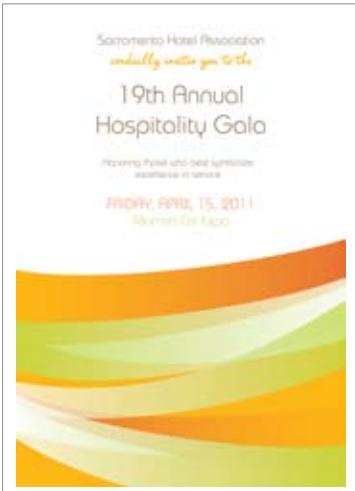


SACRAMENTO HOTEL ASSOCIATION *Reader Board*

June 2011



19th Annual Hospitality Gala

Honoring those who best symbolize excellence in service

The standouts, stars and exceptional employees working in the hospitality industry were recognized by the Sacramento Hotel Association at its 19th Annual Hospitality Gala, April 15, at the Marriott Cal Expo Hotel.

Association members and guests celebrated the contributions of hotel associates at their respective properties

both in terms of their external customers (guests and clients) and internal customers (co-workers). A key supplier was also honored during the evening.

SHA President Lawrence Walters (Sheraton Grand) and Gala Host Doug Warren (Marriott Cal Expo) welcomed members and guests to this annual recognition event.

Several VIPs joined SHA members and guests at the Gala—from the County of Sacramento: Supervisor Phil Serna, Interim County Executive Steve Szalay, and from the City of Rancho Cordova: Mayor Robert McGarvey, Councilmember Linda Budge, and Economic Development Director Curt Haven.

The event began with refreshing libations and tasty hors d'oeuvres on a beautiful spring evening. When the ballroom doors opened at 7:00 o'clock, attendees entered a sunny, fresh 'farm-to-table' ballroom décor to enjoy a savory dinner and the awards program.

Continued on page 3



SAVE THE DATE

Sacramento Hospitality Classic

October 10 at Valley Hi Country Club

We'll be back at Valley Hi Country Club in Elk Grove for the 2011 Sacramento Hospitality Classic Golf Tournament. It's the tournament participants look forward to all year!

Hospitality industry colleagues, clients, and vendors will gather for another fabulous Hospitality Classic golf tournament this year—Monday, October 10. 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.

Continued on page 4



Lions Gate Hotel representatives serve as table hosts for Sacramento County Supervisor Phil Serna (back row, center).



The Citizen Hotel crew gets into the picture to honor the hotel's Employee of the Year Ryan Seng.





**SACRAMENTO HOTEL ASSOCIATION
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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.

SHA

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SACRAMENTO HOTEL ASSOCIATION



5th Annual
Community Service Day

SATURDAY, SEPTEMBER 24, 2011

**The Hospitality Industry
Helping in the Community**

The Sacramento Hotel Association, in concert with the Sacramento Children's Home and the City of Sacramento, invites you and your colleagues to volunteer for SHA's 5th annual community service event.

Projects at Sacramento Children's Home and Revitalization of Neighborhood Park

Spend the morning giving back to our community...volunteers are needed for a variety of outdoor and indoor tasks for this service project...landscaping/gardening, facility maintenance, painting, and more.

Rally your hotel or company team together for the September 24 event. Be one of the individuals taking action to tackle critical community needs. After the work, we'll have time to celebrate the support provided to the Sacramento Children's Home and nearby Curtis Park—breakfast and lunch provided by sponsoring hotels.

Thanks once again to long-time SHA member—Yellow Cab Company of Sacramento—for sponsoring t-shirts for all volunteers.

More details in the event posters and volunteer sign-up forms that will be distributed to SHA-member hotels and vendor companies this summer.

Location/Assemble Teams	
Sacramento Children's Home 2750 Sutterville Road, Sacramento	
Schedule—Saturday, September 24, 2011	
Morning	Carpool to Sacramento Children's Home
7:15am – 8:00am	Grab & Go Breakfast/ Registration/T-shirt Pick-up
8:00am – 8:30am	Project Overview/Team Assembly
8:30am – 12:30pm	Community Service Project Tasks at Children's Home and Curtis Park
12:30pm – 1:30pm	Picnic Lunch/Awards/Thanks

Important Note: All volunteers must be at least 16 years* of age.

All volunteers are required to **sign a release waiver** on September 24 before beginning project tasks. **Volunteers who are 16 or 17 years of age must have a parent or legal guardian accompany and participate with the minor in the volunteer project. Note: Some tasks require the volunteers to be 18 years of age or older.*

Hospitality Gala

Continued from page 1

Awards were presented to the following outstanding hotel employees as “Hospitality Employees of the Year.”

The Citizen Hotel
Ryan Seng, Bartender

DoubleTree by Hilton Sacramento
Aashna Maharaj, Payroll Clerk/General Cashier

Embassy Suites Sacramento
Darrell Spann, Engineer

Hilton Sacramento Arden West
Elia Valencia, Room Attendant

Holiday Inn Capitol Plaza
Chandra Prasad, Room Attendant

Hyatt Regency Sacramento
Rose Sidhu, Security Agent

Le Rivage Hotel
Alexandra Castorena, Front Office Supervisor

Lions Gate Hotel & Conference Center
Sheena Smith, Sales & Catering Administrative Assistant

Marriott Courtyard & Fairfield Cal Expo
Blanca Hernandez, Breakfast Attendant

Radisson Hotel Sacramento
Amado Abarca, Line Cook
Xochitl Pelayo, Room Attendant

Sacramento Marriott Rancho Cordova
Daniel Ramirez, Room Service Server

Sheraton Grand Hotel
Jorge “Diego” Orozco, Morgan’s Server
Alex Palamarchuk, Banquet House Attendant Supervisor

Continued on page 5



General Manager Lisa Wilson (left) congratulates Room Attendant Xochitl Pelayo (center) and Line Cook Amado Abarca (right) as the Radisson Hotel’s Employees of the Year.



DoubleTree Hotel Director of Human Resources Becky Eslinger (left) congratulates Payroll Clerk/General Cashier Aashna Maharaj as their Employee of the Year.



Employee of the Year Rose Sidhu, Security Agent at the Hyatt Regency Sacramento, receives congratulations from General Manager Ulrich Samietz.



Carolyn Shannon, People Services Director, honored The Citizen Hotel’s Employee (Citizen) of the Year at the Gala—Bartender Ryan Seng.



Thanks to our wonderful Gala hosts from the Marriott Cal Expo.



Blanca Hernandez, Breakfast Attendant at Marriott Courtyard & Fairfield Cal Expo, is honored as Employee of the Year by General Manager Doug Warren.



Sheraton Grand Hotel colleagues honor their award recipients—left to right—Jerry Schahfer, Senior Operations Manager; award recipient Alex Palamarchuk, Banquet House Attendant Supervisor; Mark Quararolo, Banquet Manager; award recipient Jorge “Diego” Orozco, Morgan’s Server; Lawrence Walters, General Manager; Charles Cho, Director of Operations; and Mellissa Barcelo, Director of Human Resources.



Chandra Prasad, Room Attendant (center) receives congratulations from Holiday Inn Capitol Plaza General Manager Liz Tavernese (right) and Executive Housekeeper Patsy Holloway (left). Chandra is a 30-year employee of the hotel.



Sheena Smith, Sales & Catering Administrative Assistant (center), at the Lions Gate Hotel, accepts congratulations as the hotel’s Employee of the Year from Aziza Brown, Director of Sales (left), and Terry Stewart, Director of Catering (right).

Embassy Suites Hotels' 3rd Annual Business Travel Survey Reveals Face Time is Key to Strong Business Relationships

Survey Confirms In-Person Client Meetings Trump Technology

“More client face time for my dime,” is a phrase that captures the results of Embassy Suites Hotels' Third Annual nationwide Business Travel Survey. The survey offers an insightful look into the state of business travel, revealing perceptions on the importance of client face time and its implications when it comes to business relationships. It also gives an insider's look into hotel and flight preferences and the top destinations and airports for business travel.

Face Time Trumps Technology...

Ninety-seven percent of business travelers think face time is the most important part of developing and maintaining strong client relationships and more than half (53 percent) of business travelers reported having more in-person meetings with clients than in previous years. “Face-to-face meetings are irreplaceable when it comes to the health of client relationships,” says business travel strategist Joel Widzer, Psy.D. “We connect with our clients better when we are able to meet in person, which certainly makes it worth taking that business trip on a regular basis.”

In fact, 76 percent of business travelers who had less face time with clients in the past 12 months reported it had a negative impact on their business relationships. For those still skeptical about planning a trip for the next business meeting, the survey found that almost 1-in-5 (18 percent) of business travelers reported losing a project because they were unable to travel to see a client and 17 percent say they lost the client altogether.

In this digital age where professionals rely on technology for just about everything, the question remains – can apps, emails and video chats replace old fashioned face time with clients? According to Embassy Suites' survey, the answer is no. Respondents indicated it would take an average of five video conferences, 10 phone calls or 20 emails to replace one hour of face-to-face contact with a client.

On the Road More, But Still Looking for Value...

According to Embassy Suites' survey, business travel is on the rise compared to 2010. While business travelers are on the road again, it's clear they are still looking for value when it comes to booking hotels (27 percent, up from 24 percent in 2010). Business travelers remain budget savvy about accommodations, but they report splurging more when it comes to flights and food. This year, less road warriors are flying exclusively coach to reach their business travel destinations (down to 21 percent from 29 percent in 2010), and only 1-in-5 are cutting back on meals this year, down 4 percent from 2010.

Survey Methodology

The Embassy Suites Business Travel Survey was conducted by Wakefield Research (www.wakefieldresearch.com) between March 23 and March 28, 2011. For this research, 709 interviews were fielded among nationally representative American business travelers ages 21 and older, using an email invitation and an online survey.

Source: Embassy Suites Hotels



Sacramento Hospitality Classic
Continued from page 1

GOLF TOURNAMENT SCHEDULE

Monday, October 10

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
- 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.sacramentohotellassociation.com—click on Events. Check out the golf course at www.valleyhicc.com.

Sponsorship Opportunities Available

Participation and sponsorship at the Sacramento Hospitality Classic offers:

- 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.sacramentohotellassociation.com—click on Events. Sponsorship and Raffle Prize Donation forms are also available on the website.



Hospitality Gala

Continued from page 3

The Sacramento Hotel Association presented its Supplier of the Year award to **Waste Management**. The award was accepted by Bryan Thomas, commercial property sales executive with Waste Management.

Waste Management was honored for its diligent efforts in creating a wet waste recycling program for the hotels and restaurants in the City of Sacramento.

Waste Management staff worked with the Executive Chefs at area hotels, the Office of the Mayor of Sacramento, and the California Resource Recovery Association to develop a composting program for the City of Sacramento. Wet waste is picked up on a regular, twice-weekly basis in "totes," which eliminates the wet waste from the regular compactor. The resulting reduction in compactor pulls has yielded a significant savings to the hotels participating in the program. In addition, tens of thousands of pounds of wet waste have been transported to local composting sites, removing it from the landfill.

The Sacramento Hotel Association also presented a \$1,000 scholarship during the Hospitality Gala. The scholarship recipient was Daniel Yang, a student studying culinary arts management at Cosumnes River College. (See article this issue.)

Special thanks to our hosts at the Marriott Cal Expo Hotel—Doug Warren, general manager, Tiffany Haberman, food and beverage director, Martin Resendez, executive chef, Bethany Getz, director of sales, Wendy O'Connor, sales manager, Kris Cole, catering manager, Grace Ochoa, executive housekeeper, Joanne Stienkemeyer, front office manager and Leonard Murray, chief engineer—for their creativity and coordination of the event.

We also thank the event sponsors for their assistance in presenting the Gala—Del Monte Meat Company, Produce Express, Bogle Winery, Geyser Peak, Ambius, Party Concierge, AVMS, America's Party Rental, and Eye Connoisseur Photography.

Thanks and congratulations to all!



Embassy Suites Hotel Assistant General Manager Fetta Aydin (right) honors Engineer Darrell Spann as the hotel's outstanding employee.



Daniel Ramirez, Room Service Server at the Sacramento Marriott Rancho Cordova, accepts congratulations from General Manager Kent Peterson as the hotel's Employee of the Year.



Hilton Sacramento Arden West General Manager Howard Harris presents the hotel's Employee of the Year award to Room Attendant Elia Valencia.



Le Rivage Hotel General Manager Mark Salquist presents Alexandra Castorena, Front Office Supervisor, with the Employee of the Year award.



SHA President Lawrence Walters (left) presents the Supplier of the Year Award to Waste Management representative Bryan Thomas.

Photos courtesy of
Eye Connoisseur Photography
www.eyecconnoisseur.com

Scholarship Awarded to Local Student

The Sacramento Hotel Association and the Sacramento CVB presented a \$1,000 scholarship to a local college student at SHA's 19th annual Hospitality Gala in April at the Marriott Cal Expo Hotel.

SHA President Lawrence Walters, general manager at the Sheraton Grand Hotel, introduced scholarship recipient Daniel Yang at the Gala. A portion of the proceeds from our annual golf tournament fund the scholarship program.

Scholarship recipient Daniel Yang is studying culinary arts management at Cosumnes River College. Yang volunteers many hours in extracurricular catering for events on and off campus. He serves as the sous chef for all catering events, and his growth in this position the past year has been noticeable. For the past two years, Yang has volunteered and assisted in the cooking of 4,000 pounds of crab for the Sacramento Asian Sports Foundation's three annual fundraisers, in addition to cooking 1,000 steaks for another foundation dinner.

Yang also started a study group with his culinary arts management classmates and is mentoring some of the new students in the program.

One of his instructors, Kelly McCoy, attended the Hospitality Gala. She described Yang as having an outgoing personality with good people skills, making him a great team member in the hospitality industry.

Yang's career goals are to continue his education and one day open his own restaurant.

Congratulations to our scholarship recipient. We wish Daniel Yang much success as he continues his education.



SHA President Lawrence Walters presents a certificate for a \$1,000 tuition scholarship to Daniel Yang from Cosumnes River College.

Member Updates

Ken Leone Jr., CHA, has joined the DoubleTree by Hilton Sacramento as general manager. Leone previously served as executive vice president–hotel management division for Larkspur Hotels and Restaurants. He is also a former general manager at the Hilton Sacramento Arden West. Leone is a past President of the Sacramento Hotel Association.

We want to bid a fond farewell to Ulrich Samietz, former general manager at the Hyatt Regency Sacramento. Samietz has been named general manager of the Hyatt Regency Vancouver, British Columbia. He joined the Hyatt Regency Sacramento in 2005 and has served as an Officer and Director for the Sacramento Hotel Association for many years. He also served as Chair of the Advisory Board of the Sacramento Tourism Business Improvement District (STBID). Samietz was active on the Boards for other organizations, including the SCVB and Downtown Sacramento Partnership. We thank him for his commitment to the Association.

Scott Vandenberg has been named as the new general manager at the Hyatt Regency Sacramento. Most recently, Vandenberg was the general manager at the Hyatt Regency San Francisco Airport. He has also served as general manager at the Grand Hyatt Atlanta, Hyatt Regency Islandia, and Hyatt Westlake Village. Vandenberg has 32 years with Hyatt Hotels in various positions at 16 (now 17) properties. He also served as Chairman of the Board of the San Mateo County/Silicon Valley Convention & Visitors Bureau and the Burlingame Chamber of Commerce. Welcome to Sacramento.



The Sacramento CVB has appointed Matthew Guillory as tourism content marketing manager. Guillory will manage and execute content marketing and complementary programs for group travel planners and leisure travelers (non-group). Content and programs support the overall business goals of the SCVB, including customer prospect generation, lead development, customer service fulfillment and customer retention. Guillory is a graduate of Loyola University in New Orleans where he also spent two years as communications specialist recruiting and familiarizing prospective students with the campus and destination. “Matthew has a tremendous background in customer service, editing and online marketing,” said Sonya Bradley, chief marketing officer of the SCVB. “We are excited to leverage Matthew’s social media expertise and enthusiasm that will ultimately help to increase the visitor count to Sacramento.”

Welcome to Mark Lundy, the new general manager at SuperShuttle/ExecuCar.

There’s a new SCVB Information Booth at the Sacramento Convention Center located at the corner of 13th and J Streets near Starbucks. The new information booth is more visible and will receive much more foot traffic. The booth features partner rack cards and information about Sacramento. It is staffed for citywide



conventions and available year-round for visitors seeking information about Sacramento. If you’re interested in including rack cards at the new booth, please deliver 200-300 copies to the SCVB, 1608 I Street, Attention: Amanda McCarthy.

Welcome New Members

AVMS – Audio Visual Management Solutions, Inc.

1782 Tribute Road
Sacramento, CA 95815
(916) 803-4115
(916) 576-6621 Fax
mschroeder@avms.com

Mark Schroeder, Audio Visual Manager

Services: AVMS–Audio Visual Management Solutions, Inc. is connecting people with technology. As a provider of full-service audio visual solutions for corporate events, meetings, special events, and hotels, we base our entire business on our customers’ satisfaction. For more than 15 years, AVMS has built its business by developing strong partnerships with our customers and developing our internal teams. Please contact us for your event evaluation at rfp@avms.com.

Sacramento Laundry Company, Inc.

255 Dos Rios Street
Sacramento, CA 95811
(916) 295-9079
(916) 930-0330 Fax
keithpooler@aol.com
www.sacramentolaundry.com

Keith Pooler, President

Services: Complete linen service for hotels.

Emergency Preparedness Training

Wednesday, August 17, 2011

Sacramento Marriott Rancho Cordova

“The Hospitality Industry and Sacramento County/City Emergency Operations Plans” Plus a bonus program: “Fire Extinguisher Training”

The Sacramento Hotel Association and Sacramento Metropolitan Fire District’s Community Emergency Response Team (Metro Fire CERT) invite all area hotels to send staff to the August 17 training program.

Program Highlights:

- Overview of County/City Emergency Operations Plans
- How Hospitality Businesses May Be Impacted
- How Hospitality Businesses Fit Into Each Emergency Management Phase
- Principal Potential Hazards
- Bonus Program: Fire Extinguisher Training (in the parking lot!)

NO CHARGE to attend; training 9:00 a.m. to 12:30 p.m. We’ll send a registration flyer in July.

PKF Hospitality Forecasts Improving Momentum

The outlook for the U.S. lodging industry continues to improve, albeit at an uneven pace. According to the March 2011 edition of Hotel Horizons®, PKF Hospitality Research (PKF-HR) forecasts that U.S. hotels in the main should achieve a 7.1 percent increase in rooms revenue (RevPAR) in 2011. This is greater than the 5.6 percent RevPAR growth rate projected by PKF-HR in December 2010.

“In 2011, projections of rising employment and income should result in a solid 4.0 percent increase in the demand for lodging accommodations,” said R. Mark Woodworth, president of PKF-HR. “The improved business environment, combined with the 2.0 percent reduction in the payroll tax, will put more people on the road for both personal and professional travel.”

According to Moody’s Analytics January 2011 economic forecasts, U.S. employment and real personal income should rise 1.7 percent and 4.0 percent, respectively, in 2011.

The improved economy is only part of the reason for the robust 7.7 percent bounce in 2010 lodging demand. Severe price discounts played a key role, as well. “Our research has found that the record declines in average room rates (ADR) throughout 2009 and early 2010 induced people to take advantage of cheap room prices. This has clearly now come to an end and PKF-HR forecasts that the ADR for U.S. hotels, which bottomed-out in 2010, will increase 3.8 percent in 2011,” Woodworth said.

Woodworth noted that, while the industry recovery is expected to continue gaining momentum this year based on improving fundamentals, some segments are rebounding more quickly than others.

“The need to discount is representative of diverging conditions we are observing in both society and the lodging industry. Just as select segments of the population have benefited from the rise in employment, we foresee that certain types of hotels will prosper during the lodging industry rebound more than others,” Woodworth observed.

The diversity of PKF-HR’s forecast is evident when observing the 2011 RevPAR projections by chain-scale. The luxury and upper-upscale segments are forecast to achieve RevPAR increases of 9.6 percent and 7.1 percent, respectively. Among the chain-scale segments with the lowest rates, RevPAR is projected to increase by 6.4 percent for economy hotels and just 5.3 percent at midscale with food and beverage properties.

“The driving force behind revenue growth in 2011 is clearly price positioning,” Woodworth said. “The higher the room rate, the greater the projected growth in ADR and, consequently, RevPAR.”

Analyzing the chain-scale forecasts, approximately 65 percent of the revenue growth at the luxury and upper-upscale hotels will be attributable to increases in ADR as opposed to occupancy. For the lower-tier segments, the ADR contribution factor drops to roughly 53 percent. “As we know from prior research, RevPAR gains driven primarily by ADR growth are more profitable. Therefore, the upper-tier hotels are expected to realize superior profit growth this year relative to all other property types,” Woodworth said.

Source: PKF Hospitality Research

STR Releases 2011 Summer Forecast

By Jeff Higley, VP, Digital Media & Communications, STR

The U.S. hotel industry should expect to see a modest increase in demand for hotel rooms combined with meaningful rate gains this summer, according to STR’s 2011 summer forecast.

The summer travel season comprises June, July and August. STR predicts summer occupancy will increase 1.7 percent over summer 2010 to 66.7 percent, average daily rate (ADR) will increase 4.1 percent to US\$103.01, and revenue per available room (RevPAR) will jump up 5.9 percent at US\$68.68.

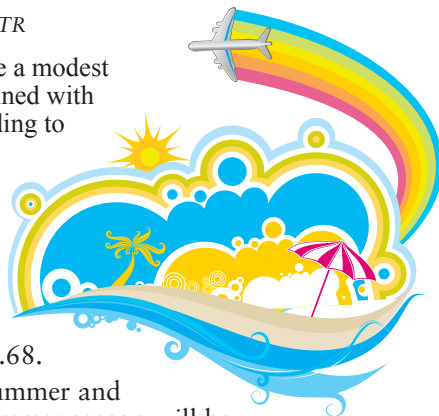
“Demand recovery began in earnest last summer and while the comparables are tough the 2011 summer season will be well-attended,” said Brad Garner, COO at STR. “More importantly this summer will be the continuation of industry-wide rate recovery and the tempering of consumer’s expectations for heavily discounted hotels rooms.”

“However, a boundary of tolerance for rising transportation costs (gas and airline prices) reached by consumers could mute occupancy and rate gains.”

Year-over-year demand is expected to rise 2.5 percent (compared with an 8.6 percent year-over-year increase in summer 2010 and a 6.4 percent year-over-year decline in the summer of 2009). Supply is predicted to increase 0.8 percent (compared with a 1.8 percent year-over-year increase in summer 2010).

Revenue for summer 2011 is forecasted to increase 6.7 percent to US\$30.9 billion, compared with the 10.1 percent increase to US\$28.9 billion reported for summer 2010.

Room nights sold this July are expected to match the milestone set last year (July 2010) when the hotel industry sold more than 100 million rooms in a single month. www.str.com www.hotelnewsnow.com



Hotels Groom Lounges as Business Travel Returns

As business travel picks up, major hotel brands are going back to investing in executive lounges, sprucing them up with healthier food, the latest technology and good ambiance. “We’re creating spaces that are flexible, so business travelers can move between different zones for different activities,” said Erin Hoover, an executive at Starwood Hotels and Resorts.

Source: The New York Times (April 25, 2011)

Spending by Foreign Visitors

Climbed 18% in 2010, Visa Says

Foreign tourists spent 18 percent more last year compared with 2009, Visa reported. Florida, New York, California, Texas and Nevada were the top destinations for foreign holders of Visa credit cards, posting double-digit growth.

Source: The Wall Street Journal/Dow Jones Newswires (April 25, 2011)

Events Calendar



Friday, June 17, 2011

Luncheon Meeting & Presentation
Radisson Hotel Sacramento • 500 Leisure Lane
11:30 a.m. – Reception
12:00 noon – Luncheon & Presentation

Wednesday, June 22, 2011

HR Roundtable (Human Resources)
Embassy Suites Hotel • 100 Capitol Mall
3:30 p.m. – Roundtable

July and August

No SHA Luncheon Meetings

Wednesday, August 17, 2011

Emergency Preparedness Training
Sacramento Marriott Rancho Cordova
“*The Hospitality Industry and Sacramento County/Sacramento City Emergency Operations Plans*” Plus a bonus program: “*Fire Extinguisher Training*”

The Sacramento Hotel Association and Sacramento Metropolitan Fire District’s Community Emergency Response Team (Metro Fire CERT) invite all area hotels to send staff to the August 17 training program at the Sacramento Marriott Rancho Cordova.

Program Highlights:

- Overview of County/City Emergency Operations Plans
- How Hospitality Businesses May Be Impacted
- How Hospitality Businesses Fit Into Each Emergency Management Phase
- Principal Potential Hazards
- Bonus Program: Fire Extinguisher Training (in the parking lot!)

NO CHARGE to attend; training 9:00 a.m. to 12:30 p.m. We’ll send a registration flyer in July.

Saturday, September 24, 2011

SHA Community Service Project:
“*The Hospitality Industry Helping in the Community*”
Project Venues:

Sacramento Children’s Home, 2750 Sutterville Road and Curtis Park, 3349 West Curtis Drive

You and your colleagues are invited to volunteer for SHA’s 5th annual community service event. More information (posters, volunteer forms, donation banners) about the service day will be available this summer.
7:30 a.m. to 1:30 p.m.

Monday, October 10, 2011

Sacramento Hospitality Classic Golf Tournament Fundraiser for Scholarship Program
Valley Hi Country Club
9595 Franklin Boulevard, Elk Grove
8:30 a.m. – Breakfast Buffet
10:00 a.m. – Shotgun
3:30 p.m. – Awards Reception

Friday, November 18, 2011

Luncheon Meeting & Presentation
Lions Gate Hotel • 3410 Westover Street
11:30 a.m. – Reception
12:00 noon – Luncheon & Presentation

Tuesday, December 13, 2011

SHA Holiday Reception, Toy Collection & Board Election
Holiday Inn Capitol Plaza
300 J Street
5:30 p.m. – Reception

Gas Prices (Likely) Won’t Hurt Hotel Demand

[Editor’s Note: Excerpts from a May 4 article by Jeff Higley with Hotel News Now.]

Data gurus presenting during the 21st annual Meet the Money conference at the Sheraton Gateway Los Angeles told the approximately 300 attendees that historical trends and forecasts indicate rising oil prices most likely won’t affect the hotel industry’s busy travel season.



Mark Woodworth, president of PKF Hospitality Research, said unless there’s an extreme spike to more than US\$150 a barrel for oil, the hotel industry shouldn’t see any negative effects from rising costs at the gas pumps. PKF modeled three hypothetical situations for rising gas costs: one with a base price of US\$95 per barrel, one with a price of US\$125 per barrel and one with a price of US\$150 per barrel.

“It’s not until we get to the (US)\$150 dollar a barrel scenario until (revenue per available room) dips,” Woodworth said.

He used Moody’s Analytics’ proclamation that every US\$1 increase in the price of crude oil raises gasoline prices by 2.2 cents per gallon and costs consumers about US\$3 billion over the course of a year. He then cited PKF research from 2005 and this year as reason to believe consumers will continue to fill their gas tanks.

During the last gas-price crisis (2002-2005), a huge number of consumer dollars went to gas stations, but sales at grocery stores decreased dramatically. “Consumers were essentially trading food for oil,” he said. This time around, consumers are choosing gas and groceries while giving up new cars. That provides some optimism for Woodworth.

“One thing we know about cars is they wear out and have to be replaced,” he said, adding that eventually more jobs could be created because of the future demand for automobiles.

So, there’s one thing to watch for when considering how gas prices will affect future hotel demand. “If somehow oil gets up to US\$150 (per barrel) by the end of this year, it looks not very pretty for 2012,” Woodworth said.

Meanwhile, Jan Freitag, VP at STR, said: “We don’t see any one-to-one-relationship (that people are traveling less because of gas prices)... We’ll figure it out as summer progresses.” STR is the parent company of HotelNewsNow.com.

Source: Jeff Higley, Editorial Director, Hotel News Now
www.hotelnewsnow.com



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