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Hospitality Keys to Success

THURSDAY, JULY 29, 2010

Re: One of Hospitality's Best Kept Learning Secrets

Several weeks ago, I shared with readers news on the launch of www.HospitalityEducators.com, a new global resource for the hospitality industry. The site offers insights and best practices to help individual hoteliers and groups of hotels improve their market penetration, deliver service excellence and increase their profitability. Reader interest globally has been growing daily and we have inquiries and membership from more than 10 countries already.

One of the differences in this site from others is the consortium of successful hospitality educators who are supporting the industry. This email introduces the services of Founding Associate, Dr. William Frye, CHE of the College of Hospitality and Tourism Management of Niagara University and Executive Editor of THE ROOMS CHRONICLE. This publication focuses on improving quality, efficiency, and profits and has built a positive reputation for its hands-on, common-sense, operational "how-to's". The articles generally address topics for front office, housekeeping, laundry, reservations, telephone, engineering, energy, purchasing, risk management, and related departments. These articles incorporate the experience and skills of many leading hotel people — people who currently work full time in the industry and many articles contain real examples from hotels that have found solutions to challenges.

If you or someone qualified on your staff would like to submit original material for possible publication, we encourage you to send it to me or directly to Dr. Frye @ wfrye@niagara.edu.

For more background, I encourage you to read :

Lessons From the Field: Paying it Forward Means Everyone Wins ... Lessons From the Field: Paying it Forward Means Everyone Wins | By Dr. John Hogan CHE CHA MHS - In the spring of 2009, I published a three part series titled "Getting ... www.hospitalitynet.org/news/154000320/4047219.html

Thank you for allowing us to be of service to you and your hospitality business.

Posted by John Hogan CHE CHA MHS PhD at 9:45 AM 0 comments

WEDNESDAY, JULY 28, 2010

Keys to Success Hospitality Tip : Focus on Innkeepers and the Guest Experience

I regularly write on the need to balance "high tech" with "high touch" and recall some of my best learning experiences from mentors who were the "hosts", with examples shared in "A Bakers Dozen" of Strategies for Hotel Restaurant Managers [1]

Kemmons Wilson, founder of Holiday Inns almost 60 years ago, used the term "Innkeeper" for the person responsible to operate the hotels that were part of the system.

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ABOUT ME

John Hogan CHE CHA MHS PhD

In my career, I have served as a successful hotelier, entrepreneur and educator. My passion is to share, guide and deliver the lessons learned from a lifetime in hospitality to fellow professionals seeking answers to specific needs in today's competitive environment. My goal is to provide affordable support and to become Your Hospitality Resource whether you are a Hotel Owner, Innkeeper, Manager or Association. John Hogan CHA CHE

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The organization that was named after a movie has certainly evolved and changed over the years, but the fundamental message about "innkeeping" remains the same for those of us who are passionate about our guests, our staff and the experience of staying at our hotels.

At a time when too much of the industry seems to be assuming that technology is the "automatic answer", I do still see and find it refreshing to see certain professionals who continue to groom their staff people how to match clients' needs with hotels' value, features and benefits.
Kemmons Wilson : 20 Steps for Success

14. Opportunity knocks often.
It knocks as often as you have an ear trained to hear it, an eye trained to see it, a hand trained to grasp it and a head trained to use it.

Wilson had formulas for success I noted were posted at the University of Memphis Kemmons Wilson School of Hospitality and Resort Management[2] and Museum. Please send me a request to john.hogan@hospitalityeducators.com if you'd like a full set of these quotes in a power point presentation.

[1] http://www.hotel-online.com/News/PR2008_4th /Oct08_RestaurantMgrs.html

[2] http://www.memphis.edu/wilson/

Posted by John Hogan CHE CHA MHS PhD at 11:03 AM 0 comments

WEDNESDAY, JUNE 23, 2010

Time for 2011 Planning on Budgets

June 23 is an excellent time to refine the process for next year's capital budget plan, with time lines due in 30 and 60 days.

Posted by John Hogan CHE CHA MHS PhD at 8:21 AM 0 comments

FRIDAY, JUNE 11, 2010

5 reasons why the best time to exhibit at trade shows may be right now

With the economy turning around, is this a good time to invest in a trade show exhibit? The answer is yes. Statistically, there is no bad time to invest in an exhibit. Trade shows are one of the most cost effective means of reaching customers and prospects any time:
1. The Center for Exhibition Industry Research (CEIR) released statistics earlier this year that put the average cost to close a sale beginning with a trade show lead at $705. That's significantly less than the $1,140 it costs to close leads from sources other than trade shows.
2. Trade shows are also less expensive than field sales calls for reaching potential customers. $212 is the national average cost of reaching a visitor at a trade show. It costs $308 to visit a prospect in the field.
3. An average of 1.6 personal follow-up sales visits is needed to close a sale originating from a trade show contact. Comparatively, 3.7 visits are required to close a non-show lead.
4. Trade shows out-perform catalogs, manufacturer's reps, trade

journals and many other kinds of sales contacts as the main source for purchasing information.
5. The quality of trade show attendees is at an all time high. Over 71 percent can authorize or approve the purchase of products or services; and over 70 percent hold professional and managerial positions.

(Courtesy: Center for Exhibition Industry Research; Successful Trade Show Strategies

Posted by John Hogan CHE CHA MHS PhD at 1:24 PM 0 comments

Labels: Marketing, trade shows

FRIDAY, JUNE 4, 2010

Now is the time for focused and creative hotel marketing.

Now is the time for focused and creative hotel marketing.

STR's 2010 summer forecast projects mixed results in the three key performance metrics this summer (June, July ,August.), with summer occupancy up 2.2 % from summer 09 to 63.1 percent, ADR dropping 1.9 % to US$95.16, and ReVPAR virtually flat with a 0.2% increase to US$60.03.

Intelligent packaging and synergy with other businesses can be created almost immediately and promoted online, on GDS and brand sites and through traditional advertising in feeder markets.

Doing nothing will deliver nothing. Contact me at info@hoganhospitality.com if I can be of service.

Posted by John Hogan CHE CHA MHS PhD at 10:47 AM 0 comments

TUESDAY, JUNE 1, 2010

Some shared ideas from our Hospitality Master Planner and Promotional Calendar

June 2010

1 Plant trees to save energy. Depending on your location, deciduous trees on the southern and western sides of your hotel can provide shade in hot weather & allow natural heat from the sun to shine through in winter

2 Review & update your web site, whether you are branded or independent. You must keep this fresh & current!

3 Monthly Reminder Fix dripping faucets & constantly running toilets - you are paying for both water & sewage for all that unused water, Many are easy to repair.

4 Old Maid's Day
Create a plan that works with area businesses that offer coupons, packages, with live and on line cross selling . Monthly reviews.

5 World Environment Day

Send every employee a signed birthday card to his/her home. Prepare them early in the month & mail each group once a week. The personal touches matter.

Posted by John Hogan CHE CHA MHS PhD at 1:57 PM 0 comments

MONDAY, MAY 17, 2010

A 19th century quote that influenced a 20th Century President

Always do right!

This will gratify some people and astonish the rest.
Mark Twain

This framed quote was one of two personal items kept on the desk of Harry S. Truman

Posted by John Hogan CHE CHA MHS PhD at 4:07 PM 0 comments

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