

## 37 HOTEL MARKETING IDEAS

1. Find business in your own backyard, cover thoroughly.
2. Get zip code printouts on customers; do market research using computers to help make decisions.
3. Get computer screens on the desks of sales people.
4. Confirm group space instantly on first call.
5. Regional Sales Office input into system.
6. Put hotel reservation terminals in corporate travel offices.
7. Get your guest histories on computer records.
8. Get on-line with members of IACVB for referral business.
9. Tap the airline passenger records to a particular destination.
10. Work with airlines to do joint promotions in a feeder city.
11. Airlines have over a million frequent fliers: get a profile.
12. Identify the airlines executives to go see.
13. Organize fams for meeting planners, travel agents and travel writers.
14. Know the impact of third party reservation systems.
15. Emphasize what your hotel does best.
16. Position your hotel on your largest segment.
17. Bring in the next customer segment that fits best in the hotel.
18. Get your marketing expenses in line ---typically 4-6% of gross revenues.
19. GM and Sales call on different levels in the same organization.
20. Ban together as a city or state to market your destination and events.
21. Develop new markets, new travelers: Hyatt's Chocolate Lovers Weekend.
22. Make joint sales calls by sales manager and sales trainer.
23. Understand expandable markets: guests in town at other hotels, residents within 30 miles, groups that have never been to your city before.
24. Help meeting planners with mailings to improve attendance.
25. Run ads in little towns for weekend packages on rate only, test towns.
26. Get travel agent business: attend marketplace, call on them in feeder cities with blitzes and fams, pay commissions promptly with stuffers.
27. Increase your product publicity to TA and consumer press.
28. Increase word of mouth through hotel employees.
29. Offer to make restaurant reservations for customers.
30. Use the sales office to train other employees in selling techniques.
31. The sales department is the whole hotel, but the whole hotel is the sales department. Train van drivers and room service staff.
32. Sell ideas to employees before selling them to customers.
33. Develop employee mental ownership.
34. Offer room service specials to groups that typically buy f&b off-site.
35. Form sales quality circles: sales joint meetings with other departments.
36. Department heads: make time to go out on sales calls.
37. Use your city's name in ad headlines, customers buy destination.

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