

Hotel & Motel

M A N A G E M E N T

Plants Are Growing PROFITS For Hotels

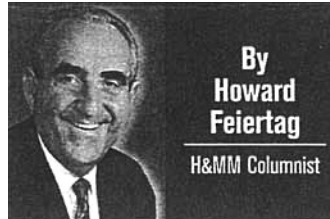
It's happening all over the place. Owners and operators concerned about revenue per available room night are always looking for new Profit Centers, ways to increase cash flow and, of course, provide new low, or no cost guest amenities and guest services. As competition has increased, and some profit centers such as "telephone charges" have all but disappeared, a new concept is always worth looking at. Well, here's one of the most innovative ideas I've seen in a long time.

It's called **PlantsDirect-Hotels** which was developed by a Company named PlantMakers, Inc. located in St. Petersburg Florida. The Company is no novice when it comes to dealing with hotels, since they've been providing restaurant table top and room planters to a number of properties since 1999, and they ship their planters all over the country.

What's unique about what they do is based upon their patented technology of growing LIVE plants in artificial soil. There's no dirt, no mess, and no watering but every 2-3 months, and because of the patented system, plants can be shipped anywhere in the USA via UPS or Federal Express ground.

So, what's this all about? As we all know, travelers spend more money than any other consumer group. Almost everyone brings some kind of gift back home. Whether it's a Sentimental "I've been thinking of you..." or what some have called a "Guilt Gift," our customer's spend a lot.

For customers, it's always a hassle to shop at a local shop or at the airport, and then have to worry about putting the gift in a carry-on, or in the luggage. Either way, they're hassled and rushed. So, here's how **PlantsDirect -Hotels**



comes to the rescue, provides our guests with a really worthwhile service, and makes money for us at the same time!

Wonderfully printed tent cards (5" x 7") are supplied for each guest room explaining the serv-

ice and showing the various planter arrangements. Price points are fair & very competitive and run from \$19.95 to \$39.95. The planter themes include "Thinking of You" themes, "Planter Kits" for Kids", and even a "Don't Forget the Pet!" item.

And because of their technology & volume, PlantMakers can waive shipping charges and the hotel gets credit for it! Featured in big and bold printing on the tent card is: **FREE SHIPPING, COMPLIMENTS OF YOUR HOTEL!** Of course the FREE shipping offer makes us look pretty good in the eyes of guests!

The customer can call a toll free number 24/7 to place an order, or can go on line. The system is totally automated so the property gets credit for the sale. In fact, no orders can be placed without the hotels code number. So, for doing nothing but placing the promotional tent cards in guest rooms the hotel receives a 10% commission on each sale. When you start doing the math, the PlantsDirect program can become a meaningful addition to the bottom line.

And, it's not only about making some more money, but as I've said before, we just can't sell sleep anymore. I believe this innovative new service and guest amenity will be appreciated and embraced by guests, and that helps build customer loyalty and great customer relations.

For information on the **PlantsDirect** program, the Company can be contacted at www.polyari@aol.com or toll free 888-433-2634.