

QUARTERLY NEWSLETTER

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.

UPCOMING EVENTS

2019 Mid-Year Recap Meeting

July 18th, 2019

We have invited all our General Managers to get together to discuss our mid-year performance together with our corporate office team. We will be discussing overall revenue, cost control and goals for the remainder of 2019.

GM 3rd Quarter Training

“Best Payroll and Insurance Practices”

This training is to be conducted by 4 of our onsite General Managers on August 6th, 2019. In this training we hope to provide them with a better understanding and knowledge of the importance of payroll and insurance guidelines. We hope they take on some great practices to help our overall payroll processing.

GM Safety & Security Training

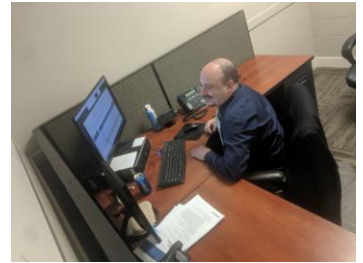
Our General Managers will be gathering on August 13th, 2019 to learn more about Safety & Security for their hotels. Training to be provided by our Insurance providers

Getting to know you...Shadow Shepherd

Shadow began his career in the hospitality industry at the Sleep Inn of South Jordan as a front desk agent in 2014. From there he was transferred to our Holiday Inn Express of American Fork and continued to grow in his brand knowledge. In 2018 he was promoted to an FOM of the Holiday Inn Express of American Fork providing support to our General Manager of the hotel. He was recently promoted to our corporate office as the Corporate Revenue Manager for our entire portfolio. He is learning quickly with the support from our onsite teams, corporate team as well as the brands.

Favorites:

Animal: Lion **Color:** Black **Ice Cream:** Mint Chip **Movie:** Resident Evil **TV Show:** Big Bang Theory **Cartoon Character:** Inyusha **Drink:** Pepsi **Snack:** Ding Dongs **Restaurant:** Asahi **Book:** Her Majesties Wizard **Writing Tool:** Computer
Something unique about Shadow: He loves sushi and any other kind of food. He lives on Pepsi, twinkies and ding dongs while he plays video games.



(Online Reviews continued)

Timely response to guest reviews. A guest appreciates being acknowledged for their feedback. This is why 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.

HAPPY BIRTHDAY

Hector Barrera – July 13th
Gabby Valgardson – July 23rd
Shadow Shepherd – July 27th
Tracy Osborne – August 29th
Jill Mower – August 16th
Keely Wilson – September 15th
Kyle Hall – September 17th