

HUG

Host Users Group



Letter from the Chair

Hello fellow HUGgers!

Your Board of Directors has just returned from our first planning session for the 2017 HUG conference which will be held at the beautiful Nemaquin Woodlands Resort in Pennsylvania. It was the first time we had seen each other since the Florida conference and there were plenty of hugs to go around! We celebrated our 2016 accomplishments and got to work on creating ideas and formulating plans to present you with a conference that will be fresh and new while still honoring the tried & true traditions that we all look forward to every November.

In order to be sure we offer you everything you have come to expect and more, this year we have decided to create a co-chairperson position and Rick Arrington has generously agreed to join me in leading the board to that end. Please reach out and congratulate and thank him for taking on this extra responsibility!

Part of our responsibilities is to choose a property for the 2018 conference. If your property is interested in hosting the conference, please contact Justin

HUG 2017
Nemaquin
Woodlands Resort
Farmington, PA
Nov. 12 -16, 2017

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Davis at jdavis@smshug.org for the RFP. Along those same lines, Justin is also looking for vendors interested in presenting their company products at this year's conference, so if you work with anyone that might be interested, let him know as well.

Stay tuned for information on registration and be sure to save the dates on your work calendar 11/12 - 11/17/2017!

Big HUGs,
Denise
dspain@smshug.org

Vendor Spot Light

INNTOPIA

Inntopia: A Full Suite of Travel Services Under One Roof

Since the early 1990s, Inntopia has been leading the travel technology industry with the most innovative reservation solutions. As we kick off 2017, and in light of the recent acquisition of Ryan Solutions and DestiMetrics, Inntopia is now in an even better position to enhance every stage of the travel cycle: to create more demand, to capture more bookings, and ultimately, to generate more revenue for all our partners.

Inntopia is an innovative layer of travel technology that allows existing systems to work together. The powerful combination of Marketing, Commerce, and Business Intelligence offers unprecedented opportunities for travel, tours, suppliers, and resellers of all sizes. It also easily integrates with Springer-Miller Systems to help you achieve greater demand for travel products, as well as increase guest satisfaction every step of the way.

How can Inntopia's full suite of offerings work for you?

Turn data into marketing that drives revenue and bookings.

The Inntopia Marketing Cloud centralizes your guests' behavior into clean profiles, integrates those traits with your most important marketing channels, and helps you create campaigns that drive measurable satisfaction and revenue. Get on-demand access to your guests, and consistently drive the right message, at the right time, to the right customer.

Sell any travel products from any device in one reservation.

Inntopia's commerce platform enables dynamic packaging, automated fulfillment, and optimized booking on every channel for higher conversions in the booking

Sign Up for the
Springer-Miller
Newsletter

Sign Up

Join SMS Hug

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Member

Calling all Vendors!

Interested in joining us at the conference this November? Sign up now to lock in your Conference Sponsorship. Contact Justin Davis at jdavis@smshug.org for more details.

2017 Dues in the Mail

Check your mailboxes invoices have been sent for the 2017 property dues.

Contact Marie Bell our treasurer with any questions mbell@smshug.org

HUG Session Videos

Want to check out some of what happened at last year's HUG? We have our "New

process. Benefit from larger reservations both online and over the phone, and less staff behind the scenes.

See tomorrow's market, occupancy, and bookings today.

Inntopia's Business Intelligence gives you access to information that improves and optimizes decisions and performance. Easily maximize yield with a clear view for future demand and price management, measure marketing ROI and anticipate visitation, get a clear picture of the industry through analytics, data, reports, analyses, and regular webinars with in-house experts.

Visit www.inntopia.com for more information, and contact us today at sales@inntopia.com to discuss how Inntopia can help you achieve your goals.

Hospitality

By Denise Spain

Have you ever given any thought to the word? It defines who we are, as in -"what do you do for a living?" "I am in the hospitality industry", or something we say as we are leaving someone's home as in - "thanks for the hospitality!" It brings up feelings of warmth and comfort and safety and making people smile. I wanted to know more so I did some research! Thought you might be interested as well!

Definition: Wikipedia defines hospitality as the relationship between a guest and a host, wherein the host receives the guest with goodwill, including the reception and entertainment of guests, visitors, or strangers.

Etymology: Derives from the Latin hospes meaning "host", "guest", or "stranger". Hospes is formed from hostis , which means "stranger" or "enemy" (the latter being where terms like "hostile" derive). By metonymy the Latin word 'Hospital' means a guest-chamber, guest's lodging, an inn. Hospes is thus the root for the English words host (where the p was dropped for convenience of pronunciation), hospitality, hospice, hostel and hotel.

History:

The history of hotels is intimately connected to that of civilizations. Facilities offering guests hospitality have been in evidence since early biblical times. The Greeks developed thermal baths in villages designed for rest and recuperation. Later, the Romans built mansions to provide accommodation for travelers on government business. Later, caravanserais appeared, providing a resting place for caravans along Middle Eastern routes. In the Middle Ages, monasteries and abbeys were the first establishments to offer refuge to travelers on a regular basis. Religious orders built inns, hospices and hospitals to cater for those on the move.

The Symbol: Since the pineapple was tropical and difficult to import it was very rare.

Features" and "Resort Scheduling" sessions from the 2016 HUG Conference available now on our members only side of our website at <http://smshug.org/member-videos/>.

If you don't have a login to our SSMHUG.org website, [you can sign up here for a login](#). Our site has many useful tools, conference updates, pictures, R&R/Crystal report templates and videos of sessions from previous years. The members only side of our website is for properties that are in good paid status for their HUG dues. If you have questions regarding your property's dues status, please contact Marie at mbell@smshug.org.

2017 HUG Board

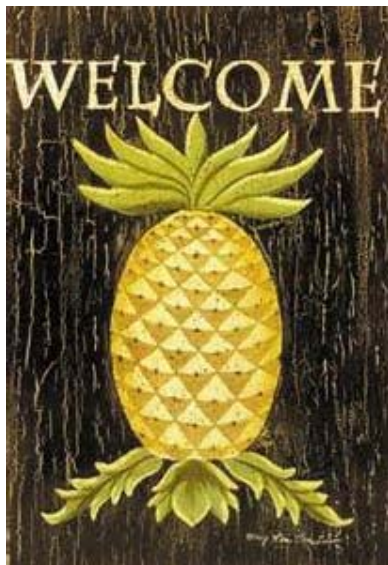
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Marie Bell - Treasurer
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Rich Morehouse - Past Chair
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SpringerMiller Systems

Session Leads Call out

Do you have a session you

So a sailor would come home and impale one on the fence of his house to show that "the man of the house" was home and people could come visit. Since it was expensive and hard to come by, colonial families would serve pineapple as a special dessert when guests came to visit and then the guest would sleep in the bed with pineapples carved on it. It is also said that when a guest had overstayed his welcome, you would place a pineapple at the foot of his bed and he would know that it was time to leave.

What did I learn? The industry has come a long way since thermal baths and impaling pineapples but the essence is still the same - warmth, comfort, safety and making people smile - an industry we call all be proud to be a part of!



Board Member Bio - Amanda Wisell



We all know Amanda's super power is taking clumps of words and color and transforming them into works of inspiring marketing messages.

Quick Six about Amanda:

1) Currently not in the northern hemisphere, She can be found trekking Patagonia (Argentina and Chile) with other creative types being inspired and recharging those internal batteries.

2) Loves the outdoors especially on a Single track out spoken with the gang , or a little back country getaway in the mountains for some well earned turns.

3) She's from Pennsylvania, Loved her time in

would like to lead? Is it a new session or an old one the conference needs to put a new spin on?

Session Leaders from the membership are a value part of our conference. If your interested leading please contact Rich Morehouse, rmorehouse@smshug.org

Remember session leaders get a free conference registration.

Vermont, but has been happy with her decision to move to the Rockies. She has been known to "import" some tasty treats from her friends at The Alchemist.

4) SMS liaison to the HUG Board since 2006- One can only imagine the Joy this gives her. So it's no wonder her favorite vacation spot has only one requirement- No cell service

5) Pie or Cake? Pie every time especially Peach or Sour Cherry- a la mode? sure why not.

6)Next bucket list destination- Alaska and definitely more then a week!