



THINKUP
Enterprises

Hospitality Highlights

“How we handle obstacles defines who we are as a company.”

Arbor Lodging’s strategies for the next 6-18 months

Welcome to Hospitality Highlights! In this 18th episode of the ThinkUp Podcast, host Lily Mockerman talks with Sheenal Patel, CEO of Arbor Lodging Management.

Highlights from This Episode

Lily Mockerman:

Do you find that you've had to make adjustments to your culture to support your team through this? Or has it always been the core values that you've always had that have carried you forward through this difficult time for your employee teams?

Sheenal Patel:

We've had to figure out how to retrain service at our properties when people have to talk to other people through masks or shields. You can't see people's facial expressions, which is so much of the way that we communicate with each other. How do we still provide that level of service and empathy that is needed to communicate with guests? Where we are right now is resetting expectations.

Lily and Sheenal go on to discuss:

- Arbor Lodging’s proprietary labor model
- The two new high-level goals for corporate to property level
- The importance of helping staff achieve the right mindset, a first step to achieving goals of profitability

For questions or more information: [Arbor Lodging](#)

[Email Sheenal](#)

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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.