



**surprise 'em!**  
**it's the little things**

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

# why put forth the **extra effort?**

“**A customer talking about their experience with you is worth ten times that which you write or say about yourself.**”

# why put forth the extra effort?

- 96% of users consider reading reviews important
- 84% of customers trust online reviews as a personal recommendation

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GrandTour50153297520 wrote a review

Nov 2018



## Very comfortable stay with friendly hosts

"Our stay at the Carolina was lovely. We had two rooms, both of which were very clean and well appointed with thoughtful amenities. The pantry fridge stocked with drinks and the tea kettle and teas made the stay feel like home-but better 😊. Breakfast caters to everyone's tastes as the meal has one savory and one sweet course. Kevin and Diana were always quick with help or suggestions of things to do. The delicious evening treats brought to your room made you feel loved and appreciated. Another thoughtful touch by thoughtful owners."

# 3 strategies for pleasantly surprising guests

1

do your  
homework

2

capitalize on  
the importance  
of the in-room  
experience

3

make the  
intangible  
tangible



# do your homework

- it's easy to pleasantly surprise guests if you know them
- how to "know your guests"
  - ask
  - check-in forms
  - social media
  - market research
  - confirmation emails

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1



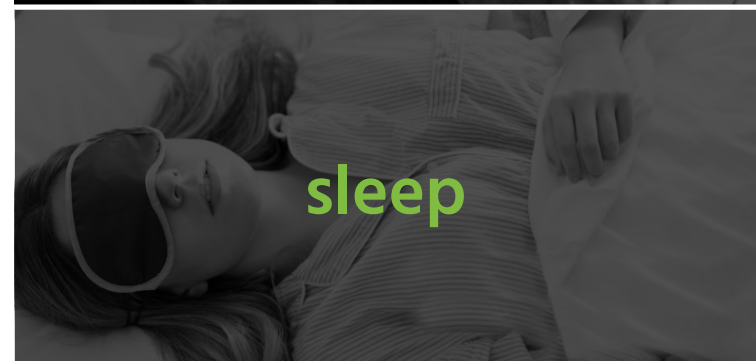
# capitalize on the importance of the in-room experience

- a night's stay is the core service that you're selling...so start there!
- how can you enhance each part of your guests' stays?



2

# capitalize on the importance of the in-room experience



# relax



# dine





# sleep



# create



# make the intangible tangible

- a lot of the value in hospitality is behind the scenes
- help guests appreciate all these hidden benefits with tangible items

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# make the intangible tangible

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# other ideas for **delightfully surprising guests**



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photo courtesy: poshbybonnie





# what little things do YOU do?

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