

Winter/Spring 2022

INN TOUCH

The Management Magazine of Wisconsin's Lodging Professionals

How to use
MARKETING
to Recruit

Partner with
Technical Colleges

Company Culture:
THE COMPETITIVE EDGE

How Limited
Health Plans Help
Hospitality Hiring
and Retention



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INN

TOUCH

Volume 45, Issue 1

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CHAIRMAN'S FORUM

It is once again that time of year where a number of lodging destinations throughout our great state are deep in planning for the upcoming summer season. With the coming return of longer nights and warmer days, the unofficial kick off of summer, Memorial Day weekend is just weeks away.

While this is often one of the most anticipated times of the year, hoteliers are all feeling the pains of the ongoing labor challenge as the nation continues on its trajectory back towards pre-pandemic transient travel levels.

There has never been a time when ensuring you have a strong associate centric workplace is more critical than today. We are fortunate to belong to an association that connects us with resources to help recruit top talent, in addition to staying current with best-practices and tips. Our board is diving deeper into how WHLA can support workforce developments efforts with a new Workplace Culture Task Force.

In the following pages, you will learn about industry trends, related WHLA services, and associate resources to assist with recruitment and retention efforts at your property. If you are continually facing difficulties with staffing, this is a great place to look for fresh ideas.

The ongoing repositioning from survival mode back into leading our businesses back into a sense of normalcy is daunting. I am proud to serve in the role of Chair this year and be able to celebrate with so many of you the return of nationally recognized hospitality to every corner of our state.

Stay well and best wishes to you and your teams as we head into another great season here in Wisconsin!

Respectfully,

Brandon M. McConnell

Arbor Lodging

2022 WHLA Chairman of the Board



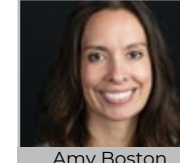
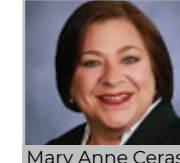
Brandon McConnell serves as the Executive Vice President for Arbor Lodging Management. He currently serves as the Chair of the Board for WHLA. Brandon has been recognized by InBusiness magazine as a member of the "40 Under 40" group in 2022, Corporate Champion of the Year by WHLA in 2021, Hotel Management's "30 Under 30" group in 2013 and was a finalist for both the IHIF Young Leader Award and the Stevan Porter Emerging Hospitality Leader Award.

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PRESIDENT'S CORNER

We are excited to share this employment themed issue of *InnTouch Magazine*, as the employment crisis continues to be the number one issue that we hear about from members on a daily basis. Through our relationships with our valued industry partners, we know you'll find a lot of great ideas as you turn through the following pages.

This crisis is something that we need to attack on all fronts — from local, state and national levels through advocacy, to the way we engage with our staff and the way we find and attract our future employees. It's certainly apparent that we aren't "going back to normal" anytime soon.

During Wisconsin's legislative session that recently ended, there were many proposals on employment issues that could have helped us ease the burden — even just a smidge — that unfortunately got caught up in political sniping or never got to a vote. One piece of legislation was a bipartisan effort to address what we call the "Benefit Cliff". This refers to the situation that many employees find themselves in, wanting to work more hours or taking a promotion, but being unable to do so because it would affect their public assistance (FoodShare, Medical Assistance, etc.). More than 50% of WHLA members report that they are aware of employees who are not taking more hours and/or promotions due to the effect that it would have on their public assistance. While the bill was far from perfect, it would have been a good step in the right direction and though it didn't get through this session, it's certainly an issue that we will be watching closely in the next session.

In addition to our legislative advocacy work, WHLA has created a free job board for members to use at our WisconsinLodging.org website. We also recently launched our Workplace Culture Task Force, chaired by Sara Abbott from the Metropolis Resort in Eau Claire, to explore best practices in building a healthy workplace culture that attracts and retains employees. We're excited to see the work of the task force come to fruition and to share relevant updates with you through our educational programming and communications throughout the year.

At the federal level, the American Hotel & Lodging Association has been hard at work advocating for an increase in the number of H-2B visas available in FY 2022, which would provide much-needed cap relief for hotels that utilize the H-2B seasonal guest worker program. Recently, the administration announced that they would make an additional 35,000 H-2B visas available. They are also seeking reauthorization of the EB-5 visa program, which lapsed in July 2021, to provide protection from future expirations of the program through September of 2027.

If a lightbulb goes off in your head as you thumb through the pages of this magazine and you have a great idea on how WHLA could support our members during these difficult times in the employment arena, please feel free to contact me at belliott@wisconsinlodging.org or by calling (262) 782-2851.

As always, thank you for your continued membership and support for WHLA!

Kind regards,

Bill Elliott, CAE
WHLA President & CEO

MEET OUR TEAM

BILL ELLIOTT, CAE



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SAVE THE DATE

November 6-8, 2022 | The Osthoff Resort | Elkhart Lake, WI

The graphic features a large, multi-story resort building with white siding and dark roofs, surrounded by lush green lawns, trees, and a winding lake. The text is overlaid on the top left and bottom of the image.

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Partner with TECHNICAL COLLEGES

By Carmen Smalley,
CMP & CHE, Milwaukee
Area Technical College



With the labor shortage and a high turnover rate it's no secret that the hospitality industry is struggling to find employees and retain them. Milwaukee Area Technical College Hospitality programs are working on being innovative to create a streamline of employees into the field. The programs are creating new ways of teaching and learning while providing students accolades with each step.

An Employee Partnership committee has been formed to focus on co-op education and an initiative called JobUp Milwaukee. MATC will be the first technical college in Wisconsin system to launch co-op education. Co-op education allows students to earn credit in class and with hands-on experience. This allows students to explore the various sectors in hospitality and provides employers with additional labor needed to fill gaps in certain departments. For example, a Housekeeping course might consist of two credits with in class learning and one credit with on the job experience.

JobUp is similar to co-op education in that students are gaining hands-on experience while taking course. JobUp allows the college and the employer to work together to assist the student in being promoted to take on additional job responsibilities while they move through their studies.

What was formerly called JobShop is now called CareerHub & provides both students and employers additional services. MATC has moved to using the Handshake job search software which many other colleges use. Handshake allows employers to post any of their positions for free, internship opportunities, employers can be highlighted in the system, and allows an employer to connect with 1,000's of potential candidates. If you are interested in posting a position on Handshake contact MATC's CareerHub at careerhub@matc.edu.

Hospitality, Culinary Arts, Baking, and Event Management programs all participate in the dual enrollment academy that allows junior and senior high school students to take their classes through MATC. High schoolers can take selected courses to earn high school credit and college credit at the same time. Dual enrollment allows a streamline of high school students to enter the field of hospitality.

Make sure to reach out to the other colleges in the area for information on their job fairs, any additional programs they might be inserting into their program and posting to their job search sites. ■

www.matc.edu



Carmen Smalley is the Instructor & Lead Faculty for the Hospitality & Events Management Programs at MATC – Milwaukee and serves on the Greater Milwaukee Hotel & Lodging Association's (GMHLA) Board of Directors.



How to use **MARKETING** to Recruit

By Brian Lee, Revelation PR, Advertising & Social Media

Does it matter to you that a prospective employer has 5,000 locations worldwide, or that it calls itself the No. 1 leader in hospitality? Probably not, yet it's messages like these that I see on many hotel job ads. Similar to how properties need to battle for guests, these days they especially need to battle for employees as well.

Keeping this idea in mind, I recommend using marketing strategies and tactics in your recruitment efforts. Here are a few tips on how to get started.

Segment Your Prospective Employees

As you market differently to business travelers, leisure travelers and groups, you also need to tailor your marketing for different types of employees. For example, candidates for your Director of Operations, which is a more senior-level position requiring at least 10 years of experience, will come from a different pool of candidates for your Night Auditor position, which could be for someone fresh out of high school or college.

Related to this point is the differences in age groups. According to research by Paychex and Gallup, each generation generally finds different things important. Gen X (1965–1980), for example,

wants work-life balance, probably because they have children in the household. Meanwhile, Gen Z (1998–2012) cares about working for companies that behave ethically (think corporate social responsibility). I'll explain the relevancy of this point in a bit.

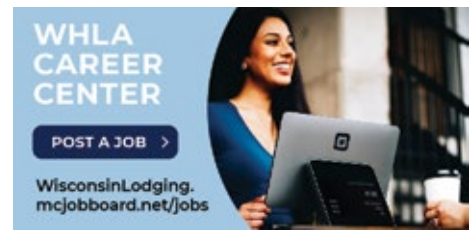
Develop Strategies and Tactics

For the record, the next step is developing measurable objectives for each employee segment, but I want to skip ahead to strategies and tactics. In traditional marketing, we avoid doing a one-size-fits-all approach whenever possible, making sure each strategy and tactic are specific to an audience segment. This idea applies to recruitment as well.

For instance, a strategy of “conduct in-person recruitment” with an associated tactic of “host a job fair at local community center” makes sense for housekeepers, banquet servers, cooks, etc., but not necessarily for a Director of Guest Experience. A strategy for that position could be “use direct outreach” with an associated tactic of “use LinkedIn to identify and contact candidates.”

In other words, stop using one generic ad or one catch-all approach to fill all your open positions. Chances are, it'll be irrelevant to some or most of your prospects.





Use Appropriate Messages

Now let's figure out what to say to your target audiences. Generally, properties promote their competitive advantages to their guests through location (e.g., near the airport), comfort (e.g., new beds) and value (e.g., complimentary breakfast). We can do the same with prospective employees.

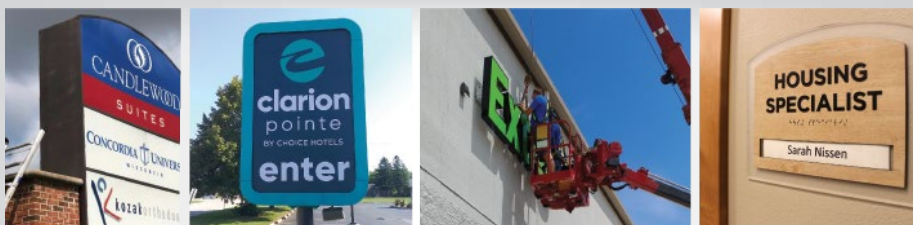
As one example, let's look at the category of value. What is something that you provide to current employees that they would consider valuable? Perhaps it's mentoring, skills training and tuition reimbursement? These elements are what we call features, but in marketing, we need to focus on benefits.

To do this, take those features to a higher level. Mentoring, skills training and tuition reimbursement could be classified under the benefit of professional development. That's something that Millennials care about. In your messages to this audience segment, you would say something along the lines of, "We help you grow professionally" (that's the benefit of working at your property). The proof would be the mentoring, skills training and tuition reimbursement you provide.

To wrap up, segment your prospective employees, develop strategies and corresponding tactics suitable for each segment and use benefits-based messaging when communicating to these segments. ■



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Revelation PR, Advertising & Social Media is a valued Associate Member of WHLA. **Brian Lee, APR**, the President of Revelation PR, Advertising & Social Media, serves on the WHLA Board of Directors.



Company Culture: THE COMPETITIVE EDGE

By Monica Goeke,

Director of Marketing, Services, & Events at WHLA

As the travel and tourism sectors experience increased guest demand, recruitment and retention has become an increasingly important area of focus for hotel owners, managers, and operators. With the rise of the gig economy luring hourly workers away from entry-level jobs and record low unemployment levels, hotels are struggling to maintain minimum staffing levels to keep the doors open.

With unemployment levels so low, potential employees have their choice of industry, area, and type of work. There has been an increase in employees prioritizing their ideal workplace culture when choosing a company and job position. According to an Indeed survey, 46% of job seekers who considered a position but did not apply to it said they ultimately decided not to apply because they didn't feel it would be a good culture fit¹. This forces companies to reimagine their culture in the workplace to ensure they stay on top of employee demand.

If hotels do not act fast to implement a game plan to retain their front-line workers, eventually the consequences of low staffing levels will trickle down to travelers. To combat the labor crisis, many employers are focusing on cultivating an attractive workplace culture where employees will be more engaged and less likely to seek new employment.

What is Workplace Culture?

According to the Society for Human Resource Management (SHRM), workplace culture "consists of shared beliefs and values established by leaders and then communicated and reinforced through various methods, ultimately shaping employees perceptions, behaviors and understandings."²

Positive workplace culture attracts talent, drives engagement, impacts happiness and satisfaction, and affects performance. Leadership, management, workplace practices, policies, people, and more impact



¹ Indeed, "What is Company Culture?" *Indeed*, Dec. 2021.

² SHRM, "Understanding and Developing Company Culture." *Society of Human Resource Management*, Jan. 2022.



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culture significantly. Trademarks of positive workplace culture include high morale, flexibility, productivity, motivation, trust, and teamwork.

For better or worse, every organization has a unique culture, regardless of how active the organization or its leaders are in defining it. Even if an organization does nothing, culture forms and evolves on its own, and an unguided, unstructured culture may do more harm than good. Signs of a negative workplace culture include high absenteeism and employee turnover, frequent gossiping, unfriendly competition between employees, and more.

Staff turnover has long been a challenge for the hospitality industry, but properties that focus on cultivating a positive workplace culture can increase employee productivity while minimizing the need to recruit. A study from Forbes found that companies that successfully engage their employees can reduce their turnover rate by 54 percent. When a workplace culture is inclusive, equitable, and rewarding for all employees, people are willing to stay with that employer.

Leaders need to understand the trends in workplace culture and take steps to shape and strengthen their culture in positive ways that align with the organization's values and goals. To stay relevant in today's job market, employers that find ways to incorporate in-demand workplace culture trends will have a strong competitive advantage in attracting new employees and retaining current talent.

2022 Workplace Culture Trends

1. Rebuilding Connections

After almost two years of disruption and social fragmentation, employers have an urgent need to reestablish and strengthen the bonds employees feel between each other and the organization. According to a study from Pew Research, one in three employees feel disconnected from their leader, 57% engage in fewer social activities than before the pandemic, and 45% of employees say the number of individuals they regularly interact with has decreased significantly over the past year³.

³ Parker, K. "COVID-19 Pandemic Continues to Reshape Work in America." Pew Research Center, 19. Feb. 2022

Employers and managers can lead the charge to rebuild culture by strengthening employee connection to purpose, accomplishment, and one another. ADP Research Institute found that U.S. workers who feel strongly connected to their employers are 75 times more likely to be engaged than those who do not feel connected. The focus on connection is leading many employers to take on new initiatives to increase the connection between employees and focus on diversity, equity, and inclusion efforts.

2. Emphasis on Employee Growth and Development

During the pandemic, team members were asked to take on new or changing roles. As a result, many employees want to broaden their skill set and explore new opportunities for advancement. In today's increasingly competitive job market, many candidates are seeking employment that offers professional development opportunities.

Today's job seekers are in search of more than a paycheck. They want a chance to better themselves and grow on the job. Properties with a positive work environment provide employees with a clear guide for advancement and the tools and training needed for success. This can be done by establishing on-the-job training programs, taking advantage of the programs offered by



“

46% of job seekers who considered a position but did not apply to it said they ultimately decided not to apply because they didn't feel it would be a good culture fit. – Indeed survey

”



WHLA member Educational Institutions (including MATC — see pg. 9 for details), and creating specific goals for employees to secure promotions and raises.

WHLA provides several opportunities to assist properties with professional development efforts. The annual Wisconsin Lodging Conference & Trade Show offers educational sessions focused on topics of key importance to lodging property owners and operators. Learn more at WisconsinLodging.org/Conference, and save the date for November 6–8 for the 2022 Wisconsin Lodging Conference & Trade Show at The Osthoff Resort.

3. Enhanced Employee Recognition

Employee recognition is not a new concept. When employees feel valued, they are more motivated and engaged in the workplace. Recognition also helps employees see the value of their work and know that their colleagues recognize their accomplishments too. Recent McKinsey research on the Great Resignation has found that 54% of employees who quit did not feel valued by their employers.⁴

Recognizing good work is a powerful motivator and can make a significant difference in an employee's productivity, attitude, and commitment to the business. Studies have shown that organizations with formal recognition

programs have 31% less voluntary turnover and are twelve times more likely to have strong business outcomes. Verbal recognition in meetings, staff appreciation events, and structured award programs are just a few ways that hotel and lodging employers can celebrate the accomplishments of their team members.

WHLA's Spirit of Hospitality Awards also honors lodging employees who are exemplary role models of the true spirit of hospitality in Wisconsin. This award is presented to up to twelve individuals each year at the Stars of the Industry Awards Luncheon at the Wisconsin Lodging Conference & Trade Show. Award recipients receive a plaque and verbal recognition, as well as a complementary pass to the awards luncheon. Learn more and nominate a star employee at your property at WisconsinLodging.org/stars.



Workplace Culture Task Force

The WHLA board of directors has activated a new Workplace Culture Task Force. Chaired by WHLA board director and General Manager of the Metropolis Resort, Sara Abbott, the Workplace Culture Task Force will explore best practices in building a healthy workplace culture that attracts and retains employees.

The task force has three main responsibilities:

- Present to the Board of Directors or committees any major ideas on new member services to be offered in the workforce culture development space.
- Identify and/or create content that can be recommended for publication in WHLA media or presentations at WHLA events.
- Assist staff in creating member surveys to learn what is being done to enhance workplace culture throughout the industry.

Visit WisconsinLodging.org/committees to learn more about getting involved with WHLA committees & task forces. ■

⁴ Smet, A, Schaninger, B. "Why Employees are Quitting and What to Do About It." *McKinsey*, 16 Jan. 2022

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How Limited Health Plans Help Hospitality Hiring and Retention

By Justin Randall, HUB International

HUB International is a valued Associate Member of WHLA. Justin Randall is the Vice President of HUB International.

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The hospitality industry has managed to stay afloat during the COVID-19 pandemic, but a labor shortage threatens the recovery. Operators can look to a little-used arrow in their quiver to attract workers: Employee benefits, health insurance in particular.

Worker shortages have been endemic during the pandemic; half of former hospitality employees have said they won't return to their former jobs, due to low pay, a lack of benefits and stressful work, according to one survey.¹

In response, the hospitality industry has bumped average pay to \$16.21 an hour for non-management workers, up a full dollar an hour over three months.² But the pay hike hasn't proven enough for some restaurants, which have been forced to cut hours due to the labor shortage.

Benefits can help manage the labor gap, though the hospitality industry doesn't have a stellar track record in offering them: In 2019, only 31% of restaurants offered medical insurance, while only 18% offered a 401(k) plan, 14% offered paid family leave and just 11% offered disability coverage.³

Limited health plans offer a viable option

In hospitality, given the number of part-time hourly workers, medical benefits help attract and retain employees. But employees who work less than 30 hours a week usually can't afford the premiums and deductibles of a major medical plan. However, many can afford limited medical insurance, with far lower premiums and deductibles.

Also known as "fixed indemnity" medical plans, limited medical plans reimburse lump sums through a network, offsetting the costs of common services and procedures. Telehealth is typically free. The premiums are low; there is no deductible. Coverage is provided weekly and can include qualified dependents. The plans can be built out to include other benefits like pharmaceutical, dental and vision.

Outside of administrative costs, limited medical benefits cost the employer nothing. But they represent something of value for employees who typically do not have any benefits. Limited medical benefits not only help with recruitment but can reduce long-term turnover.

¹ Business Insider, "A third of former hospitality workers won't return to the industry during the labor shortage because they want higher pay, better benefits, and a new work environment," July 8, 2021.

² Washington Post, "Welcome to the year of wage hikes. Workers are returning — to higher-paying firms," July 2, 2021.

³ Restaurant Dive, "31% of restaurants offer health insurance to workers, survey finds," July 31, 2019.

What to focus on:

Hospitality employers considering adding limited medical to their benefits package should proceed on three fronts:

- 1. Understand employees, and what they want and need from benefits.** Persona analyses geared specifically to the hospitality industry provide insight into employees, helping customize benefits that will energize recruitment and retention.
- 2. Offer value.** Because limited medical plans are voluntary, employees won't bite if there's no value in the plan. A limited medical plan needs to offer access, cover preventative services like mental health and address gaps in care.
- 3. Emphasize employee communications.** A third-party vendor can handle administrative tasks like integrating plan management with payroll systems and managing COBRA, but not necessarily employee communications. Employers need to make sure their vendor offers strong communication and education capabilities, so employees will know the value in the limited medical plan and will actually sign up. ■



2022 Checklist

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Microtel Inn & Suites by Wyndham Tomah
115 W. Andres Street, I-94 & US Hwy. 12
Tomah, WI 54660 (608) 374-2050 60 rooms



Milwaukee Marriott Downtown
625 N Milwaukee St
Milwaukee, WI 53202 (414) 278-5999 205 rooms



Nordic Lodge
2721 Nordic Drive
Sister Bay, WI 54234 (920) 854-5432 33 rooms



Quality Inn Wausau
2901 Hummingbird Road
Wausau, WI 54401 (715) 842-1616 97 rooms



Radisson Hotel & Conference Center Green Bay
2040 Airport Drive
Green Bay, WI 54313 (920) 494-7300 391 rooms



Rowleys Bay Resort
1041 County Road ZZ
Ellison Bay, WI 54210
(920) 854-2385 77 rooms/cottages



Rustic Manor Motor Lodge
6343 Hwy. 70 E.
St. Germain, WI 54558
(715) 479-9776 39 rooms/vac. homes



Scandinavian Lodge
10506 Hwy. 57
Sister Bay, WI 54234
(920) 854-7123 52 rooms



Sleep Inn & Suites Green Bay South
1600 Lawrence Dr
De Pere, WI 54115
(920) 338-8800 76 rooms



Super 8 by Wyndham Dodgeville
1308 N. Johns Street
Dodgeville, WI 53533
(608) 935-3888 42 rooms



The Trade Hotel Milwaukee
420 W. Juneau Ave
Milwaukee, WI
205 rooms



The Waters of Minocqua
8116 U.S. Hwy. 51 S.
Minocqua, WI 54548
(715) 358-4000 106 rooms



Wells' Lakeside Cottages
W4926 County Road G
Mauston, WI 53948
(608) 847-7286 17 cottages



Wingate by Wyndham Green Bay/Airport
2065 Airport Drive
Green Bay, WI 54313 (920) 617-2000 80 rooms

NEW CHAMBER/CVB MEMBERS

Ashland Area Chamber of Commerce
1716 W. Lake Shore Drive
Ashland, WI 54806
(715) 682-2500
www.visitashland.com

Mount Horeb Area Chamber of Commerce
300 E. Main Street
Mount Horeb, WI 53572
(608) 437-5914
www.mounthorebchamber.com

Visit Sheboygan
630 Riverfront Drive Suite 200
Sheboygan, WI 53081
(920) 547-2641
www.visitsheboygan.com

NEW ASSOCIATE MEMBERS

Midwest Motel Realty
403 South 18th Street
Barron, WI 54812
(715) 296-5469
www.midwestmotels.com

Servpro
N92W15600 Megal Drive
Menomonee Falls, WI 53051
(262) 623-2174
www.Servpromilwaukeeandnorth.com

Siesta-Compamia
9701 NW 112th Ave #15
Miami, FL 33178
(305) 882-8930
compamia.com

Tumbler & Rocks
8818 111 Street, Unit 128
Fort Saskatchewan, AB T8L 3T4
(587) 600-9122
www.tumblerandrocks.com

Want to help recruit NEW MEMBERS?

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 CBRE Hotels.....(414) 274-1654
 Connect Hospitality Solutions.....(920) 723-9585
 Cushman & Wakefield.....(952) 831-1000
 Greenworks Lending.....(203) 883-6116
 Hausmann-Johnson Insurance.....(608) 257-3795
 HUB International.....(608) 225-9882
 Johnson Block & Co.....(608) 274-2002
 KLB Insurance.....(651) 730-9803
 Midwest Motel Realty.....(715) 296-5469
 MPI-Wisconsin Chapter.....(608) 204-9816
 Northern Rental Co.....(651) 347-3568
 Patek Hospitality Consultants Inc.....(262) 538-0445
 Revelation PR, Advertising & Social Media.....(608) 622-7767
 Robertson Ryan & Associates.....(414) 221-0308
 Rural Mutual Insurance Company.....(608) 858-2931
 STR.....(615) 824-8664
 Vector & Ink.....(608) 254-8770
 Wage Watch.....(888) 330-9243
 WorkShift.....(414) 839-4123
 Z2 Marketing.....(262) 523-3900

EDUCATION

Fox Valley Technical College.....(920) 735-5643
 Gateway Technical College.....(262) 619-6504
 Lakeshore Technical College.....(920) 693-1000
 Madison College/Madison Area Technical College.....(608) 243-4034

MATC – Milwaukee Campus.....(414) 297-6969
 Mid-State Technical College.....(715) 422-5311
 Northcentral Technical College.....(715) 803-1414
 Northeast Wisconsin Technical College – Green Bay.....(920) 498-5444
 University of WI – Platteville.....(608) 802-8702
 University of WI – Stout School of Hospitality.....(715) 232-5464
 Waukesha County Technical College.....(262) 691-5194

FURNITURE, FIXTURES & EQUIPMENT

Amish Craftsmen Guild.....(262) 618-2105
 Best Craft Furniture.....(920) 427-9558
 Furniture Industries.....(612) 827-1744
 Siesta-Compamia.....(305) 882-8930
 Steinhafels Bedding.....(262) 751-3804
 Stevens Equipment Supply.....(651) 452-0872

GUEST ROOM PRODUCTS

Bay Towel.....(920) 497-2000
 Gunderson Family Companies.....(920) 727-4000
 Standard Textile.....(847) 772-5819

PROPERTY CONSTRUCTION, MAINTENANCE, & REPAIR

Architectural Design Consultants Inc. (ADCI).....(608) 254-6181
 Bayland Buildings.....(920) 498-9300
 DI, LLC.....(800) 678-5423
 Hydro-Flo Products.....(262) 781-2810
 JWC Building Specialties, Inc.....(262) 522-9100
 Keller, Inc.....(920) 766-5795

Learn more about our Vendor Members at web.wisconsinlodging.org/associate/search

MSI General.....(262) 367-3661
 Neuman Pools Inc.....(920) 885-3366
 Ramaker & Associates.....(608) 643-4100
 ServiceMaster Recovery Services.....(262) 782-3335
 Servpro.....(262) 623-2174
 Sid Grinker Restoration.....(414) 264-7470
 Stone Innovations.....(608) 480-0342
 Tri-North Builders.....(608) 271-8717
 Wisconsin Logos.....(608) 579-1570

PROPERTY OPERATIONS

Ambius.....(262) 901-0115
 Amplify Technologies.....(920) 759-9315
 Chadsworth & Haig.....(800) 292-5990
 Ecolab.....(952) 212-8715
 Edward Don & Company.....(800) 677-4366
 Infor.....(470) 381-2419
 Innovative Signs.....(262) 432-1330
 Johnson Commercial Fitness.....(262) 524-1678
 LodgeVision.....(608) 665-1909
 MolsonCoors.....(414) 931-3610
 NaceCare Solutions.....(262) 497-4944
 Performance Foodservice – Milwaukee.....(412) 862-5965
 Pool Envy, LLC.....(920) 321-1297
 Procter & Gamble.....(630) 248-1908
 Reliable Water Services.....(414) 546-9299
 SONIFI Solutions Inc.....(605) 988-1000
 Spectrum Enterprise.....(920) 996-4781
 The Insurance Center.....(800) 362-8049
 Tumbler & Rocks.....(587) 600-9122
 Washburn Machinery.....(800) 245-8425
 Wil-Kil Pest Control.....(800) 236-8735

**Know anyone who might be interested in Associate Membership?
 Call Adam at (262) 782-2851 ext. 14 or
 email sales@wisconsinlodging.org.**

WISCONSIN LODGING DATA

FEBRUARY 2022						
Location	Occupancy %		Avg. Daily Rate		RevPAR	
	2022	% Chg	2022	% Chg	2022	% Chg
United States	56.9	26.0	137.39	38.7	78.24	74.8
East North Central	47.9	26.3	102.60	25.3	49.11	58.3
Wisconsin	46.9	35.4	107.16	20.5	50.29	63.1
Milwaukee	47.1	36.1	101.62	33.3	47.85	81.3
Madison	45.9	50.9	101.86	44.4	46.78	117.8
Wisconsin North Area	47.1	50.3	103.41	5.7	48.75	58.8
Wisconsin South Area	44.5	22.3	136.13	15.8	60.63	41.6
Green Bay	46.4	20.8	100.05	27.9	46.40	54.6
Appleton/Oshkosh	48.0	28.9	89.67	20.7	43.00	55.6
Wausau/Stevens Point	47.8	40.7	98.24	14.0	46.92	60.4
Eau Claire/Menomonie	45.6	48.0	91.10	12.1	41.55	65.9
Janesville/Racine	45.9	22.5	108.33	15.1	49.68	41.0
La Crosse	62.6	68.8	97.41	33.0	61.00	124.5

YTD - FEBRUARY 2022					
Occupancy %		Avg. Daily Rate		RevPAR	
2022	% Chg	2022	% Chg	2022	% Chg
52.1	24.2	130.80	37.6	68.15	70.9
43.9	24.5	100.55	26.1	44.15	57.1
42.9	32.1	106.45	21.9	45.69	61.1
42.6	34.8	100.79	32.2	42.95	78.2
39.9	38.3	96.78	39.1	38.61	92.3
43.0	47.2	100.66	4.7	43.30	54.2
40.4	19.9	132.32	16.0	53.42	39.1
43.6	18.1	127.91	58.5	55.79	87.1
45.4	28.8	96.09	32.3	43.59	70.4
44.7	37.5	96.48	13.4	43.14	55.9
41.4	37.0	90.71	13.6	37.58	55.6
41.4	16.8	106.12	17.3	43.93	37.1
64.1	86.0	93.40	30.6	59.86	142.8

SOURCE: SMITH TRAVEL RESEARCH INC. REPUBLICATIONS OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED. Provided by STR. For detailed lodging performance data for your area, contact STR at (615) 824-8664 ext 3504 or info@str.com.



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