



# U.S. Independent Lodging Property Research Study

## **Julia Truitt Poynter** | Julia Truitt Poynter Consulting

Over 33 years of college teaching while also working in the hospitality industry: owned a catering company, managed a bed and breakfast inn and managed a country rock band...translation she's not your typical college professor!

Currently, Dr. Poynter consults with small companies in the startup and growth phases. Still adding to her dissertation research of "What make a bed and breakfast successful?"





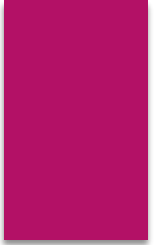
# BACKGROUND



This industry study is being sponsored by the ***Association of Independent Hospitality Professionals (AIHP)*** in partnership with the ***Professional Association of Innkeepers International (PAII)***.

Both associations are supporting the industry's need for current reliable research to better serve our community of independent lodging property members, aspiring lodging property members, prospective association members, and Allied Partners, who provide the amazing products and services to the lodging industry.

With the recent and anticipated industry changes (shared economy companies, increased use of online technology, future changes in ownership), national research is needed to supplement the few past studies.



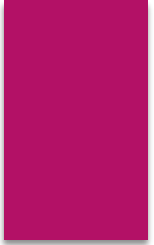
Knowing the characteristics of current small independent lodging operations and owner/manager industry attitudes and beliefs will allow AIHP to assist in all stages of independent lodging ownership.

Also supports prospective owner/managers, current owner/managers desiring growth and established owner/managers who are anticipating a possible sale.

The research will also be of interest to AIHP's Allied Partners, in our shared objective of assisting owner/managers for improved operations and profitability.



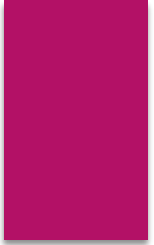
# OBJECTIVES

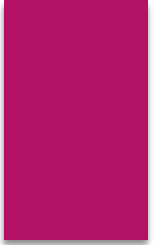
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- Determine what owner/managers feel is necessary to be successful in the industry;
  - Gather current business information related to the independent lodging operations, marketing efforts, human resources practices, financial data and planning procedures.
  - Information will concentrate on the 2018 year and anticipated changes in 2019.
  - Analyze results to assist AIHP in future programing, industry advocacy and member support.
  - Summarize findings for dissemination to interested individuals and organizations.



# TIMELINE



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- Develop a survey after examining past studies and current trends in the industry. (Spring – Summer 2019)
  - Attended the 2019 Summit and Marketplace (Cincinnati, OH) to increase awareness and participation in the research especially among allied partners.
  - Finalized the questionnaire based on discussions between AIHP representatives, Dr. Poynter and any partners as identified by AIHP. (August - September)

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- Send an electronic questionnaire to all current operating independent lodging properties who are current or past members of the national associations. (October)
  - Collect data for a representative sample. (October - December)
  - Analyze results. (November - December)
  - Complete final report and develop options for dissemination to interested persons and organizations. (December - January)
  - Present results at the AIHP Knowledge Sharing Summit & Marketplace in Albuquerque – February 23<sup>rd</sup> – 26<sup>th</sup>



# INDUSTRY STUDY

## SPONSORSHIP OPPORTUNITIES

# PLATINUM PARTNER DELIVERABLES



**\$1,000**

- Input into the survey in an interactive process
- Analyst presentation via webinar delivered to company prior to being released
- One (1) question of the sponsors choice to be analyzed by researcher (Julia)
- Preferred branding and publicity with all industry study materials
- PDF copy of the study



# **GOLD PARTNER DELIVERABLES**

## **\$500**

- Input into the survey in an interactive process
- Industry survey presentation delivered to company via webinar prior to being released
- Preferred branding and publicity with all industry study materials
- PDF copy of the study

# SPONSORS

## PLATINUM



## GOLD





# THANK YOU!!

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