

Braidwood's View

Braidwood Hospitality Management
"Partners in Hospitality"

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FROM THE DESK OF:

John Garden, President, BHM

In today's competitive marketplace Customer Relationship Management (CRM) software can provide Hotels and other businesses with an added advantage when it comes to acquiring customer satisfaction as well as helping to create, maintain, and retain satisfied and profitable customer relations. The installation of a CRM solution will allow your business to compete better by providing advanced customer service care and the ability to track aspects of sales, identify factors important to your clients, handle customer complaints, and improve your analysis of customer information thus developing proactive customer friendly tactics.

CRM software can also help your company continuously "learn" what your customers really need. This process allows for greater customer satisfaction with less human intervention. Customer service software will usually include a combination of marketing, sales, and customer service functions. These combined systems help enhance customer service by allowing companies to maintain and retain customer loyalty.

If a CRM software system seems to be a good match for your hotel or business, be sure to do your research before choosing a vendor. One such solution is Vancouver based Maximizer™ who, with their recent launch of CRM10, provide contact and schedule management in one simple, accessible, adaptable CRM solution bringing together Sales, Marketing, and Customer Service & Support in one powerful, integrated suite that is accessible from the corporate office, remotely, through the web, or through mobile devices. CRM solutions offer benefits such as sales force automation, sales forecasting, marketing automation, email marketing, account management, lead management, report generation and workflow automation to name a few. Like any system, CRM is only as good as the people using it. The old adage "Garbage In - Garbage Out" (GIGO) holds true here and is a potential hazard. Therefore, it takes commitment, training, focus, and attention to detail in the initial set-up and ongoing management of any CRM system to ensure that information uploaded remains accurate.

3-Q 2007 BOOKINGS – Steady Growth for GDS:

TravelCLICK's third quarter 2007 results indicated continued steady health for the hotel industry, based on GDS electronic distribution performance.

Key indicators of the growth compared to the third quarter of 2006 are • Worldwide electronic hotel revenue from the Global Distribution Systems (GDS) and key Internet sites **increased 16.4 percent**. • Number of room nights booked through electronic channels **increased 5.9 percent**. • Average Daily Rate (ADR) **increased by 9.9 percent**.

Observations for the market, based on this latest data, including electronic bookings and ADR, continue strong year-over-year growth in nearly every segment and top destination market.

Travelers continue to book short trips. The average length of stay for the third quarter 2007 was 2.12 nights, similar to last year's 2.11 nights. • Hotel bookings through electronic channels are on pace to surpass TravelCLICK's projection of room nights this year and 2007 is on pace to be one of the strongest hotel revenue growth years of this decade.

TNM's: Holiday Dinners

Great idea brought back:

Tigh-Na-Mara Seaside Spa Resort & Conference Centre, Parksville, BC, brings back a great Catering Sales idea, which goes back to Manhattan's Plaza Hotel post 1950's, by using their larger ballroom simultaneously for several individual corporate holiday dinner events.

So many times your largest ballroom stands empty because the celebrating companies only need a table for 12, or 22 or 52, but want the atmosphere of a **total event**, with full dinner, bar/wine service, along with live band for dancing.

Tigh-Na-Mara is sold-out every year for its December evenings, (traditionally soft for conferences) with their '**price fix**' **Christmas events**. This is something to remember next holiday season, when your main ballroom is not booking. Moreover, it is a great way to put those 'heads-in-beds' on stay-over treats, during those non-conference low periods.

2010 – "Rip-Off Fever"

There are some hoteliers who see **BIG DOLLAR SIGNS** when planning for the up-coming 2010 Winter Olympics. These thoughts can be very shortsighted. Let's get a grip on 2010, **it is only 20 days**, and we have thousands of days to sell our rooms' pre and post Jan 2010.

Olympic history consistently shows that the hotelier who "gouges" the guest with inflated room rates during the games is the one who loses out in the end. It is better to give your best rate to your current clients as these are the ones who support you now, during and beyond the Olympic Games.

The Olympic experience will be a very positive one when fair business practices are maintained.

GO CANADA

WHAT'S ON

FEB 25-26, 2008

Hotel Association of Canada Annual Conference

City: Toronto, Ontario
Phone: 416-924-2002
E-mail: orieberlasso@bigpictureconferences.ca
Website: www.haconference.ca
Description:

Canadian hotels are facing a dynamic, challenging but potentially rewarding environment. With more than 3,500 hotels offering in excess of 325,000 rooms and generating some \$11 billion in revenue, Canadian hotels form an integral part of the national tourism industry. Yet at times, the industry seems under siege because of human resource constraints, declining American visitation, inconsistent marketing support and a host of local issues.

From its inception, the Hotel Association of Canada annual conference has been providing an opportunity for those involved in the operation of Canadian lodging enterprises, and their suppliers, to gain timely insights into industry trends and current practices. This Conference provides a vehicle for delegates to benefit from in-depth, interactive sessions that are uniquely Canadian.

MARCH 2-4, 2008

CRFA SHOW

City: Toronto, Ontario
Phone: 416.923.8416
E-mail: www.crfa.ca
Website: info@crfa.ca
Description:

The Canadian Food & Beverage Show and HostEx are the leading industry events providing a venue for buyers and sellers of industry products.

In an effort to leverage the attributes of both events, the Canadian Restaurant and Foodservices Association is marrying these expositions to create the CRFA Show designed to be the greatest buying forum in Canada for the foodservice and hospitality industries. Together at last, under one roof, the CRFA Show brings these two major events together.

April 6 – 8, 2008

AHLA 88th Annual Convention & Show

Location: Fairmont Chateau Lake Louise
City: Lake Louise, AL
Phone: (888)-436-6112 Ext: 227
E-mail: itdblowers@ahla.ca info@centrex.ca
Description:

The AHLA's Convention & Trade Show is the association's premier event, and gives members the opportunity to find out about new products and services, as well as getting the latest on industry trends and networking with hoteliers around the province.

April 13 – 14, 2008

Centrex – Manitoba Hotel Association

Location: Convention Centre
City: Winnipeg, Man
Phone: (204) 942-0671
E-mail: info@centrex.ca
Website: www.centrex.ca
Description:

The Manitoba Hotel Association and the Manitoba Restaurant & Foodservices Association work hard to promote CENTREX to the decision makers of hotels, motels, restaurants, bars, clubs, legions, and other food service establishments.

THEY GET IT AWARD – *And Oceanside does:*



Braidwood Hospitality Management, the leading Vancouver-based worldwide Hospitality Management Company, has awarded **Oceanside Tourism Association**, Parksville Qualicum Beach, its 2007 annual **"THEY GET IT"** Award. This award given yearly to the management client who has delivered the most in *Cooperation, Collaboration, Integration, and Accountability* was presented to Blain Sepos, Executive Director, and the team of Oceanside Tourism Association at their Monthly Meeting, December 6th, 2007.

On presentation, John Garden, Braidwood's President, discussed the crucial criteria considered for the award:

Partner Cooperation – Demonstrates an intuitive understanding that timely communication, cooperation, and "speed to market" are essential elements for success in today's competitive hospitality marketplace.

Marketing Collaboration – Enthusiastically includes Braidwood Management in the development of strategic marketing opportunities related to overall business development.

Team Integration – Includes the Braidwood Management team in all developmental programs.

Industry Accountability – Sets SMART goals ensuring a reporting process is in place to measure and review performance.

Mr Garden, also said, "The name of the award tells it all. Not only do the folks at Oceanside Tourism Association, **'GET-IT'**, they have the venues to back it up." The cooperation between all the hotels, sports venues, and attractions is spectacular. They understand that by working together not only assists the whole area, but also is a benefit to each individual venue. When it comes to hospitality and tourism, this Parksville ~ Qualicum Beach seaside tourist region offers a central Vancouver Island location with easy access that makes it the perfect place to hold a meeting, conference or retreat as well as attracting tourists' from around the world.

DATA BACK-UP – *Do you do it?*

Are you sure your data is backed-up correctly? The hotel's data is your financial base to operations and future sales successes. Data security has always been an important issue for hoteliers, but is even easier with today's technology.

There are different types of threats to information data sources, including data theft (outside parties trying to steal data or employees stealing or misusing customer information) or lost data due to hardware problems, human error, corrupt files, computer viruses, or natural disasters. Today's value of data information has risen incredibly, as have the associated costs of data loss. Gone are the days of 'keeping it all in a log-book'. Whatever the data loss is, it will be costly to retrieve, and always far more costly than maintaining good data support, through a recognised **Property Management System**, and local **IT support**.

Some safeguards to data protection are:

- **Data Mirroring** is a process that involves making a copy of your data from one hard drive onto another. If one hard drive fails, the other one activates with no interruption in service.
- **Data Backup** is a series of backups are made to a medium that is not attached to the computer itself. These back up files are sent off site for storage. In addition, these backups are done on live data as well, so there is no disruption to users.
- **Redundant Power Supply** is data center servers that contain two (or more) power supply units within each unit. Each power supply is capable of powering the entire server on its own. If there is a failure in one of the units, the other one will automatically take over to prevent the loss of power to the server.

The cost of lost data will increase as the value of information continues to rise. Therefore, the use of a quality PMS is crucial, but it is also important to find a local IT "Geek", (IT specialist) who will be able to assist with maintaining your hardware, software, and database on a monthly "look see" basis.