

# Revenue Generating Touchpoint



NEWPORT  
HOSPITALITY GROUP

## March 2022 Focus: Spring Break



Spring Break can be more than tons of college kids rushing to the beach. Kids of all ages are anxious to get out on the road after a long winter and being in school. Start planning to make Spring Break at your hotel all it can be.

- **Family Field Trip Adventures** Many school field trips have been cancelled over the past few years (think educational and performance group trips). It will more than likely be next year before we see those trips planned again as in the past. Develop itineraries reminiscent of these trips and market them to the families in your feeder markets. Check with your CVB to see if they have itineraries already developed that you can piggy back off. If you have a military base in your area (or feeder market), share these packages with the MWR (Morale, Welfare & Recreation) offices. They can help you market these packages to military families that might be looking to travel.
- **Home Schoolers** Contact state and regional home school associations and see if they can share your Family Field Trip Adventure Packages with families in their association or see if they want to travel as a group this spring.
- **Teacher Appreciation Rates** Think about those poor teachers – offer special rates for a long weekend away for their family. Reach out to school districts in feeder markets and find out when their spring break is and offer a booking link. Offer these appreciation rates for support staff as well (guidance counselors, school board members, etc.)
- **Get Social** Use your social channels to spread the word about the packages you have. Look for groups on LinkedIn or Facebook (Home School, Elementary Education, etc.). Many times they will let you share an offer if you reach out to the moderator. Look for family friendly influencers that can promote your hotel. Check with your CVB to see if they have worked with any influencers in the past and make an outreach.