



Sales & Marketing

by Dustin T. Personius

Fact sheets are the most basic yet vital form of a hotel's collateral material

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Hotel fact sheets are an invaluable tool in the arsenal of sales and marketing managers. They provide the reader with immediate information about the hotel in a short and concise bullet point format. Essentially, it is an abbreviated version of a hotel's marketing brochure that usually fits onto one standard size page.

Fact sheets are typically included as a cover sheet or second sheet in a hotel's sales and marketing folder or press kit, or they can be used as a self-mailer for mail blitzes or for responding to brief mail inquiries. Additionally, nearly every hotel places some version of a fact sheet on their hotel's individual website as a brief overview of the property.

But what exactly should be included on a fact sheet, how should it be presented, and how often should this information be updated? Let's address each of these areas, one at a time.



What should be included?

Hotel name: Provide the official name (with correct spelling) of the hotel property. If your hotel is also commonly known by other names or abbreviations, they should be identified here. It is important to be consistent in the use of the hotel's name across all forms of collateral, marketing materials, web postings, and stationary.

Location and contact information: The hotel's physical address and mailing address (if different), main telephone number, fax number, toll-free reservation number and website should be provided. The telephone and fax numbers for the hotel's sales department may also be provided here. Identify the general location of the hotel in relation to downtown, a recognized landmark, or distance from an airport.

Physical structure: Provide a brief overview about the hotel's physical structure to include its design and layout, year it was last renovated, number of floors or building height, or any historical features or significance. Generally, do not identify the year the hotel was built unless it pertains to the historical significance of the building or unless the hotel was opened in the last ten years.

Property details: Identify the total number of guestrooms and suites. If the hotel only offers a handful of basic room configurations, identify the number of king-bedded rooms and two-bedded rooms. Also identify the number of disabled access rooms including the number of rooms with roll-in showers. Be sure to identify if the hotel offers concierge floors or other restricted or exclusive levels. If appropriate, provide a description of the amenities and services available on these concierge floors. Identify if the hotel offers only non-smoking rooms.

Awards and Accolades: List the various awards, accolades or certifications that have been bestowed on the hotel, its restaurants or recreational facilities. Don't forget AAA and Forbes Travel Guide ratings for the hotel and restaurant. If the hotel has instituted a "green" program or other environmental initiative, be sure to include this as well.

Check-in and check-out: Identify the hotel's check-in and check-out hour. If the hotel does not offer 24-hour front desk service, this should be noted here. If the hotel offers Express Check-In/Express Check-Out kiosks, priority check-in for loyalty club members, video check-out, or e-folios it should be noted here.

Internet Access: Identify whether the hotel offers high speed internet access (wired or wireless), where it is available within the property (guestrooms, function rooms, public areas), and the fees associated with each.

Pet policy: Use this section to explain if your hotel permits or prohibits pets (other than service animals as defined by the Americans with Disability Act). Identify any pet fees, deposits, or other pet-related restrictions. If the hotel offers a pet-exercise area, mention it in this section.

Parking: Explain whether the hotel offers valet parking and/or self-parking. What are the daily fees for each? Are in/out privileges provided or complimentary validation when dining in the hotel's restaurants? How many parking spaces does the hotel have available for guests or event attendees? Are there any restrictions on the type or height of vehicles that can be parked?

Transportation service: Does the hotel provide shuttle van or limousine service to its guests? What are the distance limitations from the hotel? Are there any fees for the service or is it complimentary? How frequently does the shuttle operate or how far in advance must the service be requested? Is the shuttle van accessible to guests in wheelchairs or those with mobility impairments?

Business service center: Identify if the hotel offers a staffed business service center or self-use business center. What services are available and what are the hours and days of operation?

Guestroom amenities: What guestroom-related amenities are available or can be requested from the hotel? Possible points to address would include:

- Air conditioning
- Alarm clocks
- Balconies or lanais
- Bathrobes and/or slippers
- Bottle water
- Coffee makers/tea service (in room)
- Cribs
- Desktops and ergonomic chairs
- Electrical adapters/converters
- Hairdryers
- IDD telephone and voicemail
- Individual climate control
- In-room safes and safe deposit boxes
- Iron and ironing board
- Luxurious bedding
- Mini-bars
- Mini-fridges and/or microwaves
- Pillows (down/feather, foam, hypo allergenic)
- Pull-out sofa beds
- Rollaway beds
- Turn-down service
- Two-line phones/multiple phones per guestroom
- Flat-panel or high definition televisions
- In-room entertainment (pay-per-view movies, high-demand cable channels, satellite TV, video games)
- Upgraded furnishings or bathroom fixtures
- Jacuzzi-style bathtubs or luxurious showers

Other hotel services: Identify if the hotel has a concierge desk, theater desk, offers bell service and/or door service. Is room service available, and during what hours? Are safe deposit boxes available? Child-sitting services? Barbershop or beauty salon? Gift shops? Valet laundry or guest-operated laundry? Car rental service?

Recreation facilities: What recreational facilities are offered at the hotel? Which activities are offered nearby and how far away are they? Don't forget to address the pool/Jacuzzi, work-out room or health club, golf course, children's' play area or arcade, and health or beauty spa. What are the hours of operations? Be sure to identify whether the pool is indoors or outside.

Restaurants and lounges: Identify by name and cuisine, the various food and beverage outlets available within the property. If reservations are required or suggested, be sure to specify this.

Function space/meeting rooms: How much function space (square footage) and how many meeting rooms are available? Be sure to identify the greatest number of guests that can be accommodated in the largest capacity ballroom, both for banquet and theater settings. Are audio-visual services available? If space permits, create a matrix listing each meeting room, its square footage, and capacity by function set-up.

Directions: Travel directions to the hotel from the nearest major airport(s), freeways, and landmarks should be provided. If your hotel is located in an urban area, be sure to identify the nearest cross-street to your address as well as the closest subway or train station. The Directions section is normally found near the bottom of the fact sheet so it can be easily located and read when traveling.

How should it be presented?

Fact sheets should look elegant, but be easy to read. “Scanability” is important. This means that a reader should be able to quickly read the sheet in a few seconds and pull out snippets of information that is important to them. Hence, the information should be presented in bullet point format or through the use of bolded headings. The only limit to what can be included on a fact sheet is what the space will permit you to include. As a rule of thumb, it is important to keep fact sheets to one page in print.

The above section addressing what should be included in your hotel’s fact sheet is an ideally ordered format. Just insert the information that applies to your property.

Whenever possible, hotel fact sheets should be printed in four-color format on glossy card stock for ease of reading and durability. Always include a picture of the hotel’s building or front entrance near the top.

Information that should not be printed on a fact sheet would include room rates, occupancy statistics, financial performance data, days and hours of operation for outlets, and the name(s) of the hotel owner(s).

How often should it be updated?

Fact sheets should be updated whenever circumstances warrant that the information has become outdated or new information needs to be conveyed. If the hotel has reconfigured its guestrooms or meeting rooms, if the names of the various F&B outlets have changed, if the directions are no longer correct, or if the hotel’s contact information or name or brand has changed...then it is time to update the fact sheet.

Every few years it is a good idea to change the layout and design of the hotel’s fact sheet so it will look fresh in the eyes of long-term guests and press. The Director of Sales and Marketing should review the fact sheet on a monthly basis just to ensure that all information is still valid.

Once a new fact sheet is printed, be sure to replace all sales packets with the updated fact sheets and destroy the outdated copies. ✧

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Hot tip

To avoid mixing up new and older fact sheets, hotels will usually imprint the month and year that the sheet was last updated in the lower right corner using small text. Hence, a number appearing as “9/10” could mean the fact sheet was last updated in September 2010.