

University Guest House Annual Report Fiscal Year 2023



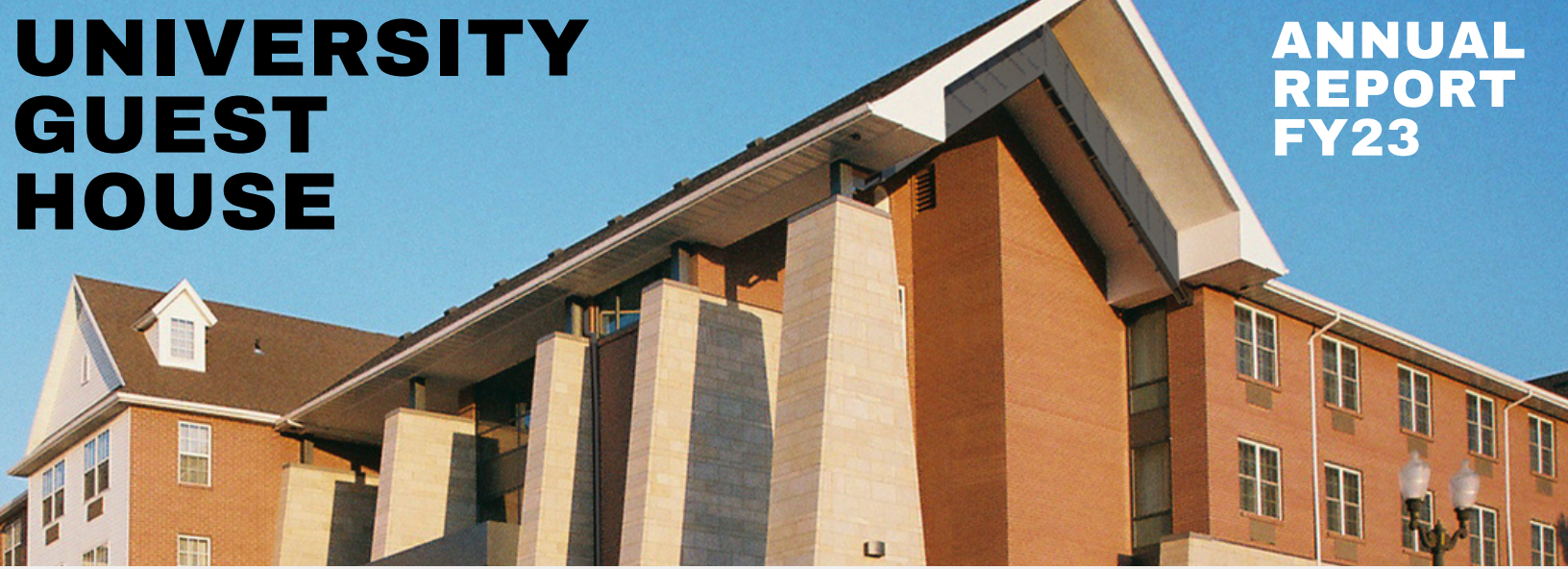
We support student well-being and success by creating loyalty to the university, recruiting new studies, supporting university programs, provide a safe and supportive working environment for students, provide real world training and experiences, and provide excellent customer service to guest and visitors

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UNIVERSITY GUEST HOUSE

ANNUAL
REPORT
FY23



We support student well-being and success by creating loyalty to the university, recruiting new studies, supporting university programs, provide a supportive working environment for students, provide real world training and experiences, and provide excellent customer service.

50

STUDENT EMPLOYEES



40

FULL TIME
EMPLOYEES



9

YEARS THE GUEST HOUSE
HAS BEEN #1 ON
TRIP ADVISOR
FOR SALT LAKE CITY



19K

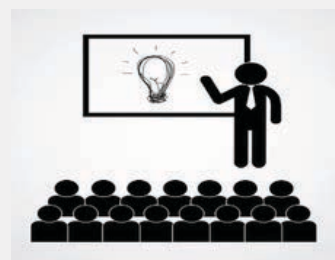
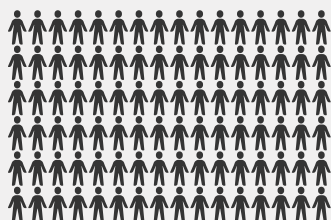
ROOM NIGHTS
HOUSED GUESTS
AND VISITORS

41K

ROOM NIGHTS
HOUSED STUDENTS

13K

STUDENTS HOSTED
THROUGH SUMMER
HOUSING PROGRAM



11

FULL SERVIC
CONFERENCES
MANAGED FOR
THE UNIVERSITY

Executive Summary

The 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 via on campus visits and summer conferences, increase exposure to the University, support university programs, provide a supportive working environment for students and provide excellent customer service.

In FY23 we continue to partner with the campus community to support events, programs, and housing. 176 of our 206 rooms were utilized by Housing and Residential Education to house students for Fall 2022 and Spring 2023 semesters.

We are a safe space on campus. The Guest House provides services to all guests, regardless of their ethnicity, nationality, gender, race, religion, age, or sexual orientation. We do not discriminate against any groups and welcome all who come to visit the University, the hospitals and other campus entities. We provide safe accommodations to students at risk.

We continue to rank #1 on Trip Advisor for Salt Lake City. We have had this designation for over 9 years.

Our business mix is primarily hospital patients and visitors and campus departments. Student parents and hosted public events round out our occupancy.

Students are a big focus of employment. 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.

Major Accomplishments

In the Fall of 2022, the University Guest House turned over 176 of its 206 rooms to Housing and Residential Education to accommodate the increased demand for student housing. The remaining 30 rooms remained available for hospital guests and campus visitors. In order to support these rooms, we isolated the Conference Level to be used solely for hotel guests. We relocated the front desk, remodeled our business center into a breakfast serving area, and created a new lobby. The conference entrance became the new guest entrance, and we continue to maintain the same services and amenities. We continue to use the meeting rooms on the conference level for meetings and campus programs.

As predicted both guest room and meeting room occupancy has been strong. The 30 suites available for guest are frequently sold out and meeting space usage continues to grow. This has helped us surpass revenue predictions in all areas.

Despite losing most of our facilities, we are still able to maintain our #1 ranking on Trip Advisor for Salt Lake City, beating out every other hotel in the city. This is our 9th year of being #1 and our 11th year in the top 2. In 2023 we were awarded the Travelers Choice Award which is awarded to properties ranked in the Top 10 of Trip Advisor

Conference and Event Management has seen a significant increase in demand. For FY 23 we coordinated 11 full-service conferences on and off campus with stronger demand for FY 24.

Summer Housing saw an increase of 4000 students this summer bringing our total hosted students to 13000. These are high school age students visiting our campus, some for the first time. Research data shows this plays an important role when students are choosing which school to attend after high school graduation.

We have seen significant revenue increases from FY2022 in almost every area. The University Guest House has seen a 23% increase in room revenue and a 116% increase in meeting room revenue. Summer housing has seen a 43% increase over FY22 which was our largest revenue year up to that point.

Major Challenges

The Guest House faces one major challenge. We have no control over our future. With 30 rooms we are severely limited on what we can do. Our ability to market and sell our facility is limited. We cannot sell into the future since we have not been given a clear end date to when the Guest House will no longer house students. Once that date is determined, we will have to assess the condition of the building and plan renovations. Since there is no existing plan to allocate funds for this renovation, we do not know the extent or timeline.

Staffing continues to be a challenge. We have not been able to fill open positions in a timely manner. We are operating on a very small staff. Multiple recruiting pathways provide little to no applicants. We believe we are competitive in the marketplace. We understand that this is not unique to the Guest House or the University. We continue to work on this issue and hope that as time passes this will begin to correct itself.

Our aging facility is another challenge. The Guest House is 24 years old this October. It was not built to the same standards as other campus buildings and has a shorter shelf life. Many of our systems are showing their age and beginning to fail. We are continually working to repair and upgrade them. Having full time residents in the building puts added stress on all systems.

Strategic initiatives

With such small space and no clear direction from the university, we focus on maintaining full occupancy, growing summer housing, and filling our meeting space. We are close to capacity in all areas, so no new initiatives currently.

We continue to promote student success through the following ongoing initiatives.

GUEST HOUSE

The Guest House offers on campus employment opportunities. Flexible hours to work around school schedule. We also provide 24/7 support for any issues at work or in their personal lives.

The Guest house is a Living laboratory for students in hospitality, tourism management, and business. We provide internships and mentoring programs in PRT, marketing, accounting, conference operations and hotel management.

We hire students in each area of our department – front desk, housekeeping, maintenance, conference services and summer conferencing. Nearly half of our staff are students. Because we are on campus it is convenient for students to work at the University Guest House & Conference Center which makes for a positive student experience. We support their education and provide flexible scheduling and quiet places for them to take care of schoolwork. We follow up to make sure our students are successful in their studies and offer solutions to challenges they may have.

Our diverse work environment and daily challenges give students the opportunities they need to gain confidence with communication skills by interacting with campus departments, international conference attendees and a wide range of hospital guests. We empower our students to make decisions, solve problems, learn from their success and mistakes.

Students are exposed to a professional setting. They also have the opportunity to meet a diverse group of people, both co-workers as well as guests. This includes different cultures, genders, and ages. They also meet and assist people who are staying here and having hospital procedures/treatments. They often help with

large conferences and meetings that focus on training, education and research and interact with professors and researchers from all over the world.

Students also become ambassadors to new and prospective students and their parents. The Guest House is often the first point of contact for people visiting for the first time. This sets the expectation for prospective students and their parents and gives insight into the culture of campus.

The Guest House gives students the opportunities they need to gain confidence with communication skills by interacting with campus departments, international conference attendees and a wide range of hospital guests. They learn empathy and acceptance along with critical thinking skills. They learn the ins and out of the University system which not only helps them during their time at the U but helps to prepare students for life after college.

The Guest House also offers students a place where they can feel safe as well as learn life & job skills. We have had students who have worked for our department that have stayed for years until graduation. Some stay after graduation and continue to build their skills while others take what they have learned and move on. Most of our students are grateful for the experience and the many different people they have met.

SUMMER HOUSING AND CONFERENCES

We employ an average of 24 students every summer with a 50% return rate of staff

- Offer housing, meal plan, and an hourly wage.
- Give them a platform to be heard, inviting recommendations and a supportive, safe environment.
- Mentoring the students doesn't end when their employment does. Many of them continue to reach out during and after their undergraduate experience at the U.
- When a student mentions they want to go in the conference field, as an organization we invest in assisting them in that journey. We have been lucky to hire many students once they have completed their degree.
- We invite and welcome letters of recommendation for graduate school and employment, as well as assisting students with building their resume.

- Residency is a key component of recruitment.
- Training approach teaching them professional development in the business realm.
 - Email etiquette
 - Phone etiquette
 - Meeting etiquette
 - Business model from beginning to end.
 - Provide them with Emergency Training and On-call training.
- We have offered internships to the School of Business, PRT, and Commuter Services
- Build our program based on the student experience by allowing them to give feedback and offer suggestions to make the experience better for future student employees and future Summer Conference guests.
- The summer student staff's hard work and enthusiasm has helped the University of Utah Summer Conferences flourish.
 - Our students welcomed and hosted over 10,000 potential U of U students.
 - Our student staff are trained Ambassadors for the U
- Quite often we house various University students from around the world and other campuses to showcase who we are at the U.
- Several departments bring University students to stay on campus each summer. Their students enjoy interacting with our student staff and are pleased with their stay.

RECRUITING

We provide an on-campus housing and conference experience for over 10,000 potential students per summer. This is an incredible recruiting tool. Potential students get a glimpse of the college experience here at the U. Programs last 5 days to several months. These students walk away with a positive outlook on the University of Utah, and it plants the seed in their mind about attending the U in the future.