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Hospitality Collateral ROI Value Calculations

Guest Satisfaction

Every time a manager's day is interrupted to assist a staff member, that's time that both the guest and you have squandered. Every time a guest becomes irritated, confused or anxious it will reflect back on their impression of your property. This is time in addition to when your guest was trying to answer the question alone before asking for help. This is time staff could be handling other tasks.

10 minutes x 6 unneeded interactions by 1 staffer = 1 hour/day x 365 days @ \$20/hr = \$7300 of time value

Event Sales

Every time a family member, bride, or an event planner leaves your property they go back and justify to their extended family, or to their company, why your place is the ideal venue for the tribe to celebrate. Leave nothing to chance.

Your staff member must rely on another person's ability to retain all the information for group decision-making off property. Maybe your staff member has cobbled together their own 'literature' in an attempt to serve and communicate? Maybe you have a designer that is great with the pretty pictures, but so much when explaining complex data?

Isn't the value of increasing the close rate, just a little bit, a huge opportunity?

1 extra event sale/month = \$20,000 x 12 months = \$240,000 of value

Conference Support

Every time a corporate event planner considers your facilities they are taking into consideration all the support you have on offer. The comfort of their attendees will also weigh in their decision making.

Highlight your existing services with tangible, physical pieces to increase the value proposition to your prospects.

10 conferences/year at a \$10,000 premium = \$100,000 of value

Alternative

1 extra conference sale/quarter = \$100,000 x 4 quarters = \$400,000 of value