

Questions for PHTID Interviews with Consultants on Friday, August 25, 2017

1. How will your team help Pleasant Hill hotels compete with neighboring cities while recognizing that many of our customers may also come from those neighboring cities?
2. Does your team understand the unique hotel brands that are offered in Pleasant Hill?
3. How do you see Pleasant Hill's fitting into the regional market? What do you think differentiates us from our neighboring cities?
4. Will you have a member of your team that will have a local perspective, someone that is familiar with the local markets? If not, how will you communicate with us and learn to understand our unique market?
5. How would you suggest we capture more "compression" business from San Francisco?
6. What do you think will make Pleasant Hill a unique brand for visitors?
7. How will you effectively use digital media to best represent the PHTID?
8. How will you promote PHTID to generate more business during our "off seasons", typically, Q1 and Q4?
9. How will you/we measure the success of the marketing strategy that you propose?