



Happy New Year! ...or is it? Part I

2010 begins with a challenging business environment. To fight for declining market share, many of our hotels focused on rate to chase room nights that simply did not exist. The result: falling sales and declining RevPAR. DO SOMETHING ABOUT IT!

It's time to focus on best practices that will help you rebuild rate and RevPAR.

Rebuild Rate. Convert more room inquiries!

Our gift to you: Eight suggestions that will make this a happy New Year!

 <p>Value Added: Provide packages that add product or services that cost the hotel little or no money.</p>	 <p>Up-Sell: Never offer only one room type. Offer best available rate, mid-price and upscale. The mid-price room is selected most often.</p>	 <p>Value Added: Include breakfast with Government rate (provides an opportunity for Gov't Employee to apply food per diem as they want).</p>	 <p>Create Relationships: Ask the guest why they are coming. Then offer room type and or packages that best suit the guest.</p>
 <p>Staff Incentives: Implement weekly contests that reward staff for most Up-Sells, most suites sold, etc.</p>	 <p>Opaque Booking Channel: Sites such as Hotwire and Priceline allow you to sell rooms at lower rates that can't be seen by your guests or competition.</p>	 <p>Resist "No Thank You": When a customer says "no" to the offer, train the team to respond with: Manager's Specials; Enhanced Amenity Package, etc.</p>	 <p>Train the Team: Best practices are learned responses that build positive relationships with the guest. This has never been easier.</p>

Web-Based training is a powerful tool to help you accomplish your training goals in a cost and time efficient fashion. **WeTrainHotels.com** programs emphasize greater guest care, and improved property RevPAR.



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