

Large agency group member case study: Chewton Glen & Cliveden House

Chewton Glen is a 5 Star luxury country house hotel located on the fringe of the New Forest and sister to the 5 Star award – winning hotel Cliveden House in Berkshire.

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

Getting the word out

Lisa Lernoux-Dock, Director of Sales MICE, Chewton Glen & Cliveden House says:

“At the time of joining the HBAA in 2003, Chewton Glen did not have a strong profile with UK agents. We wanted to get the word out that we were ‘agent friendly’ and the HBAA was the ideal avenue for this.

“Association membership has proved great for networking and for industry exposure, particularly when we launched the ‘new and improved’ Cliveden to UK agents after the hotel was acquired in 2012.



Added value

Describing how the HBAA has helped to boost learning, development and business opportunities, Lisa continues:

“We have found that the HBAA Training has been particularly effective for new members of our events team as it is so targeted to the UK groups market. We have always attended as many Forums, Dinners and Meetings as possible as they are a brilliant opportunity to expand your professional knowledge and to network with agents and other hoteliers

“The HBAA Code of Practice has been an excellent guide when dealing with any potential disputes and we base our decisions on how to approach industry issues, such as agent commission and option requests, on the Code of Practice.

Punching above your weight

For small hotel groups considering becoming an Association member, Lisa enthuses:

“The HBAA is one of the best ways for small independent hotel groups to increase awareness within the UK groups market. It definitely helps you punch above your weight!”


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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