



## Hospitality Highlights

### Extended Stay FTW! Insights from Sandpiper Hospitality

Welcome to Hospitality Highlights! In this 14th episode of the ThinkUp Podcast, host Lily Mockerman talks with special guest Victor Cruz, Vice President of Revenue Management at Sandpiper Hospitality. Victor has been in hotel management for over 20 years, and this has helped him grow into a focused professional with valuable insights into elements of success in Hospitality.

#### Highlights from This Episode

##### Lily Mockerman:

*Overall, how has your portfolio been faring through the impacts of coronavirus? Are you seeing any specific trends by location for your properties?*

##### Victor Cruz:

*We had a mass exodus at the beginning of the pandemic, as most properties did, but overall, our portfolio is up 40% in June, and most of our furloughed staff has been called back.*

#### Additional topics

- How pricing was handled and the results of the strategies
- How organizational strategies allowed maintaining a level of success
- What hoteliers could activate that could allow more resiliency through this crisis

For questions or more information on Sandpiper Hospitality:

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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).