



Mapping the Path to 2020 and Beyond by Thinking Like Your Guest

Please be respectful of your colleagues by silencing your phone. If you need to answer a call, please go to the hallway.

*If we always do
what we've always done,
we'll always get what
we've always got*

“How *is* Everything?”

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❖ “Exceeded all my expectations” ... *(is that a compliment?)*

- Guests value what’s beneficial...*to them*
- The “Ala Carte” World...
- Demographics vs. Psychographic...

❖ An amenity / experience competition with ourselves

- Rate choices and options...
- Letting guests customize the experience...

🌀 **The Herman Hill Response** 🌀

“Stay Your Way”

What have we learned in the past couple of years about hiring, training, and retaining staff?

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❖ **There is no “one size fits all”**

- Recalibrate your perspective...
- Generational Values...

❖ **Building Loyalty**

- Personalizing the job...

🌀 The Herman Hill Response 🌀
**“Be known as
the best paying place in town”**

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❖ Three Actions

1. Listen to “the why” ...
2. Acknowledge their other lodging experiences...
3. Understand your niche... *(from a guest expectation & an ADR basis)*

❖ The difficulty in defining lodging demographics

❖ Our response to others *(AirBnB, VRBO, etc.)*

❖ Everyone’s a foodie...

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“Defining a different kind of lodging experience”

The Big Ideas

- ❖ Perception is everything
 - Recalibrate your point of view...
- ❖ Identify what inspires / excites your team
 - Vary the incentives and compensation...
- ❖ Be proactive with your brand
 - Refine, Review, Refresh... to be Relevant



Terry Hammer

Herman Hill

314-952-4455

terry92846@gmail.com

David Browning

Eden Vale Inn

530-621-0901

David@edenvaleinn.com

Thank you for learning with us! Please complete your evaluation and hand it to the room host before leaving the room!