They Guest House and Conferences provides lodging and meeting venues for the University of Utah faculty, staff, partners, guests and visitors. In doing so we attempt to create loyalty to the university, recruit new students, increase exposure to the University, support university programs, provide a supportive working environment for students, provide excellent customer service and create memorable guest experiences.

**Key Activities:**

In support of the mission of the University we focus on providing excellent lodging and meeting space to all who come to our campus. Our business mix is primarily hospital patients and visitors and campus departments. Student parents and hosted public events round out our occupancy. By providing these accommodations we create an outstanding guest experience that shows off what the University of Utah can do, thus creating a sense of familiarity and loyalty to the U.

Students are a big focus of employment for us. We provide a flexible on campus location for students to interact with visitors from throughout the world and become intimately involved in many of the programs held on the University campus. We provide a safe environment, which is convenient and close to classes. We immerse them in the University of Utah culture in hopes to make their education experience richer and more immersive.

Our summer programs focus on student recruitment. We house approximately 9000 students in a two month period. Most of these youth are high school age. We expose them to the University campus and give them a taste of what it is like to live and learn on a University campus. We hope that through these experiences they will chose the University of Utah when making higher education choices.

By holding public events in our facilities we increase the University of Utah’s exposure to the community and nationally. We hope that this exposure ultimately leads to larger enrollment and recognition for the work done at the U.

**Goals**

We strive to provide the best location for faculty, staff and visitors to stay and meet on campus by providing state of the art facilities for University programs and overnight guests. We measure this through constant guest feedback surveys. 2014 showed a strong increase in room revenue and occupancy was up 1%. We continue to add amenities and provide excellent service. We maintain strategic partnerships
with the Hospital, Foothill Cultural District, Athletics and several community agencies.

We strive to create parent and student loyalty to the University. We measure this through feedback and data collected from our property management system. We also can mine this data from Trip Advisor where public feedback ranks us against our peer hotels. We were #1 of all hotels in Salt Lake City for the FY 2013/2014. We have been able to take advantage of this and adjust our room rates to better align with the market. This has allowed us to increase overall room revenue while maintaining occupancy levels.

Keeping students engaged on campus is another goal of the University Guest House. We hire approximately 30 students throughout our operations. We create flexible schedules to work around their school schedules. We understand the needs of the student and our goal is to allow work to fit seamlessly with education. While we don't collect data regarding graduation, we know through anecdotal evidence that our employees graduate successfully and go on to have careers at the Guest House, the University or with other companies. Feedback from employees is overwhelmingly positive and many talk about their experience at the Guest House as critical to their success at the U.

Our summer program provides a unique and positive experience for youth of high school ages. We use this opportunity to showcase the University of Utah, its facilities and programs in order to create familiarity and positive experiences. Our goal is to positively influence high school age students to attend the U. We currently do not collect data on the effectiveness of this. We do collect data on the success of our programs and it is overwhelmingly positive.

We devote time and resources to support university programs. We feel it is vital to have classes and seminars in our facilities and we offer incentives and special university rates to ensure this happens. We strive to be a strong partner in ensuring the success of these programs and event.

Buy hosting public events and programs we expose the University to the greater Salt Lake and Utah community. Partnering with Visit Salt Lake, Outdoor Retailer, and other agencies around the country, we bring renowned programs to the U. We track data on the success of these programs as well. Again this is overwhelmingly positive.

**Utilization Data:**

Utilization data will be entered shortly.

**Plan for Future:**
Our main challenge for the future is increase in lodging and meeting opportunities on campus and in the surrounding area. We continue to be competitive and work to provide a better experience for our guests. We can capitalize on our campus connections and our ability to understand the campus needs. We have developed strong relationships with most campus entities, which is a big help. We constantly adapt to our environment with technology and amenities that make us stand out above the rest.

We continue to focus on technology, amenities, service and creating unique guest experiences. Both of these are essential to growth.

We have expanded our sales department and have been reaching out across campus to educate faculty and staff about what is available for them. This has been very successful in generating additional business.

We have been successful in increasing revenue through rate adjustments this year. We will monitor this for next year to see if this strategy will be as feasible.

Our summer program continues to grow. We are developing partnerships for longer-term groups that provide greater exposure to campus life for those who attend these programs. This year we were able to secure many new programs lasting six weeks or longer.

We will also be adding a few additional properties to our portfolio. The Wall Mansion/Thomas S Monson Center will add a new element to our services, servicing the greater Salt Lake City community for high-end events. This facility is currently in the development stages and when complete, will house the Public Policy Institute as well as provide meeting and event space to the general public.