



Best Practices and Leisure Sales Enhancements

The following document has been developed as recommendations pertaining to the Leisure Sales segment to guide and assist on property sales teams to enhance their Leisure Sales tools. Your Preferred Hotels & Resorts Global Sales team is here to support you as per the recommendations made below and will continue to consult you on the ongoing changes we will see in the hotel industry moving forward.

Working with the Preferred Hotels & Resorts Global Sales Team

Your Preferred Hotels Global Sales team is here to work with your on-property leisure sales team. The more you share with us the better we can assist in selling your property to our travel agent community worldwide!

- Share any exciting news, promotions, changes on property or updates in your local community with your Preferred team.
- When conducting your personal sales calls, consider reaching out to the Preferred Global Sales Contact overseeing that region should they also be available to meet with you to learn more about your property and provide input on your scheduled appointments.
- Keep your Preferred Hotels & Resorts representative updated on your properties' participation and promotions in leisure programs such as, Virtuoso, Signature, Ensemble Preferred Platinum, Preferred Leisure Net, etc.
- Keep your Preferred team abreast of any contact changes within your leisure sales team.
- Include the Preferred Collection logo in your own email signatures, on all collateral, website etc. as this provides the leisure agent community your brand affiliation.

Example:

Amanda Kogsta

Title

Tel: +00 00 00 0000 email@email.com

Address 1 | Address 2 |

www.hotelwebsite.com



Working with the Travel Advisor Community

EVERYONE HAS A BED- WHAT MAKES YOURS THE BEST?

“We are committed listeners and deliberate storytellers in hospitality...”

Storytelling and experiential travel have become key focal points of the leisure travel community in the last years- travelers are looking for the most unique and trendsetting experience when they travel, an Instagrammable moment or simply something fascinating to tell friends when they return home.

- Highlight the **memories** that will be created by the **experiences** you can offer.
- Talk primarily about your unique selling points. Everyone has a bed and a restaurant- what is **exceptional** about yours?
- Who is your **key audience**? Determine to build your strategy and story around this
- **What do your guests enjoy doing** and how does that tie into your hotel?
- **Think local** – act global: How do you fit into local communities?
- Are you part of any **philanthropic activities**? There is a lot of research that suggest that travel in future will very be much be driven by leaving a **positive impact** on the community you visit and more “**traveling with purpose.**”
- **Share your unique stories with the Preferred Hotels Global Sales team-** we love to hear them and are excited to share them with our client on your behalf!

Hotel Presentations and Collateral

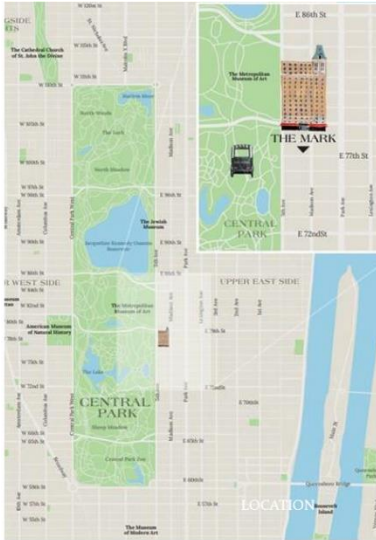
A PICTURE IS WORTH MORE THAN A THOUSAND WORDS

Ensure that your leisure sales presentations and other collateral is regularly updated and sells your property in the best way.

- Key items to focus on:
 - Consider using PowerPoint to create your presentation and feature video content if possible.
 - Focus on your audience needs. For example, more suites & spa elements for high end leisure, rather than meeting rooms (more relevant for MICE).
 - More imagery and less text- keep the audience engaged with high resolution images versus having to read through slides of text.
 - Include a slide that is specific to the client you are presenting to- gives a sense of personalization and uniqueness and highlights their benefits at your property.
 - Highlight your properties Unique Selling Points (USP) - what sets you up apart from your competition? How are you unique?
 - Include a map of your location, in reference to the nearest major airports
 - Destination slide – Why visit your destination? What experiences can your destination offer?
 - Highlight how your property is engrained in the local community.

- Ensure your presentation is not too long- your average time spent presenting in client offices may sometimes be only 3-5 minutes.
- Have a PDF copy of your presentation that you can easily send to your client as a follow up.

Example of Map, Destination and Unique Selling Feature Slides:



Hotel Sales Flyers

- Key items to focus on:
 - Flyers should be simple in layout- minimal verbiage and striking high resolution imagery.
 - Include booking details such as GDS codes, promo codes, reservation numbers, etc.)
 - Ensure you include your Preferred Hotels & Resorts Collection Logo.
 - Include Preferred contact details such as VIP desk where it applies.
 - Many offices are becoming paperless so consider having a PDF version of your sales flyer.

Example of flyers:



QUINTESSENTIAL NAPA VALLEY

Carneros Resort and Spa is the authentic Napa Valley escape. Nestled on 28 acres surrounded by rolling vineyards, this newly revitalized resort lets guests experience stylish cottage-style accommodations and elevated amenities that reflect the area's distinct charm.

RENOVATED COTTAGES | RESIDENCES & HOMES | TWO POOLS | ALL-NEW SPA | VINEYARD VIEWS



CARNEROSRESORT.COM | RESERVATIONS@CARNEROSRESORT.COM | 707.299.4800 | NAPA VALLEY

INSPIRED EXPERIENCES

Situated on 28-acres surrounded by rolling vineyards, Carneros Resort and Spa is a luxurious Napa Valley retreat located an hour from San Francisco. Relax in a private cottage featuring unique touches like an alfresco shower and a private landscaped garden. Indulge in seasonally inspired dining at one of the resort's three restaurants. Enjoy a relaxing spa treatment at the new Spa at Carneros, or lounge poolside and enjoy panoramic views of the countryside.

COTTAGES, SUITES & HOMES

- 100 charming freestanding cottage-style accommodations, suites and homes
- Private patio and garden courtyard
- Upscale wine country decor with hardwood floors and abundant natural light
- Bathrooms with heated floors, alfresco showers

QUINTESSENTIAL NAPA LIVING

- Two pools and hot tubs, including an adult only pool located at the Hilltop offering scenic vistas and a family pool including a children's wading pool
- 3,000 square foot fitness center, as well as complimentary fitness classes and yoga
- COOP boutique features luxury resort wear and accessories for men and women
- Complimentary bicycles available
- Town Square features bocce courts, lawn games and an expansive outdoor lounge

SPA AT CARNEROS

- The newly renovated Spa at Carneros offers guests an elevated relaxation experience in a captivating and tranquil setting
- Treatment offerings include massage, body treatments, facials and signature treatments



THE TASTE OF NAPA VALLEY

- Boon Fly Café is open for breakfast, lunch, and dinner and features a modern rustic menu set in a lively roadhouse atmosphere
- FARM offers an elevated dining experience with an alfresco lounge, handcrafted cocktails, and regional wines
- The guest-exclusive Hilltop Dining Room offers wine country inspired cuisine surrounded by panoramic views of the neighboring vineyards
- Market serves a bounty of regionally-inspired food and beverages including a gourmet deli for picnic essentials
- A half-acre culinary garden on-site provides produce for all of our restaurants

LOCATION

- Only luxury resort in the south region of Napa Valley, 5 minutes from downtown Napa & 15 minutes from downtown Sonoma
- 50 miles from OAK and 60 miles from SMF and SFO

LINDSEY GRAFF, DIRECTOR OF LEISURE SALES | LGRAFF@CARNEROSRESORT.COM | 707.299.4958



Example #2:



XV Beacon

BOSTON'S ONLY LUXURY BOUTIQUE HOTEL

For guests who expect and deserve exceptional hospitality, Fifteen Beacon is your home away from home. Situated in a 1903 Beaux Arts Building that unites cutting-edge technology with extraordinary Jeffersonian styling, Fifteen Beacon is a refined landmark hotel that combines peerless personal service with the intimacy of a private residence. However, even Fifteen Beacon's stylishness and sophistication cannot overshadow the Bostonian charm radiated in each of its 63 guestrooms. Its history, romance and prime location make Fifteen Beacon the ideal place to stay for anyone visiting Boston.

Perched atop prestigious Beacon Hill, in the heart of the city, Fifteen Beacon is surrounded by many points of interest and conveniently borders the financial district. Stroll a few blocks to Faneuil Hall and Quincy Marketplace or shop in downtown crossing. Attend a museum exhibit or show. Enjoy the many intriguing historic sites within walking distance of this distinctive property, including:

- The State House, Boston Common, Public Gardens & City Hall Plaza
- Steps away from the financial district, legal community and waterfront
- Only minutes drive away from the Convention Centers
- Shopping and dining on the famed Newbury Street and antiquing on Charles Street
- Theaters including Citi Performing Arts/Wang Center, Colonial Theater, Opera house and the Hatch Shell outdoor concert venue

LEGEND

Preferred
HOTELS & RESORTS

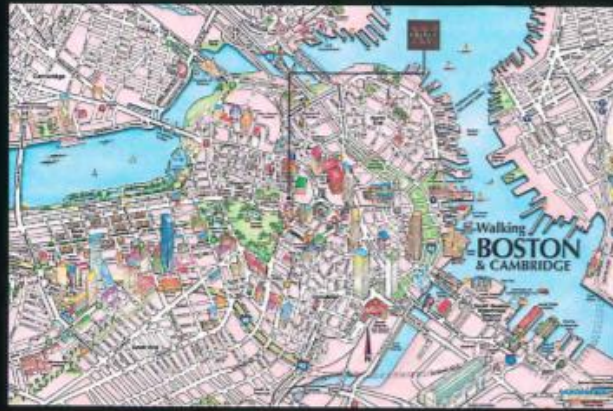
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boston, massachusetts 02108
telephone 617.670.1500 or 877.xvbeacon
fax 617.670.6925
www.xvbeacon.com
sales@xvbeacon.com



Services & Amenities

- Courtesy in-town Lexus service
- Complimentary wireless Internet access
- Three telephones, two telephone lines speakerphone, and cordless phone
- Surround-sound stereo
- 42" Flat Screen 4K Smart televisions
- Clock Radio & Audio System for iPhone®
- 24 – hour fitness room featuring a Woodway treadmill, an Octane Elliptical & a functional trainer
- 24-hour room service
- In-room privacy safe to accommodate laptops
- Complimentary overnight shoe shine
- 24-hour valet laundry & pressing
- Complimentary daily newspapers
- Nightly turndown service
- Luxurious bedding with 400 thread count Frette Linen
- White Italian marble bathrooms including heated towel racks, oversized Rain Forest Shower Head, and a 4" LCD television
- Jacuzzi Bathtubs with a selection of complimentary bath salts
- Gas Fireplaces
- Windows that open and allow for fresh air
- Individual thermostat control
- Custom designed XVB amenities
- Les Clefs d'Or Concierges
- Fresh Flowers
- Umbrellas
- Plush Frette Bathrobes
- Rooftop deck with Beacon Hill and Charles River views
- Welcoming all sizes of well behaved dogs with suggested donation to local shelters
- Pillow Menu
- Blu Ray DVD players

Master Chain Code	PV
GDS Chain Code	PH
Apollo Property Code	17026
Sabre Property Code	33473
Worldspan Amadeus Property Code	1715



MOOO....

MOOO.... located in Fifteen Beacon hotel, is a modern steakhouse with an award winning wine list. Chef/Owner Jamie Mammano uses his culinary expertise to create classic, yet inventive steakhouse dishes. The warm décor provides a relaxed, sophisticated atmosphere. The restaurant is open seven days a week for breakfast, lunch, dinner and brunch on Sundays. Moo..... has a full bar and offers lounge seating through out the day.

Meetings & Events



Intimate meetings or small groups can be accommodated in one of our parlor rooms which provide the ultimate in privacy and seclusion. They are an ideal setting for a board meeting, brainstorming session, working lunch or VIP dinner.



Appointed with rich mahogany tables and walls of wine, the Wine Cellar can accommodate from 8-65 guests in a variety of set ups; 50 guests seated, 30 board room style and 65 for a standing reception. The Wine Cellar is one of Boston's most unique and demanded event venues.

#1 Best Hotel in the United States *Conde Nast Traveler* 2014 & 2015

#1 Best hotel in Boston, #4 Best hotel in the United States & #28 Best hotel in the World *Conde Nast Traveler* 2013

#2 Best Business hotel in the World *Conde Nast Traveler* 2013

#1 Best hotel the Northeast & #52 Best hotel in the World *Conde Nast Traveler* 2012

Top 100 Hotels in North America *Travel & Leisure*, 2003-2013

Top 100 Hotels United States *Hotels Conde Nast Traveler*, 2009-2011

"#1 Best Business hotel in North America and #4 Best Business Hotel in the World" *Travel & Leisure* World's Best Awards, 2010 & 2011

Most Excellent Small hotel by *Conde Nast Johansens*, 2010 Awards for Excellence

Forbes Traveler Best Hotels, 2008 – 2013

Proud member of American Express Fine Hotels and Resorts, Centurion, Virtuoso Collection, Signature, CNI, Andrew Haroon, Mr. & Mrs. Smith

Covid19 Recovery Strategies

As we move into the recovery phase of the ongoing global crisis it will be more important than ever to set yourself apart from competitors and remain confident in rate strategies and communication with your key leisure clients.

Added Values – Think outside the box!

We are encouraging hotels to keep their ADR steady, but focus on adding value to existing rate plans to encourage bookings and drive revenue.

- What value-adds can your property offer?
- Create unique amenities (note solely fruit plates, a letter, or chocolate). Include experiential amenities if possible.
- What can your property offer, that will keep your customer connected even after they check-out?

Example:

This gift voucher entitles you to:

- 1-night stay* in our Queendom bedroom including breakfast
- Complimentary access to our Wellness Center
 - 30-minute rooftop Jacuzzi voucher
- 3 hour tour of Prague with benefits going to Chance 4 Children**

Staycations, Drive Market and Regional Sales

- Domestic and regional markets are due to rebound faster than long-haul travel.
- Work on specific drive market campaigns and offers to increase this business.
- Consider partnering with other Preferred Hotels in your region to create specific drive-market itineraries.

Going Virtual

With many employees being home-based, it may take some time for office visits to resume and industry events to take place.

- Be ready to conduct your hotel presentation as a virtual format for home-based advisors.
- Familiarize yourself with various virtual webinar tools to ensure you are confident when presenting online to your clients.
- Think outside the box to ensure presentations are even more engaging.
 - Add an element of quizzes; conduct Live-Shows by recreating recipes and signature cocktails from your hotel restaurant; share spa remedies that can be created at home. Be sure to share via your hotel's social media tag(s)!
- Virtual Site Inspections & Tours- show your clients around your hotel via video platform (Instagram live, webinar, etc.)

Safety and Cleanliness

- Safety, sanitation and cleanliness will be imperative to the success of any hotel operating and welcoming guests.
- Communication is key- what is your hotel doing to protect guests?
 - Many travel agencies and tour operators may require documents stating your hotel's cleaning protocol post Covid19.
 - Make updated hotel policy and information easily accessible via website and by creating dedicated newsletters and emails.
 - Please also share any updates with your Preferred Hotels Sales Team.