



A WIN WELL DESERVED

Area Manager Brent Gresham wins Hotelier of the Year at the 2017 Stay Boutique Conference.

Congratulations to Charlestowne Hotels Area Manager, Brent Gresham, who was awarded the great honor of Boutique Hotelier of the Year by this year's conference. Mr. Gresham currently oversees four of Charlestowne Hotels' flagship properties: The Spectator Hotel, The French Quarter Inn, Harbourview Inn, and Elliott House Inn.

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EXECUTIVE INSIGHT FROM THE CONFERENCE

Now a member of the advisory board for the award-winning Boutique & Lifestyle Lodging Association, Michael Tall was a key contributor to this year's conference, where discussion hovered around an ubiquitous yet elusive theme: authenticity. Read on to learn how Charlestowne Hotels is harnessing the year's biggest trend.

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BEST PRACTICES: FOUR WAYS TO RETAIN QUALITY EMPLOYEES.

Vice President of Operations, Jim Sichta, sits down with Lodging Magazine to offer four best practices to help both recruit and retain quality employees.



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MAKING WAVES: THE PALMS OCEANFRONT HOTEL REOPENS.

The Palms Oceanfront Hotel opens to the public after renovating all 57 guest rooms and suites, as well as all public spaces and grounds.



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DEVELOPMENT UPDATE: WHAT'S NEW, WHAT'S COMING, AND WHAT LIES AHEAD.

From adaptive reuse projects under development to new additions to our portfolio, we're growing—and fast.



EXECUTIVE INSIGHT: 2017 STAY BOUTIQUE CONFERENCE

Key Insights and Takeaways from President and COO Michael Tall

As consumers clamor for more genuine travel experiences and increasingly seek out independent and boutique properties, the hotel industry is rapidly redefining itself to keep up with the new demand. Regardless of the type of asset, those that wish to meet a guest's need for experiential travel must orbit around an elusive and nebulous concept: authenticity.

While its absence screams loudly, true authenticity is subtle: felt, rather than seen or said. Authenticity means different things to different people; but ultimately, it is about a unique and memorable experience that is rooted in truth. Charlestowne Hotels excels in leading its properties to discover its own truths and to transform them into actionable, measurable, and profitable initiatives.

PROPERTY SPOTLIGHT

Looking for ways to enrich your own hotel's guest experience? Read on for four examples of programming efforts our properties have successfully implemented.



PERSONALIZING LUXURY

Taking a traditional luxury amenity and modernizing it by removing the uncomfortable hierarchy and replacing with a personalized relationship.

BUTLER PROGRAM // THE SPECTATOR HOTEL

At the Spectator Hotel, individual butlers are assigned to each guest, allowing guests to feel special and individually cared for, but without the discomfort of seeming pretentious. By extracting the traditional sentiment of luxury and applying it to a modern, more interactive application, guests are not just exposed to luxury but are engaged by it.



HISTORICAL VALIDATION

Understanding authenticity requires being true to who you are, and to be true to who you are you must know who you are—and to know that, you must know where you came from.

PROPER ENGLISH TEA // THE DEER PATH INN

To develop its tea service, the Deer Path Inn collaborated with British International Tea Consultant and Master of Tea Malcolm Ferris-Lay, whose family has been connected with the tea trade since 1842. The General Manager and Executive Chef even traveled to Britain to immerse themselves in the culture so they might emulate the defining features in their own service protocol.



INTERSECTING PASSIONS

Establishing a call and response of passions to ensure a happy balance between what staff can offer and what guests wish to receive.

IN-HOUSE HISTORIAN // ELLIOTT HOUSE INN

The Elliott House Inn offers exclusive tours guided by their own in-house Historian and 10th generation Charlestonian, Neal Cook. This program developed organically and is the result of acknowledging both the innate talent and passion of one employee, as well as its ability to resonate with guests.



CELEBRATING COMMUNITY

Prioritizing and retaining relationships within the local community by offering a platform to showcase their talents.

LOCAL ART AUCTIONS // HARBOR HOTEL

Harbor Hotel Provincetown has long been a supporter of the arts, offering its walls to promote and celebrate the work of local artists, allowing guests to enjoy the naturally occurring talents of the community they are visiting. A primary sponsor of events like the Provincetown Film Festival, Harbor Hotel is also the starting point of Ptown's most notorious parade, Carnival.

BEST PRACTICES: FOUR TIPS TO RETAIN EMPLOYEES

by Jim Sichta, Vice President, Operations

Reprinted from Lodging Magazine

Every company wants great employees—without them, a company can't survive. That's especially true in the hospitality industry where employees are the face of a property. Lackluster employees will only translate to poor guest experiences, and those guests will take their business to the competition. However, retaining great employees has become more difficult in this industry. People are spending less time at jobs than they have in the past. A new generation of employees has entered the work force with different wants and needs, which aren't always clear to hoteliers. What is clear is that once great employees are found, it's important to keep them from going elsewhere. Talented team members have a greater capacity to be more efficient, bring value to other departments, and can continuously evolve in their area of expertise while expanding on new skills and talents. They are the drivers behind successful hotel operations that ensure guests will return to a property.

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2 THINK BEYOND MONEY

A lot of people think the only way to retain employees is to look at the dollar signs, but that's not always the case. Many in the workforce today are looking toward professional development opportunities. If a manager takes an interest in an employee's growth and development, that can go a lot further than a \$1 raise. Likewise, mutual respect is key. It starts with the details—as minor as paying attention to basic aspects such as proper uniforms for employees so that they look and feel good while working. Job titles can also be a way to show respect, such as “guest-service host” instead of “front-desk agent.” Being more respectful of an employee's role can help lift them up.

3 BE FLEXIBLE

A great work/life balance will work wonders for employee retention. Hotels are a 24/7 business, so balance can be challenging sometimes. But people aren't meant to work 24/7 jobs. Employees need to be able to take care of themselves and shouldn't be afraid to ask for flexibility on doctor appointments or time off for family issues. A liberal paid time off (PTO) policy that encompasses holidays, sick time, and personal time can work well for employee retention. Employees can use their PTO to take time off for their needs, or they can use it for extra cash in their paychecks.

4 FOCUS ON TRAINING

It's not enough to train new employees by having them shadow staff for two days before throwing them in the fire. Training needs to be done on a one-on-one and continual basis. Remember that no two people are the same. One person might be ready within a few days, while another might need more time. If employees aren't trained properly based on their needs, the guest experience will suffer and unhappy employees will look elsewhere for work. Cross training is equally important for your operations, not only because it can help with succession planning but also because it exposes a team to different areas of the hotel. It allows employees from different departments to interact, understand each other's jobs, and form a mutual respect. At the end of the day, happy employees will stay. Take notice of your team now so that the competition doesn't get stronger by wooing away the heart of your hotel.

MAKING WAVES: THE PALMS OCEANFRONT HOTEL REOPENS

Located on Isle of Palms, SC, The Palms Oceanfront Hotel offers guests unparalleled oceanviews in a completely

The Palms Oceanfront Hotel opens to the public December 1 after renovating all 57 guest rooms and suites, as well as all public spaces, including the lobby and corridors.

Highlights of the oceanfront hotel's top-to-bottom renovation include a new pool deck with outdoor showers, a stylish lobby and breakfast bar, and all-new guest rooms with whitewashed finishes, and granite bathrooms.

The new lobby features an organic color palette inspired by the barrier island and surrounding Intracoastal Waterway: driftwood greys, sandy creams, and ocean blues.



RENOVATION HIGHLIGHTS

- Upgraded bathrooms with granite counter tops
- New saline pool and sun deck
- All new linens, decor, and furniture
- Redesigned lobby with breakfast bar



Venturing away from the frenetic downtown Charleston hubbub, guests will immediately feel at ease in a sanctuary like space achieved through nautical textures, reclaimed woods, and classic lines.

The Palms Oceanfront Hotel's transformation pays homage to its surroundings, capturing the energy and evolution of the area's thriving marshlands, dynamic culture, and celebrated history, while still introducing modern elements and sophisticated-yet-playful amenities for an enriching experience for leisure and business travelers alike.

In keeping with The Palms' commitment to the community, the hotel selected Charleston-local firms to lead both design and construction efforts. Interiors were designed by Mt. Pleasant-based firm Amy Trowman Designs, while construction was managed by Cooper River Contracting.

The renovation served as an opportunity to address past guest concerns. "We value our guests' opinions and are grateful for their feedback, which we strove to address during the renovations," explained President and COO Michael Tall.

Such improvements include fully renovated guestrooms with new flooring, furniture, and finishings, as well as completely upgraded bathrooms. Guests also can look forward to a revamped, upgraded breakfast featuring bacon, eggs, and pastries.

The Palms Oceanfront Hotel will open its newly renovated doors December 1st, with special introductory rates up to 20% OFF.

For more information and hotel bookings, visit palmscharleston.com.

GET IN TOUCH

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DEVELOPMENT UPDATE: WHAT'S NEW & WHAT'S COMING

From the shores of the Grand Strand to the banks of the Ottauquechee, Charlestowne Hotels is expanding.

RECENTLY SIGNED

Best Western Plus Grand Strand

Myrtle Beach, South Carolina

- 2 Pools, 1 Lazy River, and 1 Jacuzzi
- Complimentary Hot Breakfast
- Complimentary Parking
- Fitness & Business Center
- Oceanfront rooms and Private Cottages available

The Shire

Woodstock, Vermont

- 43 rooms featuring traditional New-England decor
- Complimentary morning tea and coffee
- Furnished wraparound porch and riverside seating
- One mile from the Billings Farm and Museum; 2 miles from the Marsh and the Rockefeller National Historical Park

Foxhall Resort

Douglasville, Georgia

- 1,100 acres of woodland estate, including 16 fresh water lakes
- Sports Club offering outdoor activities such as wildlife hiking, fishing, hunting, horseback riding, golf, and tennis
- Farm-to-table cuisine served onsite at The Paddock Restaurant
- 18,000 sq. ft. of event space

UNDER CONSTRUCTION

The Foundry

Asheville, North Carolina

- Historical restoration of Asheville's original steel foundry
- 92 rooms including a 1,200 sq. ft. Presidential Suite
- On-site restaurant and bar

The Bristol Hotel

Bristol, Virginia

- 65 unique guest rooms and suites, including a top floor penthouse suite
- 2,800 sq. ft of historic Arcade available for one-of-a-kind events
- Rooftop bar open to both guests and the local community
- Street-front dining featuring new interpretations of Southern cuisine made with locally sourced ingredients

The Fairlane

Nashville, Tennessee

- 81 Retro-modern guest rooms and suites
- Rooftop Penthouse with terrace
- Union Teller coffee counter
- Elligton's onsite Restaurant + Bar
- Private meeting rooms for work or play

The Clermont Hotel

Atlanta, Georgia

- Mere blocks from the Belt-line and Ponce City Market
- 94 rooms, including bunk rooms and suites.
- 100-seat restaurant by Indigo Road Restaurant Group featuring an American menu with French undertones

HOT OFF THE PRESS

The latest Corporate Press and Media Mentions

- HOTEL NEWS NOW // How Revenue Managers Navigate Cancellations
- HOTEL NEWS NOW // Maintenance should be Proactive, Unobtrusive to Guests
- HOTEL ONLINE // Small Brands are defined by Big Stories
- LODGING ONLINE // Four Tips to retain Employees
- POST & COURIER // Charleston Area Hires & Promotions
- HOTEL NEWS RESOURCE // Why Hotel Management Companies are Obsessed with Marketing Costs
- HOTEL BUSINESS // Q&A with Michael Tall, Charlestowne Hotels
- HOTEL INTERACTIVE // Alternatives to OTA's