

# Hospitality Focal Points

## Why focus on the Hospitality Market?

Americans traveling within the U.S. on leisure or business trips are crucial to our national, state, and local economies. Americans travel for a variety of reasons and vary widely in demographic characteristics and travel behavior. The hospitality industry consists of broad categories that include accommodation, food and beverage, meeting and events, gaming, entertainment and recreation, tourism services, and visitor information. The hospitality industry is estimated to deliver \$1.6 trillion U.S. economic revenue in 2011. This equates to 11% of national GDP. The hospitality industry is expected to add 17% in wage and salary employment by the year 2014. Staying close to emerging trends that are making a buzz in hospitality is a good place to start. For example, many corporations and companies now require that hotels and convention centers offer Green Meetings. In-room amenities should not only be ecologically friendly and based on organic ingredients but they should come in recyclable, biodegradable packaging. In 2010, business travel also started returning, and this recovery is likely to continue. The National Business Travel Association expects business travel will rise 5% in 2011. Companies are once again recognizing the value of face-to-face meetings with customers, prospects, partners, and colleagues to build relationships and set the stage for top-line growth.

Paper♥Mate®

## Proven Sellers in the Hospitality Market

Paper♥Mate® Profile® Gel



Gel Pen: \$1.90(A) • 100 Units

Paper♥Mate® InkJoy



Hybrid Ink Pen: \$0.83(A) • 300 Units

Paper♥Mate® InkJoy



Retractable Gel Ink Pen: \$3.51(A) • 100 Units

Paper♥Mate® WriteBros. STICK PEN



Stick Pen: \$0.55(A) • 500 Units

Sharpie® SGEL



Gel Pen: \$2.22(A) • 200 Units

Sharpie® ROLLER



Rollerball: \$3.52(A) • 200 Units

Sharpie® TANK HIGHLIGHTER



Tank Highlighter: \$3.01(A) • 200 Units

Sharpie® MINI



Permanent Marker: \$2.21(A) • 200 Units

Sharpie® FINE



Permanent Marker: \$2.01(A) • 200 Units

Sharpie®

## Promotional Ideas for the Hospitality Market

- **Gaming and Entertainment**—Have imprinted pens available at the ticket window, will call or food court areas.
- **Tourism Services**—Distribute imprinted pens or highlighters with each map or brochure given at the local visitor's center.
- **Direct Mail Campaign**—Send an imprinted pen along with coupons to get new and prospective customers in the door.
- **Staff Use**—Distribute imprinted Paper Mate pens to staff for use during orders, scheduling, planning and to leave behind with customers.
- **Handy Helpers**—Sharpie Fine is also the handy helper in so many hotel departments. Keep in mind that Sharpie can be used in housekeeping for marking cleaning supplies, at the front desk to boldly mark room numbers and in catering to track shipping and receiving of supplies.