

SACRAMENTO HOTEL ASSOCIATION *Reader Board*

November 2010

The Hospitality Industry Helping in the Community

Oak Park Neighborhood—Site of 4th Annual Community Service Day

On Saturday, September 25, the Sacramento Hotel Association and more than 160 volunteers from its member hotels and vendors offered a day of improvements, donations and community pride in the Oak Park neighborhood.



This was SHA's fourth annual community service day—*The Hospitality Industry Helping in the Community*. For this community revitalization project, SHA teamed with the City of Sacramento and the Volunteer Center of Sacramento to identify projects and organizations to assist.

Joining us before we started our morning of work was City Council Member Lauren Hammond, who welcomed and thanked volunteers for their participation in the Oak Park community.

SHA had teams from 13 hotels and three vendors working at the Oak Park Community Center/Park, Sacramento Area Emergency Housing Center, Sacramento Food Bank & Family Services, Ronald McDonald House, Wellspring Women's Center, Women's Civic Improvement Club's Head Start Program, Public School 7 and the American Legion High School. In addition, volunteers completed projects for the Volunteer Center of Sacramento.

Several weeks before the service day, employees from member hotels and vendors donated various items as part of the project...books, clothing, card-making supplies, small toys/stickers, bedding and towels.

Special thanks to the team leaders for their time and energy in attending planning meetings, recruiting volunteers, organizing donated items and coordinating teams and tasks onsite.

Hot cups of coffee and frosty juices hosted by the Hilton were welcome as volunteers assembled in the early morning. After a scrumptious breakfast buffet hosted by the Doubletree Hotel and Embassy Suites, SHA President Howard Harris welcomed volunteers and thanked them for their participation in the project.

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14th Annual Hospitality Classic

Scholarship Fundraiser

The group enjoyed a new location for the 14th annual Sacramento Hospitality Classic on October 11. Cheerful teams of golfers and generous sponsors came together at Valley Hi Country Club in Elk Grove for a marvelous event in support of the Association's scholarship program.



Special thanks to our sustaining and new sponsors for supporting various components of the tournament—their contributions are a key factor in the success of the Sacramento Hospitality Classic (see sponsor list).

VIPs joining us for the event included Sacramento City Council Members Lauren Hammond and Rob Fong.

Truffle mac and cheese, carnitas street tacos, grilled skirt steak with caramelized onions and peppers, vanilla/pistachio cannolis, mini chocolate cakes and more savory and sweet selections continue to brand this event as having the "best food at any golf tournament." Each year, the chefs present a dazzling showcase of grilled and savory foods. Special thanks to our reception host teams from the Doubletree Hotel, Embassy Suites, Hilton Arden West, Holiday Inn Capitol Plaza, Hyatt Regency, Radisson Hotel, Sacramento Marriott Rancho Cordova and Sheraton Grand.

As the score cards were being tallied, participants pulled out their tickets and got ready to win donated prizes—gift baskets, hotel stays, wine, dinner and brunch certificates and, yes, even a snowboard or two.

Congratulations to our tournament winners. The winning team members received golf art gifts from the J. Fitzpatrick Collection.

Watch for 2011 Sacramento Hospitality Classic news in future issues of *Reader Board* and at SHA's website—www.sacramentohotelassociation.com.

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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.

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Member News

The Sacramento CVB has hired Sarah Atilano as senior convention sales manager for the California State Association Market. Atilano has been with Embassy Suites for the past 11 years, most recently as the director of sales and marketing with Embassy Suites San Francisco Airport Burlingame. She started with the company as part of the pre-opening team of the property in Sacramento.

Mellissa Barceló has been named director of human resources at the Sheraton Grand Sacramento. Barceló was previously the people services director at The Citizen Hotel and assisted in the pre-opening of the property in 2008. Her HR journey includes previous positions such as brand education manager and HR director for the Doubletree Hotel Sacramento, HR director for San Francisco Parking, Inc., HR director for Alain Pinel Realtors and assistant HR manager for Saks Fifth Avenue.

Jennifer Flohr, CAE, CMP, former director of membership and events at the California Hotel & Lodging Association's (CH&LA) has been promoted to senior vice president. Flohr has more than 20 years of broad-based sales and marketing experience. She plans more than 25 events and meetings a year for the association as well as managing the membership department. Since joining CH&LA seven years ago, Flohr has played an important role in the association winning two American Hotel & Lodging Association (AH&LA) Chairman's Cups and four International Society of Hotel Executive (ISHAE) Awards of Excellence.

The Sacramento CVB has appointed Joe Klegseth as partner development manager. Klegseth is responsible for creating strong partnerships with businesses in the Sacramento area to support the mission of the SCVB. Klegseth is a graduate of Oregon State University where he also spent 11 years serving in the Department of Intercollegiate Athletics. As assistant athletic director, Klegseth was responsible for the implementation of marketing strategies and event planning for more than 170 athletic and special events per year. Following Oregon State, Klegseth launched a creative marketing firm in Portland, Oregon, and worked with such clients as Nike, the University of Louisville and the University of Alabama. His firm also provided marketing support for an Internet startup company with the founders of About.com and Blockbuster. Most recently, Klegseth has been working as a marketing consultant for companies such as the California Interscholastic Federation, the Chico Chamber of Commerce and the Golden Baseball League.

In September, the California Hotel & Lodging Association (CH&LA) named Randi Knott, MPA, vice president of government & legal relations. Knott is responsible for formulating and advocating CH&LA's legislative, regulatory and public policy positions with state government and as a liaison to CH&LA's national affiliate, the American Hotel & Lodging Association. She will be advocating on behalf of CH&LA in conjunction with Ralph Heim of Public Policy Advocates, CH&LA's long-time lobbying firm. Previously, Knott was the director of government affairs for KB Home and California American Water.

Member Update

Allied Waste Industries, Inc.
8642 Elder Creek Road
Sacramento, CA 95828
(916) 869-0266 • (916) 379-3689 Fax
www.republicservices.com
Sheree Nelson, Sales Manager
snelson3@republicservices.com

New Member

U.S. Foodservice
300 Lawrence Drive
Livermore, CA 94551
(925) 606-1919 • (925) 606-3591 Fax
www.sanfrancisco.usfoodservice.com
Nancy Storm, Territory Manager
nancy.storm@usfoodservice.com
Services: U.S. Foodservice is dedicated to being the most trusted, respected, knowledgeable and service-oriented partner one can choose. U.S. Foodservice offers a tremendous variety of the world's finest food, equipment and supplies. Our collection of exclusive brands, as well as national and local/regional manufacturer brands, provides a product selection unmatched in its variety.



Report Highlights Strategic Value of Face-to-Face Meetings

With the advent of virtual-meeting technology, the issue of how to format group meetings and events has become remarkably complex. Meetings can be completely virtual, completely face-to-face, or a hybrid of the two. Leading companies are using all three formats. The challenge for meeting planners is to decide which format is most effective for important business outcomes. Rather than rely on personal preferences or currently popular approaches, the decision regarding meeting type is a strategic one that should rest on specific, scientific criteria.



A new study from the Cornell Center for Hospitality Research (CHR) focuses on the specific strategic advantages of face-to-face meetings for large groups. The report, *The Future of Meetings: The Case for Face-to-Face*, was written by Christine Duffy, president and CEO of Maritz Travel Company, and Mary Beth McEuen, vice president and executive director of The Maritz Institute. The report identifies three key reasons for face-to-face meetings: 1) to capture attention, especially for new concepts; 2) to inspire a positive emotional climate; and 3) to build human networks and relationships.

This paper examines those science-based decision criteria to help executives determine when face-to-face is the most effective approach to large-group meetings or events. This decision is important because face-to-face meetings require the greatest investment of all meeting types, and thus carry the greatest expectations for a strong return on investment.

The study, which is part of the *Industry Perspectives* series, is available from the Cornell Center for Hospitality Research at www.hotelschool.cornell.edu/research/chr/pubs/perspective/.

Source: Cornell Center for Hospitality Research (CHR)

HR Professionals Group Meets

The human resources professionals group met in early November at the Embassy Suites Hotel. HR professionals and general managers from SHA-member properties were invited to attend the November 1 roundtable to learn about recent developments in employment law. Joining the group for the roundtable was attorney Jeremy T. Naftel, the managing partner of the Sacramento Office of Carlton DiSante & Freudenberger LLP. He is the co-author of *The Employer Survival Guide*, a 110-page book published in 2003 designed to help restaurant industry managers and owners find solutions to everyday labor and employment law issues.

Naftel is a member of the Labor and Employment Law Section of the Sacramento County Bar Association and is a frequent columnist who is published in a variety of venues, including the newsletters of the California Restaurant Association, the California Lodging Industry Association, and the Davis Chamber of Commerce.

SHA's HR Professionals Group is co-chaired by Kim Dunbar, SPHR, senior regional director of human resources for Larkspur Hotels & Restaurants, and Richard Hernandez, director of human resources at the Hyatt Regency Sacramento.

Special thanks to our Embassy Suites hosts—Robert Weight, director of human resources, and Choua Yang, HR Coordinator.

The next meeting of the HR group is scheduled for the first quarter of 2011. Watch for future e-mail meeting notices.

Hotel News

Hyatt Regency Sacramento Purifies Guest Experience with "Respire by Hyatt—Hypo-allergenic Rooms"

Hyatt Regency Sacramento announced in October the introduction of 11 Respire hypo-allergenic rooms, purifying the guest experience for travelers. Designed for all travelers, but especially suited to guests with asthma, allergies and other respiratory sensitivities, the *Respire by Hyatt—Hypo-Allergenic Rooms*, powered by PURE Solutions NA, are designed to eliminate up to 98 percent of airborne viruses and bacteria, as well as pollen and other irritants commonly found in indoor environments.

Respire by Hyatt rooms will be available at all Hyatt Resort, Park Hyatt, Grand Hyatt, Hyatt Regency, Hyatt, and Andaz properties across the U.S., Canada, and the Caribbean, with most of them available to reserve by the end of 2010. In total, Hyatt plans to have approximately 2,000 hypo-allergenic rooms at 125 full-service properties.

"Respire by Hyatt rooms set a new standard for service that we are proud to offer our guests. We are delighted to be able to create a unique clean air environment without sacrificing guest comfort," said general manager Ulrich Samietz.

Each *Respire by Hyatt* room utilizes PURE's state-of-the-art purification techniques. Each hotel room is treated comprehensively to minimize allergens and irritants for all surfaces and fabrics. Additionally, all mattresses and pillows are encased in a protective hypo-allergenic covering. The air in the room is continuously circulated through a medical grade purifier, filtering out up to 99 percent of impurities. The room is maintained and re-certified every six months. For Hyatt Regency Sacramento guests, this means the air in a *Respire by Hyatt* room is, on average, 10 times more pure than outside air due to lower particulate counts. For more information, please visit www.respire.hyatt.com.

For additional information about Hyatt Regency Sacramento, visit www.sacramento.hyatt.com. For information about PURE, view www.pureroom.com.

U.S. Business Travel Spending, Trips to Increase This Year Despite Slowdown in Economic Growth

New Business Travel Index (BTI) Indicates Slight Overall Business Travel Growth Through 2010, Full Recovery in 2012



U.S.-originated business travel spending is expected to grow 3.8 percent this year compared to 2009 despite expectations that economic and business travel growth will slow through the second half of 2010, according to the newly developed and first-ever quarterly business travel forecast released in late October. *Business Travel Quarterly Outlook – United States*, from the NBTA Foundation, the education and research arm of the National Business Travel Association (NBTA), and sponsored by VISA, found that business travel will continue to advance by 6.7 percent and 6.9 percent for 2011 and 2012, respectively.

The new report contains the first Business Travel Index (BTI), a headline measure of the current and projected level of business travel in the United States. At the last industry peak in late 2007, the NBTA BTI reached 120. Two years of the Great Recession left the BTI at 96, a decline of nearly 20 percent. The BTI has recovered to 106 currently and is projected to reach the level of the previous peak in late 2012.

Michael W. McCormick, NBTA executive director and COO, said, “Business travel within and from the United States has seen solid recovery after two long years of diminution. However, it is clear that companies are taking their time in shifting from the current cost-containment culture, and recovery will continue to ramp up slowly. We’re looking forward to the end of 2012—when the industry should see a return to peak levels.”

The total number of U.S. business trips saw a sharp decline of 15.6 percent during the Great Recession from 511 million trips in 2007 to 431 million in 2010. The decline was driven in large part by the drop in transient business travel, comprising 60 percent of the total, as a result of tighter travel management, shortening trips, and some use of technological travel alternatives. However, through 2012, transient travel is expected to advance 31 percent as the economy continues to recover and travel restrictions are lifted.

The *Business Travel Quarterly Outlook – United States* is free of charge to all NBTA members (<http://www2.nbta.org/foundation/resourcelibrary>). Nonmembers may purchase the reports through the NBTA Foundation at research@nbta.org.

Source: NBTA Foundation is the education and research foundation of the National Business Travel Association (NBTA), the world's premier business travel and corporate meetings organization.

Toys and Holiday Cheer

Share your holiday spirit with your colleagues at SHA's Annual Holiday Reception & Toy Collection

**Tuesday, December 14 • 5:00 p.m. to 6:30 p.m.
Radisson Hotel Sacramento • 500 Leisure Lane**

This year SHA will share its goodwill with two organizations in the community. Association volunteers have worked with both organizations during one or more SHA community service days.

Stanford Settlement Neighborhood Center – Donate New, Unwrapped Toys

Bring a new unwrapped toy (no toy guns/weapons) to the Holiday Reception. The Association will donate the collected toys to Operation Cratchit, a project of the Stanford Settlement Neighborhood Center. Operation Cratchit (remember Scrooge?) serves more than 700 households in North Sacramento. One parent from each household personally selects a gift for each of their children in the Center's gift room.

Wellspring Women's Center – Donate Packaged Disposable Diapers for Infants or Toddlers

Please plan to bring a package of disposable diapers to the Holiday Reception. We'll donate the diapers to Wellspring Women's Center, which is a drop-in center for low-income women and their children to find a short respite from poverty. Wellspring offers a nutritious breakfast five days a week to more than 200 women and their children. Wellspring staff members assist with referrals for needed services, and local agencies provide outreach at Wellspring so that community resources are not duplicated. Diapers are desperately needed for the children served at Wellspring Women's Center.

Thanks also to Radisson Hotel staff for serving as our hosts for this annual festive holiday gathering. Bring your staff and join your industry colleagues for some holiday cheer!



The Circle of Generosity

At the 2008 and 2009 SHA community service days, volunteers worked at the Stanford Settlement Neighborhood Center in North Sacramento. Association members also participate annually by donating new toys for the Center's holiday gift room. This year, the trees at the Center needed some attention. SHA staff contacted Associate member Sherie Bishop at The Growing Company/The Interior Plant Company for ideas. The terrific outcome of these conversations is that Arborwell Tree Service Rancho Cordova plans to donate their services to trim the trees at the Stanford Settlement Center, a donation of nearly \$3,000 in services/labor.

Community Service Day

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Wearing T-shirts, sponsored by Yellow Cab Company of Sacramento, with team logos on the shirt backs, hotel and company teams dispersed across the Oak Park neighborhood to complete a variety of outdoor and indoor tasks at multiple venues—facility cleaning, landscape maintenance, gardening and painting. Volunteers also assembled kits of donated personal care items, sorted clothing/bedding/towels/books, assembled food baskets and more. A large group of volunteers created fun, colorful cards and assembled small gift bags for the Volunteer Center's BirthdayMagic and Adopt-a-Family programs.

As the day warmed up and the work continued, the Sacramento Marriott Rancho Cordova, Radisson Hotel and Sheraton Grand kept volunteers hydrated and had snacks at the ready as teams worked at their tasks.

After the morning's work, volunteers gathered at the Oak Park Com-

munity Center Park to celebrate the support they provided to the community with a BBQ lunch hosted by Holiday Inn Capitol Plaza, with donated products from Sysco, General Produce, Old Country Bakery, Hyatt Regency and The Citizen Hotel. Hats off to the Holiday Inn Capitol Plaza team—they were the first ones to arrive and the last to leave—serving as the setup and teardown crew as well as the BBQ chefs and hosts. Also, thanks to Rent Rite for donating chairs for the event.

SHA President Howard Harris distributed a variety of donated gift baskets and gift certificates to volunteers with lucky (complimentary) raffle tickets. Thanks to Chris Yeager from The Citizen Hotel for assisting with the raffle prize drawings.

Thanks to everyone's efforts and participation, the Association's fourth annual community service project was a tremendous success for all involved.

The Hospitality Industry Helping in the Community

Hats off to our hard-working teams:

The Citizen Hotel
Doubletree Hotel Sacramento
Embassy Suites Sacramento
Hilton Sacramento Arden West
Holiday Inn Capitol Plaza
Holiday Inn Express Natomas
Hyatt Regency Sacramento
Larkspur Landing Hotel Sacramento
Lions Gate Hotel
Radisson Hotel Sacramento
Residence Inn Downtown at Capitol Park
Sacramento Convention & Visitors Bureau
Sacramento Marriott Rancho Cordova
Sheraton Grand Sacramento
SMUD
Yellow Cab Co. of Sacramento

Special thanks our project partners:

Mary Lynn Perry, Volunteer Coordinator,
City of Sacramento
Christine Wallace, Director of Volunteer
Services, Volunteer Center of Sacramento
Patricia Burks, Teacher, PS7 (Public School 7)
De Dee Cornelius, Program Supervisor,
Oak Park Community Center
Segboye Davis, Executive Director,
Women's Civic Improvement Club/
Head Start
Stan Echols, Superintendent,
American Legion High School
Sister Judy Illig, Executive Director,
Wellspring Women's Center
Bill Maynard, Community Garden Program
Coordinator, City of Sacramento
Julie Mier, Volunteer Program
Coordinator, Sacramento/Parks &
Recreation Department
Angela Simon, Assistant to House
Manager, Ronald McDonald House
Robin Simpson, Volunteer Services
Manager, Sacramento Food Bank &
Family Services
Bill Taylor, Photographer, Department
of Information Technology, City of
Sacramento
Janice Wagaman, Community Partnerships
Coordinator, Sacramento Area
Emergency Housing Center



**View the community
service slide show at
[www.sacramento
hotelassociation.com](http://www.sacramento
hotelassociation.com)
– on the home page.**

Golf Tournament Festivities

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First Place

Howard Harris, Hilton Arden West
Jim Jungsten, Audio Visual Management Services
Mark Livingstone, Sacramento State
Doug Remedios, Hilton Arden West

Second Place

Scott Abraham, Young's Market Company
Charlie Lewis, Young's Market Company
Bruce Richards, Young's Market Company
Mike Soliven, Young's Market Company

Third Place

Kyle Bartlett, The Citizen Hotel
Nick Duren, Grange/The Citizen Hotel
Wayne Hall, The Citizen Hotel
Jay Johnstone, Grange/The Citizen Hotel

Long Drive

Women – Betty Lucchesi, Sacramento Convention Center
Men – Steve Messer, GES guest

Closest-to-the-Pin

Women – Lauren Hammond, City Council Member
Men – Randall Selland, The Kitchen, Ella, Selland's Market Café

Putting Contest

Jim Jungsten, Audio Visual Management Services



First-place honors went to the Hilton Sacramento Arden West and their guests, including (left to right) Howard Harris, Hilton; Jim Jungsten, Audio Visual Management Services; guest Mark Livingstone; and Doug Remedios, Hilton.



The second-place team from Young's Market Company included (left to right) Charlie Lewis and Mike Soliven; team members Scott Abraham and Bruce Richards were unable to stay for the awards reception.



The Citizen Hotel/Grange foursome took home third-place honors—(left to right)—Wayne Hall, Nick Duren, Jay Johnstone and Kyle Bartlett.



Thanks to all our sponsors

Golf Hole Sponsors

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California Hotel & Lodging
Association
Holiday Inn Capitol Plaza
Radisson Hotel
Sacramento Marriott
Rancho Cordova
SuperShuttle/ExecuCar
USA Today

Putting Contest

Folsom Premium Outlets

Long Drive – Men's & Women's

Yellow Cab Co. of Sacramento

Closest-to-the-Pin – Men's

Sacramento Hotel Association

Closest-to-the-Pin – Women's

Xerox Corporation

Hole-in-One Insurance

Yellow Cab Co. of Sacramento

Golf Cart Placards

Comcast

Hole Flags

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at Capitol Park

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Beverage Carts

Sacramento CVB
The Interior Plant Company
& The Growing Company

Reception Sponsors

*Special thanks to our awards
reception hosts.*

Doubletree Hotel Sacramento
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Residence Inn Downtown
at Capitol Park
Sacramento Marriott
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Southern Wine & Spirits
USA Today
Yellow Cab Co. of Sacramento
Young's Market Company

*Our reception hosts assemble an
array of savory selections at the
awards reception. See complete
list of reception host hotels.*





View a brief
golf tournament slide show at
www.sacramentohotelassociation.com
– on the home page.

Thanks to our sponsors for
supporting the tournament
and helping to raise funds for
SHA's scholarship program. See
complete sponsor list in article.



Increased Airfare and Hotel Rates Across the Globe Expected According to the American Express Business Travel 2011 Forecast

Economic Improvement, Higher Demand, and Constrained Capacity Projected to Drive Airfare and Hotel Rate Increases

American Express Business Travel announced in October pricing projections from its annual Global Business Travel Forecast, indicating increases are expected up to 10 percent for airfare and hotel rates in key markets around the world. Flat to slightly down prices are expected in car rental rates on average in North America and Europe, but up in Asia Pacific.

“Throughout 2010, companies have lifted travel restrictions brought on by red bottom line fears and this is expected to continue into 2011 as firms look more toward growing the top line. Yet pricing power will swing back to air and hotel suppliers for the first time in two years in 2011 as more competition for limited seats on planes and increased occupancy levels at hotels are expected,” stated Christa Degnan Manning, director of eXpert insights and research, American Express Business Travel. “As a result, companies should re-examine program strategies and policies undertaken in the past few years and look to manage budgets and cost-control tactics competitively to protect them from the significant rate increases expected.”

The annual Forecast, produced by American Express Business Travel’s Global Advisory Services research practice, eXpert insights, includes pricing predictions for 89 types of air fares (business and economy class tickets for long-haul, short-haul and trans border flights originating in 21 countries), as well as expected negotiated hotel rates for mid-range and upper-range properties in 317 North American cities, 36 Latin American cities, 127 European and Middle East cities and 55 Asia-Pacific cities.

Companies will likely increase spending and frequency of meetings, however they will likely spend less per meeting on average as meeting size decreases and sourcing efficiencies

increase. Aligning with this prediction, more meetings are expected to be held on local or regional levels, and will continue to have fewer amenities, with audio/visual services being the only exception. As planners incorporate virtual alternatives and supplements to face-to-face experiences, investments in these technologies are expected to continue to go up.

As a whole, North America has already experienced a significant rise in rates in 2010 with domestic airfares up 39 percent for business class and 21 percent for economy short-haul; therefore only modest increases in airfare rates are expected for 2011.

The hotel industry in North America is encountering higher occupancy levels and as suppliers look to regain loyalty among business customers and increase rates, average booked rates are expected to trend higher. Corporate negotiated rates will likely increase one percent to five percent for mid-range properties and two percent to six percent for upper range hotels while non-negotiated average daily rates are expected to rise.

Car rental rates are projected to be flat or decline in 2011 by up to two percent resulting from strong competition in the industry coming out of the recession and excess inventory. However, higher cancellation charges and new taxes and fees could drive the actual price per trip higher.

The Global Business Travel Forecast 2011 is available for purchase for \$495 per individual user for existing American Express Business Travel clients and \$995 per individual user for non-Business Travel clients. To obtain a copy of the Forecast or subscribe to eXpert insights, email advisoryservices@aexp.com or visit www.businesstravelconneXion.com.

Source: American Express Business Travel, www.americanexpress.com/businesstravel, a division of American Express Company

North America - 2011 Forecast				
Region	Airlines		Hotel Rates	
	Domestic/Short-Haul (Economy Class)	International/Long-Haul (Business Class)	Mid-Range	Upper-Range
United States	2% to 6%	3% to 7%	1% to 5%	2% to 6%
Canada	2% to 5%	3% to 6%	2% to 6%	4% to 8%
North America	2% to 6%	3% to 7%	1% to 5%	2% to 6%

Events Calendar

- **Tuesday, December 14, 2010**
SHA Holiday Reception and Toy Collection
Radisson Hotel Sacramento
5:00 p.m. to 6:30 p.m.
- **Friday, January 21, 2011**
SHA Luncheon Meeting
Doubletree Hotel
- **Friday, February 18, 2011**
SHA Luncheon Meeting
- **Friday, March 18, 2011**
SHA Luncheon Meeting
- **Friday, April 15, 2011**
SHA Hospitality Gala and Awards
Employee and Supplier
Recognition Awards
Marriott Cal Expo (evening event)
- **Friday, May 20, 2011**
SHA Luncheon Meeting
- **Friday, June 17, 2011**
SHA Luncheon Meeting
- **July and August**
No SHA Luncheon Meetings
- **Saturday, September 24, 2011**
SHA Community Service Project
“The Hospitality Industry
Helping in the Community”
- **Monday, October 10, 2011**
Sacramento Hospitality Classic
Golf Tournament
Fundraiser for Scholarship
Program
- **Friday, November 18, 2011**
SHA Luncheon Meeting
- **Tuesday, December 13, 2011**
SHA Holiday Reception • Toy
Collection • Board Election



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