

hotelneighborhoodTM
your informed guide



HISTORIC HOTELS OF AMERICA BREAKOUT DISCUSSION

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Information Overload



facebook

GROUPON®



foursquare

livingsocial



ZAGAT

tripadvisor®

yelp.
Real People. Real Reviews.®

Hotel Guest Touch Points

Target

At point of Booking

- Booking confirmation email
- Pre arrival email
- Preferred Guest Program communication

Engage

During Hotel Stay

- Front desk staff – “Restaurant and Special Offer List”
- QR Code/SMS/website display in lobby
- Unique mobile URL for ea. hotel
- Lobby touch screens
- Tent-cards in rooms
- Key-card folder insert
- Wi-Fi splash-screens
- In-room TV

Learn & Retain

After Hotel Stay

- Mobile feedback feature for guests
- Preferred guest program feedback

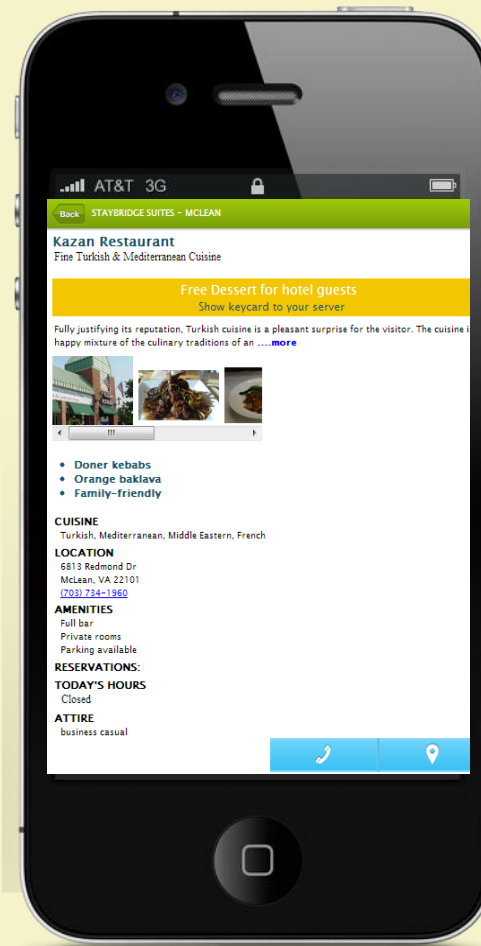
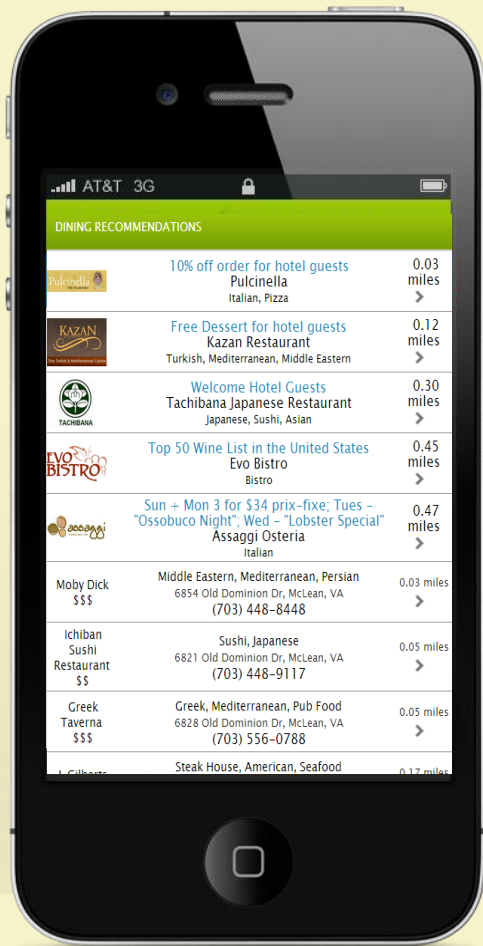
The HotelNeighborhood Opportunity

- **Travelers – “Where should I eat?”**
 - ❖ Mobile device access to trusted dining options
 - ❖ Special offers for guests of that hotel
- **Hotels – “Can I improve guests’ hotel experience?”**
 - ❖ Improve front desk efficiency
 - ❖ Concierge tool for updated content
 - ❖ Increase guest satisfaction
- **Restaurants – “How do I reach hotel guests?”**
 - ❖ Attract hotel guests with unique offers
 - ❖ Ability to promote featured menu items
 - ❖ Direct channel to guests bypasses ever-changing hotel staff


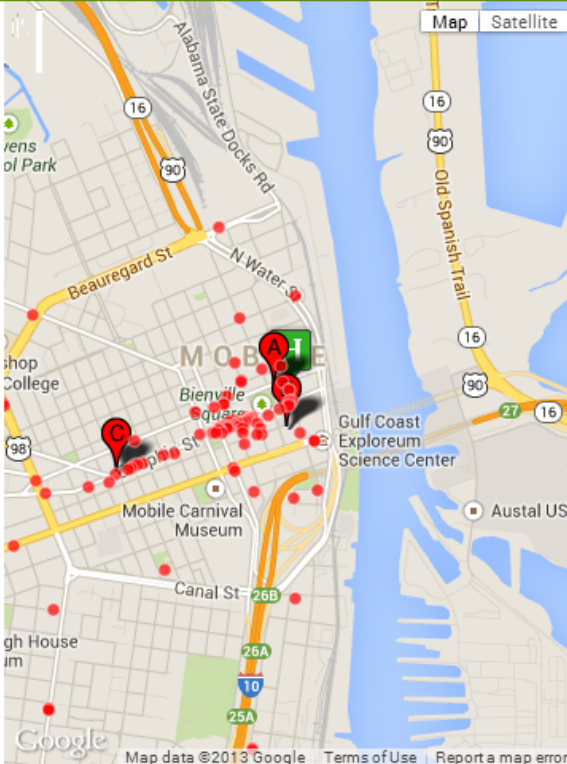










Discussion Topics

- **In-House Restaurants**
 - ❖ Increase revenue
 - ❖ Take advantage of Bill to room
- **Front Desk efficiency**
 - ❖ Guest interaction and value add
 - ❖ Reduce check in times
- **Concierge Toolkit**
 - ❖ Up to date information on daily specials
 - ❖ Service guests waiting in line

HotelNeighborhood Mobile: Special Offers and Details Pages



HotelNeighborhood Solution

hotelneighborhood™			The Battle House
Recommendations and Nearby Restaurants			
The Trellis Room	15% off check American	 at hotel	
	Free craft beer with purchase of dinner American, Tapas, Bistro, Contemporary, Ice Cream Parlor	 < 1/4 mile easy walking distance	
	Free Dessert Seafood, American, Cafe, Burger Joint	 (0.59 miles)	
	Free drink Seafood, Grill, American	 (2.90 miles)	
	Free appetizer with purchase of entree Steak House, American	 (3.10 miles)	
	10% off your check with purchase of entree Seafood, American, Southern, Creole, Southern, Creole	 (5.01 miles)	

HotelNeighborhood Solution

hotelneighborhood™

Hotel Recommendations

The Battle House

RUTH'S CHRIS STEAK HOUSE

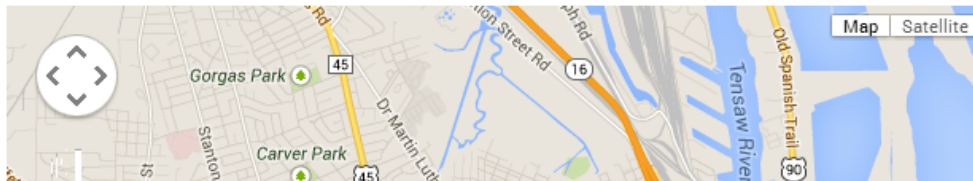


Today's specials: **Free appetizer with purchase of entree**

Just show your keycard or Restaurant Specials card to your server

A great steakhouse experience is waiting for you at Ruth's Chris Steak House in Mobile, Alabama. Featuring our expertly prepared USDA Prime steaks served sizzling on a 500° plate and an award-winning wine list. For your next date night, business meeting or private party, our Mobile steakhouse offers superior service and a dining experience you'll remember long after the meal is done.

- Award winning wine list
- Award winning steaks
- Romantic, Upscale atmosphere



LOCATION

2058 Airport Blvd
Mobile, AL 36606

TELEPHONE

Summary

For a live example of what guests are seeing

www.guestdining.com/bh1

Contact Kurt Bradshaw to discuss your hotels situation and customize the service.

Kurt Bradshaw

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