

Brand Conversion Management

Let us help you become independent.

Transition from a chain-branded hotel to a more profitable independent property. Follow a proven, yet tailor-made critical path throughout this conversion process and obtain optimal results.

Since 2013, our team has successfully supported more than 50 hotels that have de-flagged from a chain in favor of going the independent route at varying levels.

- Transition Critical Path
- Systems & Database Migration
- Brand Positioning
- Marketing Messaging
- Strategic Business Plan

Ready to learn more?

Contact us to learn how PHG Consulting can help you meet your revenue goals.

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