

Amerail Systems Guide for

Navigating the stages of your Hotel PIP

(Property Improvement Plan)

Before - During PIP Fulfillment
After PIP Fulfillment



Brought to you by
Amerail Systems Hotel Renovation Company
amerailsys.com

Before - During PIP Fulfillment

5 Tips for your PIPs

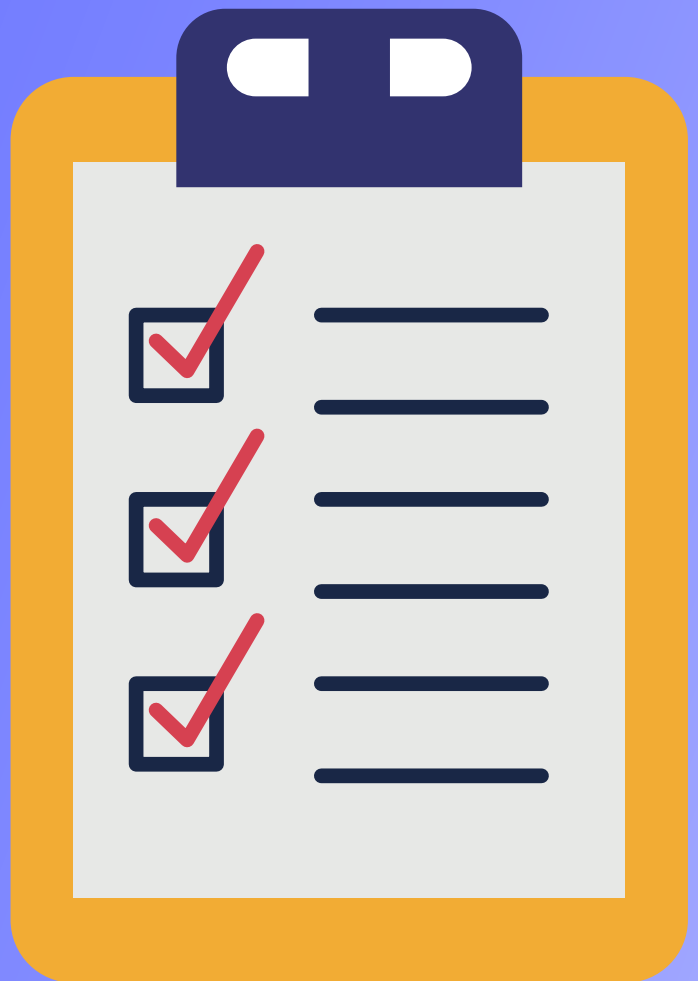
**Be Prepared for Design
Changes & Amenity
Upgrades**

**Be Prepared for How Long it
Takes & Unexpected Costs**

**Choose the Right Contractor
to Get the Best ROI**

**Deciding What's Most
Important in Your PIP**

Keep Guests Happy





1.

Be Prepared for Design Changes & Amenity Upgrades

When you know a PIP is in your future, it's important to consider that there may be changes to the hotels' design, amenities and more. To prepare for this, remember that design trends for hotels reflect what's trending in the world around us.

For example in the last few years, we've seen a shift in hotel design to include a more modern exterior that incorporates natural materials and cooler/neutral colors. While on the interior we have seen biophilic elements and new sustainability standards. These trends stemmed from society's focus on health, the environment and the need to attract a new group of travelers (Millennials).

Keep these next trends in mind so that when your PIP arrives you are prepared for what it may require of you.

Advanced Lighting

Expect to see PIP requirements for LED lighting/Customizable LED Lighting.

Dynamic Building Shapes/Nuanced Architectural Features

Expect to see PIP requirements for cantilevered details, pediments and fins that extrude from the building's facade.

Sustainability

Expect to see PIP requirements for energy-efficient windows, low-flow water fixtures, recycled, low-emission and long-lasting materials, EIFS, LED lighting and possibly electric vehicle charging.

Improved Technology

Expect to see PIP requirements for smart rooms, keyless entry, mobile check-in, smart TVs.

Textural Diversity

Expect to see PIP requirements that include faux wood, brick, stone, etc.

Functionality / Modular Design

Expect to see PIP requirements for modular design elements meant to provide guest rooms and common areas with the ability to adapt to the needs of travelers.

Accessibility

Expect to see PIP requirements for conforming to Federal accessibility laws.

2.

Be Prepared for How Long it Takes & Unexpected Costs

One of the most underrated facts of a PIP is knowing that it will take longer than you think. On average, a PIP fulfillment from initial sale to completion can take 6-9 months. A lot of the time frame depends on permitting, the design approval process and weather.

To be best prepared for this, take our advice below.

Start Planning ASAP

When you receive your PIP, immediately research contractors who can help you fulfill it as efficiently as possible.

Choosing an experienced hospitality contractor will make your PIP fulfillment process less stressful and you will usually experience a higher ROI.

Do you want to include unique elements?

If your PIP allows for any customization to design or unique elements be sure to have these planned ahead of time so that your designs can be approved as soon as possible.

Again, hiring a contractor experienced in this type of work will allow for a more streamlined renovation. At Amerail Systems we provide top-tier design-build renovations so your hotel renovation is completed asap.

Learn more at: amerailsys.com/design-build

Check for Damage to EIFS

One of the most unexpected costs/time constraints of a renovation is water damage to the EIFS of a hotel.

When Amerail is on the job and comes across water damage we notify ownership immediately and will repair the damage at a time and material rate so we can continue on the renovation.

To check for water damage, look for:

- Bulges in the EIFS
- Cracks on or around window and door caulking joints
- Soft wood near windows/doors
- Discolored or soft areas

Learn more about preventing, catching and fixing water damage to your EIFS here: www.amerailsys.com

3.

Choose the Right Contractor to get the best ROI

As we stated in tip #2, it's important to research and find the right contractor for your hotel renovations.

**Ask these questions when searching for
hotel renovation companies:**

Are they experienced in hospitality renovations & repairs?

Why is this important? Hotel renovations have unique needs and processes, especially if they are flagged (branded hotels).

Amerail Systems has experience working within the hospitality industry and will make your experience easy and painless.

Have they worked with your brand?

Finding a contractor who is experienced with your hotel's flag will save you time and headaches. Each brand typically has unique needs and requirements.

In addition to this, when a hotel renovation company has many years of experience they will most likely have relationships with brands and their decision-makers which will make communication easy and more effective.

When you work with Amerail Systems you're working with a company that has more than likely renovated properties under the same flag as yours. Because of this, they will be able to roll out your project more efficiently.

Can they provide value-engineered solutions?

A quality that should not be overlooked is a company's ability to provide value-engineered solutions to its clients.

When a company is large enough, they are able to volume purchase commercial quality products directly from the manufacturer. This volume purchasing allows them to value-engineer your project and provide you with bottom-line cost savings.

Contracting companies such as Amerail Systems with 'in-house' relationships, provide a major advantage when it comes to value-engineering your renovation.

What services do they offer?

(do you need design-build, bid & build or specific repair needs?)

Are you in need of a full exterior renovation, EIFS repair, window replacement, brand conversion or design?

Your choice of a contractor is reliant on what services your project needs and which company offers those services. Some contractors offer specific services while others specialize in a wide variety.

Amerail Systems offers a wide variety of specific hotel renovation services including design-build, EIFS repair, window replacement, exterior renovations and more.

How long they have been in business?’

Finding a contractor who has stayed in business over the years and has weathered national crises can give hoteliers ease of mind when it comes to their hotel renovation or repair project.

Although this time has been tough on hospitality, it is not the first time the industry has taken a hit. It's important to make sure that your contracting company can withstand and make the best of the highs and lows of the industry.

When a contractor can adapt and survive a national crisis they prove that they are reliable and that your hotel renovation/repair will continue smoothly.

Learn more about choosing the right contractor for your hotel renovation here: amerailsys.com

Amerail Systems has been in business for over 35 years thanks to our dedicated and talented team along with our loyal clientele.

4.

Deciding What's Most Important in Your PIP

Many hoteliers when receiving a PIP, negotiate on requirements. This process is important but be sure to avoid doing minimal work where it matters most.

Avoid this common mistake!

Give Attention to Common Areas & your Exterior

You may not realize it but your common areas and your exterior are some of the most crucial parts of your hotel. They are the first thing guests see when arriving and they will remember that first impression.

Renovating your exterior is meant to enhance your curb appeal. Guests are likely to choose a hotel with an updated exterior because it looks newer. So when your curb appeal is enhanced, you have a higher chance of a guest choosing your hotel over any competitors in the area.

5.

Keep Guests Happy

One of the most important factors if not THE most important factor to consider before receiving a PIP is how your hotel guests could be affected by it. Although the below methods are great ways to prevent your guests from being unhappy, it's best to be prepared for complaints regarding any renovations.

On the next page we discuss some ways to make sure your guest's satisfaction is not impacted by a PIP fulfillment:

Choose The Right Contractor

When choosing a contractor make sure they have experience working on hotels and that their crews are guest-sensitive.

For example, Amerail Systems has been remodeling hotels since 1985. We are experts in renovating fully operative hotels so they can maintain their bottom lines, increase RevPAR & overall guest satisfaction. Our crews keep a clean worksite and always put your guest first.

Learn more at: amerailsys.com/wow

Schedule

A great way to prevent disturbances to your guest's stay is to schedule your PIP fulfillment in your off-season. Avoiding your busy season can help reduce the number of potential complaints from guests because there will be more room to help guests avoid any construction.

Signage

Find or design signage that informs your guests of your renovations plans! Sometimes contractors will provide you with signage that includes a rendering of your future look. These signs help get your guests excited for their future stay.

Need a renovation sign?

Check out our FREE downloadable renovation signs here:
amerailsys.com

Email Stakeholders

Before your PIP begins it may be wise to send out an email to guests, rewards members and any other stakeholders informing them that renovations will be occurring during their stay. Make sure to emphasize that your team is working with your contractor to make sure guests will not be disturbed. Also, highlight how the renovations will improve their future stay (if you have renderings provided by the contractor consider including them in the email to get guests excited for what's to come).

If you feel this isn't enough, a discount on their stay during the renovations or their future stay might be a great way to prevent complaints and incentivize them to return to your hotel in the future.

After PIP Fulfillment

Promoting your Renovation & Updates

Social Media

Photos



1.

Social Media

Promoting your renovations or updates is one of the most exciting parts of fulfilling a Property Improvement Plan.

A cheap and easy way to showcase your hotels new look is to post great pictures on your social media pages.

On the next page check out our Marketing departments tips for posting your renovation on social media.

Your Platforms

Take an inventory of what platforms your hotel uses.

Most likely your hotel is on at least one of these social networks: Instagram, Facebook, LinkedIn, Twitter, Tiktok.

Each platform is unique and therefore the content posted to each platform should be tailored to best fit it's uniqueness.

Here's a general Guide for how to post on each platform:

Instagram: Primarily used for sharing images, text graphics & videos. Make sure content shared here is attention-grabbing and visually appealing.

Facebook: Used for all types of content but on average video & informative links tend to perform best.

Twitter: With a character limit of 280, make sure your posts here are short, sweet & attention grabbing. It's typically best to keep characters on this platform between 70 & 100. Use this platform to be personable & to have more fun. (Use Wendy's as an example of great Twitter marketing).

LinkedIn: This platform is a professional network so it's best to keep content tailored that way. Sharing informative photos/links and engaging in conversations.

Tiktok: On this platform you are only able to upload video content. This is a great space to gain attention fast by participating in trends.

A few content Ideas for Your Renovation

- A teaser post "Coming soon" & include a rendering of your renovations (if available)
- A video tour of the renovations before, during and after
- Before, During & After photos/videos
- Post any reviews regarding the renovations

Best Times to Post from Sproutsocial.com

Instagram: Tuesday 11 am–2 pm, Monday through Friday 11 am

Facebook: Tuesday, Wednesday and Friday 9 am–1 pm

Twitter: Wednesday 9 am– 3 pm, Tuesday and Thursday 9–11 am

LinkedIn: Tuesday and Thursday 9 am–noon, Wednesday 9 am–2 pm

Who to Tag:

It's generally a good practice and etiquette to tag your brand, your contractor and anyone else involved in your renovation.

Most contractors and brands will tag you in any posts they make about your renovations.

How Amerail Helps:

At Amerail Systems, our Marketing department makes sure to share any photos of your renovation process that showcase your hotel in the most visually appealing way.

We tag our clients whenever possible so our followers can be WOW'd by your hotels new look!

Learn More about Promoting your Hotel on Social Media here: amerailsys.com

2.

Photos

You've just completed your PIP and now your hotel looks better than ever! Your next step is to share those renovations with the world. To do that you need photos.

In this section we're sharing our tips on how to capture hotel transformations best.

Who's Taking the Photos?

Make sure to plan ahead for photographing your renovations. Decide who's taking the photos and how they should be taken.

In general, it's best to have the same photographer for all your renovation process photos to make sure that they stay consistent in lighting and angles.

How will they be Taken?

Generally you want before, during and after photos to keep your audience intrigued and show them just how much you've updated.

Where will they be Posted?

As we mentioned in the 1st tip for promoting your renovations, it's vital to post your renovation process on all of your social media platforms.

You should also make sure you update any websites where guests will be booking rooms at your hotel with your new photos.

Conclusion

Navigating the stages of your Hotel PIP

We hope you enjoyed our PIP Guide & found it helpful!

Do you need help fulfilling a PIP?
Contact us today!

amerailsys.com/contact

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