



**THINKUP**  
Enterprises

## Branding, Values, and How to Emotionally Connect with Your Customers

Today's guest is Andrea Shillington, CEO and Business Soul Architect at Brands for the Heart. Andrea has extensive experience in the Hospitality industry in Dubai, Canada, and the U.S., helping properties define, articulate and implement their brands. Andrea offers advice on some crucial things hotels need to do right now as the industry begins to rise up from this COVID-19 pandemic.

Andrea shares the following:

- Why emotion is important in the hotel industry
- How to connect with guests who are fearful of travel, both now and post-COVID-19, and how to connect with those fears in a positive way
- Using values as a framework for making difficult decisions
- Transitioning your property from a "good" brand to a "great" brand
- How your hotel's brand will represent social or environmental causes in this "new normal"
- How to operationalize the key points in your brand to offer your guests the experience your hotel stands for

To contact Andrea for questions or more guidance:

**Andrea Shillington, Brands for the Heart**

[www.BrandsForTheHeart.com](http://www.BrandsForTheHeart.com)

Be sure to join us for our next episode to discuss traveler sentiments around coronavirus and timely insights from Fuel Travel.

Read more articles on Hospitality Revenue Management on our [ThinkUp Thought Leadership page](#).

Join us live on the This Week in Hospitality Live Show, which you can register for at [hospitalitydigitalmarketing.com/live](http://hospitalitydigitalmarketing.com/live).

For questions on this episode or any other revenue management related topics, you can send them to us at [info@thinkupenterprises.com](mailto:info@thinkupenterprises.com).