

TELEGRAM



PEOPLE DO BUSINESS WITH PEOPLE THEY KNOW, LIKE AND TRUST

Harnessing the Power of Referral Business

Editorial by Linda Komornik, TeleGRAM Editor

At Great American Hotel Group, we pride ourselves on our core tenets. Our mainstay, "doing business with those people and companies that we know, like and trust" has proven its worth over-and-over throughout our 30+ years in business. It's like the shampoo commercial, customers who value your product will "tell someone, who will tell someone, who will tell someone". Testimonials, first hand experience, and referrals are the bread-and-butter of every business' success!

Our consistent messages to our sales teams and boots on the ground managers, is and always has been, to build relationships with clients based on honesty, likability, and good business acumen. It is no different today as our management company explores new opportunities in the hospitality world. We are always looking to build relationships with old friends, new friends, and referral companies. We also rely on our own sales tactics as we prospect through the market and search for new contracts.

As we exit these trying 2 years, and move into 2022 and beyond, we've adjusted our management strategy to parallel that of the mid 2000's, when our industry was in a major downturn. GRAM has been fortunate to have many great relationships with financial institutions, and our expertise in turning around hotels with challenges, has made us a desirable partner. It is still one of our forte's. Being able to navigate with our brand partners is also one of our greatest assets...one that we will continue to build on as time moves forward.

Dave Akridge will be in attendance at the Hunter Conference later this month. We'd love to chat with you or your referrals.



Hospitality Management

Making it our business to grow your business.

About Us

Great American Hotel Group (GRAM) is one of the most experienced hospitality management firms in the nation, servicing or having serviced clients on more than 160 hotels in the last decade. Our management expertise focuses on long-term joint venture deals for full service, select service, limited service and boutique hotels, on special servicer work, and new construction pre- and post- opening services.

Our Vision

From the moment the Company began, our mission has been to develop a team of people cohesively working together to provide the highest quality of service for our valued guests and clients. This vision ensures that our associates are able to consistently deliver quality services and products the first time, and every time. To that end, our common goal is "Being the most responsive company in the industry".

Our Services

- Development
- Third Party Management
- Lender Services
- Sales & Marketing
- Accounting
- Human Resources

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HOTEL GROUP

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LET'S CELEBRATE

CELEBRATION STATION

In case you want to celebrate, here is a list of National and "other" holidays: 3/15 - Tea for Two Tuesday; 3/17 - St. Pat's Day; 3/21 - World Poetry Day; 3/23 - National Puppy Day; 3/25 - Waffle Day; 3/30 - Take a Walk in the Park Day; 4/1 - April Fool's Day; 4/6 - New Beer's Eve; 4/7 - National Beer Day; 4/13 - Scrabble Day; 4/15 - Good Friday; 4/15 - World Art Day; 4/17 - Easter; 4/22 - Jelly Bean Day; and 4/29 - International Dance Day.

Remember salesmanship means being unique and standing out from the crowd. Some of these "days" will allow you to get your customer's attention in a positive and unique manner.



A LITTLE BIT WISER

Wishing a "Happy Birthday" to our Great American Hotel Group office and property GMs:

Linda Komornik - March 1
Jason Rickett - March 30
Jeff Karl - March 30

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Even uniformed associates want to feel good about what they wear to work each day! Check out some of the author's tips below:

7 TIPS TO DRESS FOR SUCCESS

The following are **highlights** from an article written by Kelly Lundberg in the B2B Mag published on May 27, 2021. Follow this [link](#) to read the full article.

Whether it's been for that all important job interview, special date night or a red carpet moment, dressing for success is dressing to 'feel good and to make a great first impression'. It's a fact; the image you choose to portray to others is a reflection of your true self.

"You are your own brand" Whether you are an employee, an entrepreneur, attending an event as a plus one of your [spouse's] annual corporate event, understanding that you are a brand is the first step in identifying the true you.

"Identify a signature style" If you are not into fashion, style or even shopping, deciding what to wear can be overwhelming. Making a very simple statement, identifying a signature style can build on your own brand identify. Don't be confused that having a signature style means that's what you always have to wear, it just minimizes choices. It allows you choose colors and styles within a particular range.

If you are lost in the myriad of style, identify people whose style you like, look at their style details. Perhaps you can easily spot a consistent theme running through their key looks that you could easily incorporate into your style.

"Don't underestimate the power of clothing" At some time in our lives we have heard the famous quote "never judge a book by its cover". True we should not decide upon something purely based just on outward appearance, however there is a ring of truth. Consider your audience and your message, who you meet, who you talk to, who you work with or for, what would make them trust you. First impressions do speak volumes, think carefully about who it is you're trying to influence and why. How you dress will change the way people will hear you.

It's reported that we spend an average of a third of our lives at work, why then would we not choose a style for ourselves that makes for a quality first impression? I have lost count of the wardrobes I have edited for clients, when the first thing they will say to me is "I don't wear nice things to work". Why not I ask? Unless you're in an environment where your clothes will get dirty or destroyed, think carefully about who it is you are trying to influence and why, and dress accordingly. Representing a company or your own company, is a great reason to feel good about what you wear.

"Start in the closet" Making a start can be daunting, many of my clients or those who I meet through my social media channels all want to know where to begin when it comes to dressing for success. It's no different to any other process. Start at the beginning, apply the same principals as you would if you were to make an amazing dinner or bake a cake.

Continued on Page 7 - Dress for Success....

I AM HUMAN, I AM A RESOURCE

SUZANNE BAELE, CORPORATE DIRECTOR OF HUMAN RESOURCES

That pesky groundhog, Punxsutawney Phil, predicted six more weeks of winter, but here we are only six days from the first day of Spring, March 20th.

Traditionally spring heralds in an awakening, healing and renewal. After these past two years of Covid related challenges, I believe we all need and deserve these spring gifts. We have endured and suffered through a very difficult time, now we are finally realizing that perhaps our lives can once again take on a semblance of normalcy.

I would like to challenge each of you to embrace this awakening, healing and renewal. We have proven ourselves to be resilient people that certainly can, will, and do rise to the occasion. Whatever that may look like.

Photo Credit: Suzanne Baele "First Bloom Snowbells Near Cincinnati"



THE WOMEN OF GRAM



On March 7th, the world celebrated International Women's Day, where executives recognized the women who keep the hospitality industry moving.

Hotel Management noted that, "according to the Castell Project's "2022 Women in Hospitality Industry Leadership" report released last month, women are gaining representation in hotel company leadership roles (CEO, president, founder, etc.), holding one leadership spot for every 10.3 men, an improvement from one for every 11.2 in 2019. At the manager/director levels, women now hold 1 in 3 hospitality brokerage positions, and 1 in 6 at the VP/SVP/EVP level. The number of male VP/SVP/EVPs at hotel investment conferences did not change materially while the number of women doubled."

Great American Hotel Group is way above the curve! We are proud of our 3 women above property leaders.

Agnes Roquefort, Chief Development Officer from Accor, [offered this advice](#) for women entering the hospitality industry, and we couldn't agree more:

- Don't be afraid to be daring and trust yourself
- Confidence is the best tool you possess to help you reach your goals and become the professional leader you want to be.
- Join a company aligned with your personal beliefs and core values. Throughout your career, you will encounter some challenges along the way, but joining a company aligned with your personal beliefs and core values will support empowerment and elevate your professional path.

In response to what career advice she'd give her younger self, she said to have confidence in your abilities. "Absorb and learn as much as you can from those around you, keeping in mind that leadership can come from any level in an organization," she added. "As you grow in your career, incorporate the elements in your leadership style that resonate with you, are true to your values and that you believe will inspire those around you to be the best they can be. Results are sure to follow."

Pictured from L to R: Linda Komornik, Gabrielle Smith, Suzanne Baele. Photo Credit: GRAM Media files

"Kindness distributes the joy of problem-solving to everyone. It creates a safe environment that unleashes innovation, especially the unselfish kind, and it turns perceived liabilities into assets."

[LINK TO TED TALK](#)

— James Rhee

**TED
Business**

HR Corner
New Hot Line Phone
Number guarantees total anonymity!

All complaints of harassment must be taken seriously and communicated to Suzanne Baele, Corporate Director of Human Resources at 603 | 978.3201

THE VALUE OF SOCIAL MEDIA AND CREATING AN ONLINE PRESENCE

By Linda Komornik

Social Media can either be your best friend or your worst enemy. If you dip your toe into this type of marketing resource, you need to make sure that you test the waters first, and make sure that you are not diving into a shallow pool. Here are my top reasons for a social media presence for hotels:



If you are doing social media from your desk, the only cost is your time. While hiring a company does cost the hotel, I highly suggest that you do so. Engaging a professional company to handle these tasks costs only the equivalent of 4-6 room nights consumed per month. Given that you have enough on your plate right now without having to maintain a posting schedule, think up and promote content, and navigate all the do's and don'ts involved with each media, that expense should pay back in bookings and getting your name out in the market. We currently work some great companies and would be excited to discuss the ins and outs of each of them and how they would fit your hotel!



A reputable social media management company will represent your hotel and follow brand identity standards, provide individual content at a consistent frequency, handle reputation monitoring, create custom postings, work with you on ads and boosted posts to drive likes and followers, provide monthly reports and updates, and take the burden of keeping up with your market off your plate.



Social media management companies do more than just Facebook. For example, within Facebook (Meta) you have opportunities for videos and stories, reviews, and promoted posts. There are opportunities for Instagram, Reels, Pinterest, LinkedIn, and the countless other medias out there in the market. The opportunities are as deep as your pockets.

Don't settle for the first company you come across. There are good companies and there are companies that are not a good fit for your hotel and staff. Find one that you are most comfortable with and don't be afraid to ask for references and examples. Putting your eggs in the wrong basket is never a good thing. Make sure that you do your research and don't settle!



LOOKING FOR A FOUR LEAFED CLOVER

The following are **highlights** from an article written by Harman Singh Narula from Canary Technologies, published on March 6, 2022 in Hotel Management. Follow this [link](#) to read the full article.



Hoteliers who rely solely on direct room revenue miss out on lucrative ancillary revenue streams that contribute directly to a hotel's bottom line. Ancillary revenue helps hoteliers maximize profit and the valuation of their property, and, in some cases, actually is what keeps the lights on. Below are [several] upsells that limited-service properties (or any hotel) can deploy to generate ancillary revenue.

- Offering guests the option to pay a little extra to check in early or check out late is a relatively low-lift way to boost ancillary revenue. Even the most price-sensitive of guests are often willing to pay a small premium for the convenience.
- Providing guests with the option to upgrade their rooms after booking or at check-in is a fantastic way to boost a hotel's bottom line. How upgraded rooms are marketed is entirely up to the hotel. King beds, corner rooms, a higher floor with a nicer view—there are lots of ways to divide up and present room upgrades to guests in appealing ways that will entice them to pay a little extra.
- People love to travel with their furry friends, and if your property is set up to accommodate animals, many will happily pay a little extra to ensure that Fido or Fluffy doesn't have to be left at home. Including pet fees as a part of the check-in process is a fantastic way to increase ancillary revenue, but why stop there? People are often quite busy when they travel and attending to their pets' needs is probably low on the list of things they would prefer to spend their time doing. If your property allows pets, you may want to consider partnering with a local dog-walking service or groomer. Both the guests and their pets will appreciate it.
- Only offering daily housekeeping services to those guests who have indicated they want it, and are willing to pay a premium, presents an excellent opportunity for limited-service properties to increase staff efficiency, lower housekeeping costs and generate ancillary revenue.
- Whether hotel guests are traveling for work or leisure, there is a good chance they'll want to explore local attractions and interesting shops during their stay at your property. Limited-service hotels looking to capitalize on this desire would be wise to reach out to local businesses of all kinds to create revenue-sharing relationships. This may include selling tickets to local attractions, issuing vouchers for discounts on local specialty products, and scheduling reservations for exciting and unique experiences.

More than ever, guests expect these types of add-ons and amenities while traveling and search out hotels that provide them. Properties that seek to address these guest needs proactively and offer a cafeteria-style selection of services set themselves up to maximize ancillary revenue and overall profitability.

SELLING THE SIZZLE

LINDA KOMORNIK, CORPORATE DIRECTOR OF SALES & MARKETING



What do you do when many of your LNR customers have given up their office space and gone fully remote? Some of our sales teams are reporting that companies are no longer in need of a physical address for associates to work from and are closing up their formal office doors in lieu of home offices.

I look at it as an opportunity! If a company or organization no longer has an office, where are they going to hold their monthly/quarterly team building or employee meetings? Where will they celebrate with associates, or (perhaps) host mentoring sessions to refocus their company's mission? Selling our meeting spaces in these instances may open a few additional doors for luring our corporate accounts back to the hotel.

Use your prospecting time wisely. When you are making calls to existing businesses (or new start-up businesses), make sure you are identifying whether or not they have facilities at their headquarters for meetings. A good piece of group business might not involve overnights.... it might just be a series of once-a-month meetings for companies to gather together.



Following the message from my colleague Suzanne Baele (Page 2 of this newsletter), I am also reflecting on the upcoming Spring season. I'd like to remind our sales teams that warmer weather, fresh, crisp days, and blooming flowers are great reasons to get back in the swing of sales calls! When the weather starts to turn warm, people get antsy to sit with the sun in their faces and the breeze in their hair rather than sit in a stuffy office. Perhaps you can turn sales calls into sales walks, or business lunches into picnics..... take advantage of every warm day opportunity to renew, inspire, and assure our guests that our doors are open and we are waiting for them to return!

Let me know if you need help creating spring collateral to add to your sales kits.

Happy blossoming!

Linda



Photo Credit: Linda Komornik
"Cherry Blossoms in Virginia Beach"

OPERATIONAL SPEAKING



COMPANIES BUDGET FOR EMPLOYEES' CARBON FOOTPRINT WHEN PLANNING TRAVEL

The following are **highlights** from an article written by Terrance Baker in *Hotel News Now* published on March 7, 2022. Follow this [link](#) to read the full article.

Hotel companies, individual hotels and businesses outside of the hospitality industry have raised their environmental and sustainability priorities. Individuals are growing more thoughtful on sustainability as governments and countries prioritize initiatives to reduce emissions or commit more resources to renewable energy. This, in turn, has caused a change in the way procurers and companies think about travel and hotel selection. Companies taking a lead in this have adopted programs that go much further in terms of personal responsibility for carbon footprints. Some companies are adding layers of responsibility for the environment to their travel policies. Here are several key decision making factors:

- Scrutinizing carbon footprints in travel budgets: One of the first questions that companies and their employees will ask themselves is: Is this trip truly worth it?
- It's common for clients' sustainability strategies to measure travel and overnight carbon footprints based on numbers provided by travel and rooms providers. *(Does your brand track this information and if so, is it visible on your website. Minimally, you may want to feature this info in your sales letter solicitations!)* Clients are looking at programs such as the Hotel Water Measurement Initiative and Hotel Carbon Measurement Initiative, which are considered industry standards.
- Do you display green information on internal portals, as well as on online booking tools, [such as] electrical car-charging facilities and green hotel buildings?
- Clients who have ambitions to move more employees from air travel to train travel and ride-sharing trips to lower cost and emissions. Much of this is being done in anticipation of business travel being less frequent than it was in 2019, although it is acknowledged that trips on average will be longer than they were pre-pandemic.

CELEBRATING SERVICE HEROES AMONG US

WE DON'T SAY IT OFTEN ENOUGH - BUT YOU ARE AWESOME!

THIS SECTION OF OUR NEWSLETTER IS DESIGNED FOR PROPERTY LEADERS TO SHARE STORIES FROM OUR CUSTOMERS ABOUT OUR MOST VALUABLE ASSETS - OUR ASSOCIATES.

SEND YOUR SUBMISSIONS LINDA.KOMORNIK@GREATAMERICANHC.COM FOR INCLUSION IN FUTURE EDITIONS OF THE TELEGRAM.

SPRINGHILL SUITES QUAKERTOWN



66

Terri D.
PA State Assn. of Boroughs

Gail was very helpful and professional during the planning process of our meeting, handling our booking details, and expectations. She was very accommodating with any changes to our group size and requests the entire time and anytime I reached out was very pleasant and helpful.

Our onsite contact was very pleased as well and said that the staff at the Quakertown Spring Hill Suites was absolutely amazing! Those he interacted with were more than happy to assist in any way needed to make our session successful. Each of the days, their staff introduced themselves to him and asked how they could be of assistance. We could not have expected a better team to be at our service!

★★★★★

CUSTOMER REVIEW

MARRIOTT.COM/UKTSH

SPRINGHILL SUITES ALTAMONTE SPRINGS



★★★★★

Andrea

"GREAT STAY"

IF YOU ARE IN THE AREA, THIS HOTEL IS A GREAT CHOICE. THE BED WAS SOOOO COMFORTABLE, I DIDN'T WANT TO GET OUT OF IT. THE HOTEL LOBBY, HALLWAYS, AND ROOMS WERE VERY CLEAN AND SMELLED SO FRESH. I WILL DEFINITELY STAY AGAIN. ALSO GREAT LOCATION TO FOOD, SHOPPING, GAS AND ETC.

SpringHill Suites
Altamonte Springs

WATCH YOUR REVIEWS AS THE RECOVERY GETS UNDERWAY

The following is a blog written by Adam and Larry Mogelonsky published on March 3, 2022 in HOTELS. Follow this [link](#) to read the original blog.

We're going to cite a study that in today's news cycle is perhaps a bit dated, but we feel it still holds water. Conducted last fall, hotel reviews were found to be the third most important factor in a traveler's choice after location and price. These latter two deserve their own article or textbook, so let's briefly focus on the importance of hotel reviews as the world unfurls itself from the pandemic.

Lots of travelers who are 'new on the scene' after having been locked up for the past two years will likely be a bit agitated about returning to normal and perhaps a bit hypersensitive to COVID-19 safety measures. That's fine in theory; we're sure your staff have all the necessary hygiene SOPs well-ingrained and are equally as amicable to make any arrival feel at ease.

Our worry stems from the double whammy of increased occupancies and a lack of staff to adequately keep up with standard service delivery. This is a concern because the labor shortage does not look like it will be letting up in the slightest even as recovery begins in earnest. The macro-forces just aren't working in hospitality's favor and there isn't much any single hotel or organization can do.

All this means that, even though it's great to reap the rewards of more revenues from greatly increased occupancies, the chances of incurring a negative review are even greater due to the soon-to-be-lopsided guest-to-staff ratio. And unlike those guests who may be eager for a bit of revenge travel before going back to their own work grinds come autumn 2022, the negative reviews that you may incur from service logjams during this erratic recovery will stay with your property forever.

The solution in our mind goes back, yet again, to technology. Specifically in this case, we mean cloud platforms that can automate as much as possible the review management aspect of operations so that your limited staff can devote their limited time to other tasks. Best to examine your vendor options now before you are in the weeds with big occupancy swings and daily staffing shortages.

While conducting an investigation to see what's out there, here are some features to stay cognizant of:

- Error recovery survey alerts to catch dissatisfaction before the guest leaves
- Integration of all reviews onto one platform for an associate to respond from anywhere
- Integration with social media and messaging apps to talk to guests on their preferred platform
- Chatbots to handle all repetitive inquiries immediately and prevent abandonment
- Semantic analysis to see what guests value and how to improve beyond numerical ratings



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.... Dress for Success - Continued from Page 2

Firstly, in order to take the next step, you need the right basics. Check your closet first to see what you have. De-clutter, it's a sure fired thing that you will find out of date items, things that not longer fit or need repaired or that need to be relegated to the bin! Having identified what's missing, make a list this will then help you to shop strategically.

"Shop Strategically" Every great wardrobe is built up over time (that is unless of course you've won the lottery). Shopping strategically means buying key pieces, perhaps not overly fashion forward, that will stand the test if time and last you a few seasons. Consider what your working environment is like, and remember, old outdated work styles can damage your personal brand just as much. Unless you have a defined office dress code, style in the work environment has become a lot more casual. It's not just where you work but where you live.

"Pay attention to the detail" Thinking a bit further than the basic requirements of your outfit is where you can really step up your game in the style stakes. Small details go a long way when it comes to personal styling; for men that could be a good quality watch, shoes with interesting detail, pocket square a pop of color, to just rolling up sleeves differently. Women have a little more flexibility with accessories, cuts of clothing and variety. Make the detail part of your signature style.

"Have a styling toolkit" Details matter, but that's not just confined to the accessorizing. Stay sharp; look sharp, the perfect finishing touch can be achieved easily. Invest in a hand-steamer, it's compact, quick and so much easier to plug and set up than an iron. Find a decent tailor, clothes that fit you incredibly well can be expensive to buy. You can however get clothes to fit you pretty well with simple tailoring. There is nothing worse that ill-fitting clothes, simple alterations can make a significant different to how you present your look. Keep a lint brush or roller handy and polishing cloths for jewelry and for shoes.

Above all remember you never know who you may bump into along the way. How you dress yourself changes who you are. It affects your brand and changes the value of what you have to say.

WITH THIS RING

Weddings are still big business for hotels.

The following are **highlights** from an article written by Dana Miller in Hotel News Now published on March 4, 2022. Follow this [link](#) to read the full article.

Good news for hotels and wedding venues! Gone are the days when weddings were only booked by properties with large ballrooms or outdoor spaces!

- "Couples aren't necessarily scaling back on wedding celebrations because of inflation concerns. Instead, they might have fewer attendees because they want a more intimate experience, especially at a time when social distancing has become a widely accepted practice."
- Couples "may select a different kind of venue but they're still going to get married, they're still going to have a party, they're still going to invite people and eat and drink. It's ultimately understanding what clients are really looking for early on in conversation."
- "The three biggest priorities for couples this year for their celebrations are bar options, floral arrangements and music, instead of being laser-focused on the sit-down dinner."

The above three statements mean good things for our hotels with small spaces, or who work with popular wedding venues and/or unique event spaces. Each of our sales teams need to make sure that their wedding packets are complete and filled with ideas for creative brides and grooms with varying options. Make sure you have weekday and Sunday options for couples as Friday and Saturday dates are filling fast!

ROOMER HAS IT

FAIRFIELD INN & SUITES MILLVILLE

Carissa Kania, hotel Sales Manager, recognized GSR Cynthia Nelson for her extraordinary service. *"While all our associates are awesome, I'd like to touch on how amazing of a person, employee, and co worker Cynthia truly is. She loves her job. Loves the guests. She goes above and beyond always. Knows every guest by name. I have seen her work doubles, off 8 hours and back again. She has been covering night audit while we were looking for someone. Every guest I talk to raves about her. If someone calls out and we need her, she is here. She never calls off, is always 15 minutes early. She communicates every piece of new business to me, and gets as much info as possible. Recently we had a woman and her 2 children here from a bad situation. They had no Christmas tree and she saw how the kids were excited when we were decorating our lobby tree, so she literally went out and bought them a small tree with decorations so the kids could have a little holiday cheer. She is an exceptional human being with the biggest heart! She started out in breakfast a few years ago and now she is literally our Girl Friday!"*

Here are a few of the comments received:

"Cynthia gave me excellent customer service! She greeted me as soon as I walked in and made the whole process very simple. I was even having some issues with my Marriott app that no one else was willing to walk me through at other hotels I stayed at. She is definitely a keeper!!! Can't wait to come back in!"

"Excellent service from all the staff, but especially from Cynthia who did everything in her power to help make our stay perfect. Thank you Cynthia for your great service!"

The hotel consistently receives great customer comments. As GM FJ Worley notes, *"we are fortunate to have such a great staff with drive and determination to make our hotel successful. It's nice to have confidence that if a ball is ever dropped, that our team will always pick it up and run with it!"*



5 STEPS TO COMBAT HUMAN TRAFFICKING IN HOTELS

The following are highlights from an article written by Elliott Mest for Hotel Management published on January 25, 2018. Follow this [link](#) to read the full article.

Putting an end to human trafficking in hospitality requires a conscious effort from on-property staff, and from check-in to check-out there are a laundry list of indicators hoteliers can look for and best practices they can implement to save victims and catch traffickers. Here are five steps hotels can take today to make a difference:

1. Create a Checklist [\(Follow this link for a copy of the checklist.\)](#)

Consistency is the bedrock around strong preventative action, and developing a checklist for management and associates to follow is an effective first step toward achieving this desired consistency.

2. Train Frequently

Because human trafficking takes place every day of the year, training on this subject is not to be taken lightly. [It has been] said that following training, hotels report a bump in the identification of human trafficking perpetrators, as well as increased action on the behalf of hotel staff.

3. Form a Relationship with Law Enforcement

Law enforcement often goes through rigorous training to deal with human trafficking, and forming a relationship with local members can help provide access to training materials and techniques. Additionally, if a hotel is already in contact with law enforcement, they will be able to organize measures to reduce the impact of a misidentification or avoid disrupting guests should a human trafficking perpetrator be confronted.

4. Watch for Warning Signs

The warning signs of human trafficking can be subtle, but they can be spotted if hotel employees know where to look. [It has been] said that in one case, a hotel's landscaper noted a guest continually peeking out of a guest room's curtains over a long period, and that was enough information to make a call to police.

In that instance, the GM knocked on the door and manager was able to get [the victim] help. This only worked because hotel employees understood how the crime works and took notice.

Here are some other warning signs hotel employees can take note of:

- Consistent visits from different men to a single guest room every hour
- An excessive number of people in one guest room
- A guest using multiple cell phones, pagers and credit cards
- Guests checking in with little or no luggage
- Guests unable to verify what city they came from
- Guests who are distrustful of security, and may be acting as if they are being watched
- Guests not in possession of their own ID
- Excessive noise or violent situations with the same guest or guest room
- "Friends" or "relatives" of a guest visiting their room who are unable to provide their name or other identifying information

5. Take Action

If you or your employees believe your hotel is harboring a victim of sex trafficking, [she] said the worst course of action would be to do nothing. The hotel's GM is often in the position where they have to use their best judgment, but it can be difficult.

Unfortunately, caution in these situations is sometimes warranted because no guest wants to be misidentified as a human trafficking perpetrator or victim, and this could lead to legal ramifications. However, if a hotel operator believes there is something amiss, [she] urges them to err on the side of action.

If a guest is in an emergency situation, or if there is a child involved, we recommend they call 911 immediately. If you are not sure, we recommend they collect information and call a non-emergency police line, or share information with a human trafficking hotline such as Polaris.