



Insights on the events that matter to the decision-makers in the hospitality investment space
www.hotelanalyst.co.uk

Media pack

Promote your brand with
Hotel Analyst



Founder of Hotel Analyst



Andrew Sangster, Editorial Director, Hotel Analyst

Hotel Analyst is the most established media platform in the hospitality investment space, having been in existence for more than 20 years. Andrew Sangster, a leading financial journalist who has spent his career reporting on the sector, launched his news analysis service after despairing at the quality of what existing publishing business models were producing.

“Our aim is to produce meaningful content that is more than a cut and paste of press releases. We want to provoke thought and even if our subscribers disagree with our viewpoint, we create value by helping them structure their own take on events,” says Sangster.

Since the launch of the subscription news analysis service, Hotel Analyst has evolved into a media business comprising subscriptions, events and bespoke marketing.

Hotel Analyst's audience

- Investors/Owners
- Lenders
- Developers
- Operators
- Brand companies
- Travel technology companies
- Brokerage, valuation and property advisory
- Asset managers
- Corporate financiers
- Management consultants
- Designers / architects



HA Perspective news email is sent to over 3k top executives once a week.

HA Perspective news email is sent out twice a month to over 15k top executives



Over 2,000 senior hospitality leaders focused on investment in hospitality and operational real estate have met face-to-face through events hosted by Hotel Analyst.

Promote your business

Hotel Analyst can connect your brand to our senior audience in the hospitality investment industry via the following vehicles:

HA news service

News: HA Perspective emails.

HA Perspective is a weekly (approximately 48 times a year) newsletter of four key stories covered in feature length. It has built its reputation on the comment or “perspective” piece at the end of each story giving the Hotel Analyst take on the events in the associated news feature.

The HA Perspective email is sent out to subscribers and registered users of the Hotel Analyst website. There is a two-paragraph intro that links through to the password protected Hotel Analyst website for the full analysis.

What is included:

- Your company banner added to the news email: 567 x 76px.
- HA Perspective to go out to 3k subscribers once a week.
- Once a month HA Perspective top stories emailed out to the database of 15k.

Cost: £3000 (+VAT) per quarter

HA Outside Insights

Outside Insights: A thought leadership article written by your company with direction from the Hotel Analyst team. It is available in front of the paywall.

What is included:

- Advice and consultation from Hotel Analyst on the production of an in-depth thought leadership article topic (500 to 1,000 words).
- The article will be/can be edited by Hotel Analyst.
- The article will be promoted via Hotel Analyst and can be promoted by your own company marketing and social media.
- The article will be sent to over 15k top executives via HA's email marketing system.

Cost: £3000 (+VAT)

HA Reports

Sponsoring of a Hotel Analyst authored report

Reports are in-depth analysis of key topics, typically 50 – 100 pages long, written by Hotel Analyst associates. Sponsors receive logo recognition on the cover page and the opportunity to contribute pages within the report.

Sponsors receive a pdf of the executive summary with their contributed article. The reports are promoted via social media and Hotel Analyst's email marketing which reaches around 15,000 contacts.

What is included:

- A one or two page advert inside the report.
- Your company logo added to the front page of the report.
- The report will be promoted via Hotel Analyst to over 15k top executives.

Cost: £2,000 (+VAT)

HA Podcast

Podcast: A podcast set up under the direction of the Hotel Analyst team.

What is included:

- Advice and consultation from Hotel Analyst on the content of the podcast discussion and the key topics to cover.
- The podcast will be promoted via Hotel Analyst and can be promoted by your own company marketing and social media.
- The podcast will be sent to over 15k top executives via HA's email marketing system.

Cost: £2000 (+VAT)

HA White Paper

Commissioning a White Paper

Request the research and writing of an in-depth report by a Hotel Analyst associate.

What is included:

- The research and writing of a report by a Hotel Analyst associate in consultation with the client.
- Involvement throughout the production of the report.
- Your company logo added to the home page of the report and a one or two page advertisement inside the report.
- The report will be promoted via Hotel Analyst to over 15k top executives.

Cost: Starting price to produce a White Paper £7,000 (+VAT)

We look forward to working with you

Please contact Sarah Sangster for more information.

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hotelanalyst