

SWOT analysis, Wattis Hotel

STRENGTHS:

1. Being environmentally friendly – including solar panels on roof, recycling facilities in car park, room cleaning and laundry using eco-friendly detergents and hybrid electric minibus.
2. Location – close to city centre, railway station and lots of tourist attractions; large restaurant next door; several pubs and cafés, a gym and a health spa in walking distance.
3. Pricing – approximately £10 per room lower than similar ‘basic’ hotels in the area.

OPPORTUNITY:

1. Predicted fall in unemployment levels – locally, nationally and internationally (especially in mainland Europe and America).

WEAKNESSES:

1. Human resource issues – lack of staff commitment and motivation, staff often rude to customers, high number of staff leaving.
2. Limited marketing – customers must book directly with the hotel (on website or by phone); hotel is not registered with the tourist board nor any online hotel reservation sites.
3. Poor cash flow management – outflow payments made too early; inflows erratic; bank account close to overdraft limit during winter months.

THREAT:

1. Proposed introduction of a ‘tourism tax’ - all businesses in the leisure and tourism industry will be required to pay additional taxation on earnings.