



THINKUP
Enterprises

Hospitality Highlights

“I’ve been through 4 major economic downturns.”

Advice from a 4X recession survivor who came out on the other side

Welcome to Hospitality Highlights! In this 17th episode of the ThinkUp Podcast, host Lily Mockerman talks with Mike Marshall, President and CEO of Marshall Hotels. Mike has seen 4 recessions, and shares his insight on what has happened before, what’s normal during a downturn, and what to expect as we come out of the recession.

Highlights from This Episode

Lily Mockerman:

Would you say that there are any specific promotions or strategies that are allowing some of your hotels to fare better than others?

Mike Marshall:

We’ve made it a real priority to try to keep as many hotels as we could open. We felt that by staying open and using social media to let people know, they’d remember that we were there. This spring in South Carolina, there were some really terrible storms that cut off electric for a number of days. Our hotel there filled up with just locals. We were a place to stay that had running water and electric.

Lily and Mike go on to discuss:

- The role that ideation plays for Mike and his team
- Staffing strategies to get as lean as possible
- Structuring their portfolio to succeed over the next several months
- Restructuring use of space to host different kinds of meetings and events

Finally, Mike shares 3 pieces of advice, gleaned from his prior experiences, to help hoteliers be a bit more resilient through this crisis.

For questions or more information: [Marshall Hotels](#)

LinkedIn: [Mike Marshall](#)

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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.