



travel PORTLAND

PORTLAND OREGON HOSPITALITY INDUSTRY

CODE OF CONDUCT FOR CONVENTION BUSINESS

Portland's hospitality community prides itself on working collaboratively to ensure the success of our customers' events. This written Code of Conduct reflects the commitment of employees of Portland hotels, the Oregon Convention Center and Travel Portland to working together.

ALL PORTLAND HOSPITALITY STAFF AGREE TO:

1. Return telephone calls to client(s) during same working day if possible, but within no more than 24 hours.
2. Be thorough in reviewing client requests. Respond completely and in a timely fashion.
3. Attend scheduled Portland Sales Training programs (developed and administered by Travel Portland's Convention Sales Committee). All customer-contact staff (sales, reservations, catering, etc.) are strongly encouraged to attend. Topics include:
 - Developing consistent language regarding area selling points.
 - Developing a common message regarding peak/shoulder/valley periods.
 - Reviewing procedures, challenges and opportunities.
 - Focusing on citywide rather than single-hotel selling.
 - Focusing on topics specific to selling Portland.
4. Commit to never sell by knocking the competition.
5. Maintain a long-term focus on future sales combined with a clear objective of what is good for the city. Be flexible in revenue management.
6. Work proactively with meeting planners to minimize attrition concerns. Through education and prevention, strive to earn Portland a reputation as an "attrition-friendly city."
7. Be eager to take the extra step. Be proactive and creative, not just an order-taker.
8. Be willing to participate in cordial, candid and open conversations regarding any issues that might arise.
9. All appropriate new hires should review and sign the Code of Conduct. Return signed agreement sheets to Travel Portland for archiving.

HOTEL STAFF AGREE TO:

1. Fully review Travel Portland leads (including supplemental information) and react to what is requested. For filing and client verification purposes, responses should be completed in writing or e-mail, not via telephone.
2. Review rate history on leads. Base rate quotes on the Portland market, not necessarily on what was paid previously in a different-tier city. Do not base decision to bid or not bid on a group solely on rate history. If the business seems to have potential except for past rates, contact the planner and further qualify.
3. Return requested information (proposals, letters of availability, room availability forms, etc.) in a timely fashion, as per the timeline indicated on lead.
4. Copy Travel Portland on all appropriate correspondence to clients (bids, signed contracts, regrets, etc.).

HOTEL STAFF CONT.

5. Honor committed room blocks, rates and other arrangements over time and/or ownership changes.
6. Forward proposals for multiple-hotel groups to Travel Portland for collation; all proposals will be sent to the planner together.
7. Utilize the Lead Response Cover Sheet for all Travel Portland-generated single-hotel leads.
8. Be proactive in the sales process. Be willing to offer rooms, meals and gifts during site tours. Be available for dinners or weekend site tours.
9. Emphasize building a base of group-rooms business as far out in the future as possible.
10. Commit to having a minimum of one hotel room to show during familiarization tours.
11. Review client file and related information prior to site tour arrival.
12. Provide appropriate group sleeping room pickup history within two (2) weeks of request from Travel Portland or Convention Sales Steering Committee (CSSC).
13. Do not participate in any practice that would potentially lead to “pirating” of group rooms from contracted hotels.
14. Recognize the importance of group business and make every possible effort to avoid “walking” group rooms/attendees.

OREGON CONVENTION CENTER (OCC) STAFF AGREE TO:

1. Provide a list of protected consumer shows and outline flexibility options for each.
2. Exercise due diligence to ensure that quoted building rates are competitive with those being quoted by other cities.
3. Provide appropriate historical revenue data on groups within two (2) weeks of request from Travel Portland or CSSC.
4. Provide documented discounts to Travel Portland sales staff for use in Visitor Development Fund (VDF) requests.

TRAVEL PORTLAND STAFF AGREE TO:

1. Follow up on all leads in a timely fashion. Distribute contacts from tradeshow to all hotels within a week of program completion.
2. With the exception of pre-determined types of groups, fully qualify all leads as to:
 - History (past pick-up, rates)
 - Program/event needs
 - Reservation method
 - Rebates/commission information
 - Competition
 - Personal information re: planner
 - Planner’s preferred method of communication (e.g., telephone, e-mail)
 - Any known “hot buttons” or key decision factors
3. With lost business, be as specific as possible regarding why it was lost, its future potential and an appropriate trace date.
4. Include specific instructions for hotels and OCC with all leads.
5. Meet all clients coming to Portland for site tours at Portland International Airport (PDX).
6. Based on the decision date listed on the lead, follow up regularly with hotels regarding decision status.
7. Work closely with hotels and OCC to determine what can be done to close the business.
8. Respond in a timely fashion to inquiries from hotels.
9. Provide hotels all information possible in preparation for site tours (e.g., client’s focus, hot buttons, etc.). During the site tour, call ahead with any time changes, pertinent updates, etc.

I agree to uphold this Code of Conduct, to provide exemplary service and to foster a supportive climate for convention business in the city of Portland.

EMPLOYEE SIGNATURE _____ **DATE** _____

PRINTED NAME _____ **EMPLOYER** _____