

ASPIRING INNKEEPER  
**SEMINARS**  
GET INNSPIRED



*For a lifestyle that provides a job, a home and an investment*



**2011 Get INNSpired 2 day Seminar - What We Cover**

**A. HOSPITALITY**

- Host
  - Concierge
  - Caretaker/Provider
  - Planner/Coordinator
  - Tourism guru: knowledge of the area, restaurants, excursions
  - Know the history of your property/area
  - Mobile office—providing printer, copy, fax services
  - Accessibility – how accessible are you?
  - Approachability – how approachable are you?
  - Remembering guest names
  - Smiling
  - Being a YES person “of course we can take care of that”
    - Reading people to be able to anticipate their needs-if on the phone making the rez or during their stay
  - Chef (interactive session)
    - BREAKFAST: finding or creating your signature dish
    - Intermezzo: wine/cheese/apps or coffee/tea/cookies?
- HOSPITALITY IS ALL ABOUT WHAT YOU CAN YOU OFFER YOUR GUESTS, PERIOD.

**B. MARKETING**

- Website
- Blogs
- Photography
- SEO - using your keywords
- Google Ad Campaign-sponsored “pay-per-click” ads.
- Does your property offer something unique to market? Views? Private entrances? Hot tub or steam showers? Dinner included? Picnic lunches? Wine & cheese platters? Finding or creating your niche and marketing it
- DIY desktop publishing for brochures, documents, signs, dinner rez cards, etc. and online
- Using your logo Print/brochures or online
- Social Media Marketing (interactive session with laptops)
- Soliciting press/travel writers

Spreading the word when you do get a writeup – how to attract the media

### **C. BUSINESS** (the business of innkeeping)

Reservation systems - outsource in or in house?

Mobility – taking rez or calls from anywhere

Getting back to someone within an hour or two of their call or email

Follow up thank you's

When a guest wants 4 nights but only sees 2 open in room A and 1 open in room B, how best to handle

Bookkeeping in general

Knowing your market

Knowing your competition

Rates (yours and your competition)

Amenities

Finding vendors

Wholesale or discount pricing - using your EIN#

Tripadvisor, etc. travel reviews – how to handle poor reviews

The common reality of dealing with small rooms or small bathrooms in some of these beautiful old homes-what to expect and how to handle guest reactions accordingly

Staging the guest rooms and common rooms for guests' use, not your own personal use.

TV's or no TV's? Fireplaces? Jetted tubs? Body jet showers? How these affect pricing

How large do your rooms need to be? Do they have sitting areas? Room for luggage?

How much common space do you need to provide for your guests?

Reading your guests and anticipating their needs – examples below

Personalizing your guests' stay – welcome cards with their names in the room upon arrival

Dinner rez cards with your log, name of the restaurant, time and date (they'll come back after being out for the day and by leaving a note in their room, they aren't trying to find you and you aren't worried about catching them – this applies in so many ways)

Special Events cards with your logo – placing a card with Happy Birthday with a personalized message in the room...

You know they'll miss out on the afternoon cookies because of the whale watching trip so you wrap a couple up and put them in the room for when they return...

Menu Book --

Not only do you offer a book of restaurant menus, but you put directions into a word document for each restaurant, duplicate it and cut into small index sized cards that the guests can pull out of the book. Back to anticipating that they'll ask for directions, you can pull the card from the menu book and put it in their room along with the rez card and how's that for concierge? It's all about anticipating their questions before they can ask.

Providing plates, glasses, etc. for wine, cheese, "to-go" cups for coffee or tea... paper plates or plastic ware for their picnic lunch. You don't have to provide these items but they will ask.

You are much better off with YES than NO. The more you answer yes, the better your business will be. Sometimes you might have to bite your tongue. Sometimes it's the small things that make the biggest and most lasting impression.

### **D. FINANCING**

Business Plan

Banking – one of our loan officers from Bar Harbor Bank or Machias Bank

Be honest with yourself and your broker about your cash on hand and what you can really afford to look at

Understand what cash you will need going into this, how much to keep on hand, and how much to expect to get out of the business including how much to expect to live off the business