



water if that's where you're hanging out. There are call buttons on the beach chairs. Those are things that make this hotel slightly different. Those are the details that we try to sell. That's how we get them. And once we get them, we have them forever."

Indeed, the Westin Grand Cayman does have many ways

in which it gets those guests to come and stay. "We have a sales team – three are based in the U.S. in the markets that give us the most business: the Midwest, the East coast, the West coast," Valldejuli explains. "We have one salesperson dedicated to wholesale; we have a Director of Revenue Management that manages the transient business; we have an e-commerce director that manages everything e-commerce; we have a social media manager; we have banners; we have e-commerce promotions; we partner in packages with airlines. We have so many point-of-sale channels – there's nothing that we

don't do."

For its environmentally-conscious guests, the hotel also offers its 'Make your Green Choice' program. "It asks our guests if they do not want their sheets and terries washed every day, we will give them a five dollar voucher to spend anywhere they want in our food and beverage outlets. It's an incentive for them to be a little bit more 'green conscious,'" says Valldejuli.

"The 'Make your Green Choice' is a brand standard for Westin; everything else is property-related," he adds. "For example, we do the best that we can to recycle on a property level. That's Cayman-driven and property-driven. It's not something that all hotels practice, currently on the island. All of our laundry equipment,



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