



Making Summer Stays Memorable: Operational Tips for Economy Hotels

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Summer is a prime season for travel, and for economy hotels, it's the perfect time to create lasting impressions. With thoughtful operations and a guest-first mindset, you can turn seasonal stays into repeat business and glowing reviews. Here's how:

1. First Impressions Count

- **Efficient Check-In:** Ensure your front desk team is ready for high traffic with quick, friendly service.
- **Warm Welcome:** A small gesture—like a cool drink or a local treat—can set the tone for a great stay.

2. Comfort is King

- **Cool Rooms:** Double-check that all air conditioning units are working properly.
- **Spotless Spaces:** Housekeeping should focus on freshness and cleanliness, especially during hot weather.

3. Enhance the Local Experience

- **Summer Activity Guides:** Offer curated lists of local events, attractions, and eateries.
- **Exclusive Deals:** Partner with nearby businesses to provide discounts or perks for your guests.

4. Add Memorable Touches

- **Hydration Stations:** Provide complimentary water in the lobby or common areas.
- **Seasonal Décor:** Light, cheerful summer-themed decorations can elevate the atmosphere.

5. Appreciate Every Guest

In a competitive market, every guest who walks through your doors made a choice—and they chose you. Make sure your team recognizes and appreciates that:

- **Say Thank You:** A sincere thank-you at check-in or check-out goes a long way.
- **Personalized Service:** Use guest names when possible and acknowledge returning visitors.
- **Surprise & Delight:** A small upgrade, a handwritten note, or a late check-out can turn a good stay into a great one.

6. Encourage Reviews and Return Visits

- **Ask for Feedback:** Invite happy guests to leave reviews on platforms like Google or TripAdvisor.
- **Follow Up:** Send a thank-you email with a special offer for their next stay.

7. Welcome OTA Guests Back—Directly

Many guests find your hotel through OTAs like Booking.com or Expedia. While these platforms are great for visibility, encouraging guests to book directly next time benefits both you and them:

- **Better Rates:** Let guests know they'll get the best price by booking directly through your website or by calling the hotel.
- **Personalized Service:** Direct bookings allow you to tailor the experience and build a stronger relationship.
- **Loyalty Incentives:** Offer perks like early check-in, late check-out, or a small discount for returning guests who book direct.

8. Train for Summer Success

- **Local Know-How:** Staff should be ready to recommend attractions and handle summer-specific questions.
- **Preparedness:** Have contingency plans for heatwaves, power issues, or overbookings.

You don't need luxury to create loyalty—just thoughtful service, seasonal touches, and a personal connection. Make this summer unforgettable for your guests, and they'll come back for more.