**Community Engagement Playbook for Hoteliers
Simple Ways to Strengthen Local Connections & Elevate Guest Experiences**

A hotel is more than just a place to stay—it’s part of the local community. Guests seek authentic experiences, and a hotel that engages locally builds loyalty, goodwill, and a stronger reputation. The best part? Small, intentional actions can make a big impact.

**Quick-Start Checklist: Ways to Get Involved**

✅ **Sponsor a Local Team**
🏆 Support a youth, high school, or community sports team by providing sponsorships or donations.
🏆 Display team jerseys, trophies, or photos in the lobby to showcase your support.
🏆 Host a “Team Night” event where players and families gather to celebrate achievements.

✅ **Feature Local Art & Businesses**
🎨 Dedicate a rotating gallery space in the lobby to highlight work from local artists.
🎨 Collaborate with small businesses to create unique in-room amenities, like handmade soaps or artwork.

✅ **Provide Rooms for First Responders & Educators**
🚓 Offer discounted or complimentary rooms for first responders during emergency situations.
🚓 Provide seasonal appreciation discounts for teachers, healthcare workers, and service professionals.
🚓 Partner with local nonprofits to host families in need for short-term stays.

✅ **Host Community Events**
🎉 Open your event space for local business networking, job fairs, and charity fundraisers.
🎉 Host seasonal community gatherings (e.g., holiday markets, movie nights, or food drives).
🎉 Organize volunteer opportunities where staff and guests can give back together.

✅ **Partner with Local Restaurants & Shops**
🍽️ Set up a Welcome Package with coupons, menus, and samples from local businesses.

**Why Get Involved?**
By forming local partnerships and giving back, you’ll:
✅ Build strong relationships with residents and businesses
✅ Create authentic guest experiences that foster loyalty
✅ Enhance your hotel’s reputation and community goodwill