Hotels Encourage Local Patrons to Visit

With the slower economy and competitive industry, hotels are searching for ways to attract patrons.

Many hotels have begun hosting events to not only attract, but retain business customers and encourage local business. Hotels have begun hosting events from author readings to art exhibitions to cooking demonstrations from their top chefs. Anything that creates a special experience for hotel patrons and helps retain their business, is advantageous for hotels during this economy.

Hotels hope that hosting special events will encourage local guests to stay for dinner and give them a taste of the hotel's atmosphere so they can recommend it to out-of-town friends or colleagues. It also provides a reason for business travels to leave their room at night.

The Pfister, located in the heart of downtown Milwaukee, has started hosting Afternoon Tea to accommodate its guests and encourage local business.

From Friday to Sunday, November 5, 2010 – March 27, 2010, by reservation, guests can enjoy Afternoon Tea from 3:00pm – 4:30pm in the elegant Blu Bar and Lounge, located on the 23rd floor of the Pfister.

Guests can enjoy an afternoon of tea and elegance as they are surrounded by panoramic views of Milwaukee and Lake Michigan and entertained with live music from harpist Mary Keppler.

The Pfister's Afternoon Tea provides an interactive tea experience as the Tea Butler educates guests about tea varieties and their origins, health and mood benefits, as well as how to pair it with different food. The Tea Butler also visits each table with a service trolley, a stylish wood serving cart, to discuss tableside blending options and offer tealeaf samples so the guests can enjoy aromas of each variety.

This Pfister event entertains guests and gives locals a taste of the hotel's elegance.

To engage customers and host classy events, it is essential for hotels to have the necessary serving and presentational products.

What are you doing to bring in new patrons?