



**The LOK Group . . .**

stands ready to offer a variety of a la carte services or a fully integrated hospitality management services agreement for mid-size, limited service hotels tailored to fit the needs of each property. We will identify both your limitations and possibilities and adapt them to the trends and demands of an ever changing marketplace.

**Featured Best Practise - Revenue Enhancers in Tough Times**

**HOTEL DIRECT**

1. If you are a member of your local Chamber, contact them and see if they can include a promo from you to go out in their monthly newsletter. Make it attractive like a dollar off or a flat rate. Spin off the day light savings time and offer a "Fall Back Rate".
2. Create an incentive for your local negotiated rate plans. For every ten rooms booked in the next 90 days, receive a \$50 Visa Gift Card.

**THIRD PARTY CHANNELS**

1. Travelers are heavily influenced by these on-line sites. Be sure your content represents not only your hotel but your market. Make sure your photos are up to date also.
2. Respond to all traveler's reviews. Even the positive reviews need a response as it acts as a soft sell for your property.

**BRAND**

1. Take advantage of all Brand Promotions, Hot Deals, Advance Purchase programs, etc.
2. Conduct a mass mailer to all Loyalty Program Members. Offer double points for reservations made in the next 90 days.

**PROPIETARY WEBSITE**

1. Offer seasonal promotions or packages.
2. Have a call to action(booking engine) on every page so customers will not have to search for the booking engine.
3. Train your Guest Service Agent to sell the website as the best direct booking tool for the guest's next stay (Booking this direct channel as opposed to Third Party, you pay no fees).
4. Make sure your URL is listed in any print collateral, directories, advertisements and on every online directory where you are listed - how else will the customer find you online.

**REVENUE MANAGEMENT THOUGHT OF THE DAY..**

Determine the top revenue sources to your hotel, what channel is it coming through and what rate plan is affected by it. Analyze your market's rates and manage your inventory and rate to that principal. And of course, always anticipate your occupancy by realizing your transient pick-up.

**Contact:**

**Holly Byck**

**Director of Management Services**

**[hbyck@thelokgroup.com](mailto:hbyck@thelokgroup.com)**

**cell: 707-396-1932**

**Our Scope of LOK Group Services. . .**

**Operations:** operational review, guest satisfaction, competitive positioning

**Marketing/Creative Services:** best practices, e-commerce and sales strategies

**Human Resources:** legal compliance, recruitment and retention

**Accounting:** financial statements, general ledger, payroll, AP/AR

**Revenue Management:** rate and inventory strategies, channel profitability

**Finance/Development:** contract review, project sales/aquisitions, risk management