

Revenue Generating Touchpoint



NEWPORT
HOSPITALITY GROUP

February 2022 Focus: Conversations



The past few years have really changed how we communicate with our accounts, guests and even with our hotels. Much more is done via email, over the phone and zoom. It only takes 66 days to form a habit and we've been in the pandemic for much longer. Let's see if we can jump start some conversations with guests and clients this month. Using the cute little Valentine's Day conversation hearts we came up with a plan for some conversations you might strive to have this month.

- **Be Mine** Try inviting either potential accounts or even in house guests for coffee, breakfast or cocktails with you depending on what your hotel offers. If you have clients that are apprehensive about coming to the hotel, try dropping them off some breakfast or maybe invite them to a mutual place to grab a coffee like Starbucks.
- **Call Me** Call you CVB or Chamber and invite them to catch up with you. Many have had to change their strategies (more transient than group) so ask them how you can help them achieve their new goals. Ask them how they are attracting visitors to the area now. See if we can mimic some of their plans to attract individuals.
- **Miss You** Reach out and have a conversation with a couple accounts that you haven't talked with in a while. See how their business is doing, what challenges are they facing, see what is going on for them personally. If you've been in touch with many of them already, then try reaching out to a National Account Manager for one of your key accounts or an account you are targeting that is using a different brand. Get to know them personally.
- **Pick Me** Reach out to an account that is at the competition or has chosen them in the past and see what it would take for them to "pick you" instead.