



**HVS Sales & Marketing Services
Clients Include:**

Seralago Hotel & Suites, Kissimmee, FL

High Peaks Resorts, Lake Placid, NY

Hotel Indigo, Vernon Hills, Ill

Hilton Jackson, Jackson, MS

HEI Hotels

Prairie Meadows Racetrack & Casino,
Altoona, Idaho

Ramada Hotel and Conference Center,
Minneapolis, MN

Holiday Inn Express, Boynton Beach, FL

American Racing and Entertainment,
Vernon, NY

Lefrak Organization, New York

Radisson Hotels, Minneapolis, MN

Lane Hospitality, Northbrook, Ill

Hotels AB, New York, NY

Apple Core Hotels, New York, NY

WNW Hospitality, Great Neck, NY

The Heritage Hotel, Southbury, CT

Boscolo Hotels, Italy

Hampton Inn & Suites Virginia Center,
Richmond VA

Six Flags Great Escape Lodge & Indoor
Water Park, Queensbury, NY

Westminster Hotel, Livingston, NJ

The Inn at Fox Hollow, Woodbury, NY

Radisson Hotel, New Rochelle, NY

Homewood Suites, Palm Beach
Gardens, FL

Inn at Pocono Manor, Pocono Manor, PA

Leora Lanz
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HVS Sales & Marketing Services

HVS Sales & Marketing Services, headquartered in New York, helps hotel owners and operators strengthen returns on hospitality investments in the areas of **hotel sales consulting, hotel sales and marketing consulting, hotel resort sales consulting, revenue management, e-commerce and interim director of sales and marketing**. We assist you by conducting sales and marketing assessments; creating sales and marketing plans for new, repositioned and stabilized hotels; conducting sales training programs, and even serving as your interim Director of Sales & Marketing during transition periods or staff changes. Our strong understanding of regional and international markets will enable you to capitalize on your competitive strength and improve ROI.

Our specialties include:

- *Conducting sales and marketing assessments for owners, operators and GM's to help them understand the effectiveness of the sales team, learn how to maximize their revenue through better rate management, outperform hotels in their competitive set, and operate a more efficient sales and marketing department.*
- *Sales training, coaching and establishing revenue management guidelines in the rooms and catering department to maximize ROI. Our grass roots approach will enable you to thoroughly understand all aspects of your hotel's rate strategies including group rates quoted by sales, website rates, GDS rates, on-line travel agency rates, catering space guidelines and e-commerce promotions.*
- *Creating strong sales and marketing plans with sales action calendars for the sales team. Our sales action plans encompass all markets including corporate and leisure transient, groups, wholesale contracts and online travel agents, opaque channels, public relations, social media marketing, website marketing, and print marketing, when appropriate. Website marketing and search engine optimization (SEO) are also part of the marketing plan.*
- *Integrating effective web marketing and online efforts into the sales and marketing plan.*
- *Working with branded franchise hotels owned by smaller hotel management companies and acting as the corporate DOS/M to ensure the hotel team is taking full advantage of the many brand marketing initiatives available to them.*
- *Performing sales and marketing support for independent hotels, including:*
 - *Branding to encompass all areas of sales, marketing and reservations.*
 - *Coaching and training through sales and marketing to be sure they are equipped to take full advantage of technology, marketing opportunities, website maximization and sales training to be able to compete with flagged hotels in their competitive set.*
 - *Creating and developing Standard Operating Procedures (SOP) by working with operational departments to ensure guest service levels parallel the marketing promise.*

Achieving Outstanding Results for You

We are effective in what we do because we work closely with your hotel team. Our combined experience of more than 60 years in the hospitality sales, marketing and public relations has proven to be invaluable for independent and branded hotels. Each member of our team has worked in downtown city hotels, resort hotels in the US, Caribbean and Europe; from boutique hotels to large group hotels.

Clients attest to our loyalty, knowledge, teamwork and ability to quickly identify important issues that are key their hotel's success. We are passionate about our work and can become as deeply involved in your assignment as you wish us to be.

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