

Frequently Asked Questions (FAQs) - Connecting with Hotels and Tracking Overnights

1. How can our organization establish partnerships with hotels to promote overnight stays for our event or project?

Building partnerships with hotels involves establishing mutually beneficial relationships that support the goals of both parties. Start by reaching out to hotel managers or marketing departments to discuss potential collaboration opportunities, such as offering special room rates for event attendees, cross-promotional marketing efforts, or hosting special events at hotel venues. You can also work with hotels to promote your event through their marketing channels, such as websites, social media, and email newsletters, to attract guests looking for accommodations. Clearly communicate the benefits of partnering with your organization, such as increased visibility, customer traffic, and revenue generation.

2. What strategies can we use to incentivize hotels to participate in our tourism promotion efforts?

Hotels are more likely to participate in tourism promotion efforts if they see tangible benefits for their business. Consider offering exclusive perks or incentives to attendees who book accommodations at partner hotels, such as discounted room rates, complimentary amenities, or VIP access to event activities. Provide opportunities for hotels to showcase their amenities or services during the event. Offer complimentary advertising space in event materials. You can also create promotional packages that bundle event tickets with hotel stays to encourage attendees to extend their visit and experience everything Spokane has to offer. By demonstrating the value of collaboration, you can incentivize hotels to actively support your efforts to attract overnight stays.

3. How can we track and record the number of overnight stays generated by our event or project?

Tracking overnight stays requires collaboration between your organization, event attendees, and partner hotels. One approach is to provide attendees with a unique booking code or link to use when reserving accommodations at partner hotels. Hotels can then report bookings associated with this code to your organization, allowing you to track the number of overnight stays generated by your event. Additionally, consider implementing surveys or registration forms to gather information about attendees' accommodation preferences and booking patterns.

4. What tools or resources are available to help organizations track and analyze overnight stay data?

On a simpler level, you can conduct surveys or interviews with attendees to gather feedback on their spending habits, travel preferences, and overall satisfaction with their experience in Spokane. Additionally, consult with tourism organizations, such as [Visit Spokane at grants@visitspokane.com](#), for guidance on best practices and resources for measuring the impact of tourism promotion initiatives on overnight stays. To measure the true economic impact of overnight stays, one must consider tracking metrics such as hotel

room bookings, average length of stay, total visitor spending, and indirect revenue generated for local businesses.

5. How can our organization collaborate with Visit Spokane to leverage their connections and knowledge in the hospitality industry?

Visit Spokane serves as the official destination marketing organization (DMO) for the Spokane region and has extensive connections and expertise in the tourism industry. Reach out to [Visit Spokane at grants@visitspokane.com](mailto:grants@visitspokane.com) to explore partnership opportunities, access marketing resources, and tap into their network of hospitality partners, including hotels, attractions, and event venues. By collaborating with Visit Spokane, you can benefit from their insights and support in promoting your event, attracting visitors, and maximizing the impact of tourism on the local economy.