



REMINGTON

*The premier service provider to the hospitality industry.™*

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# 2020 Marketing and Action Plans

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# Marketing & Action Plan Team



**Team Leader  
Gene Schroeder**



**Gail Melancon**



**Klara Goldstein**



**Bonnie Taylor**

# Sub Committee Collaboration's Actions

- From the surveys previously sent out an opportunity was identified to include the Action Plans into the Marketing Plan.
- Current Actions Plans and Marketing Plan were reviewed by the Sales Council sub committee team.
- A Strategy Action Log that focused on the Activity and a road map template was created to give an enhanced measurable outlook for Sales Managers to be more proactive.

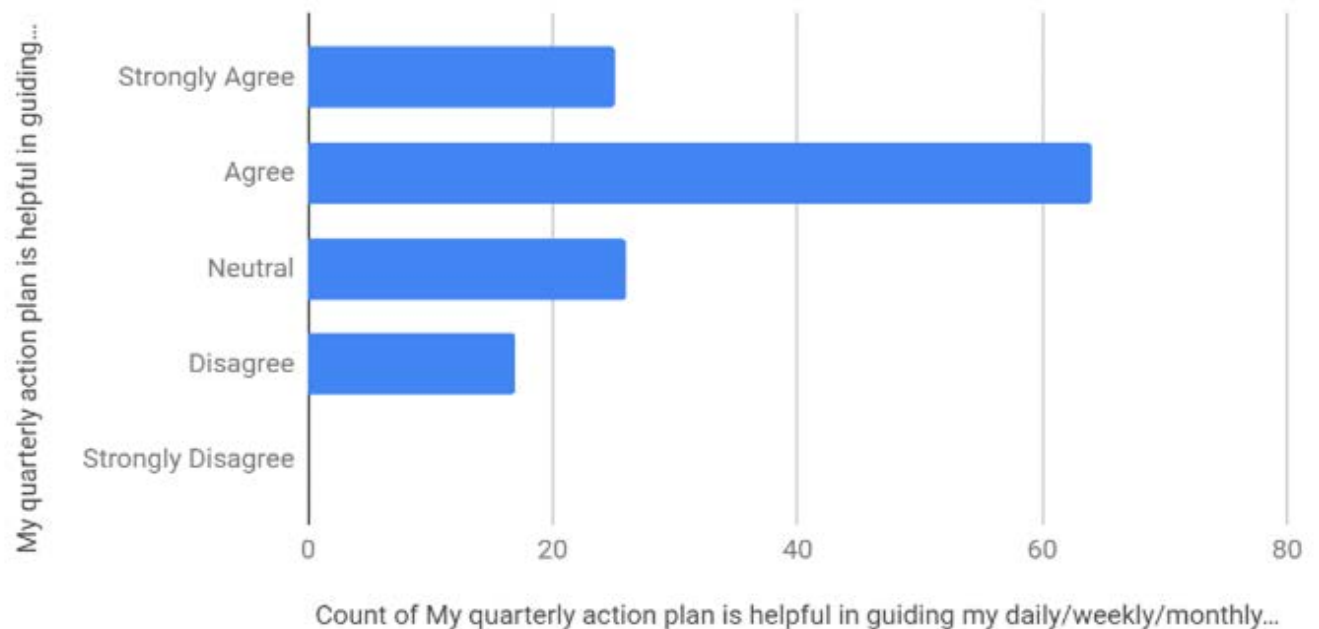
# Feedback from the Sales Force Survey

## What aspects of the Action Plan do I find helpful?

### Highlights:

- Focused
- Filling Need Dates
- Definite Plan
- Clear Direction
- Road Map
- Big Picture
- Digging Deeper
- Visualization
- Gives Targets
- Accountability
- Forecasting tool
- Creating Strategies
- Analyzing Trends

My quarterly action plan is helpful in guiding my daily/weekly/monthly activities.



# Survey Says!!

- It's a good guideline/checks & balances to make sure you are getting to your end result and staying on track. It also can help identify if you need to re-look at something and re-evaluate steps/actions to help you get to your end result.
- I use it as a road map to creating my success and to look at it periodically to remind me of tasks I need to accomplish.
- Encourages me to plan ahead and try to stick to an action plan goal to help focus on certain markets or new selling techniques I am working on. It also helps me have a more specific discussion with my DOS and colleagues to ensure if my plan works or not.

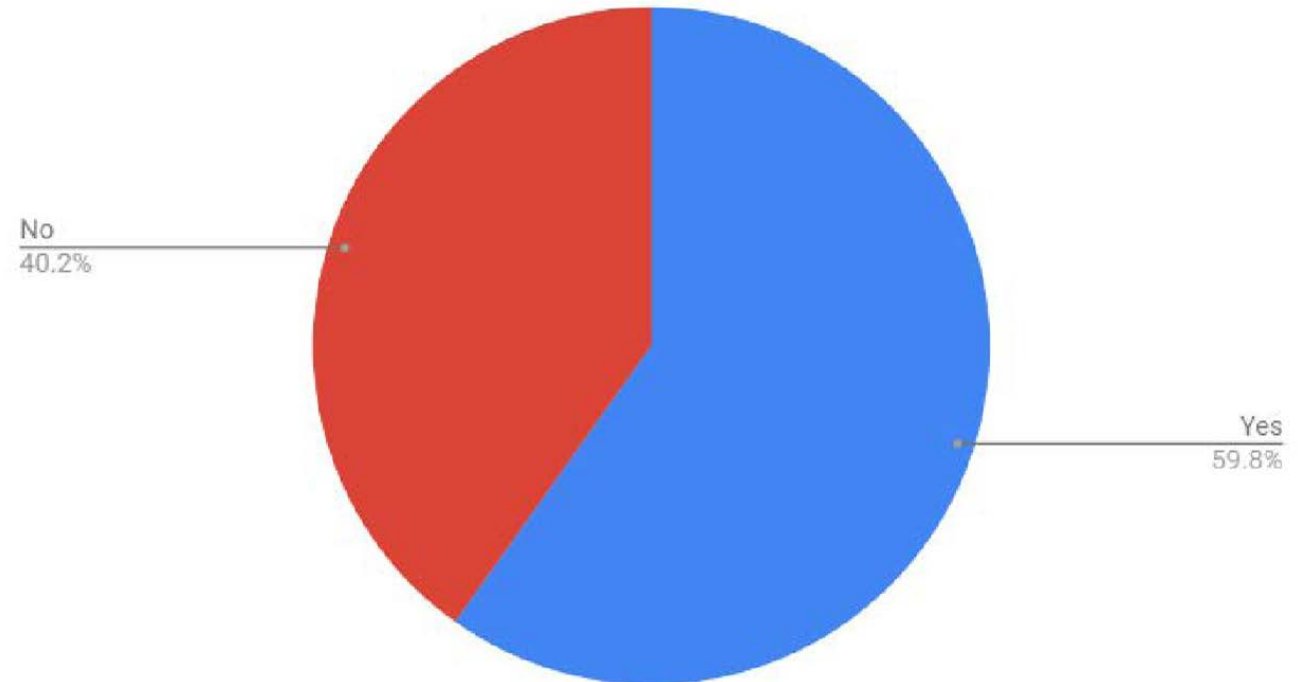
# Feedback from the Sales Force Survey

What aspects of the Action Plan do I find helpful?

## Opportunities

- Other tools being used
- Using a different daily form
- Redundant
- Outdated
- Repetitive with BOARD
- Too many similar tasks to complete
- Unpredictable
- Inflexible

**I utilize my action plan on a regular basis.**



# Survey Says!!

- Digging deeper to strategize and look at the big picture is helpful and setting some dedicated time aside to do this is needed. It's difficult to do this on a daily basis, as so many things side-track us. I do find that action plans can become outdated rather quickly as something that was a top objective/prospect becomes a dead prospect for various reasons.
- None – to be honest for a successful Sales Manager like myself, I find that Action Plans are just another task to complete. I feel that when you have proven success in your market, you already know what needs to be done and how to achieve that.
- I like all aspects of action plans as it keeps us focus on the win. However the corporate market in our location is very unpredictable and changes often. So the Quarterly action plans will differ tremendously as the market changes and effects business.

# Our Vision

**evolve** into an innovative roadmap to account for changes, challenges, activities and opportunities efficiently and frequently.

Current



Proposed



**VISION**  
"In order to carry a positive action we must develop here a positive vision"  
- Dalai Lama



# Current Marketing Plan Sections

| Section 1 –<br>Property / Market Overview  | Section 2 - Competitive Market<br>Overview<br>Local Area Maps   | Section 3 - Demand Generators<br>Economic Environment / Market<br>Commentary   | Section 4 – Optimum Mix<br>(K drive)  |
|--|---|--|---|
| <ul style="list-style-type: none"> <li>• Property Information</li> <li>• Electronic Distribution Links</li> <li>• Property SWOT Analysis</li> <li>• Smith Travel Data – Running 12 Months</li> <li>• Market Share – Running 12 Months</li> <li>• Day Of Week Occupancy</li> <li>• Day Of Week ADR</li> <li>• Channel Revenue Contribution Mix</li> </ul> | <ul style="list-style-type: none"> <li>• Competitive Set RevPar Ranks</li> <li>• Competitive Set Highlights per comp set hotel</li> <li>• New Supply</li> </ul> | <ul style="list-style-type: none"> <li>• Key Local Market Trend Overview</li> <li>• Hotel Business Climate</li> <li>• Smith Travel / PKF / CBRE Forecast</li> <li>• Airport Passenger Load Data</li> <li>• Top Feeder Markets</li> <li>• Significant Construction/Development Projects</li> <li>• Significant Local Industries</li> <li>• Significant Target Accounts</li> <li>• Prior year's Events</li> <li>• Current MP Year's Events and Need Periods</li> </ul> | <ul style="list-style-type: none"> <li>• Optimum Mix</li> <li>• OM Weekday Forecast</li> <li>• OM Weekend Forecast</li> <li>• Bookings</li> <li>• Sales Pace</li> <li>• Leads</li> <li>• 2020 Goal</li> </ul> |

# Current Action Plan template

## Quarterly Sales Action Plan

What future need months does the property need to focus on during this quarter? Please ensure plans are SMART – specific, measurable, achievable, results oriented and timely. Address why the account is a viable target based on market intelligence from Knowland, H360, Google [Advance Search](#), etc.

| Sales Manager  |             |           |                    |                 |               |
|----------------|-------------|-----------|--------------------|-----------------|---------------|
| Target Account | Action Step | Objective | Person Responsible | Completion Date | Status Update |
|                |             |           |                    |                 |               |
|                |             |           |                    |                 |               |
|                |             |           |                    |                 |               |
|                |             |           |                    |                 |               |

# What will change in the Marketing Plan Sections?

| Section 1 –<br>Property / Market<br>Overview  | Section 2 - Competitive<br>Market Overview<br>Local Area Maps   | Section 3 - Demand<br>Generators<br>Economic Environment<br>/ Market Commentary  | Section 4 - Property<br>Strategy Action Log<br>and Target Accounts  | Section 5 – Optimum<br>Mix<br>(K drive)   |
|---|---|--|---|---|
| <ul style="list-style-type: none"> <li>• Property Information</li> <li>• Electronic Distribution Links</li> <li>• Property SWOT Analysis</li> <li>• <b>Market Share Commentary</b></li> <li>• <del>Smith Travel Data – Running 12 Months</del></li> <li>• <del>Market Share – Running 12 Months</del></li> <li>• <del>Day Of Week Occupancy</del></li> <li>• <del>Day Of Week ADR</del></li> <li>• <del>Channel Revenue Contribution Mix</del></li> </ul> | <ul style="list-style-type: none"> <li>• Competitive Set RevPar Ranks</li> <li>• Competitive Set Highlights per comp set hotel</li> <li>• New Supply</li> </ul> | <ul style="list-style-type: none"> <li>• Key Local Market Trend Overview</li> <li>• Hotel Business Climate</li> <li>• <del>Smith Travel / PKF / CBRE Forecast</del></li> <li>• Airport Passenger Load Data</li> <li>• Top Feeder Markets</li> <li>• Significant Construction/Development Projects</li> <li>• Significant Local Industries</li> <li>• <del>Significant Target Accounts</del></li> <li>• <del>Prior year's Events</del></li> <li>• <del>Current MP Year's Events and Need Periods</del></li> </ul> | <ul style="list-style-type: none"> <li>• <b>Strategy Action Log</b></li> <li>• <b>Target Accounts per Goaled Sales Manager</b></li> </ul> | <ul style="list-style-type: none"> <li>• Optimum Mix</li> <li>• OM Weekday Forecast</li> <li>• OM Weekend Forecast</li> <li>• Bookings</li> <li>• Sales Pace</li> <li>• Leads</li> <li>• 2020 Goal</li> </ul> |

# What will change with the Quarterly Action Plan Template?

## Quarterly Sales Action Plan

What future need months does the property need to focus on during this quarter? Please ensure plans are SMART – specific, measurable, achievable, results oriented and timely. Address why the account is a viable target based on market intelligence from Knowland, H360, Google [Advance Search](#), etc.

| Sales Manager  |             |           |                    |                 |               |
|----------------|-------------|-----------|--------------------|-----------------|---------------|
| Target Account | Action Step | Objective | Person Responsible | Completion Date | Status Update |
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|                |             |           |                    |                 |               |
|                |             |           |                    |                 |               |
|                |             |           |                    |                 |               |

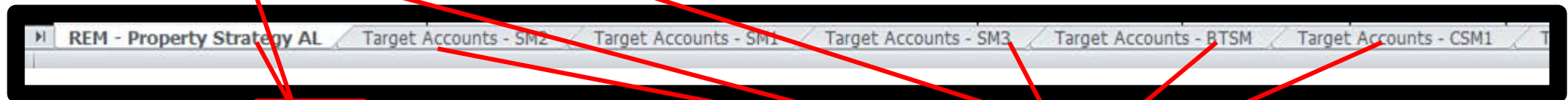
It will be replaced.

## Important dates & More detailed information will follow

- **11/08/2019** - LaDonna & subcommittee to rollout the new Action Plans/Marketing Plan.
- **11/15/2019** - On or prior to this date the DVP's will have a divisional call to discuss the details. Sub Committee & the Digital Marketing team to join the calls.
- **11/22/2019** - On or prior to this date the DVP's will have one on one calls with the DOS's to respond to any questions.

# Section 4 - Property Strategy Action Log and Target Accounts

| SECTION 5 (TWH)- HILTON TAMPA AIRPORT WESTSHORE - PROPERTY STRATEGY ACTION LOG  |  |          |            |  |   |                         |                         |                      |                                     |                            |
|---|--|----------|------------|--|---|-------------------------|-------------------------|----------------------|-------------------------------------|----------------------------|
| STRATEGY  | ACTIVITY   | Quarters | START      | END  | TARGET  | SEGMENT                 | OWNER                   | INVESTMENT           | STATUS                              | RESULTS                    |
| Please state Strategy and Situation.  | Describe the Action.   | Quarter? | m/d        | m/d  | Specify the target objective and/or accounts.   | Revenue Segment         | Who is responsible?     | Estimated Investment | In Progress, Pending, or Completed. | Results from the activity. |
| Group e-blast: Target new and past groups through a quarterly eblast to enhance our hotel's positioning. Accelerate group pace with a higher conversion for need periods.   | Research accounts to build a qualified bookings list.  | Q1       | 12/16/2019 | 12/20/2019   | Obtain a list of past/lost sales system bookings, CVB's calendar contacts, Microstrategy report contacts, etc. Send to DOS.   | Group                   | GSM's                   | \$0                  |                                     |                            |
|   | Send lists and group promo to eCommerce Manager. eCommerce Manager to submit group promo draft for approval. | Q1       | 12/20/2019 | 12/27/2019   | Pre-blast preparation for targeted need dates   | Group                   | DOS/eCommerce Manager   | \$0                  |                                     |                            |
|   | e-blast execution  | Q1       | 1/06/2020  | 1/06/2020  | Target over 200 qualified clients   | Group                   | eCommerce Manager       | \$50                 |                                     |                            |
| Group Blitz: Target new and past groups through quarterly blitz's to enhance our hotel's positioning. Accelerate group pace with a higher conversion for need periods.  | Research accounts to build a qualified bookings list.  | Q1       | 1/06/2020  | 1/10/2020  | Obtain a list of 40 accounts to prospect. Send to DOS.  | Group                   | GSM's                   | \$0                  |                                     |                            |
|   | Schedule blitz appointments  | Q1       | 1/13/2020  | 1/17/2020  | Set up 5 appointments per day per SM  | Group                   | GSM's                   | \$0                  |                                     |                            |
|   | Visit scheduled clients  | Q1       | 1/27/2020  | 1/30/2020  | Receive 5 RFP's valued in \$100k in rooms and \$60k in F&B  | Group                   | GSM's                   | \$150                |                                     |                            |
| Feeder City Trip to Washington D.C. targeting the Association & Government segments which will offer the opportunity to book short term for need periods and build a base long term                                   | Follow up from the previous week's clients via e-mail or site inspection.                                    | Q1       | 2/03/2020  | 2/07/2020  | Send proposals and/or contracts to uncovered RFP's  | Group                   | GSM's                   | \$0                  |                                     |                            |
|   | Research accounts to build a qualified booking list.   | Q1       | 3/02/2020  | 3/13/2020  | Obtain a list of 60 accounts to prospect. Send to DOS   | Group                   | Govt/Assoc SM           | \$0                  |                                     |                            |
|   | Schedule blitz appointments  | Q1       | 3/23/2020  | 3/27/2020  | Set up 5 appointments per day   | Group                   | Govt/Assoc SM           | \$0                  |                                     |                            |
|   | Visit scheduled clients  | Q2       | 4/20/2020  | 4/24/2020  | Receive 6 RFP's valued in \$200k in rooms and \$80k in F&B  | Group                   | Govt/Assoc SM           | \$1,200              |                                     |                            |
| Backyard Accounts - 5 Mile Radius Outside Calls: Touch base with Backyard Accounts to keep the momentum and enhance our partnership. Ask for future program coming to the area and work on solidifying group business | Follow up from the previous week's clients via e-mail or site inspection.                                    | Q2       | 4/27/2020  | 5/01/2020  | Send proposals and/or contracts to uncovered RFP's  | Group                   | Govt/Assoc SM           | \$0                  |                                     |                            |
|   | Send handwritten thank you cards   | Q2       | 4/27/2020  | 5/01/2020  | Be remembered when sourcing hotels.   | Group                   | Govt/Assoc SM           | \$50                 |                                     |                            |
|   | Research accounts to build a qualified booking list.   | Q1       | 1/6/2020   | 1/8/2020   | Obtain a list of 40 accounts to prospect. Send to DOS.  | Group/Corporate         | Corporate Sales Manager |                      |                                     |                            |
|   | Set up appointment to visit  | Q1       | 1/9/2020   | 1/10/2020  | Obtain outside appointments to visit 20 Backyard Accounts(5 per week)   | Group/Corporate         | Corporate Sales Manager |                      |                                     |                            |
|   | Visit scheduled clients  | Q1       | 1/10/2020  | 1/31/2020  | Ask about future group business and when they are planning for the future. Confirm dates and send proposals. For new accounts offer group incentives for need dates | Group/Corporate         | Corporate Sales Manager | \$100                |                                     |                            |
| Follow up from the previous week's clients via e-mail or site inspection.   | Q1   | 1/6/2020 | 1/31/2020  | Send proposals and/or contracts to uncovered RFP's | Group/Corporate   | Corporate Sales Manager |                         |                      |                                     |                            |
| Research accounts to build a qualified booking list.  | Q3   |          |            |  | Group/Corporate   | Corporate Sales Manager |                         |                      |                                     |                            |



Two Parts:

**Part 1**

**Part 2**

- Part 1 - REM - Strategy Action Log
- Part 2 - Target Accounts per Sales Manager

# Overview change Why?

## **Part 1**

Replaces stationed marketing plan data with actionable strategies that can will be embraced throughout the year between Sales, Digital Marketing and Revenue Management.

## **Part 2**

An enhanced road map that will allow you to plan in advanced giving you the opportunity to identify need booking and pace periods.

# Property Strategy Action Log Part 1

SECTION 5 (TWH)- HILTON TAMPA AIRPORT WESTSHORE - PROPERTY STRATEGY ACTION LOG

| STRATEGY  | ACTIVITY   | Quarters             | START      | END        | TARGET  | SEGMENT                                       | OWNER                   | INVESTMENT          | STATUS               | RESULTS                             |                            |
|---|--|----------------------|------------|------------|---|---|-------------------------|---------------------|----------------------|-------------------------------------|----------------------------|
| Please state Strategy and Situation.  |  | Describe the Action. | Quarter    | m/d        | m/d   | Specify the target objective and/or accounts. | Revenue Segment         | Who is responsible? | Estimated Investment | In Progress, Pending, or Completed. | Results from the activity. |
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|   | Schedule blitz appointments  | Q1                   | 1/13/2020  | 1/17/2020  | Set up 5 appointments per day per site  | Group   | GSM's                   | \$0                 |                      |                                     |                            |
|   | Visit scheduled clients  | Q1                   | 1/27/2020  | 1/30/2020  | Receive 5 RFP's valued in \$100k in rooms and F&B   | Group   | GSM's                   | \$150               |                      |                                     |                            |
|   | Follow up from the previous week's clients via e-mail or site inspection.                                    | Q1                   | 2/03/2020  | 2/07/2020  | Send proposals and/or contracts to uncovered RFP's  | Group   | GSM's                   | \$0                 |                      |                                     |                            |
| Feeder City Trip to Washington D.C. targeting the Association & Government segments which will offer the opportunity to book short term for need periods and build a base long term                                   | Research accounts to build a qualified booking list.   | Q1                   | 3/02/2020  | 3/13/2020  | Obtain a list of 40 accounts to prospect. Send to DOS   | Group   | Govt/Assoc SM           | \$0                 |                      |                                     |                            |
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|   | Set up appointment to visit  | Q1                   | 1/9/2020   | 1/10/2020  | Obtain outside appointments to visit 20 Backyard Accounts (\$ per week)   | Group/Corporate                               | Corporate Sales Manager |                     |                      |                                     |                            |
|   | Visit scheduled clients  | Q1                   | 1/10/2020  | 1/31/2020  | Ask about future group business and when they are planning for the future. Confirm dates and send proposals. For new accounts offer group incentives for need dates | Group/Corporate                               | Corporate Sales Manager | \$100               |                      |                                     |                            |
|   | Follow up from the previous week's clients via e-mail or site inspection.                                    | Q1                   | 1/6/2020   | 1/31/2020  | Send proposals and/or contracts to uncovered RFP's  | Group/Corporate                               | Corporate Sales Manager |                     |                      |                                     |                            |
|   | Research accounts to build a qualified booking list.   | Q3                   |            |            |   | Group/Corporate                               | Corporate Sales         |                     |                      |                                     |                            |

What specifically is the action?

Why? What's the objective?

Who's responsible? Names?

Let's forecast the cost? Start with the end in mind.

Use the sort option

- Deadline to complete Section 4 full year strategy action log to be included with the Marketing Plan – December 13, 2019.
- DOS's own the Action Log with Sales, Digital Marketing and Revenue Management team's collaboration.



# Property Strategy Action Log Part 1 – Strategies? Marriott tool

## STRATEGY Examples:

In Marriott MGS (Marriott Global Source) search for a list of Tradeshows and special events. Identify potential events that will fit your hotel's strategy. This section in the MGS breaks down each market, provides pricing, the NSO responsible, etc.

Home > Sales, Marketing & Rev Management > Tools and Resources > Customer Events & Tradeshows Calendars

Export and download for more details per initiative.

| A          | B                | C        | D                  | E   | F  | G                            | H                                 | I                             | J        | K        |
|------------|------------------|----------|--------------------|---|--|------------------------------|-----------------------------------|-------------------------------|----------|----------|
| Month Sort | GSO (all brands) | Month    | Date               | Event   | Location   | Group / Travel Industry / BT | Association / Corporate / Interme | GSO Event Contact             | Accountr | Charge C |
| 1          | GSO              | January  | 8th - 9th          | PCMA Convening Leaders Signature Client Event | Pittsburgh, PA                                     | Group                        | Association                       | Maureen Selke                 | 4590     | 3390309  |
| 1          | LUX              | January  | 8th                | PCMA Convening Leaders Luxury Dinner          | Pittsburgh, PA                                     | Luxury Group                 | Association                       | Mike McLeese                  | 4603     | 3749101  |
| 1          | LUX              | January  | 7th - 11th         | San Diego/Orange County Roadshow              | San Diego, Orange County                           | Luxury Travel Industry       | Intermediary                      | Jonathan Hamel                | n/a      | n/a      |
| 1          | LUX              | January  | 14th - 18th        | South Florida Luxury Travel Industry Roadshow | Miami, Boca Raton, Naples                          | Luxury Travel Industry       | Intermediary                      | Jeremy McClellan              | n/a      | n/a      |
| 1          | LUX              | January  | 21st - 25th        | New York To State Travel Industry Roadshow    | New York, New Jersey, Connecticut, Long Island     | Luxury Travel Industry       | Intermediary                      | Stacey Colonna<br>Lori Lauman | n/a      | n/a      |
| 1          | GSO              | January  | 30th               | Tete-a-Tete Tradeshaw                         | Ottawa, ON   | Group                        | Canada                            | Susan Saganski                | n/a      | n/a      |
| 1          | GSO              | January  | 31st               | MPI Charity Auction Dinner (Tete a Tete)      | Ottawa, ON   | Group                        | Canada                            | Susan Saganski                | n/a      | n/a      |
| 1          | LUX              | January  | Jan 25th - Feb 1st | Texas Roadshow                                | Dallas, Houston, Austin, San Antonio               | Luxury Travel Industry       | Intermediary                      | Jeff Paap                     | n/a      | n/a      |
| 1          | LUX              | January  | Jan 25th - Feb 1st | DC, VA and PA Roadshow                        | Pittsburgh, Philadelphia, Washington, DC, Richmond | Luxury Travel Industry       | Intermediary                      | Jeremy McClellan              | n/a      | n/a      |
| 2          | LUX              | February | 8th                | HelmsBriscoe Worldwide Partnership Day        | Worldwide Hotels                                   | Luxury Group                 | Intermediary                      | Barbara Lootz                 | n/a      | n/a      |

# Property Strategy Action Log Part 1 – Strategies? Hilton tool

**remington** SECTION 5 (T)

**STRATEGY** ACTIVE

Please state Strategy and Situation. Describe

|   |           |
|---|-----------|
| Group e-blast: Target new and past groups through a quarterly eblast to enhance our hotel's positioning. Accelerate group pace with a higher conversion for need periods. | Research  |
|   | Send list |
|   | eComme    |
|   | approva   |
|   | e-blast e |

## STRATEGY Examples:

In Hilton's intranet you can find a list of special events, tradeshow, road shows, etc. It also breaks down each market, provides costs,

NSO responsible, etc.

the LOBBY

What are you looking for?

BRANDS DEPARTMENTS REGIONS MY APPLICATIONS MY LINKS MY TEAM SITES PORTFOLIO REPORTS

DEPARTMENTS > SALES > TRADESHOWS AND SPECIAL EVENTS

Home

- Global Sales
- Americas Sales
- Asia Pacific Sales
- EMEA Sales
- B2B Marketing Resource Center
- Distribution Services
- Global Contracting
- Global Groups, Conferences & Events
- Global Luxury Sales
- Global RFP Support
- Global Third Party Distribution
- Global Travel Partnerships
- Sales Systems Library
- SCOUT
- Special Events & Customer Engagement
- Online Third Party Optimization

**Hilton SPECIAL EVENTS**

### 2020 CUSTOMER Engagement PLAN

2020 EVENT REGISTRATION OPEN UNTIL 10/31/19 - CLICK ON THE SPECIAL EVENTS MAIN CALENDAR TILE BELOW AND SIGN UP TODAY!

One of the best ways to make connections, strengthen your customer relationships and drive sales is to engage in Hilton Worldwide Sales ("HWS") special events! Our dedicated Special Events team plans Hilton engagement in over 125 Americas events per year. From massive industry events such as GBTA and IMEX, to numerous local and regional opportunities, to intimate customer advisory boards, Hilton engagement spans all customer segments: association, corporate group, corporate transient, leisure, and luxury.

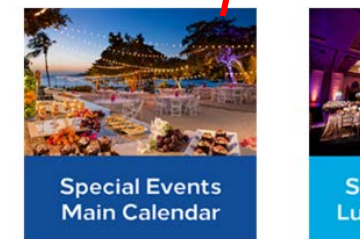
What's New for Special Events? Read the Q3 Recap to learn more about upcoming events, new event activation ideas and more!

SEE FOR YOURSELF!

Download and share our 2020 flyer with your Executive Committee:

Learn how to Register for 2020 Events Listen to our Webinar Recording

Home > Departments > Sales > Tradeshow and Special Events > scroll down and click on Special Events Main Calendar.



the LOBBY

What are you looking for?

BRANDS DEPARTMENTS REGIONS MY APPLICATIONS MY LINKS MY TEAM SITES PORTFOLIO REPORTS

Global Groups, Conferences & Events

Global Luxury Sales

Global RFP Support

Global Third Party Distribution

Global Travel Partnerships

Sales Systems Library

SCOUT

Special Events & Customer Engagement

Online Third Party Optimization

**Main Calendar**

Search the calendar either by "Keyword" or "Date." You may search events by using the following nomenclatures as Keywords:

- Market Segments: Group, BTS, Leisure
- Meeting Region: United States, Canada, LatAm, Europe, Asia/Pacific, Middle East, Africa
- Recommended for Hotels In: U.S., Canada, LatAm, Europe, Asia/Pacific, Middle East, Africa, All Regions

Keyword Search: \_\_\_\_\_

Date: \_\_\_\_\_ - \_\_\_\_\_

November 2019

2019 Service Club Leaders Conference  
01 November 2019 - 30 November 2019  
More Details

UNITED STATES:

2019 FICP Annual Conference  
10 November 2019 - 13 November 2019

Enter Keywords or/and date ranges

# Property Strategy Action Log Part 1 - Transient Strategy Example

| STRATEGY  | ACTIVITY   | Quarters       | START      | END        | TARGET  | SEGMENT       | OWNER                                 |
|---|--|----------------|------------|------------|---|---------------|---------------------------------------|
| <b>Peak Night ADR</b><br>Maximize ADR on high demand / potential +95% occupancy dates to be measured by RPI | Monitor occupancy on a weekly basis for LOS restrictions | Q1, Q2, Q3, Q4 | 01/01/2020 | 12/31/2020 | Maximize the amount of consecutive nights for an increased ADR.                                 | Transient/BAR | Revenue Manager/<br>Director of Sales |
|   | Enable a longer LOS for LRA OTA's in MRO grouping        | Q1, Q2, Q3, Q4 | 01/01/2020 | 12/31/2020 | Limit OTA contribution during peak nights   | Transient/BAR | Revenue Manager/<br>Director of Sales |
|   | Increase a longer LOS for NLRA preferred and government  | Q1, Q2, Q3, Q4 | 01/01/2020 | 12/31/2020 | Limit lower rated reservations  | Transient/BAR | Revenue Manager/<br>Director of Sales |
|   | Monitor SSG Rates during peak nights                     | Q1, Q2, Q3, Q4 | 01/01/2020 | 12/31/2020 | Increase Group ADR during peak nights   | Group         | Revenue Manager/<br>Director of Sales |
|   | Monitor overbook strategy                                | Q1, Q2, Q3, Q4 | 01/01/2020 | 12/31/2020 | Obtain a 96% + occupancy for loyalty program higher redemptions and increase sellout efficiency | Transient/BAR | Revenue Manager/<br>Director of Sales |
|   | Monitor straight line availability of room types.        | Q1, Q2, Q3, Q4 | 01/01/2020 | 12/31/2020 | Obtain a smooth sell through for sellout efficiency potential.                                  | Transient/BAR | Front Office<br>Manager               |

- This strategy example shows collaboration between the DOS, Revenue Manager and Front Office Manager.
- It's an ongoing strategy that would be discussed during our weekly revenue calls.

# Property Strategy Action Log Part 1 - Preferred Strategy Example

| STRATEGY                             | ACTIVITY   | Quarters       | START      | END        | TARGET  | SEGMENT             | OWNER                         | INVESTMENT           |
|--------------------------------------|--|----------------|------------|------------|---|---------------------|-------------------------------|----------------------|
| Please state Strategy and Situation. | Describe the Action.   | Quarter?       | m/d        | m/d        | Specify the target objective.   | Revenue Segment     | Who is responsible?           | Estimated Investment |
| Preferred RFP Wish/Walk 2021         | Shop the compset by season   | Q1             | 02/01/2020 | 02/28/2020 | Obtain competitive data for 2021 preferred strategy   | Transient/Preferred | Business Travel Sales Manager |                      |
|                                      | Research on a weekly basis A360 competitive set's account comp nights and revenue for potential qualifiers | Q1, Q2, Q3, Q4 | 01/01/2020 | 12/31/2020 | Increase Preferred production and shift share   | Transient/Preferred | Business Travel Sales Manager |                      |
|                                      | Attend monthly local GBTA chapter and local Chamber of Commerce meetings                                   | Q1, Q2, Q3, Q4 | 01/01/2020 | 12/31/2020 | Enhance business travel knowledge of the local market   | Transient/Preferred | Business Travel Sales Manager | \$800                |
|                                      | Visit the compset  | Q1             | 01/13/2020 | 01/17/2020 | Identify business travel specific SWOT.   | Transient/Preferred | Business Travel Sales Manager |                      |
|                                      | Update secondary Travel Click compset  | Q1             | 1/20/2020  | 1/21/2020  | Elevate accuracy for 2021 RFP season and position the hotel in line with the market   | Transient/Preferred | Business Travel Sales Manager |                      |
|                                      | Attend 2020's GBTA Conference  | Q3             | 7/25/2020  | 7/29/2020  | In person meetings with top accounts that produce over \$2 Million influencing the Travel Managers, Brand NSO's, and attend the company forums, booth appointments, networking events, etc. | Transient/Preferred | Business Travel Sales Manager | \$4,000              |
|                                      | Submit 2021 Qualifiers   | Q3             | 08/01/2020 | 08/31/2020 | Increase potential CNR accounts to shift share from our comp set.   | Transient/Preferred | Business Travel Sales Manager |                      |
|                                      | Complete 2021 wish/walk  | Q3             | 08/01/2020 | 08/15/2020 | Set up the strategy to increase Preferred ADR by 3-5% for 2021  | Transient/Preferred | Business Travel Sales Manager |                      |

- This strategy provides a clear road map for the BTSM starting the year before in Q1.

# Property Strategy Action Log Part 1- Group Strategy Example

| STRATEGY   | ACTIVITY  | Quarters | START     | END       | TARGET  | SEGMENT         | OWNER                   | INVESTMENT |
|--|---|----------|-----------|-----------|---|-----------------|-------------------------|------------|
| <b>Backyard Accounts - 5 Mile Radius Outside Calls:</b> Touch base with Backyard Accounts to keep the momentum and enhance our partnership. Ask for future program coming to the area and work on solidifying group business | Research accounts to build a qualified booking list.                      | Q1       | 1/6/2020  | 1/8/2020  | Obtain a list of 40 accounts to prospect. Send to DOS.  | Group/Corporate | Corporate Sales Manager |            |
|  | Set up appointment to visit   | Q1       | 1/9/2020  | 1/10/2020 | Obtain outside appointments to visit 20 Backyard Accounts(5 per week)   | Group/Corporate | Corporate Sales Manager |            |
|  | Visit scheduled clients   | Q1       | 1/10/2020 | 1/31/2020 | Ask about future group business and when they are planning for the future. Confirm dates and send proposals. For new accounts offer group incentives for need dates | Group/Corporate | Corporate Sales Manager | \$100      |
|  | Follow up from the previous week's clients via e-mail or site inspection. | Q1       | 1/6/2020  | 1/31/2020 | Send proposals and/or contracts to uncovered RFP's  | Group/Corporate | Corporate Sales Manager |            |
|  | Research accounts to build a qualified booking list.                      | Q3       | 7/7/2020  | 7/8/2020  | Obtain a list of 40 accounts to prospect. Send to DOS.  | Group/Corporate | Corporate Sales Manager |            |
|  | Set up appointment to visit   | Q3       | 7/9/2020  | 7/10/2020 | Obtain outside appointments to visit 20 Backyard Accounts(5 per week)   | Group/Corporate | Corporate Sales Manager |            |
|  | Visit scheduled clients   | Q3       | 7/13/2020 | 7/31/2020 | Ask about future group business and when they are planning for the future. Confirm dates and send proposals. For new accounts offer group incentives for need dates | Group/Corporate | Corporate Sales Manager |            |
|  | Follow up from the previous week's clients via e-mail or site inspection. | Q3       | 8/3/2020  | 8/7/2020  | Send proposals and/or contracts to uncovered RFP's  | Group/Catering  | Corporate               |            |



# Sales Manager's Target Accounts - Action Plan Part 2

| Sales Manager Name                |                         |                          |                             | Name           |                                |               |           |                                   |                         |                                  |                             |                |                |               |                                  |    |           |    |           |                                  |    |           |    |           |                                  |    |           |    |           |                                   |    |           |    |           |                                   |    |           |    |           |                              |    |           |    |           |                              |    |           |    |           |                                |    |           |    |           |                                |    |           |    |           |
|-----------------------------------|-------------------------|--------------------------|-----------------------------|----------------|--------------------------------|---------------|-----------|-----------------------------------|-------------------------|----------------------------------|-----------------------------|----------------|----------------|---------------|----------------------------------|----|-----------|----|-----------|----------------------------------|----|-----------|----|-----------|----------------------------------|----|-----------|----|-----------|-----------------------------------|----|-----------|----|-----------|-----------------------------------|----|-----------|----|-----------|------------------------------|----|-----------|----|-----------|------------------------------|----|-----------|----|-----------|--------------------------------|----|-----------|----|-----------|--------------------------------|----|-----------|----|-----------|
| FIRST QUARTER                     |                         |                          |                             |                |                                |               |           |                                   |                         |                                  |                             | SECOND QUARTER |                |               |                                  |    |           |    |           |                                  |    |           |    |           |                                  |    |           |    |           |                                   |    |           |    |           |                                   |    |           |    |           |                              |    |           |    |           |                              |    |           |    |           |                                |    |           |    |           |                                |    |           |    |           |
| Rooms Revenue Goal for January    | \$                      | 45,000.00                | \$                          | 60,000.00      | Rooms Revenue Goal for January | \$            | 60,000.00 | \$                                | 75,000.00               | Banquet Revenue Goal for January | \$                          | 15,000.00      | \$             | 15,000.00     | Banquet Revenue Goal for January | \$ | 15,000.00 | \$ | 15,000.00 | Rooms Revenue Goal for February  | \$ | 55,000.00 | \$ | 67,000.00 | Rooms Revenue Goal for February  | \$ | 75,000.00 | \$ | 87,000.00 | Banquet Revenue Goal for February | \$ | 12,000.00 | \$ | 12,000.00 | Banquet Revenue Goal for February | \$ | 12,000.00 | \$ | 12,000.00 | Rooms Revenue Goal for March | \$ | 50,000.00 | \$ | 65,000.00 | Rooms Revenue Goal for March | \$ | 60,000.00 | \$ | 75,000.00 | Banquet Revenue Goal for March | \$ | 15,000.00 | \$ | 15,000.00 | Banquet Revenue Goal for March | \$ | 15,000.00 | \$ | 15,000.00 |
| Room Night Goal for Quarter       |                         | 1,227                    |                             |                | Room Night Goal for Quarter    |               | 1,400     |                                   |                         | Rooms Revenue Goal for Quarter   |                             | \$150,000      |                | \$192,000     | Rooms Revenue Goal for Quarter   |    | \$195,000 |    | \$237,000 | Banquet Revenue Goal for Quarter |    | \$42,000  |    |           | Banquet Revenue Goal for Quarter |    | \$42,000  |    |           |                                   |    |           |    |           |                                   |    |           |    |           |                              |    |           |    |           |                              |    |           |    |           |                                |    |           |    |           |                                |    |           |    |           |
| Account Name / Source of Business | Room Nights Anticipated | Room Revenue Anticipated | Banquet Revenue Anticipated | Month to close | Month consumed                 | Year Consumed | Status    | Account Name / Source of Business | Room Nights Anticipated | Room Revenue Anticipated         | Banquet Revenue Anticipated | Month to close | Month consumed | Year Consumed | Status                           |    |           |    |           |                                  |    |           |    |           |                                  |    |           |    |           |                                   |    |           |    |           |                                   |    |           |    |           |                              |    |           |    |           |                              |    |           |    |           |                                |    |           |    |           |                                |    |           |    |           |
| PinnacleART                       | 125                     | \$13,625                 | \$18,000                    | January        | November                       | 2019          | Tentative |                                   |                         |                                  |                             |                |                |               |                                  |    |           |    |           |                                  |    |           |    |           |                                  |    |           |    |           |                                   |    |           |    |           |                                   |    |           |    |           |                              |    |           |    |           |                              |    |           |    |           |                                |    |           |    |           |                                |    |           |    |           |
| Lufthansa German Airlines         | 303                     | \$43,026                 | \$20,000                    | January        | February                       | 2020          | Tentative |                                   |                         |                                  |                             |                |                |               |                                  |    |           |    |           |                                  |    |           |    |           |                                  |    |           |    |           |                                   |    |           |    |           |                                   |    |           |    |           |                              |    |           |    |           |                              |    |           |    |           |                                |    |           |    |           |                                |    |           |    |           |
| Inmarsat                          | 150                     | \$20,250                 | \$10,000                    | February       | January                        | 2020          | Prospect  |                                   |                         |                                  |                             |                |                |               |                                  |    |           |    |           |                                  |    |           |    |           |                                  |    |           |    |           |                                   |    |           |    |           |                                   |    |           |    |           |                              |    |           |    |           |                              |    |           |    |           |                                |    |           |    |           |                                |    |           |    |           |
| APM                               | 600                     | \$70,200                 | \$0                         | February       | December                       | 2019          | Definite  |                                   |                         |                                  |                             |                |                |               |                                  |    |           |    |           |                                  |    |           |    |           |                                  |    |           |    |           |                                   |    |           |    |           |                                   |    |           |    |           |                              |    |           |    |           |                              |    |           |    |           |                                |    |           |    |           |                                |    |           |    |           |
| KBR                               | 150                     | \$20,750                 | \$15,000                    | March          | January                        | 2020          | Definite  |                                   |                         |                                  |                             |                |                |               |                                  |    |           |    |           |                                  |    |           |    |           |                                  |    |           |    |           |                                   |    |           |    |           |                                   |    |           |    |           |                              |    |           |    |           |                              |    |           |    |           |                                |    |           |    |           |                                |    |           |    |           |
| Video Shopping                    | 100                     | \$20,000                 | \$0,000                     | March          | May                            | 2020          | Tentative |                                   |                         |                                  |                             |                |                |               |                                  |    |           |    |           |                                  |    |           |    |           |                                  |    |           |    |           |                                   |    |           |    |           |                                   |    |           |    |           |                              |    |           |    |           |                              |    |           |    |           |                                |    |           |    |           |                                |    |           |    |           |
| IEB Unite Mastermind              | 210                     | \$25,500                 | \$3,800                     | March          | February                       | 2020          | Prospect  |                                   |                         |                                  |                             |                |                |               |                                  |    |           |    |           |                                  |    |           |    |           |                                  |    |           |    |           |                                   |    |           |    |           |                                   |    |           |    |           |                              |    |           |    |           |                              |    |           |    |           |                                |    |           |    |           |                                |    |           |    |           |
| TOTAL                             | 1,638                   | \$205,151                | \$75,400                    |                |                                |               |           | TOTAL                             | 0                       | \$0                              | \$0                         |                |                |               |                                  |    |           |    |           |                                  |    |           |    |           |                                  |    |           |    |           |                                   |    |           |    |           |                                   |    |           |    |           |                              |    |           |    |           |                              |    |           |    |           |                                |    |           |    |           |                                |    |           |    |           |

Enter goals

Enter booking names, room nights, revenues, month to close, month consumed, year consumed and status.

- Deadline to complete - 45 days prior to quarter. Only for 2020's Q1 the deadline is Friday, December 13, 2019. Enter last year's goals as a benchmark in the goals section for Q1.
- Each Sales Manager owns a tab.
- Add goals and enter target accounts with room nights and revenues when approved.
- This will replace the old Action Plan template.

# Sales Manager's Target Accounts - Action Plan Part 2

| Sales Manager Name                                     |                    | Name                   |                           |            |                |             |           |  |  |  |
|--|--------------------|------------------------|---------------------------|------------|----------------|-------------|-----------|--|--|--|
| <b>FIRST QUARTER</b>                                   |                    |                        |                           |            |                |             |           |  |  |  |
| Rooms Revenue Goal for January                         | \$                 | 45,000.00              | \$                        | 60,000.00  |                |             |           |  |  |  |
| Banquet Revenue Goal for January                       | \$                 | 15,000.00              |                           |            |                |             |           |  |  |  |
| Rooms Revenue Goal for February                        | \$                 | 55,000.00              | \$                        | 67,000.00  |                |             |           |  |  |  |
| Banquet Revenue Goal for February                      | \$                 | 12,000.00              |                           |            |                |             |           |  |  |  |
| Rooms Revenue Goal for March                           | \$                 | 50,000.00              | \$                        | 65,000.00  |                |             |           |  |  |  |
| Banquet Revenue Goal for March                         | \$                 | 15,000.00              |                           |            |                |             |           |  |  |  |
| Room Night Goal for Quarter                            |                    | 1,227                  |                           |            |                |             |           |  |  |  |
| Rooms Revenue Goal for Quarter                         |                    | \$150,000              | \$192,000                 |            |                |             |           |  |  |  |
| Banquet Revenue Goal for Quarter                       |                    | \$42,000               |                           |            |                |             |           |  |  |  |
| Account Name / Source of Business                      | Room Nig Anticipat | Room Revenue Anticipat | Banquet Revenue Anticipat | Month clos | Month consumed | Year Consum | Status    |  |  |  |
| PinnacleART  | 125                | \$13,625               | \$18,000                  | January    | November       | 2019        | Tentative |  |  |  |
| Lufthansa German Airlines                              | 303                | \$43,026               | \$20,000                  | January    | February       | 2020        | Tentative |  |  |  |
| Inmarsat   | 150                | \$22,350               | \$10,000                  | February   | January        | 2020        | Prospect  |  |  |  |
| APM  | 600                | \$10,200               | \$0                       | February   | December       | 2019        | Definite  |  |  |  |
| KBR  | 150                | \$12,150               | \$15,600                  | March      | January        | 2020        | Definite  |  |  |  |
| Video Shopping   | 100                | \$3,900                | \$8,000                   | March      | May            | 2020        | Tentative |  |  |  |
| IEB Unite Msstermind                                   | 210                | \$27,300               | \$3,800                   | March      | February       | 2020        | Prospect  |  |  |  |
| TOTAL  | 1,638              | \$205,151              | \$75,400                  |            |                |             |           |  |  |  |
| <b>FIRST QUARTER</b>                                   |                    |                        |                           |            |                |             |           |  |  |  |
| Comments (TD Reasons, anomaly one time bookings, etc.) |                    |                        |                           |            |                |             |           |  |  |  |

- On the bottom half of the target accounts section add commentary for TD reasons, one time bookings, anomalies, weather related bookings, etc.
- This template is intended to enhance our funnel management.
- The expectation is to discuss this road map during one on one's with DOS's.
- Do not delete bookings. Change the status as you go and add comments below.



# Where will the Marketing Plan Live?

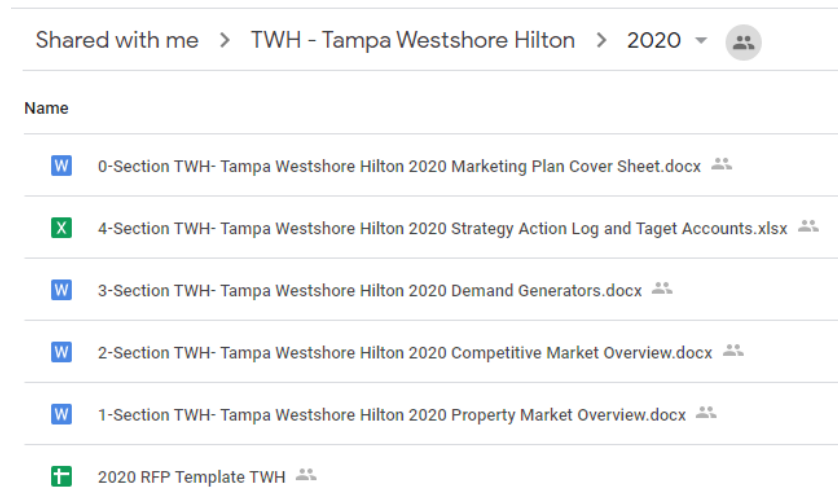
The Marketing Plan will live exactly where they are now in a 2020 folder along with the 2020 preferred worksheet.

Step 1 – Go in your google drive

Step 2 – locate your hotel's folder, REM – The Remington Hotel – example:  TWH - Tampa Westshore Hilton

Step 3 – Double click on the 2020 folder, example:  2020

Step 4 - Click on the Sections to complete, example





## Next Steps?

- 11/15/2019: DVP's rollout – On or prior to this date the DVP's will have a divisional call to discuss the details.
- 11/22/2019: DVP's one on one with DOS's to respond to questions.
- 12/13/2019: Sections 1, 2, 3 and 4
- 12/18/2019: DVP's review and approve
- 12/20/2019: LaDonna review's and approves

Thank You



Questions?