**Standard Operating Procedure**

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| **DEPARTMENT:** | Sales & Marketing |
| **TOPIC:** | **Sales & Marketing Plan Process** |
| **ORIGIN DATE:** | November 2011 |
| **SECTION:** | S&M105 |

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| **Policy:** |
| All Hotels must have a completed Sales & Marketing Plan. |

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| **Objective:** |
| Gather and maintain an up to date Sales & Marketing Plan which supports the Hotels Budget plan for the current year. |

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| **Minimum Standard:** | **Accountability:** |
| * All Hotel Team members participate in the creation of the business plan. * Each year, the process and forms are changed, please use the correct years forms . * First drafts are send to Corporate Sales Team for approval * Once approved by Corporate Sales Team, each part of the Business Plan will be send to VPS. * Must meet all assigned deadlines throughout the process. * Once approved, the document is to be updated throughout the year to facilitate changes in market, and have update information for the next years plan. | GM, DOS, VPS, Corporate Sales Team |