

## Hotels/Facilities

- Meeting Room Names incorporating “Soul” or local music legends
- Hotel Packages themed around soul (i.e. “Soulful South” package, “Restore your Soul” package, “Body & Soul” workout package, etc.)
- Soul Food Icons for menu items
- Soulful FAM or client events
- Developing a training session to make employees of the hotel official Brand Ambassadors (i.e. “I am Soulful,” or “Soul Wise”)
- Auditorium that’s been used by many famous performers is promoted on the website and in a photography display in lobby area
- Incorporating local artwork and other expressions of the city’s character – the city also has dining options unique to the destination

## Hotels/Facilities (cont.)

- Releasing hotel's own compilation of music made by its employees
- New "Soul" landing page for hotel website (i.e. A Soulful Stay)
- Macon "Soul" calendar of events for guests
- Happy "Soul" Hour for guests
- Customers experiencing live music every hour from one of the servers/staff
- Creating a display of Macon history throughout the venue