



The AHC 2016 For the Independent Hotelier

We really do understand that as an independent hotelier it's hard to justify time away from the business, rationalise the cost of conference attending and also that it is sometime a bit intimidating walking into a conference room full of people.

Here's what we at The AHC are doing to help with this...

- Each and every programme session will be based on the ethos of providing you with practical and educational knowledge that you can take away and implement into your business. This ranges from marketing techniques, sales ideas, revenue management suggestions, financial controls, security advise, OTA management to training and recruitment
- For 2016, we are introducing a new pricing model: **£250.00 for an independent hotelier**. That's a reduction of £300.00 off our standard rate – this rate is exclusively for hoteliers to show we sincerely value your attendance
- The AHC Buddy system. Think 2012 Olympic Gamesmakers, but in hotel conference form! We're putting together a clever little idea that will mean there are seasoned Annual Hotel Conferencer's on hand so that no one will feel uncomfortable walking into a busy conference room

**The AHC is an invaluable opportunity to learn, network and be inspired.
But don't just take our word for it...**

The AHC started as a mild flirtation and has become a full-blown love affair. I confess I'm hooked and unable to get through any October without attending to get my annual fix. You should try it, it's addictive

Robin Sheppard, Chairman, Bespoke Hotels

For me, the value of a conference often turns on whether I have made just one really useful contact, or learnt a single incisive piece of information or advice that could transform my business, and the AHC has never failed me

Robert Nadler, CEO, Nadler Hotels

We're delighted that renowned hotelier Danny Pecorelli, Managing Director of Exclusive Hotels, will be opening the second day of this year's event and look forward to hearing his insights, predictions, lessons learned and advice.

Registration for The AHC is now open. To register, [click here](#) which will take you to the exclusive Independent Hotelier rate registration page.

Further information can be found at www.theahc.co.uk and on our [Twitter](#), [LinkedIn](#) and [Facebook](#) pages.

The AHC 2016.

Learn. Network. Be Inspired.

*Please note, the AHC reserve the right to withdraw The Independent Hotelier rate if it is felt it is being misuse

Previous attendees include:

Akkeron Hotels	Compass Hotels	Rocco Forte Hotels
Apex Hotels	Congham Hall Hotel	Rockliffe Hall
Armathwaite Hall Hotel and Lake District Hotels	Eccleston Square Hotel	Shearings Group
Arundel Arms Hotel	Eclectic Hotel Collection	Shire Hotels
Assured Hotels Ltd	Inglewood Manor Hotel	Starboard Hotels
Augill Castle	Jupiter Hotels	Swinton Park
Best Western Abbey Hotel	Kew Green Holdings	The Borough
Best Western Castle Green Hotel	Lake District Hotels	The Coniston Hotel and Country estate
Best Western The Leewood Hotel	Leisureplex Hotels	The Lowy Group
Best Western Ufford Park Hotel Golf & Spa	Lester Hotels	The Maghull Group
Blenheim Lakeside Hotel	Lidun Hotel Group	The Mere Golf Resort & Spa
Borough Arms Hotel	Linthwaite House Hotel	The Northcote Group
Bredbury Hall Hotel	Moran Hospitality	The Town House Collection
Bulldog Hotel Group	Nadler Hotels	Webb Hotels & Travel
Castle Green Hotel Kendal	Pantheon Hotels & Leisure	Wordsworth Hotel
Classic Lodges	Quest Hotels Limited	Wyboston Lakes Limited
	Red Lion Leisure	

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