

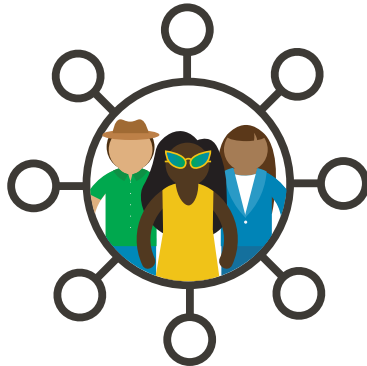
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Strategies for GM Success

2022 is shaping up to be the year we've been waiting for in hospitality. But as occupancy rises, labor issues grow, and an unpredictable economy looms, GMs need to be ready to address some unique challenges.

1 Focus on Guests – Outsource the Rest

Central mission = Guest satisfaction



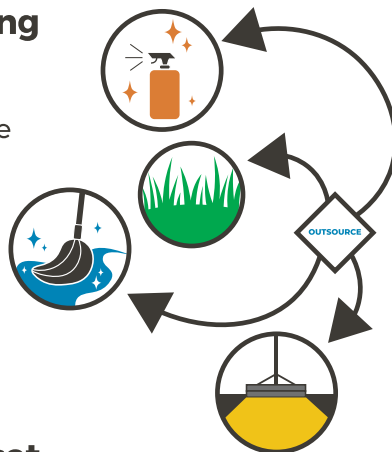
2 Address Tomorrow's Labor Challenges Today

Hiring qualified and trained staff is a major challenge with real costs – both in terms of money and time – time that could be better spent on activities core to the hotel's operation.



3 Outsource Beyond Housekeeping

Supplemental labor can relieve pressure off in-house labor and allow for long-term growth and development strategies.



4 Bundle Services

Bundling services opens up many opportunities for GMs to reduce costs due to overall increases in efficiency.



5 Invest in Asset Preservation

Many key areas of maintenance were removed during the pandemic and need to be addressed moving forward.



6 Don't Skimp on Safety and Compliance

Safe operations were front and center on every GM's punch list during the height of the pandemic and the current recovery. Guest and staff safety will remain paramount moving forward.

