

JANUARY 2023

HOSPITALITY HOTLINE

Official Newsletter of the Ocean City
Hotel-Motel-Restaurant Association



Member Message

FROM EXECUTIVE DIRECTOR SUSAN L. JONES

Hello 2023! Last year at this time, I suggested we wake up and "choose to be positive." I just came across a quote which continues that same thought, "a negative mind will never give you a positive life." So, I think I'll continue to suggest as you start off the new year, choose to be positive, choose to smile - someone may really need your smile to spark some positivity! Sharing smiles in the workplace can go a long way. In last month's newsletter, I shared an employee engagement handout that we received from the MD Tourism & Travel Summit. I've consolidated those thoughts into a one page document on page 6. There are several ideas on employee retention and I encourage you to review them line by line. Our employees are one of our most precious resources, make them feel like they are part of your team & share a smile with them - I guarantee it will be well received! Sending positive vibes to you for 2023!



Welcome New Members

ALLIED

Harford Brew Tours
harfordbrewtours.com



**MARYLAND
TOURISM
COALITION**

**MARK YOUR CALENDAR
TOURISM DAY IN
ANNAPOLIS**

February 10

Join the MD Tourism Coalition for our advocacy day in Annapolis to let our Legislators know that Tourism DOES Work for Maryland!

More Info Coming Soon!

**HAPPY
NEW YEAR**

2023



Business Briefs



Participate in OC Tourism's DREAMFEST

OC's new city-wide event, Dreamfest, is rapidly approaching. If you are open in January, this is your opportunity to develop new business. Here are a few ways you can participate:

RESTAURANTS - offer southern & soul food specials, feature African American winemakers/brewers.

HOTELS - create special rates with concert tickets

The Town will be promoting so make sure you let Kim Mueller know what you are offering. KM Mueller@oceancitymd.gov

OC Keycard Holder Adds Digital Component for Hotels

OCHMRA and D3 Corp have teamed up to provide a new benefit for hotels - this will help you and your guests! In appreciation of distributing the OCHMRA OC Keycard Holders to your guests, you are able to participate in the D3 digital component of this venture! Participating will provide guests with event schedules via your Free Custom-Branded Hotel App which will include:

- Digital Guest Directory
- Guest Communication Tools
- Data Capture & List Building
- Solicit Positive Reviews
- Increase Direct Bookings
- Feature Accurate Local Info from Explore OC & Go Coastal apps
- Increase Guest Satisfaction & Loyalty



If you'd like to see an example, check out: <https://dogfishinn.app/>
The only cost is the domain name which D3 can host and manage, or you can purchase directly. The D3 team will be in contact with you after the first of the year to begin setting yours up. And, if you want to distribute the free to you Keycard Holder, make sure you let me know!

Travel Trends

Recently, I came across an article which highlighted trends in travel - these are worth sharing!

Visitors are continuing to turn to travel for deeper, more engaging human experiences and connections. There is a rising interest in unique food and beverage and travel that connects to the local community.

Authentic travel is an essential part of wellness routines - travelers are prioritizing travel with wellness in mind.

Travelers will be loyal to businesses that fill the emotional and physical needs of feeling welcomed; moments of personalization or recognition for their loyalty is key.

Travelers want frictionless travel innovations that are both technology savvy, and have a personal touch. Travelers are willing to utilize new technologies, like enhanced online booking options and app-based solutions to make travel easier but they like personalized engagement.



Create Chatter - National Plan for Vacation Day is January 31st - encourage everyone to use their vacation days and plan a vacation! Learn more:

[US Travel Link](#)



Hospitality Highlights

WARM WELCOMES

The **Monte Carlo Hotel** has named **Christopher Braun** as their new General Manager, congrats Christopher! **James Hospitality** has hired **Heather Pleasants** as the Group Sales Manager, welcome Heather! **Bluewater Hospitality** has announced their new Chief Operating Officer is **Dani Stern**, congrats and welcome to OC Dani! The **Restaurant Association of Maryland** has brought onboard a new Event and Engagement Manager, **Cori Grafer** - we look forward to working with Cori at the MD World Food Championships qualifiers during our Trade Expo!

SAD GOODBYES

Our sincere condolences to the **Russo family** - Tony's Pizza, Roosevelt Hotel and Rideau Motor Inn. Mother, Trudy Russo, a beloved boardwalk icon recently passed. Sincere condolences are also sent to **Delegate Wayne Hartman** on the passing of his father, Lefty, who was a WWII Veteran and lived to be 101.

Member Mentions

Allied Member, **Shore Distributors** would like to invite you to participate in their 2023 PHVAC tradeshow. It is February 15, 9a-2p at The Exhibit Hall at DE State Fair and includes training, new certification updates, food & refreshments and more. For info, call 410.749.3121.

MARK YOUR CALENDARS



Taste of Maryland Legislative Reception

Join hospitality and tourism industry members alongside public officials at the most celebrated legislative event of the year. Taste of MD will be held on January 17 at the Graduate Hotel in Annapolis. Tickets are \$75 - for more info and to register, click this link: [Taste of MD Link](#)

OCHMRA Networking Dinner Meetings

January 19
Carousel Resort Hotel

February 16
Princess Royale

April 20
OC Convention Center

Attention ALLIED MEMBERS:

← Last Call - we have a few remaining exhibit booths available - call to reserve yours before they're gone!

NETWORK
Largest hospitality gathering in the Mid-Atlantic. Use the power of face-to-face!

SHOWCASE
Display, demonstrate & discuss all you offer, all in two days. Put a face behind your brand!

CASUAL SELLING
Relaxed atmosphere of FUN makes selling easy! Come out of winter hibernation & kick off spring!

2023

SPRINGTRADEEXPO
Ocean City Hotel-Motel-Restaurant Association

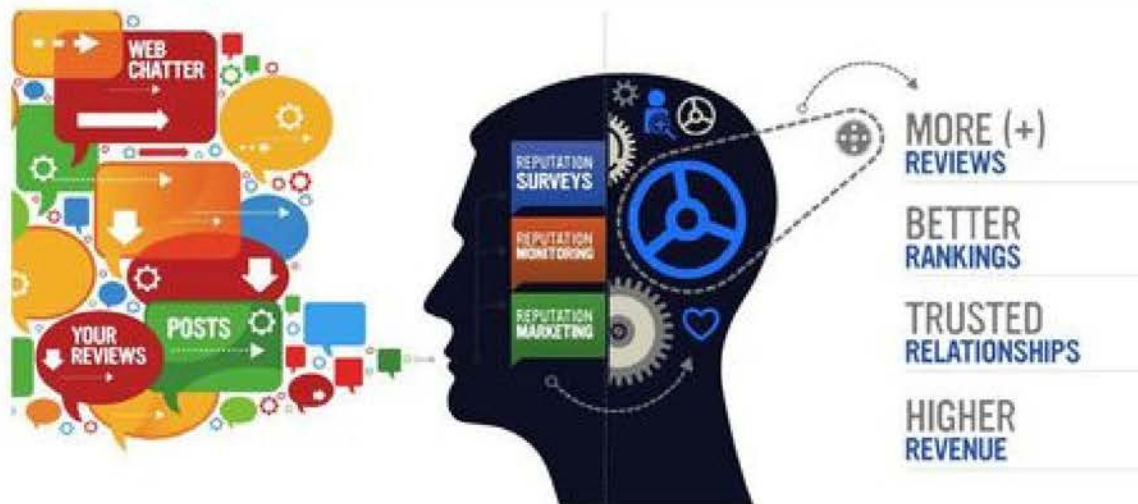
FOR MORE INFORMATION
410.289.6733
inquire@ocvisitor.com

March 5 & 6, 2023
OCEAN CITY CONVENTION CENTER
OCEANCITYTRADEEXPO.COM



Community Connections - Worcester Economic Development

What are people saying about your company?



Just search the web to find out. When you manage your "digital" reputation, you are taking control of the online conversation, so people find the right information when they look you up online. Google Reviews, FB comments and search engine results are just some of the factors that impact your brand identity. **Join us on January 23, 2023 at noon to learn from our partners at D3, how you can improve your business's online reputation, build credibility and stay ahead of your competition.**

[Click here](#) to Register Today!

or visit: <https://www.eventbrite.com/o/worcester-county-economic-development-36613945003>

**Come in person
or join virtually!**

Who: All Worcester County Businesses Welcome!
What: Online Reputation Management Workshop
Where: 107 Green Street Snow Hill, MD 21863
When: Monday, January 23, 2023, Noon



For more information call 410-632-3112 or visit chooseworcester.org

FOODWORKS

→ www.mfbfoodworks.org

Culinary Job Training Program



Our program offers 12 weeks of intense culinary training, ServSafe and assistance in job placement.



I chose FoodWorks knowing there would be a lot of career development, life and job readiness skills.

— RAVEN CHANIECE LORDEN



UA HOUSE*

1100 East Fayette Street
Baltimore MD 21202
*for 18-24 year olds

HALETHORPE

2200 Halethorpe Farms Rd
Baltimore, MD 21227

EASTERN SHORE

Wor-Wic Community College
32000 Campus Drive
Salisbury, MD 21804

**LET'S
CONNECT** →

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EMPLOYEE RETENTION IDEAS FROM MD TOURISM SUMMIT SESSION

- More teambuilding activities to foster camaraderie. Working with high school and colleges to encourage the next generation to think of our industry as a career.
- Ads on social media - Short social videos to join team
- Share positive employee stories on social media, build pride among current employees and demonstrate an example of a great workplace to prospect employees. #meetusmonday where they share what they do and why they love working for us
- Visit senior centers.
- Visit high schools and colleges. Advertise on their employee sites
- Flexible work schedules
- A program of how to consistently let employees know they are valued.
- Capture a "My Favorite" cheat sheet of each employee. 2) Gather learnings from Stay and Exit employee interviews and do something about it.
- Staff fam tours
- Create a benefits package that reflects your org's values / Add more benefits
- Service year awards
- Self-Learning and development. Start out each morning with a quote of the day.
- Scheduled lunch staff meetings
- Provide more hospitality, customer service training opportunities
- Create an anonymous Kudos inbox
- Ask about family
- More professional development and team building retreats.
- Employee of the quarter
- Staff socials - Meet outside of work for dinner and meals
- Greet employees and check in once a day. And say thank you.
- Find joint activities that help the company and please staff which give us opportunities to engage more meaningfully.
- When the team gets stuck on a process" who am I helping and why does it matter" might really help
- Meet our team! Use your e newsletter! Bio shout outs too
- Have an annual retreat of my team where you are penalized when you talk work.
- Get clients to provide positive feedback on staff and share with employees.
- "Someone Noticed" \$5 gift cards to give to someone when you notice that they did something above and beyond.
- Trade with other companies to exchange experiences.
- Find educational/enrichment opportunities that my staff are actually interested in and want to do
- Video content of a life in the day of the workplace
- Having the staff together to have a meal together before work to encourage sharing and making them feel like family instead of just staff
- In person connects on a regular basis with the Field sales team, not just when there's an issue
- Quarterly checkups; don't wait for an annual review
- Visiting local attractions with staff to experience what we sell to visitors. If we make memories together at our special places, we can help others to do the same
- Staff appreciation award monthly by all staff input
- Ask the team for a list of their work needs and/or wants and make those happen!
- Random photo share and talk about it
- Educate staff and leadership by touring local businesses and attractions by bus. Do this at least 4 times a year.
- Find a way to get employee input on a manager's review.
- Reverse evaluations (staff reviewing leadership)
- "Catch someone" doing something good and reward/acknowledge in front of the entire team
- Update our referral program to include interns



**MARYLAND
TOURISM
COALITION**

NATIONAL TRAVEL AND TOURISM WEEK 2023

● **TELL ME MORE!**

Held annually in May, National Travel and Tourism Week is an annual tradition for the U.S. travel community. It's a time when industry professionals across the country unite to celebrate the value travel holds for our economy, businesses, and personal well-being. During NTTW 2023, the Maryland Tourism Coalition will recognize and celebrate those across the state who serve in the travel and tourism industry.

● **WHEN IS IT? IS THERE A THEME?**

National Travel and Tourism Week is scheduled for May 7–13, 2023. "Future of Travel" was last year's theme. U.S. Travel will share the theme for the week in early 2023. Learn more at ustravel.org.

● **WHY SHOULD I GET INVOLVED?**

National Travel and Tourism Week is our chance to recognize and thank those frontline professionals in lodging, dining, attractions, retail, and other tourism-related positions for excellence in tourism service. The travel and tourism industry is one of Maryland's top employers, and no part of the economy has been harder hit since the COVID-19 pandemic began in 2020.

● **HOW CAN I GET INVOLVED?**

In partnership with the Maryland Office of Tourism Development, the Maryland Tourism Coalition will provide a number of ways you can participate in NTTW 2023. Those include:

- Sharing worker success stories via social media and other public relations channels.
- Holding events such as a Tourism Appreciation Day.
- Developing proclamations in partnership with local government entities.
- Creating incentives, deals, discounts, and giveaways for travel industry workers.
- Promoting NTTW 2023 to your local media outlets via press releases and OP/EDs.

● **MORE INFORMATION?**

Sign up for Maryland Tourism Coalition and Maryland Office of Tourism newsletters for updates on what's planned. You can also contact MTC Executive Director Ruth Toomey at ruth@mdtourism.org or 336-254-4648 with questions or to volunteer.

#NTTW2023

In partnership with

