

# Hospitality Newsletter

## DELICIOUS COOKIES



Attendees at the Seminar were able to enjoy Double Tree's world famous delicious cookies as they took a break between sessions.

And cookies were not the only thing on the menu that day.

There were presentations from visitors as well as Hospitality International personnel.

The full day started with a welcome from **Jim Bloodworth**, President, straight after Breakfast.

**Pamla Winther-Davitt** presented good tips and timely reminders about safety, security and curb appeal.

**Bridget Lohnes** reviewed the difference between professional and amateur photos.

A **Pop Quiz** followed with prizes donated by Showtime, Sherwin Williams and Real Tour Vision. **Showtime**



completed the morning and then **Choice HR** opened the afternoon session following lunch. **Booking.com** and **Expedia** swiftly followed with detailed information.

**Toetu Faletagalo** emphasized the importance of good customer care and **Misty Maples** touched on Google Analytics and Content Management.



## Mark Your Calendars for the Next Seminar

Plans have already begun for the next seminar scheduled for **May 2016**

Firm dates, venue and speakers will be confirmed early next year.

And remember... the seminar is not just for owners, but also for General Managers.

And... it is an opportunity to learn best practice and to network.

**Attendance is required if you are a new Franchisee or did not attend the last Seminar**

### INSIDE THIS ISSUE

**HOTEL BUSINESS SEMINAR IN ATLANTA**

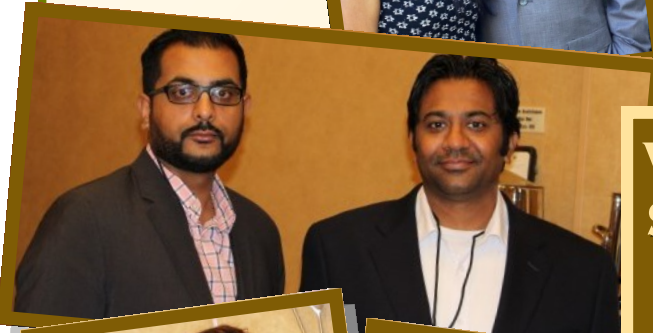
**WERE YOU THERE?  
SEE WHO WAS!**

**THEY CAME, THEY SHARED,  
WE LISTENED**

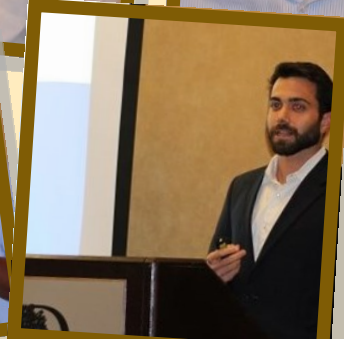
**WHO WON WHAT?**

*Hospitality "Newsletter" is a publication of HI's Marketing Department. To comment or provide articles for this publication please contact the Marketing Department at 800-247-4677*

# Hotel Management Seminar Album



WORKING  
SMARTER  
NOT  
HARDER  
ATLANTA  
SEPTEMBER 2015





# They Came, They Shared, We Listened

## Booking.com

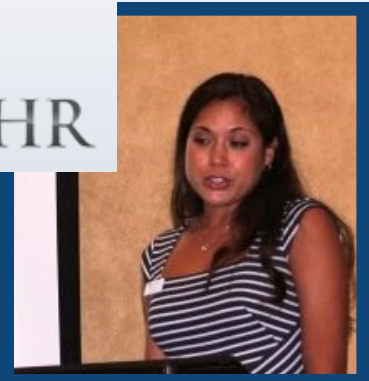
Hints & Tips to get the most out of listing your hotel on booking.com website. Clear explanation of how their website works for you. So much information and so little time!



Demonstrated how to get 'chosen more often' and track your performance so you can increase profit.



Practical advice about Working Smarter, Not Harder and how Choice HR can save you time and money and help you understand recent changes with laws that apply to your hotel business.



If you ever wondered what the popular shows are about, Showtime showed some short clips and talked about the special deal that will attract and entertain your guests



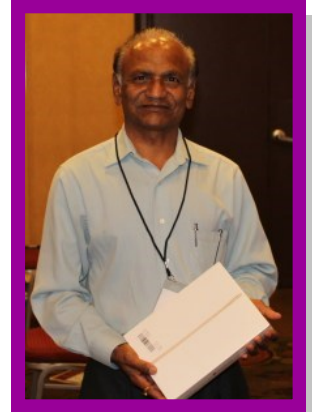
We want to give you \$1000.... Really... we do!!

There is no limit to the number of times you can participate in this referral program... make 5 referrals and if they all come online..... you could receive \$5000

# Who Won What?



Winning Ticket  
For The iPad....  
#848009



**McMinnville, TN**

**Mr. Anilkumar Bhakta**

**\$100 Gift Card**



**Galveston, TX**  
**Mr. & Mrs. Lam**

**\$100 Virtual Tour**



**Bensalem PA**  
**Mr. Arpan Patel**

**Double Tree  
Cookies**



**St Augustine FL**  
**Mr. s Pravin Thakkar**

**Showtime  
Goodies**



**Bensalem PA**  
**Mr. Anand Patel**



**Dublin GA**  
**Mr. Nathan Dave**



**Louisville KY**  
**Mr. Katen Patel**

**Seminar Take Home Bag** bursting with info and gifts from.....



**IT'S OVER  
NOW  
BE READY  
FOR  
2016**