists appraised the hotel's location with a score of 9 out of 10, while its style and character received a rating of 6 out of 10. The service and facilities were rated 9 out of 10, the rooms 7 out of 10, the food and drink 9 out of 10, and the value for money 8 out of 10.

According to Trip Advisor, The Goodwood Hotel has been awarded a 4-star rating. A total of 904 guests rated their stay as excellent, while 577 guests rated it as very good (Trip Advisor, 2023).

As per Ward's (2023) findings, The Goodwood Hotel is deemed one of the top hotels for recreational activities in the West Sussex region. The Goodwood Estate is a suitable destination for those in search of gift-experience prospects, given its diverse range of sporting activities. The establishment offers a variety of non-motorized leisure pursuits. The Farmer, Butcher, Chef restaurant is a notable establishment that features a collection of retro artifacts, including flags and fire hoses, to offer eco-friendly cuisine. To ensure attendance at the Goodwood Revival, a prominent vintage car-racing event amidst a busy schedule of athletic competitions, it is recommended to make reservations well in advance (Ward, 2023).

On the 5th of July 2022, the JW Marriott Grosvenor House hosted the Catey Awards, an event that recognised the most outstanding businesses and individuals in the hospitality industry throughout the United Kingdom (Pole, 2022). According to the judges of the Catey Awards in the hospitality industry, The Goodwood Hotel is an exemplary model of how to strive towards achieving eco-friendliness in business operations. The hotel's commendable ten-year sustainability plan was also lauded by the judges (Pole, 2022).

Even if The Goodwood Hotel didn't have all of this recognition as stated, they will still need to beat their competitors consistently. The Goodwood Hotel will be competing alongside some of the top hotels in Chichester and the surrounding area, including The Royal Oak Inn, The Horse Guards Inn,

East Walls Hotel, Millstream Hotel and Restaurant, Crouchers, and finally The Welldiggers Arms (The Telegraph, 2023).

Based on the facts at hand, one can conclude that the hotel as a whole strives to provide guests with a luxurious heritage experience, which the hotel has largely been successful in doing thus far.

Angwin et al. (p37, 2019) state that the PESTEL framework is one of several frameworks that classify environmental factors into key types.

PESTEL ANALYSIS

Factors	Negative impact	Positive impact
Political Factors	• Restrictions posed by the government • Rules and regulations need to be followed (Edrawmax, 2023)	• Political stability aids hotel growth (Edrawmax, 2023)
Economic Factors	• Unpredictable economic circumstances • Inflation at a high level (Nelson, 2022)	• Sustain economic values while at the same time enhancing demand and supply.
Social Factors	• Market trends and society culture changes (Zizka, 2017)	• Attract more customers
Technological Factors	• Challenges in the proficient utilisation of websites and software applications	• The promotion of innovation and the maximisation of digital advancements are encouraged (Marketing Tutor (2023)
Environmental Factors	• Rise in demand as per seasonal requirements Impact • Significantly impact hotel growth (Edrawmax, 2023)	• Promoting eco-friendliness will create environmentally friendly businesses.
Legal Factors	• Costly, experts may be required	• Adherence to legal statutes, regulations, and policies, including those related to planning and advertising

Political Factors

The hotel industry is affected by frequently occurring shifts in political policies and regulations (Pestle Analysis, 2023) At a macro level, the implications of Brexit have had a significant impact on the United Kingdom, particularly about the limitations imposed on inbound and outbound trade with the European Union. As a result, organisations have experienced a negative effect on their profitability (Spisak and Tsoukalis, 2023).

Non-compliance fines are the most visible result. The worst safety violations now incur hundreds of thousands of pounds in fines. Non-compliance is expensive since the organisation must pay its own and the prosecution's legal fees (Xenon Group, 2023) According to the Xenon Group (2023), the aforementioned actions may result in potential legal consequences, damage to one's professional standing, negative impact on business relationships, criminal charges, and loss of talent.

The Goodwood Hotel must adhere to the guidelines and protocols established by the governing bodies and local authorities. Failure to comply with these regulations would indicate a lack of regard for governmental and municipal laws, potentially resulting in legal repercussions that could adversely affect the hotel's standing.

Economic Factors

According to Morvay Karakas et al (n.d.) Tourism and hospitality represent one of the most significant economic activities worldwide.

According to Mitroff's crisis management model (1988), there are five distinct phases or mechanisms involved. These include signal detection, prevention, damage limitation, recovery, and ultimately, learning. Furthermore, organisations must possess the ability to identify and acknowledge preliminary indications of a crisis to undertake appropriate measures. The ability to identify the earliest indications of a crisis and achieve success in this area is contingent upon various factors, including the size of the hospitality organisation, its financial ability, and most significantly, its organisational culture (Morvay Karakas et al, p550, n.d.).

The hotel industry can sustain demand and supply by implementing effective marketing strategies and offering discounted rates, which in turn provides customers with opportunities to avail themselves of these benefits. This is considered a positive impact on the industry (Sima, p497-505, 2016). This leads to significant customer engagement, thereby enhancing their purchasing power.

The presence of numerous hotels in the UK with similar operations has resulted in a competitive environment that is adversely affecting the profitability of The Goodwood Hotel. The Royal Oak Inn, The Horse Guards Inn, East Walls Hotel, Millstream Hotel and Restaurant, Crouchers, and The Welldiggers Arms are formidable competitors in terms of both quality and pricing within the hotel industry.

Social Factors

If a hotel's reputation is suboptimal, it is not necessarily a lost cause. There exist various strategies to enhance the reputation of a hotel and improve its ranking.

According to Hoisington (2023), the most effective approach to improving a negative reputation is to establish a positive reputation. Once more, it is important, to begin with the guest experience.

Through the analysis of customer feedback, the management can identify the areas that require attention and improvement. Effectively addressing the concerns raised by guests is crucial for enhancing the overall customer experience.

In light of the rapidly changing trends, The Goodwood Hotel must remain adaptable and prioritise the provision of exceptional customer service. The implementation of this strategy is expected to foster customer loyalty among existing clients and attract prospective clients to the hotel, thereby enabling them to leverage the range of services provided by the establishment. Failure to address this issue could potentially lead to client attrition, subsequently resulting in decreased sales and revenue.

The hospitality industry is renowned for its innovative practices and ability to attract customers through various means of engagement. According to Sann, Lai, and Chen (2020), the provision of appealing lodging, delectable cuisine, and other amenities has a significant impact on both domestic and foreign tourists.

The Goodwood Hotel has experienced a negative impact due to frequent changes in its customer base, which can be attributed to the evolving market trends. In contemporary times, the younger demographic exhibits a preference for contemporary interior design and modern food presentation. This eliminates the fundamental elements of culture and tradition that may not be appealing to the elderly demographic. This presents a challenge for The Goodwood Hotel to keep up with current trends.

Technological Factors

The importance of technology in business is dependent on a wide variety of circumstances since its primary purpose is critical to ensure that activities are carried out efficiently and successfully. The modern commercial environment is highly dependent on cutting-edge technical tools; as a result, the benefits that technology can provide for businesses cannot be overstated (Suleman, 2019).

The Goodwood Hotel has been acknowledged as the most sustainable hospitality enterprise in Britain due to its pioneering measures. The Goodwood organisation is renowned for its cutting-edge technological innovations, including a collection of hybrid equipment dedicated to the maintenance of their golf course, as well as a network of high-speed electric vehicle charging stations that have been strategically deployed throughout the entire estate. The Goodwood group hosts a variety of events, including the Festival of Speed, which showcases the talents within this field. These events are supported by numerous third parties (Goodwood, 2023).

Environmental Factors

Goodwood Estate has cared for the land and community for almost 300 years. Since the first Duke of Richmond arrived in 1697, Goodwood has adapted to shifting socio-economic and natural environmental circumstances. The estate innovates to address climate change today. Their strategy includes all estate events and businesses. Thus, they are dedicated to a variety of sustainability projects to ensure the estate's resilience and contribution to a fairer, more sustainable world outside its gates (Goodwood, 2023).

Solar panels power Goodwood's historic Motor Circuit, rewilding and biodiversity projects include planting 78,000 new trees, and biomass boilers, fuelled by our own sustainably managed forests, provide renewable heat for The Kennels, Goodwood Hotel, and Hound Lodge (Goodwood, 2023).

Goodwood promotes a culture of environmental sustainability, which facilitates the establishment of eco-friendly businesses. This, in turn, attracts a larger customer base seeking to avail themselves of the promised services.

Legal Factors

It is of the utmost importance that hotels adhere to regulatory requirements, which include legislation relating to the elimination of cultural differences, diversity, and equality in the hotel sector. The Goodwood Hotel is committed to upholding ethical standards by treating its personnel and customers with honesty and integrity, in compliance with the laws and regulations that are in place.

SWOT ANALYSIS

STRENGTHS	**WEAKNESSES**
• 12,000 acres of the natural environment • Heritage background • Luxurious guest experience with high service standards • Location • Numerous amenities and sporting facilities- Pool, gym, tennis court, fitness facility, scenic jogging and walking trails, golf, clay shooting, tennis courts, afternoon tea, driving excursions, motorsports, and horseracing	• The hotel's signage for its amenities is not clearly defined. • • The absence of directional signages to assist hotel guests is a notable issue. • Complaints not addressed • Inexperienced staff
OPPORTUNITIES	**THREAT**
• Feeder markets • Customise goods and services • Strategies cross-selling • Partner with local suppliers and stores to boost local sourcing.	• Airbnb/apartment rental • Civil unrest • poor economy • changing consumer habits • Pandemic • Labour shortage • High turnover • Strong competition • High taxes

• Merging segments like co-working, stay/workcation, leisure travel, etc. offer market opportunities.	

(Xotels 2023, SOEG JOBS 2023, and Goodwood 2023)

MAIN BODY

According to Emeritus (2023), researching financial performance is essential for any business or individual looking to make informed decisions about their investments and future financial planning. By taking the time to investigate a company's financial performance, investors can gain insights into the health of the business, the risks associated with investing in it, and the potential returns they can expect. Details show the importance of researching a company's financial performance, the sources of data available, and the implications of analysing the data.

According to Moeller (p224-245, 2009), The findings point to the existence of a connection between non-physical and physical or monetary performance, with strategic significance and involvement serving as the primary driving forces behind the formation of this linkage. In contrast to the findings of other studies, the current investigation concluded that trust did not have a major impact on either the measurable or the unmeasurable performance of an organisation.

The Goodwood Hotel is a privately held limited company that is affiliated with the Goodwood Estate. Its performance and investments are closely intertwined with the Goodwood Estate, which serves as the operational base for the hotel (GOV.UK, 2023).

Despite the challenging circumstances brought about by the COVID-19 pandemic in 2020, the Hotel managed to achieve profitability in 2021. Despite experiencing a significant impact, with operations remaining largely suspended until later in 2021, the hotel incurred a pre-tax loss of £646k, reflecting an improvement of £329k compared to its performance in 2020 (Strategic Report, 2022). Despite the premature cessation, the sustained request from the Leisure industry coupled with backing from the HM Government facilitated the generation of a modest surplus (Strategic Report, 2022).

As per the strategic report of Goodwood Hotel (2022), the revenue for the first quarter was 6,367k, indicating a significant increase of 58.9%. However, it is noteworthy that the revenue still falls short of the pre-pandemic levels. The hotel was able to avail itself of the government's furlough scheme, which enabled it to recover £477k to maintain employment during the pandemic.

The SWOT analysis primarily focuses on the internal environment, specifically the identification of strengths and weaknesses. Conversely, TOWS analysis necessitates an initial examination of the external environment, specifically the identification of threats and opportunities. Engaging in this practice enables one to acquire a more comprehensive comprehension of the strategic options that are presented (Sarsby, p17, 2012).

TOWS ANALYSIS

TOWS Matrix		EXTERNAL FACTORS	
		THREATS *Government interventions *Acts and Regulations i.e. Health and safety *Consumer Demands i.e. security and comfort	**OPPORTUNITIES** *Advantages of technologies i.e. online bookings, apps, mobile *Sustainability
INTERNAL FACTORS	**WEAKNESSES** *Strong competitions i.e. The Royal Oak Inn, The Horse Guards Inn, East Walls Hotel, Millstream Hotel and Restaurant, Crouchers, The Welldiggers Arms *Media reviews – Customer feedback i.e. Trip Advisor, Expedia, Booking.com	**<u>TW Strategies</u>** T3,W1 *To gain a competitive advantage in the industry, The Goodwood Hotel must prioritise meeting the demands and requirements of its consumers. T2, W1, W2 *Legally The Goodwood Hotel is obligated to comply with the regulations stipulated in the Health and Safety Act. The attainment of	**<u>OW Strategies</u>** O1, W1 * The Goodwood Hotel stands to gain a competitive advantage in the business and industrial landscape by leveraging technological advancements and enhancing accessibility through its mobile application. O2, W1 * To enhance their sustainability vis-à-vis its competitors, it is

		favourable media reviews is crucial for the survival of businesses in the market, as negative reviews can significantly impede their success. As such, businesses must strive to outperform their competitors and secure positive media reviews.	imperative for The Goodwood Hotel to maintain a consistent commitment to environmental friendliness.
	Strengths *Loyalty i.e. Repeat customers *Heritage background *Reputation i.e. Popularity, customer service through staff training and service delivered *Large scale of a natural landscape *10 years of a sustainable plan	**TS - Strategies** T3, S1, S2 *It is imperative for The Goodwood Hotel to uphold its favourable reputation and secure customer loyalty by fulfilling consumer expectations, including those about the quality of rooms and services provided by the organisation.	**OS – Strategies** S2, O2 The Goodwood Hotel can improve its reputation by increasing its sustainability as stated within its Policy to continuously operate sustainably across its estate

FINDINGS AND RESULTS

According to the information that was made available by Booking.com (2023), the hotel has been given a rating of four stars and has received laudatory comments from customers who have made use of its facilities and services during their stay there.

The findings of research that was conducted on Booking.com (Appendix 1) and Expedia (Appendix 2) also reveal that the hotel has certain weaknesses and that one area that needs improvement is the signage that is offered both internally and externally, which is consistent all over the hotel. According to the research findings, it has been reported that the aforementioned issue was brought to attention in the year 2022. However, it appears that the issue has not been resolved, which led to the submission of another complaint on the same matter in the year 2023.

The enhancement of the reputation of The Goodwood Hotel can be achieved through the implementation of sustainable practices, which is emphasised in its policy to maintain sustainable operations throughout its estate. This includes the utilisation of best practice forestry production principles. The topic of interest pertains to the sustainable management of timber about wildlife conservation (Goodwood, 2022).

In the planning system, there is a different process for getting permission to put up advertisements. This is mostly explained in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (GOV.UK, 2023).

The administration of the advertisement control system and the determination of the permissibility of a given advertisement fall under the responsibility of local planning authorities. The district council typically serves as the local planning authority for your region (Communities, 2007).

The Chichester District Council offers the option to apply for advertisement planning (Chichester District Council, 2023).

According to Visit Britain (2023), the level of illumination exhibited by the signage, namely whether it is completely, partially, or non-illuminated, as well as its position, are both taken into consideration in the determination of whether or not authorisation from the planning authority is required. Any presented indicators mustn't contain any misleading information since this could result in a breach of the legislation against unethical business practices and deceptive advertising (Visit Britain, 2023). In most cases, non-illuminated signs can be exhibited with considered approval provided they are attached to the building in question; nevertheless, there are restrictions regarding the maximum height of the sign as well as the maximum size of any characters or symbols that are displayed on it (Visit Britain, 2023).

The cost of advance signs that are not located on or noticeable from the premises, but guide the general public to a commercial establishment and apply to the business on the property, can range from £132 to £462 (Planning Portal, p7, 2018).

The creation of personalised signs necessitates the involvement of a sign designer, entails a longer initial design period, and may incur higher costs for manufacturers relative to modular sign systems. Tailored signage solutions allow manufacturers to develop customised programs that cater to the specific requirements, branding, and spatial considerations of their clients (Binggeli, p131, 2011).

The signage of a business is a crucial factor in determining its success. Various types of signage can be utilised by the company, such as wall signs, window signs, sidewalk signs, floor signs, and other forms. Although each type of signage may serve a distinct purpose, proficiently implemented signage

can yield advantages for a company such as amplifying brand recognition, furnishing customers and prospective customers with implicit yet meaningful communication prompts, and ultimately facilitating the completion of a transaction (Hygrade Business, 2023)

Signage that bears the company's name and represents what it stands for can have a significant impact on customers' perceptions. The implementation of visually appealing signage can enhance brand identity and convey a sense of professionalism for the organisation. Moreover, it can potentially enhance marketing endeavors during trade shows and in the display windows of your physical store.

Enhancing customer experience at every touchpoint with the business, including booking, pre-arrival, arrival, stay, and post-departure, is of paramount significance. The key determinant of a superior experience is the creation of a seamless journey with the brand, resulting in the top-of-mind recall of the hotel for future bookings (Brown, 2023).

The Goodwood Hotel must initiate the necessary measures to address the issue that has been affecting its guests. The recurrence of a previously escalated issue, coupled with a similar complaint from another guest, suggests that the hotel may not be adequately addressing guest concerns and may lack a commitment to enhancing its services and offerings. This may result in guests feeling undervalued, as their grievances remain unresolved.

Consequently, the brand may suffer additional harm, resulting in reduced sales and profits, as patrons may opt to discontinue the use of the Goodwood Hotel.

Effective customer complaint management is crucial for organisations to enhance customer satisfaction and service level (Seidel and Stauss, p70, 2019). The organisation manages customer concerns and inquiries. The extended duration of hold times by The Goodwood Hotel poses a challenge in effectively addressing customer inquiries and issues. Furthermore, they fail to address consumer concerns expressed on social media platforms. To maintain viability, enterprises must effectively manage customer grievances and negative feedback.

The ability of signage to transmit to prospective clients that a hotel is friendly, competent, and sanitary as well as a superior choice for staying is fundamental to the sign's usefulness as an advertising tool. The inclusion of window signage, in addition to the major brand signage, may serve as a feasible technique for showcasing the many offers of the hotel and improving the overall branding of its facade. This can be accomplished by strategically placing signage on the hotel's windows (X Sign, 2023).

ACTION PLAN

This report provides a detailed analysis of the current hotel signage, by the guidelines and recommendations outlined by X Sign (2023).

The hotel signage will undergo an evaluation process to ascertain its efficacy in fulfilling the requirements of the guests.

- The edifice will undergo an inspection in conjunction with the adjacent thoroughfares and avenues.
- The subsequent subject matter will be analysed.
- Does the text possess a high level of readability?
- Does the establishment have an immediate visual indication of being a hotel?
- What emotion does the signage elicit?
- Do the signage and exterior design align with the established brand identity?
- Is the identification of your primary amenities readily apparent? For instance, amenities such as complimentary wireless Internet access and spa services.
- The significance of interior signage within hotels is a crucial aspect of effective communication and navigation for guests.

The significance of interior signage for hotels cannot be overlooked as it serves as an extension of the brand, in addition to the exterior sign. In the absence of interior signs that are branded and well-designed, customers may experience confusion and a lack of comprehension regarding the brand (X Sign, 2023).

In addition to ensuring effective communication, signage must also embody the brand identity and elicit an emotional response across the hotel premises.

Number	Problem	Solution	Preferred Outcome	Time scale	Date of completion	Budget Planned
1	Planning Regulations	Apply for an advertisement permission	Permission granted	6 months	09/07/2023	£20, 000 for all works (Including planning permission)
2	The absence of adequate signage	To agree with potential signs to be used	Visitors/guests will have the ability to	6 months	30/12/2023	£20, 000

	within the hotel premises poses a challenge in identifying and locating specific areas within the facility.	within the internal premises of the hotel – size based on location	easily navigate and identify various sections within the hotel.			
3	The absence of unambiguous signage along the roadways indicates the direction toward the hotel.	The implementation of neon/LED signage for nocturnal utility, as well as the incorporation of supplementary directional signage to the establishment.	Visitors/guests will have convenient access to the hotel without experiencing navigational difficulties.			
4	The absence of external signage on the premises may impede guests' ability to locate specific areas of interest.	The implementation of directional signage to facilitate the identification and location of various areas and facilities within the hotel premises.	Guests will be able to easily navigate around the premises of the hotel.			

According to Neon Creation (2017), LED and neon signs cost differently depending on the size of the light show. LED is 10% cheaper than neon for large outdoor installations. When considering cost, neon signs last longer than LED signs without needing repairs or replacements. LED may be a better choice for large signage, but neon is cheaper for smaller interior signs.

Neon signs have sustained their popularity among businesses worldwide due to their ability to emit a warm and inviting light. The neon light evokes associations with vintage elegance, destinations such as Las Vegas and Tokyo, brand reliability, and sentimentality that is appealing to many. When contrasted, it can be observed that LED lights possess a high luminosity; however, they may exhibit a cool, inflexible, and abrasive visual effect on the ocular system. Modern designs are a contemporary notion that exudes a futuristic ambiance, although not necessarily always positively perceived. It is advisable to seek out options that provide the highest level of curb appeal (Neon Creation, 2017).

The pricing of signs is contingent upon various factors such as size, design, material, and illumination, resulting in a quotation-based system. However, the minimum price point for such signs can start from £3.89 (Safety Signs 4 Less, 2023 and Auto Junk, 2023).

RECOMMENDATION

- In the report that was just discussed, a recommendation was given to the organisation in the hopes of enhancing the company's efficiency and helping its triumph over the difficulties that it is now facing.

- It has been advised to the corporation that they use an efficient method to properly handle events so that they may produce successful repetition in the Market.

- The company must resolve these difficulties and deliver excellent customer service to make consumers feel appreciated and attracted to it. (Pitman, 2022). Because of the rising degree of competition in the industry, it is advised that the company provide exceptional customer service..

- Following an analysis of the present circumstances at The Goodwood Hotel, several suggestions have been put forth to enhance the accessibility of the hotel for guests, both in terms of accessing the hotel and navigating within its premises. This will result in a reduction in guest complaints, fostering a more favourable work environment for colleagues, and enabling them to feel content in meeting the guests' requirements. It is recommended that the hotel consider implementing signage within the interior areas of its premises.

- The incorporation of neon and LED lighting into the signage for nocturnal functionality, along with the integration of supplementary directional signage onto the edifice.

- The implementation of directional signage aims to facilitate the identification and localization of various facilities and amenities situated within the premises of the hotel, as well as to enhance the accuracy of their positioning.

CONCLUSION

The Goodwood Hotel must create a seamless journey with its guests to create a superior experience and take steps to address the issue that has been affecting them. This could lead to reduced sales and profits, as patrons may opt to discontinue use.

It can yield advantages such as amplifying brand recognition, furnishing customers with communication prompts, and facilitating the completion of a transaction. Signage that bears a company's name and represents what it stands for can have a significant impact on customers' perceptions. The Goodwood Hotel needs to address the issue that has been affecting its guests, as this could lead to reduced sales and profits.

Hotel signage is important to create a unique brand identity and convey the organization's core principles. Inadequate signage can convey a lack of concern and suggest that patrons may not be adequately addressed during their stay. It is important to create a distinct corporate brand for the establishment before installing signage.

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APPENDIX 1 – REVIEWS FROM BOOKING.COM

Reviewed: 7 March 2023

Yvonne
United Kingdom
1 review

7.0 **"We enjoyed our stay, it was very pleasant. Good location and great breakfast"**

Leisure trip | Couple | King Room | Stayed 2 nights

The signage at the hotel is very poor. There are 3 entrances, so us and other guests were wandering around trying to find the reception, which is not obvious due to the tree's in front of it and the hard to read signs. Also quite difficult to navigate your way around the building again due to poor signage, its very subtle and not clear enough to give guests direction of how to find key areas in the hotel.

Breakfast was fantastic! Staff were helpful when we encountered a problem in our first allocated room as it had no hot water. They arranged another room swiftly.

Stayed in March 2023

Reviewed: 4 February 2022

David
United Kingdom
18 reviews
1 helpful vote

8.0 **"Plenty of facilities and excellent restaurant (Farmer Butcher Chef) a cut above"**

Leisure trip | Couple | King Room | Stayed 1 night

Quite poor signage inside hotel we were lost a couple of times!!!

Excellent Dinner

Stayed in December 2021

APPENDIX 2 – REVIEWS FROM EXPEDIA.COM

10/10 Excellent

Stephen, Oakland
Oct 18, 2022

Liked: Cleanliness, staff & service, amenities, property conditions & facilities

Great room, easy checkin, decent bar and grill, nice exercise facility, quiet, easy parking - out of town. Signage along the road could be better, especially for arriving after dark.

Stayed 2 nights in Oct 2022

0

Response from Hotel General Manager on Oct 31, 2022

Dear Stephen, I am delighted that you enjoyed your recent visit to us. I note your thoughts on the signage and have passed them on to the estate office for review. I do hope that we can welcome you back very soon. Kindest regards, Miguel Abellan van Kan

6/10 Okay

Julia
Traveled with partner
Oct 17, 2022

Liked: Staff & service, property conditions & facilities

Large, spread out hotel with poor signage so we kept getting lost! Nice room, but rather dark. Nice swimming pool and changing rooms.

Stayed 2 nights in Oct 2022

0

Response from Hotel General Manager on Oct 31, 2022

Dear Julia, thank you for sharing your thoughts on your recent visit to us, I am sorry to learn that perhaps some aspects of your stay did not live up to your expectations.I do hope that this will not deter you from staying again, at the point of booking please do highlight them to a member of our reservations team who will ensure that your room is more suitable.Kindest regardsMiguel Abellan van Kan