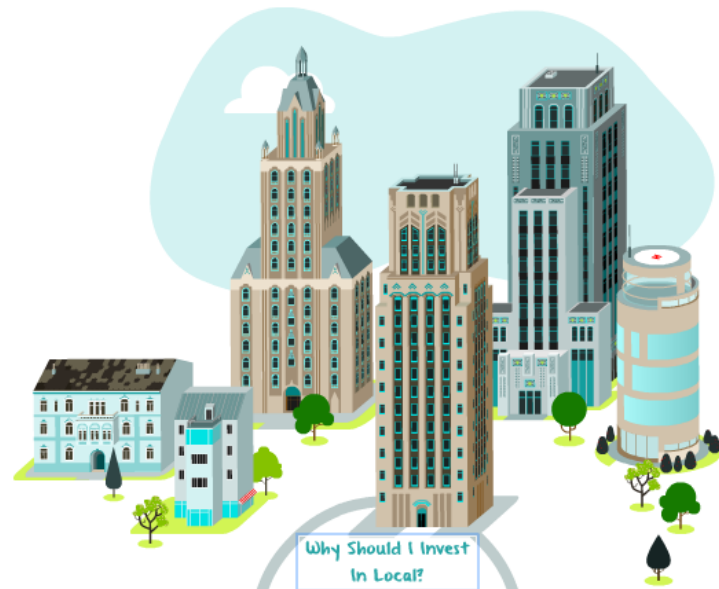




LOCALISM IN THE HOSPITALITY INDUSTRY



Why Should I Invest In Local?

Local hospitality caters the desire for a deeper connection with the holiday destination.
Local hospitality adds a very personal touch to the hotel stay, which leads to greater guest satisfaction, more brand loyalty and better word of mouth.



- ### Retailer's Checklist
- Do hotel partners provide local knowledge regarding to local culture and history?
 - Provide local food and beverages to help facilitate the experience.
 - Schedule your guests to a dinner instead of people and places.
 - Make your guests feel like they are "at home" by utilizing things that are local to the area.

Some "How-To" Examples - Book #1!

Use local food and beverages to help facilitate the experience.

How To Cater To Travelers Demands For Local

Local is creating the next generation of travelers by emphasizing the local community, providing experiences, and ensuring a great experience.

Some "How-To" Examples - Employee Retention

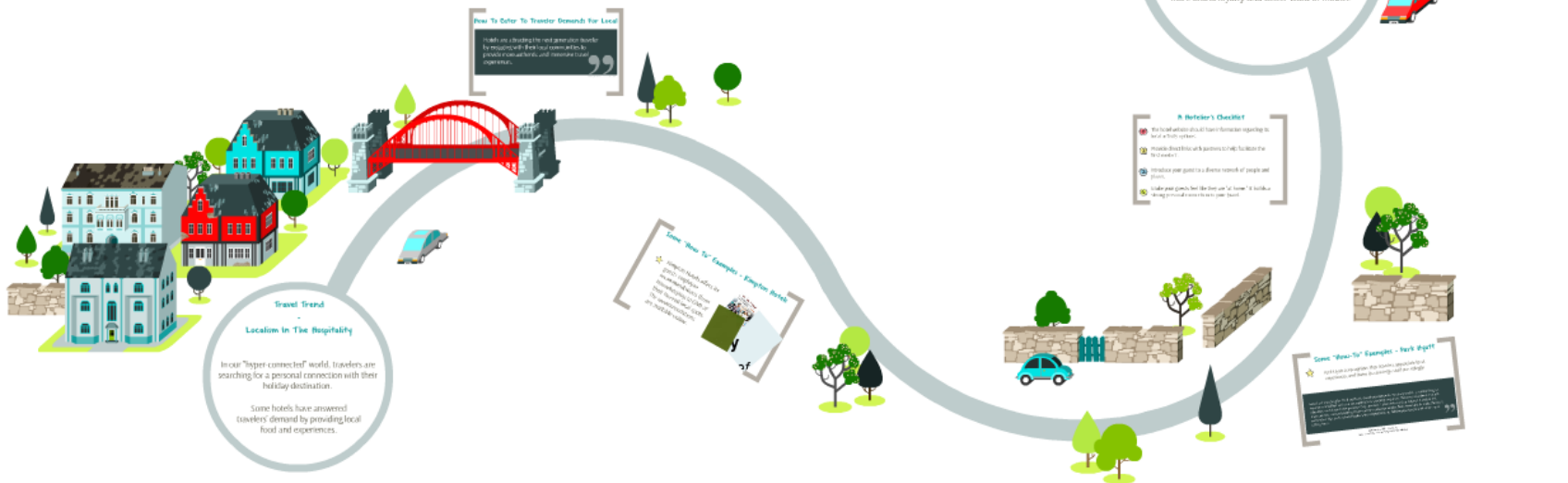
Local is creating the next generation of travelers by emphasizing the local community, providing experiences, and ensuring a great experience.

Travel Trend - Location In The Hospitality

In our "hyper-connected" world, travelers are searching for a personal connection with their holiday destination.
Some hotels have answered travelers' demand by providing local food and experiences.



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Travel Trend

- Localism In The Hospitality

In our "hyper-connected" world, travelers are searching for a personal connection with their holiday destination.

Some hotels have answered travelers' demand by providing local food and experiences.

How To Cater To Traveler Demands For Local

Hotels are attracting the next generation traveler by engaging with their local communities to provide more authentic and immersive travel experiences.



Source: <http://skift.com/travel-trends/the-rise-of-local-in-hospitality>



Some "How To" Examples - Kimpton Hotels



Kimpton Hotels offers its guests employee recommendations (from Housekeeping to GM) of their favored local spots. The recommendations are available online.



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 ...e here but we do. Let
 ...u around. **Details**

WHAT OUR STAFF LOVES TO DO

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SUMMER LIKE A LOCAL

...you step out into the city, why not slip into
 ...noes? Our employees live and breathe the best
 ...places and they're thrilled to share their insider
 ...nowledge.

...e fun starts here:

- Kids eat FREE*
- All cool glass of our Summer Reviver drink in the afternoon
- Evening Wine Reception - it's a party with sangria,
 ...dings, bites from the chef, Wii and board games

...desk for more details.
 ...CO. DALLAS DENVER
 ...SAN DIEGO
 ...DC

PLAY	SHOP	EAT	DRINK
<p>Chicago Bears Football The 2010 NFC North Champions Chicago Bears kick off the 2011 season with a home opener on Sept. 11 vs. Atlanta Falcons, 7pm at the historic Soldier Field.</p> <p>Bothy <i>Front Desk Agent</i></p> <p>Green Mill Lounge Opened in 1907, this music venue is full of Chicago history! What was once a hangout of many mobsters such as Al Capone, now a perfect place to relax with locals and have a few drinks while listening to live jazz. Come back & take in the great history of this legendary past, Cheers!</p> <p>Timothy <i>Front Desk Agent</i></p>	<p>Topshop UK/USA Topshop, opening their 2nd US location on September 8th on Magnificent Mile! You'll find a fabulous selection of designer women and men's clothing. Don't forget visit the makeup section & ask for my friend, Monica at the counter!</p> <p>Gianna <i>Front Desk Agent</i></p> <p>Renegade Craft Fair If you are a big indie craft fan, this is for you! This fair is the largest in Chicago, with 300 local/national artisans, including jewelry & housewares. Take the Blue Line to the fair!</p> <p>Anthony G. <i>Concierge</i></p>	<p>25 Degrees Burger Joint Taking over a old blues club, 25 Degrees is a new twist on the late night food scene. It offers a casual, yet upscale dining experience & an unique menu with burgers and wine list.</p> <p>Selwyn <i>Front Desk Supervisor</i></p> <p>South Water Kitchen SWK is a favorite of mine for their classic American family meals with a modern touch. They cater very well to vegetarian, vegan, and gluten free guests as well.</p> <p>Kimberly <i>Pastry Chef, 312 Chicago</i></p>	<p>Reggie's Rock Club Visit Reggie's & bring out your inner rock star! Great food, but even better live music!</p> <p>Katie <i>Front Office Supervisor</i></p> <p>Chicago Pub Crawl It may sound like an oxymoron, but the Chicago History Museum does weekly pub crawls with fun history. The best part is the drink specials & discounted food.</p> <p>Timothy <i>Front Desk Agent</i></p>
BISS	MUST DO	MUST SEE	ONE-OF-A-KIND
<p>Chicago Marathon The Chicago Marathon is a way to run for a cause. Within the city, you'll see the Field Zoo! The Chicago Marathon Society hosts a marathon to help raise money for endangered species around the world. This year, the marathon is a 3K or 5K race in Grant Park!</p> <p>Joe <i>Concierge</i></p>	<p>Chicago Jazz Festival This 4-day Labor Day weekend festival is a big hit in Chicago, taking place at multiple locations. The main fest takes place in Grant Park on 4 stages, with great, live entertainment & all that jazz!</p> <p>Anthony G. <i>Concierge</i></p> <p>Berghoff Oktoberfest Known as the best Bavarian-style revelry Chicago has to offer, the 24th annual fest is classic German food, beer, and plenty of live entertainment. Free admission!</p> <p>Joe <i>Concierge</i></p>	<p>Chris Tucker on Stage Well-known for his trademark rapid-fire wisecracks, actor-comedian Chris Tucker, known from the "Rush Hour" movies, now a successful stand-up comedian. Don't miss him September 16, 7:30pm at The Chicago Theatre</p> <p>Joe <i>Front Desk Agent</i></p> <p>Old St. Pat's Church Hardly any buildings survived the Great Chicago Fire but Old St. Patrick's Catholic Church has been standing since 1854. The amazing architecture & stained glass windows is what makes it a little piece of heaven.</p> <p>Angel <i>Front Desk</i></p>	<p>International Museum of Surgical Science Tucked away in an mansion on Lake Shore Drive, this museum is the only one of its kind. Exploring the evolution of surgical techniques & instruments, my skeptical visitors usually hesitate, but after their trip are always impressed. PS: Free on Tuesdays.</p> <p>Erica <i>Front Office Manager</i></p> <p>Gene Siskel Film Center When I feel like I need to unwind & catch a quiet moment, the Gene Siskel Film center has amazing independent movie screenings daily.</p> <p>Katie <i>Front Desk Supervisor</i></p>

...aurants

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SUMMER LIKE A LOCAL



Before you step out into the city, why not slip into our shoes? Our employees live and breathe the best local places and they're thrilled to share their insider knowledge.

The fun starts here:

- Kids eat FREE*
- A tall, cool glass of our Summer Reviver drink in the afternoon
- Hosted Evening Wine Reception – it's a party with sangria, wine, cocktail samplings, bites from the chef, Wii and board games
- Employee-led fitness options

* Available at participating Kimpton Hotels and Restaurants, see front desk for more details.

ALEXANDRIA . ARLINGTON . ASPEN . BALTIMORE . BOSTON . CAMBRIDGE . CHICAGO . DALLAS . DENVER
LOS ANGELES . MIAMI . MINNEAPOLIS . NEW YORK . PHILADELPHIA . PORTLAND . SALT LAKE CITY . SAN DIEGO
SAN FRANCISCO . SCOTTSDALE . SEATTLE . SILICON VALLEY . VERO BEACH . WASHINGTON DC

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Live Like A Local

You don't live here but we do. Let us show you around.

[Details](#) ▶



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Some "How-To" Examples - Park Hyatt



Park Hyatt is recognizes that travelers appreciate local experiences and trains its concierge staff accordingly.

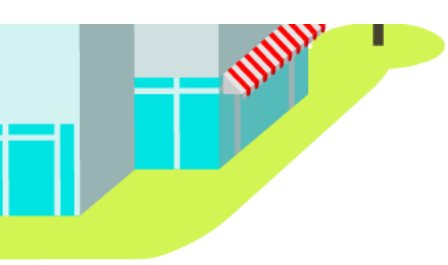
Guest are searching for local, authentic travel experience in the luxury sector. It's something we have seen amplified each season, especially in concierge requests. There has also been a recent tide shift in what level of experience they seek out. Guests who used to request standard trail maps are now outnumbered by those calling in advance to plan their adventure to make the most out of their trip, such as local backcountry expeditions, fly fishing experiences and white water rafting tours.



Sift Interview with - Tom Puntel
sales/marketing at Park Hyatt Beaver Creek, Colorado

A Hotelier's Checklist

- ① The hotel website should have information regarding its local activity options.
- ② Provide direct links with partners to help facilitate the first contact.
- ③ Introduce your guest to a diverse network of people and places.
- ④ Make your guests feel like they are "at home." It builds a strong personal connection to your brand.



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