



Oregon Wine Symposium

Optimizing Your Hospitality Experience for Today's Guests
Guest Experience Design, Revenue Strategy, and Operational Sustainability

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PROGRAM
PRODUCER

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TRADE SHOW
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Oregon
Winegrowers
ASSOCIATION EST 1981

if i may
HOSPITALITY CONSULTING

Hospitality is a Strategic Tool

Not a personality trait.

The Framework

Guest Experience Design

Revenue Outcomes

Operational Sustainability

Hospitality is the connective tissue.

Designing for Hospitality

Service starts before the visit

Discovery shapes expectations

Clarity builds confidence

Hospitality is the connective tissue.

Pre-Arrival Alignment

Easy to find

Experience clearly defined

Pricing & format transparent

Promise matches delivery

Confidence is a form of care.

Can guests comfortably say yes?



Designing for Revenue Outcomes

DTC Conversion

Club Growth

Lifetime Value

Trust turns experience into revenue.

Micro-Moments That Matter

**Where connection
is high but invitation
pauses.**

“What do you recommend?”



Designing For Sustainable Operations

Teams

Systems

Retention

Scalability

If the team can't deliver it, it isn't a strategy.

Relationship Continuity

How guest data is captured

Where it lives

Who owns follow-up

Where heroics fill gaps



Connection drives conversion. Both short-term and vintage after vintage.

Your 2026 Commitments

In 2026 we will commit to...

Design hospitality intentionally

Design revenue outcomes deliberately

Design operations that last

What we design is what our teams can deliver.

THANK YOU!

Stay in touch · Continue the conversation