

2020

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PRODUCTS & SERVICES DIRECTORY



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InnTouch is published quarterly by the Wisconsin Hotel & Lodging Association (WH&LA). Through InnTouch and other programs, WH&LA provides materials designed to improve members' professionalism. WH&LA caters to the educational and professional needs of lodging professionals. A scholarship fund for students pursuing a career in the hospitality industry is sponsored by WH&LA. For more information, or to make a donation to WH&LA or its scholarship fund, email whla@wisconsinlodging.org.

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CHAIRMAN'S FORUM

One of the greatest resources we have as members of the Wisconsin Hotel and Lodging Association is our valued associate members. They provide the vital "tools of our trade" to run our operations. They are an invaluable asset that continually supports our organization through communication tools like the upcoming 2020 Lodging Conference and Trade Show that will be take place at the Green Bay Hyatt Regency and KI Convention Center on November 8, 9 and 10. I am constantly amazed at the variety, depth of knowledge and willingness to help that is available from these great partners. I can honestly say that I would not be a hotel owner without the assistance that was available to me through relationships established with our associate members.

I always look forward to receiving the annual Products & Services Directory. This valuable tool provides all the references and vendors you require as a lodging operator. Some of the available services may be obvious such as a mattress and bedding vendors. There are also insurance experts, financial experts, supply experts, real estate experts, operations experts...and the list is endless. All of these resources are available to WH&LA members in this beneficial and useful guide. We hope you keep Directory this as a handy resource when you are making purchasing decisions. Utilizing our partners is the best way to support them as they continue to support our organization.

As we navigate through one of the toughest periods the lodging industry has ever endured, the resources and support our associate members have provided and will continue to provide will prove to be one of the most valuable assets we have as members. It is nice to know there are trusted colleagues that understand and are part of our industry that have been there for us during the good times and will continue to support us though the challenges ahead.

Greg Stillman
2020 Chairman of the WH&LA Board of Directors

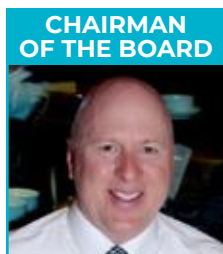


Greg has been an active member of WH&LA since 1991 and since that time has served as the Chairman on numerous committees, and served as a member of the Board of Directors and Executive Committee. He is also a member of the Door County Visitor Bureau, currently serving on the Board of Directors. Greg was awarded the WH&LA's Corporate Champion of the Year Award in 2018.

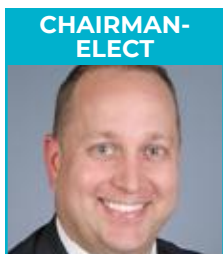
Together with his wife, Denise, the Stillmans own and operate Foremost Management Services, Inc., a hospitality operations & consulting firm specializing in Condominium Hotels. For over 23 years, the Stillmans have managed all aspects of the properties, providing exceptional experiences for guests and quality work for 75 employees.

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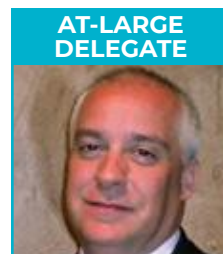
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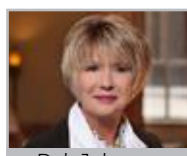
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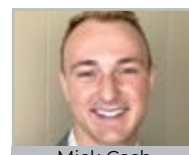
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920-922-1220

2020

PRODUCTS & SERVICES DIRECTORY

The Products & Services Directory is a great resource to keep throughout the year for all of your service and supplier-related needs. You can also find all WH&LA Associate members online at WisconsinLodging.org/members-industry-vendors/.

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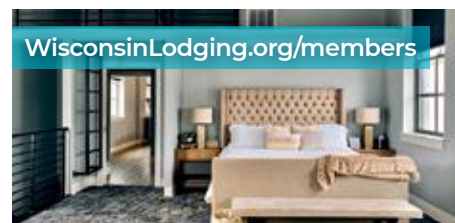
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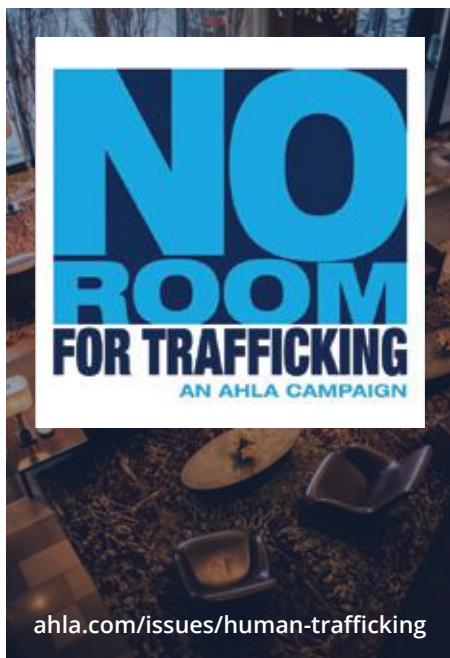
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608-846-5085
lodgehdtv.com
Pavan Singh
pksingh@midwestsatallites.net

We install audio, video, and security systems.

LodgeVision

S2634 County Road BD, Ste. 1
Baraboo, WI 53913
608-665-1909 | LodgeVision.com
Justin Geitner
justin@lodgevision.com

LodgeVision is a provider of HD distribution, Internet and phone systems.

R&R Technologies

1899 Progress Way
Kaukauna, WI 54130
920-759-9315 | randrtech.com
Aaron Thiel
aaron@randrtech.com

Spectrum Enterprise

1320 N. Dr. Martin Luther King Jr. Drive
Milwaukee, WI 53212
920-996-4781
enterprise.spectrum.com
Jim Laurino
james.laurino@charter.com

Seamless connectivity delights guests, and can help boost hotel ratings and revenue. Investing in guest room technology - WiFi, high (and scalable) bandwidth, and top-quality HDTV - helps hotels gratify guests, and give a competitive edge. Products for this solution recommended in 16 different flagship include: Fiber Internet Access, Enterprise TV Services, Primary Rate Interface (PRI), Managed WiFi, Hosted Voice and Ethernet Services.



Tigunia LLC

PO Box 31014
Edmond, OK 73003
414-234-5352 | tigunia.com
James Nicholas
james@tigunia.com

Knowledgeable IT solution provider that brings you experience, customer service and a record of finding cost-effective solutions that accomplish business needs for the hospitality industry. We can assist with phones, wireless, guest services, minibars and more.

SEARCH WH&LA Associate Vendor Members by category
at WisconsinLodging.org/members-industry-vendors/

2020 WISCONSIN LODGING
CONFERENCE & TRADE SHOW

SAVE THE DATE

November 8-10, 2020 | KI Convention Center | Green Bay



2020 TARGETED MARKETING PROGRAM

WH&LA's 2020 Targeted Marketing Program is now upgraded and better than ever! Featuring more billboard campaigns and directly targeted publications, you are sure to find several cost-effective advertising opportunities. Put WH&LA's buying power to work for you by participating in the 2020 Targeted Marketing Program. Buy more, save more!

HIGHWAY DIGITAL BILLBOARDS

Reach travelers and residents in and around your chosen market by participating in our **Highway Digital Billboard** campaign! With prime placement in Green Bay, Appleton/Oshkosh, Madison, Racine, and Milwaukee, you cannot afford to miss out on these great deals. There are over twenty-five campaigns all year, each with a minimum of 1,000-4,995 impressions per day.

Think that sounds good? It gets even better when you hear about the price breaks WH&LA is offering when you decide to purchase multiple campaigns. Committing to one or two campaigns will cost you \$299 per campaign, three to four is \$289 per campaign, and the best deal of all is \$279 per campaign for five or more campaigns throughout the year. You cannot pass this up!

REGIONAL PUBLICATIONS

Expand your outreach by advertising in targeted regions across the Midwest! Prioritize a directed location or even an extended one, and convince travelers why your property is the perfect fit for them.

If it is the urban population you want to impress by enticing them with your relaxing atmosphere, the **Wisconsin Travel Guide** is the publication for you. This premium Wisconsin Great Getaways insert is featured in sixteen Award-Winning northwestern suburban Chicago newspapers and circulated to over 1,000,000 readers.

Want to attract visitors from or to the Lake Superior basin? **Lake Superior Magazine** is the perfect publication to celebrate the quality of Lake Superior life. With over 90,000 copies distributed in Michigan, Minnesota, Wisconsin, Illinois, Iowa, and Ontario, Canada, this magazine introduces special places, talented and interesting people, and endless adventure. When you showcase your property in this publication, you will be contributing to the unique natural beauty and majesty of Lake Superior and its region.

Advertise in the official travel and entertainment guide from the Wisconsin Department of Tourism. **Fun Times** has an outreach of over 50,000 copies distributed within the Chicago Tribune, Minneapolis Star Tribune, St. Louis Post Dispatch, Green Bay Press Gazette, and Appleton Post Crescent. Include your marketing message in these popular Wisconsin tourism sections and let the publication benefit your brand across these nearby Midwest markets.

TARGETED AUDIENCE PUBLICATIONS

Target your chosen audience by advertising in a focused, content-based publication. Choose to market your property to association executives, the outdoor enthusiasts, or traveling golfers by placing an ad in one of these publications.

Choose to market in the only statewide publication dedicated to association management by advertising in **VantagePoint**—the Wisconsin Society of Association Executives' (WSAE) premier association management magazine. With a circulation of over 650 WSAE members, this quarterly magazine is distributed to Wisconsin association executives, managers, staff, and service providers.

Attract guests by purchasing ad space in a magazine centered

around helping people enjoy the outdoors with a special focus on hunting and fishing. **Midwest Outdoors** distributes over 133,500 copies in fifteen states to hunters and fishers throughout the Midwest. Ensure your property is the place they want to stay while they conquer their next outdoor excursion.

With the breathtaking Wisconsin outdoors on your mind, consider advertising in **Midwest Golfing**. As one of the top magazines in the Midwest, each issue includes golf destination features, tournament coverage, course reviews, and much more. With over 75,000 copies distributed per issue, this publication has a special feature on Wisconsin courses and is distributed FREE at thousands of golf courses/resorts, lodging facilities, retail stores, events/ outings, and businesses throughout the Midwest.

WH&LA DIGITAL OPPORTUNITIES

If you are looking for digital advertising geared specifically toward WH&LA's traveler base, participate in our monthly online opportunities designed to increase your property's internet exposure! When you advertise directly through WH&LA media outlets, you are sure to attract countless new visitors.

Showcase your property by being featured in **Wisconsin Getaways**. WH&LA's monthly e-newsletter is sent to approximately 8,800 subscribers expressing interest in traveling in Wisconsin. Reach these travelers with information regarding your upcoming specials and ensure your property is where they decide to getaway.

Promote your property in prime location on the Homepage and

within the Featured Property tab of WisconsinLodging.org when you purchase a **Featured Property Listing**. When a visitor clicks your property photo, they are directed to your website. Make your choice to advertise with this direct marketing feature that is the first thing visitors to the WH&LA website see.

Reach out to WH&LA to participate in these incredible opportunities! Contact Lexie Mallary at **262-782-2851 ext. 15** or lexie@wisconsinlodging.org to reserve one of these popular ad spaces today.

BECOME PART OF AN INDUSTRY-DRIVEN ADVOCACY AND COMMUNICATIONS POWERHOUSE!



Benefits Include:

- Access to exclusive industry research
- Engagement on important policy discussions to communicate the industry's value and importance to decision makers.
- Representation on a wide variety of high-profile media issues.
- Membership on a larger team of thousands of colleagues, industry experts, and leading hoteliers.
- A world-class team of experts on legislative and regulatory matters, industry issues, and crisis management, so that you can focus on what you do best - running your business.
- Discounts on Educational Institute products, industry conferences, and more.

AHLA is the singular voice representing every segment of the hotel industry including major chains, independent hotels, management companies, REIT's, bed and breakfasts, industry partners and more. Contact WH&LA to join the American Hotel & Lodging Association today!

HOSPITALITY ROOM

NEW LODGING MEMBERS



AmericInn by Wyndham Merrill

3300 E. Main Street
Merrill, WI 54452
715-536-7979

65 rooms



Bayview Resort & Harbor

12030 Cedar Shore Road
Ellison Bay, WI 54210
920-854-2006

11 rooms



The Dörr Hotel

2329 Mill Road
Sister Bay, WI 54234
920-7214-1871

47 rooms



Erin Hills Golf Course

7169 County Road O
Erin, WI 53027
262-670-8600

16 rooms



Hayes Resort

W10551 Blackhawk Trail
Fox Lake, WI 53933
920-928-2616

14 cabins



Holiday Inn Express & Suites Elkhorn

200 W. O'Connor Dr.
Elkhorn, WI 53121
262-723-1888

83 rooms



Sandy Lakeshores, Inc

7808 N. County Hwy. K
Hayward, WI 54843
715-262-5115

2 cabins

NEW ASSOCIATE MEMBERS

Green Up Solutions



12773 W Arden Place
Butler, WI 53007
262-606-1600
greenupsolutions.com

Leading UP, LLC

Leading UP!

6100 N Kent Ave
Whitefish Bay, WI 53217
414-439-3587
LeadingUPCoach.com

NEW EDUCATIONAL INSTITUTION

Mid-State Technical College



500 32nd Street North
Wisconsin Rapids, WI 54494
715-422-5311
MSTC.edu

WISCONSIN LODGING DATA

JULY 2020						
Location	Occupancy %		Avg. Daily Rate		RevPAR	
	2020	% Chg	2020	% Chg	2020	% Chg
United States	47.0	-36.1	101.76	-24.8	47.84	-52.0
East North Central	47.4	-34.6	92.65	-22.3	43.90	-49.1
Wisconsin	46.7	-34.6	104.93	-17.1	49.00	-45.7
Milwaukee	40.3	-47.8	87.07	-32.7	35.07	-64.8
Madison	34.8	-49.6	78.57	-35.1	27.33	-67.3
Wisconsin North Area	58.3	-18.6	113.17	-2.7	65.96	-20.9
Wisconsin South Area	54.3	-21.7	138.31	-7.1	75.09	-27.3
Green Bay	43.9	-35.9	77.36	-28.8	33.98	-54.4
Appleton/Oshkosh	38.0	-45.5	74.58	-48.6	28.33	-72.0
Wausau/Stevens Point	39.8	-40.8	78.86	-19.6	31.42	-52.4
Eau Claire/Menomonie	44.5	-34.6	81.07	-17.4	36.10	-45.9
Janesville/Racine	52.3	-28.5	122.60	-9.8	64.12	-35.5
La Crosse	46.1	-33.3	80.15	-16.5	36.97	-44.3

YTD - JULY 2020						
	Occupancy %		Avg. Daily Rate		RevPAR	
	2020	% Chg	2020	% Chg	2020	% Chg
	43.7	-34.7	107.91	-18.1	47.17	-46.6
	38.8	-36.5	88.41	-20.6	34.27	-49.6
	35.7	-36.9	93.46	-13.9	33.33	-45.7
	37.6	-43.3	89.36	-21.7	33.60	-55.6
	34.2	-44.0	90.07	-23.3	30.77	-57.0
	34.2	-26.9	95.74	-1.0	32.74	-27.6
	35.7	-30.8	109.83	-7.0	39.26	-35.6
	34.2	-38.4	84.40	-11.8	28.99	-45.7
	34.4	-41.9	81.19	-20.3	27.89	-53.7
	35.0	-32.3	84.33	-10.9	29.54	-39.7
	34.4	-35.7	79.84	-12.1	27.48	-43.5
	36.5	-33.7	99.12	-11.0	36.17	-41.1
	36.2	-37.6	80.59	-14.6	29.14	-46.7

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.



SMITH TRAVEL RESEARCH

ENROLL NOW!

The Wisconsin Hotel & Lodging Association has maintained an active partnership with STR for many years. As the leader in data benchmarking and analytics for the hotel industry, STR plays an integral role in our ability to track hotel performance here in Wisconsin and support our members in every way that we can.

Now, more than ever, we need our members to contribute their data. If your property does not currently participate in the STAR Program [please click this link](https://surveys.str.com/s3/Hotel-Enrollment-Form) or visit the following web address (surveys.str.com/s3/Hotel-Enrollment-Form) to enroll in the Hotel Survey Program. A rep from STR will reach out to you to complete the setup process and then you will start receiving complimentary monthly performance reports for your market.

We appreciate your willingness to provide data in support of WH&LA and the eventual recovery of the hotel industry in our state.

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Know anyone who might be interested in Associate Membership? Contact WH&LA at 262-782-2851 or email whla@wisconsinlodging.org.

A CLEAN YOU CAN COUNT ON.

We are committed to powering your performance by **helping deliver a clean and safe experience** across your entire property.

Ecolab COVID-19 Resources

Resources to support the highest standards of cleanliness, disinfection, and hygiene:

- ✓ Return to normal operations checklists
- ✓ Heightened cleaning and disinfection procedures for COVID-19
- ✓ Hand hygiene resources
- ✓ Guest assurance guidance and signage
- ✓ Ongoing staff training and workforce support

For a full suite of infection prevention resources, explore our Hospitality COVID-19 Resource Library:

ecolab.com/coronavirus-hospitality



Your Business is Unique, Your Insurance Should be Too

Insurance coverage tailored to your business

Our custom business insurance plans allow you to feel confident you are getting the protection you need, at the right price, with the best support.

Contact an agent near you or visit www.RuralMutual.com

