

Enhance Your Hospitality Marketing Strategy

Get The Ticket to Successful Hospitality Marketing and Sales for Groups Reservations

The hospitality market is divided into many groups of consumers with varied needs, desires, backgrounds, incomes and buying habits. That said, targeting vacationers who like to travel in groups with, shop and enjoy local attractions is the key to a successful marketing strategy.

Draw In More Groups By Promoting Local Attractions More Effectively

Local attractions in the immediate vicinity of the resort have much to do with the decision to book one hotel/resort over another. That means the potential guest will see both the lodging facility and surrounding area as the ideal "destination". Nearby attractions are a high priority to these groups and this should be a prime consideration when designing marketing materials. Therefore the key to successfully marketing your facility and services has much to do with promoting these hot spots more effectively in your materials.

The Competitive Edge

While some hotels and resorts focus on cosmetics and quality services others go a step further, choosing to specialize in key niches of the market in order to establish a competitive edge. Doing so can only improve market penetration and draw in more seasonal clientele.

Family Reunion Event Planning Case Study

Often family reunion event planners/coordinators or committees must consider narrowing down a list of possible locations to host the event. This has much to do with the theme and activities selected. Reunion planners will often take the time to research and visit possible locations. How can your marketing materials draw in more of these reunion event committee members and more effectively influence them to choose your services?

THE KEY - Marketing materials that double as planning guides to family reunion coordinators and committees and offer exclusive discounts on local attractions can do much to draw in reunion groups. These materials list a variety of reunion themes and associated activities allowing the reader to determine the facilities most suitable according to the theme and activities selected in the guidebook.

Make Use of Event Planning Guidebooks

One hospitality marketing department saw the target marketing potential in a particular family reunion planning guide. While a number of popular guides exist, this one contained several personalized keepsake features making it a must have to event planners. Note the contents:

1. **A BOOK OWNERSHIP SIGNATURE PAGE**
2. **AN EVENT DETAILS PAGE**
3. **A PERSONALIZED JOURNAL**
4. **A FAMILY RECIPE RECORD COMPILER**
5. **GENEALOGY RESEARCH WORKSHEETS.**
6. **HEIRLOOM RECORD**
7. **EVENT PLANNING GUIDE**

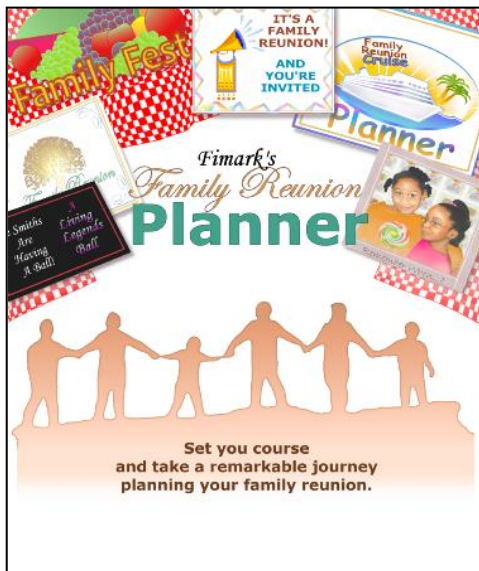
The guidebook contains a hotel accommodations worksheet, possible locations worksheet and location evaluation worksheet. The personalized keepsake guidebook helps the event planner/committee go thru every step of planning the family reunion narrowing down *possible locations* according to the *themes* and *activities* selected. It's the perfect hospitality gift!

1. Insert your brochures between the pages of the book.
2. Present the facilities amenities and nearby attractions as ideal for that particular groups itinerary.
3. The hotel/resort manager can add a personally signed letter attached to the first page of the guide book.
4. Additional content can highlight amenities that fit the profile and demographics of attendees such as the following:

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| • Park Venues | • Fishing |
| • Museum visitations | • Dinner Theater Shows |
| • Festivals and other outdoor events | • Symphony Orchestra Shows |
| • Boating Tours | • Jazz Concerts |

Introducing The Ideal Marketing Material

Promote your hotel or resorts special amenities, facilities and local attractions in the pages of “***Fimark’s Family Reunion Planner – A Guide Workbook and Keepsake***” now in paperback.



- Offer the book during November's "Family Reunion Planning Month"
- The hotel/resorts hospitality team can give away the guide as a gift to clients who visit and choose to rate/review the facility.
- Feature the guide at hospitality expo's
- Feature the guide at festivals that are family oriented
- Feature the guide at craft, genealogy and trade shows

Offer the guide to clubs, church groups, family reunion planning associations and more

The guidebook is designed for the individual planner/coordinator or the event planning committees. Such a personalized keepsake gift can do much to win the clients business as well as build gratitude, confidence and resultant customer loyalty.

The event planning guide is also compiled in eBook or PDF form, ordered at online bookstores and now available at local retail bookstores.

Free shipping and volume discounts are made available from the following bookstores. Lulu.com, Amazon.com, Barnes and Noble. Simply join the affiliate programs offered by each retailer and order the books for additional discounts and increased profits.

To Order Contact:



Custom Designed Guidebook Services Are Available.

Your special edition guidebook can feature your hotel/resort facilities as well as local attractions bound within the pages of the guidebook. This can be an ideal feature on your website and great part of your incentive program. For more information contact Mark, using the email address below.

Mark & Brenda Askew are founders of Fimark Home Online, co-authors of "*Fimark's Family Reunion Planner – A Guide Workbook and Keepsake*" and Directors of the *Family Reunion Planning Group* successfully promoting November as *Annual Family Reunion Planning Month*

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