

SACRAMENTO HOTEL ASSOCIATION

Reader Board

September 2010

Sacramento Hospitality Classic

Scholarship Fundraiser

Sign up today...if you haven't already reserved your foursome for this year's golf tournament. Valley Hi Country Club in Elk Grove is the venue for this year's Hospitality Classic.

Hospitality industry colleagues, clients, and vendors will gather for another fabulous Hospitality Classic golf tournament this year—Monday, October 11. 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 enjoy the awards reception featuring savory foods prepared by local hotel chefs. After the extraordinary food, it's time to hand out the tournament awards. All activities take place at Valley Hi Country Club.

Classic Schedule

Monday, October 11

Valley Hi Country Club
9595 Franklin Boulevard,
Elk Grove

- 8:30 a.m.
Registration, hot buffet breakfast and driving range
- 10:00 a.m.
Golf Tournament shotgun—best ball scramble, 18 holes
- Tournament contest and prizes—putting contest, longest drive, closest-to-the-pin, hole-in-one
- Raffle prizes
- Reception and award presentations at Valley Hi Country Club immediately following the tournament featuring festive food stations hosted by local hotels.

It's time to assemble your foursomes for this hospitality community event. Enjoy golf, fun, food, and prizes for \$160 per golfer. Register today at www.sacramentohotelassociation.com – click on Events. Check out the golf course at www.valleyhicc.com.

STR Releases Optimistic Forecast

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

STR projects 2010 occupancy will increase 4.4 percent to 57.1 percent; average daily rate is expected to end the year virtually flat with a 0.1-percent decrease to US\$97.74, and revenue per available room to rise 4.3 percent.

"Room rate growth trajectory will determine the magnitude of recovery," said Mark Lomanno, president of STR. "We're still a little bit worried about the ADR part of the equation. The industry is currently facing a lot of challenges, and there

are all kinds of pressure on that ADR number: the OTAs, and still rebounding group business to name just two."

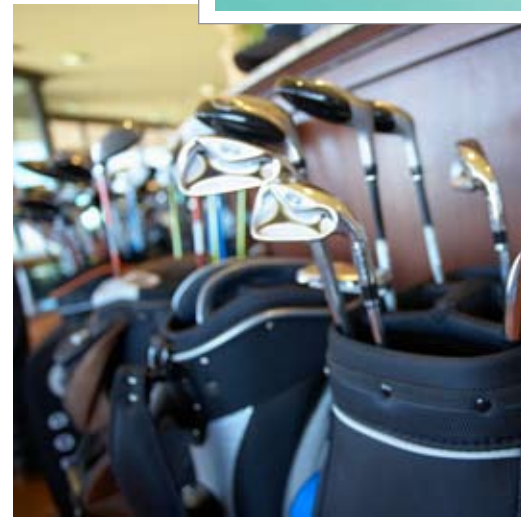
Supply is expected to grow 2.2 percent during 2010, and demand is projected to increase 6.6 percent.

STR projects the industry will end 2011 with increases in all three key metrics. Occupancy is forecast to rise 1.4 percent to 57.9 percent, ADR is expected to be up 3.9 percent to US\$101.55, and RevPAR is projected to rise 5.3 percent.

Supply during 2011 is expected to end the year with a 1.1 percent increase, and demand is projected to rise 2.5 percent.

About 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, pipeline and census information. STR founded the STR family of companies and is proudly associated with STR Global, RRC Associates, STR Analytics, and HotelNews-Now.com. For more information, please visit www.str.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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Sacramento Hospitality Classic
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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!

Register today at www.sacramentohotelassociation.com – click on Events. Sponsorship and Raffle

Prize Donation forms are also available on the website.

Cornell Innovation Study Finds Diverse Approaches to Improving Hospitality Operations and Serving Customers

Using twenty-five vignettes, a Cornell study of hospitality innovators finds that both new and established hospitality companies are applying novel approaches and unconventional thinking to serve the ever changing needs of hospitality guests. The study, “Cases in Innovative Practices in Hospitality and Related Services, Set 4,” which provides brief, focused descriptions of each innovation, is available at no charge from the Cornell Center for Hospitality Research at <http://www.hotelschool.cornell.edu/research/chr/pubs/reports/2010.html>.

Authors Cathy Enz, Kate Walsh, Rohit Verma, Sheryl Kimes, and Judy Siguaw have identified key aspects of the hospitality innovations. Many are based on new technology, but others are simply a new way of addressing the industry's age-old challenges, including how to attract and retain employees, how to meet customers' needs, and how to stand out in a crowded field.

The authors write: “Our overall project goal was to identify individual managers or organizations that have developed highly effective and profitable products, processes, services, ideas, business models, or practices that represent innovations to the industry.”

Source: The Center for Hospitality Research A unit of the Cornell School of Hotel Administration, The Center for Hospitality Research (CHR) sponsors research designed to improve practices in the hospitality industry. Under the lead of the center's 81 corporate affiliates, experienced scholars work closely with business executives to discover new insights into strategic, managerial and operating practices. The center also publishes the award-winning hospitality journal, the Cornell Hospitality Quarterly. To learn more about the center and its projects, visit www.chr.cornell.edu.

2011 U.S. Federal Per Diem Rates

The U.S. General Services Administration (GSA) recently announced the Fiscal Year 2011 Federal Per Diem Rates for California, which will take effect on October 1, 2010, and run through September 30, 2011.

Federal per diem rates for Sacramento:

Lodging: \$101

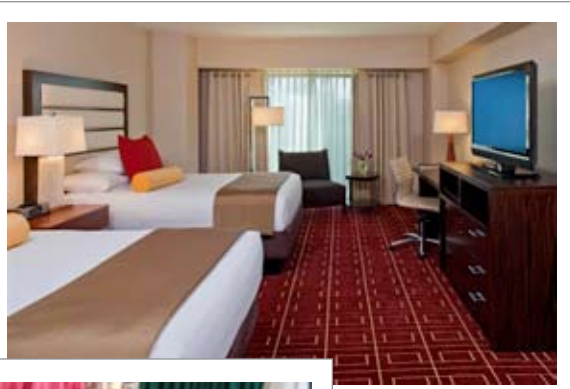
Meals & Incidental Expenses: \$61

GSA establishes per diem rates providing the maximum reimbursement allowances up to which federal employees are reimbursed by their agencies for expenses incurred while on official travel. The per diem rate for an area includes the lodging allowance as well as the meals allowance and the incidental expense allowance.

J.D. Power and Associates Reports: As Industry Begins to Rebound from Downturn, Satisfaction with Hotels Increases Notably

As the hotel industry begins to recover from the economic downturn, overall satisfaction among hotel guests has improved considerably from 2009, according to the J.D. Power and Associates 2010 North America Hotel Guest Satisfaction Index StudySM released July 27, 2010.

Now in its 14th year, the study measures overall hotel guest satisfaction across six hotel segments: luxury, upscale, mid-scale full service, mid-scale limited service, economy/budget and extended stay.



ering consistently high levels of products and services. When guests experience variation in service within a hotel property or across different hotels within the same brand, there is a

In particular, hotel properties have increased offerings of wireless Internet access during the past several years, with 77 percent of guests in 2010 indicating they have used Wi-Fi rather than cable Internet connections in their guest room, compared with 55 percent in 2007. The offering of complimentary Internet access varies by segment, with properties in the luxury and upscale segments being less likely to offer it, compared with mid-scale limited service and extended stay properties.

“Trending indicates that guests are starting to expect wireless Internet access in their hotel rooms,” said Schwartz. “In today’s digitally connected world, being able to use mobile devices or computers without interruption is considered a comfort of home that should extend to the hotel experience.”

The study findings also include the following key trends:

- The vast majority of hotel guests—87 percent—indicate they prefer a smoke-free environment.
- Guest awareness of property-initiated “green” programs has increased slightly in 2010, with 68 percent of guests stating that they are aware of their hotel’s conservation efforts, compared with 66 percent in 2009. Among these guests, 73 percent say they participated in their hotel’s conservation programs.

The 2010 North America Hotel Guest Satisfaction Index Study is based on responses gathered between June 2009 and June 2010 from more than 53,000 guests who stayed in a hotel between May 2009 and June 2010.

Source: J.D. Power and Associates www.jdpower.com

About J.D. Power and Associates Headquartered in Westlake Village, California, J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, training, Web intelligence and customer satisfaction. The company’s quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on travel ratings, car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDpower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.



notable detrimental effect on overall satisfaction.”

The study finds that the proportion of hotel guests making reservations online has increased in 2010, to 58 percent from 54 percent in 2009. Guests of extended stay properties are the most likely to book their reservation on the

Internet, while guests of economy/budget hotels are the least likely. Overall, hotel guests are more likely to book online using the hotel brand’s website rather than an independent travel website.

“Guests who make reservations directly through the hotel—whether via phone or website—are notably more satisfied with their overall experience than guests who book through an independent travel website,” said Schwartz. “Most hotel guests who make reservations through an independent travel website indicate they do so because of price. However, twice as many guests experienced problems with their reservation when booking through independent sites, compared with hotel brand websites.”

The top five “must-have” amenities for hotel guests in 2010 are wireless Internet access; complimentary breakfast; bedding and pillow choices, pillow-top mattresses; and free parking.

Seven key measures are examined within each segment to determine overall satisfaction: reservations; check-in/check-out; guest room; food and beverage; hotel services; hotel facilities; and costs and fees.

Each of the six segments has improved in satisfaction in 2010, compared with 2009, with extended-stay properties and mid-scale full-service hotels demonstrating the greatest gains. Across all segments, satisfaction with the costs and fees, reservations and guest room measures improve most notably.

“Many hotel chains were able to sustain relatively high satisfaction levels during the previous 12 months, despite contending with revenue declines and cost pressures caused by the economic downturn,” said Mark Schwartz, director of the global hospitality and travel practice at J.D. Power and Associates. “As the industry recovers and guest volumes increase, it will be critical for hotel chains to focus on effectively managing and deliv-

GREENHotels

Green Key Eco-Rating Program Launched for Hyatt Hotels and Resorts

[SHA-member: Hyatt Regency Sacramento]

Hyatt Hotels & Resorts announced in June that it has agreed to launch the Green Key Eco-Rating Program at participating hotels and resorts in the U.S., Canada, and the Caribbean. This marks a new chapter in Hyatt's dedication to environmental stewardship. The Green Key Eco-Rating Program will provide a uniform tool to recognize the environmental performance of the operations of Hyatt's managed full-service hotels and resorts.

Green Key's rating system will complement Hyatt's existing web-based tracking system, Hyatt EcoTrack, which benchmarks energy use, water consumption, waste generation, and greenhouse gas emissions for Hyatt-managed, full-service hotels globally. Together, Hyatt EcoTrack and the Green Key Eco-Rating Program will provide Hyatt with a comprehensive platform from which to manage environmental performance and will be significant in helping Hyatt to reach its 2015 goals of:

- Reduction of energy consumption and greenhouse gas emissions per square meter by 25 percent from 2006 levels;
- Reduction of water consumption per guest night by 20 percent from 2006 levels; and
- Reduction of waste generation per guest night by 25 percent from 2010 levels.

Participation in the Green Key Eco-Rating Program builds on existing programs and is a natural progression in Hyatt's ongoing efforts to further environmental sustainability. Already Hyatt provides a comprehensive environmental training program for associates, has Green Teams in many hotels around the world, diligently tracks and measures waste generation and resource consumption, adheres to responsible purchasing practices, and integrates sustainable design standards into the design and construction of Hyatt branded hotels.

The Green Key Eco-Rating Program is the first of its kind to rank, certify and inspect hotels and resorts in North America based on their commitment to sustainable "green" operations. Designed specifically for hotel operations, the Green Key Eco-Rating Program is a comprehensive environmental audit that will allow each participating property to benefit on several fronts – cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry. In the United States Green Key is a joint partnership between the Hotel Association of Canada and LRA Worldwide, Inc.; for more information, visit www.greenkeyglobal.com.



Green Hotel Practices

Starwood Introduces Sustainable Meetings Guidelines

[SHA-member: Sheraton Grand Hotel]

In June, Starwood Hotels & Resorts Worldwide introduced sustainable meeting guidelines at every North American property in its portfolio. Starwood's Sustainable Meeting Practices will roll out globally in 2011. The program is focused around five core components: paperless meeting planning, sustainable meeting services, sustainable food and beverage practices, impact assessment tools and socially conscious activities.

"Rolling this program out across North America formalizes environmental practices our hotels have been implementing and we are excited to encourage," said Sandy Swider, Starwood's vice president for Global Citizenship. The program's five core components include 18 different sustainable practices, including sustainable menu choices and digital signage. Starwood has also launched the Meeting Impact Report, an internal online tool that generates a report for clients that demonstrates the impact of their meetings on the environment.



Seven Tips for Managing Brand Image Online

By Christine Blank, *Hotel News Now* Contributor

There are myriad venues where hotel brands can be discussed on the Web: social media sites, blogs and travel review sites such as TripAdvisor are just a few. How do hoteliers effectively manage their online brand reputations, especially with limited staff and resources? Hotel and Internet experts recently shared their tips:

1. Monitor what is being said about your property or properties. Tools to monitor the online conversation can be as simple as Google's Alert feature, set to notify Internet or public relations personnel when the company's name is mentioned, to utilizing software that tracks all the mentions of the brand on social media sites, other websites and blogs. "The No. 1 tip is that properties need to monitor their reviews. We are still surprised at how many hotels are not doing this, or are not doing this on a regular basis," said April Robb, social media program manager for travel review site TripAdvisor.

The latest software that some chains are testing aggregate mentions of the brand across all online platforms, including smaller blogs. "A lot of people are listening to TripAdvisor and Yelp, but there are a lot of sub-communities, like Flyertalk.com," said Nick Ayres, social marketing manager for Inter-Continental Hotels Group in Atlanta. Morgans Hotel Group in New York recently began using software that compiles all mentions and reviews of the property.

"It is too new to talk about results, but the immediate reaction from properties is that they are happy to be able to see (the mentions), then take action on it," said Jim Zito, director of interactive marketing for Morgans.

2. Prioritize your responses. Your staff is pulled in many directions and may feel overwhelmed about responding to reviews, social media or blogs. "Go for the first impact first, then start hitting other (sites). If food is more important to your property, you may want to focus on a site like Chow.com, for example," Zito said.

Internet executives with Morgans initially chose one channel to focus on at a time. "TripAdvisor was the first one for us. Once we got a rhythm down, we moved to the next one," Zito said.

3. Develop the personality of the individual who responds to reviews and questions on specific sites. Larger companies may have a dedicated staff person—most likely someone with communications experience—responding to comments about the brand on Twitter alone or who focuses on just one property. "People at our properties have developed a persona, and now guests will seek them out," Zito said.

The responding individual should identify himself or herself and be upfront about his or her position with the company. "We encourage folks to be very clear and transparent about whom they are. The last thing you want is someone thinking they are speaking with a general manager when they are not or ... someone posting as someone they are not," Ayers said.

4. Respond to most comments and reviews, whether they are negative or positive. Hoteliers and executives with travel review sites say it is best to apologize in response to negative comments, or politely state the facts about what happened. "We often find that users are inclined, after being contacted by an apologetic business owner, to upgrade their ratings on the hotel," said Luther Lowe, manager of local business outreach for review-site Yelp.

Avoid emotional, angry or defensive responses, experts suggest. "We get management responses that we can't publish. We have to tell them, 'You are not allowed to swear at the guest or speak in an inflammatory way. It has to be family-friendly,'" Robb said.

5. Respond to reviews publicly, but request private conversations for guests with detailed and sensitive information. "Ask them for a direct line of communication. It becomes too hard to communicate (otherwise), just like making a reservation by email would be," Zito said.

6. While it's good to respond to most reviews, there are some that are better left alone. "There are some customers that are going to rage no matter what you do. Take a deep breath, and take on challenges that are actionable," Ayres said. In addition, there are some concerns—such as the location of a hotel—that management cannot improve upon or change, Ayres added.

7. Don't forget to respond to positive reviews and comments about the property or chain. "What is wrong with saying 'Thank you'? People want to acknowledge that they have been heard," Zito said.

Source: *Hotel News Now* www.hnn.com

Fast and No Technical Problems—Keys to Online Bookings

Speed is the key to capturing online bookings. According to a new report conducted by PhoCus-Wright on behalf of Akamai, 57 percent of online shoppers will wait three seconds or less for a page to load before abandoning a travel website. Young travelers are less patient; 65 percent of 18 to 24-year-olds expect a site to load in two seconds or less.

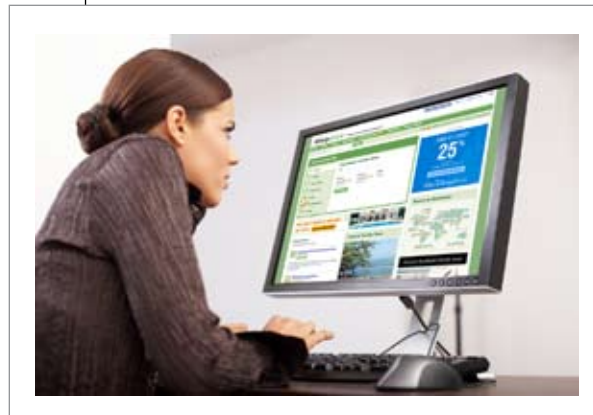
Some other interesting findings from the report:

A third of travelers would be less likely to visit a site after experiencing technical problems like slowness or errors on the page.

Nearly two thirds of consumers do something else when waiting for a travel website to load. Nearly one in five (19 percent) open another travel site in a new window when made to wait.

More than two in five (43 percent) of online shoppers have abandoned a booking because the final product price and/or fees were higher than they were willing to pay.

Source: *Hotel News Now* www.hnn.com



The Hospitality Industry

Helping in the Community

4th Annual SHA Community Service Day

Saturday, September 25, 2010

The Hospitality Industry Helping in the Community

The Sacramento Hotel Association, in concert with the City of Sacramento and the Volunteer Center of Sacramento, is pleased to sponsor SHA's 4th annual community service event.

Revitalization in Oak Park Neighborhood Centers

Volunteers will spend the morning giving back to our community...volunteer teams will be completing variety of outdoor and indoor tasks for this service project... landscaping/gardening, facility maintenance, sorting of donated items, card-making activities, and more.

Our teams will be working at Oak Park Community Center and neighborhood parks, completing tasks for the Volunteer Center's BirthdayMAGIC and Adopt-A-Family projects, and assisting with work at the Sacramento Area Emergency Housing Center, Sacramento Food Bank and Family Services, Women's Civic Improvement Club and Head Start Program, Wellspring Women's Center, Ronald McDonald House and perhaps at a neighborhood school.

Thank you to our volunteers who will be tackling critical community needs. After the work, we'll have time to celebrate the support provided to the community—breakfast and lunch provided by sponsoring hotels.

Location/Assemble Teams

Oak Park Community Center
3425 Martin Luther King Jr. Boulevard, Sacramento

Schedule—Saturday, September 25, 2010

- 7:15am – 8:00am Grab & Go Breakfast/Registration
- 8:00am – 8:30am Project Overview/Team Assembly
- 8:30am – 12:30pm Community Service Project Tasks
- 12:30pm – 1:30pm Picnic Lunch/Awards/Thanks

Donation Component

The Sacramento Hotel Association always has a donation component in concert with the community service project. We invite you and your colleagues to participate as we collect items for donation to benefit families in our community.

You are invited to donate the following items:

For the Volunteer Center's Birthday MAGIC Program

- small toys/trinkets and stickers for goodie bags
- new learning toys (ages 2-8) and board games (ages 6-11)
- new shirts and pants for toddlers (sizes 3T to 5T)

For the Women's Civic Improvement Club's Head Start Program

- children's books (ages 3-5)

For the Sacramento Area Emergency Housing Center

- gently used sheets/pillowcases, blankets, pillows, and towels/washcloths

These donations will be sorted and assembled at the Oak Park Community Center by SHA-volunteer teams during the September 25 community service day.

▶ Deliver donated items to the Oak Park Community Center, 3425 Martin Luther King Jr. Boulevard, as follows:

- Friday, September 24 • 1:00pm to 4:00pm—Check in at front office at Center
- Saturday, September 25 • 7:30am to 8:30am—See SHA staff onsite at Center

For more information about the community service project, please contact the team leader at your hotel or company.



Local Hotel News



Holiday Inn Capitol Plaza

A big job was undertaken earlier this summer at the Holiday Inn Capitol Plaza. The hotel received a 'golden' look courtesy of a new coat of paint. The "during and after" photos show the transformation. Congrats on the new look!

Residence Inn Sacramento at Capitol Park

General Manager Shelly Moranville reports the hotel is now renting bicycles so guests may enjoy our bike-friendly city as part of the Bikes & Bites program. Bikes and Bites founder Robin Little started the program with restaurants sponsoring cruiser bicycles for rent to ride to midtown restaurants and Old Sacramento, as well as the American River bike trail. More hotels plan to join the program; the hotels will assign the rental fees to participating guest folios. In addition, the Residence Inn is putting the finishing touches on an outdoor covered patio to the restaurant, with a planned opening in mid-to-late September.

Radisson Hotel Sacramento

General Manager Lisa Wilson has announced new service standards at the hotel include a complimentary "Grab & Go" from 5:30 to 6:30 every morning with coffee, fresh fruit and energy bars; and a new three-hour Express Laundry Service.



Fall Promotions and Business-class Service

Hyatt Regency Sacramento—Starting September 15, Hyatt's Gold Passport program launches the "Great 10K" promotion. Gold Passport members can earn 10,000 loyalty bonus points after every five eligible nights at any Hyatt worldwide through December 15.

Marriott Hotels—Marriott Rewards is offering a free-night promotion, but it's limited. On September 15, Marriott brings back its "MegaBonus" promotion that allows members to earn a *free night's* stay by paying for two stays using their Visa credit card between September 15 and January 15, 2011. Marriott's capping the number of free nights members can earn at two.

Radisson Hotels—Radisson Hotels is rolling out a new business-class level for guests that will be similar to the club level often offered at other brands. The chain's Radisson Business Class will include perks such as upgraded rooms, early check-in, breakfast, newspapers, turndown service and 1,000 points for members of the GoldPoints Plus loyalty program.

More News

The Citizen Hotel has been honored by the website Hotel Chatter as one of the "Best Geek Hotels in the World." Hotel Chatter, which published the list to celebrate Geek Pride Day, pointed to the Mac Minis in every room at The Citizen as a big draw to geeks. Joie Connect, "allows guests to connect to the Internet so they can check their email, Twitter or Facebook, download music from iTunes and stream movies from Netflix and Hulu," Hotel Chatter says.

Source: Sacramento Business Journal

One of KCRA 3 Television's Sky Cams is perched on the downtown **The Citizen Hotel**. The view from The Citizen Hotel includes a stunning view of the Capitol. Another one is atop the **Sacramento Marriott Rancho Cordova** near Highway 50.

Events Calendar

- **Saturday, September 25, 2010**
SHA Community Service Project
The Hospitality Industry Helping in the Community
Oak Park Community Center (teams assemble)
3425 Martin Luther King Jr. Boulevard
Teams will be working at various venues in the Oak Park neighborhood.
- **Monday, October 11, 2010**
Sacramento Hospitality Classic Golf Tournament
Scholarship Program Fundraiser
Valley Hi Golf Club
9595 Franklin Boulevard
Elk Grove
- **Friday, November 19, 2010**
SHA Luncheon Meeting
Hotel Industry Overview and Projections
Holiday Inn Capitol Plaza
300 J Street
Sacramento
- **Tuesday, December 14, 2010**
SHA Holiday Reception • Toy Collection • Board Election
Radisson Hotel Sacramento
500 Leisure Lane
Sacramento



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