

Brightstar Hospitality



1. About Us: Seasoned Hospitality Expert
2. Operational Excellence
 - People Quality Profit
 - Sales, Marketing, Revenue Management
 - Cost Control
3. Asset management
4. The Team
5. Our Partners
6. Contacts

Seasoned Hospitality Experts



Brightstar Hotel Management

- We operate a diverse portfolio of upscale to select-service hotels, including both branded (Accor, IHG, Best Western) and independent properties
- Proven expertise in takeovers, integration, and full operational management
- Full control of daily operations with a focus on maximising cash flow and asset value
- End-to-end in-house capabilities across operations, revenue, pricing, sales, HR, finance, and facilities

Brightstar Asset Management - Hospitality, Property, Real Estate

- Drive enhanced hotel performance and value for owners and investors
- Deliver strategic planning, financial analysis, and property transaction support to maximise returns
- Develop tailored strategies for revenue growth, cost efficiency, and risk mitigation

Brightstar for Investors and owners

- Identify lucrative UK hotel investment opportunities for institutions, owners, investors, and funds
- Leverage market insights and top agents to guide strategic investments
- Minimise investor risk through active operational management and maximising portfolio returns

24

Hotel under
management

£88m +

Group
turnover

£360m +

Portfolio Value

Our portfolio



We focus on three pillars: PEOPLE-QUALITY-PROFIT



Brightstar – We Takes Care of Your Hotel



People First

- We put the right people in the right roles, supported by training and a structured induction.
- Well-being, relationships, and growth matter—our onboarding sets the tone.
- Engagement is tracked anonymously, with meaningful follow-up actions.
- We work closely with teams, not apart from them.
- Central HR and consultants provide hands-on support.
- Success is recognised through awards, events, and regular appreciation.

Quality

- Guest satisfaction is measured, monitored, and acted upon to drive continuous improvement.
- We prioritise safety, compliance, and operational excellence across all areas.
- Room standards and F&B offerings are constantly optimised to exceed expectations.
- We challenge the status quo to create exceptional guest experiences.
- Preventative maintenance plans ensure consistent quality and care.

Profit

- We drive revenue through a strong sales culture—everyone sells, every day.
- Upselling, cross-selling, and high-margin focus boost top-line performance.
- Smart procurement via Entegra / Purchase Warrior and regular price audits ensure best value.
- Cost control is proactive—forecasting, planning, and mitigation without compromising quality.
- Profit conversion plans target efficiencies and maximise every opportunity.

How we operate: Revenue Management



Central Revenue Management

We provide hands-on support

- Head of Revenue – strategic leadership, pricing, and distribution planning
- Revenue Manager – day-to-day optimisation, forecasting, and performance tracking
- Revenue Analyst – data-driven insights, reporting, and rate analysis

Pricing Strategy

We analyse internal performance and external market data to shape dynamic strategies

- Dynamic Pricing: Adjusted in real-time for rooms and event spaces based on forecast and demand.
- Business Mix Optimisation: Maximise revenue from each segment by managing restrictions and length of stay.
- Channel Mix Management: Balance distribution to control cost and capture demand effectively.

Distribution Channel Management

OTA Management

- We actively manage OTAs by collaborating with market managers at a national level.
- Our focus is on optimising performance across all platforms to maximise visibility, conversion, and revenue.

Continuous Market Monitoring

Market Monitoring & Growth

- We continuously track market trends to identify growth opportunities
- Insights are translated into actionable strategies to stay ahead of competitors and drive sustainable revenue growth.

Online Travel Agents Management

OTA Maximisation

- Collaborate with market managers and national teams to maximise OTA performance.
- Ensure every site's OTA platforms reach their full revenue potential through strategic oversight and optimisation.

Key Revenue Management Processes

Forecasting & Yield Management

- Predict and plan for demand and revenue fluctuations.
- Adjust prices and restrictions dynamically to maximise revenue.
- Optimise channels with a focus on driving more direct bookings.

How we operate: Sales



Hotel Sales

- Build a dynamic sales culture across the team
- Implement measurable quarterly sales plans
- Drive cross-sell referrals actively
- Analyse historic, repeat, lost & lapsed business
- Maintain targeted focus and clear priority

Meetings & Events Sales

- Enhance M&E offerings with a refreshed approach
- Target the agency market strategically
- Drive direct conference and training business
- Develop tailored plans to grow M&E business at each hotel
- Increase awareness in client and agent markets
- Leverage our strong expertise in delivering exceptional weddings

Global / National Sales

- Maintain a structured Sales Activity Calendar
- Support & implement RFP and GDS processes
- Grow market share from existing account while targeting new business
- Increase visibility through agency & business travel forums & presentations
- Establish agreements with key North American and Chinese travel agents
- Strengthen partnership with Visit England, Visit Scotland and Visit Britain
- Renew TMC partnerships

Leisure Sales

- Create tailored packages to boost demand during low periods.
- Maximise revenue through digital visibility
- Collaborate with tour operators, group organisers & FIT companies
- Central group inquiries referral process
- Increase awareness via partnerships with local attractions
- Ensure presence at key industry forums & events
- Develop & promote leisure packages with marketing support

General Marketing

- Immediate support from central Marketing team with dedicated marketing resource
- Create marketing plan across accommodation, weddings, F&B, and conference services
- Increased presence at events and road shows
- Launch targeted PR campaign & special interest marketing
- Refresh and roll out existing marketing plan (if differs to newly created)
- Review & renew Collateral and Branding
- Local Advertising proposals within the immediate market focus on Spa, F&B, Events

Digital Marketing

We follow the Pirate Metrics model – Acquisition, Activation, Retention, Revenue, Referral across all internet marketing

- Develop a clear data-led online strategy
- Optimised website performance and user experience
- Strengthen Paid & Organic search programmes
- Implement a Social media strategy backed by analytics
- Run targeted E-Marketing campaigns - Individual hotel & group wide
- Re-acquisition – put in place a process
- Targeted online advertising to drive conversions
- Activate Influencer & Blogger Campaigns

How we operate: Controlling Costs



Brightstar Procurement & Cost Control

- Implement Brightstar's centralised procurement processes to leverage buying power
- Ensure consistency in purchasing across all sites
- Maintain control through structured pricing and supplier agreements

Payroll and Rota Process

- Implement Plan Day for Rota management, holidays, and people oversight
- Conduct regular payroll and rota reviews to ensure accuracy and efficiency
- Complete digital HR file audits with all documents stored securely in the cloud
- Standardise recruitment using ATR forms, contracts, and Right to Work checks

Financial Oversight & Accountability

- Conduct a full cost and contract review across all P&L lines
- Set clear, measurable targets aligned with commercial and financial goals
- Empower teams and managers to track performance against targets and drive improvement

Performance & Cost Benchmarking

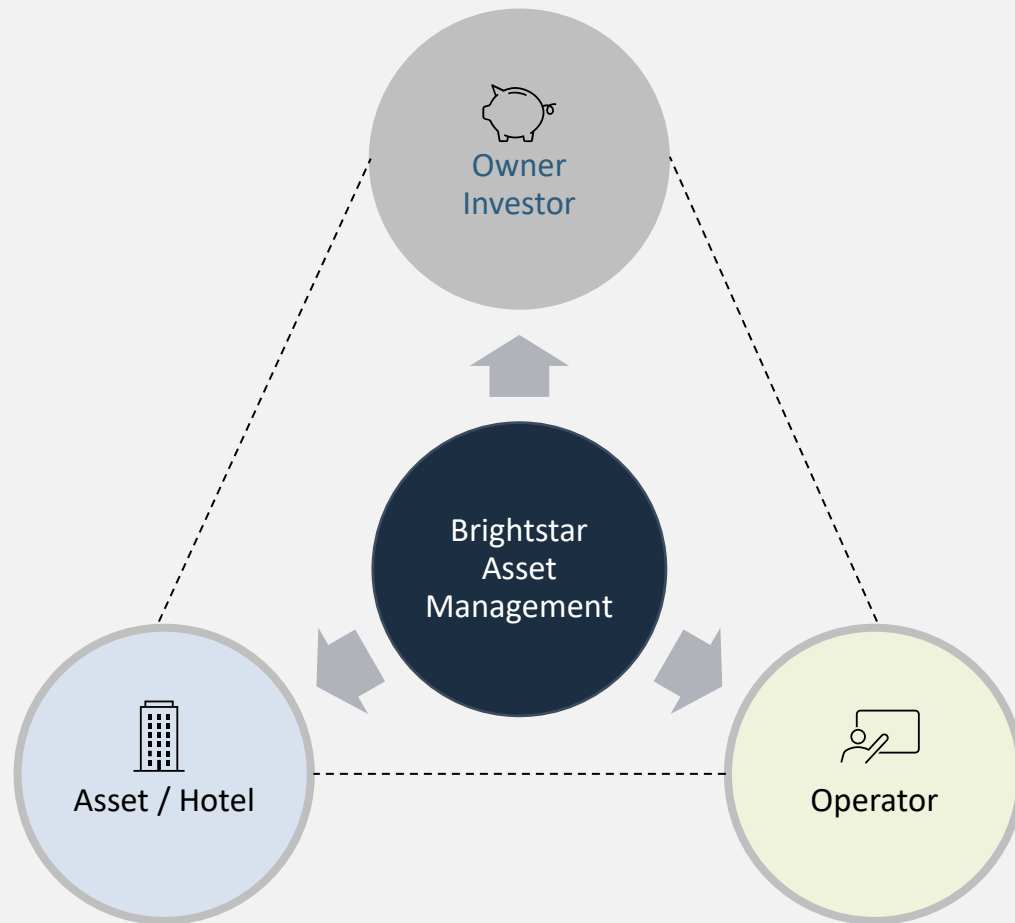
- Conduct initial and monthly business reviews with detailed cost benchmarking
- Set clear GM targets supported by KPIs and regular performance reviews
- Monitor progress through balanced scorecards to ensure accountability and alignment

Utilities & Energy Efficiency

- Implement energy efficiency plans focused on cost reduction through awareness and operational discipline
- Broker relationships to secure competitive rates through effective negotiation, renewals, & contract management

KPI and Targets

- Teams and Managers must work towards goals and targets and in line be able to measure their own performance
- Set a clear directive of targets to be achieved in line with exceeding / improving on commercial and financial performance



Leveraging our operational expertise to maximise asset value and investor returns

Expertise Across All Hotel Disciplines

Our team combines deep hotel ownership and operational knowledge to deliver exceptional client value.

Comprehensive Services

From investment evaluation to daily operations management, we enhance cash flow, solve property challenges, and maximise asset value

Data-Driven Insights

Utilising real-time data and thorough analysis, we benchmark and measure performance to drive optimal results.



Investor



Developer



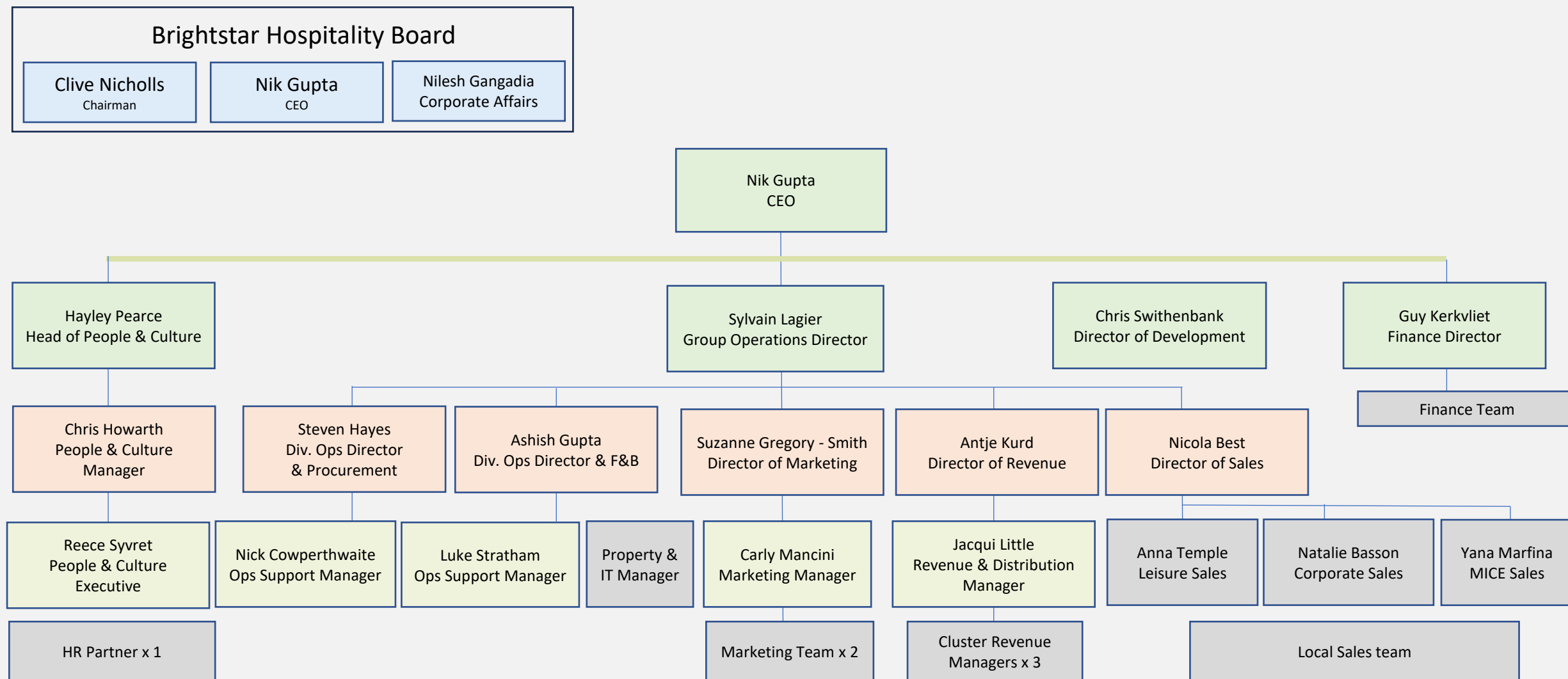
Operator



Financer

Our dedicated and highly experienced team provide specialised operational, financial and strategic advisory services across the entire cycle of your investment.

Our Structure of People



Meet the Team



Executive Team



Nikhil Gupta
*Chief
Executive
Officer*

- Nik's experience spans hospitality and travel-technology. He started his career in various operational roles with Oberoi Hotels, IHG & Fairmont. Over the years, Nik has been an owner and franchisee of both IHG, Best Western & Wyndham Hotels. He is presently Chair of IHG UK&I Owner Committee.
- Prior to Brightstar, Nik was on the Exec Team at Skyscanner - the world's leading travel meta search site. Nik was responsible for the launch of Skyscanner's Hotels and Car Hire business.



Sylvain Lagier
*Group
Operations
Director*

- Sylvain brings expertise in Hotel operations and people development from leading hotel brands including Accor, IHG and Hilton.
- His experience ranges from budget to upscale segments, with a strong track record in the UK and Europe. He is passionate about creating innovative solutions to constantly improve both employee experience and guest satisfaction, to lead high performing businesses.



Hayley Pearce
*Head of People
& Culture*

- Dedicated to driving organizational growth by leveraging human potential.
- She boasts a varied background, focusing on crafting and implementing strategies that yield positive transformation.
- Her prior experience at Atlas Hotels fuels her commitment to refining operational efficiency, enhancing employee satisfaction in hospitality.



Chris Swithenbank
*Director of
Development*

- Educated in Hospitality Management in Germany and at Cornell University New York.
- His experience includes leading roles at Mollie's SoHo House Projects, Leonardo's Royal London St Paul's, Jurys Inn Hotel Group, St Michaels Resort, and The Cornwall Hotel & Spa.
- Chris forms part of Brightstar's Development and Acquisition team and leads the Asset Management arm for the company.



Guy Kerkvliet
*Finance
Director*

- Guy is a commercially-driven financial leader, bringing a wealth of experience from both accountancy firms and the hospitality industry.
- He has worked with Gleneagles Hotels, as well as small independent boutique hotels and international brands like Marriott, IHG, and Hilton.
- Utilising technology to expand on existing financial operations and improving performance and efficiencies.

Our Leadership Team



Ashish
Gupta
Divisional
Operations
Director

- Award-winning hotelier with 30 years' global experience across luxury brands like IHG, Accor, Hilton, and Marriott.
- Skilled in asset growth, operations, and strategic leadership across hotels, QSRs, and consultancies.
- Known for innovation, inspiring teams, and driving excellence, with expertise in trends, tech, evolving guest expectations, and transformational business leadership.



Steven
Hayes
Divisional
Operations
Director

- Steven is a dynamic and results-oriented hospitality manager with 20 years of experience in customer service, strategic business strategies, and operational excellence.
- He excels in team development and driving positive and engaging work culture, consistently enhancing operational efficiency and financial performance in various hospitality settings.



Antje Kurd
Group Director
of Revenue

- Antje has a commendable 15-year career combining extensive business and analytical expertise to focus on optimisation of revenue, profit and KPI performance.
- She has held pivotal roles, including revenue management at Travelodge Hotels, IHG, and BDL Hotels.



Nicola Best
Group
Director of
Sales

- Nicola brings 25 years of experience in sales, specializing in business-to-business transactions with unique independent hotels and brands. She has successfully managed global corporate and business travel agent accounts.
- Prior to Brightstar Nicola was a Sales Director for Aimbridge Hospitality responsible for driving revenue into the group.



Suzanne
Gregory-Smith
Head of
Marketing

- Over a decade of experience specializing in hospitality marketing, with a focus on delivering impactful campaigns tailored to diverse businesses.
- Demonstrated expertise in leveraging digital marketing channels, including SEO, SEM, and social media, to maximize visibility and drive customer engagement.

How we operate: Round up



Sales Support

- Sales support structure
- National Sales Team with area specialist roles (e.g. MICE, BTA's, Leisure etc)
- Hotel Based Sales (target setting, reporting, quarterly action planning)
- Sales Network (cross-selling)
- Regular hotel review visits and periodical sales audits
- Internal sales training

Central Marketing

- Online optimisation
- Social Media Coordination
- Quality collateral, presentations and advertising
- Package and need period promotions
- Metasearch presence
- PR co-ordination

Revenue & Distribution

- Internal revenue training
- Revenue reporting
- Market performance analysis
- Distribution channel auditing – TPI, Meta, GDS, Representation
- Standardised revenue tools (daily forecasting model by market, demand calendar, revenue growth opportunity)
- Regular hotel reviews / periodical revenue audits

Operational Support

- Operational specialists
- General Management support
- Monthly hotel reviews
- Operational auditing
- Compliance auditing
- Hotel benchmarking and Best Practice implementation

Compliance Support

- H&S Structure
- Quarterly H&S Meetings
- H&S Auditing
- Insurance negotiation, co-ordination and support (Public Liability, Employee Liability, Property Insurance, Vehicle Insurance)
- Licence co-ordination (Liquor, Food, PRS)

Accommodation Services Support

- Contract cleaning negotiation and co-ordination
- Regular on-site auditing of cleaning contract fulfilment
- Linen cleaning contract negotiation

Property Management & Development Support

- Maintenance contracting negotiation and co-ordination
- Regular on-site auditing of property standards
- Property project management

Procurement Support

- Hotels align all the hotels to a single purchasing strategy
- Lowest net rates for the group – each hotel benefits
- Join the Entegra Procurement Services
- Annual or bi-annual group energy purchasing -direct or via broker

IT Support

- IT Software contract negotiation & co-ordination
- IT Hardware contract negotiation & co-ordination
- 24hr support by IT specialists (via Micron)
- System Installation and upgrade project management

Finance Support

- Centralised accounting – via Accumulus, a partner company
- Sales Ledger support
- Financial auditing
- P&L production
- Centralised purchasing

Human Resources Support

- Online HR System
- E-Learning
- Internal Training Provision

Some of our Partners & support systems



Contacts



Nik Gupta
CEO
+44 7967651854
Nikhil@brightstarhospitality.co.uk



Chris Swithenbank
Director of Development
+44 7717132181
Chris@brightstarhospitality.co.uk

HOTELS with HEART and HUSTLE

