



Lovin' Loyalty

GUIDE & PLANNER



BE CONFIDENT BE EMPOWERED LEAD FROM THE HEART

The majority of team members think an upgrade is a **SUITE**. However, an upgrade is added value. An upgrade can be **ANYTHING** if you articulate the added value.

What do you have in your hotel that can be considered added value?



Be **genuinely excited and happy** to do something special for them.

Ensure they know they are receiving this because they are loyal to our brand.



Upgrades are more than a suite!

Unique Room Attributes: Corner rooms, Desirable views, High Floor, Microwaves, Keurig, two queens to a king, bedding package, robe & Slippers.

Added Amenities: Cocktail, breakfast, water, Market item, bonus points, fitness pass/class pool chairs, or special Elite Event!



Share that you're offering this benefit because of their **loyalty or Elite status** and because our hotel occupancy allows for it.

(Marriot - Use the word ELITE)

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Let them know you've placed them in the best available room.