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Heritage Portfolio

Having set itself the aim of becoming Scotland's leading corporate event and hospitality caterer within heritage-style properties, Heritage Portfolio embarked on a rigorous programme of market research and competitor analysis which enabled it to develop an exceptional level of customer insight. Recognising the importance of venues in the client decision-making process, it set out to become an integral business partner with selected properties. Heritage Portfolio worked in collaboration with them to influence their hospitality strategy and product offering for the corporate and incentive market, and helped themselves to the marketplace to generate more business – for the venue and for Heritage Portfolio. Since embarking on this innovative strategy, Heritage Portfolio has doubled the number of venues it works with, significantly grown turnover and profitability, and achieved 100% contract retention.

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