

Aspring Innkeeper Workshops by Zoom

An intensive 6 hour course to be held on weekends, either in one day with a break between two 3-hour sessions or two 3-hour sessions over two days.

At the end of our workshop, we will host a 'virtual wine tasting' with Bettina Doulton of Cellardoor Winery, where we'll have shipped you a bottle of wine in advance as part of our program and materials 'kit'. Since our in-person weekend workshops include dinners and a wine and cheese hour beforehand, our best approach to socializing via Zoom is for all attendees to sample a different bottle of Cellardoor wines as we sip and chat for a bit before ending our session!

We will follow up with visits to on market inns via separate zoom sessions or Facebook Live.

What will we cover?:

Marketing

- social media
- curating content
- analytics
- reputation management
- website review
- networking/partnering

Financials

- budgeting
- business plan
- Quickbooks & Profit & Loss
- understanding your inn's value
- understanding appraisals
- exit strategy

Reservation System/Marketing

- managing the OTAs
- effective rate management
- yield management
- creating additional revenue streams
- packaging

General Operations

- overview
- staffing
- delegating
- effective time management
- best practices

- maintenance

F&B (food & beverage)

- cost control
- purchasing
- breakfast - plating, garnishing, creating the WOW factor
- additional F&B revenue streams (events, weddings, corporate meetings)
- beer, wine or liquor license, yes or no?

We will bring in guest speakers such as:

Lender

Attorney

Appraiser

Seasoned Innkeeper/owner

Hired Innkeeper Manager

New Innkeeper/owner

Reservations system representative - reservation systems, yield management and OTA integration

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Dana Moos, Realtor®, Broker, 207-266-5604, dana@danamoos.com or dana.moos@swanagency.com

Tori Baron, Realtor®, Sales Agent, 207-766-1764, tori.baron@swanagency.com