



Resort Best Practices Initiative – Policies & Procedures

Updated June 2010

Subscribers

- Subscribers represent many resort types and locations. As best practices information is often not specific to a resort type and can provide useful insights to many types, the program seeks a wide variety of resorts.
- New resorts may subscribe at any time and will renew one year from their initial subscription date.
- Vendors are not allowed to subscribe or have access to the complete data. However, vendors may sponsor an event or other aspect of the initiative.

Subscriptions

- A subscription is good for participation for one year that will include 2-4 studies depending on the programs underway in any given year.
- In order to subscribe (and to renew a subscription), a resort must have at least one employee who is an active member of HSMIA. Regular membership in HSMIA is \$350 per year (as of January 1, 2010).
- A subscription costs \$2500 and is invoiced for renewal one year after the initial subscription date.
- Subscribers must be current with their payments to receive a study's final report or to join webinars or other forums in which results are shared.

Subscriber Benefits

- For each study, data and best practices techniques are gathered, analyzed and documented for subscribers. Subscribers receive 2 printed copies of each study's report. Additional copies may be purchased for \$85 each.
- Subscribers are invited to a no-cost annual meeting where results are presented and subscribers have an opportunity to discuss them. The annual meeting is held in conjunction with HSMIA's Resort Business Summit which is directed by the Resort Special Interest Group Advisory Board. Subscribers are responsible for their own travel and accommodation expenses as well as the registration fee for the Summit if they choose to attend.
- New subscribers may purchase copies of completed reports for studies in which they did not participate. These reports are available for \$750 each.
- Subscribers will be given special rates and access to techniques or technologies that are the subject of innovation studies. The parameters of each study will define this benefit for the pilot sites as well as the rest of the subscriber base. A resort must be a subscriber in good standing during the study and at the time they want to take advantage of this benefit.

Subscriber Duties

- Subscribers are required to provide access to qualified staff members who are authorized to supply data and participate in the interview process. Participation as a pilot site in the innovation studies is optional, but each resort will be asked to supply topics/issues and/or questions, vote for topics and may be asked to be part of the task force for specific studies.
- Subscribers are expected to supply the needed information and data in a timely manner so as not to delay publication of any study.
- Each topic is selected by subscribers via a voting process. Subscribers are expected to vote in a timely manner in order to keep the process on schedule.
- Subscribers are expected to be active participants in roundtable calls and other forums in which best practices are shared and interaction is possible with other subscribers.
- Subscribers are expected to keep the discussion and reports generated within the Best Practices Initiative confidential and are not permitted to share them with non-subscribers.

Use of Data

- Proprietary information is never shared. If there is data that would make an excellent illustration or case study, the associated resort will be asked for permission to publish the data. It will only be published with direct permission from a property representative.
- Subscribers' operating statistics will never be shown to any other subscribing resort, nor will they be made available to any third party. Data provided will only be combined with that of others to create averages. If shown it will be numbered so each resort will know which data point refers to them but will not be able to identify any other property.
- Resorts wishing The Estis Group and/or HSMIA to sign a non-disclosure agreement may request they so before participating in their first study.

Use of Reports

- A generalized article with summarized information, usually a version of the Executive Summary, is published in the *HSMIA Marketing Review* or posted on the HSMIA website for the industry at large for each study.
- Completed reports are available for purchase only by new subscribers. These reports are available for \$750 each.