

Survive & Thrive!

**Hospitality & Tourism
Recession Beaters**

with

Phil Bruno

September 22, 2011

GET IT IN GEAR

**When your survival
is threatened how
you react is key.**



BEFORE

High Blood
Pressure

High Cholesterol

Ulcerative Colitis

Sleep Apnea

325 lbs.

5 Medications

Morbidly Obese



AFTER

BP = 125 / 73

Cholesterol = V. Good

Colitis = Cured

Sleep Apnea = Cured

210 lbs

No medications

Century Cyclist



GET IT IN GEAR

**In 2011 -
Tourism
organizations
are threatened
to survive.**



TODAY'S OBJECTIVES

- **Understand the basic shift in consumerism**
- **Takeaway concrete action steps from Tourism organizations who have successfully adjusted**
- **Understand that HOPE is not a strategy**

EXPERIENCE ECONOMY

TOP FIVE TACTICS

- Focus on customers who CAN and will act.
- Enrich the customer experience.
- Convert trial customers to core customers.
- Enhance your brand.
- Community – together we are stronger.

ENRICHING

Strategy

- Deliver high value Agri-tourism exp.
- Target affinity groups
 - corporate group market

Tactics

- Immerse customer in harvest and wine making process
- Involve all senses
- Provide edu-tainment
- Offer team building experience
- Community synergy – CVB – 11 other winemakers
- Channel partners – Crush Club



<http://firstcrushwinemakingexperience.com>

FIRST CRUSH RESULTS

500% growth of customer base in year 2

New workshops began +30% projected attendance 2010

Addition of corporate team building in 2010 - took 50% of Harvest weekend experiences

**HOW ARE YOU ENRICHING
THE
CUSTOMER EXPERIENCE?**

BRAND STATEMENT

THE BROADMOOR GUARANTEE

**Your Meeting
is Exceptional.**

Or it's Free.

Period.



EMPHASIZING VALUE

Broadmoor Core Values

Service – Our People – Guest
Experience

From “What good price can you give us?”

to

“What are the differentiators in your
product?”

(SERVICE)

BROADMOOR RESULTS

Immediate results

- Energized staff
- Full confidence in staff – haven't laid anyone off through '09

23 opportunities since announcement in March '09

Ranging in size from 100 to 300 rooms peak

Approximate value: Up to 20 million

17 conferences booked

11 consumed = all excellent

Competitive advantages

Privately held

Couldn't do it with multiple properties

**CAN YOU IDENTIFY THE BARRIERS
THAT KEEP YOU FROM OFFERING
THE
BROADMOOR GUARANTEE ?**

DELIVERABLES

Industry relations

- Introduced a hospitality program reinforced with a secret shopper programs fueled by volunteers
- Catalyst for a Hospitality Program at Community College

DELIVERABLES

Tourism Marketing

- Initiated a regional branding program
Try Southwest Kansas
- Participates with State co-op media buying program
- Partners with local attractions

DELIVERABLES

Community Relations

- Got support to introduce 1 cent tourism tax
- Economic impact is at core of efforts
- Tourism has been recognized as key economic development player

DODGE CITY KANSAS CVB

Strategy

- Focus on those who can and will act
- Community effort to diversify business base through tourism

DODGE CITY LEADERS

<http://www.cnn.com/video/?/video/us/2010/04/22/foreman.bua.dodge.city.cnn>

DODGE CITY KANSAS CVB

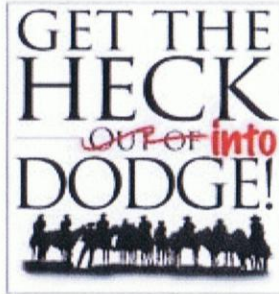
Tactics

- Establish 1% sales tax for tourism development
- Invest in sports complex, race track, convention center and seasonal leisure activities
- Capture momentum from opening of 1st ever State-owned casino
- Reinforce the brand of “Wild West”

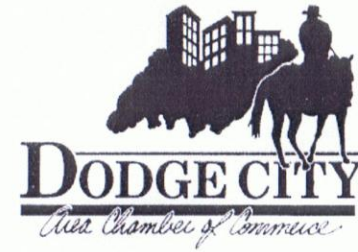
DODGE CITY KANSAS CVB

Tactics

- Establish a Hospitality program among partners reinforced with secret shoppers
- Co-op marketing efforts with state tourism office and local attractions
- Established regional marketing effort with surrounding communities
 - Try Southwest Kansas



HOSPITALITY INCENTIVE



THIS CERTIFICATE IS AWARDED TO

IN RECOGNITION OF VALUABLE CONTRIBUTIONS TO
THE DODGE CITY HOSPITALITY PROGRAM

***TAKE THIS VOUCHER TO THE DODGE CITY AREA
CHAMBER OF COMMERCE— 311 W. SPRUCE 227-3119
TO REDEEM FOR \$25.00 GIFT IN CHAMBER BUCKS***

SIGNATURE

DATE

SIGNATURE

DATE

**HOW ARE YOU SUPPORTING
FRONT-LINE STANDARDS?**

**WHAT TOOLS HAVE YOU
INTRODUCED RECENTLY TO
REINFORCE YOUR BRAND
EXPERIENCE?**

TITANIC: WORLD'S LARGEST MUSEUM

Branson Mo opened in 2006

Raised tax rev 9%

'07 +5%

'08 -3%

'09 -3%

'10 +4%

Molly and Carter promotion

Raised 2010 revenues 30%



TITANIC PIGEON FORGE, TN

Opened April 2010
Capacity crowds 4K daily
Sold out by 11am
Quarterly promotions
Community Involvement
Local partnering
11.5% above projections

Tax revenue

2008	-4%
'09	-12%
'10	+11%

IN CONCLUSION

TOP FIVE TACTICS

- Focus on customers who CAN and will act.
- Enrich the customer experience.
- Convert trial customers to core customers.
- Enhance your brand.
- Community – together we are stronger.

WANTED: SUCCESS STORIES

- If you changed strategy and tactics in response to recession issues

&

You have positive results

&

You are willing to share your story

PLEASE SEE ME

**THANKS TO ALL OF YOU WHO
COMPLIMENTED MY PERSONAL AND
PROFESSIONAL SUCCESS**

**PLEASE FORWARD THESE SLIDES TO
OTHERS TO HELP PROMOTE
“SURVIVING & THRIVING”**

E-MAIL

PHIL@TREATEMRIGHT.COM