

SACRAMENTO HOTEL ASSOCIATION

Reader Board

March 2010

New SHA Officers and Directors

The Sacramento Hotel Association is pleased to announce its new roster of Officers and Directors.

Howard Harris, general manager of the Hilton Sacramento Arden West was elected to a second term as President in December. Other Officers reelected include: Vice President **Lawrence Walters**, general manager, Sheraton Grand; Secretary **Lisa Wilson**, general manager, Radisson Hotel; and Treasurer **Ulrich Samietz**, general manager, Hyatt Regency Sacramento. **Steve Mammet**, general manager of the Embassy Suites Hotel Sacramento, serves as Past President.

Directors appointed to the Board to complete unexpired terms include: **Tom Mamalis**, general manager, Sacramento Marriott Rancho Cordova; and **Doug Warren**, general manager, Marriott Courtyard Cal Expo and Fairfield Inn Cal Expo.

Those Directors with continuing terms include **Ron Berger**, general manager, Doubletree Hotel; **Alicia Mendes**, general manager, Holiday Inn Express Sacramento Airport-Natomas; and **Liz Tavernese**, general manager, Holiday Inn Capitol Plaza.

The Board appointed two Associate Directors to one-year terms on the Board: **Sandy Butts**, key account manager, Sacramento Municipal Utility District (SMUD); and **Bruce Carlton**, Central Valley Manager-Pernod Division, Southern Wine & Spirits.

In addition, **Steve Hammond**, president & CEO of Sacramento Convention & Visitors Bureau, was reappointed as an ex officio member of the Board of Directors.



Newly reelected President Howard Harris addresses members at the December Holiday Event and Toy Collection.

2010 Hospitality Gala

Honoring those who best symbolize excellence in service

It takes dedication and skill to serve our guests and manage our lodging properties. Join your industry colleagues on Friday evening, April 9, at the Doubletree Hotel Sacramento, for the Sacramento Hotel Association's 18th annual Hospitality Gala.

The evening's itinerary is a memorable way to recognize exceptional hotel employees for excelling in their vital roles as members of a customer-service team. In addition, discover which Associate member company will be recognized as this year's outstanding supplier.

During the Gala, we'll also recognize this year's scholarship recipients, whose awards are sponsored by the Sacramento Hotel Association and the Sacramento Convention & Visitors Bureau.

Our hosts at the Doubletree Hotel have planned a colorful and spice-laden "Bollywood" theme for the evening.

Event Date

Friday, April 9, 2010

Venue

Doubletree Hotel Sacramento

Reception

6:15 p.m.

Dinner and Award Presentations

7:00 p.m.

Attire

Business

Our hosts at the Doubletree invite you to be part of the celebration at this year's Hospitality Gala. **Invitations were sent via email.** For more information about the Gala, contact SHA staff at (916) 441-6110 or info@sacramentohotelassociation.com.



**SACRAMENTO HOTEL ASSOCIATION
2010 BOARD OF DIRECTORS**

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Executive Director

TERESA STEPHENSON.. (916) 441-6110

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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Hotel Profiles

Doubletree Hotel Event Pavilion Update

The Doubletree Hotel Event Pavilion and Patio is located outside the California Ballroom amongst the hotel's lush landscaped courtyard and babbling brook. The tent has been in place for day functions since fall 2009.

As of January, the hotel is in the midst of completing electrical (lighting with chandeliers) and décor.

The Doubletree plans to offer the Pavilion and Patio to guests who are seeking an alternative to a ballroom setting for events in late spring and early summer.

The Pavilion tent is 960 square feet—seating 80 guests inside. The patio is 1,700 square feet. A combination of the Pavilion and Patio accommodates 130 for lunch or dinner service or 200 guests for a reception.

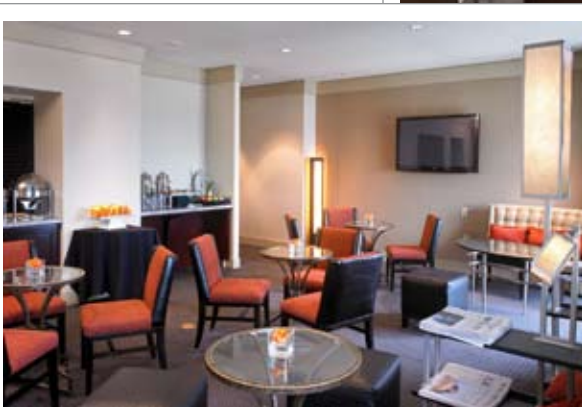
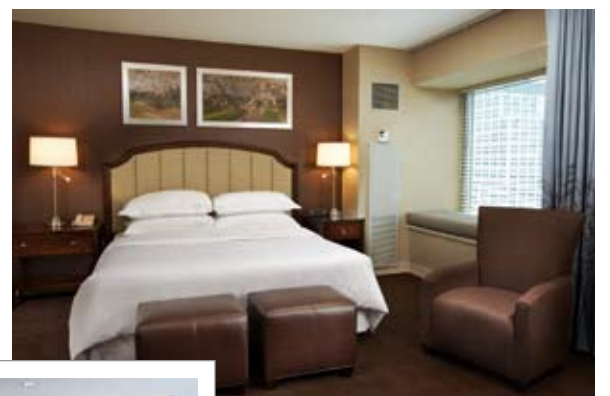


Sheraton Grand We've Been Renovated!

Experience the transformation of the new Sheraton Grand Sacramento Hotel.

Sheraton Grand Sacramento now boasts the completion of a renovation with stylish

new guestrooms, featuring distinctive design and impressive functionality. Guests can experience comfort in the new Sheraton Club Lounge offering complimentary breakfast, afternoon hors d'oeuvres and a variety of beverage options. The Sheraton Grand also invites guests to stay connected



with the Link@Sheraton, a sleek and inviting connectivity hub that provides complimentary high-speed Internet access PC workstations and printing.

To experience the guest room transformation at the Sheraton Grand, [click here](#).

Disaster Preparedness Training

SHA and Metro Fire CERT

Nearly 50 participants from area hotels in Sacramento, Rancho Cordova, and Davis attended the January 22 Disaster Preparedness Training Program at the Sacramento Hilton. A variety of hotel personnel participants—engineers, general managers, security directors, rooms executives, front office supervisors, housekeeping managers, guest services managers and maintenance staff. Lawrence Crane from The Party Concierge also attended.



The enthusiastic Metro Fire CERT team of instructors is ready to get started with the disaster training program.



Training program participants learn water (pool) rescue techniques.

The program was presented by the Metro Fire CERT (Community Emergency Response Team) Outreach Training Team. Thanks to Betty Taylor, outreach coordinator, for managing the program in cooperation with the Sacramento Hotel Association.

The primary goal of the training was to assist participants in learning to assign roles and responsibilities for effectively keeping guests/customers and staff safe

during a disaster while effectively managing all aspects of the event in an organized, purposeful manner. The training provided specific hands-on skills and planning that can be utilized during a disaster to effectively assist in managing resources, personnel and ultimately saving lives. The training also equipped participants with knowledge that can be shared with colleagues for further discussion, planning and practice.

Participants received a copy of the PowerPoint overview presentation, a “flip card” template for disaster procedures shown during the presentation and a simple “cue card” system for Incident Command. Metro Fire CERT instructors hope attendees apply these useful tools within their respective properties to heighten awareness and educate personnel.

Special thanks to our hosts at the Sacramento Hilton Arden West—Howard Harris, general manager, for his generous offer of the property to host the training, and to Dan Josue, chief engineer, and Charlene Davis, catering director, for their incredible logistical support for this training.

The SHA Board of Directors will be evaluating possible future training programs with Metro Fire CERT such as basic first aid, fire extinguisher training, and a demonstration of search and rescue using attendees as victims and rescuers alongside the CERT team as the primary rescuers. The training programs are presented at no charge to the participants.

~

“It was very good training for hotel employees and especially recommended for the managers on duty. The training definitely brought awareness of what to have in place and what we need to do to improve our current procedures. The time and effort provided by this type of training by Sacramento Metro Fire CERT is very much appreciated.”

~Melissa Dunson, Manager, Front Office, Hilton Sacramento Arden West

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“We recently were the host hotel for the disaster preparedness seminar put on by Sacramento Metro Fire CERT. As a participant in the class, I believe it was very effective. The instructors did a great job in their presentations and their demonstrations. We all learned a great deal that day.”

~Shelly Mendez, Banquet Manager, Hilton Sacramento Arden West

GREENNews

California Green Lodging Program

Get Started with a Property Self-audit

The California Green Lodging Program was developed, in part, to help the hospitality industry

minimize their waste, conserve energy and natural resources, and to provide the industry with practical, real-world suggestions for sustainability practices that will improve their bottom line.

The Program also provides well-deserved recognition for those facilities doing their part

to help to keep California green.

Steps in the process...Go online to <http://www.travel.dgs.ca.gov/Lodging/GreenLodging.htm> to apply for consideration for the California Green Lodging Program, complete and return the Hotel Survey. Once your property's green team has completed the survey, DGS staff will contact you. The next step is to perform a Field Survey at your facility. Once the field survey is completed, program evaluation and scoring will be conducted.

Facilities that qualify for the program will be rated at one of two levels as noted below.

Participation Level

SHA-member Hotels at the Participation Level:

- The Citizen Hotel
- Embassy Suites
- Radisson Hotel

This is the entry level for the program. Participation-level hotels are building their environmental green lodging programs. They achieved a field survey score of 250 to 300, and they might

not have a written environmental policy in place. Participation-level hotels meet some of the seven program criteria, and have three years from their date of enrollment to demonstrate continuous improvement and elevate their rating to the Leadership Level.



Leadership Level

SHA-member Hotels at the Leadership Level:

- Clarion Hotel Mansion Inn
- Doubletree Hotel
- Hyatt Regency
- Sheraton Grand

This is the highest level of program participation. Leadership level hotels achieved a minimum field survey score of 300. They have a written environmental policy in place and meet all seven of the program's criteria:

- Waste minimization
- Reuse/recycling
- Energy efficiency
- Conservation and management
- Waste management
- Freshwater resource management
- Hazardous materials management
- Environmentally and socially sensitive purchasing policies

Certification in Process

SHA-member Hotels in Process:

- Holiday Inn Capitol Plaza
- Sacramento Marriott Rancho Cordova

In the certification process, the hotel has submitted a hotel survey to apply for green lodging program consideration and is in the process of being certified. DGS will assist hotels and conference centers with marketing their facilities to state employees traveling on state business. DGS will also issue a program certificate to be displayed in the lobby, at the registration desk or any other prominent location at your hotel. Additionally, DGS will provide you with printed marketing materials: bookmarkers, decals and a comment card so that DGS may receive feedback from the travelers about your facility.

Member News

Shelly Moranville, former director of operations at the Sheraton Grand, joined the Residence Inn Sacramento Downtown at Capitol Park as its new general manager in late December. Prior to her stint at the Sheraton Grand, Moranville was the general manager at the Homewood Suites by Hilton in Oakland. She has worked in the Northern California hotel market for 21 years.

David Salyer has joined the Sacramento Marriott Rancho Cordova as the new general manager of Formaggio. Salyer will be overseeing the restaurant/bar/room service and Starbuck's. He previously served as the banquet manager for three years at the Hilton Sacramento Arden West. Prior to that, Salyer was at the Radisson Hotel Sacramento for 14 years, holding several positions including director of food and beverage and director of rooms.

The Marketplace Café inside the Embassy Suites Hotel came in second in *The Sacramento Bee's* "Counter Culture" summary of 10 places enjoyed for midday meals in 2009. Written by Allen Pierleoni, "Counter Culture" features reviews of casual dining establishments. Pierleoni's summary of the offerings at the Marketplace Café—"The prime-rib French dip with house-made jus and coleslaw is a masterpiece, but don't overlook other signature dishes: minestrone soup made with from-scratch stock (presented in unusual fashion), wood-fired pizzas, French onion soup and portobello mushroom sandwich with tangy basil pesto."

Starting with The Citizen Hotel, hotels participating in the Joie Connect technology initiative will install Apple Mac Mini computers with 42-inch flat screen televisions, wireless keyboards, and streamlined remotes in every guestroom. In addition to Internet access, guests will also be able order room service or view their bill with a click of the remote. The media centers will be introduced at select additional Joie de Vivre properties in 2010.

SHA Supports Face-to-Face Meetings as Critical Business Opportunities

“Face Time. It Matters.” is a grassroots industry campaign theme designed to promote the benefits of meeting face-to-face. The campaign was developed in response to one of the most challenging years ever faced by the meeting, convention and exhibition industries. It was based on the findings of a recent national survey of corporate and association meeting planners, plus in-depth personal interviews with the industry’s leading executives as well as focus groups consisting of corporate and association executives, business travelers and professional meeting planners.



The multi-faceted campaign—“Face Time. It Matters.”—launched in January 2010 encourages organizations in the meetings and events industry to roll out the logo, theme and related marketing tools on members’ Web sites, in trade partner and consumer advertising, and at their meetings, shows and events. The Sacramento Hotel Association supports the campaign and has added the “Face Time. It Matters.” Information to its Web site.

While virtual meetings and communications have their merits, face-to-face events have certain intrinsic benefits that are unequalled in other forums. According to the research:

- Face-to-face meetings build trust and relationships;
- Education and training are more effective in a live setting;
- Live meetings actually save time and money;
- Live meetings result in a more effective exchange of ideas;
- Face-to-face meetings provide the human connection that powers business; and
- Face-to-face meetings create jobs and power the economy.

Major industry associations have aligned under the Convention Industry Council (CIC) to develop a unique grassroots industry effort to promote the benefits of meeting face-to-face.

Nine leading industry trade associations have adopted the campaign theme that was developed under the auspices of the Convention Industry Council (CIC). Those associations are:

- American Society of Association Executives
- Destination Marketing Association International
- International Association of Exhibitions and Events
- Meeting Professionals International
- Professional Convention Management Association
- Society of Incentive Travel Executives
- International Special Events Society
- Center for Exhibition Industry Research
- Financial & Insurance Conference Planners

For more information about the “Face Time. It Matters.” campaign, visit www.facetimematters.org.



Generous Members Donate Toys

Stanford Settlement Neighborhood Center Project

The spirit of the season was evident at SHA’s annual holiday reception when members gathered in mid-December at the Sterling Hotel.

The Association continued its annual tradition of collecting toys for the less fortunate children in our community. Generous members donated a mountain of toys for the Operation Cratchit gift room, a project of the Stanford Settlement Neighborhood Center. The Center was one of the locations where our volunteers did cleanup work as part of the Associa-



tion’s community service project in October.

Operation Cratchit annually serves nearly 800 households in North Sacramento. One parent from each household personally selects a gift for their child(ren) in the Center’s gift room.

Special thanks to our reception hosts at the Sterling Hotel for the holiday cheer at this annual festive holiday get-together.

The evening also included the election of 2010 Officers and Directors. (See separate article in this issue.)

Four Ways to Motivate Employees During Lean Times

[Editor's Note: Excerpts are from an article by Patrick Mayock that appeared in the February 9, 2010, edition of HotelNewsNow.com; excerpts used with permission.]

Fortunately for the hotel industry, there are ways to motivate your work force without breaking the bank, according to panelists during a breakout session at the Hotel Association of Canada's 2010 Annual Conference.

"Research tells us that professional development is usually at the top of the list of things that an employee values about their benefits in the workplace," said Wendy Swedlove, president of the Canadian Tourism Human Resource Council. Other motivators include:

- a visible career path;
- a positive workplace atmosphere;
- flexibility (e.g. hours, benefits);
- a sense of employee empowerment; and
- compensation and benefits.

And while it's important to know the motivators, it's something else entirely to know how to implement them in a way that actually gets results. Here are four ways to motivate your work force during lean times:

1. Don't forget your managers

"How can you motivate folks if your managers aren't motivated?" asked Bill Pallett, senior VP of people resources and quality for Delta Hotels and Resorts, a management company with 44 properties throughout Canada. While it's tempting to cut middle managers during lean times, Pallett strongly advised against doing so. Instead, remember your managers first in every morale-boosting initiative you set into action. If you make sure you motivate them, the rest will follow, Pallett said.

2. Communicate

There's nothing that breeds stress and anxiety like uncertainty, so it's imperative you keep the lines of communication open with employees, said Mo Aladin, director of operations for Cara Operations Limited, the largest operator of full-service restaurants in Canada. The ways you enact that exchange of information can vary, from casual one-on-one discussions to companywide meetings. While these updates invariably are easy to give when times are good, they're even more important when times are bad, he said. Therefore, you shouldn't be afraid to share bad news.

3. Set focused goals

Even when times are tough, you still can set focused goals to motivate your work force, the panelists agreed. One oft-cited example was improved guest satisfaction scores. When doing so, just remember to measure your results and reward your employees for reaching their goals.

4. Train and train again

While any training program requires some capital expenditure, they often yield the biggest returns of any motivational initiative. For one thing, professional development was cited as the most important thing employees value about their benefits in the workplace, according to a study conducted on behalf of the Canadian Tourism Human Resource Council. Training programs show employees that you value their services, and that you're willing to put time and resources into making them better professionals. How you treat your employees now will go a long way toward retaining them when the economy does turn around.

Source: HotelNewsNow.com, 9 February 2010
www.hotelnewsnow.com



STR Releases Updated Forecasts for 2010, 2011

[Editor's Note: Information as of January 26, 2010.]

The U.S. hotel industry is projected to end 2010 with decreases in two of the three key performance measurements, according to STR's monthly forecast update.

STR projects 2010 occupancy to be flat at 55.1 percent, average daily rate (ADR) to decrease 3.2 percent to US\$94.39, and revenue per available room (RevPAR) to drop 3.2 percent to US\$51.99.

Supply growth and demand growth during 2010 are both expected to increase 1.8 percent.

"We have believed for quite some time that it will take the better part of 2010 for the hotel industry to regain its footing," said Mark Lomanno, president of STR. "Our latest forecast reflects what we believe will be a somewhat challenging first half of the year. Momentum will build in the second half of 2010, which will lead to the beginning of a turnaround in 2011."

"The high-end business travelers will drive the shape of recovery almost certainly," Lomanno added. "There has been substantial recovery at the high end of the market during the last couple of months."

The outlook indicates that the industry's performance will turn positive in 2011. STR projects increases in all three key performance metrics during 2011: Occupancy is projected to increase 2.2 percent to 56.3 percent; ADR is forecasted to rise 2.0 to US\$96.28; and RevPAR is expected to grow 4.2-percent to US\$54.18.

Supply in 2011 is projected to be up 1.0 percent and demand is expected to increase 3.2 percent.

Source: STR

STR provides clients—including hotel operators, developers, financiers, analysts and suppliers to the hotel industry—access to hotel research with regular and custom reports covering North America, Mexico and Caribbean. STR provides a single source of global hotel data covering daily and monthly performance data, forecasts, annual profitability, and pipeline and census information. STR founded the STR family of companies and is proudly associated with STR Global, RRC and HotelNewsNow.com. For more information, please visit www.str.com.

With Travel Costs Relatively Flat, Business Travel Projected to Increase

Travel Policies Expected to Remain Tight

In October, the National Business Travel Association (NBTA) provided its members with the 2010 U.S. Business Travel Buyers' Cost Forecast. This latest installment of the widely-respected annual tool for the U.S. corporate travel industry forecasts the following ranges for changes in travel rates/fares.

Average U.S. Domestic Rates/Fare		
	Average rates/airfares 2009	% change expected for 2010
AIR	\$299*	-2% to +3%
HOTEL	\$136	-2% 50 -8%
CAR RENTAL	\$46	-1% to -3%

*Airline ancillary fees may increase the cost of an airline ticket by 30% or more.

With air travel and car rental costs expected to remain nearly flat and hotel rates expected to decline, businesses expect to travel more. That growth in travel is expected to lead to increases in travel expenditures.

- Nearly 7 in 10 (69%) of travel managers responding to an NBTA survey expect business travel volume to grow in 2010.
- 56 percent of travel managers project their total travel spend to increase in 2010; another 31 percent expect their total travel spend to remain flat year over year.

Travel and meetings buyers also expect to see an easing of travel and meeting reductions in 2010. Compared to the previous year, the percentage of travel managers expecting to see cuts has gone down in the following areas: number of meetings (-27%), non-essential travel and conference (-20%) and event attendance (-15%).

NBTA President & CEO, Craig Banikowski, CCTE, C.P.M., CMM, said, "Travel management is once again quickly responding to shifting business cycles to help companies optimize their travel investments to maximize profits. As the economic recovery begins taking hold in 2010, companies will take advantage of low travel costs to send employees on the road in greater volumes, thus fueling the recovery."

Banikowski continued, "The uptick in business travel in 2010 will take place within the framework of a new corporate culture in terms of travel. In the 'new normal,' we see stronger travel mandates, greater use of pre-trip approval and audits, tighter restrictions on premium class travel, more focus on travel ROI, and enterprise-wide strategic meetings management."

In the new business travel environment, corporate travel managers expect to drive good values with preferred travel suppliers:

- 70 percent of buyers expect to negotiate better hotel discounts for 2010.
- More than 30 percent forecast better discounts with airlines, and car rental companies.

For more information, visit the NBTA Web site at www.nbta.org.

Methodology

The NBTA 2010 U.S. Business Travel Buyers' Cost Forecast is based on primary findings from an online survey completed by 180 U.S.-based NBTA Direct Members (corporate travel buyers) between the dates of August 13 and September 24, 2009, as well as additional analysis of data collected from sources such as the Bureau of Transportation Statistics, Smith Travel Research, IHS Global Insight, and the International Air Transport Association (IATA).

Source: The National Business Travel Association (NBTA) www.nbta.org

FutureWatch Analyzes Shift in Meetings, Events Industry

Technology enhancements, CSR, greater flexibility set tone for 2010

In the eighth edition of its annual research, Meeting Professionals International (MPI) and American Express have released *FutureWatch 2010* to highlight trends and competitive factors shaping the future of the meeting and events industry. The report was released in January.

"As our businesses shift from the mindset of survive to thrive, it's imperative that we have the ability to analyze relevant data and translate it into business success," says MPI Chief Executive Officer Bruce MacMillan, "The 2010 edition of *FutureWatch* empowers industry professionals with timely data they can utilize to make critical business decisions."

FutureWatch highlights that the worldwide meeting and events industry is transitioning into an era of creativity, flexibility and strategic relationship building. Evaluating the global perspective of both planners and suppliers alike, some of the key trends identified include:

- Meetings located closer to home, fewer participants will travel long distances to get onsite.
- Performance that organizations receive from the meetings they host will continue to be a major focus for planners.
- Corporate social responsibility (CSR) will be a continuing interest for meetings and events professionals' organizations, and a potential differentiator for companies and associations that can demonstrate a strong, sustainable commitment to effective CSR programs.

The in-depth report features insights into the overall outlook for 2010 as well as how planners and suppliers will do more with less. *FutureWatch* indicates that United States based planners are expected to plan 21 percent more meetings while spending 3.5 percent less per meeting.

Because of MPI's international breadth, the report also profiles the variations in needs and expectations across Europe, Asia and the Americas.

Continued on page 8

PKF Report Projects Accelerated Recovery for U.S. Lodging Industry

In mid-December, PKF Hospitality Research (PKF-HR) announced that, according to its December 2009 edition of *Hotel Horizons*®, the pace of recovery of the U.S. lodging industry has accelerated from previous expectations. Improving industry data for such key indicators as occupancy, RevPAR, and demand suggest that the recovery will arrive a full quarter earlier than the firm expected in September 2009. These improvements are reflected in the firm's updated forecasts for 2009 and 2010 in its December issue of *Hotel Horizons*®.

"Make no mistake about it, 2010 will continue to be a tough year for U.S. hotel owners and operators," said R. Mark Woodworth, president of PKF Hospitality Research. "We are forecasting that, on average, properties will continue to suffer year-over-year declines in revenue and profits from an already dismal 2009. However, given the deceleration of room rate discounting that we observed during the third quarter of 2009, we believe the severity of the losses incurred in 2009 and 2010 will be less than previously forecast. In addition, year-over-year growth in important measurements, such as occupancy, RevPAR, and demand, will be realized a full quarter earlier than we were thinking three months ago."

According to Smith Travel Research, ADR for U.S. hotels declined 9.8 percent in the third quarter of 2009 (3Q09) compared to the same period in 2008. This is a full 2.2 percentage points better than was forecast by PKF-HR. Concurrently, the national occupancy level declined 7.9 percent, a near match to the 7.8 percent drop forecast by PKF-HR. The net result was an actual 16.9 percent decline in RevPAR during 3Q09, roughly two points less than PKF-HR's projected decline.

"While our forecast for ADR movement in the third quarter was a bit pessimistic, we recognize the change in pricing trends and have applied it to our thinking regarding the future. Accordingly, this year's annual ADR forecast has been reduced to a decline of 8.8 percent, and our 2010 ADR forecast is now a minus 1.5 percent. These compare to declines of 10.4 percent and 3.1 percent that we forecast last quarter," Woodworth observed.

The enhanced outlook for ADR is not the only positive indicator driving the new PKF-HR forecast. A slight near-term improvement in Moody's Economy.com's view on employment recovery translates into an increase in the projected number of hotel rooms occupied in 2010. PKF-HR is now forecasting lodging demand to post a quarterly year-over-year increase during the first quarter of 2010, thus ending eight consecutive quarters of declines. On an annual basis, PKF-HR is now forecasting lodging demand to rise 1.9 percent in 2010, up from the 1.6 percent increase forecast back in September.

To purchase *Hotel Horizons*® forecast reports for the United States, or one of 50 individual markets, please visit the firm's online store at www.hotelhorizons.com, or call (866) 842-8754. To view a video that describes the updated forecast, visit www.pkfc.com/horizonsupdate.

Source: PKF Hospitality Research

Future Watch

Continued from page 7

From the selection criteria of meeting locations to the importance of CSR in business decisions, *FutureWatch* is able to profile the expected needs of planners and suppliers in these various regions. One shift the 2010 research indicates is U.S. planners expect to locate 80 percent of their meetings within the U.S. in 2010, compared to 61 percent in 2009.

FutureWatch also indicates that meeting planners and suppliers alike have a strong appetite for technology solutions, which is consistent with previous editions of the report. While evaluating 16 different areas of tech-

nology, planners rank the highest priority to improve the audiovisual experience for their participants, while suppliers' highest priority is to improve their customer relationship management or CRM software.

A copy of the *FutureWatch 2010* Executive Summary is available at no cost at www.mpiweb.org. MPI members can access the full report at no cost and the nonmember price is \$299.

Source: Meeting Professionals International (MPI)

Events Calendar

- **Friday, March 19, 2010**
SHA Luncheon Meeting
Speaker: Dr. Sanjay Varshney,
Dean, College of Business
Administration, CSUS
Embassy Suites Sacramento
- **Friday, April 9, 2010**
SHA Hospitality Gala and Awards
Employee and Supplier
Recognition Awards
Doubletree Hotel Sacramento
(evening event)
- **Friday, May 21, 2010**
SHA Luncheon Meeting
Sheraton Grand Hotel
- **Friday, June 18, 2010**
SHA Luncheon Meeting
Hyatt Regency Sacramento
- **July and August**
No SHA Luncheon Meetings
- **Saturday, September TBA, 2010**
SHA Community Service Project
*The Hospitality Industry Helping
in the Community*
Location: TBA
- **Monday, October 11, 2010**
Sacramento Hospitality Classic
Golf Tournament
Scholarship Program Fundraiser
Valley Hi Golf Club
- **Friday, November 19, 2010**
SHA Luncheon Meeting
Holiday Inn Capitol Plaza
- **Tuesday, December 14, 2010**
SHA Holiday Reception • Toy
Collection • Board Election
Radisson Hotel Sacramento



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