



Large hotel groups member case study: Macdonald Hotels & Resorts

Macdonald Hotels & Resorts are a group of 45 hotels across the UK, each with its own unique style, from countryside to city.

We asked them on their thoughts on the value of being a HBAA member and what this means to their business.

Brand visibility

Gill Jackson, Sales Director at Macdonald Hotels & Resorts, explains:

“For Macdonald Hotels & Resorts, HBAA membership provides unique opportunities to both increase our brand visibility and for our sales team to network with key industry stakeholders.”

Code of Practice

“As an industry acknowledged code that guides and structures how business is conducted with agency members, the HBAA Code of Practice not only provides

a unique market advantage, it is pivotal to everyday business. As an ongoing support and general protection “go to” guide, we appreciate the educational and good business practice values it promotes.”

Dinner, dancing and innovation

“We recognise that being a member of an industry recognised Association provides a consistent platform to support forward thinking and innovation through sharing best practice.

“At Macdonald Hotels & Resorts we are always striving to develop our people, benefiting from the educational element the association provides, offering opportunities to be involved on panels, workshop sessions and to receive member rates for industry specific training.

“The Annual Forum remains a key event in the diary, where we have used the opportunity to network with industry peers, keep up to date with industry trends and develop existing relationships whilst nurturing new relations in a relaxed environment over dinner and dancing!”



We'd love to hear your thoughts on this or any of our events, so please share via any of the below channels:

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