



October 2014

Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

News from...

THE BOARD OF DIRECTORS

Welcome New Members

Active

Holiday Inn Express WOC

Associate

Backshore Brewing

Allied

BenefitMall

Centric Business Services

Pabst Enterprises

Orbitz

Safegrip

TD Printers

Titan LED

OCPD Right of Entry

Police Chief Buzzoro and Mayor Meehan attended our last meeting to discuss the OCPD's initiative to curtail unauthorized use of parking lots after hours. They've developed a Right of Entry form which would legally allow the OCPD to enter private property and act as the agent after business hours. The Board agreed that this would be a good thing and Susan emailed the form. If you have not received the form, or would like more info, call our office at 410-289-6733.

Hotel Week

This years Hotel Week was deemed a success. It was decided to push the dates for 2015 to the last week of August and the first week of September, and to exclude Labor Day. Therefore, Hotel Week will be August 30 – September 10, 2015.

MARYLAND
TOURISM



TRAVEL
SUMMIT

EDUCATING, INSPIRING & EMPOWERING

OCEAN CITY • NOVEMBER 12-14, 2014

OC to Host the Maryland Travel and Tourism Summit

Tourism professionals from around the State will gather in Ocean City November 12 – 14 for the 34th annual Travel and Tourism Summit. Each year, attendees come together to network and learn through the many educational opportunities the Summit provides. In addition, there are award ceremonies that recognize the best in the industry. Featured speakers and topics include the US Travel Association, John Kennedy, improving revenue through digital efforts, marketing to three generations and more. On the first night, the welcome reception will be held at the Ocean City Center for the Arts where restaurant members will provide small bites and beverages.

To learn more or to register to attend the Summit, click here.

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Member

highlights

Congratulations to **Martha Strickland**, the new Director of Sales at the **Princess Royale**. Welcome to the **Grand's** new Sales Manager, **Kim Wootteon**, who is replacing **LaFabian**, who was promoted to Director of Sales for Hampton Inn Salisbury- Many Congrats! **Paul Hardy** of **APM Pest Control** has been appointed Commercial Sales Champion for the Salisbury Office and surrounding areas.



Condolences

Sincere condolences to **Craig Galeone**, **Clarion Fontainebleau Hotel**, on the passing of his wife **Donna**, also of the **Clarion Fontainebleau Hotel**.



OCEAN CITY RESTAURANT WEEK *a culinary experience*

Restaurant Week

The Fall RW will have a slight change. Many of our members already have great deals in the fall; therefore, rather than have only the four price points, RW will offer great deals on great food. So, make plans to dine out October 12 – 26! For a look at who is participating and what they are offering, check out www.oceancityrestaurantweek.com.



UPGRADES AND UPSELLS: WHAT'S YOUR STRATEGY? *By Paralee Walls* REST EASY: *Lodging industry trends*

We recently had the opportunity to ask Dr. Chris Anderson, associate professor at Cornell's School of Hotel Administration for his perspective on upgrades and upsells as part of a revenue management strategy.

When are upgrades and upsells useful?

Upgrades are especially useful when there is a mismatch between supply and demand. There are several reasons why capacity mismatches may occur in practice, including forecast errors and strategic supply limits that aim to skim revenues from customers with high willingness to pay. Upgrades become a key managerial lever in the case of travel and service industries in general when capacity is relatively fixed and difficult to change in the short run as demand fluctuates over time.

How are upgrades useful?

Upgrades help balance demand and supply by shifting excess capacity of high-grade products to low-grade products with excess demand. Upgrading

allows firms to get consumers to commit to purchases at lower prices and then extract additional revenues with the upgrade/upsell.

What are some of the main concerns with upgrading?

In addition to potentially not having enough high-valued inventories available, upgrading can create strategic consumer issues especially for those receiving free upgrades. Consumers tend to expect upgrades and may become dissatisfied if usual upgrades become unavailable.

What type of data do you need to determine if and when you should upgrade?

The key to proper management of upgrades is a solid understanding of total demand for higher-valued inventory and when this demand materializes. Essentially you must be able to estimate the likelihood that you won't need that high-valued room once you've upgraded it and made it available to a lower-valued customer.



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BOARD MEMBER SPOTLIGHT: *Mary Eastman*

Mary Eastman is no stranger to the hospitality business. Upon arriving in Ocean City in 1970, she and her late husband, Tom, owned and managed the George Washington Hotel on 10th street until 1980. Following that she owned a downtown business, Pottery Plus until 1990, at which time, she became the official Executive Director of the OCHMRA. Prior to that time, the position was "administrator" which Mary Pat Carozza held for 25 years. In 1995, after serving as Executive Director, Mary managed the Casa Blanca Hotel until 1997. She became owner and manager of the Delmarva Inn & Conference Center in Salisbury until 2005. Her passion for hosting visitors continued as she is now owner of the Cayman Suites Hotel on 125th Street where she works beside her husband Bob and son Tom. In addition to visiting their 5 children scattered throughout the US, she enjoys boating, walking and gardening.



THE DISH: *Restaurant industry trends* From National Restaurant Association

FALL INTO THE SEASON: 10 RESTAURANT MARKETING IDEAS FOR FALL

Fall is here, the kids are back at school, and the weather is crisp. Now what's your Fall marketing plan?

Here are our top 10 ideas to pack your restaurant this Fall:

1. Football and other fall sports

It's football season! Bring crowds to your place by sending out schedules announcing what games you'll be showing when. Promote your restaurant as the place to celebrate before and after the game. Offer special take-out deals for customers hosting their own viewing parties. And while football is king in most many towns, don't forget about the other sports fans!

2. Columbus Day

Columbus Day is Monday, October 14 and many will have the day off from work and school. Promote brunch or lunch specials – and don't forget about Sunday specials.

3. Oktoberfest

Oktoberfest runs from late September to the first week in October. Have a great beer selection? Ask your customers which is their favorite with a Facebook Poll. Then during Oktoberfest, select the favorite as a special.

4. Kids in Costume Eat Free

"Kids Eat Free" if they're wearing a Halloween costume! Why limit kids to just one night to show off their costume? Host a "kids eat free night" on the Tuesday or Wednesday before Halloween to increase traffic and create guest loyalty.

5. Halloween Photo Contest

Put together a Facebook Halloween Photo Contest. Encourage guests to post a picture with their best Halloween costume.

The winner gets a restaurant gift card!

6. Pumpkin and Apple and Squash, oh my!

So many great foods are in season during Fall. Is your famous pumpkin pie back on the menu? Have you created a pumpkin spice martini? Let your guests know about new seasonal menu items and cocktails.

7. One for You, One for Me

Get folks in the giving mood with a One for You, One for Me Facebook Sweepstakes. Customers will "Like" your Facebook page and provide their email address, and then be entered for a chance to win a prize.

8. Check in Deals

Bring in new business by utilizing check in deals on Foursquare, Yelp and Groupon Offers. All of these sites provide tracking and you can see when guests "unlock" and redeem your deal.

9. Holiday Catering and Party Space?

Do you cater? Or have a private dining space? Many corporate holiday parties and events are beginning to be planned now. Make sure your guests are aware of your capabilities and encourage them to make their holiday plans early.

10. Gift Cards

Early and often is the name of this game. If you offer gift cards for your restaurant, let your guests know in all your promotional efforts including in-store material, on email, Facebook, etc.

[Click for Article](#)



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Out and About...

Wounded Warriors Gala

at American Legion Post
#166, OCMD

An evening to support
your Wounded Warriors
will be held on
Saturday, November 8th,
2014

Cocktails at 1700 hours,
Dinner at 1800 hours

\$30 Donation Includes:
1 drink, Hors D'oeuvres
and Dinner with music.

For more information
contact:

Chairman John Quinn
443-235-9444

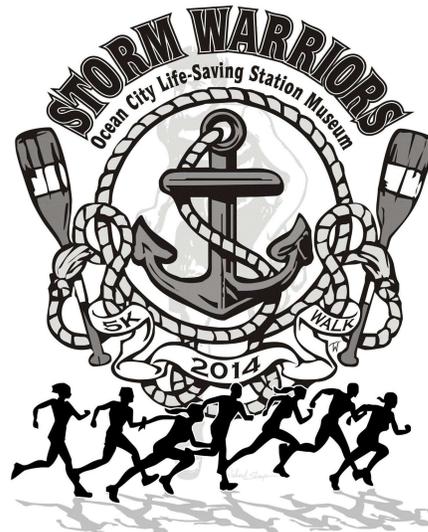
johnquinn.oc@gmail.com

Tickets available at the
American Legion 2308
Philadelphia Ave. OCMD

100% of funds raised will
go directly to Post #166
Charities for Wounded
Warriors



A big thank you to
the Gin Gypsies for
donating their tip-out
from OC Bikefest to our
local non-profit, Women
Supporting Women!



Be a "Storm Warrior" and support the Ocean City Museum Society
by running/walking on the Ocean City Boardwalk on Saturday,
November 8, 2014.

\$20.00 in advance. \$25.00 after Nov. 4.

[Click here to register!!](#)