

Increase Business During the Slow Season

with Bill Bullard

Inn at Occidental of Sonoma Wine Country

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Slides available at

www.bullardpartners.com



Increase Revenue By

- Increasing Room Nights
- Upselling to Current Guests



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Increasing Room Revenue

Reason: Sell Room Nights to People Looking for Discounts by Giving Value Instead

- **Determine Market**
 - Foodies
 - Pampering
- **Create Packages**
- **Determine Pricing (seasonal)**
- **Find Community Partners**
 - Restaurants
 - Spas
- **Market Packages**
 - Website
 - Selective Outlets

Train Staff

AAA Policy

Upgraded room upon check-in
vs. 10% discount



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•**Sunday - Thursday Dinner Special:** What's a night away without dinner at one of our personal favorite restaurants? Enjoy your stay at The Inn and we will include dinner for two- appetizer, entrée, and dessert; you are only responsible for the drinks, tax, and tip. This special is good all winter from November through March, excluding holidays and the room rates are \$225 for [Fireplace Rooms](#) and \$290 for [Courtyard Rooms](#). Sound interesting... Check out the [sample restaurant menus](#).

○ *Stella's Café - Sun, Mon, Wed, Thu*

Try this Bistro-Style café for a daily selection of the best Sonoma has to offer in a casual setting.

○ *Lutecia Restaurant- Sun, Mon, Tue, Thu*

What's a visit to Wine Country without French Cuisine to soak up the great wine.

•**Spa Special:** Combine a relaxing stay with us and enjoy the serenity of Osmosis Enzyme Bath and Massage Center, the only enzyme bath in North America. Normally \$280 per couple, and only \$175 when combined with an overnight at The Inn. Pick a Sunday through Thursday night and Monday through Thursday spa treatment. Good November through March, excluding holidays. Fireplace Rooms- \$225, Courtyard Rooms- \$290.

•**Up, Up, & Away:** There is nothing like experiencing sunrise over the vineyards! Stay with us Sunday through Thursday and you can soar with Aerostat Adventures over the Russian River Wine Region for \$280; that is \$100 off the regular price. Good November through March, excluding holidays. Fireplace Rooms- \$225, Courtyard Rooms- \$290.



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Increasing Room Revenue

Pricing Example

Normal Room Rate	\$195.00
<u>Dinner for Two</u>	<u>\$ 60.00</u>
Total	\$255.00
Package Price	\$225.00
<u>Check to Restaurant</u>	<u><\$ 50.00></u>
Total	\$175.00
Out of Pocket Cost	\$ 20.00



Increase Guest Revenue

Upselling to Guests

- ***Determine Market***
 - ***Wine Crowd***
 - ***Privacy***
 - ***Rushed***
- ***Create Packages***
- ***Find Suppliers***
- ***Market Packages***
 - ***Ask at reservation time***
 - ***Include with online reservations***
 - ***Include slip with confirmation***

United Airlines

Follow-up email with business class
upgrade offer



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Increase Guest Revenue

Upselling to Guests

- *Train Staff: Selling & Delivering*
 - *Put in res. book w/ check-in time*
- *Remove Unpopular Packages*
- *Create New Packages*
 - *Picnic Lunches*
 - *Wine Tasting Bags*



Please add the following package(s) to my visit:

Wine Country Platter - Enjoy Wine & Hors d'oeuvres in the Privacy of your Own Room in Front of the Fireplace or Spa Tub. We can Prepare a Tray including a Choice of Rabbit Ridge Allure or Mystique Wine...\$35

Champagne & Chocolates - A Chilled Bottle of World Renowned Iron Horse Cuvee Champagne and Four Handmade Heart's Desire Truffles will be Awaiting Your Arrival. A Perfect Companion to the Redwood Spa Package. Add Strawberries when in Season...\$57

Redwood Spa Basket - Massage Away your Cares in the Privacy of your Spa Tub for Two. Includes a Lovely Spa Basket with Rubber Ducky, Loofah, Bath Seeds, Pedicure Kit, Loofah Sponge, Massage Tool, Locally-Made Massage Oil, and Body Lotion...\$45

Sonoma Harvest Dinner Basket - Sample a Variety of Seasonal Fresh Sonoma County Edibles. Local Cheeses, Seasonal Fruit, Artisan Breads, Homemade Spreads, and Other Delectables...\$50

Romance Basket - Basket Includes a 'True Love' Pocket Book, Teddy Bear with Inn at Occidental Vest, Four Heart's Desire Handmade Truffles, Massage Oil, and Gloria Ferrar Champagne...\$75



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Reservation Information

AH BB JK MH PR TN

Calendar

Today's Date: _____

How did you originally hear about us?:

- Article: Country Inns
- Article: Nat'l Geographic
- Article: SF Magazine
- Article: _____
- Book: AAA Tour
- Book: AAA Tour/B&B Section in Back
- Book: Best Places to Kiss
- Book: Frontiers
- Book: Karen Brown
- Book: Napa/Sonoma
- Book: _____
- Chamber: _____
- Friend of Innkeeper
- Friend/Family-local
- Gift Certificate
- Hideaway Report
- Select Registry
- In: _____
- Internet
- Osmosis
- Repeat Guest
- Tour: Previously
- TV: Bay Area Backroads
- TV: Travel Channel
- Wedding
- Word of Mouth

Name _____

Companion's Name _____

Address _____

City, State, Zip _____

Day Phone _____
-or-
Eve Phone _____

Fax (opt.) _____

E-Mail _____

ROOM # _____ Twins No Feathers TV

Arrival Date _____

Departure Date _____

Rate _____ x _____ # of Nights = \$ _____

Room Tax _____

Room Subtotal _____

Room Deposit Received _____

Room Balance _____

Point of Sale _____

POS Tax _____

Room & POS Total _____

POINT OF SALE

Does Guest Know About?

- Check-In(3-9) & Out _____ (on)
- No Smoking in Room
- First Night's Stay _____ Credit Card
- Cancellation Policy (10 days/\$25)
- Dinner
- Point of Sale
- Is There Anything Else We Can Help With???

Special Event: _____ Delivered

Package: _____ Delivered

Card Number _____

Expiration _____

Comments _____

PACKAGE

Facility	Date	Time	Party of
Stella's Cafe			
River's End			
Duck Club			
John Ash & Co.			
Lutecia			

Date Sent: _____ via Mail Fax EMail

Confirmation Map Brochure RRWRM

_____ By: BB AH

Thank You Sent



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Point of Sale Items



Item	Price	Tax	Extension
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Champagne & Chocolates

\$57 \$4.28 \$61.28

A chilled bottle of world-renowned Iron Horse Cuvee Champagne and four handmade Heart's Desire Truffles will be awaiting your arrival. A perfect companion to the Redwood Spa Package. Add strawberries when in season, +\$10.

Wine

Belvedere Chard/Blackstone Merlot/DeLoach Zin	\$24	\$1.80	\$25.80
Gloria Ferrar Royal Champagne	\$35	\$2.63	\$37.63
Iron Horse Cuvee Champagne	\$45	\$3.38	\$48.38

Other: _____

Wine Country Platter

\$35 \$2.63 \$37.63

Enjoy Wine & Hors d'oeuvres in the privacy of your own room in front of the fireplace or spa tub. We can prepare a tray including a choice of one of our house wines. Or choose your own bottle of wine or champagne from our Reserve Library. (\$15 credit towards upgrade)

Redwood Spa Basket

\$45 \$3.38 \$48.38

Massage away your cares in the privacy of your spa tub for two. Includes a lovely spa basket with rubber ducky, bath seeds, massage oil, bath fizzer, massage stone and body lotion.

Sonoma Harvest Dinner Basket

\$50 \$3.75 \$53.75

Sample a variety of seasonal fresh Sonoma County edibles. Usually chicken or pasta salad, local cheeses, seasonal fruit, artisan breads, homemade spreads, and other delectables.

Romance Basket

\$75 \$5.63 \$80.63

Basket includes a "True Love" pocket book, teddy bear with Inn at Occidental vest, four Heart's Desire handmade truffles, massage oil, and Gloria Ferrar Champagne.

"Pocket" Book

\$5 \$0.38 \$5.38

Celebrating a special occasion? Add this small book for birthdays, anniversaries, or "true love."

Other

*** Arrival Time: _____ ***

3rd Party Purchase

Message

TO:

FROM:

Phone #

Credit Card #

Mail Receipt? (Y/N)



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Increasing Guest Revenue

Confirmation Insert

Psssst!!!

Four Diamond Guests Deserve Four Diamond Extras. Call Us To Make Your Stay Extra-Special! 800-522-6324

Champagne & Chocolates: A chilled bottle of world renowned Iron Horse Cuvée Champagne and four handmade Heart's Desire Truffles will be awaiting your arrival. A perfect companion to the Redwood Spa Package... \$57

Wine Country Platter: Enjoy Wine & Hors d'oeuvres in the privacy of your own room in front of the fireplace or spa tub. Package includes assortment of crackers, breadsticks, cheeses and house-made dips. Includes a bottle of house wine. Or choose your own bottle of wine or champagne from our Reserve Library. (\$15 credit towards upgrade)...\$35

Redwood Spa Basket: Massage away your cares in the privacy of your spa tub for two. Includes a lovely spa basket with rubber ducky, bath fizzer, massage tool and oil, loofah, pumice, and body lotion. All bath products are handmade locally...\$45

Sonoma Harvest Dinner Basket: Arriving late? Start your getaway with a romantic dinner tray in your room. Sample a variety of seasonal fresh Sonoma County edibles. Local cheeses, seasonal fruit, artisan breads, homemade spreads, and other delectables...\$50

Romance Basket: Basket includes a "True Love" pocket book, teddy bear with Inn at Occidental vest, four Heart's Desire handmade truffles, massage oil, and Gloria Ferrar Champagne...\$75



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Increasing Guest Revenue

Tent Card Example

Wine Country Platter

Sun-dried Tomato Dip
Smoked Salmon Spread
Apple Chutney
Calamata Olives
Brie, Cambozola, and Smoked Gouda Cheeses
Assorted Crackers & Crostinis
Blackstone Merlot



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Increasing Guest Revenue

Barter and Trading

- Use excess room nights during slow season
- To purchase the following items
 - Flowers
 - Massage
 - Wine/Champagne
 - Chocolate Truffles
 - Dinner
 - Limo wine tours

Then sell them to guests for CASH



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Online Example

www.innatnewberlin.com

www.winecountryinn.com

www.innatparkside.com



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Examples from the audience

Package or Upsell Idea	Inn
Personalized quilts to celebrate special occasions	www.westwyndfarminn.com
Feeding the horses for the kids	www.westwyndfarminn.com
Town & Country package (2 nights at each)	www.monteagleinn.com
Private park ranger tours	www.monteagleinn.com
Private Jack Daniel's Distillery tours	www.monteagleinn.com
Baby Moon for expectant mothers	www.birchwood-inn.com
Boy Scouts Barn Stay when camping is rained out	www.scenicvalleyinn.com
Cowgirl Camp	www.blisswood.net
Proposal Package	www.blisswood.net



Increasing Guest Revenue

Examples from the audience

Package or Upsell Idea	Inn
Hiker's Delight	www.mountain-laurel-inn.com
Waterfall Tours	www.mountain-laurel-inn.com
Chocolate Turtles	www.chocolateturtlebb.com
I Love You Grandma (good word of mouth, doesn't sell)	www.mastfarminn.com
Baby You Can Drive my Car (Porsche Boxter)	www.mastfarminn.com
Boys Night Out	www.mastfarminn.com
Last Minute Meal Deal (48 hours prior) – guests call to early for this and are sold another package	
Al a Carte packaging can work	



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