



## Hospitality Highlights

### How LOGE views staffing, infrastructure, and responsibility within the pandemic

Welcome to Hospitality Highlights! In this 13th episode of the ThinkUp Podcast, host Lily Mockerman talks with special guest Ian McClendon, Regional Manager of LOGE Camps (pronounced “lodge”), a mixed-use property in the Pacific Northwest. Ian, with extensive experience in branded properties, has taken his talents to this successful lifestyle brand. He describes how going into the pandemic as a startup may have been a plus, and how LOGE will work to ensure a cost-effective infrastructure, while remaining nimble and agile, both financially and in staffing.

#### Highlights from This Episode

##### Lily Mockerman:

*How have you chosen to handle staffing throughout this as an organization, particularly in the areas of sales, marketing, and revenue?*

##### Ian McClendon:

*We changed literally every piece of technology. We will be taking a soft approach to staffing. We’re relying on short-term and trial contracts. We’re investing in our core team, and we’ll be taking an all-hands-on-deck approach until things stabilize.*

Additional topics:

- How the LOGE (Live Outside Go Explore) model operates
- The two pillars of LOGE
- How the LOGE portfolio has fared through the impacts of the coronavirus
- What it was about the way LOGE ran its organization prior to COVID-19 that helped them maintain a level of success

To wrap up, Ian explains 3 things that LOGE and other hoteliers can keep in the forefront as the Hospitality industry recovers.

For questions or more information on anything LOGE:

LinkedIn: [Ian Robert McClendon](#)

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

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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).