

SACRAMENTO HOTEL ASSOCIATION *Reader Board*

June 2013

Hotel Employees and Industry Supplier Honored

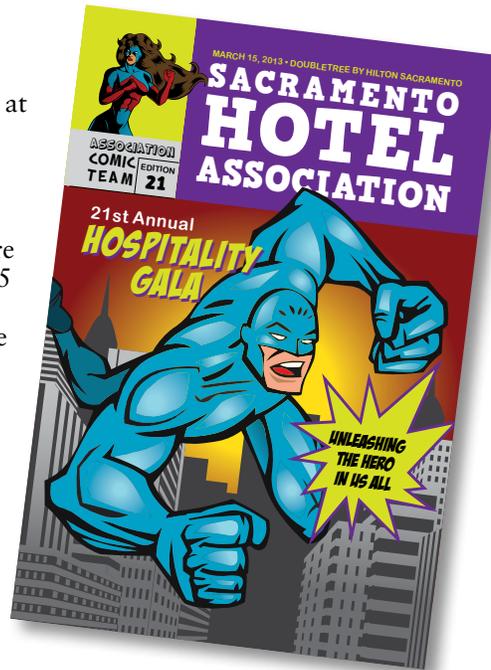
21st Annual Hospitality Gala

The Sacramento Hotel Association, at its 21st annual Hospitality Gala, recognized the superheroes, stars and exceptional employees working in the hospitality industry, along with a key supplier. Attendees celebrated the entire hospitality community at the March 15 Gala at the DoubleTree by Hilton—united as one—taking customer service to new heights, increasing guest satisfaction by leaps and bounds, implementing sustainable practices, and carrying our destination up, up, and away!

The superhero-themed evening began with refreshing libations and zesty hors d'oeuvres on a beautiful spring evening. SHA Board President Richard Hill (Sheraton Grand) and Gala Host Ken Leone (DoubleTree) welcomed members and guests to this annual recognition event. Guests enjoyed a mighty dinner hosted by the DoubleTree before the awards program.

Several special guests attended the Gala—from the County of Sacramento: Supervisor Roberta MacGlashan, and from the City of Sacramento: Council Member Darrell Fong and Police Chief Sam Somers.

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October 14, 2013
Valley Hi Country Club
9595 Franklin Boulevard, Elk Grove

It is the tournament participants look forward to all year!

We'll be back at Valley Hi Country Club in Elk Grove for the 2013 Sacramento Hospitality Classic Golf Tournament—SHA's annual golf outing to raise funds for the Association's scholarship program.

Plan to join hospitality industry friends and colleagues on Monday, October 14. Remember, 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!).

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 and sweet treats prepared by local hotel chefs. After the extraordinary food, it is time to hand out the tournament awards. All activities take place at Valley Hi Country Club.

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The following outstanding hotel employees received awards as the "2012 Hospitality Employees of the Year."

The Citizen Hotel
Joe Martinez, Front Desk Host

Courtyard by Marriott Cal Expo
Mohammed "Moe" Nazeem, Front Desk Associate

DoubleTree by Hilton Sacramento
Keith Griffith, Restaurant Server/
Bartender

Embassy Suites Sacramento
Marie Bello, Front Desk Agent

Hilton Sacramento Arden West
Chad Rodgers, Restaurant Server/
Supervisor

Holiday Inn Capitol Plaza
Siu Lum Lau, Maintenance
Technician

Hyatt Regency Sacramento
Marcelino Cisneros, Lead Steward

Lions Gate Hotel & Conference Center
Yolanda Alcaraz, Line Cook

Residence Inn by Marriott Sacramento Downtown
Esperanza Rodriguez, Front Desk Agent

Sacramento Marriott Rancho Cordova
Georgiy Girzhu, Engineer

Sheraton Grand Hotel Sacramento
Jenny Amaya, Room Attendant
Lazaro Hernandez, In-Room Dining Server



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.

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Upcoming Sports Events

Since taking over the management of the Sacramento Sports Commission on January 1, 2013, the sales and marketing teams at the Sacramento CVB have been actively recruiting new sports business for Sacramento and has successfully booked three major sporting events.

The SCVB & Sports Commission were recently awarded the NCAA Division 1 Men's & Women's Cross Country Western Regional Championships and, one month prior to that, will host the Sac State Pre-Regional Invitational Cross Country meet. Sacramento State will serve as the host institution for the two events that will be held at the Haggin Oaks Golf Complex this fall.

The NCAA Western Regional will be held on Friday, November 8, on the Arden Arcade side of the Haggin Oaks Golf Complex. The SCVB and the Sacramento Sports Commission anticipate 950 room nights for the pre-invitational and 900 room nights for the NCAA Western Regional Championship. The Western Regional Championships will be comprised of 80 teams, represented by 40 Men and 40 Women.

Later this year, Sacramento will host the Senior Softball USA Western National Championships from July 30 to August 4. This event brings an estimated 90 to 100 teams that will use 10 regional softball fields. The event will deliver 1,600 hotel room nights to Sacramento and could quickly build into an annual event for Sacramento.

Sacramento also recently signed a five-year deal to host the Pacific Surf Lacrosse Tournament, which will be held this year on July 5-7. Produced by Florida-based Aloha Tournaments, this highly competitive Lacrosse tournament will target boys ages 9 to 15. In year 2 and beyond, girls' Lacrosse will be added to the tournament. The goal is to build and grow a major Lacrosse tournament for Sacramento and the Western U.S. and the Sports Commission anticipates 60 to 80 teams the first year and a total of 250 to 300 teams by year 5, or 2017. This event will generate 750 room nights over four nights in the first year alone.

The combined economic impact for those three new sporting events is a conservative \$3.7 million.

Hotels Try to Catch Bad Reviews Before They Make it to TripAdvisor

Excerpt from New York Times in Skift.com - May 28, 2013

[Hotels] no longer feel that it is enough to leave a questionnaire in your guest room and hope for a response, not when TripAdvisor and other public rating sites display customer satisfaction—or dissatisfaction—for all to see.

They may send guests who have just checked out an e-mail survey asking about their stay, and sometimes an additional e-mail if they do not respond to the first one. And hotels monitor what is being said about them on social media and travel websites.

Still, hotels are trying to find the right balance between surveying customers and bothering them. As a result, some questionnaires are now shorter, allowing guests to complete them in a few clicks, and send to mobile devices to be filled out by customers riding in taxis or waiting at the airport.

Is Reader Board on Your Distribution List?

If you're not reading news about your hotel or company in *Reader Board*, it may be because we're not on your publications and press release distribution list(s). Share your news, your promotions, and staff additions with *Reader Board* and we'll share them with the world...okay, with your SHA colleagues and other *Reader Board* readers!

Send your information to: SHA • info@sacramentohotelassociation.com

Hospitality Classic Golf Tournament

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Classic Schedule

Monday, October 14

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

- 3:30 p.m.

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 start thinking about your foursomes for this hospitality event. Enjoy golf, fun, food and prizes for \$160 per golfer.

Online registration is at www.sacramento-hotel-association.com – click on Events. Sponsorship and Raffle Prize Donation forms are also available on the website.

JUST FOR FUN

Sleeping on the Job

Would you like to wear your pajamas to work? Helsinki, Finland's funky and basic Hotel Finn recently advertised for a "professional sleeper" to test its 35 rooms in 35 nights and write about it. The hotel manager conceived the idea to help promote the hotel after lengthy renovations. The successful applicant is now writing a blog about his experience at the lodging property, which does not have a bar or restaurant. Requirements included being fluent in Finnish and English, Russian a plus. There were more than 600 applicants for the job, which began May 17.

The Hotel Finn now has "a professional sleeper" staying in its hotel. Here's a link to his blog: <http://hotelfinn.wordpress.com/>

7th Annual COMMUNITY SERVICE DAY

SATURDAY, SEPTEMBER 7, 2013

The Hospitality Industry Helping in the Community



The Sacramento Hotel Association, in concert with the City of Sacramento, invites you and your colleagues to volunteer for SHA's 7th annual community service event.

Since 2007 the local hospitality industry has come together to deploy a cadre of volunteers to assist local neighborhoods and organizations in our community in a special day of service.



Projects in the Avondale/Glen Elder Community in Southeast Sacramento

This year the volunteers will focus their efforts on the Avondale/Glen Elder community. We'll assemble at the George Sim Community Center at 6207 Logan Street, Sacramento.

Rally your hotel or company team together for the September 7 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 community center, nearby parks, community gardens, neighborhood charities and more—breakfast and lunch provided by sponsoring hotels.

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 assorted other tasks.

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

Assembly Location

George Sim Community Center, 6207 Logan Street, Sacramento

Schedule—Saturday, September 7, 2013

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

Important Note: All volunteers must be at least 12 years of age.*

All volunteers are required to sign a release waiver before beginning project tasks on September 7.

**Volunteers who are between 12 and 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

The Sacramento Hotel Association presented its Supplier of the Year award to Young's Market Company. The company was honored for its support at Association events such as the annual Hospitality Classic Golf Tournament, which is a fundraiser for the SHA's scholarship program. In addition, Young's Market Company collected toys at their office in late 2012 before SHA's annual Holiday Reception to provide additional toys that are donated by SHA members, on an annual basis, to the Stanford Settlement Neighborhood Center in North Sacramento. Young's Market Company representatives Mike Simpkins, vice president/branch manager, and Onita Nogales, national account executive, accepted the award. Young's Market Company is a distributor of fine wines and quality spirits.

The Sacramento Hotel Association awarded two \$1,000 tuition scholarships during the Hospitality Gala. The scholarship recipients were Chelsea Inderbitzin, California State University, Sacramento, and David Thraillkill, MTI College. (See separate article this issue.)

Special thanks to our hosts from DoubleTree by Hilton—Ken Leone, former general manager; Barry Miller, director of catering; Charles Connell, executive chef; Cosmin Nicula, director of rooms; Mary Arledge, controller; Nancy Vasquez, cluster director of sales & marketing; and Tom O'Sullivan, cluster director of revenue—for their creativity and coordination of the event.

We also thank the event sponsors for their assistance in presenting the Gala—AVMS, Eye Connoisseur Photography, The Party Concierge, Southern Wine & Spirits, Stage Nine, The Wedding Center, Yellow Cab Co. of Sacramento and Young's Market Company.

Thanks and congratulations to all!



SHA Board President Richard Hill (left) and The Citizen Hotel General Manager Brent Larkin (center) honor The Citizen Hotel's Employee (Citizen) of the Year at the Gala—Front Desk Host Joe Martinez.



DoubleTree Hotel General Manager Ken Leone (right) congratulates Keith Griffith, Restaurant Server/Bartender, as the hotel's Employee of the Year.



Hilton Sacramento Arden West General Manager Ibrahim Measher (right) presents the hotel's Employee of the Year award to Restaurant Server/Supervisor Chad Rodgers.



Maintenance Technician Siu Lum Lau (center) receives congratulations from Holiday Inn Capitol Plaza Director of Human Resources Lorraine Buckley and Chief Engineer John Caruso.



Terry Stewart (right), Director of Operations at The Lions Gate Hotel, introduces the hotel's Employee of the Year Yolanda Alcaraz, Line Cook.



General Manager Doug Warren (right) congratulates Mohammed "Moe" Nazeem, Front Desk Associate, as the Employee of the Year from the Courtyard by Marriott Cal Expo. SHA Board President Richard Hill (left) also offers his congratulations.

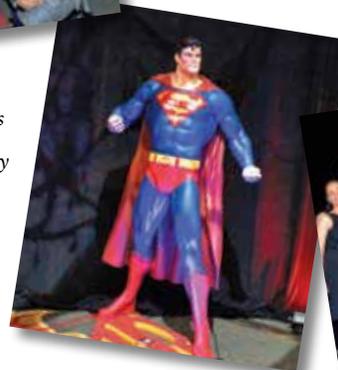


Engineer Georgiy Girzhu accepts congratulations from General Manager Kent Peterson (right) as the Employee of the Year at the Sacramento Marriott Rancho Cordova.



All images courtesy of Eye Connoisseur Photography. More Gala images at www.eyeconnoisseur.com.

Members and guests enjoy a Superhero evening presented by the DoubleTree by Hilton.



Embassy Suites
Hotel General
Manager Steve
Mammé honors
Front Desk Agent
Marie Bello as
hotel's outstanding
employee.



Employee of the Year Marcelino Cisneros, Lead
Steward at the Hyatt Regency Sacramento,
receives congratulations from Director of
Human Resources Richard Hernandez (right)
and SHA Board President Richard Hill (left).



Residence Inn by Marriott Sacramento
Downtown General Manager Shelly Moranville
(right) honors Front Desk Agent Esperanza
Rodriguez as the hotel's outstanding employee.



Sheraton Grand
Hotel General
Manager
Richard Hill
(center) honors
the hotel's
award
recipients—
Room Attendant
Jenny Amaya
and In-Room
Dining Server
Lazaro
Hernandez.

SHA Board
President
Richard Hill (left)
presents the
Supplier of the
Year Award to
Young's Market
Company
representatives
Onita Nogales,
National Account
Executive, and
Mike Simpkins,
Vice President/
Branch Manager.



Scholarships Awarded to Local Students

The Sacramento Hotel Association presented \$1,000 scholarships to local students at SHA's 21st annual Hospitality Gala in March.

SHA Board President Richard Hill, general manager of the Sheraton Grand, introduced the scholarship recipients at the Gala. A portion of the proceeds from the Association's annual golf tournament fund the scholarship program.

Scholarship recipient Chelsea Inderbitzin is currently a student at Sacramento State, pursuing a Bachelor of Science degree in health services, with a minor in marketing. While going to school, she has been working full-time at the Hyatt Regency, first as a front desk agent and currently as a concierge.

Once she has her degree, Inderbitzin would like to use the skills she's learned in the classroom, as well as the experience she's gained in the workplace, to obtain a health-related career in hotels. She would like to work in a position where she can influence and improve the overall health and safety of her co-workers.

Inderbitzin is an active member in the Public Health Club on campus. As a club member, she has helped raise money for local charities and causes such as the Step Out Walk for Diabetes, the Susan G. Komen Foundation and the Sacramento Food Bank. She also works to advertise many on-campus health fairs and events. Inderbitzin also volunteered with the Sacramento County's Public Health Division for more than a year, helping to update patient records and run community clinics.

David Thraikill, SHA's second scholarship recipient, is currently a student at MTI College. After graduating from MTI College with an Associate degree in business, Thraikill plans to transfer to Sacramento State to continue his business education. His goal is to obtain a management team position with a hotel corporation.

Thraikill has been working full-time at the Embassy Suites for several years as a guest services agent. His dedication, enthusiasm and professionalism toward customer satisfaction have been recognized by the Embassy Suites. He was honored at the 2009 SHA Hospitality Gala as the Embassy Suites' Employee of the Year and he has been a recipient of the hotel's "Care Champion of the Month" and "Care Champion of the Year."

He volunteers with the following local organizations: Habitat for Humanity, Sacramento Food Bank and Family Services and the Susan G. Komen Foundation.



At the SHA Hospitality Gala,
Chelsea Inderbitzin thanks
Association members for the
scholarship grant. She is currently
a student at Sacramento State.

SHA Board President Richard
Hill (left) congratulates David
Thraikill as a scholarship
recipient; he is studying for a
degree in business at MTI College
with plans to transfer to
Sacramento State.



Members News

On April 18, **The Westin Sacramento** officially opened its doors to the public. The Urban Commons/Brighton Management Real Estate Partnership bought the former Le Rivage Hotel in December 2012 for \$16 million. After announcing their deal with Westin, the partnership began a \$3.2 million renovation of the property located at 4350 Riverside Boulevard. **Leo Chandler** is the new general manager of the 100-room hotel, which includes 7,000 square feet of meeting space, a restaurant, pool, spa and fitness studio.

The **Sheraton Grand Sacramento** has promoted **Adam Peiffer** to executive chef. Peiffer began his journey with Starwood 13 years ago. He has been at the Sheraton Grand Sacramento for four years absorbing all the experience and knowledge he could to thrive in his new role as the hotel's executive chef. Peiffer is excited for his new role. Previously, he worked at hotels such as the Westin Seattle, Westin Cincinnati, Westin Pittsburgh and the Radisson Sandusky, Ohio.

Ken Leone, Jr., former general manager at the **DoubleTree by Hilton Sacramento**, has resigned from the SHA Board of Directors and from the Sacramento Tourism Marketing District Committee (Zone 2 representative). Leone has accepted a new position with Delaware North Companies as vice president of lodging and relocated to New York state. Leone commented, "As much as I am excited about my new position, I am going to miss the involvement and camaraderie with the Sacramento Hotel Association and the Sacramento Tourism Marketing District members. I think that the current Board members of SHA, the STMD and the SCVB have this new fresh approach in collectively improving Sacramento as a destination location...and that attitude will really pay off in the long run for all of Sacramento." Leone will continue to stay involved in California tourism marketing as part of his new responsibility in managing several lodging, food and beverage operations within our national parks.

The California Association of Bed & Breakfast Inns has changed its name to the **California Association of Boutique & Breakfast Inns (CABBI)**.

John Wheat, the former executive director of Northwest Florida Beaches International Airport (ECP) was named to replace G. Hardy Acree as director of the **Sacramento County Airport System**, which includes Sacramento International Airport and three other local airports. Prior to his job in Panama City, Florida, Wheat was deputy executive director of the Hillsborough County Aviation

Authority in Tampa from August 1999 through April 2011 and he was deputy executive director of finance and administration for the Salt Lake City Department of Airports from 1983-1992. The Sacramento County Airport System boasts a passenger traffic count of about 9 million per year with 14 airlines and has completed Sacramento County's largest-ever capital project—a \$1.03 billion Sacramento International Airport expansion and modernization. Wheat began his job April 14.

The **Sacramento Convention & Visitors Bureau** has appointed **Mike Sophia** as director of the Sacramento Sports Commission. In this new position, Sophia is responsible for fostering economic growth in the Sacramento region by securing, promoting and sustaining highly visible sporting events, tournaments, amateur and youth sports and conventions. Sophia has 20 years of management experience, most recently as the CEO of the National Senior Games. Prior to that position, he was the executive director of the Miami-Dade Sports Commission for the previous 10 years. In that capacity, Sophia secured event business that resulted in \$500 million of economic impact that included high-profile events such as the NCAA Men's Basketball Tournament, McDonald's High School All-America Basketball Game, USA Volleyball Junior Olympics and the FHSAA High School Football Championships. He also led South Florida's effort to bring the 2022 FIFA World Cup to the United States and developed partner programs that generated more than \$2 million in private funding. Sophia has also held positions with the Florida Sports Foundation, Miami Gallos World Boxing Franchise, U.S. Track Coaches Association and Atlanta Committee for the Olympic Games.

Hawthorn Suites Grand Reopening

Industry friends and colleagues attended the April 30 **Hawthorn Suites By Wyndham** Grand Reopening ribbon-cutting ceremony and reception. The Hawthorn team, lead by General Manager Martin Donnelly, showcased the recent \$3 million renovation project that included refreshed guest rooms with new soft goods, new Wi-Fi for the entire hotel, an upgraded security system with fencing around the hotel and a redesigned front desk, lobby and breakfast area. The hotel is at 321 Bercut Drive. Congratulations!

Welcome New Member

TownePlace Suites Marriott Sacramento Cal Expo

1784 Tribute Road
Sacramento, CA 95815
(916) 920-5400
(916) 920-5411 Fax

www.marriott.com/saccx
Aarti Ram, General Manager
aarti.ram@marriott.com
Toni Mack, Sales Manager
toni.mack@marriott.com



Hyatt Regency Sacramento Thrives!

The Hyatt Regency Sacramento made a positive impact in our community during Hyatt's Global Month of Community Service in April. The month-long effort provides an opportunity for Hyatt Hotels to give back to the many communities that Hyatt calls home.

On Saturday, April 27, Hyatt Regency Sacramento associates volunteered along side their co-workers, friends and family members at the Stanford Settlement Neighborhood Center in North Sacramento. They spent the morning doing yard work and cleaning the Senior Center room. Hyatt employees first volunteered at the Stanford Settlement Neighborhood Center during the second annual SHA community service event in 2008. Since then, the center's need for volunteers has brought them back year after year.

Hyatt Thrive is the company's global effort to help make the communities in which they operate places that the associates are proud to work, the guests want to visit, the neighbors want to live and the hotel owners want to invest.

Hyatt Thrive focuses on four areas they believe are essential to a thriving community.

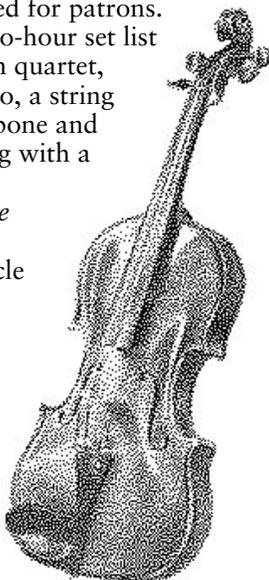
- Environmental Sustainability
- Economic Sustainability
- Education & Personal Advancement
- Health & Wellness

Hyatt Thrive brings together teams of passionate people to focus on local projects that contribute to the prosperity and well-being of their communities.



Hyatt Regency Raises Funds for Youth Symphony

On Thursday, April 25, the Hyatt Regency Sacramento donated 25% of its dinner proceeds from the hotel restaurant, Dawson's Steak House, to the Sacramento Youth Symphony as part of the hotel's 25th anniversary celebration. During the evening, members of the Youth Symphony played for patrons. Their almost two-hour set list included a violin quartet, a cello/violin duo, a string trio and a trombone and banjo duo, along with a variety of other instruments. *The Sacramento Bee* featured an article announcing the event.



Hyatt Regency Staff Member Achievement

Tyson Warren, F&B Director

Earlier this spring, Tyson Warren, food and beverage director at the Hyatt Regency Sacramento, received the 2012 F&B Functional Recognition Award of the Year for Medium Size Hotel from Hyatt Hotels Corporation. This is one of Hyatt's most prestigious awards. The award is presented in each hotel size category: small, medium and large.

In the nomination packet submitted by the Hyatt Regency Sacramento, a number of Warren's achievements were highlighted, including food and beverage revenue growth and profit. Under his stewardship, both transient guests and meeting planners highly ranked F&B service satisfaction and quality, as well as creativity and banquet service.

Warren's role in Hyatt's "Food. Thoughtfully Sourced. Carefully Served." initiative included the planting of the hotel's 'winter garden' and participation in Sacramento's Edible Schoolyard Project. His role in the community included volunteering during the Sacramento Hotel Association's annual Community Service Day and at for the Sacramento Food Bank with the Starbucks Team. Congratulations!



Sheraton Hotels Partner with Wine Spectator to Launch Premium Wine Program

Sheraton Hotels & Resorts in cooperation with *Wine Spectator* magazine recently announced the global launch of Sheraton Social Hour, a first-of-its-kind, brand-wide premium wine program. The new program offers guests a specially curated menu of premium wines and weekly tasting events at more than 240 participating Sheraton hotels around the world. In North America, the program will feature 90+ rated wines by *Wine Spectator* served in Riedel stemware.

On May 15, the Sheraton Grand Sacramento participated in the global launch of the Sheraton Social Hour with a Toast Around the World. For 24 hours, more than 400 Sheraton Hotels in more than 70 countries hosted a global toast! The Sheraton Grand management team was joined by more than 40 Starwood Preferred Guest (SPG) members in the celebration.

Sheraton Hotels piloted the new program in 19 global properties with tremendous success. Ninety-five percent of guests said they are “very likely” or “likely” to return to another Social hour and would recommend the program to others and 66% would be more inclined to purchase wine while traveling if there was a premium wine program offered.

There is more to an exceptional wine tasting experience than just a great glass of wine. The program’s specially selected premium bottled waters, Acqua Panna® Natural Spring Water and S.Pellegrino® Sparkling Natural Mineral Water, will be available at all North America hotels as part of the program and are important components of a successful tasting.

“Our goal with this new program is to become a destination for a great wine experience no matter where your travels take you,” said Brian Abel, Vice President of Food & Beverage for Starwood.

Sources: Starwood Hotels & Resorts Worldwide, Inc. and Sheraton Grand Sacramento

Sacramento Hotel
Association



Events Calendar

Online registration at
www.sacramentohotelassociation.com – click on Events

Friday, June 21, 2013

SHA Monthly Luncheon Meeting
Lions Gate Hotel & Conference Center
3410 Westover Street, Sacramento
11:30 a.m. – Reception
12:00 noon – Luncheon & Presentation
Speaker: Rick Pickering, CEO, Cal Expo

Saturday, September 7, 2013

SHA Community Service Project:
“The Hospitality Industry Helping in the Community”
George Sim Community Center
6207 Logan Street, Sacramento
7:30 a.m. to 1:15 p.m.
(includes breakfast, work projects, picnic lunch)

Monday, October 14, 2013

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

Friday, November 15, 2013

SHA Monthly Luncheon Meeting
Hyatt Regency Sacramento
1209 L Street, Sacramento
11:30 a.m. – Reception
12:00 noon – Luncheon & Presentation
Speaker: Thomas Callahan, CEO/Western Office,
PKF Consulting USA

Tuesday, December 10, 2013

SHA Holiday Reception • Toy Collection
Board Election
Hilton Sacramento Arden West
2200 Harvard Street, Sacramento
5:30 p.m. – Reception

Summer is Expected to Bring Strong Business for Hotels

A number of hoteliers have seen strong growth in advance bookings this summer against last year, in line with positive forecasts by STR for June, July and August. They attribute the encouraging metrics to a continued rise in demand against a muted supply growth, as well as improved consumer and business confidence. Pricing power also has returned, some hoteliers say, allowing hotel rates to slowly inch back up toward the peak rates of 2007-08.

If early indications ring true, it’s going to be a busy summer for hotels across the U.S. as both families and business travelers are expected to hit the road in droves.

Several hoteliers reported to HotelNewsNow.com that advanced bookings are up dramatically year over year, backing up a new forecast by STR that predicts strong performance metrics for June, July and August. STR is the parent company of HotelNewsNow.com.

Not only is demand up, but most hoteliers said pricing power has returned and they are finally able to push rate without experiencing consequential declines in occupancy.

According to STR, average occupancy at U.S. hotels for June, July and August combined is expected to be 70%, up 1% from last year. Average daily rate is expected to be \$112.21, up 4.4% from 2012, and revenue per available room is expected to be \$78.50, up 5.4% from 2012.

Source: Hotel News Now www.hotelnewsnow.com