



Pets are Profitable

*Craig Smith and Kelly Earnest, The
Peabody Memphis*



Emotional Buying...

“I just can't live without it”

Emotional decision making....

Emotional decision making is the process of making a decision without an objective rationale or reason.

One way of thinking holds that the mental process of decision-making is (or should be) rational: a formal process based on optimizing utility.

Rational thinking and decision-making does not leave much room for emotions. In fact, emotions are often considered irrational occurrences that may distort reasoning.

Really just boils down to a bunch of 4 letter words...

Love.... Hate.... Hapy... Sadd...

Without reason or rationale...

- One of the most powerful motivators in the history of purchase.... Emotions...
- While it's a non-tangible state.... Emotional buying can be and is generally more powerful than anything you can exploit or compete against

"Don't bore me with the facts.... I'm in the middle of a critical decision"

Have you ever....

● Cars

● Brunches

Have you ever.... Cont.

Bottom line....

“You find a way to afford what you can’t”

Pets are Profitable

~Teaching Old Hotels New Tricks~

People are CRAAAA-ZEEEEEE....

What do cars, brunches,
people and pets all have in common....

Its ALLLLLL about...

The emotion.....

The unconditional love...

The helpless innocence....

\$

Specialty Dog stores... Don't do it... It's a trap

- Tails By The Lake
- 3 Dog Bakery
- Bark and Scratch Outpost
- Metropawlis
- 2 Paws Up

Local bank deposit...



Not a French Bakery...





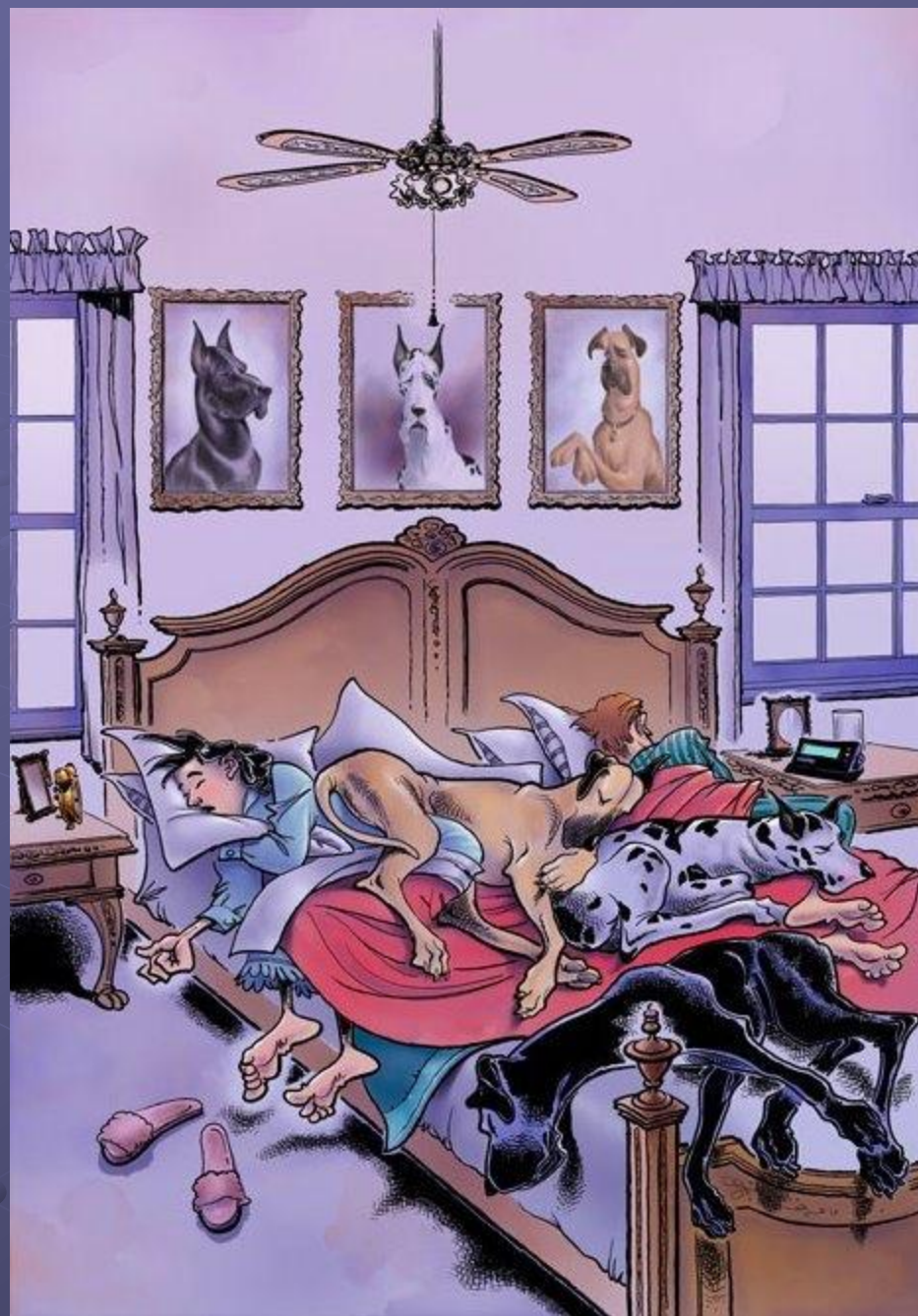




People are CRAAAA-ZEEEEEE....Cont.

"Animal lovers might be even pickier about travel accommodations for their pets than they are for themselves," said Michele Perry, director of communications for TripAdvisor. "B&Bs dominate our pet-friendly accommodations list because they do a great job catering to the most finicky pet owners."





Pet Travel ~ Crazy Statistics

- 57% of American households = Pet owners
- 48 million households = dog owners
- 9 of 10 pet owners consider their Pet a member of the family
- 61% of Dog owners travel with their best friend
- 80% of Pet owners believe the most important part of traveling with your pet = safety
- 66% of pet owners choose to stay @ Pet friendly hotels (even when traveling pet-less)

Hotel Canine Ambassadors

● The Fairmont Copley Plaza

- “Catie Copley” – Canine Ambassador
- Greets hotel guests, accompanies guests on walks/runs throughout the city, visits during meeting breaks

● Kimpton Hotels

- 10 Directors of Pet Relations
- Host “Yappy Hour”
- No restrictions, no fee



The Peabody Memphis

● The Program

- Advanced reservations required
- \$75 per night additional
- Pets up to 75lbs
- Inclusive logo'd Pet Amenities
 - Water bowl
 - Waste bags
 - Welcome dog biscuit
 - Walking map
 - Pet hospital info
- Dog walking services available
- Lower floors – end of hall – specific rooms
- Specific rooms/location due to noise potential, allergies, fleas, sanitation
- Logo'd items in gift shop
- Pets not allowed in F&B areas... includes the lobby area (unless a service animal)
- Guests responsible for clean up and or any damages related to their pet stay
- Pet must have all vaccinations up to date with a copy of current records
- Created a grassy area adjacent to motor entrance

The Grassy Knoll...



Special reminders...



The Peabody Memphis

● Annual results....

- Over 3 years as a Pet Friendly hotel
- 500-600 rooms per year
- ADR for PP = \$290
- Pet owners will want to upgrade
- Average \$200,000 in annual revenue

A few Pet Travel Websites

Pet Friendly Searches in Popular OTAs

Expedia

Trip Advisor

Websites Specifically for Pet Friendly Hotels (some charge fee):

GoPetFriendly.com

TakeYourPet.com

PetsWelcome.com

FidoFriendly.com

OfficialPetHotels.com

PetsCanStay.com

