

Vendor Corner

Hospitality International is pleased to announce a new specially priced logo amenity program with HD SUPPLY. This new program makes it easy meet mandated brand requirements for logo amenity items by providing high quality products at an affordable price.

Hospitality International recently entered into an agreement with HD SUPPLY to provide logo amenity items for Red Carpet Inn and Scottish Inns brands. Logo amenity items include individual sized shampoo, soap, and lotion. Your guests will appreciate the high quality and you will love the low price. Since these items are produced in large quantities, HD Supply is able to pass the savings on to you.

In addition to logo items, HD SUPPLY carries a wide variety of hotel supplies at extremely competitive prices. To order the logo items, you may call the toll free number or visit the website at www.hdsupplysolutions.com.

"We are excited to be able to offer logo items to Hospitality International Brands."

GEOFF FEINGOLD, HD SUPPLY



Call now to order.

866-455-4801

NEWS. COMMUNITY. PEOPLE.



ISSUE # 1

a good Night's Sleep!

HOSPITALITY INTERNATIONAL NEWSLETTER

Winter 2012

HOSPITALITY INTERNATIONAL NEWSLETTER GETS NEW LOOK

You may have noticed a different look and feel for our franchisee newsletter. The former INNside Track will now be known by a new name, *a good Night's Sleep!* "The newsletter has been in existence for many years, and has always been an important communication tool," says Hospitality International Vice President, Jim Bloodworth.

Why the name, *a good Night's Sleep*? Mr. Bloodworth explains, "Our slogan has meaning to consumers as well as our franchisees. Our guests are assured a good night's sleep when they stay with one of our brands, and property owners can rest easy knowing they are associated with a brand that has been trusted by guests for over 30 years."

"Our goal with the newsletter is to make it interesting and fun to read!"

Jim Bloodworth, Vice President.



"We just wanted to upgrade and make it more relevant to our franchisees. We want to have fun with it and make it more personal."

Readers will enjoy learning about fellow Innkeepers in our Franchisee Spotlight section. In addition, the new format will highlight news from each H I department as well as important industry trends. We will bring you special offers from our preferred vendor partners and keep you informed about special events.

We hope you enjoy the first issue of our new and improved newsletter! We would love to hear what you think. If you have something you would like to see featured, please contact the Hospitality International Marketing Department.

Sincerely,

Christine Bartha,
Director of Marketing



Former INNside Track gets new look.

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Property Curb Appeal On a Budget.

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Yield Management Tips for Walk-in Traffic

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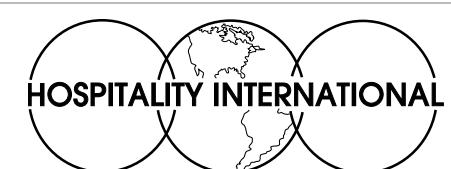


Preferred Vendor HD Supply .

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2012 H I Convention

We are excited to announce we will be hosting a convention in September 2012! As soon as we are able to finalize the arrangements we will be announcing the dates. Stay tuned for more details...



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Improving Property Curb Appeal On A Budget

You never get a second chance to make a first impression. If potential guests do not like what they see, they may just keep driving.



Curb Appeal is critical in attracting potential customers. Even if you have a limited budget, there are things you can do to freshen up the appearance of your property.

Sometimes, as property owners, we get so caught up in the day to day operations of our property that we may not notice the little things that need attention. Although they might seem insignificant, they can have a big impact on your bottom line. Try examining your property the way a potential guest might see it.

Lighting is very important and provides a sense of security for guests. Check exterior fixtures for burned-out bulbs and add new lighting where necessary.

Decorative accent lighting can be added for extra appeal.

Walk your property every day. Pick up litter from parking areas and landscaping. Be sure you have enough waste and cigarette disposal receptacles available and empty them daily.

How does your parking lot look? Although you may not be able to afford a complete resurfacing, Re-striping the parking spots can be done inexpensively and will have a large impact.

You may not be able to paint the entire property all at once. How about repainting the main building, or the areas facing the street?

Simple container plantings at the front entrance can be changed out seasonally, giving your property an inviting feeling.

As you take an objective look around, pay special attention to items that catch your eye. Focus on the things that make the best impression.

The payoff will be evident with increased walk-in traffic and a lower incidence of guest cancellations.

Franchise Development News



Put cash in your pocket! Do you know someone who may want to join the H I Franchise System? Any referral that results in a franchise coming online, will earn you a \$1000.00 finders fee. Please direct referrals to Jim Bloodworth. 800-730-8337 or jebloodworth@hifranchise.com

Hospitality International is pleased to welcome Joe Nubie to our franchise development team. Joe is Regional Sales Manager for the Midwest. His territory includes Illinois, Wisconsin, Minnesota, Iowa, Michigan and Missouri. Joe is an industry veteran with many years of experience in hotel franchising.

In other franchise development news, we are excited to announce that we have added California to our sales territory. We currently have three properties in the Los Angeles area. Paul Vakharia will be spending some time in California expanding opportunities for growth on the West Coast.

FRANCHISEE SPOTLIGHT

Sam and Usha Patel Red Carpet Inn, Galveston, TX

Sam Patel is no stranger to change. Although born in India, he moved to England when he was 6 years old where he grew up and attended school.



YIELD MANAGEMENT

Does your hotel have walk-in traffic? Is your front desk staff trained to capture and maximize that business?

"100% capture of walk-ins is always the goal...at the end of the day a hotel's fixed cost will occur whether a guest stays there or not."

Gavin Landry, HotelNewsNow.com



TIPS TO CAPTURE WALK-IN TRAFFIC, INCREASE YIELD & GUEST LOYALTY

- 1. Build a relationship:** There is an old saying "Every word you get the guest to say before quoting a rate is like pouring sand in his shoes." Initiate friendly conversation while checking for availability. Establish a rapport.
- 2. Qualify and start high:** Ask the guest questions to qualify his business. Some key qualifiers are length of stay, Incentive card member, AAA member, special group or convention.
- 3. Offer premium rooms and rates first.** Be sure to highlight each amenity that comes with that room. If guest resists, drop down to the next best room type/rack rate. This will help guest understand the value associated with each drop.
- 4. Make discounts work for you:** If guest continues to resist, offer the Incentive Card discount. If not a member, offer to honor the Incentive discount and give guest an opportunity to sign up. This will help to build brand loyalty.



INDUSTRY WATCH

PRICING RECOVERY WILL BE KEY IN 2012

In an updated lodging forecast released by PwC, pricing recovery will be the key driver of revenue per available room ("RevPAR") growth in 2012. Improved occupancy levels and a recovery in travel are expected to give hotels the confidence to increase prices in 2012.



PwC's lodging industry forecast expects RevPAR growth of 6.5 percent in 2012, heavily driven by ADR increases. Lodging demand in 2012 is expected to increase 1.8 percent, which combined with restrained supply growth of 0.5 percent, is expected to boost occupancy levels to 60.9 percent, the highest since 2007. Increased confidence from occupancy gains is expected to allow hotels to achieve increases in room rates. As a result, ADR is expected to increase by 5.1 percent in 2012, driving a RevPAR increase of 6.5 percent. You can order a full copy of PwC's US Lodging Forecast at pwc.com.