

# BRAIDWOOD'S VIEW



HOSPITALITY MANAGEMENT, INC

*Partners in Hospitality*



MARCH/APRIL 2008

## FROM THE DESK OF:

**John Garden, President, BHM**

At Braidwood we are frequently approached by owners of small & medium sized independent hotels asking for advice on Branding. Clearly, Branding is currently a hot topic in the hospitality arena, but frequently misunderstood. Owners of independent hotels view association with a "Flag" as one possible solution to increasing market share while others question the validity of a "Flag" and its potential return on investment. Flagging however should not be confused with Branding. Making things even more difficult is that branding is very often confused with marketing making its application even more confusing. Simply put, Branding is about communicating a product or service to as many customers as possible, in a consistent way.




Branding is about awareness, repeat business, referrals and increasing market share against other Brands in the market. It is about positioning your product and services; communicating your product's unique benefits to both potential and repeat customers. When viewing this issue owners and operators of independent hotels must ask themselves these questions and they should be answered honestly. Does the consumer view my product as a "Commodity" (A physical substance, such as a guestroom, and interchangeable with any product of the same type) or a "Brand" (a product or service, that is publicly distinguished from other products or services, and is uniquely positioned and marketed?) Getting the answer right can mean the difference between success and failure.

Caught up in the daily operation of their hotels, owners and operators are not necessarily focused on Branding and its importance. By necessity, issues such as logo design, copywriting, website design and marketing plan creation and execution get relegated to the back burner and usually remain there. Consequently, questions such as "Where do I go for help?" "How do I get started?" and "What resources will I need?" often go unanswered until it is too late!

The first step to Branding is developing a fundamental understanding of your product, its services, unique features and benefits. Next, it takes a plan and the commitment of resources necessary to execute the plan along with a healthy dose of determination to see it through!

## BRAIDWOOD HOSPITALITY MANAGEMENT - Re-Brands

At Braidwood, we are presently going through a **Re-Branding**; adding services that will be of value to our current and future clients. Commencing with this issue of Braidwood's View you will notice a total change of **Logo** and **Corporate Branding**. Coming very soon will be our re-engineered, newly designed web site that will include:

-  **Information on our services**
-  **Electronic e-VIEW of Braidwood's View**
-  **Braidwood's Forum – our new company BLOG**

## THAT – Spicy Bar Menu

Have you looked at the '**Bar Menu**' lately, of your favourite watering hole? As you peruse the menu, take notice of what is listed at the top; Spicy chicken wings, Salty smoked salmon, Lox and cream cheese (with salty capers of course), and of course the spicy peanuts, given complementary.

Could this menu be the chef likes **this type of cuisine**? Nope, it has nothing to do with the culinary arts; it has to do with simple Marketing practices. This kind of food makes you thirsty and what brings the bar the largest profit margin.

You got it! **The BEER.**

## WEBSITE Strongest Marketing Weapon:

Have you looked at your website lately? If you are not **constantly tweaking** your site, you are loosing out on a vast profit opportunity. Gone are the days were your clients go running to their local travel agent to get '**what's HOT and what's NOT**'.

A Website that **speaks to the market** is the greatest, most efficient, and cost effective tool in today's hospitality sales environment.

A marketing outlet that puts the buyer into "Alice's" looking glass.

The site is the window to the world and must reflect the essence and environment of the venue. More increasingly, the guest buys due to the **experiential "feelings"** they get when visiting the website. Clients 'point and click' their way to the competition if the site does not give them (within no more the three clicks) what they are looking for.

Don't close your door to the world, open it through your Website.

## WHAT'S ON

**MARCH 2 - 4, 2008**

### CRFA SHOW

**City:** Toronto, Ontario  
**Phone:** 416.923.8416  
**E-mail:** [www.crfa.ca](http://www.crfa.ca)  
**Website:** [info@crfa.ca](mailto: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](mailto:itdblowers@ahla.ca) [info@centrex.ca](mailto: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](mailto:info@centrex.ca)  
**Website:** [www.centrex.ca](http://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.

**April 27 – 29, 2008**

### APEX

**Location:** Exhibition Park  
**City:** Halifax, Nova Scotia  
**Phone:** (416)-9238416  
**Description:**

APEX is Atlantic Canada's largest hospitality trade show. It provides a great opportunity to reach Atlantic Canada's foodservice and hospitality industry. APEX delivers a diverse audience for generating new sales, maintaining existing relationships and reintroducing familiar products or services. In addition to the 350-booth event, APEX has a number of features including complimentary industry specific seminars, workshops and a wine, beer and spirits tasting area. APEX operates annually every spring to help industry operators understand business trends as well as introduces them to cost-saving products.

## IMPROVING REVENUE - 3rd Party Websites

### FROM THE DESK OF:

*Gordon Chatry, CHA,*

Sales, marketing, customer service, guest relations – they all are important and they can all increase revenues. So don't forget about them, but to really see a boost in revenue hoteliers must become skilled at using 3rd party websites. 3rd party websites like Expedia or Orbitz sell your property for you and take a commission off the revenue or a mark up on your net price. The advantage to the hotelier is they only get paid for what they sell. It is a great incentive for them to work with you and they will if you ask.

With fewer people doing the daily work in hotels it is more essential every day that owners/managers of small hotels understand how 3rd party sites, such as Expedia, can generate additional income. Learn the details of how to play the 3rd party game. The game is maximizing occupancy without dropping the rate too far. Fail to do so and you WILL lose market share to competitors who know how these sites operate and how to maximize their revenue and bookings.

Did you know that every guest who is new to your property, and I mean EVERY guest, has checked you out on Expedia before booking? They may book another way but they have read everything there is to read about you including what is says on Tripadvisor and Boo.com.

This also means they will be checking out your competition. How do you compare? What can you do to get those bookings? If you don't know how these sites work and how to maximize your presence, you will be leaving revenue on the table and losing market share.

As a manager or owner, you are challenged with staying ahead of the game. We all know that the hospitality business is getting tougher every day. Find the time, gain the necessary knowledge and know how to play the 3rd party website game and you will be amazed at the difference it can make to your bookings.

Gordon Chatry is President of Intimate Inns Ltd and is a business coach and advisor specializing in the hospitality industry

## SUNSET INN & SUITES – “They Get It”:

In 2007, BHM created our, now annual, **“THEY GET IT” Award**, which is presented each year, to the client who has demonstrated outstanding operational excellence.

In establishing the criteria for the award, John Garden, President of BHM recognised that, “It is the clients who demonstrate an intuitive understanding of the importance of **Cooperation, Collaboration, Integration, and Accountability** that are the most successful in their business.”

On a quarterly basis, as part of our award criteria, BHM nominates a client for the Braidwood annual “THEY GET IT” Award.

**First Quarter of 2008, BHM nominates Sunset Inn & Suites**, a premier, all-suite hotel in downtown Vancouver.

When nominating the hotel, Garden explained “that hardly a day goes by, when **Michael Wright, General Manager** and his team are not in touch with us; either to pass along an identified prospect or to inform us of potential opportunities within the marketplace that, when followed up by Braidwood's sales team, result in increasing the hotel's occupancy, revenue and fair market share.”

Braidwood's 2007 “THEY GET IT” Award Winner was Oceanside Tourism Association, Parksville Qualicum Beach, Vancouver Island, presented to Blain Sepos, Executive Director.