

BRAIDWOOD'S VIEW



HOSPITALITY MANAGEMENT, INC

Partners in Hospitality



MAY/JUN 2011

FROM THE DESK OF:

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There have been times when I have wondered how it all began and who was responsible for "it" to begin with. A small two letter word "it" by itself would seem to be harmless enough however; as we know, "it" can be the source of joy, cause pain, love, laughter even terror and "it" is notorious for keeping us awake at night. "It" has been the cause of everything good and evil from time immemorial. Thousands of books have been written about "it", millions have died defending "it" never knowing what "it" was. We do "it" without thinking, we argue about "it", we accept "it", we sometimes question "it" and we put "it" behind us yet look forward to "it" all the while hoping "it" will work out in the end. So why does "it" have so much influence on everything we do; why does so much depend on "it" and why do we put up with "it"?

Here's a classic motivational poem by Edgar Guest, who back in the first half of the 20th century became known for his light but meaningful poetry. I believe he sums "it" up rather well.

Somebody said that "it" couldn't be done, but he with a chuckle replied, that maybe "it" couldn't but he would be one who wouldn't say so till he'd tried.

So he buckled right in with the trace of a grin and if he worried he hid "it". He started to sing as he tackled the thing that couldn't be done, as he did "it".

Somebody scoffed: "Oh, you'll never do that; at least no one we know has done "it". But he took off his coat and he took off his hat, and the first thing we knew he'd begun "it".

With a lift of his chin and a bit of a grin, without any doubting or quiddit, he started to sing as he tackled the thing that couldn't be done, and he did "it".

There are thousands to tell you "it" cannot be done, there are thousands to prophesy failure; there are thousands to point out to you, one by one, the dangers that wait to assail you.

But just buckle right in with a bit of a grin, just take off your coat and go to "it"; just start to sing as you tackle the thing that cannot be done, and you'll do "it".

Who is responsible for "it"? All of us are. If we don't accept responsibility for "it" who will? Where would we be without "it"? So...accept "it", make the best of "it", stop complaining about "it" and let's just do "it".

NO EXIT

A guest checks into a hotel for the first time in his life, and goes up to his room. Five minutes later he calls the desk and says, "You've given me a room with no exit. How do I leave?" The desk clerk says, "Sir, that's very interesting. Have you looked for the door?"

The guest replied, "Well, there's one door that leads to the bathroom. There's a second door that goes into the closet and there's a door I haven't tried, because it has a **'DO NOT DISTURB'** sign on it."

Share your guest story's with the [VIEW articles@braidwood.ca](mailto:VIEW_articles@braidwood.ca)

A FROGS STORY

A group of frogs were traveling through the woods and two of them fell into a deep pit. All the other frogs gathered around the pit and seeing how deep the pit was told the two frogs they were doomed to fail. The two frogs ignored the comments and tried to jump up out of the pit with all of their might. The other frogs kept telling them to stop, that they were as good as dead. Finally, one of the frogs took heed of what the others were saying and gave up. He fell down and died. The other frog continued to jump as hard as he could. Once again, the crowd of frogs yelled at him to accept that he was doomed. He jumped even harder and finally made it out.

When he got out, the other frogs said: "Did you not hear us?" The frog explained to them that he was deaf. He thought they were encouraging him the entire time. **A word of encouragement during a time of failure is worth more than an hour of praise after success.**

ITS NOW TRANSPARENT

It is official: The walls on every hotel worldwide are now made of glass and are **completely transparent**. The outside world can now see into your hotel lobby and witness how guests are treated in the real-world daily. For those of us who thought TripAdvisor revolutionized the hospitality industry, be assured that we have seen just the beginning.

Now that TripAdvisor has recently integrated with Facebook to offer its **"Trip Friends"** link, those who are researching future travel plans will rely less on the number of stars or diamonds on the plaque behind the front desk; they also will rely less on guest reviews posted by strangers. Instead, they will reach out to their own network of Facebook friends for advice and input.

CLOSING THE SALE

Time is our enemy. Once our customers agree in principle that they are going to do business with us, we need to move them as quickly as possible toward getting it in writing. This is important because into the narrow opening between “yes” and signing on the dotted line can creep in common sales problems like second thoughts, the competition or unforeseen events. So, upon receiving a verbal expression of interest, we must move resolutely toward a verbal commitment, then as quickly as possible to a written agreement that closes the sale.

Sometimes the customer will be happy to close the sale – when they can get around to it. In this event, we want to create a sense of urgency to get their commitment and that may require some final concessions to refocus their attention.

Decision-making involves a complex thought processes. Sometimes it just takes a little time to sink in. Sometimes they simply need time to think about it.

Of course there is always a danger when a person thinks about it that they will say “no”. Depending on the sales context this could be a bad or good thing. People who buy only because they are pressured are unlikely to return or recommend us. On the other hand, giving our clients time to think about it may well convince them that it is they **who are in control** and so will make the decision to buy.

THE VIEW ARTICLES

Tell us

What you think,

Industry information, tips on the industry, what is going right, what is going wrong, or simply what is going on!

Braidwood uses many of our reader's suggestion and questions for articles in the “View”

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A ROAD LESS TRAVELED

With high gasoline prices, expensive hotel rooms, crowded freeways, and hoteliers suffering from “dwindling driver” syndrome, let’s remember that there was a time when people embraced their automobiles and took to the open road with a sense of adventure and uncertain outcome.

Once Henry Ford made his Model T cheap and available it didn’t take long for the public to take to motoring. Folks liked **taking to the open road** despite the terrible conditions that existed at the time.

Driving one’s car a traveler wasn’t tied to strict railroad schedules and dress codes and mealtimes set up at railroad hotels. That sense of freedom, the excitement of travel adventure, combined with automobile road improvements created a tourism industry that continues today.

Those first automobile tourists traveled with everything including the kitchen sink. Their car was a home-away-from home because these were the days before motels.

Called tin can campers, auto gypsies, or auto campers, these earlier adventurers loved gadgets and regularly traveled with gasoline stoves, Dutch-Ovens, portable refrigerators, steam irons, wash tubs, big tents, folding beds, collapsible camp furniture, food, clothing and sporting gear.

Top heavy with equipment for all occasions, auto campers drove until tired, pulled off to the side of the road and set up camp. The fact that a campsite might also be private property didn’t enter into the equation. As the numbers of these travelers increased so did litter, damage to crops, theft of property and general displeasure from those whose property was being violated.

In 1916 motorists averaged 125 miles a day. (WOW! some of us travel that far on our daily commute). As roads improved so did the mileage; increasing to 170 miles in 1920, 200 miles in 1925 and 300 miles in 1931. By 1921 it is estimated that 20,000 Americans drove cross-country as compared to only 12 in 1912. That same year an estimated nine million Americans planned to go motor camping in the summer. Mind you, in 1921 the price of gasoline was only **seven cents a gallon!**

Today’s “auto gypsies” travel much lighter. Many use their GPS or I-Phone to book their overnight accommodations while on the road so Hoteliers should be mindful of these new gadgets available to the modern “tin can campers”. Happy motoring everyone!

EMPLOYMENT OUTLOOK

According to the **Bureau of Labour Statistics** employment in hotels is expected to grow by only 5 percent between now and 2018.

Traditionally the industry employs larger numbers of part-time and younger workers, who typically do not have a lengthy tenure. Most of the hotels opening over the next decade will be limited-service hotels however; most of the job openings will arise in full-service hotels, including convention, casino, and resort hotels, because they employ the most workers.

Travel and tourism typically grows during expansion periods in the economy, which results in a greater need for transient rooms. The hotel market is expected to see increases in the number of rooms, but the greatest number of rooms is expected to open in limited service hotels that do not provide food service.

The accelerating trend among chain-affiliated hotels to establish regional management and staffing teams among several properties and across service classes should provide current assistant managers or department managers with opportunities to demonstrate their readiness for advancement, but this trend may also limit the prospects for new managerial positions.

Employment of hotel, motel, and resort front desk positions is expected to grow faster than other classifications, as the growing numbers of limited-service hotels will still require front desk staffing. Conversely a drop in food related jobs is predicted as an increasing number of hotels will contract out restaurants and other food related services.