

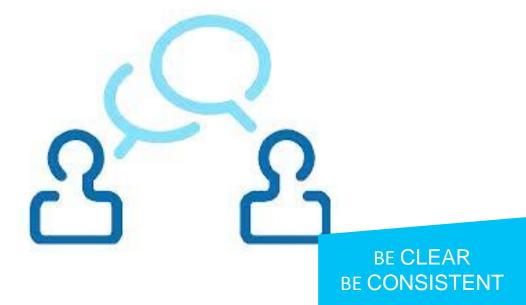
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BE CLEAR. BE CONSISTENT.

Critical Success Factors: A Hospitality Context

BE CLEAR

Message to the market = Articulation



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2013 HOSPITALITY TRENDS

- Distribution Channel Management
- Content and Social Media Marketing
- Shifting Focus to Direct Bookings
- Investing in Visual Media

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2013 HOSPITALITY TRENDS

- Emphasizing a quality 'Experience'
- Offering high quality food
- International & emerging markets focus
- Responding to shifting segments



THE MARKET TODAY...

- Has high expectations
- Has choice like never before
- Is educated about you and your competitors likely better than you are

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THE MARKET TODAY...

- Wants to know what you will do for them – specifically
- Wants consistency
- Wants everything easy
- Still wants Value for Money



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CLARITY OF YOUR MESSAGE

- Your position in the competitive landscape
- Strategies to address demand fundamentals
- Strategies to highlight Unique Selling Points and competitive advantages
- Consistent and clear language in sales and marketing channels

Answer the question: why my brand?

BE CONSISTENT

TOP DOWN ALIGNMENT

Brand standards	Social media and marketing					
Sales focus and strategies	Custom ideas					
Offers by market segment	Service delivery					
Food delivery	Signature offers					
Staff implementation and 'buy in'	Leadership that embraces the message					

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SUCCESS MEANS THAT:

Leadership team has to be 'on board'

Internal messaging has to be as clear and as consistent

- Strategies to implement and deliver
- Success matrix by department

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Sounds Easy...

Yet... Difficult to Implement

This requires...

- Team Alignment
- Focus and articulation at every level and with every segment!

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PRESENTED BY: MIKI MITROVICH CHSE

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Thank you!

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