

TELEGRAM



IDEAS TO DRIVE MORE ANCILLARY REVENUE AT YOUR HOTEL

Extra revenue opportunities that take just a little bit of effort.

By Linda Komornik, TeleGRAM Editor

Selling rooms is your hotel's main revenue driver. It's undoubtedly, not the only one. Finding ways to generate additional revenue has helped many properties pull through (or even thrive) during transitional times. In the sales world, we call this upselling!

Whether demand is high or low, having an ancillary revenue strategy can help you lift your bottom line and boost profitability.

Ancillary revenue is the money you make from everything that's not your core offering. For hotels, rooms are the core product. That means ancillary revenue comes from F&B, add-on services, meetings, special offers, packages, etc.

To find out how much ancillary revenue you're generating right now, subtract your room revenue from your total revenue. What's left is your ancillary income.

Putting in the work to drive more non-room sales is worth it. Offering a variety of add-ons for different guest segments can improve their experience at your hotel. Having unique offers or packages is a powerful way to elevate your marketing efforts and make your hotel stand out. Together, these benefits can help your hotel fare better during tough times and recover faster afterwards. Here are a few ideas:

Go from giving free room upgrades to charging for upsells. Free upgrades don't contribute to your bottom line and often represent lost revenue. Instead of just handing them out, offer upgrades at discounted rates. Your guests get a good deal on an amazing experience at your hotel, and you boost your earnings. Think about re-categorizing some of your rooms and adding a few "extras". Doing this allows a standard room to be an upgrade. Consider taking a floor of your hotel and making it an executive or all woman traveler level. Have an elevator key added so that this floor is only accessible to these guests. Add upscale amenities, and guest convenience items such as bathrobes.

Put together upselling offers and deals - These are a fantastic way to increase average guest spend and you can get started quite easily. Simple offers like paid upgrades, early check-in or late check-out are among the most popular upsells and require little extra work from your side. Pre-arrival upselling works best since that's when travelers are willing to spend extra on things that will make their stay more fun and memorable. Consider adding a premium (e.g. + \$10) to king bedded rooms mid-week and double bed rooms on weekends.

Create packages tailored to each guest segment - Get to know your target audience. The better you know your demographics, the better you can reach them with attractive deals and packages that suit their needs. For example, families with children may see an offer for an extra bed or connecting rooms, while a business traveller can be solicited to bring the family and extend their trip to be a bleisure trip!.

Work with local businesses - Working with local partners offers a broader range of services and creates new upselling opportunities. In room spa treatments, transportation companies, and services for meeting planners come to mind.

Get creative with events and conferences - Every space including your public areas, outdoor areas and banquet rooms has the potential to bring in revenue. New options could include hosting local artist performances, renting out areas for photoshoots or setting up a co-working space in a function room. Don't forget your parking lot! Even this can drive extra income from guests who want secure parking close to different venues or park and rides.

Expand your market and add local gifts - Travelers love souvenirs so why not offer a selection right at the hotel? Apart from the usual items, this could also include local food and drinks, or work by local artists.

These are just a few ways to generate more income from your existing facilities and services. Adding a few opportunities can be easy and have a positive impact on your guest's stay. What are you waiting for?

The above article was written based on information suggested in an article written by Oaky for eHotelier published on April 28, 2022 and combined with the experience of the author.



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LET'S CELEBRATE

CELEBRATION STATION

In case you want to celebrate, here is a list of National and "other" holidays: **5/5 - Kentucky Derby Day**; 5/11 National Receptionist /day; 5/12 - International Nurses Day; 5/16 - Love a Tree Day; 5/20 - Pick Strawberries Day; **5/23 - Lucky Penny Day**; 5/30 - Memorial Day; 6/3 National Doughnut Day; 6/7 - National Chocolate Ice Cream Day; **6/10 - Ball Point Pen Day**; 6/12 - Peanut Butter Cookie Day; 6/15 - Smile Power Day; **6/21 National Selfie Day**; **6/23 - National Pink Day**; **6/27 - Sunglasses Day**; 6/29 - Waffle Iron Day; 7/1 - International Joke Day; 7/7 - Chocolate 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.

AROUND THE BLOCK

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

Rosalind Montague - 2 years (June)

STANDING OUT FROM THE CROWD

Weird and wacky sales suggestions from Linda.

Every issue, we publish a list of National and "other" holidays under the Celebration Station column of our newsletter. After the list of possible celebration ideas is a statement as to "why it is important to celebrate". My mantra has always been "if you are doing the same 'ole thing as everyone else, then you're going get the same 'ole results as everyone else". What would happen if you were a horse of a different color, a neon color in a crowded box of crayons, or a peacock standing alone in a field of birds? I'll just bet that you'd attract attention and have a better chance to show why your hotel stands out from the crowd in a 'sea of sameness'. Let's look at a few examples:

- **Kentucky Derby Day:** On Saturday, May 5th have your staff wear their favorite hat creation to work. Set up a "minty" ice cream bar in your great room and host a race watch event. Don't have the budget for a mini-reception? Then just do something simple such as having some 'run for the roses' cookies or cupcakes.
- **Lucky Penny Day:** Do a 'penny for your thoughts' prospecting day. Reach out to old and new customers and ask them for their opinions. Add 1 cent to all room rates.
- **National Selfie Day:** Set up a hotel logo or area landmark selfie station and encourage your guests to "check in" on social media. Make sure your hotel name and hashtag are visible in the picture. Encourage your guests to tag your hotel's social medias.
- **Ball Point Pen Day:** Take a hotel logo pen to visit customers. Encourage them to sign on the bottom line!
- **National Pink Day:** Obvious... wear pink AND make sales calls on woman owned and operated businesses. Take pink flowers, pink iced cookies, pink wrapped candy and create a "pink" inspired message. "We PINK you are going to love our hotel." Type all emails on this day in a pink font.
- **Sunglasses Day:** Go to websites like Oriental Trading Post and purchase inexpensive sunglasses. Go out on sales calls and encourage customers to take a walk in the sunshine with you. Remember the catch phrase, "the future's so bright we gotta wear shades." Be creative and clever.

While some of these ideas may seem a bit far out there - it definitely will leave an impression on your customers. If you are willing to work this hard to earn their business, they can't help but remember you. It also adds a bit of fun to your day (and their's). Caution: don't revolve all your sales efforts around "weird" holidays, sprinkle them in for maximum effect.

Check out the following links to blogs I have written over the years on these topics (TheRoomerMill.net). Who knows, you might just capture a piece of business using an idea where traditional salesmanship would not have worked!

<https://www.theroomermill.net/lettuce-turnip-beet-and-sell/>
<https://www.theroomermill.net/customer-service-or-customer-wow-ing/>
<https://www.theroomermill.net/be-quirky-and-unique-stand-out-from-the-crowd/>
<https://www.theroomermill.net/loyal-customers-worth-price/>
<https://www.theroomermill.net/stand-out-in-the-crowd-2/>
<https://www.theroomermill.net/summer-coldrums-who-said-so/>
<https://www.theroomermill.net/what-makes-you-unique/>

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I AM HUMAN, I AM A RESOURCE

SUZANNE BAELE, CORPORATE DIRECTOR OF HUMAN RESOURCES



Successful hotel owners and property managers should be taking their associates concerns and feedback into great account, just as if they themselves were attempting to succeed in a deal, or being awarded a brand new flag, or passing that QA with 100%, it is just as important and deserves the same level of care and attention.

Being the professionals that we are, we are well aware that an associate that feels listened to feels more valued in their workplace. Feeling more valued translates into an associate that is likely more willing to step up and give you their very best work. Naturally the winners there are not only you and the associate, but ultimately our guests.

During these days of continued high levels of stress, being understaffed, the ongoing Covid challenges will continue to take a toll. It is imperative that owners and property managers truly engage with their teams by listening and responding.

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**

7 criteria for effective feedback:

- 1 The feedback provider is credible in the eyes of the feedback recipient
- 2 The feedback provider is trusted by the feedback recipient
- 3 The feedback is conveyed with good intentions
- 4 The timing and circumstances of giving the feedback are appropriate
- 5 The feedback is given in an interactive manner
- 6 The feedback message is clear
- 7 The feedback is helpful to recipient

TIPS FOR CLEANING HOTEL ROOMS EFFICIENTLY

Expert housekeeping managers offered the following tips for efficiently cleaning hotel rooms. The goal is to maximize cleanliness and minimize time and labor:

General Tips:

- Clean each room in a circular pattern, starting to the right of the door, going around the room and then going back out, so that they ensure everything is covered.
- Upon entering a room, before starting with cleaning anything, open the curtains and shades and if possible, the windows. Getting some natural light and air flow in the room can be helpful. In addition to allowing the room to “breathe,” it also provides good ventilation (for when you’re working with cleaning chemicals) and lets you see the details of what needs to be cleaned better.
- Turn on all the lights and anything electronic to make sure everything is working. If something is not working, report to engineering or a houseman who can rectify it before you are done cleaning.
- Clear out the all the clutter. Many housekeepers report that starting with a “blank slate” gives them the easiest job of cleaning a room. With that in mind: empty the trash, remove linens, towels, bathmats, bottles of shampoo and other shower products, and anything else laying around. This also removes the temptation to simply wipe around items, or to pick them up and replace them after cleaning onto a wet surface—this can cause ring marks.
- Clean a room in phases. Start in the bathroom first. Spray the bathrooms down thoroughly, leaving the spray to sit so that it can properly disinfect and remove any staining. Then go back to the bedroom and begin cleaning.
- Dust before vacuuming to allow the dust to settle.
- Use microfiber cloths, applying the cleaning product on them and then using that to wipe surfaces down.
- Use Swiffer dusters, flat microfiber mops and/or lint rollers/brushes that can remove hair from the from linens before laundering.
- Keep everything for cleaning in a cart. You waste a lot of time having to hunt down every product required for cleaning a hotel room. Housekeepers that are the most efficient keep everything they need on their cart so that it can be brought from room to room very easily. This is a basic tip, but it’s surprising how many hotels don’t do this!

(Continued on Page 4 - Tips for Cleaning....)

(Tips for Cleaning... Continued from Page 3)

Bathrooms:

- Vacuum the bathroom floor before doing any wet cleaning to prevent hair from sticking to the surface. Another idea is to use Swiffer dusters, flat microfiber mops and/or lint rollers/brushes that can remove hair from the bathroom floor before cleaning. Mopping should be your last task during the cleaning process. Vacuuming or sweeping ensures that you get the dust and debris off the floor before getting it wet. Things like wet hair, for instance, can be extremely difficult to clean up off floors, and sweeping or vacuuming can help prevent that headache.
- Use a toothbrush to get into nooks and crannies. For places like the screws on the bottom of a toilet, nothing works better or faster than a toothbrush.
- For minimal bacterial transfer, do not use same cleaning cloths for bathrooms and bedrooms. This helps improve sanitation and overall cleanliness.
- Give cleaning products time to work. Save time scrubbing and let the products you use do the work for you. Spray the shower walls, toilet, and sink down, then clean things like the mirrors and windows while they work. You'll find that when you go back and clean everything else, you'll need to use less elbow grease.
- Dish soap disintegrates tough stains like grease and food and can also dissolve soap scum and dirty marks on the walls of a bathtub.
- Sometimes it is helpful to use vinegar for cleaning bathtubs. Vinegar is about 2 cents per fluid ounce (buying in bulk) and it has great disinfecting and cleaning properties. Combine this with all-purpose cleaners for a full rundown. Be very careful when you combine products so as not to generate a chemical reaction!

Bedrooms:

- Empty the trash, and anything else laying around. This also removes the temptation to simply wipe around items, or to pick them up and replace them after cleaning onto a wet surface—this can cause ring marks.
- Use Swiffer dusters, flat microfiber mops and/or lint rollers/brushes that can remove hair from the from linens before removing them from beds. This will help keep debris and hair off linens when laundering.
- Dust before vacuuming to allow the dust to settle. Be sure to dust everything. Dusting is a quick and easy job, but it's very easy to forget certain surfaces in hotel rooms. For instance, it's easy to forget to dust off exposed light bulbs, which can gather dust quickly and look much dirtier than they are.
- Check and wipe down drawers and cabinets. Leaf through the pages of in-room books and magazines to make sure nothing has been left or damaged (especially Bibles).
- Check under beds, under furniture, and behind night stands for debris and items left.
- Shake out the curtains every few days to knock the dust off of them before vacuuming the floors.
- More of a design idea than a true housekeeping tip, one thing that can help save your hotel a lot of money is to use mattress protectors. These can protect your mattresses from not only liquids and stains, but also dust mites and allergens. Pillow protectors can offer similar benefits.
- Vacuuming the furniture using an attachment to remove dust and dirt can make the room much cleaner. Neglected, these areas can quickly become very dingy and hotel guests will be sure to notice.

BY THE NUMBERS

GABRIELLE SMITH, CORPORATE CONTROLLER



The 20th Annual American Business Awards® named M3 as the winner of a Gold Stevie® Award. The Gold Stevie® was awarded for Company of the Year in the Hospitality & Leisure – Medium category. GRAM is a long-time, proud M3 partner and currently utilizes their company for our back office Accounting and Labor Management tools.

The American Business Awards are the U.S.A.'s premier business awards program. All organizations operating in the U.S.A. are eligible to submit nominations – public and private, for-profit and non-profit, large and small.

Nicknamed the Stevies for the Greek word meaning "crowned," the awards will be presented to winners at a gala ceremony at the Marriott Marquis Hotel in New York on Monday, June 13.

More than 3,700 nominations from organizations of all sizes and every industry, were submitted this year for consideration in a wide range of categories. The categories included Startup of the Year, Executive of the Year, Best New Product or Service of the Year, Marketing Campaign of the Year, Thought Leader of the Year, and App of the Year, among others.

M3 is the leading provider of back-office accounting, business intelligence, and labor management solutions in the hospitality industry. With 7,000 individual hotel properties online, representing over 1,000 customers, M3 provides hoteliers and management groups of all portfolio sizes the ability to drive financial performance, save time on manual processes, and focus on what is important: hotel guests.

More than 230 professionals worldwide participated in the judging process to select this year's Stevie Award winners.

"M3 is honored to be recognized as Company of the Year in this year's American Business Awards. The hospitality industry has many vendors that are critical to hoteliers' success, and we are fortunate that we get to play a role in bettering the processes within the industry. We would also like to congratulate all the winners this year; a job well done to everyone." said President of M3, Allen Read.

WHAT THE HECK IS BLEISURE?

The following are **highlights** from an article written by Michael Howden in Groups 360 published on January 10, 2021.



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Group bookings can represent a significant revenue opportunity for hotels. Many hotels aren't taking advantage of this opportunity as well as they could be for a variety of reasons.

A quality sales pitch for group and corporate business should include reasons why a guest could extend their stay and offer (in advance) the opportunity for business travel guests to extend their stays for a bit of R&R. Highlighting "things to do" or "local or nearby events" that occur pre- or post-meeting dates gives the individual traveler the chance to (perhaps) bring their family or friend on the trip and then experience more about the area as a benefit!

The rise of bleisure.

Prior to the pandemic, bleisure had been on the rise year over year. According to a 2017 survey, 43% of all business trips were extended to bleisure trips, many of which lasted four or more days.

Think about opportunities for bleisure bookings... especially shoulder nights. If a team is traveling Friday and Saturday, early arrivals or extended trips over a Sunday or Monday holiday weekend could be tempting. Highlight your area and the fact that they can extend their group rates over non-group nights! The same for corporate travelers attending meetings midweek. Encourage them to stay through the weekend and experience all your destination has to offer. This strategy works well for drive in business as there is no additional cost for airfare.

OPERATIONAL SPEAKING

KEEPING PESTS OUT REQUIRES A SOLID STRATEGY



The following are **highlights** from an article written by Hilary Daninhirsch in Hotel Management published on May 1, 2022. Follow this [link](#) to read the full article.

While no hotel can be a sealed fortress against pests, it is important to approach pest control with a game plan. As the weather gets warmer, now is the time for hotels to ramp up their pest prevention and mitigation strategies.

The top pests that can invade commercial spaces in the spring are termites, ants, birds and flies. Ants are one of the most active springtime pests, especially as ants forage for food as the temperature rises. Ants are industrious and breed fast, with the ability to form colonies in the millions. Tiny in size, ants get into the smallest of spaces, making them difficult to spot. Yellow jackets and wasps start showing up in late spring and early summer, particularly when people are gathered outside with food and beverages.

Year-round pests include bedbugs, cockroaches and rodents. The one insect that hotel managers fear the most is the bedbug. Unlike cockroaches and flies, bedbugs are not necessarily associated with unsanitary conditions. In hotels, small pests shelter in dark places: cracks, crevices, drains, sewers, inside equipment, furnishings and hidden spaces. These places are also hard to reach using normal cleaning and sanitation methods. Establishing a relationship with a reputable pest control company is key, both for prevention and control purposes. Without a plan in place, pest infestations can negatively impact brand reputation, cause health and safety concerns and lead to costly business interruptions.

Prevention is always the best first step. Think about how many problems you solve if a pest can just be kept outside. Managing them on the exterior is the first line of defense—the goal is always to keep them from coming in. Directing efforts on minimizing pest-conductive conditions on the exterior, pest proofing the structure and inspecting incoming products are all key in preventing pests. Practicing good sanitation and making timely structural repairs will help mitigate pests on the interior.

The pest control industry has come a long way, with many tools to employ. For example, for fly management, there are very sophisticated insect light traps and inconspicuous fly lights. For ants, there are low-impact methods of managing ants that don't leave odors or residues, which are very effective against ants and very specific for ants. The key, is to utilize a variety of different tools to control, eliminate, manage and reduce different pests.

Training staff to recognize a problem is also critical. They should be taught how to identify the most common pests. In most cases, the only way pest programs will be 100 percent effective is if onsite managers work in conjunction with professional pest control service to get extra eyes looking for problems.

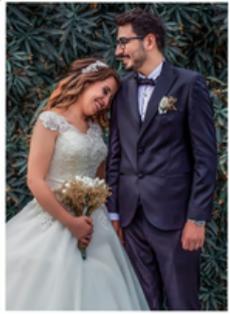
CELEBRATING SERVICE HEROES AMONG US

WE DON'T SAY IT OFTEN ENOUGH - YOU AND YOUR TEAMS ARE AWESOME!

SPRINGHILL SUITES QUAKERTOWN PA

66

Katie
Recent Bride



Thank you Gail for all of your help with the rooms and the meeting room for our wedding! Everyone had a great time, and your staff was very helpful!

★★★★★

CUSTOMER REVIEW

MARRIOTT.COM/UKTSH

SPRINGHILL SUITES ALTAMONTE SPRINGS FL

★★★★★ *Everyone is Talking!*

"NICE PLACE TO STAY" - NICE, CLEAN FACILITY WITH EXCELLENT STAFF - FRIENDLY, HELPFUL AND COURTEOUS. ROOM WAS CLEAN AND COMFORTABLE. EXCELLENT LOCATION, CONVENIENT HIGHWAY ACCESS AND PLENTY OF PLACES TO EAT WITHIN WALKING DISTANCE. WOULD DEFINITELY STAY AGAIN.

"QUIET, COMFORTABLE, CONVENIENT LOCATION" - WE'VE STAYED AT THIS HOTEL TWICE AND REALLY ENJOYED THE SUITES, FRIENDLY STAFF, PEACE AND QUIET. THEY ALSO HAVE A SMALL BUT GOOD WORKOUT ROOM, AND A POOL.

"MY EXPERIENCE" - PLACE WAS EXCELLENT. GREAT CUSTOMER SERVICE SKILLS. BREAKFAST WAS PREPARED ON TIME DAILY. SUITE I WAS GIVEN WAS CLEAN, APPLIANCES WORKED WELL. THE SPACE IS AS HUGE. THE INTERIOR DESIGN WAS BEAUTIFUL.

"VERY GOOD STAY" - I HAD A GREAT STAY. THE FRONT DESK CLERK (DIDN'T CATCH HER NAME) WAS EXTREMELY FRIENDLY. THE REST OF THE STAFF WAS FRIENDLY. I AM LOW MAINTENANCE SO I DID NOT NEED MUCH. THE ROOM AND BUILDING WERE VERY CLEAN. ITS NEAR THE INTERSTATE. NEXT TO A COUPLE OF RESTAURANTS AND A GAS STATION. BUSY HOTEL. PARKING LOT WAS ALMOST FULL AFTER 9PM-10PM. VERY GOOD STAY FOR A 3 STAR HOTEL

**SpringHill Suites
Altamonte Springs**

HOMEWOOD SUITES GERMANTOWN TN

Homewood Suites
Germantown TN

CUSTOMER REVIEWS



Gregory M.
Very nice, clean & perfect location for a hotel. This hotel was spectacular & greeted at the front desk with good hospitality from the staff. Definitely coming back & already reserved my stay before I checked out.

★★★★★ 5/5

Ellie D.
As always, Hilton exceeds expectations. Your staff is superb, particularly Sherman and Nikki. They made me feel welcome and right at home!! Thank you so much.

★★★★★ 5/5

LAKESIDE OFFICE PARK WAKEFIELD MA



Customer Review

After 29 years in banking with [a major bank], I decided to open my own retail banking consulting firm. The Lakeside Park appeared to be the ideal leasing space to begin a new business. Over the past 32 years, our success confirmed the decision. The office complex is centrally located with easy access to major highways. It is adjacent to beautiful Lake Quannapowitt and offers access to walking trails. The Lakeside Park is well maintained and the owners continually upgrade and improve the property. Price per square inch is fair and reasonable. The Management Team quickly responds to the tenants' needs and concerns. My relationship with the Lakeside Park Management Group has been outstanding from the beginning.

★★★★★
George M

BEST WESTERN PLUS BOLINGBROOK

CUSTOMER REVIEW

The staff could not have been more helpful!! They were more than accommodating of our large group, and went out of their way to make sure we were taken care of. 10/10 service!!

★★★★★



BEST WESTERN PLUS BOLINGBROOK

FAIRFIELD INN & SUITES MILLVILLE NJ



Review

★★★★★

From the moment we drove up, it was clear that this hotel was well-managed. We found it to be clean and inviting as we entered. Our room was clean, and comfortable. The staff was welcoming and professional. All the right ingredients to make our stay a great one.

Michael S



HOSPITALITY BUSINESS

SPRINGHILL SUITES
Quakertown

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 service 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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THE HUNT FOR BUSINESS AT THE HUNTER CONFERENCE

Dave Akridge attended the Hunter Conference last month on behalf of GRAM. After the conference, the sponsoring organization offered a synopsis of the industry's latest perspectives and predictions about how the rest of 2022 may play out.

While there are still some challenges in sight, the outlook looks much brighter now than it did a year ago. The following are bullet point takeaways from the 2022 Hunter Conference article:

- Transaction volume is expected to remain high, and equity returns are under pressure
 - Many interested parties remain in the market ready to buy, both at an institutional level for portfolios and at a private level for individual deals.
- Corporate and group travel is returning, but not quick enough for many, and staffing remains a concern
 - As we emerge from the winter, each week is bringing a rise in corporate transient travel and group bookings. However, midweek travel remains well below pre-pandemic levels.
- New construction is difficult in light of rising costs and supply chain challenges
 - Developers are facing a challenging environment, with contractors' prices escalating and supply chain challenges causing unforeseen roadblocks to the normal timeline.
- [Our] latest forecast reflects 2022 RevPAR surpassing the 2019 level
 - U.S. forecast in early March 2022 reflected an increase in ADR that occurred in late January and February. ADR this year should move RevPAR above the 2019 level, with occupancy lagging.

ROOMER HAS IT

SPRINGHILL SUITES QUAKERTOWN

GM Ron Nassef (left) and Sales Manager Gail DeHelian (center) recently attended the Upper Bucks County Chamber of Commerce Meet & Greet event. The event was held at the Spinnerstown Hotel and featured networking, drinks and delicious appetizers! All attendees were encouraged to bring food donations for the Quakertown Food Pantry.



SPRINGHILL SUITES ALTAMONTE SPRINGS

Congratulations to the Employees of the Month at the SpringHill Suites Altamonte Springs. For the front-of-the-house, Night Auditor Jeffrey Milawski was chosen and for the back-of-the-house housekeeper Maura Santana was chosen.



The awards were presented at the monthly employee meeting where all the staff enjoyed lunch and celebrated one of the best months of business. March statistics reported 13 sell out nights, 92.5% occupancy, and \$127.05 ADR and in April, 6 sell out nights, 80.4% occupancy, and \$130.34 ADR. Congrats to all!



SELLING THE SIZZLE

LINDA KOMORNIK, CORPORATE DIRECTOR OF SALES & MARKETING



15 Key Marketing Trends Brands Need To Take Note Of In 2022

The following blog was written using highlights from an article written by the Forbes Agency Council that was published on Forbes.com on April 29, 2022. Follow [this link](#) to read the full article.

"A successful marketing campaign can be the difference between sustaining a thriving, profitable company and being left behind, losing business to your competitors. Staying on top of the latest trends in marketing can help keep your solutions top of mind for your existing customers while consistently feeding new prospects into your sales pipeline."

"These days, there are many different channels and innovative tactics a brand can use to reach its target audiences. It's important to know which ones to build a presence on and how to show up there if you hope to craft the most effective marketing strategy. Fifteen members of Forbes Agency Council shared key marketing trends that they believe all brands need to take note of to find success in 2022."

I read the linked article with great interest.

While I think all 15 points had merit, I have captioned 2 of them (#6 and #15) because I think that GRAM portfolio properties could best implement these strategies at zero cost and with minimal effort. EVERYONE has a smart phone and EVERYONE knows how to record a video and/or take a selfie!

I am a huge proponent of "story-based" selling. There is a huge difference between storytelling and over-selling. I am advocating storytelling, a method of communicating - not over-promising just to get the sale.

I believe that every hotel sales person needs to master the art of storytelling in order to capture business. Why practice the same selling skills as the sales person at the property next door to your hotel? You are all wooing the same companies and organizations into your hotels. The winner is going to be the team with the best service and the most unique salesmanship. Using video to "tell your story" paints a picture of your product. It is one thing to tell a customer about your hotel and another to show your hotel to your client.

One of the most important books that I have read in recent past, is one entitled "Stories that Stick" by Kindra Hall. The premise of the book is "How Storytelling Can Captivate Customers, Influence Audiences, and Transform Your Business." The opening quote in the book is "The moment you take control of your stories, you take control of your business and your life."

So, I can hear a couple of you shaking your heads all the way here in Virginia Beach proclaiming that you don't have enough time to actually do everything on your To Do List let alone read a self-help book to try to improve storytelling skills. I need you to trust me here. Good, organized and purposeful storytelling can do everything from helping leaders better communicate to motivating sales teams and winning customers away from competitors. This book was transformative for me and I think it will actually make the art of selling easier!

The author explains that there are 4 unique types of stories that can be used to differentiate, captivate and elevate a product. The "Value Story" is used to convince customers they NEED what you provide; the "Founder Story" is used to persuade customers that your organization is worth the investment; the "Purpose Story" is used to align and inspire your employees and internal customers; and the "Customer Story" allows those who use your product or service to share their AUTHENTIC experiences with others. Using one or all of these types of stories is for you to decide, and based on the type of sales call you are on will determine the plot line you use.

So what's your story? What makes YOU the person that your customers want to buy from? What makes YOUR HOTEL the hotel for your customer's business? What makes YOUR BRAND the right one for your market and how do you use your brand image and brand pillars in your salesmanship? There's a story here...

Telling stories is a simple, accessible skill anyone can develop. The true test is figuring out what stories to tell and when to tell them.

Happy 'once upon a time',

6. Using Storytelling Tools On Digital Video Platforms

For 2022, specifically, the dramatic change in consumer habits around video consumption is critical. Brands need to adjust their thinking from "channel" to "experience." The biggest entertainment platforms in the world today are online, digital and on-demand. Leaning into the emerging storytelling tools of these platforms is a crucial exercise for brands this year. - Kimberly Jones, Butler/Till

15. Telling Micro Stories

With TikTok, Instagram Reels and YouTube Shorts, everyone's attention span is getting shorter and shorter. We need to be able to hook people in the first three seconds and keep their attention until the payoff at the end. This can be done very effectively by telling micro stories. - Sun Yi, Night Owls