



The 7 Year Itch

Reflect, Revitalize, Reinvent or Plan Your Retreat

Please be respectful of your colleagues by silencing your phone. If you need to answer a call, please go to the hallway.

You Have Choices!



- **That sounds like fun, like a trip to the candy store**
 - **Reflect - Revitalize - Reinvent - Retreat**

Reflect

- Take the time to assess what you have done
- Your business results reveal opportunities
- Your personal passion evolves over time
- What do you know about guests, the experience, the competition and your business?
- Use your “Fantasy Board of Directors” to check your knowledge



Revitalize

- **Put your knowledge to work!**
- **Choose those areas that real bottom line results will come from**
- **Do the projects you have dreamed of, but with an eye toward your future guests**
- **Spend only where you can demonstrate ROI**



Before



After



Reinvent

- **Change it up**
- **Go after new markets, follow hospitality trends, get outside your comfort zone**
- **If its too big – go small but with intention**
- **If its too small – go BIG and use your knowledge of the business, the market to leverage your purchase**



Dining



Meetings



Retreat

- Know when it is time to go
- Cash in before your “sell by” date
- Create a plan for maximizing your ROI
 - NOI
 - Maintenance
 - Improvements
 - Future Plan





**We Thank You For Your Kind Attention
Your Speakers**

**Lynnette Scofield
The William Henry Miller Inn, Ithaca, NY**

**Carol Edmondson
*Inn Advisors***

Innkeeping Specialists Since 1992

Thank you for learning with us! Please complete your evaluation and hand it to the room host before leaving the room!