

EXTENDED STAY BUSINESS DEVELOPMENT

The following list of items will give you places to call that generate business for your area. Use this document when prospecting to ensure you have spoken with ALL contacts within an organization that handle travel. Please see the "General Questions" category for potential questions to ask when qualifying your contact.

Name of Organization	Who to Contact	Usual Type of Incoming Travel	General Qualifying Questions
<p><u>Large Companies and Corporations:</u></p>	<p>Human Resources Director Personnel Director Relocation Director</p> <p>Training Director</p> <p>Sales and Marketing Director</p> <p>Research and Development Director</p>	<p>Relocations, Consultants, Recruitment-interviewees, Training</p> <p>Employee training, new employee Training, customer training, industry training</p> <p>Field sales representatives for refresher training and meetings Field marketing reps in for meetings and training, salespeople from other organizations and companies, advertising visitors</p> <p>Engineers, real estate reps, investors</p>	<ul style="list-style-type: none"> • Do you relocate managers or VIP's to the area? If so, who handles the relocation process? What does your relocation package include? • Are any of your relocations outsourced? If so, what company do you use? (See Third Party Relocation Companies) • Where do prospective employees stay when they visit from out of town for an interview/house hunting trip? • Do you have consultants that came in to help reorganize or restructure processes? • Do you have training at the location for new employees that are working in other cities? • Do you conduct training for customers using your products and services? • Do you have training or education for your suppliers and vendors? • What other types of training classes do you conduct at this location? How long do they last? • Do you have training for new salespeople? • Do you have training for the sales force on new products and services? • Do you have sales strategy meetings that last for 5 or more nights? • Do you have sales and marketing consultants that visit for 5 or more nights? • Do you have scientists/researchers that come in to help develop a new product line?

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<u>Large Companies and Corporations</u> (contd.)	Finance Information Technology Director Engineering Director Manufacturing Director Purchasing Director Travel Manager Telecommunications Industrial Relations	Auditing/Accounting teams Installers, Computer Consultants Retooling/Repair Teams Consultants Visiting suppliers and vendors (Keep in mind that travel handles mostly outbound or short term inbound travelers, but it never hurts to contact them and make them aware of your hotel. This may include becoming a preferred hotel for the company.) Service Technicians Consultants Reps and salespeople from different manufacturers and organizations	<ul style="list-style-type: none"> • Do you have auditing teams that come in to audit your books/operations for the quarter/year? Do you outsource your auditing process? If so, what company do you use? (i.e. Ernst & Young, etc.) • When are your annual budgeting meetings and how long do they last? • Do you have people come in to help with your year end accounting process? • Do you have a team of people that come in to install new equipment or software for your location? • Do you have computer consultants that visit for 5 or more nights? • After a new product or model has been developed, do you bring in teams to install new machinery/equipment to produce that product? • How often do you have to replace machinery? Do you have people who visit to install new machinery for you? • Do your vendors and suppliers visit your location? • Do you have a centralized process to purchase accommodations for travelers? • How is travel handled for your company? • What departments within your company have the most inbound visitors that stay for 5 or more nights? Outbound? • Do you have a preferred hotel directory? When do you accept Requests for Proposals (if not a National account)? • Do you have service technicians that come to the area and work out of the service garages to repair equipment? • Do you have consultants that come in to streamline telecommunications processes? • Do you have education programs for suppliers and vendors in your industry?

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	<p>Executive Offices</p> <p>General Counsel</p> <p>Community/Public Relations</p> <p>International Relations</p> <p>Don't stop here! Contact Every Department!!!!</p>	<p>(Contact for Leads/Direction within the organization)</p> <p>Visiting attorneys and legal consultants</p> <p>Visiting media and public relations consultants</p> <p>International visitors</p>	<ul style="list-style-type: none"> • What departments within your company have a need for long term accommodations (5+ nights) in this area? What Vice Presidents or Directors should I contact? • Do you have internal or external attorneys that visit your location for long periods of time? • Do you ever have legal consultants that visit for 5 or more days? • Does your company have visiting media that need accommodations for 5 or more nights? • Do you have visitors from international locations for 5 or more days?
<p><u>US Government</u></p> <p>US Customs</p> <p>IRS</p> <p>Department of Agriculture</p> <p>US Postal Service</p> <p>Department of Commerce</p>	<p>Port Director</p> <p>Director Personnel Manager Training Manager</p> <p>Director Personnel Manager Training Manager</p> <p>Postmaster</p> <p>Director Personnel Manager Int'l Director</p>	<p>Incoming agents on TDY (Temporary Duty)</p> <p>Trainees, Regional visitors, Computer technicians</p> <p>Trainees, International visitors</p> <p>Trainees, Temporary workers from other locations</p> <p>Trainees, International visitors, Major Industry Executives</p>	<p>General Government Questions:</p> <ul style="list-style-type: none"> • What is your government per diem? • Does your office ever contract out for lodging or accommodations? • Where are your regional/satellite offices? Do you have a list of directors at those satellite offices? • Who are your department contacts? • Do you have training classes at this location for either new employees or employees at other locations? • Do you ever host international visitors? • Do you have other agents or government employees that visit this location on long term Detail or TDY (Temporary Duty)? • During high volume/need times, do you have other employees that come in to assist your local team with duties? • Do you relocate employees to this location? What type of relocation package do you offer?

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<p><u>US Government – Civilian</u> (contd.)</p> <p>Law Enforcement Arms:</p> <ul style="list-style-type: none"> • US Marshal Service • Secret Service • Drug Enforcement Agency (DEA) • FBI <p>US federal Courts/US Attorneys Office</p> <p>FEMA/EPA/SBA</p> <p>VA Hospitals</p> <p>Other Civilian Agencies</p>	<p>Special Agent In Charge</p> <p>Court Clerk US Attorney</p> <p>Operations Support Director</p> <p>Administrative Services Director</p> <p>State and Local Assistance Team</p> <p>(See Hospitals)</p> <p>Executive Offices</p> <p>International Division</p> <p>Training Division</p> <p>Human Resources or</p>	<p>Agents from other locations during special event times or during emergencies, Relocating agents, TDY</p> <p>Visiting attorneys and media in high profile cases, expert witnesses</p> <p>Disaster teams Evaluation teams Superfund project mgrs (EPA)</p> <p>Visiting Government Executives from other locations</p> <p>International Visitors</p> <p>Trainees from other locations, new employees Relocating employees, TDY</p>	<ul style="list-style-type: none"> • Does the office ever have visiting attorneys or legal counsel for particular cases? • Do you host expert witnesses from out of town for trials? • Where would a disaster or evaluation team stay in the event of an emergency in this area? • Do you bring in scientists/researchers to evaluate sites in this area? (EPA) • Are there any local Superfund sites? Do these sites require you to bring in additional visitors?

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<u>US Government – Civilian (contd.)</u>	Personnel Director Procurement or Purchasing Program Offices Inspection & Safety Officers <u>Any other divisions you can uncover!!</u>	Large blocks of rooms for temporary assignment or training Project teams, TDY	
<u>US Government – Military Bases</u>	Housing or Billeting Director Personnel Director Relocation Director	Relocation, overflow for on-base training, visiting personnel	<ul style="list-style-type: none"> • Who is in charge of on base housing? • What on base housing accommodations do you have? • Do you ever need overflow accommodations? If so, what is your per diem? • Who is in charge of recruits and personnel? • Do you relocate personnel to this base (PCS – Permanent Change of Station)? • Do you have on base training programs that require accommodations? • What other military branches utilize this base? • What departments other than military personnel use the base? (Try to determine any affiliations with the state government.) • Do you have any civilian travelers? • Do you have any contractors that visit the base for extended periods of time? • Where do visiting families stay?
<u>National Guard</u>	Base commander Housing or Billeting Office	Reserve training Reservists on TDY or long term projects Weekend reservists	(See Questions above) <ul style="list-style-type: none"> • What type of reserve presence do you have on base? • Do reservists require accommodations? How long do they stay? • Do you currently host reservists charged with airport security or any other long term projects?

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<p><u>State Government</u></p> <p><u>Schools:</u> Colleges/Universities</p>	<p>Legislature members (State capitals only)</p> <p>Administrative Office</p> <p>Dean's Office</p> <p>Research Department</p> <p>All Academic Departments</p> <p>Fine Arts Director</p> <p>Student Services Student Life</p> <p>Athletic Director</p>	<p>Visiting legislators during session</p> <p>Relocation of professors, speakers, auditors, computer and other consultants, visiting professors on sabbatical</p> <p>New professors, speakers, professors on sabbatical</p> <p>Visiting professors, scientists, students from other colleges</p> <p>Visiting professors, scientists, experts in field, students from other colleges</p> <p>Performers, artists, stage crews</p> <p>Students who need temporary housing (shortage on campus, etc.)</p> <p>Visiting athletic teams Professional team scouts</p>	<ul style="list-style-type: none"> • Where do out of town legislators stay when the state legislature is in session? What type of housing allowance is offered? • Do you relocate new professors into the area? What type of relocation package is offered? • Do you have auditing teams that visit the college to audit its operations? • Do you hire outside consultants that visit for five or more nights? • Do you need accommodations for visiting speakers? • Do you have field/discipline experts or professors that visit the college during their sabbaticals? • Does the college have a research specialty, or do scientists and researchers visit the college for research purposes? • Do you ever have students from other colleges that visit to observe classes and need accommodations? • Do you have music, theatre, or art events at the college that bring in performers or setup/stage crews for five or more nights? • Do you host intercollegiate music, theatre, or art competitions? Where do students from other schools stay during these events? • What type of student housing do you offer? • Do you ever have a need for overflow housing? If so, how do you select such housing? • Do you have an emergency housing plan should a dormitory become uninhabitable for any reason? How do you select such housing? • Can I have schedules of all the sports events and a list of the respective coaches? • When professional team scouts visit the college to observe athletes, where do they stay?

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<u>Schools</u> (contd.)	<p>Alumni Director</p> <p>Special Events Director</p> <p>Purchasing Director</p> <p>Admissions</p> <p>Public Relations Director</p>	<p>Reunions, special events</p> <p>Events/exhibits that last for a week or more, visiting companies, corporations, etc.</p> <p>Manufacturing reps, salespeople, contract housing for students</p> <p>Visiting families, new students</p> <p>Visiting students, parents, television and newspaper reporters</p>	<ul style="list-style-type: none"> • When you host reunions, homecoming and other special events, do you recommend local accommodations? • How often do those events take place? Is there any set up/planning that would require you to bring in visitors for more than 5 nights? • Can I have a list of all special events that the university hosts, and a listing of all event coordinators? • Do you host events or exhibits that require visitors to be in the area for at least 5 nights? • Do you have salespeople or manufacturing reps that visit the college for five or more nights? • Do you contract out for lodging? • Where do you recommend that prospective students and their families stay when visiting the college? How can we get our hotel information to these visitors?
<u>Chain Store Operations:</u> Restaurants- Bahama Breeze, Champs, Outback, McDonald's, Etc. Clothing- Old Navy, Limited, Kohl's, etc. Hardware- Ace, etc. Automotive- Midas, etc. Media- Best Buy, Barnes & Noble, etc.	<p>Vice President of Operations</p> <p>Vice President of Development</p> <p>Corporate Training Director</p> <p>Personnel Director</p> <p>Store manager</p> <p>District Director</p>	<p>For opening stores – Corporate chain visitors, training teams, setup/opening teams, construction teams, new managers</p> <p>For existing stores – Trainees from other location, floor display supervisors, buyers, auditors, regional managers, district directors, distributors, sales reps</p>	<p>For opening stores:</p> <ul style="list-style-type: none"> • When does your store/restaurant plan to open? Can I get a timeline of events/training before and after opening? • Do you have set up or opening teams that come in to open the store? • Do you have corporate trainers that visit to train new employees? • Will you be relocating any managers from outside the area? What type of relocation package is offered? • Do you have visiting district managers? • Do you host training at your store/restaurant? • Do you have trainers that come into your store/restaurant? • Do you have plans for expansion or remodeling?
<u>Contractor/Construction Crews</u>	<p>General Contractors, Job Supervisors</p>	<p>Out-of-town building projects</p>	<ul style="list-style-type: none"> • Are your contractors local or from out-of-town? • Where will you and your employees stay during the project? • Are there any other locations for this type of restaurant/store proposed? If so, where? Where is the corporate office?

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<u>Dodge Reports, Economic Development Department</u>	Directors	Leads on new construction projects to get construction crews, opening teams, and relocation	<ul style="list-style-type: none"> • Can we obtain a list of new business development? • Can we get an updated list of commercial permits issued?
<u>Real Estate Companies:</u> Century 21, Merrill Lynch, ERA	Office Manager Relocation Directors	New families relocating, corporate relocation, training of agents/realtors	<ul style="list-style-type: none"> • Do you have any clients who require temporary accommodations? • Do you work with any out-of-town building developers? • What hotels do you refer customers to that cannot move into their present home and need a place to stay? • Do you hold real estate classes or seminars? • Do you manage rental properties? • Which companies do you work with? • Can we sponsor a sales meeting or give information to your agents about our hotel? • Establish referral incentive?
<u>Third Party Relocation Companies:</u> Cendant Mobility, Prudential	Director	Corporate Relocations	<ul style="list-style-type: none"> • For what companies do you manager the relocation process? • What companies are you targeting to work with in the future that may have a great deal of relocations to the area? • Where do you house your clients who are staying less than 30 days? • More than 30 days? National contracts?
<u>Moving Van Lines, Storage Facilities</u>	Site Manager	Referrals for relocating/displaced clients	<ul style="list-style-type: none"> • Where do you refer your clients for accommodations when they do business with you? • Would you display our brochures at your rental counters? • Establish referral incentive?
<u>Insurance Companies:</u> State Farm, Allstate, Prudential, etc.	Catastrophe Team Claims Superintendent/ Adjusters	Displaced families Catastrophe teams Claim Adjusters	<ul style="list-style-type: none"> • Where do you house your catastrophe teams in the event of a natural disaster? • Where do your claims adjusters stay when they are assessing damage costs? • Where do you refer/require your customers to stay when they are displaced from their homes?

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<u>Red Cross</u>	Director Housing Director/ Coordinator	Displaced homeowners/renters in a natural disaster or fire	<ul style="list-style-type: none"> • Where do people stay when they are displaced by a natural disaster or fire? • Do you contract with hotels? • Can we get the names of government officials that will be coming into the area to help?
<u>Fire Departments</u>	Fire Chief	Displaced homeowners/renters in a natural disaster or fire	<ul style="list-style-type: none"> • What accommodations do you refer homeowners or renters when they are displaced by a home or apartment fire? • Offer first night free program?
<u>Apartment Complexes</u>	Complex Manager	Families waiting for an opening, units damaged by fire, water, Tenant	<ul style="list-style-type: none"> • Do you refer people on a waiting list to hotels? • Do you have a waiting list currently for your apartments? • Do you have a back up housing option to which you refer new renters when their apartments are not yet available? • Where do you plan to house tenants should one of your buildings become damaged or uninhabitable?
<u>Hospitals/Medical Complexes/Sport Medicine Hospitals</u>	Administrative Offices Physician Recruitment Nurse Staffing Specialty Units Admissions Patient Relations Training Department	Recruitment of new physicians and nurses, affiliate auditors, inspectors, visiting affiliate physicians, state inspectors, contractors Relocating doctors and specialists Temporary traveling nurses and specialists Visiting families and relatives Visiting families and relatives Special seminar attendees	<ul style="list-style-type: none"> • May I obtain a list of your departments? • Do you have plans for expansion? Have you identified a contractor? • Do you have specialty units? • Where do people stay when they are in town for an interview or house hunting trip? • How many physicians and specialists do you recruit and relocate each year? What type of relocation package is offered? • Do you ever have a shortage of nurses or other staff? • Do you utilize a temporary medical staffing firm? If so, which one? Who is the contact? Who determines housing options for these traveling nurses/specialists? • Where do families stay when family members are in the hospital? • Do you host training seminars or clinics? Can we obtain a schedule? • Where do people stay when they are in town for training?

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<u>Sports Teams – Amateur & Professional</u>	Professional teams: Director of Personnel Coaches Sports Parks and facilities Amateur Sports Associations Captains, Coaches, Ticket Counter Clerks	Training Camps, Relocating athletes, Referrals to incoming fans Incoming sports teams for 5+ day tournaments	<ul style="list-style-type: none"> • Where do your athletes stay during training camp? • Where do you house athletes who are new to the team when they relocate to the area? • Where do athletes stay during the season, if they usually reside in another city? • Can I get a list of sporting events/tournaments that will be held at your facility? How long will they last? • Can I have a list of incoming coaches? • Where are other events held? • Who is responsible for accommodations? • Who are your sponsors?
<u>Film and Entertainment Industry</u>	City or State Film Commission Movie Studios and Production Companies Location Manager Production Manager	Incoming locations scouts, technical and filming crews, producers, directors, extras, etc.	<ul style="list-style-type: none"> • From Film Commission: Can I get a list of all movies, documentaries, and other productions that will be filmed in the area? • Who makes lodging decisions for each film or production? • How are lodging selections made? • When will filming occur? • Qualify specific needs of production/location manager and crew.
<u>Trucking/Driving Schools, Trucking Companies</u>	Academy Director Terminal Manager	Training, Contract rooms	<ul style="list-style-type: none"> • Do you require accommodations for drivers in training? • How long do training classes/schools last? • Do you contract rooms for drivers needing overnight accommodations?

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<u>Convention and Visitors Bureau/Chamber of Commerce</u>	Director	Information on top companies, leads for events and relocating companies/individuals	<p>Chamber of Commerce:</p> <ul style="list-style-type: none"> • Do you host “Business After Hours?” • Do you have a list of Top Employers in the area and their CEO’s? • What companies are planning on or considering moving to the area? • Do you publish a relocation guide each year? If so, which companies request the most of these guides? • Do you keep a list of all individuals and companies that request the relocation guides? Do you provide that list to chamber members? • What advertising opportunities are available in the relocation guide and other chamber publications? • Are we involved in all committees and organizations that would benefit you and us? • May we provide rooms for you and your guests to the city? • May we place our hotel information in your racks? • Do you have a business referral program? • What are the primary feeder cities for this area? <p>Convention and Visitor’s Bureau:</p> <ul style="list-style-type: none"> • How does your lead process work? • How often do you have leads that require long term accommodations (5+ nights)? • How often do you do FAM tours? • What advertising opportunities are available other than the CVB Visitors Guide (i.e. trade shows, etc.)? • What are the primary feeder cities for this area?

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<u>Other Hotels</u>	Their lobby readerboards for leads, Front Office Manager for overflow materials, parking lot shops		<ul style="list-style-type: none"> • Are you booked tonight (or a specific special event weekend)? • Can you please refer overflow to our hotel?
<u>Taxi Cab Companies:</u> Yellow Cab, Checker, Etc.	Station Manager, Drivers	Referrals to tourists on our property	<ul style="list-style-type: none"> • Do you refer guests to hotels? • Can we provide you with information on our hotel to give to passengers?
<u>Car Rental Agencies:</u> Avis, Hertz, etc.	Counter Clerk Mgr. Training Manager	Out-of-town business people needing referrals	<ul style="list-style-type: none"> • Check for proper directions to hotel. • Do you refer to hotels?
<u>Travel Agencies</u>	Corporate Travel Director Agency Manager	Business and leisure visitors	<ul style="list-style-type: none"> • What corporate accounts do you handle? • Do you ever have guests that need accommodations for 5+ nights? • In what cities/states are you currently booking reservations? • Do you do any FAM tours?
<u>Airlines</u>	Maintenance Director Flight Crew Director or Manager Operations Manager	Mechanics in for special projects Flight attendants, pilots, captains Layovers, distressed passengers, training, recruiting, interviewing	<ul style="list-style-type: none"> • Do you have mechanics or operational specialists that are assigned to this location for special projects? • Who handles travel for incoming pilots and crew? • Do you contract rooms by the year? • Where do you send distressed passengers?
<u>Tourism Information Booths</u> Toll Booths (closest to your exit)	Director	Walk in Guests (Incremental business)	<ul style="list-style-type: none"> • Do you have a place to display hotel information? • Do you have people looking for hotels?
<u>City Arenas, Mecca's</u>	Director, Special Events Coordinator	Road crews, performers, fans, stage crews	<ul style="list-style-type: none"> • What type of tournaments or special events do you host? • Do you have special events that require accommodations for 5 or more nights?

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<u>Motorcoach Tour Operators:</u> Packages	Tour Coordinator, Group Tour Manager, Director of Motorcoach Operations, President, Director Tour Department	Senior citizens, high school groups, singles outings	<ul style="list-style-type: none"> • How many times per year do you travel to the city? • Do you ever require accommodations for 5 nights or longer? • What are your en-route needs (cross selling)? • Would you be interested in establishing a set rate based on volume? • Is room rate the most important factor in determining where you look to stay? • What rate must I offer to get your business? • Do you have pre- and post-tour overnight needs?
<u>Railroad Lines</u>	Train Master	Train crew, layover, training, recruiting, interviewing	<ul style="list-style-type: none"> • Do you have any need for corporate lodging? • Do you have any maintenance crews, inspectors, or trainers who need lodging?
<u>Labor Unions</u>	President	Negotiations, meetings/seminars	<ul style="list-style-type: none"> • Do you have union representatives coming into town? • Do you host meetings or seminars?
<u>Churches</u>	Administration Offices	Weekend outings, revival camps, other pastors, priests, clergy, conferences – area regional	<ul style="list-style-type: none"> • Do you relocate pastors or other ministers into the area? What relocation package is offered? • Does your congregation hold any conferences and/or seminars? • Can we provide hotel information for couples having upcoming weddings? • When you are helping people in distress, where do they stay?
<u>Race Tracks</u>	Directors Ticket Counters Clerks Preservationists	Car, horse, dog owners, fans	<ul style="list-style-type: none"> • Do you have people from out-of-town needing housing? • Do you have any projects that require accommodations for 5 or more days? • Do you coordinate accommodations for drivers? • Do you host driver training classes?
<u>Funeral Homes</u>	Director	Friends, relatives	<ul style="list-style-type: none"> • Do you refer families to hotels? How can we help? • What can our hotel do for the families (florist, etc.)? • Do you host any seminars? If so, would you be interested in setting up a corporate rate?

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<u>Nursing Homes</u>	Director	Friends, relatives	<ul style="list-style-type: none"> • How many residents do you have? Is it local area, rural, or outreach-based? • Do you have visiting families? What about during the holidays? • Who do you currently refer your overnight stays to? • Do you require overnight lodging for any of your staff members?
<u>Banquet Halls:</u> (not attached to hotel)	Director, Manager, Coordinator	Referrals of wedding parties being planned, reunions, graduations, etc.	<ul style="list-style-type: none"> • Can we obtain or provide information on hotel for upcoming events? • Do you have a schedule of events? • Do you have an individual who handles accommodations?
<u>Trade Schools:</u> Trucking, Bartending, Cosmetology, Beautician	Training Director	Out-of-town students, speakers	<ul style="list-style-type: none"> • Do you have students needing housing? • Do you have visiting speakers? • Who arranges housing?
<u>Amusement Parks, Ice Rinks, Fairgrounds</u>	Operations Manager, Preservationists, Counter Clerks	Referrals to tourists, participants	<ul style="list-style-type: none"> • Do you refer guests to hotel accommodations? • Would you be interested in packages? • What advertising opportunities are available?
<u>Clubs & Associations:</u> Elks Club, Lions Club, VFW, Automobile Dealers, Construction Industry Manufacturers	Director or President	Annual meetings, special events, outside chapter visitors	<ul style="list-style-type: none"> • Do you rent out your facility for outside events such as weddings, anniversaries, etc.? If so, may I have a list of those events? • What type and when are your conventions? • What types of special events do you have? • Who else can I speak to that would handle other legions with lodging needs? • Do you host any tournaments where teams are coming to town? • Where do you hold state meetings for legion commanders?