



August 2015

# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships

News from...

THE EXECUTIVE DIRECTOR

## Liz Fitzsimmons Named Executive Director of the Maryland Office of Tourism Development



OTD has filled an important leadership role with the appointment of Liz Fitzsimmons as the new executive director of the Maryland Office of Tourism Development, a position which had been vacant since February. Fitzsimmons had been the assistant director of advertising and communications and has served in the Office of Tourism for twenty years.

"Liz has been an important voice for Maryland Tourism," says Bill Pencek, acting assistant secretary, Maryland Division of Tourism, Film and the Arts. "She brings a knowledge base that is both broad and deep of Maryland's amazing tourism product. We at TFA couldn't be more excited than to welcome Liz into her new position and look forward to the energy, creativity and vision she will bring to the team."

## Welcome Back OC Sandfest!

Master sculptors return to Ocean City August 23rd for OC Sandfest which will take place from N. Division Street to 4th Street. These sculptors will transform sand into massive works of art which will be on display until August 30th. Free, family fun activities are planned throughout the week and include sand castle competitions, sculpting lessons and demonstrations. Sand Sculpting 101 will offer tips and techniques on how to build a castle the way professionals do. A complete schedule can be found on [www.ocsandfest.com](http://www.ocsandfest.com).



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## BOARD MEMBER SPOTLIGHT: ANNEMARIE DICKERSON

Past President Annemarie Dickerson continues to remain an active voice with the OCHMRA. Serving as President from 1999-2000, she grew up in the lodging business. In 1972, her father, Kenny Baker, purchased the Francis Scott Key when it had 60 rooms. After graduating from Roanoke College in 1989, she landed in NYC to follow a path in acting. However, she ended up working at the New York Marriott Marquis and later the Greenbelt Marriott where she met her husband, Jim. Her passion for hospitality led her back to her roots. She and Jim have made many changes to the property, with the next addition of 8 vacation homes coming this winter, the total room count will be up to 240. Annemarie and Jim have three kids, Peyton, 20, Ross 17 entering 12th grade and Riley 16 is entering 11th grade. In her spare time, you'll find Annemarie kiteboarding, reading, traveling and camping.



## REST EASY: Lodging industry trends

People have keen senses.

Taste, smell, touch, sight and sound evoke powerful emotions and memories, and that's good news for hoteliers. Contrary to what most hoteliers would believe, travel decisions aren't simply rational and logic-based. People make buying decisions – or any decision for that matter – based on their emotions.

In a time when the entire hospitality industry is talking about the guest experience, the focus is on creating an emotional connection between your hotel and potential guests. Sensory marketing appeals to all of the human senses, engages emotions and influences buying behavior.

Here's how you can hit all five senses to draw people completely into your experience and make them more likely to book:

### 1. Sight

People will make automatic assumptions about the quality of your hotel experience based on the quality of your marketing materials. According to a recent study by professors at Cornell University School of Hotel Administration, old and outdated marketing images gave their research subjects the impression that a hotel was not just dated, but also ugly and dirty – even without them ever having visited the property before! That's why clean and modern aesthetics on your hotel website design, brochures, sales kits, videos and photos are so vital to turning a profit.

### 2. Smell

Recent research suggest that smell comes immediately after sight as the most important of the senses and most influential on a consumer's emotional response to a company.

Intercontinental Hotels Group uses the sense of smell to entice brand loyalty. Each IHG brand caters to different target markets and therefore offers on-property scent options tailored to their specific guests' expectations and desires. For Hotel Indigo locations, properties can choose from four signature scents each quarter to pipe throughout their hotel. For example, past winter scents included Cranberry Apple Marmalade (warming scent of tart cranberries and spiced apples) and Noel (Balsam fir mixed with warm spices and citrus top notes). Holiday Inn Hotels have a universal

By: Tambourine

## THE FIVE SENSES OF HOTEL MARKETING

scent that is used at all properties worldwide to create a consistent and common experience. Guests will smell a white tea and citrus blend, with subtle notes of woods, musk, herbs and perilla leaf.

### 3. Sound

Catchy marketing jingles can remain in people's minds for decades. That's why advertising music is written with the specific purpose of hooking the listener and nesting in the guest's mind and decision-making. One hotel marketing slogan with massive longevity is Motel 6's famous, "I'm Tom Bodett and we'll leave the light on for you." Ad-libbed by Bodett in 1986 and mixed in with uplifting fiddle music, it became the hotel's signature sound piece that conveyed a down-home theme of clean, comfortable rooms at the lowest prices of any national hotel chain.

### 4. Touch

Don't overlook the textures, fabrics and materials that make up your property's marketing materials and language. Hotels have a unique opportunity to convey the feeling of luxury or sumptuous comfort by accurately and animatedly piquing people's sense of touch. Doing so can trick a guest's mind to briefly experience your hotel, making them bond even more with your brand without ever having stepped foot onto the property.

### 5. Taste

It's often been said that one way to win over someone's heart is to appeal to their appetite. That's the power of a person's sense of taste. In the 1980s, Doubletree by Hilton defied the custom of reserving privileged perks solely for VIP guests by offering a warm, chocolate chip cookie to every guest upon check in. Is there a food that is synonymous with your destination? Perhaps offer sample sizes of your own version. Offer complimentary wine and appetizers during a guest happy hour. Or, offer glasses of champagne upon arrival.

*How are you currently marketing to your guests' five senses?*

**READ THE WHOLE ARTICLE HERE**

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## Stress Management Tips – Part 2

By: Dr. George Ojie-Ahamiojie,

Department Head and Associate Professor, Hotel-Motel-Restaurant Management, Wor-Wic Community College

In part one of this article that was published in the July issue, I outlined five ways to handle stress. This is the second and final part of this article.

you. Tell the employee to find someone to switch schedules, or someone to work for them. But the person must be equally efficient, and cannot be on overtime.

On these two examples, you have not refused the task from your supervisor, nor have you refused to change the employee's schedule. You have just found a creative way to say "no," without really using the word no.

**6. Think positively.** The power of positive thinking is real. People who are optimistic are stress-hardy because they can handle challenges, possess good sense of humor, and accept obstacles as a part of life. They see every challenge as an opportunity, accept every opportunity as room for improvement, and every room for improvement as a chance to do something different.

**7. Do not try to be perfect.** Seek excellence, not perfection. Seeking excellence is human; but seeking perfection is trying to be godly, and perfection is unattainable. Trying to be perfect can lead to high stress. High stress can lead to anxiety, because tasks cannot be completed well and on time. Anxiety can lead to anger and frustration. Frustration can lead to heart palpitation. Heart palpitation can lead to blood pressure. Blood pressure can lead to heart attack. Heart attack can lead to death. This is something that is unnecessary and preventable 100 percent.

**8. Learn to say NO, in a way.** Do not take on too much responsibility; you must know how to say no to your supervisors, colleagues, and subordinates. Now, you are wondering, how you can say "no?" Take a look at these two examples.

- When your supervisor gives you a task, let the supervisor know that you are swamped at the moment, and you will get to it when you finish the present project you are working on. Continue by saying if the work needs to be completed soon, you would like to delegate it to someone else.

- If an employee asks you for a day off, and you do not want to do so because you need the employee, do not say I cannot do it because I need

**9. Take a vacation.** Life is too short, and must be lived to the fullest! Find time for yourself and your family. Take a vacation to exhale and refresh yourself. While on vacation, have the discipline to leave your cellphone at home, or use it less of the time. Vacation is supposed to be a recreation, relaxation, and a time of rest. Enjoy your time off with the family. **DO NOT FEEL ANY GUILT BEING AWAY FROM THE JOB!**

**10. Scream and yell.** Yelling and screaming is good, but do not yell or scream at anybody. When you think that you are about to lose it, go into the storeroom, cooler or freezer, yell and scream out aloud at top of your lungs. Make sure that you really feel it in your lungs, head and stomach, with your voice on the verge of cracking. Yell and scream repeatedly until you feel you have lifted something off your chest. Then, come out smiling and ignore any weird looks from the people around you.

We are stressful because life is not within our total control. Finding a way to handle stress in our own unique way is the key to living a healthy life. Managing stress is easier than you think. Identify the triggers and solve the problem whenever you can. If you cannot, talk with someone and get engaged. Do not be unengaged or detached. Think of your good life and family and all your loved ones, your stress level will be lessened.

**Until next time, let the muzik play.....**



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## Condolences

Condolences to **Mark Elman & Family, Clarion Fontainbleau**, on the loss of his mother.

Welcome to **Dorette Rynkiewicz**, new Catering & Convention Services assistant at the **Clarion Fontainbleau**. Congratulations also to **Clarion's Jaque Bradbury** on her promotion to Director of Catering and Convention Services, and **Quentin Mellinger**, new Catering and Convention Service manager. Congratulations to the **Frank & Viola Candeloro, Ocean Terrace Apartments**, for 40 years of Ocean City Hospitality. Welcome **Chloe McKenna**, Front of House Manager at **Peaky's Rooftop Restaurant**. Welcome to the **Marisa Kossakowski**, new sales manager at the **Ocean City Convention Center**. Congrats to **Ira Kalbrosky, Kalbrosky Associates**, on the birth of his first grandson. **Fagers Fine Dining** is now offering a new fine dining van available for parties of 6 to 14. Call 410-524-5500 for reservations or more information- perfect for your hotel guests!



## CALL OUT FOR TEAM CHALLENGE

Each year for the past 4 years, the Delmarva Emerald Society has partnered with the St. Baldrick's Foundation to raise funds for children's cancer research by sponsoring a head-shaving event. The premise is that the head-shavers show support for the children who lose their hair due to cancer treatments. This event has traditionally been a GREAT event. The event is held at Hooters West OC on Saturday, September 12th. The management of Hooters has thrown down a gauntlet/challenge to all OCHMRA members to see which OCHMRA Member Establishment team can raise the most funds. For info on how to register, click here!

## Spend an evening with Graham Nash from Crosby, Stills & Nash

Legendary singer-songwriter Graham Nash will perform "An Evening With" concert at the Performing Arts Center on Friday, August 7th. Graham Nash first rose to fame with The Hollies, and then went on to form the highly regarded Crosby, Stills & Nash in 1968. Local promoter Bob Rothermel of TEAM Productions indicates that tickets are on sale now and that Nash will continue his long-time tradition of raising money for charity through the Guacamole Fund's special benefit seats; in addition, he will be donating \$1 per ticket sold to charity.

Rothermel stated, "we can expect an intimate show, where he will play career spanning hits including some new songs." This summer, the tour will also feature Shane Fontayne (guitar, vocals) who will be accompanying Graham Nash on the road. "I'm really looking forward to an evening of music, stretching back 50 years, and coming round to today with all it's blessings and problems," says Nash, "a splendid time is guaranteed for all."

While continually building his musical legacy, Nash is also an internationally renowned photographer and visual artist whose work has been shown in galleries and museums worldwide, including the Smithsonian. Born in Blackpool, England, Nash was appointed OBE by Queen Elizabeth in 2010. Nash has been inducted into the rock and Roll Hall of Fame two times (for CSN & The Hollies), and is in the Songwriters Hall of Fame (as an individual and with CSN). In May 2013, he received an honorary doctor of Fine Arts from Boston's Lesley University. His autobiography - Wild Tales: A rock & Roll Life - was released on September 17, 2013, by Crown Archetype/Random House, and landed him on the New York Times Best-Sellers List.

