Preparing for Peak Season

Goal(s) for Summer 2022:

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| Focus Area | Next Steps – To do’s |
| Staffing/Training* Are you increasing staff?
* Do you have a plan for hiring?
* Plan for training new staff?
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| Communication/Training* Are communication systems established and working – within departments? Between Departments
* What are the most common questions we get at the front desk?
* What are the most common complaints?
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| Property* What property systems/issues need to be addressed to be at full capacity?
* Is there anything that needs sprucing up?
* What supplies do we need to be thinking ahead to order?
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| Revenue* Review of rate strategy
* Metrics to wach?
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| Events/Activities* Are we doing all we can to capitalize on increased events in the summer? Capturing attendees, making repeat guests out of event attendees.
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| Sales and Marketing* Is our online presence – summer ready? All links working, hours updated.
* Do we have compelling content?
* With higher volume travel, activity are we enticing people to our property? Capturing sales? Converting to repeat guest? Upsellling?
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