LONDONIST

# SUMMER DEMAND ENGINE 2026

*Integrated Campaign, Execution & Revenue Strategy*

| £7.2M | 18,000 | 7 | 4 |
|---|---|---|---|
| Revenue Target | Weeks to Sell | Campaigns | Sales Channels |

# EXECUTIVE SUMMARY

*The Opportunity at a Glance*

## THE OPPORTUNITY

| | |
|---|---|
| **20,000** | Total Weeks Available |
| **18,000** | Sellable Weeks (90%) |
| **£400** | Avg Weekly Rate |
| **£7.2M** | Total Revenue Target |

## STRATEGIC PILLARS

### 7 Targeted Campaigns

Each campaign engineered for a specific student segment — direct, ELT, intern, group, and platform buyers.

### Multi-Channel Acquisition

4 primary sales channels — direct, agents, platforms and groups — backed by digital, AI and on-campus activation.

### Portfolio Expansion

4 new provider properties onboarded to test operations, build agency familiarity and add 4,000 incremental weeks.

### Revenue Management

PBSA-style demand engine with allocation by channel, weekly review cadence, and dynamic inventory management.

# COMMERCIAL FRAMEWORK

*Inventory Position & Revenue Architecture*

**EXISTING PORTFOLIO**

**16,000 weeks**

**NEW PROVIDERS**

**4,000 weeks**

**TOTAL INVENTORY: 20,000 WEEKS**

*Less: 10% Void Allowance (2,000 weeks)*

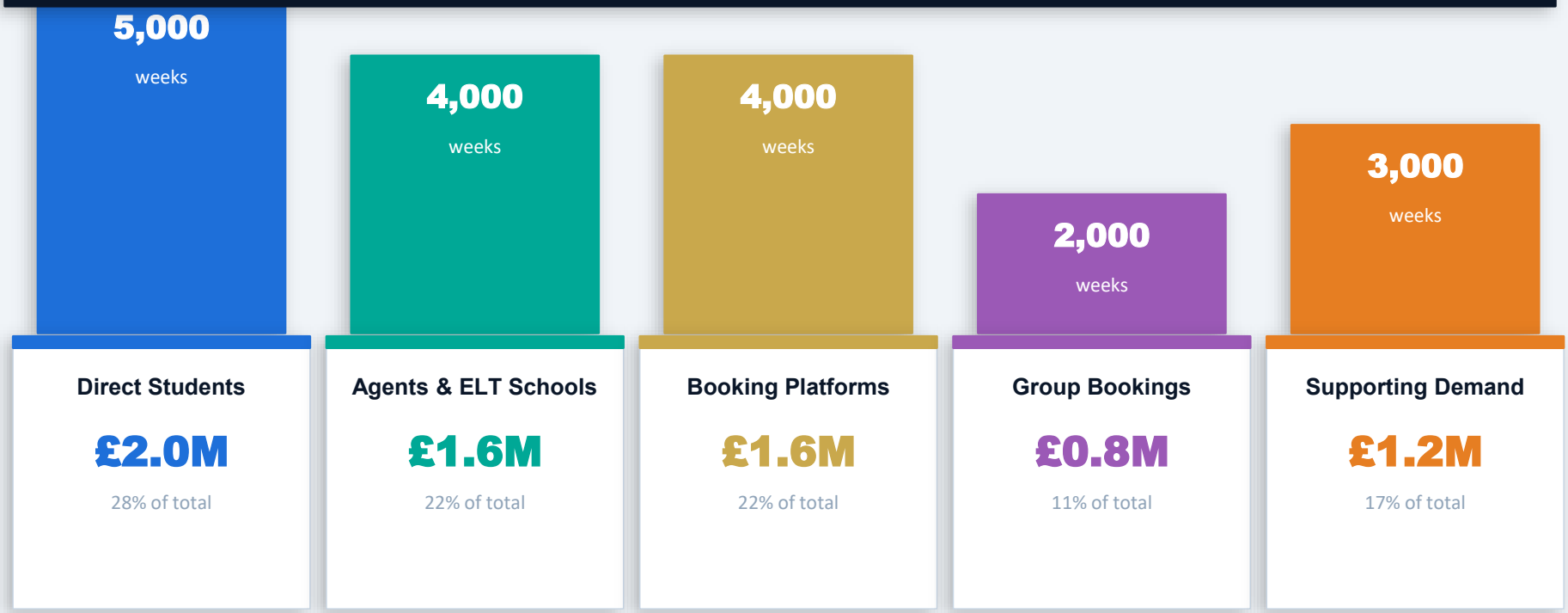
**SELLABLE WEEKS: 18,000 × £400 avg = £7.2M REVENUE TARGET**

New provider properties: Fusion Brent Cross · Ivy Halls · The Ironworks · Spring Mews

# SALES CHANNEL ALLOCATION

*18,000 Weeks Across 5 Primary Revenue Channels*

**TOTAL 18,000 WEEKS · £7,200,000 REVENUE**



# CAMPAIGN ARCHITECTURE

*7 Campaigns. 7 Distinct Audiences. One Unified Engine.*

**01** **Summer Cashback**

*Direct Students & Current Residents*

**02** **LSE & UCL Bundles**

*Short Academic Programme Students*

**03** **Intern & Research Stay**

*Corporate Interns · Researchers · Fellows*

**04** **Book the Gap**

*Flexible Short Stays Between Contracts*

**05** **ELT Schools & Agencies**

*Complimentary August Weeks Programme*

**06** **Group Booking**

*Summer Schools · Study Tours · Language Programmes*

**07** **Platform Advantage**

*Amber · UniAcco · Casita · University Living*

# CAMPAIGN DETAIL: DIRECT ACQUISITION

*Campaigns 1 – 3 | Targeting Direct Students, Academic Programmes & Professionals*

## C1 Summer Cashback

**TARGET**

*Direct Students & Current Residents*

**OFFER HIGHLIGHTS**

- Cashback up to £500
- Vouchers & lifestyle perks
- Study support tools
- No-visa-no-pay protection

*CHANNELS: Website · Current Resident Mktg · AI Campaigns*

## C2 LSE & UCL Study Bundles

**TARGET**

*Short Academic Programme Attendees*

**OFFER HIGHLIGHTS**

- Silver: Zone 2 + essential arrival
- Gold: Zone 1 + premium experience
- Airport transfers included
- Arrival packs & student perks

*CHANNELS: UCL · LSE Programme Partnerships*

## C3 Intern & Research Stay

**TARGET**

*Corporate Interns · Researchers · Fellows*

**OFFER HIGHLIGHTS**

- <6 wks: AirPods / tech voucher + ChatGPT
- 6+ wks: Chromebook + ChatGPT + LinkedIn Premium
- Productivity-first positioning

*CHANNELS: Internship Coordinators · Research Institutes*

# CAMPAIGN DETAIL: PARTNER & PLATFORM ACQUISITION

*Campaigns 4 – 7 | Flexible Stays · ELT Partners · Group Bookings · Platform Ecosystem*

## C4 Book the Gap

- Free cancellation up to 7 days
- No deposit required
- No bedding or service fees
- Book now, pay later

## C5 ELT Schools & Agencies

- 10 complimentary Aug weeks / partner
- Max 3 weeks per student
- No bedding fee · No deposit
- Fills August void inventory

## C6 Group Booking Programme

- 10 students: Free airport transfer
- 15 students: Free leader bed
- 20 students: Experience voucher
- 25+ students: Premium upgrade

## C7 Platform Advantage

- No deposit bookings
- Free kitchen packs
- Reduced service fees
- Flexible booking terms

**GROUP SIZE REWARD LADDER**

# EXECUTION PLAN

*Five Activation Pillars with a Weekly Operating Rhythm*

## Data Activation

- Analyse 2 years booking history
- Identify top sending agencies
- Map ELT schools & group organisers
- Prioritise platform partners by volume

## Partner Sales

- Direct calls to all historical partners
- Agency newsletters (bi-weekly)
- WhatsApp partner engagement
- Partner webinars & briefings

## Digital Acquisition

- Google Search & Display
- Meta Ads (Instagram & Facebook)
- WeChat & Chinese student platforms
- Retargeting & lookalike audiences

## AI Sales Automation

- Verbaflo AI call campaigns
- WhatsApp follow-up flows
- Lead qualification automation
- Nurture-to-booking pipeline

## Micro Campus Marketing

- Leaflet distribution at universities
- Campus noticeboards
- Cafes, restaurants & student hubs
- Bloomsbury · Holborn · King's Cross · Shoreditch

# WEEKLY OPERATING RHYTHM

*Structured Cadence for Consistent Demand Generation*

## WEEKLY

- Partner outreach calls
- AI call & WhatsApp campaigns
- Paid media optimisation
- Booking pipeline review

## BI-WEEKLY

- Agency newsletters
- Channel performance review
- Inventory position update
- Campaign creative refresh

## MONTHLY

- Full campaign optimisation
- Inventory allocation adjustments
- New property performance review
- Revenue forecast reforecast

**EVERY ACTION FEEDS THE ENGINE. EVERY WEEK COUNTS TOWARDS 18,000.**

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# Strategic Outcome

- Sell 18,000 accommodation weeks across 7 campaigns
- Generate £7.2M in summer revenue
- Activate direct, agency, platform and group channels simultaneously
- Introduce 4 new provider properties ahead of next academic year
- Strengthen agency and platform partnerships for long-term pipeline

**£7.2M**
Revenue

**18K**
Weeks

**7**
Campaigns