

Proposed Hummingbird Beach Resorts - Insights March 3, 2023

Goal: Be 100% booked up for 12 months in advance. With a waiting list.
At a 22% premium to any competitors.

(An exploration of 8 questions for Hotels, Resorts and Airbnb operators.)

Let's start at the start:

1) *Who are your clients?* 2) And who does the booking? 3) And why?

1. Women.

2. 80% of the time.

<https://gutsytraveler.com/women-travel-statistics/>

3. The time and money balance. Or put another way "The perceived value of the stay."

How do you clients find you?

1,?

2,?

3,?

4,?

Answers:

1. AIRBNB (or equal) How to win here: Pictures and stories.

MUST be unique and intoxicating photos / videos.

MUST have a unique story.

Pictures:

Hummingbirds

Bunked loft beds,

Rooftop Decks,

Branded umbrellas and wagons

Electronic dartboards,

Story,

Hummingbird sanctuary.

"Hummingbird Beach Resort is home to more hummingbirds than any other hotel on Galveston Island.

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2. Drive by. How to win here: MUST be architecturally interesting.
The goal at this moment is to make someone SLAM on the breaks point and then say,
"I WANT TO STAY THERE!"

Striking designs inspired by the fashion company Dolce & Gabbana. Exude elegance with a strong black and white motif accented with a pop of a single electric teal. Color choice is another nod to fashion. (Tiffany Blue/Green)

Announce a dramatic epicenter of "Beach weekend" with flowing elements like curtains and awnings. Always some show of life, (wind, fire, water)

Embedded branding and signage. Like a giant name on a black ribbon wrapped around a white gift box.

Avoiding repetition with two enticing and distinct elevations depending on property approach.

3. Referred by a friend. How to win here: Equip the client with personal success stories and personal photos / videos that you cannot get anywhere else.

4. Return clients. How to win here: Make the value 10x the price.
Photos, Videos, Stories, Prestige, Uniqueness, Exclusiveness.
(BECOME THE FAMILY TRADITION) What is the LTV (LifeTime Value) of a dream client?

An example:

1 weekend @ \$400 a night x 3	\$1200
2nd visit	\$1200
3rd visit	\$1200
1st referral	\$1200
2nd referral	\$1200
1st referral from 1st referral	\$1200
Total	\$7200

The Visit:

What about the arrival makes you special, unique, exclusive?

What about night (après) number 1 makes you special, unique, exclusive?

(wind down activity that is not normally experienced at home)

What about night number 2 (après) makes you special, unique, exclusive?

What about night number 3 (après) makes you special, unique, exclusive?

What about departure makes you special, unique, exclusive?

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1) Welcome sequence

An immediate “Sense of arrival” with the powerful color palette of black and white. Classic beachfront architecture with a slight twist to fashion set the expectations. All black columns with flowing white curtains are unseen anywhere on San Luis Pass and are exclusive to this property.

Mentioned elsewhere in this document the strong signage is very visible for the long approach and aids significantly in building arrival anticipation.

Once you have driven onto the property the voice of the aesthetic changes slightly. Now the black and white is used to welcome you to a royal ballroom. The facade of each building now resembles a modern palace.

2) Architecture design? Are you truly different? And not JUST ALL PINK?

Exterior? Interior? Remotes (Excursions?)

A good question to ask here is, “HOW many moments / things do the clients delightfully experience on the property that they already do not own at home?”

Beach

Bingo

Darts

Sandcastle kits- <https://createacastle.com/products/deluxe-tower-kit>

bunk beds

teepees -

<https://www.overstock.com/Sports-Toys/8-Ft-Super-Large-OffWhite-Kids-Teepee-Tent-for-Indoor-And-Outdoor-1pc/32698120/product.html?option=60673560>

Frisknock

-  Poleish Sports BOTTLE BASH instructions (aka beersbee, polish horseshoes)

(food items intentionally omitted)

2) Instagram moments? How many? Can they be varied?

Beach photos

room photos

Courtyard and rooftop deck photos

hummingbirds

3) Experience? Beach? Ski? Nature? Zen? Shopping? Theater? Weddings?

What do you offer that others do not?

Family Beach time and evening experiences with style and uniqueness.
Hosted by some beautiful Texas Hummingbirds.

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4) Do you have a view? Can you create one? Can you steal one?

Are you destination based? Are you a half empty marina and CAN'T sell the "water" life?

Beach Hotel.

Beachside of the road and just 1 block from the ocean.

The Immediate neighbor is a state park.

A view opportunity is from the windows facing the state park.

As well the rooftop decks.

Additionally the center courtyard is a classic view opportunity in the vein of an Italian piazza.

The departure:

1) Bonuses?

Complimentary towel . (product inventory already very strong for Hummingbirds)

Note: This type of gift is like planting a flag in the client's home. Everytime the towel comes out YOUR property is mentioned. And possibly booked again!

Note 2: Whatever the gift, it must be of quality to match the property.

2) The ease of the stay?

What was the "Do not need to bring anything." level?

What was the "Do we need to clean up" level?

3) Did you leave them wanting "ONE MORE DAY!"

pLeeeeeease mom!!!! "Can we stay one more day!"

Advertise and talk about a great 3 day itinerary publicly.

But "**In room**" have a 4 and a 5 day super visit list of activities that CAN NOT be done in just 3 days with a custom map.

Marketing:

The budget? THE ENTIRE PROPERTY!

Putting it all together to propel the "word of mouth"

1) Naming the property. (remember, 80% of bookings are by woman)

"Beach" was a must.

"Hummingbird" is the anchor and the start of the story for this property.

And each of the 27 suites can be named after different species. - [see photos](#)

Examples:

Ruby suite, Sword-billed suite, Buff-bellied Suite

2) Develop the property story. (This will be repeated by the clients over and over)

Leaning into Galveston Island's strength of a diverse bird watching opportunity we chose to focus on a single species.

"On the very first day, over 50 hummingbird habitats and feeders were installed.

<https://www.visitgalveston.com/things-to-do/outdoor-activities/birding/>

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- 3) Branded moments and items. (These items will be in photos / videos)
A complete 3 day itinerary / map, (part of the weekend story)
Beach time
Shady naps in a teepee
sand castles kits and a cool wagon

coup de grace (only for the top professional operations)

- 1) Upsales?
 - a. Scheduled rooftop deck times
 - b. Wedding reserved Piazza or Large rooftop deck
 - c. 2 story presidential suite available.
 - d. pre-stocked groceries?
 - e. beach golf carts
- 2) Merchandise?
In room shirts, boogie boards, towels, sun tan location, hats,
(a venmo style vending machine)
- 3) Memberships?
 - a. FREE tuesdays!
 - b. discounted 3rd visit
 - c. Member only merchandise
 - d. access to special events,
"New Years" on the beach!
 - e. Free guest pass
 - f. Birthday taco (okay, this one was a joke)

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