



Patrick Shine and David Bell Join Sceptre Hospitality Resources As Managing Directors of Select Service Hotels

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Sceptre Hospitality Resources, today announced that Patrick Shine and David Bell, co-founders of Results in Hospitality, have joined Sceptre as managing directors of select-service hotels. Their responsibilities include providing pre-opening sales and marketing, local sales and marketing blitzes and remote sales efforts to dramatically improve revenues for Sceptre clients.

"We continue to add depth and special experience to our team to support our goal of being the only company to provide the full range of sales and marketing services," said Bill Linehan, Sceptre's chief marketing officer. "In effect, we are the only 'one-stop,' third-party sales and marketing shop in the hotel industry. As a result, we can plug in the expertise to solve any revenue issue a hotel may incur.

"Patrick and David bring more than 50 years of hotel operations, technical, sales and marketing experience to the Sceptre portfolio of 500-plus hotels. They will provide our clients with an unparalleled direct sales 'SWOT' team that can jump-start a hotel's top-line revenues at any stage of a hotel's life from pre-opening to flag conversion, from shoulder seasons to slow periods. They can add extra sales and marketing staff on a temporary, as-needed basis, as well as provide in-depth training and support to sustain revenue growth year-round," he said.

"Our base program typically is an intense, three- to five-day onsite sales and marketing package aimed at helping hotels reach their full sales potential," said Shine. "We feel confident that we bring the highest level of expertise and our unique programs are the best way to generate sales for the select-service segment of Sceptre Hospitality Resources hotel clients. We have worked successfully for the leading hotel brands, including those in the Hilton, Marriott, Starwood and InterContinental brand families, as well as 4 and 5- star boutique and independent properties."

As president of Results in Hospitality, Shine has developed a sales and marketing strategy that incorporates traditional marketing practices into web marketing and social media. Prior to creating Results in Hospitality, he operated a tour and travel firm and founded a hotel sales and marketing company.

"While the Internet and social media play important roles in revenue generation, people relationships are the core of any successful hotel operation," said Bell. "We have honed the programs and training to help hotels optimize revenues and build the lasting relationships that sustain revenue growth."

As vice president of Results in Hospitality, Bell heads client sales and marketing solutions by developing long range plans using technology to enhance hotel operations. Previously, he worked for many of the top 4 & 5 star hotels and hotel groups including The Little Nell Hotel, Aspen, Rosewood Hotels, Fairmont Hotels and Resorts, The Kor Hotel Group and Andre Balazs Properties. He attended Johnson and Wales University and holds a bachelor's degree from Holy Family University, Philadelphia, Pa.

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