# *EXECUTIVE SUMMARY*

* Today, consumers have more product choices than ever before. They also have more information about the choices. The combination of more competition and bombardment of communication from the many competitive alternatives means hotels have to work much harder to affect target market behavior in today’s environment.
* Approximately three quarters of annual visitor volume is comprised of repeat travel. Therefore, first impression and quality customer services is extremely important towards the longevity of the ***property.***
* To stay competitive the ***property*** needs to have a clear understanding of the financial requirements of the sales and marketing efforts and the cash flow required to stay in the hotel business arena. Therefore, we need to establish in advance a sales and marketing budget. The budget for advertising and promotions must conform to the overall budget plan of the entire hotel/company operations.
* To achieve success, management must implement a precise short and long-range sales and marketing plan. Sales and marketing is a long-term investment to building a strong and enduring business. We should not wait until occupancy is low and profits are lagging to initiate a sales and marketing campaign. The function of the S&M plan is to deal with it in an ongoing fashion and meet persistent issues head-on. The goal is to create conditions so that there is constant flow of revenue, proper growth and acceptance in the marketplace.
* When we first figure out what the properties logical source of business is, whether it be locals, Internet, leisure or corporate, we can then determine what services and facilities they want and need. Then compare our hotel with our competition and emphasize our strong points with what the market wants. Then all that is left is an intelligent and aggressive sales and marketingeffort.
* The destination and hotel experience is the true basis.When we combine that experience with ***VALUE,*** ***SATISFACTION*** and ***QUALITY,*** only then will you be on the road to a profitable future.