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# Accommodations Businesses

*Cape Cod Business Resilience Workshops*

MARCH 2, 2021



More information at [capecodcommission.org/business](https://capecodcommission.org/business)



CAPE COD  
COMMISSION



## MISSION

...To protect the unique values and quality of life on Cape Cod by coordinating a balanced relationship between environmental protection and economic progress.



# Tracking Pandemic Impacts

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Economic Recovery and  
COVID-19

# CAPE COD COVID-19 DATA DASHBOARD

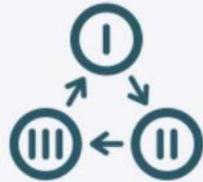
MENU 

The Cape Cod Commission created the Cape Cod COVID-19 Dashboard to provide demographic and economic data for Cape Cod towns, non-profit organizations, and businesses recovering from the economic impacts of COVID-19. The dashboards include regional and town data (when available) on population demographics, unemployment trends, rooms and meals tax revenues, employment, housing, and seasonality.



## CCHC COVID-19 COMMUNITY ALERT SYSTEM

Map of confirmed COVID-19 cases on Cape Cod by zip code and subregion.



## VACCINE PLANNING REPORT

This dashboard is for modeling purposes only and is not intended to determine vaccine eligibility or availability.



## BUSINESS IMPACT SURVEY

Visualization of results from the Business Impact Surveys issued by the Cape Cod Commission and Cape Cod Chamber of Commerce



## CAPE COD TRAFFIC TRENDS

Year-over-year daily and monthly traffic information for select Cape locations.

# BUSINESS SURVEY 3



## ALL INDUSTRIES



CLOSED

10%



RETURN TO  
NORMAL IN 6  
MONTHS OR MORE

48%

COMMUNICATIONS,  
MARKETING,  
SOCIAL MEDIA,  
ONLINE SALES  
SUPPORT

42%  
ALREADY  
LEVERAGED

30%  
STILL  
NEEDED

LOSS OF 50% OR MORE  
IN 2020 VS. 2019

Q2 54%

Q3 29%

Q4 30%

450 respondents

# BUSINESS SURVEY 3



## ACCOMMODATIONS BUSINESSES



CLOSED

14%



RETURN TO  
NORMAL IN 6  
MONTHS OR MORE

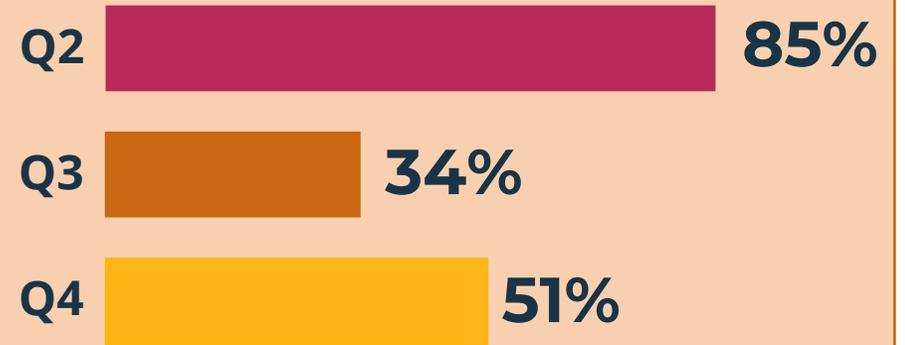
55%

COMMUNICATIONS,  
MARKETING,  
SOCIAL MEDIA,  
ONLINE SALES  
SUPPORT

16%  
ALREADY  
LEVERAGED

33%  
STILL  
NEEDED

LOSS OF 50% OR MORE  
IN 2020 VS. 2019



42 respondents

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# BUSINESS RECOVERY & RESILIENCY PLANNING

INDUSTRY  
WORKSHOPS



BUSINESS  
TOOLKITS



ECONOMIC  
RESILIENCY  
PLAN





# Business Resilience for Accommodations Businesses

First of our two-part business resilience  
workshop series

Focus on Digital Marketing & eCommerce



Presented by:

Michael Aparicio, Principal Consultant

Estefania Lopez, Consultant

REVBVY



"A resilient business is...

one with a capacity to **absorb** stress, **recover** critical functionality, and **thrive** in altered circumstances."

-- Harvard Business Review 2020



# Business Resilience & Continuity



## FINANCIAL

- Access to capital during business disruption
- Ability to restructure budgets and commitments to align with new operations



## PEOPLE

- Leadership and staff's ability to adapt through incremental and sudden change
- Crisis communication plan for employees, customers, vendors, and partners



## PHYSICAL ASSETS

- Location / office
- Furniture
- Equipment
- Inventory



## OPERATIONS / SYSTEMS

- Digital infrastructure & supply chain alternatives
  - Diversified revenue channels
  - Data backups
- 

Poll  
Question  
#1

Which of the following elements of business resilience and continuity are areas where you need support?

- Access to Capital / Financial / Insurance
- Business Model Realignment
- Communications (internal and external)
- Information Technology / Data
- Leadership / Personal Resilience
- Online / eCommerce / Digital Strategy
- People (staff, suppliers, partners)
- Physical Location / Inventory / Equipment

Please select all that apply in the pop-up window

# Industry Trends

How businesses adapted?



## DIGITAL

- New tech: Hotel SaaS
- App Ecosystem / API integrations
- Multi-channel



## PEOPLE

- Staff & resources that align with adapted operations
- Safety & Service Training



## CUSTOMERS

- Shift in value narrative: Staycation or remote workspace
- Local / regional audience
- Need for transparency on safety measures



## OPERATIONS

- Contactless check-in
- Grab-and-go food
- Virtual classes (fitness, cooking)
- Product sales



A row of colorful wooden houses built on stilts over the ocean. The houses are painted in various colors, including green, blue, and white. The most prominent house in the center has a white roof with a large anchor logo. The houses are connected by a wooden walkway. In the foreground, there is a sandy beach with some rocks. The sky is clear and blue.

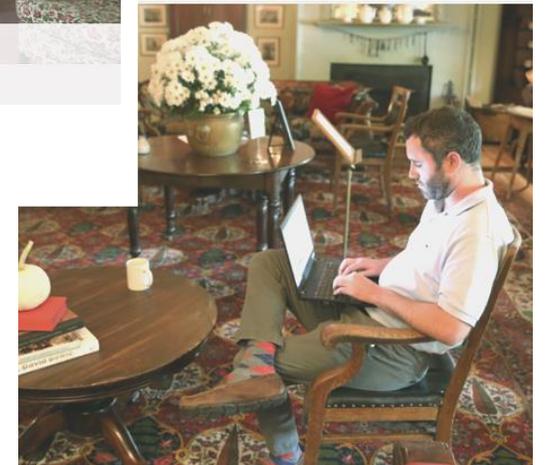
# Business Stories

# Red Lion Inn

Family-owned luxury hotel in the Berkshires in business since before 1800.

The new strategies include:

- "Red Lion experience"
- New and creative packages - 25% off #celebratewithRLI & Work. Stay. Rock.
- Preservation Fee of \$20 optional
- New menu design
- Emotional assurance interacting with guests is a vital focal point



# Hotel Providence

- Micro-weddings
  - Package for 10 people
  - "That market wants to happen no matter what."
- Staycations



"I've never been to Providence before..."

- First-time visitors planning road trips
- Paint a picture of what it will be like when your guests arrive
  - What is open?
  - Food experience

"Continue to innovate"

-Hotel Providence Sales Director



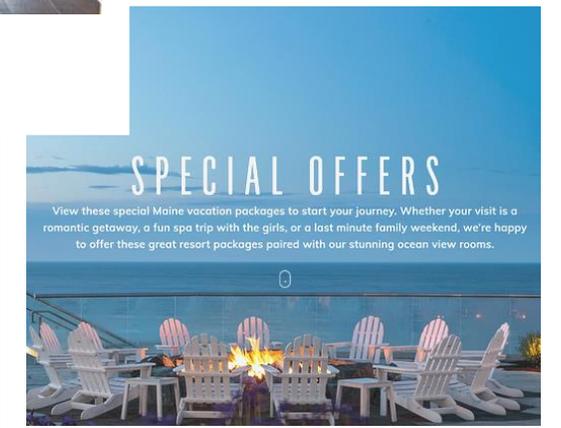
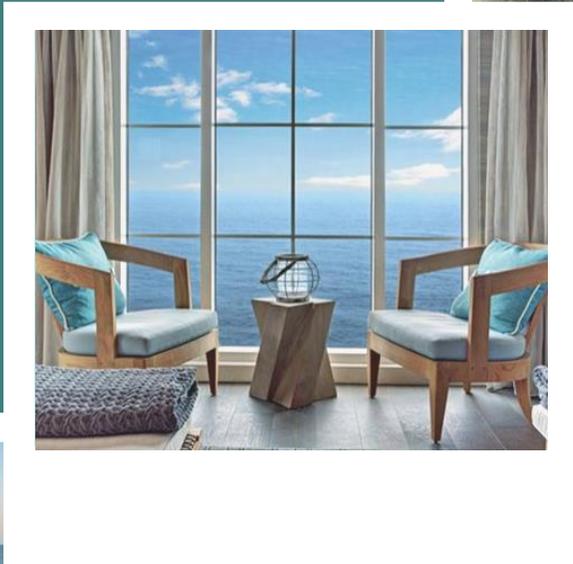
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# Cliff House- ME

One of Maine's most visited hotels.

New strategies:

- Equipped guestrooms with HEPA filters and public space with UV lights
- Glass surrounds for dining and private Igloos
- Safe Harbor Package
- Strong social media following





"Even before COVID-19 hit,  
92% of companies thought their  
business models would need to  
change given digitization."

- McKinsey & Company

Poll  
Question  
#2

What barriers have you encountered as you've worked to adapt during the pandemic?

- Ability to realign budget
- Family or other personal matters
- Lack of a business continuity plan
- Limited access to specialized staff/resources
- Implementing online platforms/services
- Understanding how to pivot my business model
- It is unclear – we haven't been able to pivot

Please select all that apply in the pop-up window

# Business Strategy

## Pivot Checklist

1. Take inventory of:
  - Current resources
  - Core capabilities / expertise across your team
  - Value you deliver to your customers
  - Where your current customers are and how needs have changed
  - Risks
2. Consider new markets or new customer opportunities
3. Revisit your brand narrative
4. Identify new ways to delivery value (think outside your product or service)
5. Line up the right staff, resources, and funding to execute



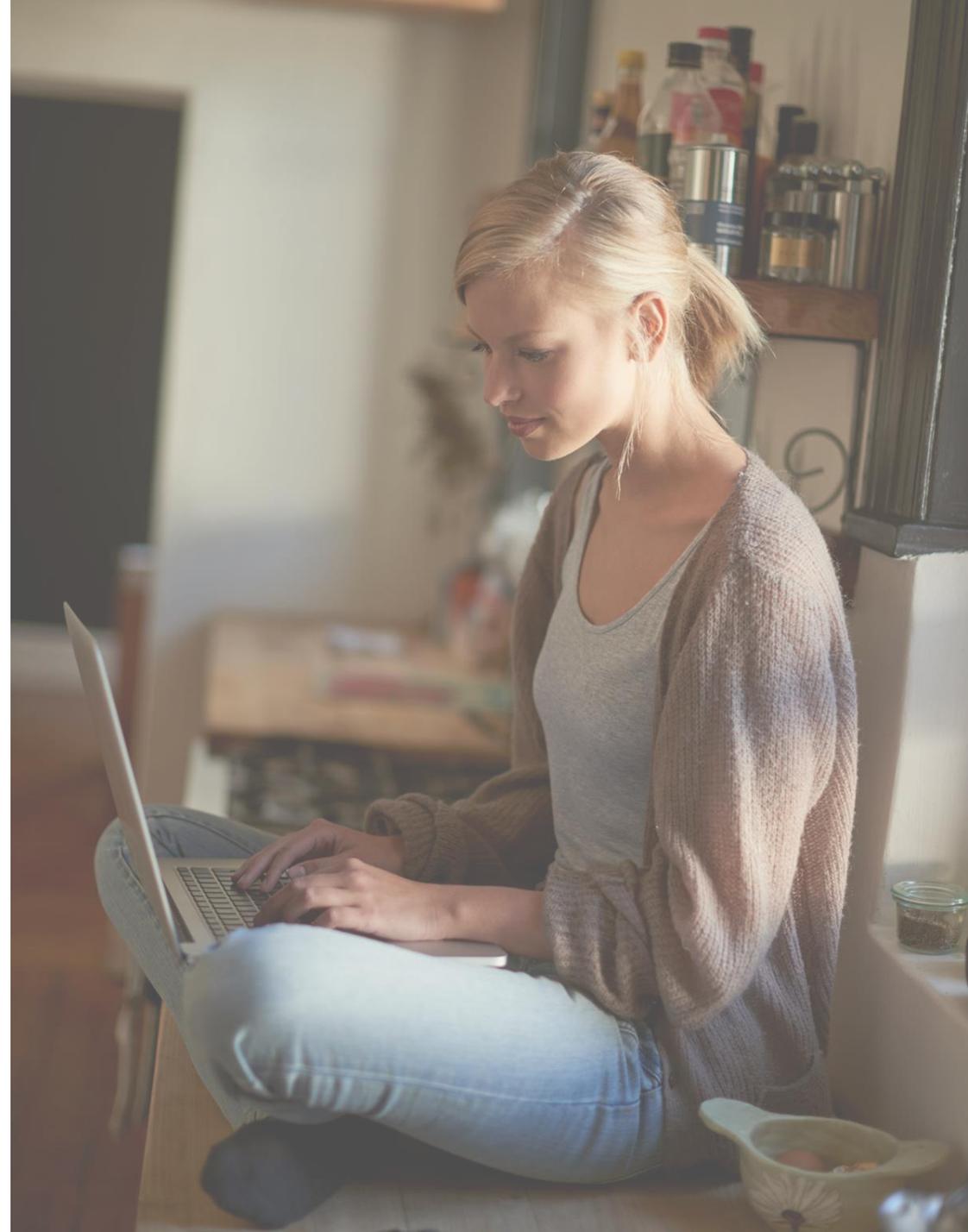
# Digital Presence Audit

*Put yourself in the shoes of a potential customer*

- Test various search phrases that your customers may use on Google.
- Check all your social accounts.
- Check customer reviews on Google, TripAdvisor, Facebook, and other platforms.
- Review your website.

Do you appear in Google Maps (Google My Business) search results with current information?

Is what you see aligned with your intended brand image?



# Customer Experience Audit

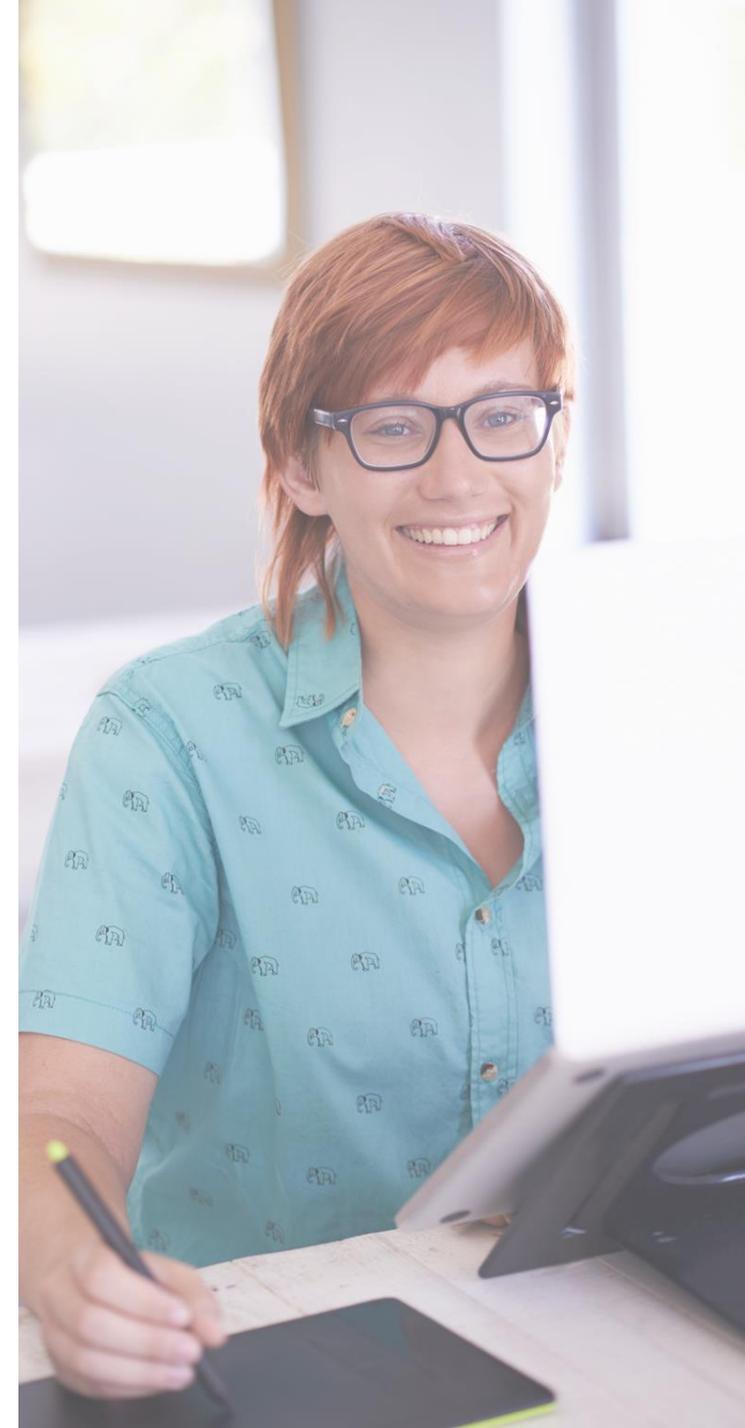
Comprehensive assessment of your customers' interactions with your brand



- Map touchpoints across your customer journey
  - Call the phone number on your website
  - Test contact forms on your website and social pages
  - Evaluate in-store experience & online experience with your staff
  - "Friction" check
- Review customer issue cases; review customer service protocols
- Gather customer feedback
- Evaluate reviews on social platforms
- Review your data (e.g., reservation and financial data)
- Take steps to improve; Take steps to remove friction

# Digital **Strategy** Checklist

- Website
  - Valuable content
  - Booking engine
  - Mobile-optimized / SEO-optimized
- Multi-Channel Marketing
  - Third-Party booking platforms
  - Social media
  - Email marketing
  - Other marketing channels
- Collect customer data and behavioral insights

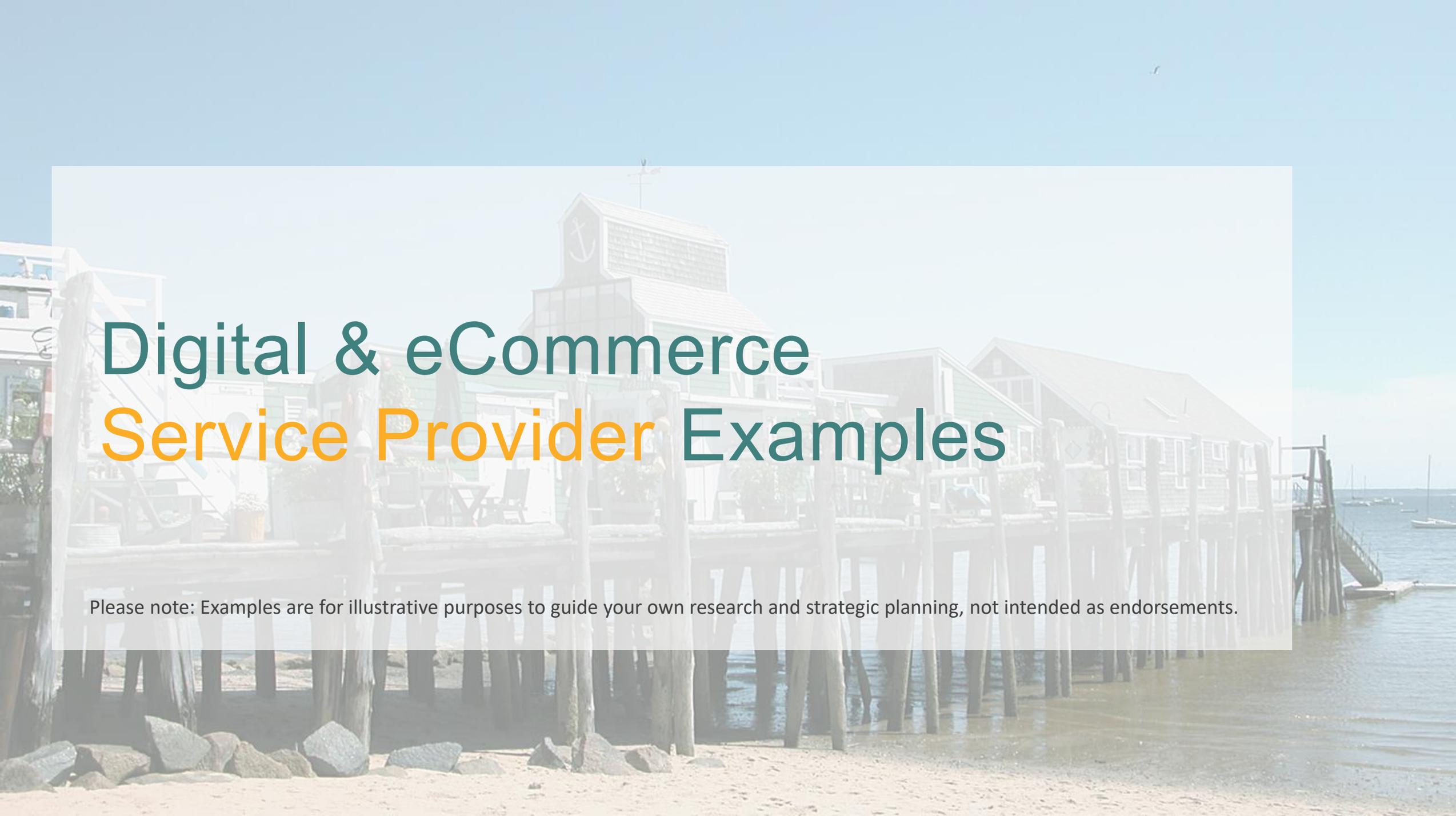


Poll  
Question  
#3

Which business planning exercises are helpful and interesting for your business?

- Inventory of core capabilities and resources
- Revisiting brand narrative and value proposition
- Digital presence audit
- Customer experience audit
- Digital marketing / Multi-channel strategy

Please select all that apply in the pop-up window

A coastal scene featuring a wooden pier and buildings on stilts over the water. The buildings are white with dark roofs, and one has a prominent anchor logo. The pier is made of dark wood and extends into the water. The sky is blue, and the water is calm. The foreground shows a sandy beach with some rocks.

# Digital & eCommerce Service Provider Examples

Please note: Examples are for illustrative purposes to guide your own research and strategic planning, not intended as endorsements.



Introducing Cloudbeds University. A new way to learn and elevate your business.

LEARN MORE



Login We're Hiring! Support English

Features Pricing Solutions Resources Company Free Consultation

# Empowering Hoteliers & Hosts Everywhere.

Whether you are an independent property or part of a hotel chain, Cloudbeds offers a single platform to manage guests, staff, inventory, pricing, and data in real-time.

Request a Demo

Ann Tremaine  
682349544

	Reservation	Notes
Check-in / Out 8/19/2020 - 8/22/2020		
Guests 2		
Arrival Time 11:00 AM		
Total \$499.00		
Balance Due \$99.00		

- > Check-in Guest
- > Check-in & go to Reservation
- > Go to Reservation
- > Unassign



## > Hotels

Automate workflows, streamline operations and increase revenue

## > Hostels

Get the same tools as industry leaders with more flexibility to sell more beds

## > Vacation Rentals

Sync everything in one place – from channels to your PMS and booking engine

## > B&Bs and Inns

Save time with a simple system, backed by award-winning support

## > Hotel Groups

Get Advanced Reporting and Insights to drive your business forward

- PMS
- Booking Engine
- Channel Manager
- App Integrations
- Accounting

cloudbeds.com

LittleHotelier About Us Features Booking Channels Pricing Customers Resources TRY FOR FREE

**The one solution you need to make running your property and welcoming guests easier.**

Designed from the ground up to be nimble, mobile and friendly.

WATCH A DEMO TRY FOR FREE

Little Hotelier New booking: Mike Arnold, Deluxe Villa, Ocean View Villa, 27 Aug 2021 - 29 Aug 2021

Front Desk + Booking Engine + Channel Manager + Mobile App

Front Desk: Simplify the day-to-day  
 Booking Engine: Increase direct bookings up to 43%  
 Channel Manager: Sync your booking sites, get up to 46% more reservations  
 Mobile App: Stay in control, from anywhere

- All-in-one property management system
- Front desk
- Direct booking
- Channel manager
- Website builder
- Payments

littlehotelier.com

"designed and built for Bed and Breakfasts, Guest Houses and Small Hotels"

Live Rate and Availability Synchronisation

ates and apply stop-sells at a click of a button. The channel manager will automatically reduce avail room is booked on any one of your sales channels.

AVAILABLE ROOMS 11

YOUR HOTEL

agoda.com 12  
 Your Website 12  
 Booking.com 12  
 Expedia 12  
 tripadvisor 12  
 Hotels.com 12

# HotelTechReport



ABOUT US

**We Empower Hotel Owners and Managers to Thrive in The Era of Digital Disruption**



Skift.



HEDNA

As seen in

PhocusWire   
Powered by Phocuswright

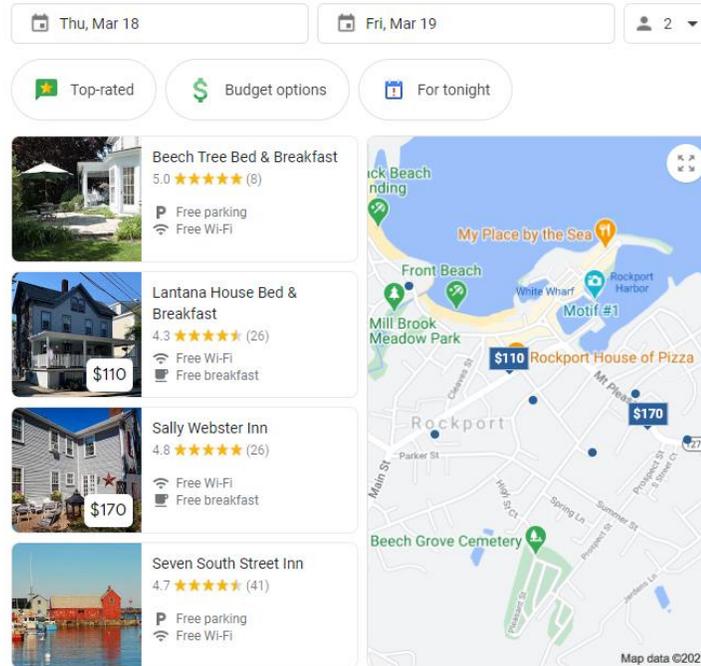
LODGING



# Multi-Channel Strategy: Use of Platforms to Increase Discoverability by new customers

- Optimize your Google My Business listing

- Add Covid-19 related information
- Verify hours
- Utilize Call to Action buttons (Order Now)
- One of the best ways to gain visibility / Local SEO



Booking.com



Online Travel Agencies (OTAs)

"...cooperate with them and encourage direct bookings at the same time. The more distribution channels there are at your disposal, the better!"

- Hospitalitynet.org

Google Hotel Ads



# Customer loyalty

"Acquiring a new customer can cost **five times more** than retaining an existing customer."

Tips to cultivate loyalty, according to [littlehotelier.com](http://littlehotelier.com):

- Clear and relevant communication
- Capture customer data and special requests during booking (e.g., dietary; interests)
- Creative, personal touches

Consider a third-party rewards service:

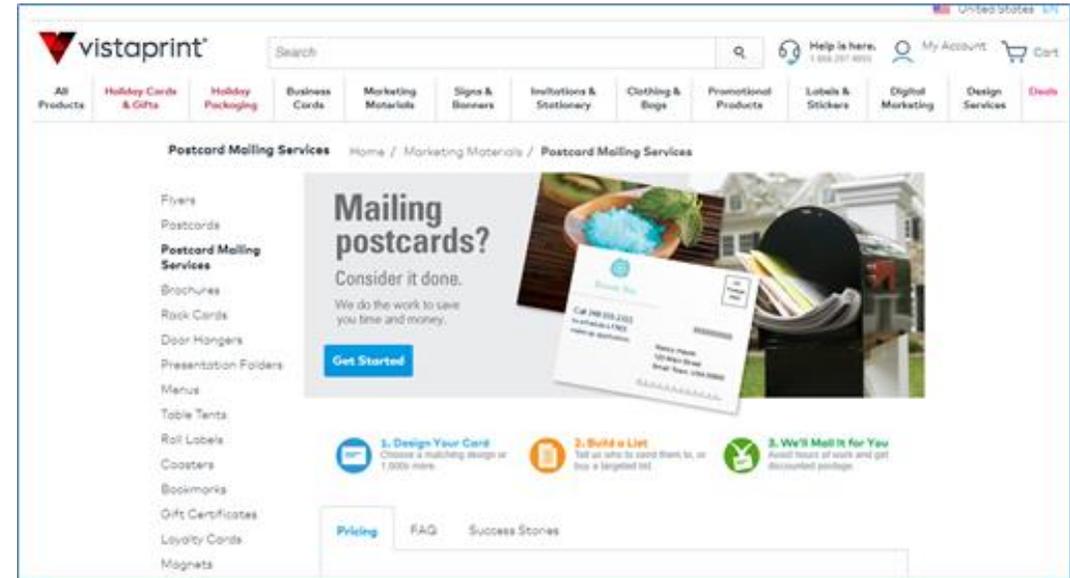
- Integrated loyalty with your hotel management system / POS system
- Loyalty specific providers



# Direct Mail Campaigns

Consider a postcard mailing service as part of your multi-channel marketing strategy

- <https://www.vistaprint.com/marketing-materials/postcard-mailing-services>
- Use the design templates in Vistaprint or create your own and upload your design.
- Upload a mailing list or purchase a targeted list directly with Vistaprint. Filter your audience down by various demographic criteria to make your list more targeted.



Poll  
Question  
#4

Which of the following digital marketing and eCommerce elements are areas that could use further development?

- Company website
- Social media
- Customer engagement and loyalty
- Strategy with OTAs or other third-party platforms
- Property management system with integrated marketing tools
- Google My Business / Local SEO

Please select all that apply in the pop-up window

# Consider outsourcing through Freelancer / Contractor platforms such as Upwork.com

- Website / eCommerce setup
- Social Media
- Content creation / blog articles



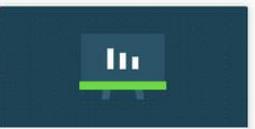
**In-demand talent on demand.™**  
**Upwork is how.™**

Hire proven pros with confidence using the world's largest, remote talent platform.

[Get Started](#) [Watch Demo](#)

Wesley E. | Top Rated Data Scientist

Find quality talent or agencies

 Web, Mobile & Software Dev	 Design & Creative	 Writing	 Sales & Marketing
 Admin Support	 Customer Service	 Data Science & Analytics	 Engineering & Architecture

Ongoing  
**Execution** of  
your Business  
Continuity &  
Digital  
Strategy

A group of five diverse women are running joyfully on a beach at sunset. They are all smiling and laughing, splashing through the shallow waves. The women are dressed in casual, comfortable clothing like sweaters and cardigans. The background shows a vast beach, the ocean, and a bright, hazy sky with the sun low on the horizon. The overall mood is one of happiness and freedom.

Starts with you



# Build skills to endure hardship and avoid burnout

## CONNECTING

Build strong and positive relationships at a personal level and professionally. A trusted network will make an impact.

## GOAL SETTING WITH FLEXIBLE MINDSET

Set realistic goals, break them down into steps and you will have a plan to look forward to the future with meaning.

## REMAINING PROACTIVE AND HOPEFUL

Although it can take time to recover from a major setback, traumatic event, or loss, know that your situation can improve if you work and maintain perspective.

## TAKING CARE OF YOURSELF

Prioritize your own needs and acknowledge your feelings, include physical activity in your routine, eat a healthy diet, and aim for 7-8 hours of sleep. Practice a stress management technique such as meditation.



# Resources

A photograph of a man and a woman in a modern office setting. The man, on the left, has grey hair and is wearing a blue and white plaid shirt and dark trousers. He is holding a tablet and pointing at it. The woman, on the right, has grey hair, wears glasses, and a green sweater. She is holding a blue folder or notebook. They are standing in front of a white desk with a laptop and other office supplies. The background shows a bright, open-plan office with white shelves, a hanging plant, and a modern light fixture. The floor is covered with a grey and blue patterned carpet.

# Hello Alice



covid19.helloalice.com

**COVID-19**  
BUSINESS  
RESOURCE  
CENTER  
HELLO  
ALICE

Choose your industry  
for funding,  
opportunities and  
tools tailored to your  
business.

FOOD & BEVERAGE

BEAUTY & WELLNESS

RETAIL

WHOLESALE &  
MANUFACTURING

PROFESSIONAL SERVICES

ARTS & ENTERTAINMENT

RESTAURANT &  
FOOD SERVICES

CONSTRUCTION

OTHER

TECHNOLOGY

VISIT HELLO ALICE



Russell Jackson  
Owner and Chef  
Reverence

## COVID-19 Business Resource Center

### Preparing to Get Back to Business

Learn What You Need to Reopen or Refuel Your Small Business

At Hello Alice we know you have been through a lot during this pandemic. We are here with 150,000 of your fellow business owners to help you navigate your new normal with access to funding, e-learning guides, and mentorship.

# Content & Networking

Facebook Groups



Cape Cod Small Business Owners | Facebook

facebook.com



Branchfood



Serving Up Support — Branchfood

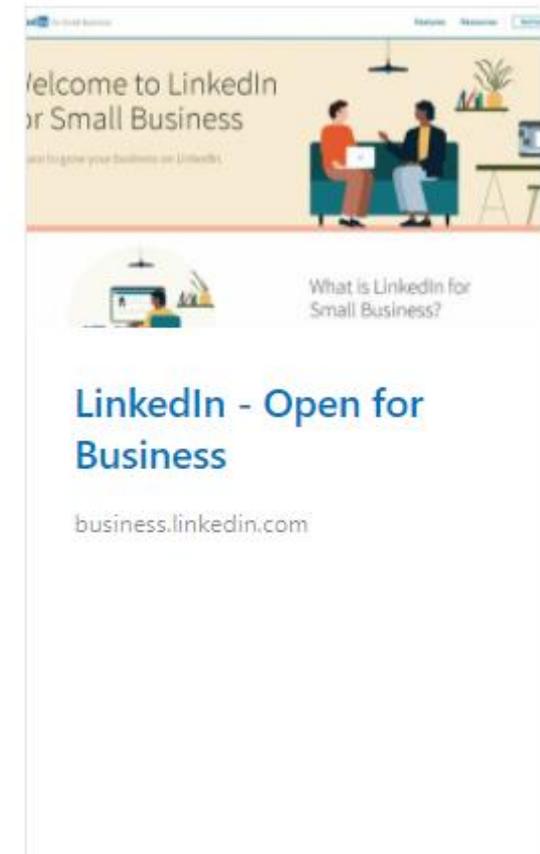
branchfood.com



Alignable - The Small Business Network.

With millions of members in 30,000 communities, Alignable is where small business owners build trusted relationships and generate referrals.

alignable.com



LinkedIn - Open for Business

business.linkedin.com



# Support through Covid-19



Cape Cod Commission  
Covid-19 Resources



Mass.gov  
Covid-19 Funding and  
Resources



Small Business Strong  
Free Small Business  
Technical Assistance



CO- *by the US Chamber of  
Commerce*  
Actionable Tactics



Poll  
Question  
#5

What types of resources would you like to see highlighted in a business recovery toolkit?

- Business training / employee training
- Digital marketing / social media
- Food business industry / supply chain resources
- Funding
- Startup / entrepreneurship
- Local government
- Professional networking

Please select all that apply in the pop-up window



We invite you to try out a **digital presence audit** and the other checklists presented today.

Bring your questions to our next workshop in late April / early May!

Q&A

**THANK YOU!**  
TIME FOR QUESTIONS

**CONTACT:**  
[businessrecovery@capecodcommission.org](mailto:businessrecovery@capecodcommission.org)