

RENOVATIONS - AV and POS *feature*

STARS ALIGNED – THE TIMING IS PERFECT FOR RENOVATING

The Australian hospitality accommodation and conference market needs to ready itself in order to maximise returns as the stars align. Just because visitor numbers rise, does not mean that a hotel/resort will benefit in equal proportion. Properties that are tired will miss out on their share as the travelling public – be it leisure or business – are far more alert and demanding than they used to be.

It is commonly accepted that new will always outsell old. The lack of new hotel construction has slowed competition for established properties, which in turn has lowered the sense of urgency to renovate and innovate.

There are two costs associated with renovating: the cost of renovating and the cost of not renovating. As properties age, owners must remain vigilant and beware the Internet. If you don't renovate and your competitors do, you'll suffer from poor word of mouth and poor reviews and these are spread by the Internet. Not only will it result in a loss of market share, it can also negatively impact property value. Deferred maintenance will reduce available proceeds on the sale of a property because new buyers will deduct that amount from the purchase price.

Cbc prefers to think of renovating as an investment not a cost, because nothing should be done without an identifiable positive impact on property values and/or revenue.

If you want to stay competitive and are planning a renovation, here are some tips from Cbc:



> Discuss the project with a construction project manager; hospitality architect; and interior design company to help find the key areas to spend your renovation dollars.

> If you have one, carefully review your property improvement plan to find the most vital areas for improvement.

> Review every part of a renovation so you don't have to value engineer it later.


> Work with contractors on pricing.

With the right advice, quality and speed of construction with Cbc, owners can look forward to:

> Increased guests satisfaction, increased occupancy, increased room rates, increased

RevPar;

> Increased asset value, increased return business, increased average occupancy levels and even improved industry rating where desired.

There is another critical factor that must be addressed. Hotels are living and functional spaces that require a special understanding of their work practices so as to minimise guest and operational disturbance. Very few companies have a "Hospitality Behavioural Induction" program in place to ensure all staff and contractors understand the value of a guest and how to behave within a hotel environment bound by strict operational hours. 

Platinum Renovation Package.

From the people that understand your business, with over 30 years of combined hospitality experience

- Free initial architectural consultation
- Free initial FF&E consultation
- Free initial construction consultation
- 'Low Cost No Obligation' Mock-Up Room design and construction service

Contact Cbc now

p 07 5510 9291

m (0408) 757-118

e ross@cbc1.com.au

www.cbc1.com.au BSA 1208536

Cbc 

Coast Building & Constructions