



# BMI BULLETIN

4th Quarter 2019 Last Edition

## TOP PERFORMERS OF 2019

**Holiday Inn Express Tacoma**  
for top guest scores and  
hotel cleanliness.

**Holiday Inn Express SeaTac**  
for highest guests scores  
even during renovations.

**Aloft SeaTac** for best  
opening and revenue  
growth.

**Staybridge Suites** for best  
consistent guests scores.

**Hilton Garden Inn Olympia**  
for outstanding overall  
performance.

## WHAT A YEAR

### Goodbye 2019!

We experienced everything the year had to offer and conquered all hurdles and challenges. As the market trends and forecasts changed, we adapted. When traveler's needs and wants became more particular, BMI evolved. Team members stated what was most important to them, and ownership heard you. 2019 brought many changes to BMI and the way we operate. At times changes can be scary, but very necessary in the hospitality industry.

## CHANGES MADE

As BMI continues to grow and evolve we understand that things can't stay the same. For our hotels to stay competitive in a shifting market, we began to provide layered revenue support to all hotels. To encourage and strive for the best customer service, we increased Service Excellence bonus and changed the guidelines to ensure we had the best of the best. As the labor market became more competitive, we invested in our top performing team members, and looked to promote from within.

With the hospitality industry constantly shifting trends, demands, expectations, and more, BMI knew we had to continue to progress. While mastering the basics, we needed to continue to advance ourselves ahead of our competitors. In 2020 and beyond BMI looks to offer more opportunities for our team members to learn and grow. Offering customized training to help sharpen the skills needed to be a better leader, quality team member, and have a stronger overall understanding of the hospitality industry, can be expected in the New Year. Few other things to be on the lookout for in 2020- more opportunities to support your favorite local charities, work with other team members throughout BMI in group settings, and more streamlined assistance from your leadership team. 2019 was great, but 2020 will be the start of something amazing. Get ready!

## SAME O SAME O

While our industry has adapted to changes, some things can't be forgotten. Through all the digital updates, remote access, and versatility of the internet there is still one thing that never waivers. Hospitality industry is the People Industry. We must always keep in mind the importance of our customer service. Our guests' experience from the time they make their reservation, until they check out of our hotels, will always be the driving factor of a successful property. Easy to make reservations, welcoming and knowledgeable staff members, clean and fresh properties, quick and efficient arrivals and departures, and authentic interactions with staff members are the core basics to the success of any hotel. These few items will always and forever remain the same.

## 2020 VISION

Are you ready for the New Year? All leaders should be looking at what they did well in 2019 and what could have been improved. If any team members have ideas on ways to make things easier or better, they should feel welcomed to share. With all the new supply, in 2020 our guests will be more selective than ever. To be the top choice for any traveler, hotels will need to master the basics, stand out from the crowd, and be true **Hotelier with Heart**.

## SPECIAL SHOUTOUTS

High fives to the following people in their recent promotions- Nicolle Benevente GM of TownePlace Suites Olympia. Genevieve Henderson DOS of SeaTac area. Albert Bay DOS of Seattle area. Andres Dominguez GM of Hampton Leavenworth. Miguel Cross Sales Manager in SeaTac. Mike Magna Sales Manager in Seattle. Michelle Hudson GSM of Holiday Inn Express & Suites SeaTac. Holly Smith GSM of Aloft. Beatriz Galvez GSM of Hampton Inn & Suites SeaTac. Pheobe Payne GSM Hampton Inn & Suites Bremerton. Congratulation and thank you for your hard work.

# HAPPY NEW YEAR!!!