



LIVE

Forum & Awards

NOVEMBER 12TH

— 2024 —

The Barnsdale

Chat | Learn | Celebrate



“The Good Hotel Guide Live is the UK’s most innovative learning and networking experience. Our focus is concentrated on creating discussion, engagement and introductions among our hoteliers and suppliers in attendance.”

Richard Fraiman, Chief Executive, The Good Hotel Guide



The day

Combining expert speaker panels, round-table sessions, breakout workshops, The Good Hotel Guide Awards plus a dedicated area for you to showcase your products or services, the day will be filled with multiple opportunities for you to engage with over 120 Good Hotel Guide hoteliers in a way no other event can provide.

We want you to be part of the conversation, sharing your knowledge and adding to the experience for everyone.



The evening

The evening will cement the relationships you've built during the day. Join us at our relaxed hoteliers dinner that includes a three course meal, wine tasting and another opportunity to network with our guests.

Key information

Date

12th November 2024

Opening Times

Day: 09:00-16:30

Evening: 18:00- late



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“In recent times I have seen how well The Good Hotel Guide has been at bringing senior hotel managers together. This is not just to discuss industry challenges but also potential solutions from new products and services to advances in technologies. I am sure that the 'Live' event will take this up a gear and be an essential date in the diary for independent hoteliers.”

Jonathan Barber, Love Norfolk

Our guests

The Good Hotel Guide is the leading independent guide to hotels in Great Britain, Ireland, Continental Europe and the Caribbean. It is written for the reader seeking impartial advice on finding a good place to stay.

In January 2024 we survey'd our hotelier audience to gain insight on the demand for a Good Hotel Guide conference, their topic and product interest areas and an understanding of how far they would be willing to travel and whether they would stay for the evening.

“The Good Hotel Guide is one of our most important marketing tools as it is both a trusted and respected brand. The awards conference is a great way for likeminded hoteliers to get together and discuss the opportunities and challenges in hospitality.”

Thomas Robinson - Headlam Hall and The Rose & Crown

Type of establishment



92%

of hoteliers survey'd would like to attend

81%

would stay for dinner

Energy saving products



New technology



Sustainable / eco products



Specialist / independent suppliers



Food and drink suppliers



Design & Decor



Training & development



Pet friendly products



Spa / wellbeing



Headline partner

Our headline partnership package has been designed to ensure you are at the forefront of all pre, at and post event activity. Aligning your brand alongside The Good Hotel Guide positions you as a market leader in this sector and will provide opportunities for you to make personal, long-lasting connections with our hotelier audience.

Pre-event

- Partner to have exclusive naming rights across all marketing collateral. The Good Hotel Guide Live in partnership with 'YOUR NAME'
- Logo to be included alongside GHGL logo lockup and used across all marketing collateral
- Logo to be included at top of 'Thank you to our Partners' section on website, alongside 200 word profile and link back to your website
- Logo included on all templated emails inviting 500+ GHG hoteliers to attend
- Logo included on registration site
- Social media support

The Day

- Partner to host a Genius Session / host a panel session /round-table chair
- 2x2m area within 'The Barn' to showcase your product / services to attendees during the breakfast, coffee, lunch and post conference drinks.
- Headline branding on event slides throughout the conference
- 2 invitations to attend the Hoteliers Dinner in the evening

Post event

- Data to be shared for those that attended the conference
- Logo to be included in post-event email
- One x email to be sent to attendees

Cost = £15,000

Hotels confirmed to attend include

The Kaleidoscope Collection

Bath

Eat Drink Sleep Hotels

Brecon

The Castle Hotel

Shropshire

Trefeddian Hotel

Aberdovey

Cottage in the Wood

Malvern

The Angel Hotel

Abergavenny

Hazel Bank Country House

Keswick

Cedar Manor

Lake District

Porth Tocyn

Abersoch

Full list available upon request

Session partner

As the Session Partner you will host a breakout session providing the content that aligns with our hoteliers interests and your product /services. We will work together with you to ensure the content maximises your opportunity to influence and build relationships with hoteliers in the room.

- In addition you will receive
- Logo inclusion in all pre-event marketing emails sent to 500+ Good Hotel Guide hoteliers
 - Logo and 150 word company profile on the 'Thank you to our partners' page on website
 - 2x2m area within 'The Barn' to showcase your product / services to attendees during the breakfast, coffee, lunch and post conference drinks.
 - Branding on event slides throughout the conference
 - Invitation to attend the Hoteliers Dinner in the evening
 - Social media support throughout

Cost: £5000

Round-table partner

Alongside expert panels, hoteliers will discuss best practice in multiple round-table sessions. As the Chair you will lead them in conversation and present the results of the discussions to the audience. The hoteliers will change throughout the day providing more opportunities to build new relationships.

- In addition you will receive
- Logo inclusion in all pre-event marketing emails sent to 500+ Good Hotel Guide hoteliers
 - Logo and 150 word company profile on the 'Thank you to our partners' page on website
 - 2x2m area within 'The Barn' to showcase your product / services to attendees during the breakfast, coffee, lunch and post conference drinks.
 - Branding on event slides throughout the conference
 - Invitation to attend the Hoteliers Dinner in the evening
 - Social media support throughout

Cost: £3500

Supplier showcase partner

Showcase your products or services to the UK's leading independent hoteliers in a dedicated area for to meet hoteliers during breakfast, coffee, lunch and post event drinks.

- You will receive
- Logo inclusion in all pre-event marketing emails sent to 500+ Good Hotel Guide hoteliers
 - Logo and 150 word company profile on the 'Thank you to our partners' page on website
 - 2x2m area within 'The Barn' to showcase your product / services to attendees during the breakfast, coffee, lunch and post conference drinks.
 - Branding on event slides throughout the conference
 - Invitation to attend the Hoteliers Dinner in the evening
 - Social media support throughout

Cost: £2000



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For more information or to confirm your place
at The Good Hotel Guide Live contact

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