

Holiday 2022

INN TOUCH

The Management Magazine of Wisconsin's Lodging Professionals

2022 Wisconsin Lodging Conference
EDUCATION RECAP

2022
STARS of the
INDUSTRY

**5 Ways to Maximize ROI
on Your Next Hotel PIP**

**Preparing Your Building
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INN

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Volume 45, Issue 4

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InnTouch is published quarterly by the Wisconsin Hotel & Lodging Association (WHLA). Through InnTouch and other programs, WHLA provides materials designed to improve members' professionalism. WHLA 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 WHLA. For more information, or to make a donation to WHLA or its scholarship fund, email whla@wisconsinlodging.org.

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A CHAT WITH THE CHAIR

I'd like to thank all of our staff for an amazing 2022 and I'm excited to share this last InnTouch publication of the year with you all celebrating the association, its members and some amazing award winners!

For those who made it to this year's lodging conference and trade show at the Osthoff Resort in Elkhart Lake, you were treated with numerous networking opportunities and a program put together by a great conference committee. We will be making some changes on how we come together in 2023 increasing our regional connection opportunities while enhancing our grassroots engagement efforts throughout the year as we head towards next year's conference in Stevens Point, Wisconsin.

It has truly been humbling to serve as your Chair of the Board this year, on the Executive Committee for the last four years and as a member for over a decade. I have witnessed firsthand the resilience of this state's hospitality network and leave my time inspired by the countless examples of genuine passion shown not just by our own industry professionals, but by the next generation of leaders and students that are beacons that show us we are all in good hands down this road.

As I shared with those in attendance at the conference, I challenge everyone to become more involved within one of the many inroads to participation within our association. Opportunities to advocate on Capitol Hill, to serve as a mentor for industry students or even putting your passion towards our DEI efforts, there is something for everyone to make a real and tangible difference.

Congratulations once again to all the award winners who you will see and read their stories in the pages that follow. It has been an honor of a lifetime to be a part of the story that is, and will always be WHLA.

Respectfully,

Brandon M. McConnell

Arbor Lodging
2022 WHLA Chair of the Board



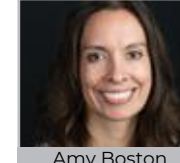
Brandon McConnell serves as the Executive Vice President for Arbor Lodging Management. He currently serves as the Chair of the Board for WHLA. Brandon has been recognized by InBusiness magazine as a member of the "40 Under 40" group in 2022, Corporate Champion of the Year by WHLA in 2021, Hotel Management's "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

Over the course of the year WHLA has invested a large amount of volunteer time, staff time and money in putting together a new strategic plan that will help our organization forge ahead into the future. Through the data we collected, the conversations we had with members and nonmembers throughout the state, and the facilitated one and a half day planning session we had with a group of volunteers, we worked to put together our new plan that will guide us through to 2027.

The WHLA Board of Directors adopted the plan at our November meeting. The new plan includes the following updates to our Vision and Mission statements:

Vision: A vibrant hospitality industry enriching lives and strengthening communities.

Mission: To be the trusted voice advancing Wisconsin's hotel and lodging industry through advocacy, education, and connecting communities.

To help us move closer to achieving our vision, we will be focusing on four key strategic goals:

1. **Member Value:** Enhance the value of membership with year-round benefits that help our members succeed.
2. **Influence:** Expand our influence as a trusted voice to better support our members and enable the industry to thrive.
3. **Workforce:** Support the ongoing development of a prepared and effective future workforce for the industry.
4. **Sustainability:** Improve financial sustainability through operational effectiveness and optimization of resources.

You'll be seeing a lot more information about our efforts in these areas as the New Year turns, and we welcome you to be involved in our efforts to help achieve these goals. Watch your email or visit WisconsinLodging.org/volunteer to sign up for one of our volunteer opportunities. We look forward to working with you as we strive to move our association and our industry forward.

Kind regards,

Bill Elliott, CAE
WHLA President & CEO

The graphic is a promotional image for the WisconsinINN getaways email newsletter. It features a background image of a person kayaking on a lake at sunset. The text is overlaid on the image. At the top left, it says 'WisconsinINN getaways' in a stylized font. Below that, it says 'EMAIL NEWSLETTER'. In the center, it says 'Feature your property today!'. At the bottom left, it says 'Over 10,000 subscribers' and 'Email matt@wisconsinlodging.org'. On the right side, there is a smaller image of the newsletter itself, showing various resort listings and a 'GET AWAY WITH A GREAT DEAL!' headline.

MEET OUR TEAM

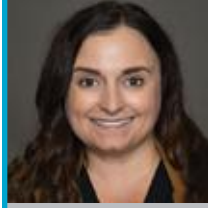
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Preparing Your Building for Winter

By Shari Engstrom, Sid Grinker Restoration



Love it or hate it, winter is around the corner and with it comes valid concerns for your building and community regarding water in all the wrong places and fire hazards unique to winter. Below are some bullet points to consider as we leave the colors of fall for the cold of winter.

Water Loss Concerns Tied to Cold:

When the temperatures go below freezing, especially below zero, pipes that are not properly insulated are at HIGH RISK of freezing and bursting. What is even riskier is having fire sprinkler pipes bursting. In order to minimize risk consider the following:

- Sprinkler maintenance is key. Make this a priority.
- Clear roofs and watch for ice damming
- Baseboard hydronic heat will leak and/or freeze. It's essential that doors and windows remain closed.
- Remind residents that they should call maintenance if their unit is too hot, do not open windows to cool off. Notify residents that they are responsible for maintaining heat in their apartments and may be held liable if damage occurs from leaving window open or turning off heat.
- Have a plan for accessing units if residents are out of town during a water emergency in their unit. If there is not a master key, will the resident expect you to force entry? Consider setting that expectation to avoid enraged tenants when they come home to see their door boarded or padlocked.

- Visit vacant spaces often and monitor units where there is a possibility of a tenant leaving without notice, such as people behind in rent or in the eviction process. They love leaving their windows open or the faucet running on the way as well as turning down the heat to save money. Watch for afterhours move outs
- Do not turn down thermostats to save money—a minimum goal is 60 degrees. Areas of special concern for this include:
 - i. Storage areas
 - ii. Parking garages
 - iii. Vacant spaces
- In areas where work has been done recently, inspect attics to make sure insulation has been replaced properly. It is often done for cable or similar services.
- Regularly check sump pumps, especially on a mid-winter thaw. For areas likely to have concerns, provide a back-up power source and suggest tenants take advantage of plastic bins for storage, especially on the floor, rather than cardboard boxes.
- Make sure the “old style” of hose bibs are drained properly for winter.
- Keep winter repairs efficient, for example, even vacant spaces can't go without heat for more than a couple hours while you change out or repair a furnace.
- Monitor areas that have been a problem in previous winters.
- Make sure storm windows are in service to prevent sweating and ice build-up on inside of windows. This prevents staining and warping of interior windowsills.

Regardless of the cause of water issues, you need to know where your shut off valves are located:

- Every day toilets over flow and washing machines leak. It is essential to know where shut off valves are located. It is common for toilet cpvc pipes to break in the wall when the shut off valve is turned, so you must know where the next valve is located and so should anyone managing/covering the building. It's common for there to be vacations around the holidays. Make sure you or the person responsible knows where to look. That 45 minutes of hunting can cost tens of thousands of dollars.
- Label your shut off valves. Several years back we had someone shut off the wrong floor during a construction project with no heat so even the best laid plans resulted in a substantial flood.
- Make sure the appropriate people know how to shut off the sprinkler system, without also shutting off water to the entire domestic water system. Having a maintenance person who lives an hour away is not a solution. Assuming they answer the phone immediately, it could take 2 hours to be on site.
- Check important shut off valves to make sure they operate freely.
- Remind tenants that they are not allowed to perform plumbing repairs and reinforce what shouldn't go down toilets. This is trickier with unit owners, but uninsured contractors ultimately result in others paying the costs of mistakes and accidents.



In addition to dealing with concerns from cold, winter brings on a few new fire hazards. Things to check this fall:

- Remove birds' nests from exterior lights. The like to live here in the winter months for the heat.
- Dryer vents and exhausts can be trouble as well. Make sure to clean them and check to make sure they are connected.
- Overloaded outlets are a problem especially in the winter with lights and space heaters.
- Also remind residents about candle safety—out of a draft, away from children and never left unattended.

All staff, especially on call, should have names and contact info for contractors of record such as fire suppression (sprinkler) contractor and fire alarm contractor. A restoration company will need those to coordinate and expedite an emergency response. If possible, the cell phone number for your salesperson is especially helpful.

So, enjoy the winter and all it has to offer from ice skating to an excuse to stay inside. And come spring, inspect concrete for cracks or heaving & repair as necessary in order to prevent falls.

About the author:

Shari Engstrom is Sid Grinker Restoration, Inc's Marketing Maven. She loves people, stories, and being out and about. Active on multiple charitable & industry boards, she hopes to see you at the next real estate event before she heads home to Muskego to see her husband and two school aged children. Hobbies are a fantastic goal, but for now work, kids and a little bit of exercise fill her days. Find her on LinkedIn!

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2022 STARS of the INDUSTRY

By Monica Goeke, CAE, WHLA

The accomplishments of WHLA members were celebrated during two awards ceremonies on November 7 at the 2022 Wisconsin Lodging Conference & Trade Show! Planned by the WHLA Awards Committee, the awards ceremonies highlighted the successes and outstanding achievements of individuals working at all levels of the industry.

SPRIT OF HOSPITALITY AWARDS

This award celebrates employees who have gone above and beyond to help their properties operate efficiently and exceed guest expectations. These individuals demonstrate the true spirit of hospitality in their work and stand out as extraordinary examples of industry excellence.



Chelsea Alnasser
Night Auditor, Hampton Inn & Suites
Milwaukee/Brookfield

Barb Anderson
Rooms Revenue Manager,
Best Western Premier Bridgewood
Resort Hotel & Conference Center

Robert Anderson
Director of Banquets and Catering,
Lake Lawn Resort

Kim Ash
Manager of Lodging & Event Sales,
The Delafield Hotel

Ashly Chamberlain
Food & Beverage Manager,
Hotel Marshfield

Scott Lemke
Maintenance Assistant,
Hampton Inn Appleton

Carly Malacina
Sales Director,
Ironworks Hotel & Hotel Goodwin

Connie Mosley
Reservations Manager,
Ambassador Hotel & Ambassador Inn

Camille Nicolai
Guest Services Manager,
Hampton Inn & Suites Franklin

Lorena Osorio
Executive Housekeeping Manager,
Home2 Suites Madison Central

Bri Paukner
The Waters of Minocqua





WISCONSIN LODGING HALL OF FAME

Established in 2021, the Wisconsin Lodging Hall of Fame recognizes industry leaders and Wisconsin hospitality pioneers who have contributed significantly to the lodging industry and the Wisconsin Hotel & Lodging Association. On November 7, three individuals were inducted into the Wisconsin Lodging Hall of Fame.

Cal Worrell (1949 – 2005)

Long-time general manager of the Madison Concourse Hotel & Governor's Club, jazz aficionado, and Madison industry leader, Cal Worrell was inducted into the inaugural class of the Wisconsin Lodging Hall of Fame.

An active member of WHLA, Cal served multiple terms on the board of directors. He was very active in the Greater Madison chapter, and hosted many local and statewide events at his property. His leadership and dedication also earned him the 1995 Innkeeper of the Year award. In recognition of his impact to the industry, the Cal Worrell Memorial Scholarship is awarded to a hospitality student annually through funding by the Greater Madison Hotel & Lodging Association and The Madison Concourse & Governors Club.

In remembrance and appreciation for his commitment to the lodging industry, Brandon McConnell presented the Hall of Fame award to the current general manager of The Madison Concourse Hotel & Governors Club, Steve Zanoni.

Bob Caston (1944 – 2002)

Life-long hospitality professional and hotel visionary Bob Caston was inducted into the 2022 Wisconsin Lodging Hall of Fame. Throughout his storied career and after his retirement Bob, was a mentor and friend to many in our organization.

His career took him from Florida to the Marcus Company in 1988, where he made his mark in roles at the Hilton Milwaukee City Center, Woodfield Suites, Baymont Franchise International, and the Hilton Madison Monona Terrace. After a very short-lived retirement, Bob led the 99 million dollar renovation efforts at the Edgewater Hotel in Madison, and when the property re-opened he worked as the Director of Sales.

A consummate professional, Bob is remembered fondly by all those who were lucky enough to know him through the years. For his lasting legacy to the Wisconsin hotel industry and dedication to the hospitality profession Kevin Gallagher presented the Wisconsin Lodging Hall of Fame award to Bob's widow, Sarah Caston.

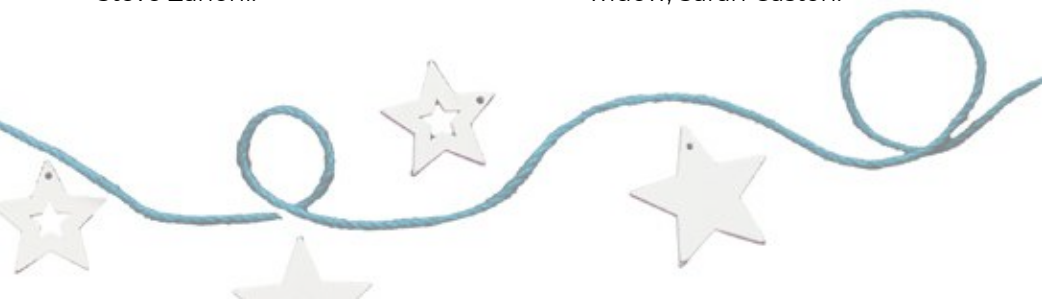
Lola Roeh

In recognition of her contributions to WHLA and the tourism industry, Lola Roeh was recognized as an inductee to the 2022 Wisconsin Lodging Hall of Fame. As an accomplished hospitality and tourism professional with over 35 years of experience, she is respected and treasured for her leadership and contributions both in Wisconsin and Nationwide.

Under her leadership, The American Club was recognized as the first and only AAA five diamond property in the state of Wisconsin. As the long-time general manager of The Osthoff Resort, she led the resort in major development projects including the construction of the conference center, spa, restaurant, cooking school, lake deck and more.

Lola served numerous terms on the WHLA Board of Directors and was the Chair in 1996. She was awarded for her efforts in both 2002 and 2012 when she received WHLA's Innkeeper of the Year Award. Her tourism efforts were recognized by the governor when she received Wisconsin Department of Tourism's Legacy award in 2014.

In honor of her service and dedication to the industry & the Wisconsin Hotel & Lodging Association, Connie Barbian presented the Wisconsin Lodging Hall of Fame Award to Lola Roeh.





BOARD CHAIR
Brandon McConnell

ASSOCIATE OF THE YEAR

Carmen Smalley, CMP, CHE, Instructor and Lead Faculty of the Hospitality and Events Management program at the Milwaukee Area Technical College received the 2022 Associate of the Year award. This award recognizes an individual who serves Wisconsin's lodging industry in an exemplary manner.

Carmen has been an instructor at MATC since 2014, where she provides oversight to the Event Management program and the Hospitality Management program. A hotel sales veteran, Carmen's unique combination of real industry experience and her encouraging educational style has enabled her to strengthen the school to career pipeline for her students and Milwaukee area hoteliers.

She currently serves as an Associate Board Director for the Greater Milwaukee Hotel & Lodging Association, and was a member of WHLA's 2022 Strategic Planning Task Force.



ASSOCIATE OF THE YEAR
Carmen Smalley, CMP, CHE



CORPORATE CHAMPION
Jay Schumerth

CORPORATE CHAMPION OF THE YEAR

Jay Schumerth, Hostmark Hospitality Group was recognized as the 2022 Corporate Champion of the Year. This award recognizes a key management individual who owns or operates lodging properties in Wisconsin for their high level of achievements.

Jay Schumerth is the Vice President of Operations at Hostmark Hospitality Group. In his role, Jay provides multi-property oversight of Hostmark Hospitality Group's diverse property portfolio, including the Delta Hotel Milwaukee Northwest in Wisconsin.

An active member of WHLA for the last five years, Jay currently serves as the Vice Chair of WHLA's Board of Directors. Prior to this role, he served as treasurer of WHLA for 2 years during the most challenging time the industry and organization has ever seen.

"Jay Schumerth is a true leader in Wisconsin's lodging industry, and we were happy to honor him with the WHLA Corporate Champion of the Year Award," said Bill Elliott, WHLA President & CEO.

INNKEEPER OF THE YEAR

Dave Sekeres, General Manager of Lake Lawn Resort was honored with the 2022 Innkeeper of the Year award. The Innkeeper of the Year Award is a time-honored tradition that recognizes an outstanding individual who exemplifies the hospitality industry in our state.

Dave has been the General Manager of Lake Lawn Resort, one of the largest resorts in the state, since 2011. With over 30 years of hospitality experience, including that from other resorts & hotels through several management companies, he was responsible, over the last decade, for the reopening, redeveloping, and reimagining of Lake Lawn Resort. Additionally, he also holds the Secretary position for the board of directors of the Lodges of Lake Lawn Resort Condominium. In 2020, Dave was responsible for expanding the Lake Lawn brand and management to include the Delavan Lake Resort under the company's portfolio.

Locally, he is involved in many community events including the development of the Sky Circus on Ice Winter Festival in Delavan, for which he is the chairperson. Dave has been the chairperson for the city of Delavan's Tourism Commission since its establishment in 2016. He is an Executive Committee Board Member of Visit Lake Geneva & has served as the Chairperson since 2019. Previously Dave was a member of the board of directors for the Walworth County Visitors Bureau and Vice President for the Delavan-Delavan Lake Area Chamber of Commerce.

On the state level he is an active director for the Wisconsin Hotel & Lodging Association Board, and the chair for the legislative action committee. Nationally, Dave is a previous award recipient from the American Hotel &

Lodging Association and on behalf of the industry speaks on various advocacy topics currently facing hotels & tourism in general. Previously, Dave taught various hospitality and tourism classes at Gateway Technical College in Elkhorn, WI as an adjunct professor, and currently is committee chair for the school's Hospitality Management Advisory Committee. Dave is the DD Tech Governance Board President for the local high school, and a founding member of this new charter school. In 2022 he was selected to the Board of Directors for WCEDA (Walworth County Economic Development Alliance).

"Dave's dedication and commitment to Wisconsin's lodging industry and to his local community make him a very deserving recipient of the WHLA Innkeeper of the Year Award." said Bill Elliott, WHLA President & CEO.

BOARD CHAIR RECOGNITION

For his commitment to WHLA and service as the 2022 Chair of the Board of Directors, **Brandon McConnell** was presented with a mounted crystal gavel at the Awards Luncheon.



INNKEEPER OF THE YEAR
Dave Sekeres

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2022 Wisconsin Lodging Conference: EDUCATION RECAP

Hoteliers from across Wisconsin traveled to The Osthoff Resort in Elkhart Lake for the 2022 Wisconsin Lodging Conference & Trade Show! From November 6–8, WHLA members gathered to learn from experts, network with industry peers, connect with suppliers, and celebrate the stars of the industry.

Themed “Resilience & Reinvention”, and planned by WHLA’s Education/Conference Committee, event programming highlighted the opportunity for the industry to evolve practices to address changing guest expectations, shifting workplace dynamics and technological advancements. Expert speakers covered an array of topics including human resources, advocacy, marketing, technology, wellness, supply chain and more.

2022 GENERAL SESSIONS

Straight Talk on Staffing Solutions to Combat the Labor Crisis: During this session, panelists shared insights on the lodging industry’s staffing crisis, and shared new approaches to navigate this complicated landscape.

Moderated by: WHLA 2022 Education/Conference Committee Chair Cory Latourell, Hotel Marshfield.

Featured panelists: Tasha Jenkins, Wisconsin Department of Workforce Development; Krissy Sigmund, Chula Vista Resort; Carmen Smalley, Milwaukee Area Technical College; Anthony Steffek, Amundsen Davis

Unpacking Hotel Industry Advocacy: Attendees learned about WHLA’s industry advocacy efforts, successes, and opportunities in 2023 and beyond.

Session participants: WHLA President & CEO Bill Elliott; WHLA contract-lobbyist Kathi Kilgore; 2022 WHLA Board Chair Brandon McConnell

Well-Being: Job 1 starts with putting YOU first: During this general session, Dr. Lynea LaVoy and Jodi Goldbeck from Madison College discussed the importance of mindfulness and resilience, and shared strategies for incorporating mindfulness into daily activities.

Have A Good Ripple Effect. Building Strong Team Culture: In this inspiring closing keynote, Lisa Even shared tips and strategies to cultivate more joy in the workplace.

CONFERENCE BREAKOUT SESSIONS

Reimagine Hospitality - The Digitized Guest Experience: IDM Hospitality’s Becky Rogers provided best practices and lessons learned from incorporating new technologies onsite at Wisconsin lodging properties.

Connecting the Missing Sourcing Links in the Supply Chain: WHLA vendor members participated in this panel discussion led by Erin McDonald, Geronimo Hospitality Group. **Panelists:** Marc Gensler, Furniture Industries; Dawn Langelier, Standard Textile; Danielle Monhollon, Food Buy Hospitality.

Student Session: WHLA leaders (Rory Madsen, Gordon Lodge; Brandon McConnell, Arbor Lodging; Krissy Sigmund, Chula Vista Resort) shared industry insights.

Condo Concerns: An Condotel Roundtable: Facilitated by WHLA’s President & CEO Bill Elliott, this open discussion provided an opportunity for condo property owners and operators to share best practices.

Renovating Your Property’s Online Presence: Presented by Lori Highby, Keystone Click and Lexie Mallary, WHLA.





5 WAYS to Maximize ROI on Your Next Hotel PIP

By Mandy Christoph, Ramaker & Associates Inc.

According to The New York Times, 2022 was the year for hotels to fight back, with bookings nearing pre-pandemic levels. Is your hotel prepared to compete for today's travelers?

Hotel property improvement plans are an inevitable part of being in the hotel business. They're also an invaluable opportunity for hotel owners to gain an advantage over their competition, increase market share, and provide a better customer experience.

Ready to capitalize on the return of leisure travel? In this post, we share five strategies that help hotel owners get more out of their PIP renovations and attract more guests.

Get the most out of your hotel property improvement plan with these 5 tips

There's no way around it: Some hotel owners dread property improvement plans. However, hotel PIPs present an opportunity to enhance customer experience and increase your bottom line. Follow these five tips to maximize your return on investment.

Negotiate your hotel PIP for a better ROI

Hotel PIPs are designed to improve guest experience. How that happens may look different for each property. **Negotiation is an essential part of the property improvement plan process.** Negotiating well helps you maximize your ROI.

As you plan for your hotel PIP, engage with the brand to find cost-cutting measures. Remember: brand managers are also part of your project team. When done strategically, PIPs are mutually beneficial for owners and brands. That means brands want your property to succeed as much as you do.

Pro tip: Negotiating subjective items can reduce the cost of your hotel PIP by thousands of dollars. Consult with trusted designers and GCs with hospitality experience to identify opportunities for value engineering that meet brand standards.

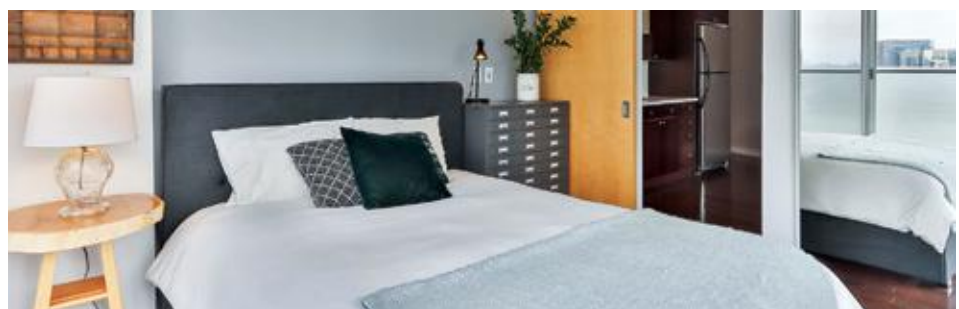
Exceed the minimum requirements of your hotel PIP

It may seem counterintuitive, but one of the best ways to maximize ROI on your hotel PIP is to add revenue-generating improvements to the scope of your renovations. After all, the goal of a property improvement plan is to increase the profitability of your hotel. Consider investing in any enhancements that will make your property more appealing to customers and more competitive in your market.

Pro tip: As soon as you receive your PIP, contact an experienced A&E team to review the scope. Architects, engineers, and designers with hospitality experience can help you find new ways to improve the guest experience.

Design for long-term use

Invest now, save later. As you plan your renovations, you may want to prioritize longevity for all elements of your PIP. Yes, furniture, lighting fixtures, and mechanical systems with longer life-spans may have higher price tags. However, their durability can pay dividends. Installing long-lasting design



elements and systems ahead of time is a great way to prevent costly repairs for broken products.

Pro tip: An interior design team with hospitality experience can help you find reliable, durable furniture and fixtures that align with your brand's expectations and your vision.

Apply lessons learned from the pandemic

For the past few years, **analysts** and **industry insiders** have considered how the coronavirus will change the future of the hospitality industry. New amenities certainly gained steam during the pandemic. Today's consumers value cleanliness, automation, and flexible spaces more than they did in 2019. Has your property evolved to match these new preferences? If not, you may want to expand the scope of your PIP renovations to include amenities that emphasize convenience, safety, and wellness.

Pro tip: Want to show guests that you value their well-being? WELL Building certification—and the WELL Health-

Safety seal—demonstrate that you've taken clear steps to prioritize the health and safety of hotel occupants.

Market your improvements

Nowadays, a customer's first impression of your hotel happens long before they walk through the front door. It happens online.

Your thoughtfully decorated and spacious new lobby make convince customers to choose your hotel over the one down the road—but only if they can see the difference during the decision stage. After construction is finished, market your property! Hire an experienced hospitality photographer to capture the improvements, add up-to-date images to your Google My Business listing, and share quality photos on your website and social media.

Pro tip: Make your property pop on your brand's website. Share any professional photos with your brand manager.



About the Author:

Mandy Christoph, Ramaker's Interior Design Studio Lead, is one of the few WELL AP Certified interior design professionals in Wisconsin. Mandy has more than 15 years of experience, ranging from hotel and hospitality design to commercial and workplace design. She provides a variety of services to Ramaker's clients, including general drafting, project coordination, space planning, material selections, and building layout and design.

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	2022	% Chg	2022	% Chg	2022	% Chg
United States	59.4	3.2	144.46	12.2	85.74	15.8
East North Central	53.5	4.8	120.29	13.1	64.36	18.5
Wisconsin	47.8	6.5	113.73	8.7	54.35	15.8
Milwaukee	49.7	5.8	110.31	5.4	54.78	11.5
Madison	51.5	16.7	122.34	10.5	63.06	29.0
Wisconsin North Area	38.5	4.8	97.95	4.9	37.70	9.9
Wisconsin South Area	44.8	12.1	124.29	9.6	55.69	22.9
Green Bay	52.4	9.1	165.19	14.4	86.56	24.8
Appleton/Oshkosh	54.0	8.9	117.93	17.3	63.67	27.8
Wausau/Stevens Point	45.5	13.2	97.94	13.7	44.57	28.7
Eau Claire/Menomonie	46.0	-8.1	94.37	4.2	43.37	-4.3
Janesville/Racine	52.7	14.4	102.35	0.8	53.90	15.3
La Crosse	47.2	-30.6	94.61	4.8	44.67	-27.3

YTD - NOVEMBER 2022					
Occupancy %		Avg. Daily Rate		RevPAR	
2022	% Chg	2022	% Chg	2022	% Chg
63.5	9.7	149.03	20.1	94.69	31.7
58.8	10.9	124.84	18.4	73.35	31.3
56.6	13.1	124.84	10.2	70.62	24.7
57.9	16.8	122.48	12.4	70.95	31.3
58.6	25.4	128.87	22.9	75.57	54.1
53.4	7.5	115.75	3.2	61.75	11.0
54.8	8.8	151.80	6.0	83.24	15.3
56.8	11.1	126.09	17.3	71.62	30.3
57.8	15.2	110.85	14.9	64.12	32.4
52.7	20.4	100.93	16.1	53.23	39.8
54.5	10.5	102.46	9.7	55.85	21.2
57.5	9.6	120.96	6.6	69.56	16.8
63.1	7.8	105.58	10.3	66.61	18.9

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