



Hotel Success Handbook: Practical Sales and Marketing Actions, Ideas and Tips to Get Results for Your Small Hotel, B&B, or Guest Accommodation

Caroline Cooper, Lucy Whittington

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If you are an owner or manager of a small hotel, B&B, Restaurant with Rooms, Inn or other guest accommodation this book is packed with ideas and tips for business success. Practical sales & marketing actions that you can use to improve occupancy, increase spend per head, and maximise profit. Find out how you can: - Attract the guests you want - Define your identity so you stand out from competition - Work with partners to be successful - Use the web to improve your business - Find traditional and online marketing strategies that work for you - Increase the lifetime value of each guest - Hire and lead a great supporting team - Keep your success going.

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