

# QUARTERLY NEWSLETTER

## Announcements

Upcoming Birthdays in the 3<sup>rd</sup> QTR

- Hector Barrera – July 13<sup>th</sup>
- Gabby Valgardson – July 23<sup>rd</sup>
- Jill Mower – August 16<sup>th</sup>
- Buffy Brown – September 9<sup>th</sup>

As of June 3<sup>rd</sup> 2016, Mindy Jorgensen is no longer employed by the Hampton Inn in Tremonton. We have promoted the AGM, Terra Dressler, as our new GM. She has many years of experience in the hospitality industry.. She has worked as an AGM at the Candlewood Suites and the Hampton Inn Tremonton, Sales and even had an opportunity to work at a corporate office for another hotel group. She has been at the Hampton Inn Tremonton since 2008. We are confident in her abilities and wish her the best in her new role.

July 17<sup>th</sup> marked 1 year of ownership for our Holiday Inn Express & Suites of American Fork. Congratulations to Kim & Team for the amazing work you have done within our 1<sup>st</sup> year. We are looking forward to many more years ahead!



We are also pleased to announce that as of June 30<sup>th</sup> 2016, we have acquired the Holiday Inn Express of Orem and Lisa Sallenback will be the GM of this new property.

## WHAT IS UPSELLING

By Lisa Sallenback & Russell Boltz

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.

Summer is here, so be sure to utilize this strategy to increase your overall revenue while the demand is high.

## Getting to know you...Kimberly Shepherd

Kimberly began her career in the hotel industry in 2010 at the Days Inn of Provo prior to our ownership. In January 2012, we purchased the hotel and Kim was quickly promoted to FDM, in this role, Kim was doing all responsibilities of a GM for this hotel. Kim implemented a tracking sheet to encourage her front desk agents to up-sell our hotel, and by implementing this practice it eventually became the up-sell bonus that is now implemented throughout our ownership.

Kim was then promoted again to a GM position at the Sleep Inn of South Jordan in 2013. During her time at this property she worked through renovations and consistently grew revenue year over year. Eventually, this led the hotel to the highest revenue we had seen in years by exceeding 1 million. During her GM role at Sleep Inn, she was a great asset to our team and trained the new GM of the Days Inn of Provo as well as the current GM, Jill, at the Comfort Inn.

In June of 2015 we sold the Sleep Inn of South Jordan and Kim was retained as our GM of our new purchase, the Holiday Inn Express of American Fork. Since this move Kim has excelled in her role by increasing guest scores, IHG enrollments and overall revenue increase compared to the prior year. Her main goal this first year has been to "Beat Buffy".

**Favorites:** **Animal:** Monkey **Color:** Red **Ice Cream:** Strawberry **Movie:** Two Weeks' Notice **TV Show:** Friends **Cartoon Character:** Dori **Something unique about Kim:** She has extraordinary work ethic and a never give up attitude. She also enjoys traveling and someday hopes to travel the world.



## IHG CELEBRATE SERVICE

Each year the IHG brand promotes service recognition. They dedicate the 1<sup>st</sup> week of June to go out of their way to "Celebrate Service". To the left are just a few pictures from some of our IHG hotels and the fun that they had during this week. Keep up the great work!