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? |  |
| 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? |  |
| 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? |  |
| Revenue   * Review of rate strategy * Metrics to wach? |  |
| 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. |  |
| 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? |  |