



# Important Hotel Manager Duties



- 1) Pay close attention to a guest's requirements
- 2) Review feedback – positive and negative reviews
- 3) Spend time in addressing issues, lend the personal touch
- 4) Use innovative methods to enhance guest experience
- 5) Be aware of the latest hospitality technology trends, use them to build customer relations

## Guest Experience & Customer Relations



- 1) Track reviews and manage a hotel's online presence
- 2) Respond to every negative review amicably
- 3) Create a buzz online with offers, promos and more
- 4) Ensure guest queries receive timely response
- 5) Reinvent branding strategies to create a brand recall

## Reputation Management & Branding



- 1) Optimize the revenue based on demand
- 2) Oversee the distribution strategy and manage daily operations
- 3) Create pricing strategies, competition analysis
- 4) Track hotel revenue, manage budgets
- 5) Analyze channels, market segment reviews, reports and more
- 6) Analyze sales figures

## Revenue & Budget Management



- 1) Have complete knowledge about the latest in hotel technologies
- 2) Keep a watchful eye on competitors
- 3) Implement cloud-based technologies to improve hotel management
- 4) Update employees, ensure training for software updates
- 5) Explore new technology to support goals

## Focus on Latest Hotel Technologies



- 1) Help employees develop skills sets, identify talent
- 2) Build up a positive work environment to keep high motivational levels
- 3) Communicate. Talk with the team, ask about career goals, and set targets
- 4) Work with the HR on areas of employee retention, employee engagement
- 5) Be the kind of role model they would want to emulate

## Be an Excellent Role Model