

# Hotels

## Overview

Most of us think of hotels as the place we stay on vacation. That is merely one part of the hotel/hospitality business. The big money is in corporate accounts. While every major brand of hotels, (Hilton, Marriott, Starwood) offers low budget hotels for individuals such as Hampton Inns, they have a bigger focus on the business travel hotels such as Courtyard by Marriott and extended stay hotels. Smaller local brands go after the same corporate clientele, but with a personalized, higher end offering.

The larger hotels in the center of major business areas such as downtowns or near airports also have significant meeting space for hosting conventions, corporate meetings and special events. These same hotels will also target personal events such as weddings for weekends.

The sales staff's primary job is to sell conventions, rooms or meeting space on the corporate level. They will do a lot of cold calling and direct mail in order to get appointments. They try to bring prospects into the venue and show the prospective company what their space has to offer.

People in this industry are interested in any tool that can help spur sales of rooms and space on something other than solely price. You'll see complimentary breakfasts, wifi and evening cocktail receptions for business clientele. These amenities separate them so their clients don't buy their inventory solely based on price. They are also looking for service, trust and relationships with the representatives. They want to be able to call up the venue and speak with their salesperson with last minute requests without any questions.

## Why they buy tickets

The sales staff needs a tool to develop relationships with local businesses who are looking for rooms for out of town visitors or looking for meeting space. The hotel sales staff usually targets someone in HR or Finance.

The hotel staff will also want relationships with convention and meeting planners in the city as well as wedding planners who can direct newly engaged wedding parties to their hotel features.

## Decision Makers – Who to talk to...

While the Director of Sales or Director of Food and Beverage will be your champion, the hotel general manager is typically the ultimate decision maker. If you go to the GM off the bat, they'll want to include their Sales Managers so it can help if you already have them on your side supporting the idea of entertainment.