

# SACRAMENTO HOTEL ASSOCIATION

Reader Board

June 2006

## Hotel Associates and Industry Supplier Honored at Gala

The energy and music of the Roaring Twenties encompassed this year's Hospitality Gala at the Holiday Inn Capitol Plaza on March 24. The festive atmosphere at the 14th annual Gala was conducive to recognizing and celebrating the contributions of hotel associates and suppliers who strive to improve the quality of visits for Sacramento's business travelers and tourists.

The evening began with classy libations and savory hors d'oeuvres at the reception. At dinner, members and guests in glamorous flapper dresses and flashy suits set the tone for a lively evening. Jazzy music, an antique automobile and dramatic centerpieces completed the theme.

Sacramento City Vice Mayor Rob Fong and Councilmember Steve Cohn joined in the Gala celebration. Also attending the festivities were Sacramento County Supervisor Illa Collin and her husband Don Collin.

### Congratulations to our 2005 Hospitality Employees of the Year

DOUBLETREE HOTEL SACRAMENTO  
*Roberta Williams, Sales Assistant*

EMBASSY SUITES SACRAMENTO  
*Jerry Cervantes Jr., Receiving Clerk*

HILTON SACRAMENTO ARDEN WEST  
*Maria Hernandez, Public Area Attendant*

HOLIDAY INN CAPITOL PLAZA  
*Joanne Azevedo, Concierge*

HOLIDAY INN RANCHO CORDOVA  
*Vickie Thomas, Bartender*

HOLIDAY INN SACRAMENTO NORTHEAST  
*Andrea Cartasso, Lobby Attendant*

HYATT REGENCY SACRAMENTO  
*La Vita Moore, Executive Sous Chef*  
*Fang Chen "Lily" Yeung, Cafeteria Attendant*

RADISSON HOTEL SACRAMENTO  
*Narciso Lumibao, Houseman*

SACRAMENTO MARRIOTT RANCHO CORDOVA  
*Nick Vorontsov, Maintenance Engineer*

SHERATON GRAND SACRAMENTO HOTEL  
*Nesh Karan, Purchasing Coordinator*

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**Are You Prepared?**  
DISASTER PREPAREDNESS SEMINAR  
Sacramento  
June 16, 2006  
Presented by:  
Sponsored by:

## How Can a Hotel Prepare for a Disaster?

Bring your questions! Handout materials for all attendees include sample hotel emergency plans, as well as local, state, and federal resources. See schedule on page 7.

### Lodging Industry Update *Legislative and Regulatory Issues*

Join your hospitality industry colleagues at the June 16 SHA luncheon meeting for an update on lodging industry interests affected by the Legislature and

regulatory agencies. James O. Abrams, Executive Vice President of the California Hotel & Lodging Association (CH&LA), will be the guest speaker.

Since 1991 Abrams has served as chief staff officer of CH&LA—the largest state lodging industry association in the nation. Prior to that, he was engaged in the private practice of law in San Francisco for 20 years, and was legal counsel to the association for much of that time. Abrams is a frequent speaker

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We invite you to attend a **FREE** informative seminar on June 16 with speakers from local agencies, such as the Office of Emergency Services, the American Red Cross, and Police and Fire departments.



**SACRAMENTO HOTEL ASSOCIATION  
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*The Reader Board is published by the Sacramento Hotel Association, a nonprofit trade organization. The newsletter is distributed to all members of the Association and to others who have an interest in the Sacramento hospitality industry. Articles and press releases of interest to those who work in the Sacramento hospitality industry are welcome.*

P.O. Box 276567  
Sacramento, CA 95827-6567  
(916) 441-6110 • (916) 932-2209 Fax  
info@sacramentohotelassociation.com  
www.sacramentohotelassociation.com



Team members from the Embassy Suites pose for a photo in the Solon Club.



The River Cats mascot, Dinger, entertains baseball fans.

## Hotel Teams Celebration

It takes the whole team to win a ballgame, just like it takes an entire team to provide first-rate customer service to guests in our local lodging properties.



Jennifer (left) and Jane Douglas from Prestige Cleaners join in the fun.

Team members from local hotels celebrated running all the bases in their jobs, stepping up to bat with new ideas, and hitting home runs in extraordinary customer service at the May 23 River Cats vs. Iowa Cubs baseball game.

Names of the Employees of the Year honored at the SHA Gala were scrolled on the matrix board during the middle of the fourth inning to about the top of the fifth. In addition, the Sacramento Hotel Association name was displayed as one of the featured organizations/companies in attendance.



Radisson team members enjoy the game and a sunny afternoon.

Hotel colleagues and vendors socialized with industry friends, noshed on spicy fare, and watched the game on a beautiful spring day in The Solon Club at Raley Field. Special thanks to Tim Kenneally with Pacific Wine & Spirits for hosting Captain Morgan's Parrot Bay signature beverages for the group.



Holiday Inn Northeast colleagues—(left to right) Dwight Miyakawa, Becky Eslinger, and Brad Ross—line up for beverages courtesy of Pacific Wine & Spirits.

# Hotel Industry Issues

## First Impressions and Hotel Staff

As the window to make a first impression continues to dwindle to a matter of seconds, hotels should take the chance to greet guests as creatively as possible, one expert suggests. Instead of saying “Checking in?,” front desk staff may want to try other words, such as “welcome” or “good morning.”

Source: 4Hoteliers

## Hotel Service Satisfaction

In a mid-May article in *USA Today*, writer Gary Stoller reports that the newest American Customer Satisfaction Index (University of Michigan) indicates customer satisfaction with hotel service is rising to a record high, but airline service is at its lowest point since 2001. The survey, in which 20,000 consumers, including about 4,000 airline and hotel customers, were questioned, showed a combined score of 75 for hotels—the highest grade since the index started in 1994. The index “reflects consumers’ overall level of satisfaction with the goods and services they buy (zero-to-100 scale). The highest scores went to FedEx (86) and United Parcel Service (83).”

Source: Gary Stoller, *USA Today* (May 16, 2006)

## Women in Hotel Management

According to a recent *San Francisco Chronicle* article by David Armstrong, “While women still comprise less than half of hotel GMs locally and nationally, industry experts say it’s getting easier for women to fill top jobs in a field that—like many others—was long dominated by men in white shirts, dark suits and red ties.”

Staff writer Armstrong reported that “more women than men now graduate from hotel management schools.” In addition, “serious diversity and mentoring programs at the major hotel chains” are also another factor in the rise of more women in management.

Source: David Armstrong, *San Francisco Chronicle* (May 11, 2006)

## Hotel Card Keys and the Identity Theft Urban Legend

The myth about hotel card keys holding guests’ personal information sprouts up now and again. In a May 7 *Los Angeles Times* article, travel writer Jane Engle writes that *ComputerWorld*, the trade tabloid for information technology professionals, “challenged a top maker of magnetic card readers to

find personal data on 100 room-card keys—from Hilton, Holiday Inn, Sheraton, Westin and other major chains—collected by staff members in their travels. The result? *Nada*.”

Travel writer Jane Engle went on to write that “Card-key systems at hotels do keep secrets. They can monitor the comings and goings of staff, bill guests for restaurant meals and spa treatments, operate slot machines in casinos and more.”

Due to the lodging industry’s heightened sensitivity for the personal security of guests, the American Hotel & Lodging Association (AH&LA) continues to debunk the urban legend myth that magnetic-strip hotel room key cards contain guests’ personal information.

While many members of the lodging industry employ magnetic-strip hotel room key cards, they do not supply a guests’ personal information such as credit card numbers, home address, or e-mail addresses.

“The issue of identity theft is a public concern that is reported to affect many Americans,” said AH&LA President & CEO Joseph A. McInerney. “We’re doing everything in our power to inform guests that this is a myth and that this is not in anyway, affecting their personal safety.”

Sources: Jane Engle, *Los Angeles Times* (May 7, 2006) and the AH&LA Web Site

## Food & Beverage Operations

Over the past decade, the food and beverage department (F&B) at hotels has transitioned significantly. Hotels with restaurants continue to improve their F&B operations, from expanding menus to creating unique offerings for guests. On the other end of the spectrum, hotels without restaurants primarily focus on maximizing profit in the rooms department. However, it is not surprising that one of the fastest-growing segments of hotels under development is “select-service;” hotels that fall in the middle between full-service and limited-service operations, with one two-to three-meal-a-day restaurant. Hotel companies are aware that food and beverage operations are not just revenue generators, but increasingly important to the bottom line.

It is well established that for hotels with restaurants, the F&B department is generally the second-largest operating department in the property, behind rooms. In a recent analysis of full-service hotels, PKF Consulting determined that F&B department profit growth exceeded overall profit growth. The percentage growth in F&B profit grew

almost twice as fast as total net operating income (NOI) growth from 1994 to 2004. As the department is large, any significant changes in revenues and/or expenses will impact the bottom line.

PKF Consulting analyzed food and beverage department revenues and expenses of 214 full-service hotels from the period 1994 through 2004. These same-store data came from PKF’s Trends in the Hotel Industry database. During the study period, the number of occupied rooms in 2004 was very similar to that of 1994. With similar number of rooms occupied in the sample hotels in 2004 as in 1994, the change in department revenues and expenses was analyzed without needing to account for large variances in occupancy.

Between 1994 and 2004, the sample of 214 hotels indicated that food revenue per available room rose at a 3.6 percent compound annual growth rate (CAGR) while beverage revenue grew at a 2.2 percent CAGR. The sample showed that food revenues provided 23.7 percent of total revenues in 1994. In 2004, food revenues grew to represent 25.6 percent of total revenues. The ten-year trend of food revenue clearly indicates that food revenue is increasingly significant in its contribution to total revenues. Conversely, beverage revenues have moderated from 5.3 to 6.4 percent of total revenue in the past ten years, and averaging 6.0 percent of total revenue for the past three years.

Changes in F&B departmental expenses over the past decade have also indicated trends. Labor costs and cost of goods sold combine for approximately 80 to 90 percent of total F&B expenses.

The percentage change in food revenues per available room (PAR) rose faster than beverage revenues PAR in the last decade. Over the same period of time, beverage expenses have risen faster than food expenses. It is not surprising that food profit has grown much faster than beverage profit over the past 10 years. The CAGR of food profit PAR grew 8.7 percent from 1994 to 2004. Over the same period, the CAGR of beverage profit grew just 1.9 percent. Combining the food and beverage profits, F&B department profit grew 5.4 percent in the ten-year period.

Over the past ten years, the food department has had an increasingly significant contribution to total hotel revenues as well as to net operating income.

Sources: Gregory J. Miller, Consultant, PKF Consulting (Atlanta Office) and Hotel Interactive (May 5, 2006)



**Hospitality Gala**  
Continued from page 1

Hyatt Regency General Manager Ulrich Samietz poses with the hotel's employee of the year Fang Chen "Lily" Yeung, Cafeteria Attendant (left), and manager of the year La Vita Moore, Executive Sous Chef (right).



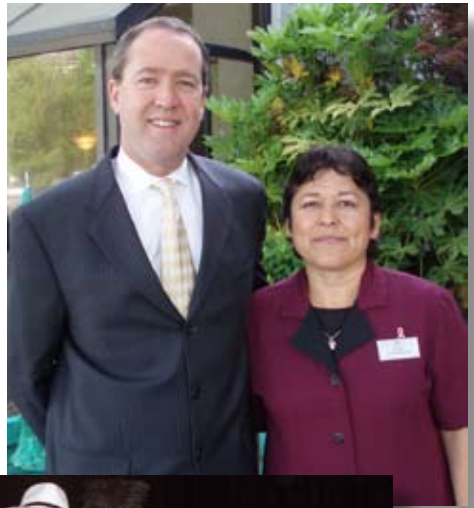
The Holiday Inn Capitol Plaza 'gang' welcomes members and guests to the Gala



The Doubletree Hotel honored Sales Assistant Roberta Williams as its employee of the year. General Manager Barry Miller congratulates Roberta on her achievement.



General Manager Steve Mammet (left) and the Embassy Suites Sacramento honored Jerry Cervantes Jr., Receiving Clerk, as its outstanding employee.



Public Area Attendant Maria Hernandez accepts congratulations from Sacramento Hilton General Manager Greg Hargrave as the hotel's employee of the year.



General Manager Ron Berger (left) congratulates Houseman Narciso Lumibao as the Radisson's employee of the year.



Barry Miller (Doubletree) and his wife, Michelle, pose in front of an antique automobile, courtesy of the Towe Auto Museum.



Thanks to our Holiday Inn Capitol Plaza Gala hosts.



Holiday Inn Sacramento Northeast General Manager Dwight Miyakawa congratulates Lobby Attendant Andrea Cartasso as the hotel's outstanding employee.



Concierge Joanne Azevedo (center) receives congratulations from Dan Clarizio, Assistant General Manager-Food & Beverage, and General Manager Liz Tavernese (right) for her outstanding customer service.



Sheraton Grand Purchasing Coordinator Nesh Karan (center) accepts his Employee of the Year award from Purchasing Manager Sudesh Kumar (left) and General Manager Gunter Stammius (right).



Maintenance Engineer Nick Vorontsov (right) accepts congratulations from Sacramento Marriott General Manager Ralph Suda as the hotel's employee of the year.



The Holiday Inn Rancho Cordova honored Bartender Vickie Thomas (center) as its Employee of the Year. Colleagues Annie Sosa (left) and Giggy Shabi (right) join in the celebration.

SHA President Liz Tavernese congratulates Fred Pleines upon the announcement of Yellow Cab Company of Sacramento as SHA's Supplier of the Year.

The Sacramento Hotel Association presented its 2005 *Supplier of the Year Award* to long-time Association member—Yellow Cab Company of Sacramento.

Yellow Cab Company President Fred Pleines and Vice President Ken Pleines have been knowledgeable resources to the hospitality community for many years. Fred Pleines is a former member of the Sacramento Hotel Association's Board of Directors and a

long-time member of the Sacramento Convention & Visitors Bureau's Board of Directors.

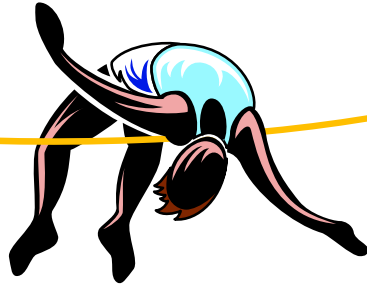
Special thanks to our hosts at the Holiday Inn Capitol Plaza—Liz Tavernese, general manager; Dan Clarizio, assistant general manager-food & beverage; Heather Washington, director of sales; Nora Stanfill, director of catering; Chrissy Lingren, executive chef; and JB Villalovos, banquet manager—for

their creativity and coordination of the event.

We also thank our event sponsors for their assistance in presenting the Roaring Twenties Gala— The Entertainment Team/Rick Jenkins, Munday and Collins, Party Concierge, Southern Wine and Spirits, and the Towe Auto Museum.

Congratulations to all!

# SHA-member Hotels Host NCAA Track & Field Coaches Hospitality Tent



**A**t the upcoming NCAA Division I Men's and Women's Outdoor Track and Field Championships, a number of SHA-member hotels will donate savory food items for the NCAA Coaches Hospitality Tent during the championships at the A.G. Spanos Sports Complex on the Sacramento State campus.

Each day of the four-day event—June 7-10—two or three hotels will contribute food items for the coaches tent—meal service for 400 people each day. The participating hotels donate carved meats, assorted salads and rolls for the Coaches Hospitality Tent.

SHA-member hotels also contributed food for the Coaches Hospitality Tent at the 2005 Championships. After last year's event, Sacramento Sports Commission Executive Director John McCassey thanked the Sacramento Hotel Association for coordinating the food donations and the participating hotels "for the absolutely sensational food donated to the Coaches Hospitality Tent for the four

nights. I cannot thank you enough for both the spirit in which you stepped up for us and the quality of the food you provided."

Last year, eight SHA-member hotels participated as tent sponsors. This year, two additional hotels are joining as sponsors. SHA salutes these member hotels for their contributions at the upcoming NCAA Division I Outdoor Track and Field Championships.

Doubletree Hotel Sacramento  
Embassy Suites Sacramento  
Hilton Sacramento Arden West  
Holiday Inn Capitol Plaza  
Holiday Inn Sacramento Northeast  
Hyatt Regency Sacramento  
Radisson Hotel Sacramento  
Red Lion Hotel Sacramento  
Sacramento Marriott Rancho Cordova  
Sheraton Grand Hotel Sacramento

## Local Industry Issues/Government Relations

### Sacramento City Council

- **Taxicabs** – The Sacramento City Council recently selected Paratransit Inc. to administer a one-year pilot inspection program for taxicabs operating in the city. As outlined by the code enforcement department, Paratransit will be responsible for certifying taxis for permits and conducting random inspections. In addition, the City Council approved a new fee schedule for taxicab operators.

In late January, the City Council adopted an ordinance relating to the regulation and operation of taxicabs. The key provisions of this citywide ordinance include maximum rates, fares and charges; taxicab fleet management permit; accessible taxicab vehicles for each fleet; administrative hearing process; and a transition provision allowing current permit holders to operate without being associated with a fleet association until December 31, 2006.

### Sacramento County Board of Supervisors

- **Restaurants/All Food Facilities** – On May 16, the Sacramento County Board of Supervisors approved its new food facilities color-coded inspection system for restaurants, food facilities, and grocery stores licensed by the county. Establishments will be required to post a placard visible from the outside—green (pass), yellow (conditional pass) or red (closed). The new requirement is slated to take effect January 1, 2007. Restaurant owners and the restaurant association asked county staff to clarify the information to be displayed on the placards. In addition, county staff will be addressing issues that prompt the issuance of a yellow or red placard. In October 2006, the Board of Supervisors is expected to review updates to the program.

## Welcome New Members

### HOTELS

HALLMARK SUITES  
Dan Washburn, General Manager  
11260 Point East Drive  
Rancho Cordova, CA 95742  
(916) 638-4141  
(916) 638-4287 Fax  
dan1@hallmarksuites.com  
159 rooms

### VENDORS

PACIFIC WINES AND SPIRITS  
Tim Kenneally, Division Sales Manager  
4119 South Market Court  
Sacramento, CA 95834  
(916) 761-5530  
(916) 646-5958 Fax  
timkenneally@southernwine.com

## Member Updates

Barry Miller has been named general manager at the Doubletree Hotel Sacramento. He previously served as director of operations and interim general manager. Miller serves on the SHA Board of Directors.

Thom Pelham has been promoted to director of sales at the Red Lion Hotel Sacramento. Formerly, he was senior sales manager at the hotel.

The California Travel and Tourism Commission (CTTC) presented the 12th annual California Tourism Marketing Excellence Awards at the California Conference on Tourism on March 29. The Sacramento Convention & Visitors Bureau was the winner in the Best Cooperative Marketing category for its "Sacramento Gold Card Cooperative Marketing Program." ▼

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### Disaster Preparedness Seminar

*Continued from page 1*

and writer on all aspects of the law relating to the lodging industry.

He has represented numerous owners and operators of hotels, motels, and bed-and-breakfast inns of all types and sizes on a variety of issues. He is co-author of the book "Laws Pertaining to the California Innkeeper," which is published by CH&LA.

### EVENT SCHEDULE

Friday, June 16, 2006

Sheraton Grand Sacramento  
1230 J Street, Sacramento

Seminar – Free

8:15 a.m. – 11:15 a.m.

Registration/Continental Breakfast  
at 7:45 a.m.

Luncheon

11:30 a.m. No-host Reception

12:00 noon Luncheon

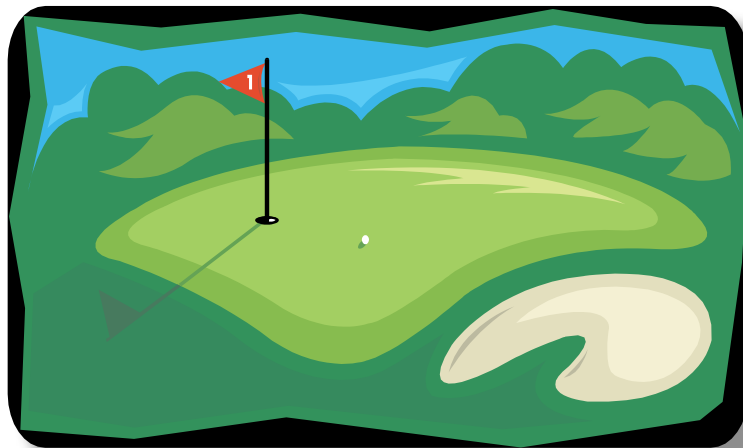
12:45 p.m. Presentation

Register online at [www.sacramento-hotellassociation.com](http://www.sacramento-hotellassociation.com)

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## Board Appoints Director

At its April meeting, the SHA Board of Directors appointed Ron Berger, general manager of the Radisson Hotel Sacramento, as a Director. The appointment was made to fill the vacancy when former Director Don Corbosiero relocated to the San Jose area. The Director appointment is through December 31, 2006. Congratulations, Ron! ▼



## Sacramento Hospitality Classic

September 18

It's the tournament participants look forward to all year!

Hospitality industry colleagues, clients, and vendors will gather for another marvelous Sacramento Hospitality Classic golf tournament this fall—September 18 at Wildhawk Golf Club. Come out and enjoy a day of tournament golf. Golfers of all skill levels are welcome.

It's become a tradition...Check in and start the day with a hot buffet breakfast and practice shots on the driving range. Savor a last cup of coffee while you peruse the raffle prizes you might win (if you've purchased your raffle tickets!).

Then it's onto the course as the carts parade from the clubhouse. Now, the day is yours—hours of friendly tournament play interrupted only by visits with generous event sponsors. Then it's back to the clubhouse patio for an awards reception and a savory feast prepared by local hotel chefs. After the fabulous food, it's time to hand out the tournament awards.

### Classic schedule

Monday, September 18

• 8:30 a.m.

*Registration, hot buffet breakfast and driving range*

• 10:00 a.m.

*Golf Tournament shotgun—best ball scramble, 18 holes*

*Box lunches provided*

• Tournament contest and prizes

*Putting contest, longest drive, closest-to-the-pin*

• Raffle prizes

• Reception and award presentations at Wildhawk immediately following the tournament

*Featuring festive food stations hosted by local hotels*

It's time to assemble your foursome for this hospitality community event. Enjoy golf, fun, food, and prizes for \$150 per golfer. Check out the golf course at [www.wildhawkgolf.com](http://www.wildhawkgolf.com).

### Sponsorship Opportunities Available

Participation and sponsorship at the Sacramento Hospitality Classic offers you:

- Sponsorship visibility for your company or property;
- An opportunity to build relationships with colleagues, clients, and vendors from the hospitality and conventions industry in a relaxed atmosphere; and
- An effective method of supporting scholarships for local students pursuing hospitality, culinary, tourism, or management careers.

We urge you to sign up now for a sponsorship opportunity. Each sponsoring company will be provided with a sponsor sign and receive recognition at the awards reception after the tournament and in the newsletter recap article—don't be left out! Watch for your tournament registration brochure and sponsorship information in the mail.



# Travel Industry News

## Online Travel Booking Increase

Preliminary data released in April at TravelCom 2006 by the Travel Industry Association of America (TIA) and D.K. Shifflet & Associates Ltd. show that last year, for the first time, more trips were booked online than by any other method.

In 2005, 19 percent of all U.S. resident travelers traveled by common carrier (includes plane, train, bus, ship). Transportation reservations for more than one-third of these travelers were made online (35%), an increase of 25 percent from the year before.

Accommodation bookings followed a similar pattern. One-quarter of travelers who booked accommodation reservations did so online in 2005 (24%), up nine percent from the year before. Hotel chain Web sites were used most often to make internet reservations, followed by other online booking services (such as online travel agencies). Nearly as many travelers booking lodging reservations used chain 800 telephone numbers, but this was down five percent from 2004. The largest share of travelers making reservations made them directly with the property, but this also declined in frequency compared to the prior year. Four percent of travelers used a travel agent to book accommodations in 2005, similar to 2004 (5%).

Trips booked online involve significantly higher spending on average (\$754, excluding the cost of transportation) than trips booked offline (\$406) or with no advance booking (\$219). Internet-booked trips also entail more activities (2.3 on average) than do trips booked offline (1.7 activities) or with no advance bookings (1.5).

The average age of travelers who book trips online is 44 – similar to the age of travelers who booked offline (45) or did not book at all (43), but younger than those who booked through a travel agent (49). ▼

*Source: Travel Industry Association of America (TIA)*

## NBTA Provides Research on Fuel Price Increases

In early May, the National Business Travel Association (NBTA) provided its members with research designed to help them better understand the impact of fuel price increases on travel and to quantify the responses of corporate travel managers to that impact.

Nearly two-thirds of travel managers report increased fuel prices are impacting their travel purchasing. Two-thirds

also indicate budget stakeholders (e.g., department heads) within their companies are concerned about how they can maintain 2006 travel budgets and meet business needs in the face of rising airfares and gas prices. Of those who indicate fuel price hikes are currently impacting travel purchasing, 51.7 percent say the increases have added \$51 - \$100 on average to the cost of a domestic business trip. Twenty-five percent report an impact of \$50 or less, 13.3 percent note increases of \$101 to \$150, and 10.0 percent indicate a per-trip increase of \$151 or more. ▼

*Source: National Business Travel Association (NBTA)*

## Summer Travel Plans

Nearly one out of three Americans who are planning to travel this summer is planning their longest summer trip earlier this year than they did last year (30%), according to January's TIA/Synovate Voice of the Traveler Survey.

This could be due to the fact that strong air and hotel demand has resulted in higher prices and fewer bargains. However, the largest share of travelers (43%) is starting their planning the same time as they did last year. Less than one in 10 travelers are planning their longest summer trip later this year compared to last year (9%).

Furthermore, 21 percent of Americans who are planning to travel this summer have already arranged lodging at their destination. Most of the rest are either exploring their options for where to stay (28%) or are still choosing the specific destination for their trip (32%). Nineteen percent have not thought about their intended summer trip at all.

Of those planning to take a summer trip, 38 percent have already decided upon or booked their mode of transportation, while 13 percent have not thought about transportation for the trip. The rest (about 50%) are still exploring their transportation options.

“But, despite the shift back to earlier planning and booking patterns evident in our survey and also reported by many travel companies, the majority of would-be travelers this summer have not yet selected their destination or booked transportation or lodging,” said Dr. Suzanne Cook, senior vice president of research at TIA.

Survey results are based on a nationally representative sample of 1,519 U.S. adults aged 18 and over. The survey was conducted online in January 2006. Results have a margin of error of +/- 3 percentage points. ▼

*Source: Travel Industry Association of America (TIA)*

# SHA Events Calendar

- **Friday, June 16, 2006**  
Disaster Preparedness Seminar  
*Presented by California Hotel & Lodging Association (CH&LA) and Sacramento Hotel Association (SHA)*  
*Co-sponsored by Sheraton Grand Sacramento, Sacramento CVB, and ABD Insurance & Financial Services*  
8:15 a.m. to 11:15 a.m.  
Sheraton Grand Sacramento
- **Friday, June 16, 2006**  
SHA Luncheon Meeting & Presentation  
*Presenter: Jim Abrams, California Hotel & Lodging Association*  
11:30 a.m.  
Sheraton Grand Sacramento
- **July and August**  
No SHA Luncheon Meetings
- **Friday, September 8, 2006**  
SHA Luncheon Meeting & Presentation  
Vendor Spotlight: Mikuni  
11:30 a.m.  
Doubletree Hotel Sacramento
- **Monday, September 18, 2006**  
Sacramento Hospitality Classic Golf Tournament  
*Sponsored by the Sacramento Hotel Association and the Sacramento CVB*  
Wildhawk Golf Club  
8:30 a.m. Registration and Breakfast  
10:00 a.m. Shotgun Start  
3:30 p.m. Awards Reception
- **Friday, October 20, 2006**  
SHA Luncheon Meeting & Presentation  
11:30 a.m.  
Embassy Suites Sacramento
- **Friday, November 17, 2006**  
SHA Luncheon Meeting & Presentation  
*Presenter: Ken Kuchman, PKF Consulting*  
11:30 a.m.  
Hyatt Regency Sacramento
- **Tuesday, December 12, 2006**  
SHA Holiday Reception & Toy Collection  
4:30 p.m.  
Red Lion Hotel Sacramento



Sacramento Hotel Association  
P.O. Box 276567  
Sacramento, CA 95827-6567  
(916) 441-6110

info@sacramentohotelassociation.com  
www.sacramentohotelassociation.com