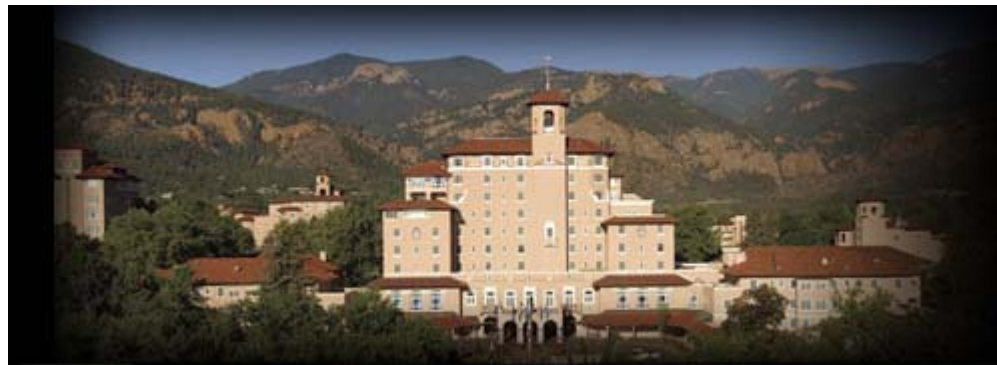


# International Society of Hotel Association Executives 2006 Winter Conference



## Allied Vendor Roundtable



# Allied Vendor Roundtable

---

- ❖ CH&LA Allied Member Benefits
- ❖ CH&LA Endorsed Vendors
  - ❖ CH&LA Insurance Program
- ❖ AH&LA as an Allied Member
  - ❖ Unlimited Training Library
- ❖ CH&LA Metrics/Economics
- ❖ Discussion



# Allied Vendor Overview

---

- ❖ Allied Vendors are members because it helps their business/organization
- ❖ They want more business
- ❖ They want services from the PSA  
(Services to get more business)
- ❖ Some Allied Vendors are members to support the industry.



# CH&LA Allied Vendor Benefits

---

- ❖ Complimentary listing in the annual CH&LA Resource Guide, with a distribution of over 8,000 copies.
- ❖ Unlimited subscriptions to *The CH&LA Advantage* e-newsletter.
- ❖ Occupancy & Average Daily Rate Information - Provided monthly by Smith Travel Research
- ❖ Construction & Modernization Reports
- ❖ Insurance/Telecommunications/Shipping Services/ Rental Vehicles/Office Supplies – Save!!
- ❖ Member discounts and access to CH&LA events & activity sponsorships.
- ❖ Reduced rate advertising on the CH&LA web site and in CH&LA publications and sponsorship of CH&LA programs.
- ❖ Exclusive use of the CH&LA Allied member logo.
- ❖ Exclusive access to the CH&LA's property member mailing list.
- ❖ Free detailed listing on CH&LA's web site.



# CH&LA Endorsed Vendors

---

- ❖ Special Relationships
- ❖ Custom Designed Marketing & Promotional Programs
- ❖ Personal Introductions
- ❖ Access to Board Members



# CH&LA Insurance Program

- ❖ Three Year Agreement
- ❖ Marketing/Promotion
- ❖ Initial Introduction Letter
- ❖ Customized Collateral
  - ❖ New Member Collateral
  - ❖ Distributed at Events
- ❖ Web Site Recognition
  - ❖ Graphic on Home Page



# CH&LA Insurance Program (cont'd)

---

- ❖ Web Site Recognition (cont'd)

- ❖ Graphic on Home Page

- ❖ Insurance Center Section

- ❖ Modeled After AH&LA Web Site

- ❖ Easy-To-Complete Inquiry Forms

- ❖ Dedicated 800#



Call Us Toll-Free  
**1(800)979-5530**

- ❖ Newsletter Promotion

- ❖ Insurance Industry Article Tie-Ins

- ❖ Graphic Promotion on Front Page

- ❖ TESTIMONIALS – Direct Sales



# AHL&A => Program Partner

---

## ❖ Think About It

❖ We're All Partner States

❖ Philosophically:

❖ Approximately 33% Member Fees

❖ Umbrella Organization

❖ Educational Resources

❖ Educational Institute

❖ Seminars



# AHL&A => Program Partner

---

- ❖ What's The Value?
- ❖ How Are You Promoting AH&LA?
- ❖ AH&LA Relies on PSA's
  - ❖ Member Communications
  - ❖ Program Introductions
- ❖ What Can AH&LA Do For You?



# Unlimited Training Library

---

❖ AH&LA Educational Institute  
= Endorsed Vendor



❖ New & Exciting Member Benefit

❖ A Good Membership Value



# Unlimited Training Library

---

- ❖ Total twelve month distribution estimated at a targeted audience of 25K:
  - ❖ 8K Resource Guide – on one of four tabbed pages (\$5K value)
  - ❖ Included in (a first class post) announcement letter to all members (1.5K)
  - ❖ Web site distribution (5K monthly)
  - ❖ Home Page News Scroller (two month rotation)
  - ❖ Career Center mentions/links
  - ❖ Newsletter article (3K monthly)
  - ❖ Included in all new member kits/GM change kits/sales kits (3K annually)
- ❖ Sticking a price tag on it, a guestimate of \$10K worth of promotion/\$2.5K out-of-pocket costs – 40 cents per impression



# Unlimited Training Library

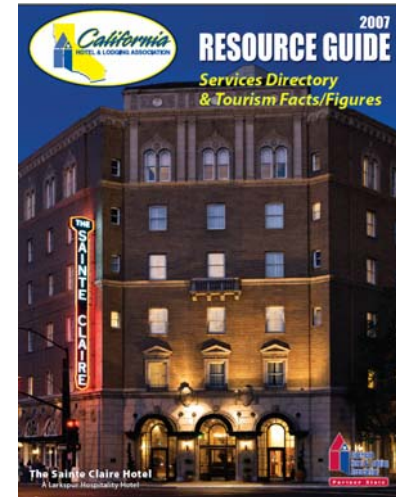
- ❖ Custom Collateral
- ❖ Specific Section on Web Site
- ❖ Summaries/Details by Category
- ❖ CH&LA Member Pricing
- ❖ Highlight the Pricing Differential
- ❖ CH&LA Provides Value



# CH&LA Allied Members

---

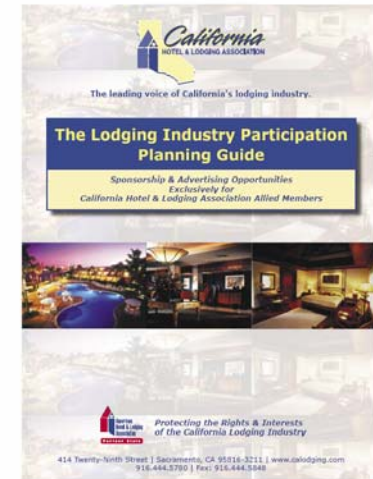
- ❖ The Web Site is Very Important
- ❖ CH&LA Resource Guide Tie-In
  - ❖ Four Color / 80 Pages
  - ❖ \$65,000 in Advertising
    - ❖ \$40,000 in 2006
    - ❖ \$32,000 in 2005
  - ❖ Distribution of 8,000
    - ❖ All Properties in CA ++



# Participation Planning Guide

---

- ❖ First Year Effort
- ❖ Organize Opportunities
  - ❖ Events
  - ❖ Promotional Opportunities
  - ❖ Advertising
- ❖ Get on the Radar => Budgeting!!!



# Participation Planning Guide

---

- ❖ Annual Meeting Example
  - ❖ \$16,000 in Opportunities
  - ❖ Sold 50% of Opportunities
  - ❖ Attendance at 200 @ \$50 each
  - ❖ Total Profit => \$15,000 (Fully Loaded)
  - ❖ Allied Members Love Table Tops
    - ❖ Limited Opportunities



# CH&LA Allied Membership

---

- ❖ 250 Allied Members
  - ❖ At \$395 each => \$98,750 Income
  - ❖ 2006 Growth of Just 3%
    - ❖ 2006 Membership Fees Increased by 15%
    - ❖ Total Income Increase of 18.3%
  - ❖ Always a Big Churn
    - ❖ 24.0% Cancellation Rate
      - ❖ Compared to Property Churn of <10%



# CH&LA Allied Revenue

---

- ❖ Program Revenue => \$102,000
  - ❖ Insurance, Employment, Credit Card, Visitor Guide, Telecommunications
- ❖ Advertising Revenue => \$84,000
- ❖ Sponsorship Revenue => \$30,000
- ❖ Event Revenue => \$42,000
- ❖ Publication Sales => \$40,000



# CH&LA Allied Revenue

---

- ❖ Total Opportunity Revenue

- ❖ \$258,000 in 2006



- ❖ Total Allied Membership Fees

- ❖ \$98,750 in 2006

- ❖ Allied Member Metrics

- ❖ \$2.63 ROI on Every Membership Dollar

- ❖ Allied Member Value => \$1,433.85



# Talk To Me, People!

---

- ❖ What is/are your best programs?
- ❖ S W O T Analysis
  - ❖ S – Strengths?
  - ❖ W – Weaknesses?
  - ❖ O – Opportunities?
  - ❖ T – Threats?



# International Society of Hotel Association Executives 2006 Winter Conference



## Allied Vendor Roundtable

