



Mississippi Hotel & Lodging Association

MISSISSIPPI HOSPITALITY CERTIFIED PROGRAM OVERVIEW

*Thank you for your interest in the Mississippi **Hospitality Certified** Program. We believe that you and your Guests will find Value, as we help you to bring your Hospitality Excellence to the marketplace.*

APPLICATION: Each Lodging Property applies for participation through the Mississippi Hotel & Lodging Association. This is a flat fee-based Program. Any expenses incurred as part of the Certification exercise while on your Property will be complimentary. We retain the right to accept or reject Program applicants, and all Program fees are non-refundable, regardless of the Certification results. This is an Annual Certification Program.

PROGRAM ACCEPTANCE: Upon successful Application completion and Fee Payment, your Property Review will be scheduled. In advance, you will receive a set of Program Guidelines, so you will know exactly what the Consultant will professionally consider.

We focus upon product, service and facility, considering your exterior and property amenities, your Public Spaces and your Guest rooms and suites. We are interested in your cleanliness, housekeeping and maintenance standards, and how your Staff relates to the Guest. Each factor is quantified within each Section to be scored. We do not evaluate your Food & Beverage operations or Casino Gaming areas. Should you wish to have these operations evaluated as well, this can be accomplished with a modest surcharge.

In a short time you will be provided with a “Window in Time” designation, when the Consultant will visit your Property and the Certification Process will take place, usually within a defined week’s timeframe.

PROGRAM EXECUTION: We only use Professional Consultants, who evaluate your Lodging through a guest’s eyes, evaluating your product, service and facility. They will arrive unannounced, typically introducing themselves to the owner/operator at the onset of the review. For larger Lodgings, which require an overnight stay, they will register as a regular guest in the afternoon, and typically introduce themselves the next morning for a rooms tour.

Headquarters Office:

829 Vieux Marche / P.O. Box 116 * Biloxi, MS 39533 * Tel: 228-374-8611 * 888-565-1122 * Fax: 228-435-0630

Email: MSHotel@aol.com * Web: www.MSHLA.com

Jackson Legislative Office:

120 N.Congress St., P. O. Box 3026 * Jackson, MS 39207-3026 * Tel: 601-352-7646 * Fax: 601-352-7131 * Email: jms@qpac.net

They will walk your property, public venues, and review your Guest Rooms, comparing your performance to reasonable Hospitality Standards.

As appropriate (Lodging overnights), associated costs, minus any personal expenses, will be covered, complimentary, by the participating establishment.

The integrity of this Program rests with all parties, so please do not encourage undue favoritism.

Hospitality Performance shall conduct the Certification Process.

www.hospitalityperformance.com

REVIEW RESULTS: You will receive a completed, confidential Hospitality Assessment of your Lodging Business. The results are quantified, so you can readily see where you perform well, in addition to areas which need improvement. For inclusion in the Mississippi **Hospitality Certified** Program you will need a Score of 80% or greater. In the event your Score falls short, you are welcome to reapply at a later date. This is an annual Certification Program. After year Two of Program participation, lodgings which have consistently scored above 90% will enjoy a “bye” year, where every other year they shall be certified, but with no onsite Assessment or Program Fee. However, there will be a \$50 Administrative Fee for use of the Program Seal.

As a **Hospitality Certified** Lodging, your property will be highlighted on all Mississippi State Tourism related web sites and collateral promotional material. Your new stature will be further advanced with Visitors directed to “Look for a **Hospitality Certified** Lodging on your next visit to Mississippi to ensure your guest satisfaction.” Additionally, selected CVB’s and other Tourism related entities throughout the State have agreed to promote certified properties through their various Tourism related avenues. **Hospitality Certified** Lodgings are welcome, of course, to use the acclaimed Seal with your own individual marketing efforts.