
QUARTERLY NEWSLETTER

ANNOUNCEMENTS

Upcoming Birthdays

- Terra Dressler - Jan. 11th
- Gary Patel - Feb. 13th
- Darcie Crowe - Mar. 3rd
- Stephanie - Mar. 9th
- Shawntel - Mar. 15th

Status Hospitality Management, LLC 4th Quarter 2018

Farewell 2018 & Welcome 2019!

It's hard to believe that 2018 is coming to an end. This year had its ups and downs and lots of learning moments for all of our hotels and our corporate office.

2018 was a year of many changes, and many new arrivals. We welcomed The Holiday Inn Express & Suites of Sandy and the Hampton Inn of Provo to our portfolio. We also welcomed several new General Managers into our ranks; Teresa Capener, Tracy Osborne, Phyllis Ruiz, Stephanie Sundrud, Jessica Durrant and Kyle Hall. 2018 was also a year of babies! Several General Managers and employees welcome little ones to their families, as well as two members of our corporate team.

2018 saw many struggles in relation to staff, remodels, revenue maintenance and sales. But together we pulled through it all and welcomed 2019 with a smile on our faces ready to meet the New Year and new challenges that are sure to come.

Maximizing Sales and Revenue

Information & tips for maximizing revenue

Upselling is defined as “a sales strategy where a seller induces the customer to purchase more expensive items, upgrades or other add-ons in an attempt to make a more profitable sale.” In the hospitality industry that would include an approach to get the customer to book a more expensive room than what they originally intended.

You may notice this practice at a drive-thru restaurant. When you order a burger, you may be asked if you would like fries or a drink. The “value meal” is a classic example of upselling. It bundles other items to entice customers to buy more.

The reason for upselling is to maximize revenue. It comes in the form of understanding the customer and their needs. In some cases, an upsell can be beneficial to the customer by exposing them to items that they didn't know were available or had not considered before. The most important thing to remember is that the customer needs to feel appreciated and that their decision to upgrade was money well spent.

Strive to develop good revenue strategies for your hotel. Personalize this upsell strategy to your hotel amenities. For example, a guest has reserved a standard king room and you have a king suite available. Offer the king suite as an upgrade upon check-in for \$20 more than their reserved rate.

It is important for your front desk staff to recognize their role as sales. When they are happy, they provide a positive atmosphere for the guests to stay. When the seller and the customer both achieve their objectives, then everybody wins.

Online Reviews

How guests view online reviews and responses

We all know that the online review is continually growing and affecting the hotel industry in a big way. A recent study shows that 95% of hotel guest trust the reviews that are available to them online. In addition to this, 85% of travelers read approximately 10 reviews prior to booking their hotel stay. With these types of numbers, online reviews can make or break us. Keeping this in mind, what can we do as a hotel to ensure our success in the industry with guest reviews (good & bad) that can be accessed by anyone? Here are a few items we can work on to ensure that our guests continue to book our hotel, even with some negative reviews.

Timely response to guest reviews. A guest appreciates being acknowledged for their feedback. Therefore, we have set a corporate standard for responses on Trip Advisor to be 24 hours from the time the guest writes their review.

Appropriate response to the guest review. When we respond to the guest, we want to make sure that we are professional in our language and the genuine feel of the response should be on a higher level.

Genuine apology for mishaps and shortcomings. Provide the guest with a genuine apology. We do not want to make excuses for the mishaps that the guest may experience; we are here to provide them with the best service that we know how. Apologize and let the guest know the follow up actions that you will be doing with staff to ensure that the issue is resolved and that their input mattered to us.

Overall, we need to embrace our guest reviews and make sure that we are all doing everything that we can to ensure that our guests are taken care of, even after they leave the hotel.

Getting to know you....

Rashae has worked with Status for about 7 years. She has worked at the Ramada, and Sleep Inn and is an amazing assistant in our corporate office! Shae has a wild husky named Ramses names after the Egyptian pharaoh Ramesses the second, but she spells the name differently. She loves history and can spend hours reading about it or watching documentaries. She especially loves learning about Russia, WW1 and WW2. Most of all, she loves her family very much



Favorites:

Shape: Decagon Snack: Crumbl Cookies

TV Show: Psych/Gossip Girl

Movie: Any Disney movie!

Ice Cream: Loves it ALL! Drink: Mtn Dew

Cartoon Character: Ariel

Candy: The good chocolate skittles

Book: Harry Potter Restaurant: Cubby's

Other Interesting Facts about Rashae:

She loves Disney! One of her goals in life is to visit all the Disney Parks.

