

# ***Extending The Stay:*** **The Effectiveness of** **Promotional Products in the** ***Hospitality Industry***

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# ***Extending the Stay....Hospitality***



## ***Where are we headed today?***

- Discover facts and figures about the immense Hospitality industry
- Talk about the many opportunities and markets for promotional products and campaigns
- Learn about Case Studies involving promo items
- What YOU can do to capitalize on its benefits!



# *Extending the Stay....Hospitality*



- Hospitality is **MORE** than just hotels and motels! There are many **NICHES**:
  - B & B's (bed & breakfasts)
  - RV parks and camps
  - Leisure and recreation (historical, cultural, educational, etc)
  - Short-term lodging (guesthouses, youth hostels, small cottages located on main property as residence)
  - Commercial (conference) hotels: includes Resort hotels and motels (recreational facilities, planned social activities, entertainment); Residential hotels (semi-permanent residents); Extended-stay (combines features of Resort and Residential); Casino hotels
  - Even Disney!



# *Extending the Stay....Hospitality*



- Hospitality is **MORE** than just hotels and motels!
  - Can be located in cities or suburbia
  - In case of RV, can be remote locations
  - Can be year round or seasonal
  - Corporate-owned or private/family own
  - Luxury chains and private resorts to economy motel chains and local owns
  - HUGE industry! 47,584 properties; Annual sales of \$105.3 **BILLION** (2003)
  - Average occupancy rate: 61.1%



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- Where are the Hospitality opportunities?
  - 61.1 % occupancy!
  - Ranked #12 in terms of Top promotional products markets (2003)
  - Ranks #19 in growth potential for promotional products
  - Fiercely competitive!
  - Commodity sales (i.e. glassware, etc.)
  - Market can be precarious due to following economy or terror attacks
  - Driven to attract new customers AND retain existing patrons
  - *Need **products** to match needs/goals!*



# ***Extending the Stay....Hospitality***

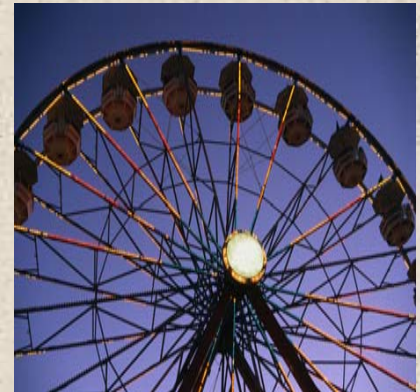
- What else do we need to know about the ***Hospitality industry's opportunities?***
  - Marketing personnel are key decision makers (59.2%). Of 31 industries polled, only markets higher were media @ 62%, financial @ 67% and telecomm at 72%.
  - Key business drivers are 1.) targeted amenities, 2.) excellent customer service, and 3.) creating a memorable experience
  - Branding is KEY to most to many of the concepts
  - Best products depend largely on theme, target audience, and objective
  - While hotel & resort is largest segment, there are many other possibilities that make for “business development” prospects...



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- ***Case (study) in point:***

- Six Flags' Worlds of Adventure in Ohio
- Promotional consultant targeted marketing instead of gift shops
- Goal: bring in more customers!
- Award-winning dimensional direct mail piece promoting park's "Fright Fest"
- Sent UNUSUAL, theme-oriented box
- Target: members of media, to encourage them to cover the event
- Creative mailer, tagline ("Heart Throbbing Halloween Thrills Await You"), "goopy heart," screaming key chain, audio recording, and graphics contributed to a successful campaign



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- **Lessons -- Six Flags' Case Study:**
  - Promotional products can create a BANG!  
“WOW” factor
  - Go beyond the product
  - Have fun with it...especially if client is the *AMUSEMENT* industry 😊
  - Match the product with the clients' needs and/or theme
  - Offer high quality items and imprinting  
 (“Five years from now, we want our clients still wearing the T-shirts we provided at the event”)
  - Think on several levels (i.e. media factor)



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- ***Another Case (study) in point:***
  - Promotion for Interstate Hotels & Resorts (operator of over 300 properties and several hotel brands)
  - Goal: Attract people to their pre-Convention party.
  - Theme: ***“Ride The Blue Wave”***
  - Execution: Invitation printed on mini surfboards were sent 4 weeks prior
  - Distribution: Delivered by FedEx!
  - ***Results:*** 90% positive RSVP rate, and many calls/e-mails after surfboards arrived!
  - Lesson: *be different and unusual!*



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## ***What to do next?***

1. Define your objective
2. Determine a distribution plan
3. Create a central theme
4. Develop “message” to support it
5. Select a promo product that fits with your theme & message (avoid fads, trends, “cheap”)
6. Work with a qualified Promotional Consultant!    MAS, CAS



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Promotional Products

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***THANK YOU FOR COMING!***

**QUESTIONS? COMMENTS?**

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