

SACRAMENTO HOTEL ASSOCIATION

Reader Board

APRIL 2021

2021 Officers and Directors

Members of the Sacramento Hotel Association (SHA) reelected Doug Warren, Regional Director of Operations, Courtyard & Fairfield Inn Cal Expo by Marriott Sacramento, as President of the SHA Board of Directors for the 2021 calendar year.

Other Officers reelected for 2021 include:

- Vice President Royce Pollard, General Manager, DoubleTree by Hilton Sacramento
- Secretary Lisa Wilson, Director, Hotel Operations, Thunder Valley Casino Resort
- Treasurer David Huber, CHA, General Manager, Crowne Plaza Sacramento
- Shelly Moranville, CHA, General Manager at the Residence Inn Sacramento Downtown at Capitol Park, serves as Past President.

Board Directors reelected or elected to two-year terms include (2021 and 2022):

- Nikki Carlson, General Manager, Kimpton Sawyer Hotel
- Barry Miller, General Manager, Holiday Inn Sacramento Downtown Arena
- Sami Qureshi, CHA, Area General Manager, Sacramento Hilton Arden West
- Matthew Teyler, General Manager, Fort Sutter Hotel Sacramento
- Scott VandenBerg, General Manager, Hyatt Regency Sacramento

Associate Board Directors appointed to terms for 2021 include:

- Dr. JungYun “Christine” Hur, Assistant Professor, Department of Recreation, Parks & Tourism Administration, California State University, Sacramento
- Issa Ndiaye, Strategic Account Advisor, Commercial Delivery, SMUD

IHG Hotels & Resorts Reveals Guests’ Growing Passion to Travel Better

More than 80 percent of people say it is important to choose a hotel brand that operates responsibly. A new global survey by IHG® Hotels & Resorts revealed people are more mindful than ever about traveling consciously following the COVID-19 pandemic. The research is commissioned as part of IHG’s launch of ‘Journey to Tomorrow,’ a 10-year action plan comprising a series of far-reaching new commitments to make a positive difference and help shape the future of responsible travel.

Sixty percent of the 9,000 adults surveyed across the US, UK, Germany, Greater China, the UAE and Australia agree that they want to be more environmentally and socially conscious on their travels. This is led by 69 percent of younger travelers (aged 18 to 24) compared to just 48 percent of 55s and over.

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Hotel Worker Protection Act Ordinances

PANIC BUTTON SOLUTIONS & SAFETY PLATFORMS - VENDOR PRODUCT DEMOS

As a service to the local lodging industry, the Sacramento Hotel Association hosted a free webinar (April 7) to highlight panic button solutions and safety platforms that focus on helping hotels keep their employees safe.

Both the City of Sacramento and the County of Sacramento have adopted Hotel Worker Protection Act ordinances—lodging properties must comply with the respective ordinance based on their location. The compliance date for the City’s ordinance is July 1, 2021 (all hotels located in the City of Sacramento). The Sacramento City Fire Department has been tasked to enforce the City’s new ordinance.

The compliance date for the County’s ordinance was March 29, 2018 (hotels in the unincorporated area of the County with more than 25 guest rooms).

Four SHA Associate Members/Preferred Vendors presented their respective technology solutions and platforms via product demos—a mini virtual trade show. The participating companies included: Relay, TraknProtect, SONIFI Solutions and React Mobile. (See New Members list in this issue.)

The April 7 webinar—for member and nonmember lodging properties—was a quick way to learn about four companies that provide devices and services in support of these ordinances that address hospitality employee safety.

Sacramento Hotel Association

2021 BOARD OF DIRECTORS

PRESIDENT

DOUG WARREN (916) 929-7900
Regional Director of Operations
Courtyard Marriott and Fairfield Inn
Cal Expo Hotels

VICE PRESIDENT

ROYCE POLLARD (916) 929-8855
General Manager
DoubleTree by Hilton Sacramento

SECRETARY

LISA WILSON (916) 408-7777
Director, Hotel Operations
Thunder Valley Casino Resort

TREASURER

DAVID HUBER, CHA (916) 338-5800
General Manager
Crowne Plaza Sacramento Northeast

PAST PRESIDENT

SHELLY MORANVILLE, CHA (916) 443-0500
General Manager
Residence Inn Sacramento Downtown

PROFESSIONAL MEMBER DIRECTORS

NIKKI CARLSON (916) 545-7100
General Manager
Kimpton Sawyer Hotel

BARRY MILLER (916) 446-0100
General Manager
Holiday Inn Sacramento Downtown-Arena

SAMI QURESHI, CHA (916) 922-4700
General Manager
Hilton Sacramento Arden West

MATTHEW TEYLER (916) 603-2301
General Manager
Fort Sutter Hotel Sacramento

SCOTT VANDENBERG (916) 443-1234
General Manager
Hyatt Regency Sacramento

ASSOCIATE MEMBER DIRECTORS

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Assistant Professor
Department of Recreation, Parks
& Tourism Administration
California State University, Sacramento

ISSA NDIAYE (916) 732-5712
Strategic Account Advisor,
Commercial Delivery
SMUD

STAFF

Executive Director

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info@sacramentohotelassociation.com
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teresa@sacramentohotelassociation.com



GSA Releases FY2021 Per Diem Rates



The General Services Administration (GSA) released the Fiscal Year 2021 per diem rates for government travel in the Continental United States (CONUS) which reflect pre-COVID-19 rates. The move to hold per diem rates is a big victory for the hospitality industry.

2021 Sacramento County Rates

Lodging: \$145

Meals & Incidentals (M&IE): \$66

These per diem rates are set by the GSA and are used by Federal and local governments as well as many private-sector companies to reimburse employees for business travel expenses incurred within Sacramento County.

Generally, an employee will be entitled to one Lodging per-diem of up to \$145 to cover actual hotel costs and one Meals & Incidentals per-diem payment of \$66 to cover food and incidentals like parking costs for each full day of travel within Sacramento County. Seventy-five percent of the normal M&IE per diem rates are generally issued for an employee's first and last days of travel.

New Employment Laws Webinar

HANDOUT AVAILABLE



The past year has been an unusual and active year in California labor and employment law and regulations, with much of it focused on COVID-19 issues.

Those issues have led to new reporting requirements and sick leave obligations that apply to most employers. There also have been legal developments related to the expansion of the California Family Rights Act, pay data reporting to the Department of Fair Employment and Housing and more.

In support of these new employment laws, SHA sponsored a New Employment Laws webinar on March 24, with two attorneys—Nicole Legrottaglie Wohl and Dalia Khatib—from the law firm of CDF Labor Law. CDF Labor Law is a California labor and employment law firm with offices in Sacramento, San Diego, Los Angeles, Orange County and San Francisco.

During the webinar, the attorneys reviewed these new employment law developments and provided compliance guidance to webinar participants.

SHA Members: If you would like a copy of the March 24 webinar handout, please contact SHA staff at info@sacramentohotelassociation.com to request a copy.



The Exchange Hotel Sacramento- An elevated stay with historic roots

After years of planning, the historic California Fruit Building at the corner of 4th and J Streets in downtown Sacramento has been remodeled into a 10-story, 100-room, modern boutique hotel called The Exchange Sacramento. The Exchange Sacramento is part of the Curio Collection by Hilton and features enjoyable views from Willow,

the rooftop bar. An Italian restaurant—Eccellente!—is also part of the offerings. The building dates from 1914 and was the city’s first high-rise. The hotel is accepting room reservations for August 15, 2021, and beyond.

The Fort Sutter Hotel - Vibrant Energy. Urban Style.

The Fort Sutter Hotel, a Tapestry Collection property by Hilton, is the perfect blend of small-batch ideals and urban panache. The property is conveniently located within the Sutter District of Sacramento, and offers 105 rooms and suites that reflect the unique culture and character of Midtown. Each guest room features high-design touches that celebrate Sacramento’s local artists. The property offers 1,800+ square feet of flexible indoor and outdoor event space, including a ballroom with two flexible breakout meeting rooms. In addition, the dining experience represents the best of Sacramento; Cafe Bernardo serves quality American cuisine all day and the Four Palms bar offers a selection of signature cocktails, fine wine and local beers.



CHLA Wins Award of Excellence from International Society of Hotel Associations

The California Hotel & Lodging Association (CHLA) was honored by its peers with a newly created award, an Overall Award of Excellence, from the International Society of Hotel Associations (ISHA). This award recognizes this year’s effort of the entire CHLA team in especially trying conditions. Specific programs recognized include participation in Project Roomkey, CHLA’s Clean + Safe Certification program, and the multi-language COVID-19 guidance and plans for hotels, including employee training components.

Hilton to Offer Meeting Clients Covid-19 Testing Information

Starting March 2021, Hilton Worldwide will begin offering third-party Covid-19 testing and health screening providers to meeting planners who book or have booked an event at any U.S. Hilton. Hilton is not involved in the transaction or administering of the tests; the added resources include third-party providers for handheld temperature check devices, personal health screening checklists, Covid-19 self-testing options and Covid-19 same-day onsite testing. Included providers of rapid and PCR testing based on event size include Impact Health, Vault Health and SalivaDirect. “As more customers book in-person meetings and events, there has been a steady increase in requests and questions around Covid-19 testing and screening options for event attendees,” said Hilton SVP Frank Passanante in a statement. “In response, we expanded resources within our Hilton EventReady Playbook to include third-party providers that can deliver a seamless experience and offer preferential pricing to our event planners.” In January 2021, Hilton expanded the EventReady program to offer hybrid meeting solutions as well.

People on the Move



Chris Lott has been promoted to General Manager of the Marriott Sacramento Rancho Cordova, as of September 21, 2020. Lott has been with Stanford Hotels since 2013, beginning as Director of Sales for The Marriott San Diego Gaslamp then Director of Operations. Since March 2020, Lott has been Task Force General Manager for The Residence Inn Pleasanton.



Alisha Scully was named Director of Sales for The Exchange Hotel - Curio by Hilton in late October. As the Assistant Director of Sales, Scully had been with Stanford Hotels, Sacramento Marriott Rancho Cordova a total of four years.



The Fort Sutter Hotel has named **Stephanie Singleton** as Director of Sales. Singleton previously served as Director of Sales at The Westin Sacramento.



Brenda Smith has accepted the position of General Manager for The Exchange Hotel - Curio by Hilton. Smith has previously worked for Larkspur Hospitality, which included being a Director of Regional Operations for their Larkspur Landing, Hilton Garden Inn and Candlewood Suites brands. The Exchange Hotel is at 1006 4th Street (4th and J Streets), Sacramento.



In early April, longtime Visit Sacramento CMO **Sonya Bradley** transitioned to a new position as Chief of Diversity, Equity & Inclusion at Visit Sacramento. As a 25-year veteran of the tourism industry, Bradley felt a deep, personal call to use her expertise, widespread relationships and experiences to create a better path forward for people of color and other underrepresented people in her community. In this new role, Bradley will be involved with all departments within Visit Sacramento to ensure that DEI is at the forefront of every program and practice. She will be sharing and collaborating on best practices and exploring how tourism organizations can better incorporate DEI into daily operations with peers around the country.

THANK YOU AND BEST WISHES



Scott Vandenberg, General Manager at the Hyatt Regency Sacramento, has announced his retirement after almost 42 years of service with Hyatt. His last day will be May 5, 2021. Vandenberg has a long history of volunteer service with the SHA Board of Directors, the STMD Committee and the STID Committee. “We have grown so much over the past years and I know the Sacramento hospitality industry is poised to have a successful rebound in the coming months and years,” said Vandenberg. Best wishes, Scott!

Welcome New Members

PROFESSIONAL MEMBERS

The Exchange Hotel Sacramento (Curio Collection by Hilton)

1006 4th Street
Sacramento, CA 95814
(916) 931-3300
<https://www.hilton.com/en/hotels/smfsaqq-the-exchange-sacramento/>

Brenda Smith, General Manager

Alisha Scully, Director of Sales

Note: The hotel is accepting reservations for August 15, 2021, and beyond.

The Fort Sutter Hotel Sacramento (Tapestry Collection by Hilton)

1308 28th Street
Sacramento, CA 95816
(916) 603-2301
www.fortsutterhotel.com

Matthew Teyler, General Manager

Stephanie Singleton, Director of Sales

ASSOCIATE MEMBERS

React Mobile

720 Seneca Street, Suite 308
Seattle, WA 98101
(888) 415-0977 | www.reactmobile.com

Ryan Heideman, VP of Sales
ryan.heideman@reactmobile.com

Dustin Hegge, Account Executive
dustin.hegge@reactmobile.com

Services: Founded in 2013, React Mobile is a global leader in providing panic button solutions for hotels. Our best-in-class hospitality safety platform helps hotels keep their employees safe. The React Mobile system is an open and flexible platform that allows management to deploy response resources to the exact location of an emergency within seconds of an alert, getting help to where it's needed anywhere on or off property. In an emergency, quick response times are essential and React Mobile gives you the tools to react fast.

Relay

940 Main Campus Drive, Suite 300
Raleigh, NC 27606
(732) 718-4214 | www.relaygo.com

**Barbara Sharnak, Vice President,
Business Development**
bsharnak@relaypro.com

Services: We don't just solve your panic button needs, we give you team-wide communication in the same device. No drilling, no wires and no hassle. Peel a sticker, click a few buttons and you're up and running. Room-level accuracy satisfies all brand mandated and legislative requirements. From the smallest property to the largest stadium, our system can adapt to your space. Over-the-air updates bring new features and improvements, so your system just keeps getting better. Includes work order management, location tracking and language translation.

SONIFI Solutions

3900 West Innovation Street
Sioux Falls, SD 57107
(888) 563-4363 | www.sonifi.com

**Paul Szela, Director of Sales,
Northern CA, HI, AL, OR**
pszela@sonifi.com

Matt Dice, Senior Director of Sales
mdice@sonifi.com

Ross Bjork, Director of Marketing
rbjork@sonifi.com

Services: For decades, SONIFI has provided in-room and public-area technologies to hospitality stakeholders. Today, SONIFI continues to expand its capabilities to enable the smart hospitality rooms of tomorrow. Trusted worldwide by all major brands. We understand the importance of brand compliance – we can provide a simple solution to keep your property up to date.

TraknProtect

1240 N. Lake Shore Drive, Unit 5B
Chicago, IL 60610
(312) 683-9586 | www.traknprotect.com

John Hanus, Regional Sales Manager
john.haus@traknprotect.com

Kurt Knipper, VP Sales
kurt.knipper@traknprotect.com

Services: TraknProtect is an award-winning safety solution to provide hotels with enhanced safety solutions that comply with local laws and union requirements for safety buttons while also automating their operational processes such as: inventory tracking, room tray tracking and vendor tracking, providing hotels with peace of mind in protecting its employees while increasing efficiency and productivity on a single intuitive platform. TraknProtect's inclusive software platform combines the value of real-time location technology, business analytics and reporting to provide each property with unique insights.

Thunder Valley Casino Resort Breaks Ground on The Venue at Thunder Valley

THE PROPERTY'S NEW 150,000 SQUARE FOOT STATE-OF-THE-ART ENTERTAINMENT VENUE



Thunder Valley Casino Resort has announced that construction is officially underway for The Venue at Thunder Valley. Members of the United Auburn Indian Community Tribal Council, Thunder Valley Executives and local elected officials, chambers and community groups gathered for a groundbreaking ceremony in March to commemorate the property's new 150,000-square-foot, state-of-the-art entertainment venue. Once completed, The Venue will have 4,500 seats and host musical acts, comedic performances and sporting events, and will provide large event space for conferences and banquets. The Venue's facilities have been designed with a vision that is both modern and sophisticated and will feature multi-level spaces and amenities, abundant concessions offering food, beer and wine, cutting edge sound and video systems and much more. The Venue will cost \$100 million and is anticipated to be completed by early 2023. In total, the project will create more than 200 construction jobs. To view a behind-the-scenes virtual tour of The Venue, please [click here](#).

New Take on Annual Culinary + Cocktail Trend Forecast for 2021

KIMPTON HOTELS & RESTAURANTS

To refresh its seventh annual Culinary & Cocktail Trend Forecast for 2021, Kimpton Hotels & Restaurants released a look back at how the pandemic has impacted food and beverage trends of 2020 and shared predictions for how evolving consumer

behavior will shape 2021 trends. In 2021 consumers can expect a new wave of trends, from the rise of garden goods to a resurgence of health foods, as this pandemic continues to shift the way diners eat, cook and imbibe. To uncover takeaways from 2020 for this year's trend report, data analysts reviewed in-restaurant, takeout and room service orders from more than 75 Kimpton restaurants and bars and combined those insights with predictions and analysis from food and beverage leaders across Kimpton restaurants worldwide.

2021 CULINARY & COCKTAIL TREND FORECAST

A LOOK BACK AT 2020

CULINARY

DINING IN?
COMFORT FOOD FOR THE WIN

PIZZA, PASTA, GRILLED CHEESE—
ANYTHING BUT SALAD



DINING OUT?
MADE IT FANCY

OYSTERS, PRIME RIB, PAELLA, DUCK

COCKTAILS



MADE YOUR YEAR SWEETER

RIESLING
SPARKING ROSE

POURED A STRONG ONE

AGAVE OR MEZCAL —OR— BOURBON
HOLD THE ROCKS

DRINKS EDUCATION WAS A HIT

VIRTUAL COCKTAIL MAKING AND WINE TASTING SESSIONS SOARED WHILE AT HOME



WHAT'S NEXT FOR 2021

CULINARY

BANANA BREAD IS OUT
EDIBLE CACTUS + GARDEN PESTO IS IN



2020 DETOX STARTS NOW



FRESH AND LOCAL INGREDIENTS
—HEALTHY AND HEARTY—
VEGETABLE-FORWARD

CAROB IS THE NEW CANDY



COCKTAILS

EXTRAVAGANT COCKTAILS ARE A MUST



GINGER LEMON HONEY HERBS
MOCKTAILS + CLEANER COCKTAILS

CAN'T TRAVEL?

—WANDERLUST—
INSPIRED WINES FROM UNEXPECTED REGIONS

MOLDOVA ROMANIA GREECE CROATIA HUNGARY MOROCCO LEBANON SOUTH AFRICA

THE EVOLUTION OF DINING



CREATIVE OUTDOOR SPACES
WINTER GARDENS, BUBBLES AND DOMES



ELEVATED SOUNDS, LIGHTS, GREENERY AND LANDSCAPING



EVERYONE'S A VIP
DISTANCED, INTIMATE AND PRIVATE DINING IS HERE TO STAY

KIMPTON
HOTELS & RESTAURANTS

CULINARY: 2021 PREDICTIONS

COMFORT FOOD WILL FADE OUT & HEALTH FOOD WILL REIGN SUPREME AGAIN

Expect healthy, hearty bowls using grains like bulgur or farro, with roasted vegetables and mushrooms and punchy, herbal dressings. Freeze-dried fruits and veggies will also see a surge in popularity. Lastly, expect carob to make a comeback.

GARDEN PESTO & EDIBLE CACTUS WILL BE THE NEW BANANA BREAD

Home gardens are all the rage, with people adding fresh herbs, citrus, chilies and veggies to all their dishes. The next iteration of this is homemade oat milk, pesto, jam and pickled everything. Grilled cactus can be part of a flavorful fajita dish or elevate a tossed salad with unexpected texture in each bite.

LOCAL IS THE NEW SUSTAINABLE

There is a growing sense of community and support for local businesses and suppliers, and the desire to band together and help local communities push through these difficult times. People will also prefer locally sourced foods that represent the area of the restaurant.

COCKTAIL/BEVERAGE: 2021 PREDICTIONS

MOCKTAILS + CLEANER COCKTAILS

Expect to see a demand for dual-purpose mocktails and cocktails with lower ABV with ingredients like honey, ginger, green tea, lemon, vegetables and herbs. Hard kombucha, spiked seltzers and CBD in drinks, boozy coffee, natural wines and lower calorie wines are also here to stay.

GOODBYE VODKA SODAS – BRING ON THE ELABORATE COCKTAILS

Fewer drinking occasions means imbibers will be more likely to try a memorable concoction. Many will prefer cocktails with premium spirits that incorporate more unusual or uncommon ingredients.

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ALL-ENCOMPASSING “DRINKS SOMMELIER”

A “Drinks Sommelier” will be an expert that guides diners through the nuances of premium rum, whiskey, and tequila, in addition to wines, beers and sake.

WANDERLUST-INSPIRED WINES

Kimpton predicts wines from new regions will emerge from places travelers dreamed of going in 2020 including Moldova, Croatia, Hungary, Morocco, Lebanon, South Africa and even Mexico.

DINING EXPERIENCE: 2021 PREDICTIONS

CREATIVE DINING OPTIONS TO SUIT ANY CLIMATE

Restaurateurs will continue adding new outdoor dining experiences, even in markets with cold weather. Expect to see every outdoor space reimaged to create unique experiences for guests.

MORE INTIMATE, HIGHLY PERSONALIZED EVENT SPACES

From an events perspective, guests are looking for intimate, highly personalized experiences in spaces that are comfortable and have an inviting atmosphere. One example—outdoor micro-weddings have been popular.

AMBIANCE MATTERS MORE THAN EVER

Going out is more of a treat than ever before and, as a result, consumers will see more tented rooftop spaces, leveraging high-quality sound systems and playlists to create that perfect atmosphere for guests. Restaurateurs and bar owners will go all in on lighting, greenery, landscaping, heating and cooling and amazing framed-in views.

Frontline Staff - Key to Top Performance in Inaugural J.D. Power Third-Party Hotel Management Guest Satisfaction Benchmark

Even in the age of digitally enabled, contactless hotel bookings and hand-sanitized check-ins, a key element driving hotel guest satisfaction with third-party management companies is staff service. That’s the central finding of the new J.D. Power 2020 Third-Party Hotel Management Guest Satisfaction Benchmark, released September 2020.

For the first time, J.D. Power evaluates guest satisfaction for the largest third-party management companies. J.D. Power does so by analyzing guest responses to more than 150 questions about hotel experiences and benchmarks the performance of the top 11 third-party management companies with at least 14,000 rooms under management.

“Now, more than ever, when travelers have heightened concerns about health, safety, cleanliness and availability of amenities, it’s clear that a well-trained, courteous hotel staff can define a guest experience,” said Andrea Stokes, hospitality practice lead at J.D. Power. “Third-party operators that employ great talent are best-equipped to provide excellent guest experiences across limited-service and full-service hotels alike.”

Crestline Hotels & Resorts ranks highest in overall guest satisfaction, with a score of 861 (on a 1,000-point scale), performing particularly well for staff service upon guest arrival and departure and for hotel facilities (safety/security, grounds, exterior maintenance, parking, etc.). Atrium Hospitality (860) and Pyramid Hotel Group (860) rank second in a tie.

Hyatt Plans to Utilize Mobile Health Passport, VeriFLY, for Meetings, Events and More

In March 2021, Hyatt has announced plans to explore VeriFLY + Stay, a mobile health passport for the hospitality industry. Using the VeriFLY app provides verification of COVID-19 credentials and travel guidelines. This mobile app can facilitate peace of mind for in-person gatherings by providing meeting attendees and colleagues with a seamless option to directly receive and present COVID-19 test results. Exploration of the new solution marks Hyatt’s latest effort to prioritize wellbeing and peace of mind for colleagues and meeting attendees. Hyatt plans to work closely with meeting planners to help identify criteria for meeting attendees, which could include presenting a recent negative COVID-19 test. The criteria can then be communicated to attendees in the VeriFLY mobile app prior to arrival so they can fulfill their requirements and complete all necessary forms. Meeting attendees who satisfy a meeting’s requirements will be able to use the app to display a green checkmark for entry into the meeting or event. The app will not send any personal or individual information to Hyatt or a Hyatt hotel; Hyatt will only receive aggregated and anonymized data from the app. As an extension of Hyatt’s Global Care & Cleanliness Commitment, this is one of Hyatt’s latest initiatives to support guests throughout their entire travel journey as Hyatt maintains its focus on prioritizing safety and wellbeing for guests, colleagues and meeting attendees. Hyatt joins a growing number of travel companies, including American Airlines, utilizing this VeriFLY solution to inspire confidence to return to travel by helping travelers manage new requirements in their destination, complete health questionnaires and adhere to guidelines set forth by travel providers.

Hotel Companies Recognized for Their Exceptional Workplace Cultures

Amid one of the most challenging times in the history of the hospitality industry, several hotel companies have been recognized for their exceptional workplace cultures. Great Place to Work and *Fortune* magazine named the following hotel companies on the 2021 Best Big Companies to Work For® list and on the 2021 Best Companies to Work For® list in the U.S.

THE BEST BIG COMPANIES TO WORK FOR IN 2021

As a company grows, so too do its challenges. Communicating is harder. So is ensuring every corner of your company is living up to the standards you set. And culture? What worked with five employees is far harder to replicate at 50K. Hotel companies on this list of Best Big Companies to Work for in 2021 include the following.

#1 HILTON

Employees say: “Hilton creates a true sense of belonging and is focused on Team Members first. I love that Hilton cares about making an impact in our communities and globally when it comes to sustainability. The Hilton effect reaches all over the world and it is what Hilton is known for.”

#3 MARRIOTT INTERNATIONAL

Employees say: “One of the most welcoming and inclusive places I have ever worked as soon as I joined the company—this holds true from associates’ attitudes to diverse lunch options that are offered in the cafeteria. We are made to truly feel like we work for a global company that values other perspectives and cultures. Senior management is also very approachable and everyone has a shared sense of pride working for Marriott.”

100 BEST COMPANIES TO WORK FOR IN THE U.S.

Prolonged shutdowns. Workforces that felt isolated and overwhelmed. You name it, COVID brought it. Still, these companies managed not just to muddle through, but to become role models. The takeaway seems clear: Businesses that treat employees well during the toughest of times will attract talent, even when the war for talent heats up. Hotel companies on the 100 hottest workplaces—and how they stay that way—include the following.

#3 HILTON

Hospitality chain Hilton was among the hardest hit in the earliest days of the pandemic, as travel ground to a halt. The company furloughed about 45,000 members of its workforce and laid off 20% of its corporate staff. But through those tough decisions, the company treated its workers with “dignity and compassion,” says one employee, by connecting former Hilton staff to short-term jobs new to the pandemic economy and by extending hotel rewards benefits like the Hilton Honors program and eligibility for the chain’s team member travel program beyond the date when a departing worker would usually lose them. “Each decision was made to do the best the company could to help people in crisis,” the employee says.

#15 MARRIOTT INTERNATIONAL

Like all hospitality businesses, Marriott suffered in 2020. The company furloughed tens of thousands of workers from its 842 U.S. locations, but kept out-of-work hotel staffers in the loop with monthly voluntary calls in which the furloughed could learn about Marriott’s status and its prospects of economic recovery. The company also helped those who did not expect to return to Marriott to seek jobs in industries that were hiring. “I never once felt I was alone over the past eight months,” notes one furloughed employee. Some laid-off workers, however, rallied for better severance pay and rehire rights.

#16 HYATT HOTELS

The hotel chain was hit brutally hard during the pandemic, with many locations suspending operations for various chunks of time. Though Hyatt did furlough a large percentage of workers during those periods, it allowed staff to stay on the company health plan. Hyatt also continued to cover all employee benefit premiums for up to two months. Beyond those efforts, the CEO, executive chairman, and board of directors collected no salary for the majority of 2020, and the senior leadership team took reductions in pay, with that money instead going toward grants to colleagues globally: an expected \$17 million by the end of 2020.

#17 KIMPTON HOTELS & RESTAURANTS

“Kimpton truly goes to bat for its employees,” notes one worker at this upscale boutique hospitality brand. Though business was virtually shut down starting last March, Kimpton moved quickly to help furloughed Kimptonites find temporary jobs at companies that were scaling up, such as Amazon and grocery chains. (In many cases the applicants didn’t even have to interview but got hired on recommendations alone.) One employee appreciates the fact that leadership “coordinated with almost every state’s unemployment agency” in order to make sure people received their benefits.

IHG HOTELS & RESORTS REVEALS GUESTS’ GROWING PASSION TO TRAVEL BETTER

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It appears travelers not only intend to do more for the planet and communities around them, they are willing to pay for it too. The research found that consumers will spend an average of 31 percent more on accommodation they know operates responsibly – with 51 percent happy to fork out more than 20 percent extra a night.

Community First: Guests Connecting with Purpose

With the world traveling more locally – or not at all – right now, it seems the pandemic has made consumers more mindful about preserving and connecting with the communities around them. More than half of respondents across the globe (57 percent) say they care more about doing their bit for local communities and the planet while traveling now than they did 10 years ago. In fact, 46 percent of people say they are more likely to be mindful about avoiding tourist activities that have a negative impact on the local environment and communities since the global pandemic.

Eighty-six percent of people say it is important to get to know the local community when visiting somewhere new, with two-thirds doing this by supporting local eateries (67 percent), followed by shopping locally (64 percent), speaking with the locals (61 percent), and getting involved with local tours (48 percent). A further three in 10 choose to stay with travel companies that offer local community programs. As for activities such as volunteering and restoration projects, young travelers aged 18-24 are nearly three times as likely to get involved when visiting another country, compared to those 55 and over.

Traveling Better for a Sustainable Future

The appetite for better, greener travel is ripe. An incredible 82 percent of adults around the world say they are committed to taking their everyday sustainable habits with them when they travel, with using the correct waste and recycling disposal for different items taking the top spot as the number-one habit.

And, it seems sustainability doesn’t need to take a backseat on holidays. Hotels are a welcome spot to do better: the two most popular habits when traveling include re-using towels and walking short distances to explore the local neighborhood. And, when asked what people would avoid so they could be a more responsible traveler, 47 percent of respondents said they would avoid leaving the air conditioning on when they leave the room.

- More information on IHG’s Journey to Tomorrow can be found [here](#), including information on the plan, ambitions, detailed commitments, and to follow the progress.
- [Link to assets here](#)

SAFE Credit Union Convention and Performing Arts District



Sacramento is getting bigger, better and bolder in 2021 with an expanded and renovated Convention Center and Performing Arts Center. SAFE Credit Union Convention Center, SAFE Credit Union Performing Arts Center and the recently renovated Memorial Auditorium combine to make the SAFE Credit Union Convention and Performing Arts District.

The new Convention Center will offer 240,000 square feet of meetings and event space, which includes an expanded exhibit hall, new ballroom, additional meeting rooms and a new outdoor activities plaza. The convention center is in the home stretch of its extreme makeover featuring a dynamic center for conventions, meetings and cultural experiences. In addition, the convention center received its GBAC (Global Biorisk Advisory Council) STAR Facility Accreditation. GBAC certification demonstrates a commitment to ensuring a clean, safe and healthy environment for everyone using or working in the facility.

SAFE Credit Union is making a 25-year commitment in downtown Sacramento with an investment in the SAFE Credit Union Convention and Performing Arts District. The transformative project will drive economic benefits to downtown and the Greater Sacramento area through increased visitor attraction and spending, creating a healthier business and cultural community.

RESOURCES

- [View live construction feed](#)
- [Visit the SAFE Credit Union Convention Center Expansion and Renovation website](#)
- [Virtual backgrounds available for download](#)



Hyatt Regency Sacramento – GBAC STAR™

Hyatt Hotels & Resorts, one of the first organizations to commit to GBAC STAR as a part of its **Global Care & Cleanliness Commitment**, has announced that the Hyatt Regency Sacramento has achieved accreditation. Guided by a purpose of care and experience delivering world-class hospitality for more than 60 years, Hyatt's Global Care & Cleanliness Commitment builds on its existing rigorous safety and cleanliness protocols and includes:

- GBAC STAR™ cleanliness and training accreditation process through the Global Biorisk Advisory Council (GBAC) at all Hyatt hotels
- Trained Hygiene & Wellbeing Leader or team at all locations, responsible for their hotel adhering to new operational protocols and training
- Cross-functional panel of trusted medical and industry advisors—including experts from Cleveland Clinic—to help us fine-tune safety protocols and consider various aspects of the entire hotel experience.

Sacramento Tourism Marketing District (STMD)

COMMITTEE LEADERSHIP UPDATE

The STMD Committee elected David Huber, CHA, General Manager at the Crowne Plaza Sacramento, to a second term (2021) as Chair of the STMD Committee. Nikki Carlson, General Manager at the Kimpton Sawyer Hotel, was elected to a second term (2021) as Vice Chair of the STMD Committee.

The Sacramento Tourism Marketing District was established to provide additional funding to increase the level of sales and marketing activity as it relates to Sacramento as a tourism, meeting and event destination. The funding, raised by the industry, is directed by the industry. The funds flow directly into sales and marketing activities that are reviewed and monitored by a Tourism District Committee of industry peers—hotel managers appointed by the Sacramento Hotel Association.

In late 2020, the SHA Board of Directors made new appointments to the STMD Committee, including the following:

- Sami Qureshi, CHA, Area General Manager, Hilton Sacramento Arden West
Appointed to a second, three-year term—through December 2023
- Shelly Moranville, CHA, General Manager, Residence Inn Downtown at Capitol Park
Appointed to a three-year term—through December 2023
- Denia Phillips, General Manager, Residence Inn Sacramento Airport Natomas
Appointed to a three-year term—through December 2023

Each STMD Committee appointment automatically includes a seat on Visit Sacramento's Board of Directors.

The full STMD Committee includes these hospitality leaders.

ZONE 1

Nikki Carlson, General Manager, Kimpton Sawyer Hotel

Barry Miller, General Manager, Holiday Inn Sacramento Downtown-Arena

Shelly Moranville, CHA, General Manager, Residence Inn Downtown Sacramento

ZONE 2

Royce Pollard, General Manager, DoubleTree by Hilton Sacramento

Sami Qureshi, CHA, General Manager, Hilton Sacramento Arden West

ZONE 3

Denia Phillips, General Manager, Residence Inn Sacramento Airport Natomas

ZONE 4

David Huber, CHA, General Manager, Crowne Plaza Sacramento

Sacramento Tourism Infrastructure District (STID)

SHA BOARD APPOINTS FOUNDING STID COMMITTEE

Developed by Visit Sacramento, the Sacramento Tourism Infrastructure District (STID) is an assessment district created to provide specific benefits to payors, by providing funding for capital improvements, specifically the construction of a ballroom as part of Sacramento's SAFE Credit Union Convention Center and other infrastructure projects and marketing (if funds allow) designed to increase room-night sales for assessed lodging businesses.

The Board of Directors of the Sacramento Hotel Association is the appointing authority for the STID Committee. The SHA Board has appointed the following representatives as the founding members of the STID Committee.

- Sacramento City Council Member: Rick Jennings II
- Representative of the Sacramento City Manager's Office: Howard Chan
- Representative of the Downtown Sacramento Partnership: Michael Ault
- Member of the Visit Sacramento Board of Directors: Mike Testa
- Five representatives of assessed lodging properties:
 - Nikki Carlson, General Manager, Kimpton Sawyer Hotel
 - David Huber, CHA, General Manager, Crowne Plaza Sacramento
 - Sami Qureshi, CHA, Area General Manager, Hilton Sacramento Arden West
 - Scott VandenBerg, General Manager, Hyatt Regency Sacramento
 - Doug Warren, Regional Director of Operations, Courtyard Marriott Cal Expo & Fairfield Inn Cal Expo

STID Committee members selected Mike Testa as Committee Chair and Nikki Carlson as Committee Vice Chair.

The annual assessment rate is one percent (1%) of gross short-term room rental revenue. The STID includes all lodging businesses, existing and in the future, within the boundaries of the City of Sacramento and a portion of the unincorporated areas of the County of Sacramento. The STID assessment is an assessment on the lodging property, not the guest; however, the assessment may be passed through to the guest at the discretion of the hotel operator.

Hospitality Industry Leader Elected Mayor of Elk Grove

Bobbie Singh-Allen, Executive Vice President of the California Lodging Industry Association and Executive Director of the Independent Lodging Industry Association, was elected Mayor of Elk Grove in November. In early December, she was sworn into office by Congressman Ami Bera (CA-CD 7) in a private ceremony. Singh-Allen is the first directly elected Sikh woman Mayor in the country. Elk Grove includes almost 200,000 residents. She was a veteran school board trustee for Elk Grove Unified School District for more than eight years.



Bobbie Singh-Allen was presented with an Assembly Resolution by Assemblyman Jim Cooper for her years of accomplishments and service in the community.



Convention Center Team Reaches Gold Standard in Clean and Safe Protocols

The SAFE Credit Union Convention Center team received the **GBAC STAR Facility Accreditation**, signaling the facility as a showcase example of commitment to ensuring a clean, safe, and healthy environment. The program helps facilities establish a comprehensive system of cleaning, disinfection, and infectious disease prevention for staff and the building.

ABOUT GBAC STAR™

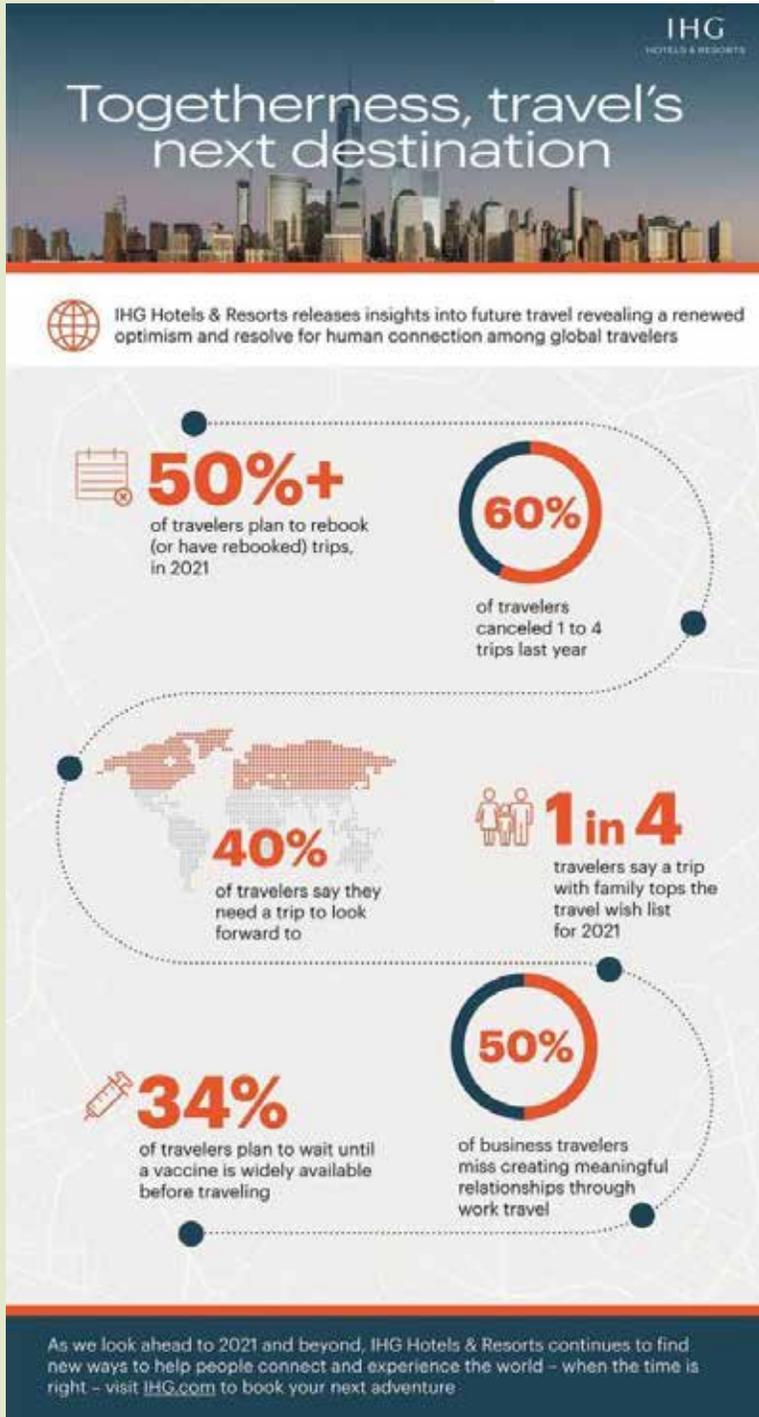
GBAC STAR is the gold standard of prepared facilities. This accreditation means that a facility has:

- Established and maintained a cleaning, disinfection, and infectious disease prevention program to minimize risks associated with infectious agents like the novel coronavirus (SARS-CoV-2).
- The proper cleaning protocols, disinfection techniques, and work practices in place to combat biohazards and infectious disease.
- Highly informed cleaning professionals who are trained for outbreak and infectious disease preparation and response.

IHG Hotels & Resorts Insights on Future Travel

A survey from IHG Hotels & Resorts reveals how much people are longing for human connection, to be with their loved ones, and to make new memories.

Close to 60 percent of survey respondents said they canceled up to four trips (leisure and business) last year. More than half the travelers surveyed said they have now rebooked canceled trips or plan to rebook them, with family vacations and visiting loved ones topping travel wish lists for 2021. And while the pandemic isn't over, the roll-out of vaccines is igniting hope and optimism, as respondents across all age groups, 18 to 55+, say spending time with family and friends is a primary motivator for travel this year.



WHEN THE WORLD OPENS...

- One in five respondents said they plan to make up for the lack of travel in 2020 by going on more trips in 2021.
- One in five people overall said they hope to travel to a place on their bucket list in 2021, with that being true for one in three travelers aged 18 to 24.
- Speaking of younger travelers, this age group was five times more likely to say volunteering for a community in need was a primary motivator for travel.
- One in three surveyed said going to restaurants and trying new foods has the most positive impact on their vacations.
- Over a third of all those surveyed, including 50 percent of those 55 and older, said they plan to hold off traveling until the COVID-19 vaccine is more widely available.

TAKING CARE OF BUSINESS

- One in three workers globally, and 40 percent in the U.S., stated the lack of business travel in 2020 demotivated them.
- 40 percent of those who travel for business said they miss face-to-face meetings.
- More than half of respondents said business travel allows them to “create meaningful relationships with colleagues, customers, and/or clients.”
- Nearly 45 percent shared that business travel improves their working mood and makes them more motivated.

THAT HOTEL LIFE

- While on vacation, the majority of Americans said traveling with loved ones, creating new memories, and having quality time with others had the most positive impact on their mood, while most Australians said it was sightseeing and for U.K. travelers, it was chasing sunshine.
- When it comes to what respondents traveling for work miss the most, one in three said it was “sleeping in a comfy hotel bed” and one in four said “room service.”
- Cabin fever kills the romance as one in four of respondents age 45+ said they look forward to intimacy while on vacation.

All the figures are from OnePoll, a survey-led marketing research company specializing in online and mobile polling. It has offices in London and Bristol, U.K. Six-thousand people were surveyed: 2000 in the United States, 2000 in the United Kingdom, 2000 in Australia. Survey was conducted online between January 5th and January 8th of 2021. The figures stated have been weighted and are representative of adults (18+) in every region.