

The HIGHLANDER HIGHLIGHTS



S U M M E R 2 0 0 3

*Manchester's only
lodging, dining,
conference, and parking
facility located on
Manchester Airport*

HIGHLANDER INN
66 luxuriously appointed
guest rooms and suites

BASIL'S RESTAURANT & LOUNGE
Great food, expertly prepared, and served
in an elegant, relaxed atmosphere

BED & BREAKFAST
22 comfortable rooms
decorated in Shaker-style

CONFERENCE CENTER
Five function rooms available for
meetings, weddings, anniversaries,
showers, or family reunions

HIGHLANDER AIRPORT PARKING
24-hour complimentary
Manchester Airport shuttle service

PARK & STAY
Guaranteed parking and complimentary
24-hour shuttle service to and from
Manchester Airport



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Summer Forecast

The economic impact of travel and tourism in New Hampshire has always been recognized as a key indicator of consumer activity and trends. During 2002, visitor spending within the state totaled \$3.7 billion, and Manchester Airport serviced 3.4 million passengers. In a wary consumer market, the hospitality industry is anticipating solid returns from this year's summer tourist season.

The summer forecast, issued by the New Hampshire Division of Travel and Tourism Development, states that visitor spending is expected to reach more than \$1.6 billion dollars, a three percent increase over last summer alone. Air travel will up about one percent this summer, primarily due to leisure travelers, an upturn that may signify the beginning of a recovery for the airline industry, according to the Travel Industry Association of America.

These forecasts are encouraging for the industry on the whole and for The Highlander specifically, according to General Manager Jean Martin, "Individual and business travel are certainly impacted during a changing economy. Decisions are financially driven - travelers wait a little longer than normal to make their plans, and corporate meetings are being arranged closer to their event dates. We know that tight budgets mean customers want service and value for their dollar. We're confident that we offer those qualities, as well as convenience and accessibility, and we are looking forward to a steady summer season."

CONNECTIVITY = PRODUCTIVITY

Most people have experienced the frustration of trying to work on their computers while traveling, only to be delayed by a slow dial up Internet connection. At The Highlander, customers don't have that problem, because you're ALWAYS connected.

High speed Internet access, via a 1.5 Mb T1 service, provides a broadband, Ethernet solution that is available in all conference rooms and most overnight rooms. The service allows The Highlander to be its own Internet Service Provider (ISP), resulting in immediate and trouble free file transfers, web browsing and email access.

"We have always gone out of our way to offer our conference clients and overnight guests what they need to be more productive and keep in touch. We see rapid access availability as one more opportunity to provide our clients with the high level of service they have come to expect from us," states Tammy Michalakopoulos, Director of Sales.

Corporate business has increased in part because of the service. "People book with us because of our capability to provide this service. I view it as not only an investment in technology, but in our commitment to anticipate our customer needs and to respond rapidly. Interest in our Corporate Retreat Package is increasing daily. It's a winning solution to any business interested in increased efficiency and productivity," she concluded."



Who's Who



Shana Lajoie, Director of Rooms, came to The Highlander in 1997, and is responsible for managing all

financial and operational aspects of both the Front Desk and Housekeeping departments. Overseeing a staff of 24, her duties include controlling room inventory and the average daily rate (ADR), vendor contracts, product development, financial planning, and customer service. She also oversaw the operational plan for the restoration and opening of the facility's Bed & Breakfast in 1999.

A graduate of Thomas College, Waterville Maine, with an Associates in Business Science, she continues her professional development by attending classes and workshops that assist her in her management role.



Rebecca Funk, Director of Finance, joined The Highlander in 2002, and manages all aspects of the property's

Finance and Human Resources operations. Her responsibilities include managing all aspects of the corporation's fiscal accounting practices and procedures, financial reporting, and contract negotiations. Rebecca is also certified in Human Resources and oversees the facility's employee benefits packages and programs.

As a member of the team of directors, her goal is to streamline procedures, offer more job training opportunities for employees, and increase The Highlander's presence in socially responsible programs. Other members of the Finance Department team include Susan Soares, Human Resources Manager, and Deborah Trippedi, Accounts Payable Manager.

Customer Service

"Know your customer!" Every successful business has heard this famous mantra, but at The Highlander, it's taken seriously. Travel habits, personal preferences, and comfort choices are just as, if not more so, important as gender, age, and address, states Shana Lajoie, director of rooms, "What makes our customer feel positive about their experience while they are with us is one of our major concerns. We strive to know more than the basics, and we use that information to help us make decisions that impact our customers level of comfort."

At The Highlander, over 50% of all lodging guests are repeat customers or have come to the facility on a word-of-mouth recommendation. Ms. Lajoie credits this fact with the extra effort that goes into listening to what customers are saying. While a consistent level of high-quality, efficient customer service is standard operating procedure, an attentive staff makes the difference. "We encourage all our staff to not only listen, but we empower them to make on-the-spot decisions. How a customer is treated and how the hotel makes them feel are extremely important to us."

The Highlander has implemented this strategy style since its beginnings as a resort in the early 1900s. Comfort, privacy and creating an atmosphere where each customer feels safe, secure, and well attended to is an undeniable winning combination. Ms. Lajoie concludes: "Stressful times means that customers are seeking a sense of place that is more important to their well-being than ever. We have always provided that essence. Our customers spent time in a place that is warm, inviting, and with service that is personalized. We know that's one of the reasons they come back."

Lending a Helping Hand

What happens when you've lost everything that you own in 10 minutes? Furniture, clothing, food, medicines, and financial records. Even the little things that you don't think about – your toothbrush, your child's favorite stuffed animal, homework papers, and family photographs. "You start again," according to Beverly Trevino, one of The Highlander's team of housekeepers.

On March 15th, a devastating fire engulfed nine Manchester apartments, sending 57 people to the street in search of their belongings and memories amidst a sea of rubble. Beverly and her three children were among those displaced by the fire, but credits herself among the lucky who received items and financial assistance from many people.

The assistance continued recently when Beverly gratefully accepted a \$500 gift from the Catastrophe Fund, established by New Hampshire Lodging and Restaurant Association (NHLRA). Beverly gratefully accepted the donation, noting, "It's unbelievable how many people have come forward to help. This donation will help us finish purchasing the last items we need to be truly settled. Thank you so much for your help!"



Paul Hartgen, president, NHLRA, Beverly Trevino, Highlander Housekeeper, and Sean O'Kane, NHLRA chairman

A Well Deserved Award!

Making a New Hampshire visitor's experience exceptional." That's part of the criteria for recognition as a recipient of the first annual individual Granite Pineapple Service Award given to The Highlander's Airport Parking employee Phil Davenport. The prestigious award was presented by Lauri Klephos, Director, New Hampshire Travel and Tourism, as part of the Greater Manchester Chamber of Commerce's Granite Pineapple Awards ceremony held in conjunction with the Manchester Area National Tourism Week Celebration.

The Granite Pineapple Award recognizes the very best front line service providers, individuals, and organization directly involved in tourism or allied fields. Mr.



Lauri Klephos, Director, New Hampshire Travel and Tourism presents the Granite Pineapple Service Award to The Highlander's Phil Davenport

Davenport received his Service Excellence Award for epitomizing the sense of hospitality and courtesy associated with providing high-quality service to travelers. This trait is one that has been recognized, applauded, and encouraged at The Highlander. General Manager Jean Martin states, "Phil serves as a role model for all our employees. His helpful, courteous, good-natured manner and willingness to assist customers is a reminder that we are all quiet ambassadors for our

state. This award and recognition are well-

deserved testaments to his hard work, dedication, and commitment to providing excellent service on behalf of The Highlander. We are very proud of him."

The Granite Pineapple Award, symbolizing hospitality, is a fitting symbol to be presented to an employee of The Highlander, which has been serving as a haven for travelers for almost 100 years. The Highlander Airport Parking service, offering public parking and shuttle service to the Airport, has been in service for over 7 years. Mr. Davenport, in his role as an Airport shuttle driver, not only assists with luggage handling but also has also helped fix flat tires, shoveled snow, and given jump-starts.

Gaining Access

While roadway construction will continue this summer on Manchester's Brown Avenue and Airport Road, access to The Highlander has actually improved. The newly opened multi-lane roadway has made a difference, making traffic flow smoother and access to the facility easier.

According to Craig Sad, Facility Manager, "One of the noticeable changes caused by the road renovations and detours on Brown Avenue is that our customers coming off the highway are being directed straight up Airport Road. An easy right hand turn on to Highlander Way brings them to the center of the complex, where signs are posted to lead them to the building or service they are seeking – whether it's the Airport Parking Service, Conference Center, Bed & Breakfast, Highlander Inn, or Basil's Restaurant."

When completed, the road changes will have an even greater impact on accessibility and convenience for all travelers. The extended NHDOT project plan for the new airport entrance road design will include a new Brown Ave intersection and a connecting point for the Manchester Airport to the F.E. Everett Turnpike.

HIGHLANDER SUMMER HAPPENINGS

- **Sunday Breakfast Buffet**
Every Sunday in Basil's 7 am – noon
- **Highlander Airport Parking**
Flying out of Manchester Airport this summer? Our public Airport parking area has over 700 spaces!
- **Father's Day: Sunday, June 15**
Don't make Dad grill again! Choose from the Sunday Breakfast Buffet 7 am – noon or a Quiet Evening Dinner in Basil's!
- **July 4TH Weekend**
Join us for "Signers Specials" including Hancock Haddock and a Samuel Adams draft in Basil's Restaurant!
- **July Jingle!**
Give us a call and book that holiday party now! Snow kidding! Reservations get booked quickly!
- **August Summer Sights**
Relax! Enjoy the view! Enjoy a delicious evening meal and view the garden in full bloom from Basil's Veranda!

Our Staff

- Jean Martin, General Manager
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Thank You!

The Hampstead Academy PTA would like to express their sincere gratitude for your donation to the 3rd annual Hampstead Academy Auction Fundraiser. Our auction was a success! It is because of your generosity that the PTA will be able to assist the school in purchasing a wireless mobile computer lab.

On behalf of the students at Hampstead Academy, thank you again for your kind participation and generous support.

Sincerely yours,

*Hampstead Academy PTA
Auction Committee*



\$10 TUESDAYS – TU EASY!

TU Stressed To Cook? ...

TU Tired Of Take Out? ...

TU Many Meetings?

Try \$10 Tuesdays At The Highlander!

With our busy lifestyles, it's hard to keep up with everyone's schedules. Now, Tuesdays just got a whole lot easier. At Basil's Restaurant, you and your family can come as you are after work or after practices, take a breath, have a great dinner for 10, catch up, and have no dishes! Pizza, Hamburgers, Quesadillas, Cod, Chicken or Prime Rib – there's something for everyone on the new \$10 Tuesday Menu! Coming this summer! It's almost Tu Good To Be True!

WHAT A DEAL!

Want to save money and time?

Pull The Highlander up on-line!

From AAA to special deals,
Parking packages and great meals!

Sign up there for our e-flyers and
you'll be among the smart buyers!

For a bargain,
log on to

www.highlanderinn.com

Do it now, before they're all gone!

The Perfect Gift!

Looking for a special gift for a graduate, newlywed, frequent traveler, tired mother, friend or frazzled couple this summer? A gift certificate to The Highlander is the perfect solution!

No shopping, no wrapping, no problem! Your gift certificate means that special person can choose his or her own reward. The choices are endless, ranging from a quiet night out for a fabulous dinner in Basil's Restaurant or a relaxing night away in a Jacuzzi room in the Highlander Inn with breakfast in bed! A business traveler's favorite gift is a pre-paid Highlander Airport Parking Express Pass that offers a guaranteed parking space and complimentary shuttle service to and from Manchester Airport.

Stop in or call today to arrange for that perfect gift! What could be easier!

