

BY HOTELIERS FOR HOTELIERS

info@fihotels.com



### Who are Fine Individual Hotels?

Fine Individual Hotels is an initiative designed by Hoteliers for Hoteliers. Unlike other online consortia and marketing schemes, we are a group of individual hotels working together to help to promote one and other through our website and the FREE Guide that we like to make available to each guest of our 50+ exclusive hotels.

Fine Individual Hotels brings together some of the finest hotels throughout the UK and Ireland to create a “one stop shop” for guests looking for quality accommodation, but who are confused by the hotel classification and star rating systems. With our a strict policy of only including Hotels who have a minimum 75% AA hotel rating within their star rating, our customers can be assured of a certain standard.

### What we do

We are Hoteliers ourselves – 3 AA red star Linthwaite House, Windermere, and the 4 star Lakeside Hotel, Newby Bridge. We set up Fine Individual Hotels in 2004 to be an additional tool to help supplement our hotel’s marketing. Since then we have witnessed phenomenal growth. We have a simple premise. A two pronged strategy comprising the web and the free to guests A5 brochure.

### Our website

Our web statistics for this year are impressive – with over 4000 unique visitors to the site each month, we have more than doubled in numbers since this time last year. In just one month we sent a total of over 6000 visitors to our hotels’ websites – that’s over 200 per day, making FIH one of the top referring websites for them.

We want to improve on these figures and are constantly developing new ways of bringing people to the site and this is why all the revenue we generate goes into marketing. We don’t carry expensive overheads; at present we don’t even employ anyone directly.

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### Our Brochure



We believe creating great positive networks with other like minded hotels is one of the most effective ways of generating new customers. This is why we supply each of our hotels with our FREE complimentary booklet to give to their customers. By becoming part of the Fine Individual Hotels network, your hotel is marketing to a very receptive audience and targeted demographic. Currently we circulate over 100,000 brochures but this figure is set to increase as we introduce more Hotels.

### The Costs

For only **£595 + VAT**. You can have an immediate entry onto the Fine Individual Hotels website [www.fihotels.com](http://www.fihotels.com), each spring we produce our next brochure and for **£1195 + VAT** you can have entry in the 2010/11 and continue on the website until spring 2011. The £595 + VAT would be due now and £1195 in March 2010. **This offer is only valid until 31st October.**

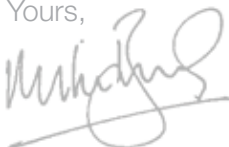
### How to Join

To join Fine Individual Hotels, we ask that your Hotel has an AA rating of no less than 75%. There are a number of ways to become part of the group.

**Submit an enquiry form on our website, and we will contact you to discuss your application. or Contact myself or Bill Clifford, our FIH Secretary, (07979 495390, [bill.clifford@fihotels.com](mailto:bill.clifford@fihotels.com)).**

I do hope you will consider subscribing – not only is this an excellent marketing initiative but it is also an excellent forum for networking with other fine individual hoteliers!

Yours,



Mike Bevens  
Chairman  
Fine Individual Hotels  
& Owner, Linthwaite House Hotel,  
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