



CHECK-IN

CHECK THIS OUT

- **Calling all dog lovers!** Now you can take the kids and sleep inside a 30-foot wooden beagle – kind of like a Trojan Dog. Named Sweet Willy, you enter from a second-floor deck to a room with a queen-size bed that has a headboard adorned with 26 dog carvings. The kids can climb into Sweet Willy's head where there are two futon mattresses. Books, games and puzzles are provided, but no television. You can find Sweet Willy at Dog Bark Park Inn in Cottonwood, Idaho.
- **Women travelers are on the move.** Did you know that today 80% of travel decisions are made by women? Whether married, single or divorced, women are leading the way, according to *TripAdvisor*. Female travelers are bold, independent and looking for new and raw experiences. In 2014, 72% of American women took a solo adventure. That number is only set to increase in the next few years, as more and more women are taking trips designed to their needs.
- **Hurry to these destinations – they are changing rapidly.** The latest *Virtuoso Luxe Report* shows Cuba tops the list as both an emerging destination and one in danger of losing its distinctive character as tourism expands there. The Arctic is another must-visit place, with melting glaciers impacting the region's unique wildlife. Also, now is the time to visit the island of Lanai in the Hawaiian Islands, before it gains popularity.

Interesting Ideas for Shaving Hotel Expenses – Part 2

Seven more things your hotel guests don't care about

The main idea I'm putting out there is we take for granted that hotels must contain certain elements to foster guest happiness and loyalty. But that's just not true. Sometimes we must reevaluate everything we believe to be sacrosanct in order to uncover ultimate truth – to save time and money.

It's fascinating to me from a psychological perspective. Essentially, we have a tendency to compartmentalize change. We will see elements that we feel obviously must be changed without seeing the entire picture. We mentally block out certain things and do not see them any longer. Like that time your spouse or partner left something next to the front door, or on the stairway. It never gets put away and after a bit you don't even notice it anymore.

But not people who visit your house. It's the first thing they notice.



So let's get your house in order and get you to see some more things people have said they do not feel is necessary for a vibrant hotel experience.

Glasses

This is a tough one for me to write about. I actually prefer drinking from a real glass rather than disposable plastic. But many readers are simply repulsed by the idea. Why? Too many reports about slipshod cleaning practices.

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I remember a few years back – probably five or so – there was a scandalous report regarding how glasses were being cleaned in some hotels. And it spooked a lot of people. If you recall, housekeepers in the video used the same towel to wipe down sinks and toilets as drinking glasses. Classic move that set the industry back a lot on the trust-o-meter.

I can most definitely appreciate this one, though I am personally a pragmatist and think most are actually clean. Plus, I frequently see a lot of shoddy glass cleaning in places like bars. I figure if this hasn't killed me by now, I'll keep pressing my luck.

Overly Scented Soap

One reader mentioned this one, and it reminded me how infuriated I get by overly scented soaps. Especially floral ones. I'm all about soaps that smell clean and natural. It's not really the scent itself I find objectionable – though I do – it's that I have to have this scent all over my body now. I don't use cologne or any other scented body products, so it really bothers me.



I get you want to be all fancy in your luxury hotel with your scented products, but please have an alternative product if guests ask for one.

Folded Tissue Products

I have no idea who decided this was classy, but many people believe it to be a waste of time for housekeepers. Hotels do not get an extra star from guests for making the first piece of toilet paper pointy. And I really do not get the wasted time spent taking the top couple of tissues and turning them into what is supposed to be a flower? It also wastes a lot of tissues, too. Do we really need this artistry?

Honorable Mentions

- *Phones in the bathroom.* Unnecessary and a waste of money.
- *Overdoing it with turndown service.* Many said, my room is already clean!
- *New sheets every day of your stay.* Sure, it's a luxury. But if they changed it every other day or every third day, would anyone notice?
- *Toilet sashes:* When it says "Sanitized for Protection" on there, I think it just makes people suspicious about why the hotel needs to boast about being clean. Guests already expect that. Put your money elsewhere, or go the other way entirely and put sashes on everything, like staff: "Showered Before Work." "Brushes teeth 3x a Day!"



Source: Glenn Haussman, hotelmanagement.net, 7/16

Don't forget to turn off the lights



Sometimes we still need to be reminded to shut off the lights. Your parents would be aghast to know the typical energy usage of a hotel property today. According to Energy Star, the United States' 47,000 hotels and motels spend an average of \$2,196 per available room each year on energy, an amount that represents about 6% of all hotel operating costs.

So, hotel owners, here is your reminder. Walk through your hotel and address these easy opportunities to reduce energy use:

- Compare thermostat settings with actual space temperature, and then calibrate thermostats for accuracy. Don't condition an already cooled space or freeze out occupants.
- Install occupancy sensors in closets, storage areas, offices, non-24/7 spaces.

- Identify equipment that could be on auto shut off mode or install a conservation power timer.
- Install daylight sensors in spaces where daylight illumination is sufficient.
- Consider low-cost lighting changes, such as converting T-12s to T-5s.
- Reduce the number of lamps installed using light meters and lighting standards for each space type.
- Change exit signs to high efficiency LED.
- Install timers on exterior lighting and/or install photocell sensors.
- Benefit from variable fan drives, variable air ventilation, or economizers.
- Consider heat recovery equipment and use laundry equipment waste heat to heat other areas of the building.
- Adjust setbacks and operating hours in your Building Management System (BMS) to maximize energy efficiency.
- Pre-program seasonal weather changes in the BMS to make it quick and easy to switch programming.
- Optimize start-up time and equipment sequencing for efficiency.

- Reduce outdoor air ventilation rates within building code to reduce the conditioning of outside air. You should be able to do this without negatively impacting indoor air quality.
- Relocate any thermostats that are near a vent or in the sun – they are giving you a false reading of the space temperature.

My best advice? Get a building professional to perform a tune-up. You will find even more opportunities for efficiency, and save even more money in the long run. Your parents would be so proud!



Source: Dina Belon, hotelsmag.com, 07/16



How Anyone Can “D-I-N” to Greater Success

As multifaceted cultural beings, we express our values through behaviors (what we say and do), while often judgmentally interpreting someone else’s behavior only through our own lens. The D-I-N Model© reminds us to interpret someone else’s behavior through their lens as well as our own, thereby helping us understand and resolve differences in how people with diverse worldviews may work, socialize, communicate, and generally interact. Meant for routine, everyday application, the model provides a practical process for recognizing, understanding, valuing and navigating differences.

First, describe behaviors, without judgment, describe only what was said or done. Ensure that you describe a situation in a way that is unbiased and based on facts only. What were the observable behaviors (rather than your interpretation of those behaviors)? Use only measurable, observable facts (actions and words). Be careful NOT to let personal judgments or assumptions influence descriptions. For example, “Dominique was impatient” is not a description, because this statement judgmentally interprets Dominique’s behavior without specifically identifying behavior. “Dominique answered the phone with, ‘Dominique here, tell me what you need’ is a non-judgmental description.

Next, identify interpretations – look at the situation from each person’s/culture’s perspective, assuming positive intent. Why were these things done or said? What could be the reason behind them? What were they thinking? What were we thinking? We need to intentionally explore what blind spots we may have in our interpretations. To do this step effectively, we need to have some insight about our own culture, preferences and priorities, and why those

preferences and priorities exist. We also need to have insight about other cultural perspectives, their preferences and priorities, and why those preferences and priorities exist. Perhaps Dominique is patient, values your time, and doesn’t want to disrespect you by wasting time, so immediately moves to a task without tending to a relationship? When we can’t identify alternative interpretations, consider involving divergent thinkers –willing partners with worldviews different from our own, or with enough awareness of alternative points of view. When engaging divergent thinkers, consider



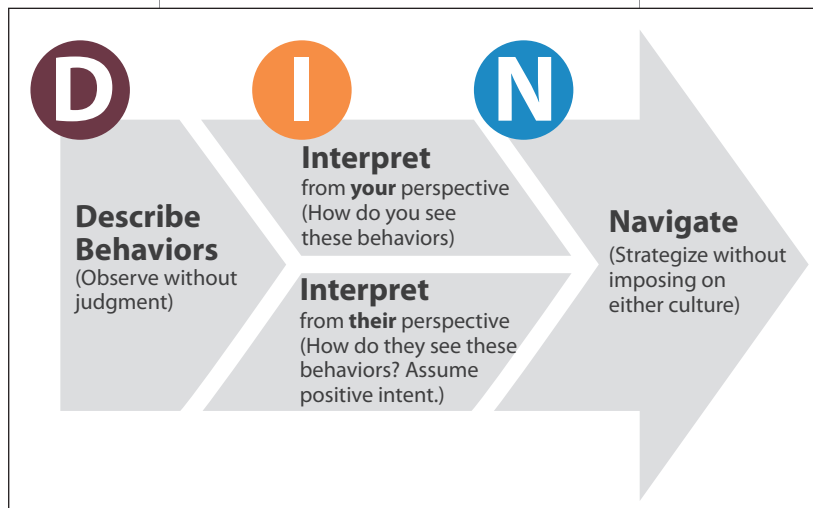
specific behavior. Changing the intentionality of the question in this manner can often lead to the identification of alternative interpretations.

Lastly, decide how to navigate – think through ways each person/culture could potentially navigate the situation effectively, ensuring that we take the different interpretations into account in our approach. Navigations range from “doing it my way in the future,” to “doing it their way in the future”, to an alternative way of doing something, which may or may not involve a combination of both ways. We must also find ways to ensure we successfully manage our biases and assumptions. While it is not necessary to agree with every

cultural interpretation, we must consider the consequences of imposing our approach on another cultural perspective as part of our navigation plan. One-sided approaches to navigation are less likely to be effective in the long term.

With practice, the D-I-N Model© can help everyone more effectively navigate multiple worldviews, leading to greater success.

Source: Jeffrey Cookson, mranet.org, 05/17



the following language: 1) “Here is what I experienced, witnessed or overheard; 2) “I tend to interpret that to mean ... ” (cite your interpretation), then ask; 3) “Will you help me find alternative interpretations?”

Additionally, when we catch ourselves thinking or saying, incredulously, “Who does that?”, we’re probably interpreting only from our own lens and may benefit from changing the intentionality of the question to one of genuine curiosity, searching for sensible reasons why someone may have exhibited a



From the Chairman

JIM LEAHY

Dear Friends,

I spend a fair amount of time with successful people who have important jobs. They own or run companies or big divisions of them. Many are our suppliers or customers.

I spend even more time among hourly people who may not think of themselves as very successful. They go to work each day, work their eight hours, and go home. Some work in the hotel industry.

In many ways, there's not much difference between them. Both groups work hard. They both want to be successful. Either may have a good education. Both are generally polite and thoughtful. They all listen to some of the same music and enjoy the same TV shows. Most are strong and healthy. Most are honest, moral and people of principle.

A lot has been written over the years about what makes a person successful. In listening to people for years, I have found that successful people often have the following characteristics:

- They are optimistic.
- They have a belief in a loving, caring higher power.
- They have an ability to hire, train and inspire others, and bring them along in the journey.
- They are willing to try new things.
- They have an interest in and a curiosity about the world around them.
- They take ownership and pride in all they do.
- They rarely are people of bitterness and rarely hold grudges.
- They try to pace life well.
- They love what they do.
- They don't seem to blame others a lot.
- They have a sense of humor and believe life will work out just fine no matter what happens.
- They are good communicators and excellent listeners.
- They set goals and achieve them.

If you want to go beyond where you are in life, then become a person beyond the person you are. Look at the list above and make a personal plan to grow and change.

Love,



Autumn 2017 Events

Find out what's new and what's happening in the industry by attending these upcoming trade shows or conferences:

September

9/10 - 9/13

SPATEC Fall North America
LaJolla, CA
spateevents.com

9/10 - 9/12

Florida Restaurant & Lodging Show
Orlando, FL
flrestaurantandlodgingshow.com

October

10/10 - 10/12

IMEX America 2017 (Worldwide Exhibition for Incentive Travel, Meetings and Events)
Las Vegas, NV
imexamerica.com

10/16 - 10/18

2017 ISPA Conference & Expo
Las Vegas, NV
attendispa.com

10/25 - 10/27

HFTP (Hospitality Financial & Technical Professionals) Annual Convention & Trade Show
Orlando, FL
hftp.org



10/30 - 11/2

The Lodging Conference
Phoenix, AZ
lodgingconference.com

We hope you've enjoyed this issue.

Your feedback, suggestions, stories, and ideas make our newsletter interesting and useful. Please take a moment to send us your thoughts.

EMAIL: check-in@americanhotel.com

MAIL: American Hotel Register Company – Attn: Check-In
100 South Milwaukee Ave.
Vernon Hills, IL 60061

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EDITOR: Lynda Jeppesen

DESIGNER: Jackie Gaik

