

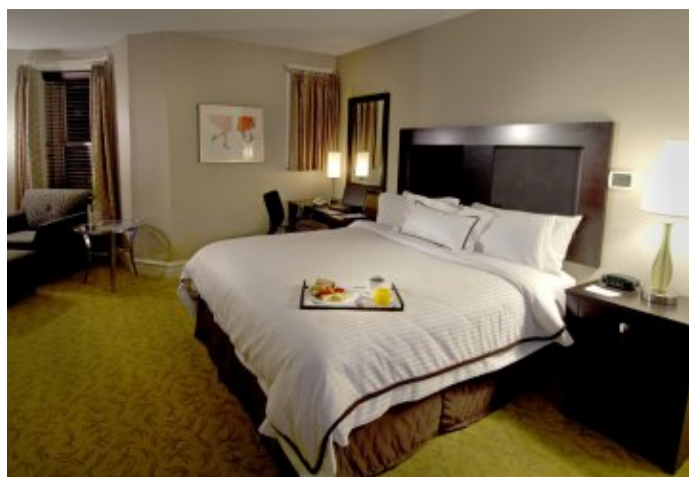
Hotel Online

News for the Hospitality Executive

Hay Creek Hospitality Launches Management System Designed Specifically for Small Independent Boutique Inns and Hotels

WESTPORT, CT. MARCH 2, 2009 - [Hay Creek Hospitality](#) announced today the launch of “The Hay Creek Management System™”, a dynamic new hotel management system specifically designed for upscale full service independent boutique inns and small hotels in the 30 to 100 room range.

“As a small independent property, competing with the national brands can be trying, to say the least. After all you still have to run your business more efficiently than they do, but with less resources and far less margin for error” said Norman MacLeod, founder and president of Hay Creek Hospitality. The Hay Creek Management System™ integrates innovative policies and procedures at the property level with centralized services and affordable web-based, scale-appropriate solutions—the same methods employed by some of the largest and best hotel companies in the world.



The Hay Creek Management System is at the core of the dramatic turnaround in performance at the Centennial Hotel, Concord NH

“In today's economy it's harder than ever for small independent inns and hotels to make payroll, let alone a profit” added MacLeod.

Our specialized system is designed specifically for upscale boutique Inns and hotels that are new build projects, underperforming turn around properties or for the owner who may require professional support or want to take a step back from the “owner-operator” role. The Hay Creek System™ is a complete operating program that brings operations, sales and marketing, food and beverage, centralized accounting, human resources, design and capital improvement services to each managed property. “Thinking outside the box mentality is not for the faint of heart. It takes a solely focused, highly specialized and experienced team that can artfully blend the requirement of financial success with the delivery of passionate hospitality” MacLeod stated.

About the Management Company:

Founded in 2005 by Norman MacLeod Hay Creek Hospitality is a full service management company that combines veteran hospitality industry experience with fully integrated management systems that were specifically designed for the small upscale property. Hay Creek specializes in the development and management of upscale full service boutique Inns, hotels and resorts in the 30 to 100 room range throughout New England and the mid Atlantic states.

Hay Creek Hospitality
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