

FLETCHER  HOTELS

Customer story

From scattered requests
to independence

Marvia



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About Fletcher Hotels

A unique experience at every location

Fletcher Hotels stands out with its authentic Hotel-Restaurants housed in historic buildings. Whether at the beach, in the city center, or in the hills of Limburg—each hotel has its own character and atmosphere.

From wellness to culinary enjoyment

The hotels offer every opportunity to relax and enjoy. Fletcher combines various concepts: from wellness locations to unique restaurant formulas. Each hotel tells its own story, but all under one strong brand.

Quick overview

Fletcher Hotels was founded in 1997 and now has more than 110 locations in the Netherlands. With ambitions for international expansion in the coming years.

Industry: Hotels, Hospitality

Marvia user since: 2022

Products: Marketing Shop, Template Studio, Dynamic Templates, Social Media, and Marketing Calendar.



Situation

The central bottleneck

All marketing requests from 110 hotels went through **one central marketing team**. From menu cards to campaign posters: every request had to be handled by this team and translated to design, printer, or warehouse.

The result? Hotels often had to **wait** a long time for their materials. And with hotels running 24/7 versus a headquarters with office hours, **frustration** arose on both sides.

"We received requests from 110 hotels. You can't help everyone equally fast, while we really wanted to," the marketing team explains.



Challenges

Before Fletcher switched to Marvia, these challenges existed:

- Hotels had to **wait a long time** for materials. This resulted in them creating their own materials that didn't always comply with brand guidelines.
- Sometimes the **wrong products ended up in hotels** because someone had ordered for the wrong concept.
- The central marketing team had **less time for strategic work** due to handling all orders.





Wishes

General

A platform where each hotel can **independently** find, customize, and order online and offline materials—without headquarters intervention.

Rights

Hotels only see products that are relevant to their specific concepts..

Insights

Hotels must immediately see what something costs and when it will be delivered, so they can make informed choices themselves.

Intuitive

From hotel manager to receptionist: everyone must be able to work with the portal, regardless of technical skills.

Integrations

Fletcher already worked with various suppliers like Print.com and wanted to maintain these partnerships. The shop had to be directly **connected** to these.



“We had the idea that Marvia would be the best fit for us and is also specialized in what we want to do and grows with our ambitions.”

- Maurice Kool / Creative Services Manager at Fletcher Hotels

Solution

A brand shop that makes Fletcher's hotels independent without losing control:

- **Dynamic Templates**
Hotel employees create their own on-brand materials for local campaigns and promotions. The templates ensure everything stays within brand guidelines while hotels still get creative freedom.
- **Digital Asset Management (DAM)**
All brand files, logos, photos, and guidelines organized and always up-to-date. Hotels find what they need at a glance.
- **Smart permissions structure**
Each hotel only sees what's relevant to their concept. A wellness hotel sees different templates and products than a city hotel.

Add-ons

Marketing Shop

A central webshop where all materials can be found, including current costs and delivery times.

Marketing Calendar

Overview of all national campaigns and promotions. Hotels know exactly what's happening and can respond locally with the right materials.

De aankomende weken helpen we jullie de Fletcher's Brandshop te leren kennen. Houd jullie mailbox in de gaten voor leuke highlights van de online portal.

Welkom Nienke,

Bij dé webshop waar 24/7 alle marketing- & communicatie items én logoproducten kunnen worden gevonden, gemaakt en besteld!

Heb je een vraag over het bestellen van een product, wil je meer weten over de verzend- en levertijd van producten? Lees de antwoorden op de [Veelgestelde vragen](#).
Geen antwoord op je vraag of andere opmerkingen? Neem contact op via info@fletcherbrandshop.nl



Fletcher algemeen

Communicatiedragers en algemene (logo)producten



Hotel

Uitingen voor in het hotel, zoals posters, kranten en hotelgidsen



Restaurant

Uitingen voor in het restaurant, zoals menukaarten, posters en acties



Werken bij

Op zoek naar nieuwe collega's? De uitingen van "Werken bij" kunnen hierbij helpen

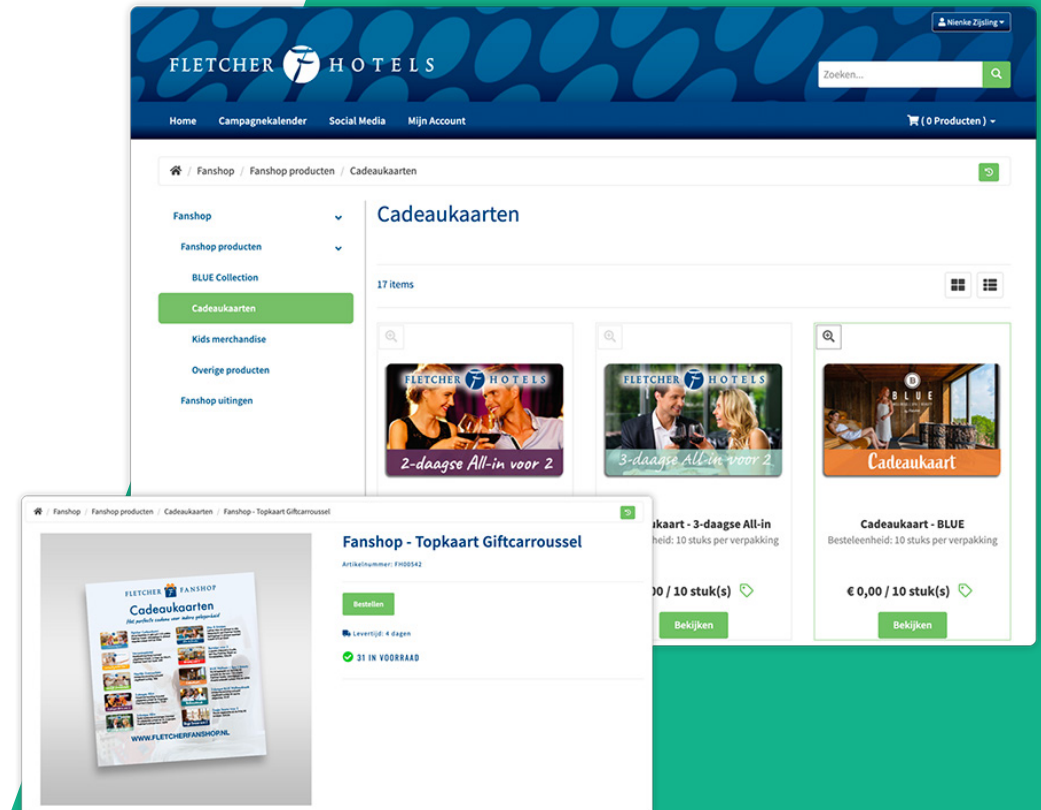
Results

From reactive to proactive

Marvia fundamentally changed how Fletcher Hotels organizes marketing. The **central bottleneck is solved**: hotels are now independent, and the marketing team has more room for strategic work.

The impact is measurable and noticeable. Hotels **order faster**, create materials themselves, and feel much **more involved** with marketing. Headquarters has retained control but no longer needs to be involved in every order.

"We get nothing but positive reactions from the hotels. They find it a major step forward."



Independence within brand guidelines

Fletcher proves you can make 110+ locations independent without losing control. The platform is an inspiration source where hotel employees actively seek opportunities. Previously, hotels had to wait for the marketing team for every request. Now they see which campaigns are running and get started immediately. That **shift from passive to active**—that's the real win.

More than just efficiency

Through the Print.com connection, hotels immediately see what materials cost and when they'll be delivered. This provides insight into **spending patterns** and makes employees more aware of their choices, resulting in **well-considered orders**.

The marketing team now has more time for strategy, campaigns, and brand development.

Fletcher's future plans

- Headquarters can easily add new templates themselves via Template Studio.
- Expand the portal with more languages to support international growth ambitions.



“Hotels feel more involved with marketing—they have more influence and more responsibility. The framework is set by headquarters, but the shop also functions as an inspiration source. Hotels are now actively engaged with marketing themselves.”

Maurice / Creative Services Manager at Fletcher Hotels







About Marvia

Marvia makes brands more successful by providing tools that keep them in control of their brand and local marketing activities.

Our software helps leading brands in more than 120 countries maximize productivity and brand consistency.

Learn more about Marvia and our solutions at www.getmarvia.com

Want to see what Marvia can do for your brand?
Request a free demo.

Free demo