



## Pre-Opening Services

### Sales and Marketing

- Completion of all Brand pre-opening paperwork relating to: property database building forms, rate loading forms, website info forms. Many times this information is well over 200 pages of information needing completion.
- Ensure descriptions in website maximize search ability.
- Determine website link opportunities to hotel from CVB, City, Attractions, Tour Operators, Chamber, Target Companies
- Market research to identify demand generators.
- Market Competitive Analysis to determine proper positioning of rates. Determine Special Events and pricing.
- Determining key decision makers at those demand generators and beginning the process of building relationships. Goal is to make 10-12 images and impressions on key decision makers before opening.
- Recruit, Hire, and Train GM on the sales process and establish goals, set up sales plans and establish sales expectations. Help provide sales leads that generates initial sales plan.
- Build community awareness by sending out a press release for ground breaking, new GM announcement, hotel opening and ribbon cutting ceremony announcements.
- Work with D.O.T. to get signage established (if applicable)
- Establish relationships with the local Chamber of Commerce and Convention and Visitors Bureau (where applicable)
- Determine timetables and evaluate costs for publications that the hotels will need to have to be visible to various target audiences that will be visiting the area (Military Base Directory, Yellow Pages, CVB Visitor Guide, Group Travel Guides, etc)
- Work with AAA to provide listing information, rates, advertising(if applicable)
- Assist in getting property phone number, fax etc. Set up a procedure to check voicemail on a regular basis and follow-up with potential guest/group inquiries.
- Develop/Coordinate ordering all initial hotel opening collateral (rack cards, opening soon postcards, business cards, sales folder, property fact sheet, etc)
- Order Promotional Collateral (logo'd items for sales giveaways)
- Help coordinate Grand Opening, Ribbon Cutting Ceremonies, create guest lists, appropriate plan for follow-up after the event.
- Establish pre-opening group sales and transient booking process
- Explore Billboard Options and Coordinate Design (if applicable)

- Work with Brand National Sales account representatives on accounts that are National Accounts to build awareness
- Work with Brand Group Sales department to build awareness (if applicable)
- Work closely with Brand opening manager to ensure hotel takes advantage of every marketing program opportunity.
- Bring in a team of salespeople on opening week to blitz the area to increase awareness of hotel opening, develop additional leads, saturate for every possible decision maker in target accounts.
- Establish relationship with neighboring hotels to get “overflow” business

## **Operations**

- At owners request can assist in all tech needs to include wireless internet, phone systems and providers and free to guest television providers.
- Meet as required with Franchise reps for pre and post opening
- Hire General Manager
- Review franchise standards to ensure knowledge of guest supply and service standards per franchise
- Hire key department managers (as needed)
- Ensure all pre-opening required training is completed to include general manager franchise school if required
- Hire hourly positions
- Train gm and staff on STRAND Development policies and procedures
- Establish daily / weekly and monthly routine with gm
- Establish accounts and credit with all vendors
- Assist with ordering of pre-opening supplies to include all rooms supplies, office supplies, breakfast order, engineering tools and supplies
- Create guest service directory as required per franchise
- Establish uniform guide and order per franchise specs
- Complete required pre-opening checklist as required