



Instructions: This Sales & Marketing Plan contains brief descriptions of what information should be populated into the Sales & Marketing Plan Template or examples of specific items. This Sample Plan will assist you in creating a Sales & Marketing Plan for your own hotel.

Sales & Marketing Plan

Sample Hotel

2015

Director of Sales: Jane Smith

General Manager: John Doe

Date Created: Friday, October 10, 2014

Last Updated: Friday, October 10, 2014

This sample sales and marketing plan is provided as an example only. You are responsible for determining and implementing a sales and marketing plan that is appropriate for your circumstances and that complies with all applicable laws.

Instructions: A Mission Statement is a brief overview or description of what your hotel's purpose is; typically a mission statement is less than four sentences.

Sample Mission Statement

Example: Our mission is generate high revenues through providing a superior experience to all guests staying, dining or attending an event at our hotel through outstanding customer service, and a well-kept and immaculate hotel, restaurant and event space. In addition to pleasing our guests, we will ensure that all employees are doing something they enjoy in a place that they enjoy.

Instructions: A Property Overview is a very basic overview of your hotel; it is not segment specific but is generic enough to give anyone a brief overview of your hotel and offerings.

Sample Property Overview:

Example: The Sample Hotel is 3.2 miles from the International Airport and features 135 guest rooms and suites. All of our guest rooms and suites come with complimentary high speed Internet access, in-room coffee maker, refrigerator, work desk and a large variety of satellite television stations. We are also proud to offer 9,000 square feet of meeting space that is perfect for a variety of social and corporate events. Our onsite restaurant and lounge provide wonderful American Cuisine infused with some local flair that is perfect for breakfast to dinner and everything in between.

Sample Hotel Competitive Analysis Worksheet

Instructions: A Competitive Analysis is an easy to glance at overview of your hotel and your top three competitors. The most obvious characteristics that identify your competitors are your proximity, price comparability and similarity of facilities to the hotels in your market

Using the Competitive Analysis Worksheet:

- *List your hotel and your direct competitors*
- *Rank each property below, including your own, in terms of location, service, value and facilities based upon your opinion. Give an "A" to the best or most competitive, a "B" to the next most competitive, "C", "D", etc. You may use a letter more than once.*

Information	Sample Hotel	Comp #1	Comp #2	Comp #3
Year Opened				
Most Recent Renovation				
Total # of Rooms				
Total # of Suites				
Curb Appeal/Exterior Look				
Rank for Location				
Rank for Service				
Rank for Value				
Rank for Facilities				
Rank for Loyalty Program				
Rank for Web Site				
AAA Diamond Rating				
Number of Meeting Rooms/sq. Ft.				
Free Breakfast				
Exercise Area				
Pool				
Hi-Speed Internet				
Shuttle				
Parking Fees				
Business Center				
Other				

Comments:

Instructions: S.W.O.T. Analysis

The S.W.O.T. (Strengths, Weaknesses, Opportunities, and Threats) Analysis is a tool that will help your team form a consensus about your hotel, your competitors and your market itself.

Strengths

- *The most powerful, competitive aspects which sets your hotel apart from its competitors and those accommodations, services and amenities which are of greatest value to your guests*

Weaknesses

- *Opportunities for improvement; Areas where your hotel is at a disadvantage, and areas where your hotel (or market) has an inability to compete.*

Opportunities

- *Changes or developments that provide new business opportunities within your hotel, your competition or your market as well as economic factors that will have a positive effect on business in general.*

Threats

- *Competitive, market or economic conditions that threaten your hotel's position.*

Sample Hotel
My Hotel S.W.O.T. Analysis
(Strengths, Weaknesses, Opportunities, Threats)

Strengths

- *Close proximity to the International Airport*
- *Newly renovated restaurant and lounge*

Weaknesses

- *Low Interstate visibility*
- *Seven years old*

Opportunities

- *New mall being built less than one mile away*
- *Purchase a third shuttle van for airport and local transportation*

Threats

- *New hotel being built one mile closer to the airport*
- *Annual sporting event looking to move to another city*

Competitor S.W.O.T. Analysis

Strengths

- *High visibility from the Interstate*
- *Offer complimentary hot breakfast buffet*

Weaknesses

- *No meeting space*
- *Only one shuttle van for airport and local transportation*

Opportunities

- *Across the street from the new mall under construction*

Threats

- *Interstate exit will be closed for six months for construction*
- *Annual sporting event looking to move to another city*

Marketplace S.W.O.T. Analysis

Strengths

- *Strong Convention & Visitor's Bureau*
- *International Airport*

Weaknesses

- *Not a top of mind city*
- *No convention center within 30 miles*

Opportunities

- *Partner with other attractions and venues to make a more destination oriented place*

Threats

- *Major road construction on the Interstate*
- *New Convention & Visitor's Bureau rumored to be developing five cities over*

Target Market Corporate Segment

Instructions: After determining your most profitable segments recap their needs and how you can meet them, and then create a positioning statement for each. The Sales & Marketing Template contains room for five segments, but you can add or delete depending upon the number of your target segments.

EXAMPLE:

Segment's Needs	Sample Hotel's Offering to Segment
High speed Internet access	Offer complimentary wired and wireless Internet access
Transportation to and from the office	Offer complimentary shuttle within a six mile radius
Convenient restaurant	Offer an onsite restaurant and room service
Positioning Statement: <i>Sample Hotel is the perfect hotel for your upcoming business trip to the area. With complimentary high speed Internet access throughout the hotel, complimentary transportation within a six mile radius and an onsite restaurant with room service you are sure to look forward to your next trip to the area.</i>	

Top 5 Corporate Accounts

Instructions: Complete this section to easily monitor your top accounts and wish list accounts.

Company Name	Previous Year's Volume	Notes

Top 5 Wish List Corporate Accounts

Company Name	Hotel They Are Currently Using	Anticipated Volume	Notes

Sample Hotel Sales & Marketing Objectives and Action Items

Instructions: Based upon your most profitable segments create a measurable objective for each and action items that will help achieve the objective.

Objective 1: <i>Example: Increase corporate business from local negotiated rates and national accounts' room nights by 5% each quarter while achieving a 3% ADR lift over the previous year.</i>				
Segment: <i>Corporate</i>				
Action Item	Anticipated Cost	Action Owner	Implementation Date	Recap
<i>Quarterly lunch with top accounts</i>	<i>\$1000</i>	<i>DOS</i>	<i>Once per quarter</i>	
<i>Send out a monthly electronic newsletter to all corporate accounts</i>	<i>\$0</i>	<i>Sales Assistant</i>	<i>15th of every month</i>	

Target Market
Sports Groups

Example:

Segment's Needs	Sample Offering to Segment
<i>Close proximity to arena or field</i>	<i>Within a six mile radius of four hockey arenas, two soccer fields and five baseball fields</i>
<i>Convenient access to recreational activities</i>	<i>Onsite swimming pool, nearby a variety of shopping and other indoor and outdoor recreational venues</i>
Positioning Statement: <i>Sample Hotel is located just minutes from a variety of hockey arenas, soccer fields and baseball fields that house many tournaments throughout the year. In addition to being close to the sports venues, Sample Hotel is nearby a shopping mall, museum and has a large swimming pool onsite for your to enjoy between games.</i>	

Competitors that can meet these guest's needs:

Sample Hotel Sales & Marketing Objectives and Action Items

Objective 2: <i>Example: Create value added packages to help increase weekend ADR by 4% over last year.</i>				
Segment: <i>Weekend/Leisure</i>				
Action Item	Anticipated Cost	Action Owner	Implementation Date	Recap
<i>Create a local attraction package</i>	<i>\$0</i>	<i>DOS</i>	<i>April through September</i>	
<i>Place package on WebExtra</i>	<i>\$0</i>	<i>DOS</i>	<i>April through September</i>	
<i>Have it placed on attraction's Web site</i>	<i>\$0</i>	<i>DOS</i>	<i>April through September</i>	
<i>Advertise in local papers starting in a 2 hour driving radius</i>	<i>\$600</i>	<i>DOS</i>	<i>April through September</i>	

Target Market
Training Groups

Example:

Segment's Needs	Sample Offering to Segment
<i>Sleeping rooms and meeting space</i>	<i>Provide multiple meeting room that can accommodate up to 65 people classroom style</i>
<i>Catering</i>	<i>Offer a variety of catering menus for breakfast lunch and dinner</i>
<i>Close proximity to their local corporate office</i>	<i>Surrounded by business in a four to eight mile radius</i>
Positioning Statement: <i>Sample Hotel is the perfect location for your next off site corporate training session. With four meeting rooms that can accommodate up to 65 people classroom style and wonderful catering options, you will get everything you need all in one convenient place.</i>	

Competitors that can meet these guest's needs:

Sample Hotel Sales & Marketing Objectives and Action Items

Objective 3: <i>Example: Increase training group business by 200 room nights in the second quarter.</i>				
Segment: <i>Training Groups</i>				
Action Item	Anticipated Cost	Action Owner	Implementation Date	Recap
<i>Create an all inclusive meeting package and promote to nearby companies</i>	<i>\$125</i>	<i>Corporate Group Sales Manager</i>	<i>First Quarter</i>	
<i>Create new themed lunches and breaks to promote to training coordinators</i>	<i>\$125</i>	<i>Catering Manager</i>	<i>First Quarter</i>	
<i>Utilize Club Carlson for Business and Club Carlson for Planners as an additional incentive for booking</i>	<i>\$500</i>	<i>DOS</i>	<i>Use throughout the year</i>	

Sample Hotel Future Sales & Marketing Actions

Instructions: If you have any major accounts that will take time to capture or if there are annual events or city wide upcoming you can note them in the Future Sales & marketing Actions section and be sure to include them in next year's Sales & Marketing Plan.

Year Two Objectives

- *Capture 50 – 65 room nights from the bi-annual sporting event coming to town in 2010*
- *Continue to work with ABC Company's travel manager, since their two year preferred hotel contracts expire for 2014*
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Year Three Objectives

- *Attend American Bus Association (ABA)'s annual convention since it is only a 30 minute drive from the hotel in 2015*
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Miscellaneous Notes for Future Sales & Marketing Plans:

Sample Hotel

Sales & Marketing Budget

Instructions: Use this template to populate your sales and marketing spend per month based upon your sales and marketing action items. You can alter this table as you see fit for your budget tracking needs.

	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Advertising												
Radio												
Magazine												
Online												
Newspaper												
Direct Mail												
Billboard												
Sales												
Collateral												
Promotional Items												
Travel & Entertainment												
Tradeshows												
Other												
TOTAL												

Budget Items Details: