

SACRAMENTO HOTEL ASSOCIATION

Reader Board

MAY 2022

Sacramento Hospitality

BOWL-O-RAMA

Fun Fundraiser for Scholarships
June 13, 2022 | Punch Bowl Social
Sponsored by Sacramento Hotel Association

2022

Fun Fundraiser for Scholarships - June 13

The graphic features the event title 'BOWL-O-RAMA' in large, colorful, block letters. Below it, a banner reads 'Fun Fundraiser for Scholarships' with the date and location 'June 13, 2022 | Punch Bowl Social' and 'Sponsored by Sacramento Hotel Association'. The year '2022' is displayed in four circles. The background is dark blue with white starburst patterns and illustrations of bowling pins and a ball.

SCHEDULE OF EVENTS | JUNE 13, 2022

All activities at Punch Bowl Social Sacramento

Team Registration 1:30pm

Full Event Hours - 2:00pm to 6:00pm

Bowling Tournament and Light Savory Bites - 2:00pm to 4:00pm

Hot Buffet and Awards Reception - 4:00pm to 6:00pm

TOURNAMENT FORMAT

The Bowl-O-Rama will be a Round-Robin style tournament with six-person teams. Bowlers of all skill levels welcome! Note: The first round of bowling may not be a full game, depending on how many teams register for the event.

TOURNAMENT AWARDS

Team Awards - 1st, 2nd and 3rd

FUN AWARDS

Highest Score

High Speed/Fastest Ball

Most Gutter Balls

Best Team Name

AWARDS RECEPTION AND HOT BUFFET TICKETS

Not a bowler? Register to join in the fun at the Awards Reception and Hot Buffet. Register [online](#) today!

Continued on page 4

The Sacramento Hospitality Bowl-O-Rama is about RAISING FUNDS for SHA's scholarship program for college/university students...and HAVING FUN with hospitality colleagues! All levels of bowlers welcome!

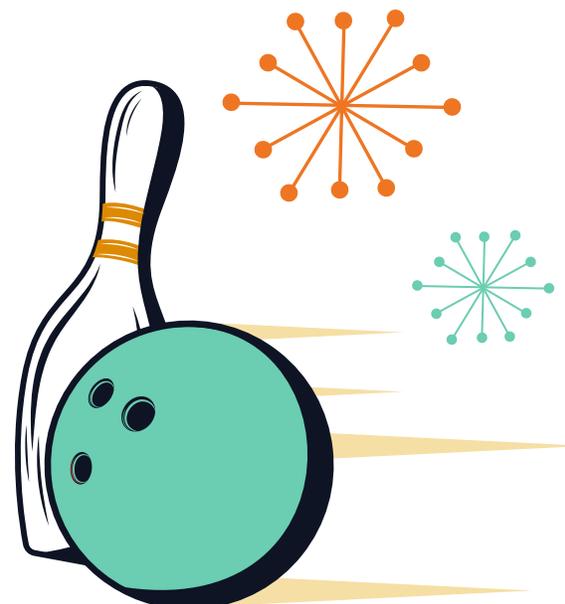
Come out and enjoy an afternoon of fun tournament bowling with colleagues, industry peers, clients and vendors from the hospitality and meetings industry at the First Annual Sacramento Hospitality Bowl-O-Rama, Monday, June 13, at Punch Bowl Social Sacramento.

A significant portion of the tournament proceeds fund scholarships for students pursuing hospitality, culinary, tourism or management careers. Your participation at the Bowl-O-Rama will assist us in funding these educational opportunities.

Here's a preview of the afternoon...Check in and start the day with a beverage and a few savory bites. Then, it's time for your team of six (6) to put on their bowling shoes!

Courtside to the Kings Golden 1 Center, Punch Bowl Social Sacramento, our Title Sponsor for the Bowl-O-Rama, is all about red carpet treatment for all of the Legends-In-Our-Own-Minds. This hot spot is set up with bowling, billiards, darts, ping-pong, karaoke and a vintage arcade. And, because amazing food and beverages always take things to the next level, Punch Bowl Social has those covered too.

Register your six-person team [online](#) today!



Sacramento Hotel Association

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Former Crowne Plaza Sacramento Northeast Now Wyndham Sacramento Hotel

In late December, Khanna Enterprises, a California-based hospitality ownership/management company, announced that the former Crowne Plaza Sacramento Northeast at 5321 Date Avenue, Sacramento, is now the newest member of the Wyndham Hotels & Resorts hotel chain. With the conversion, the six-story, 230-room hotel with 14,000+ square feet of flexible meeting space, will feature a number of notable upgrades. “We’re excited to be joining the Wyndham Hotels & Resorts family and are looking forward to providing our guests with the high-quality guest experience that the brand is known for,” said David Huber, the hotel’s general manager.

The Exchange Hotel Takes on Preventative Disinfection Measures

DOWNTOWN SACRAMENTO HOTEL IS THE FIRST HOTEL TO INSTALL UVGI TECHNOLOGY THROUGHOUT ENTIRE PROPERTY

In early 2022, The Exchange Hotel Downtown Sacramento partnered with Kool Concepts US Inc. (KC), and American Hospitality Services Inc. (AHSI) to incorporate Ultraviolet Germicidal Irradiation (UVGi) Air Purifying Units in all public areas and guest rooms. This hotel is the first of its kind in the Sacramento region to have 100% UVGi air purification systems throughout the property.

Many clients have already benefited from working with AHSI and KC., such as Mr. Sunny Dale, hotel owner who recently committed to deploying the UVGi Air Systems into the hotel’s common areas. “Our staff does an excellent job with cleaning, however, this UVGi disinfection system will ensure that no germs or pathogens enter any rooms or public spaces. We are definitely excited about this enhanced air purification technology adding an extra layer of protection to our property,” said Brenda Smith, General Manager, The Exchange Sacramento. These units provide an added layer of protection to both guests and staff alike. Studies have shown that Ultraviolet Germicidal Irradiation (UVGi) is an established means of disinfection, which has been utilized for years by hospitals and healthcare facilities to prevent the spread of certain infectious diseases.

By employing ultraviolet (UVGi) technology, the light can effectively kill or inactivate microbes by damaging their deoxyribonucleic acid (DNA) and preventing the spread of airborne bacteria & viruses.



A Kool Concept Inc. Technician Installing their UVGi Air Purification System into the Central HVAC Units at The Exchange Hotel Downtown Sacramento.

Leading with Compassion: The Future of Hospitality Careers

By Danielle Susa, Project Associate, Valley Vision, and Renee John, Director of Workforce Development, Valley Vision

On April 22, 2022, Valley Vision hosted a virtual regional advisory centered on the adaptations of the Hospitality, Culinary, and Tourism industry through the pandemic. While the sector continues to represent employment below pre-pandemic employment levels, the Greater Sacramento region has recovered 40% of jobs originally lost in this sector. Nationally, wages have increased by almost \$3.00 per hour to an average of \$19.68.

The event featured keynote speaker Marc Sapoznik, President & CEO of Rancho Cordova Travel & Tourism, labor market information from Aaron Wilcher, Research Director of the Center of Excellence, and an industry panel including:

- Shelly Moranville, General Manager, Residence Inn by Marriott Downtown Sacramento
- Jonathan Modrow, Owner, Bottle & Barlow
- Brittany Claypool, Brand Strategist, Oak Park Brewing
- Andrew Moret, Director of Culinary, Oakmont Management Group
- Marc Sapoznik, President & CEO, Rancho Cordova Travel & Tourism

During the event, panelists described changes and innovations within their companies including moving too fast-casual service with to-go options, producing canned beverages, advancing the adoption of technology, partnering to recruit for talent shortages, and turning a portion of their establishment into community rental space. As Shelly Moranville from Residence Inn by Marriott put it, “We’ve changed the way we do everything.”

The labor market information presented highlighted a need to fill management positions including General and Operations Managers, Food Service Managers, Personal Service Managers, Entertainment and Recreation Managers, Chefs, and Head Cooks. These positions also offer the highest earnings potential within the industry. The panel agreed on the need for training for management positions highlighting the burnout of their leadership teams from the toll of the pandemic.

Several panelists acknowledged investing more in their current workforce than in the past, including establishing “paths to success” for entry-level employees to gain the skills and experience necessary to prepare them for higher roles. Andrew Moret of Oakmont Management Group discussed their Executive Chef Training Program in development as an example of this upward mobility framework.



The panel agreed that learning the career goals of individual team members and helping them achieve them was a best practice. This was just one example of a change to a more employee-centered culture including increased flexibility and accommodation of individual employee needs and schedules. Employers reported altering the availability requirements for existing workers and incoming hires to improve employee retention. As Ms. Moranville stated, “[We] have to be much more flexible to the needs of the associates, and I don’t think that’s a bad thing. As employers, [the pandemic] has forced us to shift and be more understanding of what’s going on in someone’s life.”

The panel agreed the need for high-quality soft skills or essential skills was desperately needed in employment candidates including communication, teamwork, leadership/initiative, cultural and self-awareness, and creativity/adaptability. Jonathan Modrow of Bottle & Barlow stressed the need for an “instinct for care and collaboration.” Mr. Moret closed with critical words for today’s culture stating the need to lead with “compassion for guests, each other, and yourself” is greatly needed in today’s hospitality workforce.

Valley Vision’s employer and industry advisories are funded by Los Rios Community College District with Strong Workforce Program funds. Additionally, the Capital Region’s four workforce boards co-sponsor the advisories; SETA/Sacramento Works, Golden Sierra JTA, YoloWorks, and North Central Counties Consortium.

To keep up with Valley Vision’s work to advance a future-ready workforce in the Sacramento region, subscribe to [Valley Vision’s 21st Century Workforce email newsletter!](#)



“[We] have to be much more flexible to the needs of the associates, and I don’t think that’s a bad thing. As employers, [the pandemic] has forced us to shift and be more understanding of what’s going on in someone’s life.”

*~Shelly Moranville, General Manager,
Residence Inn by Marriott
Downtown Sacramento*

SPONSORSHIP OPPORTUNITIES

Participation and sponsorship at the Sacramento Hospitality Bowl-O-Rama offers you:

- Visibility for your company or property;
- An opportunity to meet and build relationships with colleagues, clients and vendors from the hospitality and meetings industry in a relaxed atmosphere; and
- An effective method of supporting educational projects for local students pursuing hospitality, culinary, tourism or management careers.

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 hotel association newsletter.

Please note that sponsorship fees do not include bowling team registration fees. If you have questions about sponsorship opportunities, please contact SHA staff at info@sacramentohtlassoc.com.

RAFFLE PRIZES

Prizes Welcome—Complete the prize donation form to submit a gift certificate, amenity, gift basket or hotel stay for the raffle drawings. Funds go toward scholarships for local college and university students.

We look forward to seeing you June 13 at the first annual Sacramento Hospitality Bowl-O-Rama at Punch Bowl Social. Register your six-person team [online](#) today!



Friendly
Tournament Play
Finely Crafted Food
Fundraiser for Scholarships

Latest Trends in the Hospitality Industry

COURTESY OF EHL INSIGHTS

What are the latest trends in the hospitality industry? It goes without saying that the pandemic and ensuing economic downturn have had a significant impact on hospitality throughout 2020 and 2021 — no doubt with lingering effects. Some innovative responses to this extraordinary situation like attempting to entice patrons back into food and beverage outlets and assure holiday-goers that it is indeed safe to enjoy a hotel stay, have accelerated existing hospitality industry trends and triggered lasting change.

Meanwhile, there has been a shift in society, partly due to changing values after the acute phase of the pandemic. While in 2020 and 2021, the popularity of staycations, hygiene protocols and contactless technologies — all now firmly embedded in the daily activities of hospitality businesses — has risen sharply, some new trends are emerging.

An increased consumer awareness of all things sustainable, purposeful and health and well-being has set new benchmarks for hospitality enterprises. EHL Insights presents the current trends in the hospitality industry of 2022.

The 10 trends that are shaping the hospitality industry in 2022

1. BLEISURE TRAVELERS AND HOTEL WORK SPACES

Working remotely has today become commonplace for many employees and is forecasted to become more than just a passing trend. This is a great opportunity for hotels and F&B venues to capitalize on the trend and adapt their offering to meet the needs and wants of this emerging segment; ample plug sockets, free high-speed WIFI and great coffee are good starting points.

2. HOLISTIC HOSPITALITY, HEALTH AND WELL-BEING

Preventative medicine and self-care are undisputedly trending right now due to the COVID pandemic. The wellness industry is transforming into a booming trillion dollar market and hospitality venues are well positioned to take a large piece of the pie, especially those with existing spa facilities.

3. DIGITALIZED GUEST EXPERIENCES

Apps are increasingly important in the way hoteliers manage the services they provide to their customers and can now control many aspects of the guest cycle and experience. Customer-facing services are being given an overhaul thanks to the more widespread use of technology-assisted options, such as mobile check-in, contactless payments, voice control and biometrics. These upgrades may be costly to install and maintain.

4. PERSONALIZATION

Today's guests have grown to expect to be recognized and treated as individuals. Data provides insight into past buying habits, enabling hotels to tailor their offers and promotions, and automatically provide similar services to previous stays. Technological platforms such as CRM and CEM use big data to create one-to-one interactions between the guest and the host at scale. AI-powered chatbots have proven to be a customer-service asset both during the booking process and in responding to recurring questions.

5. EXPERIENCE ECONOMY AND ESSENTIALISM

Customers request both extreme personalization and unique experiences. Travelers are decreasingly seeking lavish displays of wealth, preferring instead to spend wisely, purposefully and make a positive impact on the world. Unique experiences that give back to local communities in meaningful ways are in demand, as are niche properties, adventurous holidays and relaxation retreats.

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6. ASSET MANAGEMENT STRATEGY

The asset-light approach has become prevalent in the industry. The separation between the management of operations and real-estate assets now allows hospitality companies to focus on their core business, thus improving efficiencies. It, however, induces additional complexity and potential agency problems, explaining the emergence of new types of jobs, such as asset managers. New job profiles have emerged following the increasing complexity of the hospitality industry. In parallel, the need for quantitative competencies (for forecasting, budgeting, etc.) has also increased.

7. SOLO TRAVEL

In the age of mindfulness, many have embraced the meditative value of spending time alone and venturing out into the big wide world unencumbered, interacting and making friends to whatever degree suits. In an effort to make solo travelers feel comfortable, barriers between hotel staff and guests are being lowered, interior design choices made to evoke a sense of homeliness and an informal atmosphere cultivated.

8. SUSTAINABILITY

A hospitality trend that is both current and a hallmark of recent years: “sustainability” once again assumes its position. A natural extension of avoiding disposable plastics, eliminating unnecessary paper consumption thanks to opt-in receipts and reducing food waste, more far-reaching ethical and environmental considerations are shaping decisions made at the hospitality management level.

9. VIRTUAL AND AUGMENTED REALITY

It seems only natural that businesses in the hospitality industry should seek to capitalize on features such as virtual tours, conjuring up a digital environment for consumers to picture themselves in. As ever, keeping the access threshold low is key to reaching as broad an audience as possible with virtual reality material: making content accessible on a variety of devices.

10. TRAVELING LESS (AND STAYCATIONS)

Travel restrictions in 2020 and 2021 have facilitated the rise of the staycation. Even with international travel opening back up, between airline price hikes, and the complicated bureaucracy involved in going abroad now, many deem foreign travel either too expensive for a big family vacation or not worth the hassle. In fact there is a multitude of reasons vacationers may also be choosing to stay closer to home, such as for environmental or budgeting reasons, with this year having seen a marked uptick in holidays spent more locally.

Best Companies to Work For in the U.S.

As the hospitality industry emerges from one of the most challenging times in its history and the world returns to travel, several hotel groups have once again been recognized for their outstanding – and resilient – workplace cultures.

Great Place to Work (GPTW) and Fortune recently named the 2022 Best Companies to Work For in the U.S. As in previous years, Hilton is the highest ranked hospitality company to appear on the list.

#2 Hilton

#23 Marriott International

#44 Kimpton Hotels & Restaurants

#70 Hyatt Hotels Corporation

Most Business Travelers Expect To Attend Conferences Within 6 Months

A new survey released in early April by the U.S. Travel Association found that **84% of business travelers** expect to attend conferences, conventions or trade shows in the next six months. The newly developed Quarterly Business Travel Tracker also found the top reason for uncertainty about upcoming business travel was whether meetings and events would occur, followed by corporate policy restricting travel.

“The return of in-person meetings and events — and business travel in general — is a welcome sight after more than two years of pandemic-related uncertainty,” said U.S. Travel Association President and CEO Roger Dow in the press release. “There is simply no substitute for a face-to-face meeting, which is proven to lead to more fruitful business opportunities and can help power an economic and jobs recovery in communities across America.”

Please [click here](#) to see the executive summary of the business traveler survey and quarterly Business Travel Index.

Higher Food Costs, Supply-Chain Disruption Turn Up Heat on Hotel Kitchens

LEAD TIMES AND AVAILABILITY ADD FRUSTRATIONS

By Bryan Wroten, *Hotel News Now*, April 22, 2022 (edited for space)

The combination of supply chain disruptions and overall inflation have hit the U.S. hotel industry hard, particularly in food and beverage operations, where profit margins have traditionally been thin.

As more people return to travel and expect great dining experiences, hoteliers have once again had to adapt to growing demand while they work through higher prices on food and kitchen equipment as well as less availability and longer lead times.

PRICY INGREDIENTS

Everyone is fighting inflation and trying to control rising costs, said Marcus Marshall, Vice President of Restaurants and Bars at Hospitality Ventures Management Group. The company works through its distributors and suppliers, constantly reviewing price increases. The higher costs usually come from beef, poultry and dairy, but they're also seeing higher costs for disposables, such as napkins and paper towels manufactured in China.

The prices for alcohol have been less volatile given the regulations and state taxes at play, he said. It's been a wine-buyer's market for years now, as there's no scarcity.

The cost of food items has leveled off recently, and they're more available now than they were this time last year, he said. It's mainly been a matter of getting the product and responding to price increases to keep margins where they need to be in balance with guest demand. They've had to raise prices on various dishes, up to 7% in some cases, and the guests haven't hesitated to pay.

Raw food prices have inched up, said Angela Harrington, president and CEO of Catalyst Project Management and owner of Hotel Grinnell in Grinnell, Iowa, and the Highlander Hotel in Iowa City. The fresher items, particularly fruits, have proven more problematic given droughts in California and the cost of gas to deliver them.

The increase in both costs and time for delivery has been an ongoing challenge, but Aimbridge Hospitality's procurement program has a person dedicated to its food and beverage operations to prevent problems from arising, said Elie Khoury, executive vice president of operations at Aimbridge.

"We have eyes on what is available to us, and we work with our food distribution companies to make sure we're able to design and write recipes for menu items that have availability at, I don't want to say attractive prices, but very reasonable prices," he said.

Having that dedicated person has been helpful in making sure Aimbridge's hotels can either get what they need or adapt as necessary, he said. That may mean having to rethink how hotels line up their kitchens or their menus.

Distribution itself has been a challenge over the last year and a half, he said. Although it's getting better, the company has been paying between 7% to 10% more in goods today than ever before.

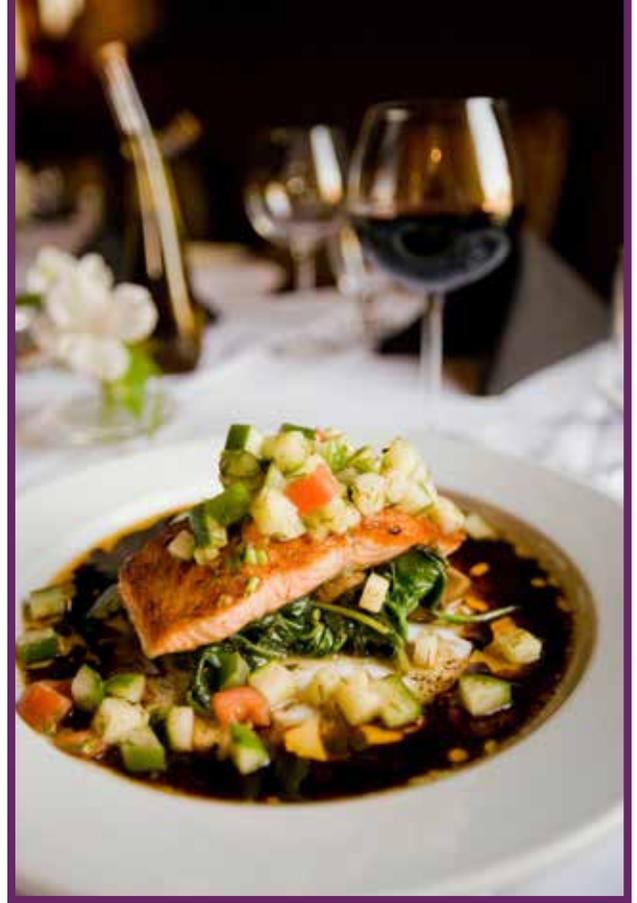


Photo by Casey Lee on Unsplash

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ADAPTING MENUS

One of the ways HVMG's hotels have managed these challenges is by no longer having a set menu, Marshall said. They are printing menus in-house to be flexible as certain types of food become more expensive or less available.

When certain foods became harder to get, such as chicken wings for a while, they just took the dishes off the menus. Other times, when rib-eye steaks cost too much, they switched over to New York strip steaks.

Some properties are having to make changes on a weekly basis while others are doing it less frequently, he said.

For a smaller operator, changing menus frequently is a debacle, Harrington said. Beyond the printing up of new menus, it's difficult to quickly retrain kitchen staff on new dishes.

When a food item is too expensive or unavailable, they no longer offer it or improvise and make sure the guest understands what is going on, she said. For certain foods, such as pastries, it's not something they can do on their own and it's not cost effective to try to source that locally.

BEYOND INGREDIENTS

Marshall said he bought an oven for a hotel's kitchen in 2019 for about \$12,500. It's similar to the kind used at Starbucks that makes food hot and crispy quickly, he said.

Recently another owner wanted the same oven for another property, he said. In roughly three years, the oven jumped in price to more than \$22,000 and has a 16-week lead time. Thinking there was a possible misunderstanding of the price with the distributor, he called the direct manufacturer. "They verified, actually, their list price was higher than what I was being offered," he said. "They said they were backlogged for the same reasons that everybody is: the supply chain, labor shortage and wage increases."

With that information, Marshall said he had to go back to the hotel owner to talk about their options.

"The math is different now," he said.

Aimbridge's procurement team has also helped prevent problems when buying kitchen equipment, Khoury said. If they ran into trouble finding stoves, ovens or other items, they would know before committing to a hotel owner a certain level of equipment and delivery time.

"Delivery time is the biggest issue right now for us, everything is taking longer," he said.

Harrington bought the Highlander Hotel 10 weeks before the coronavirus pandemic started, so while everything she ordered to update the hotel came in at pre-pandemic pricing, the wait took weeks to months for the most basic items. In some cases, it took as long as 18 months.

What worries her most about inflation isn't the cost of the food her hotels serve; it's how inflation is affecting her employees. She's already paying about 30% more than others in the market.

"It is very important to me to make sure that every single team member is paid a living wage or more," she said. "It's important to me that they don't just survive working for my hotels, that they thrive."

Inflation affects her ability to take care of her teams, and if they don't have enough to make ends meet, that creates a problem at home and at the hotels, Harrington said.

America's Best Employers for Diversity

Over the past two years, the focus on racial disparities has put a spotlight on several industries. The impact of COVID-19 on the lives and livelihoods of Black families has raised questions about healthcare equity. The economic fallout for Black workers and Black-owned businesses has once again illustrated the need for financial inclusion and access to capital. Meanwhile, remote learning has turned attention to the disparities in resources and academic outcomes for students in underserved communities.

It was against this backdrop that Forbes partnered with market research company Statista to compile its annual list of America's Best Employers for Diversity.

To determine the ranking, Statista surveyed 60,000 Americans working for businesses with at least 1,000 employees and pinpointed the companies they identified as most dedicated to diversity, equity and inclusion. Survey participants were asked to rate their organizations on criteria such as age, gender, ethnicity, disability and sexual orientation equality, as well as that of general diversity. Statista then asked respondents belonging to underrepresented groups to nominate organizations other than their own.

The hospitality companies on the list of 500 companies include:

- #75 Marriott International
- #112 Hard Rock International
- #193 Hershey Entertainment and Resorts
- #201 Hilton
- #355 Wynn Resorts
- #432 Hyatt Hotels
- #471 Wyndham Hotels & Resorts
- #479 Choctaw Casinos & Resorts

Best Places to Work for LGBTQ+ Equality 2022

Human Rights Campaign Foundation's Corporate Equality Index (CEI) is the national benchmarking tool on corporate policies, practices and benefits pertinent to lesbian, gay, bisexual, transgender and queer employees.

The Human Rights Campaign Foundation recognized the 842 businesses that met all the criteria to earn a 100 percent rating and the designation of being a 2022 "Best Place to Work for LGBTQ+ Equality."

Top-rated CEI employers come from nearly every industry and region of the United States. To earn top ratings, these employers took concrete steps to establish and implement comprehensive policies, benefits and practices that ensure greater equity for LGBTQ+ workers and their families.

The hotel groups recognized as being a 2022 "Best Place to Work for LGBTQ+ Equality" included (in alphabetical order):

- Hilton
- Hyatt Hotels Corporation
- IHG Hotels & Resorts
- Kimpton Hotel & Restaurant Group LLC
- Marriott International Inc.
- MGM Resorts International
- Radisson Hospitality, Inc
- Wyndham Hotels & Resorts Inc.



Photo by Olivia Bauso on Unsplash

Couples Aren't Scaling Back on Hotel Weddings Despite Inflation

WEDDING DEMAND AT SOME HOTELS MATCHES PRE-PANDEMIC LEVELS

By Dana Miller, *Hotel News Now*, March 4, 2022 (edited for space)

The pace of wedding bookings across hotels in the U.S. hasn't slowed this year despite rising inflation or possible lingering COVID-19 concerns.

Over the past two years, couples put their celebrations on hold, either rescheduling multiple times or canceling outright as the delta and omicron variants spiked. Now, inflation is creeping higher.

The annual inflation rate in the U.S. increased to 7.5% in January, the highest it's been since February of 1982 and surpassing market forecasts of 7.3%, "as soaring energy costs, labor shortages and supply disruptions coupled with strong demand weigh," the U.S. Bureau of Labor Statistics notes.

However, Matthew Wheeler, Area General Manager of Topnotch Resort in Vermont and High Peaks Resort in New York, said couples aren't necessarily scaling back on wedding celebrations now because of inflation concerns.

"When we start worrying about inflation or people tightening their belts, I always remind myself that it impacts the entire column; everything either shifts down or it shifts up," he said. "They may select a different kind of venue but they're still going to get married, they're still going to have a party, they're still going to invite people and eat and drink. It's ultimately understanding what clients are really looking for early on in conversation."

SIZE AND VOLUME OF WEDDING BOOKINGS

Jeannie Green, Corporate Director of Sales and Catering at Kessler Collection, said demand for weddings at her hotels is matching what the demand was pre-pandemic. On average, the 12 hotels across the portfolio would each host 25 weddings per year, with most occurring during the summer months, she said.

Many couples pushed the date of their weddings back to this year, and the omicron variant that emerged in late 2021 hasn't caused further setbacks.

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INFLATION ISN'T STOPPING COUPLES EITHER.

“I did present that question to my team, and they are not seeing that [as a barrier],” Green said.

Not only is the pace of wedding bookings stabilizing, the size is, too, she added. The standard sizes range from 100 to 200 guests. “Between their guest list and their spend, we’re back to pre-pandemic,” Green said, adding that hotel weddings have begun stabilizing since the fourth quarter of 2021.

“In our higher-demand, transient leisure markets, we are capping group at around 20% to 25% on peak-season weekends, offering 10-room courtesy blocks to weddings,” said Brittney Jones, VP of Sales, Marketing and Revenue Management at development, investment and management company Raines.

And even more so than in 2019, people are calling to ask for extra room blocks, ranging from five to 10 rooms, she said. “We’ve been able to push rate even further for this second block, and [guests] aren’t questioning it whatsoever. We’re not seeing pushback, they’re just taking what they can get,” Jones added.

BOOKING WINDOW

Wheeler said his team typically will book weddings at his two properties 12 to 18 months out. How it differs this year is not necessarily that guests are booking further out but it’s that they’re booking faster.

Jones said the booking has changed since pre-pandemic at her hotels. In 2018 and 2019, the window was as far out as 12 to 24 months. Now, that’s shifted back.

“We’re really seeing bookings that are in the year for the year. I think people are a little nervous booking too far out,” she said. “Our average lead time today, and since 2021, has been about six months ... but we’ve even seen a lead time of as little as three months.”

Leads for weddings this fall are coming in quickly at her properties and some are booking on Thursdays, Fridays and Sundays because Saturdays are completely booked, depending on the property. Some couples are even pushing out to spring of 2023 at this point, she said.

ANCILLARY PRIORITIES

The three biggest priorities for couples this year for their celebrations are bar options, floral arrangements and music, instead of being laser-focused on the sit-down dinner, Wheeler said.

Couples want to make a statement with floral, he said, such as creating ceiling installations over dance floors. And almost all couples booking at his properties are putting a lot of money into big bands or DJs.

Green said couples booking at her properties aren’t scaling back on food and beverage, and they’re not asking for discounts either.

SUPPLY CHAIN

In terms of supply-chain issues, Wheeler said his teams fought hard early on in the wedding season.

“We knew that was coming. We had to be flexible with menu pricing and also be upfront with clients who may not be aware of what the supply-chain issues are,” he said.

KEEPING COVID-19 IN MIND

Despite COVID-19 guidelines across the U.S. relaxing, couples hosting weddings are still cognizant of the risks, Green said. Some couples might opt to have a basket of more decorative face masks waiting for guests upon their arrival.

“We do share our standards or guidelines that we are following at our hotels. Social distancing, we encourage; however, there is no longer that mandate ... it is back up to standard table seating,” she added.

Responsible Beverage Service Training Program Act

NEW LAW GOES INTO EFFECT JULY 1, 2022

A new Responsible Beverage Service (RBS) law will take effect July 1, 2022, and will impact hotel restaurants and bars and other related establishments.

AB 1221 mandates that every alcohol server and their managers be trained in Responsible Beverage Service, pass an Alcoholic Beverage Control (ABC) exam, and get certified by ABC by August 31, 2022, or within 60 days of their first day of employment.

JULY 1, 2022

AB 1221 (Responsible Beverage Service Training Program Act) goes into effect. Responsible Beverage Service (RBS) training for alcohol servers and the managers of alcohol servers for ABC On-Premises licensed establishments becomes mandatory. ABC On-Premises Licensees have 60 days from July 1, 2022, to have their staff trained and certified by an approved RBS training provider. This includes the successful completion of an ABC administered RBS exam. For new employees, they must be certified within 60 days of their first day of employment.

SEPTEMBER 1, 2022

Enforcement of AB 1221 may begin. For more information about the Responsible Beverage Service (RBS) Training Program, visit these websites:

<https://www.abc.ca.gov/education/rbs/>

<https://abcbiz.abc.ca.gov/>

If you have any specific questions about the training program, please email Alcoholic Beverage Control (ABC) staff at rbstp@abc.ca.gov.

CBRE Forecasts Continued Hotel Recovery in 2022 Despite Increasing Risks

A STRONG EMPLOYMENT OUTLOOK AND THE RETURN TO OFFICE MAY BE PARTIALLY OFFSET BY INFLATIONARY PRESSURES AND GEOPOLITICAL RISKS

CBRE Hotels Research has raised its forecast for 2022 average daily rate (ADR), Occupancy and Revenue per available room (RevPAR) to reflect the stronger-than-expected fundamental performance in the fourth quarter. Other factors contributing to the improvement include below-average supply growth, strong domestic leisure trends, the resumption of inbound international travel and a predicted return to office later this year. CBRE made the changes despite heightened uncertainty and increasingly limited visibility due to geopolitical risks and inflationary pressure.

CBRE now forecasts RevPAR to reach 2019 nominal levels by Q3 2022 under CBRE's base case scenario, rather than in Q3 2023, as previously forecasted.

RevPAR in May 2022 exceeded 2019's levels for the first time since the pandemic began. This strength has not held into this year's first quarter. January saw a pullback, with RevPAR coming in 21.7 percent below 2019, and year-to-date trends have remained somewhat muted. The pullback is likely due to the shift from the leisure-centric holiday season to the business-driven first quarter along with heightened geopolitical and inflation risks.

According to CBRE Hotels Research's May 2022 edition of its Hotel Horizons report, ADR reached 2019 nominal levels in last year's third quarter. CBRE expects that ADR will once again exceed 2019's levels following a pause this quarter. Higher rates will be driven by a recovery in higher-rated, inbound international travel, the resumption of more

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Women Gain Slight Leadership Ground in Hotel Companies

By Linda Fox, February 1, 2022

Courtesy of PhocusWire/Phocuswright/Northstar Travel Media LLC

Women in leadership roles within hotel companies are increasing, according to a report.

Non-profit organization the **Castell Project** says that although leadership roles - CEO, president, founder - remain skewed toward men, women are now in one top position for every 10.3 that men occupy.

This compares to 2019 when it was one woman in a leadership role compared to 11.2 men, the 2022 Women in Hospitality Industry Leadership report found.

Peggy Berg, chair at the Castell Project, says: "As the hospitality industry rebuilds the jobs it has lost since the start of the pandemic, developing career opportunities for women and minorities is even more vital in the hotel sector.

"This report tracks progress and we are seeing more women in senior executive roles, successfully advancing every aspect of their companies.

"There are more women on the podium, building their own careers and inspiring others. There are more women owners, including women of color. Recognition of the value and importance of diverse leadership is now widespread, so we expect these trends to accelerate."

Castell also says that its mission of seeing one-in-every three seats at the top occupied by women is getting closer to completion, with 3.4 male chiefs now for each woman in hotel companies.

While women mostly occupy human resources roles, there is now representation in chief marketing, chief revenue and chief sustainability roles.

Despite the slight gain for women representation in leadership, however, the report points to McKinsey & Company research that says **about a third of women have considered leaving the workforce** or taking a lesser role in the past year.

This compares with about 25% in the first few months of the pandemic.

The findings are supported by Phocuswright research revealing that **the crisis disproportionately impacted women in the workforce**, and the time taken to close the gender pay gap has increased by a generation.

The Phocuswright Gender Equity 2021 study also revealed that 46% of men rate the travel industry as good or excellent with respect to gender equity for career development and management opportunities compared to 26% of women.

A further report published recently revealed **a gender diversity gap at the top of travel technology** companies with only 12.5% of the top 350 companies led by a woman.

New Member

SpringHill Suites by Marriott West Sacramento

3455 Reed Avenue
West Sacramento, CA 95605
(916) 873-8222

www.marriott.com/hotels/travel/sacsw-springhill-suites-west-sacramento/

97 Guest Rooms

Marilou Will, General Manager
Terry Stewart, Assistant General Manager
Suman Chand, Front Office Manager

People on the Move



The Hyatt Regency Sacramento has named **Megahn Stewart** as Director of Operations. Most recently, Stewart served Assistant Director of Rooms at the Hyatt Regency Scottsdale at Gainey Ranch. She has been with Hyatt for 14 years, previously working in Southern California at Hyatt Regency Newport Beach and Huntington Beach, and also in Austin and San Antonio, Texas. This is Stewart's second time working at the Hyatt Regency Sacramento. She previously worked at the hotel in 2012-2016 in all areas of the Rooms Division and even held the position of Director of Security during that time.



Matthew Teyler was recently named General Manager at the **Hyatt Centric Downtown Sacramento**. Most recently, Teyler served as General Manager at the Fort Sutter Hotel Sacramento. Previously, he served in the same position at The Westin Sacramento. Teyler joined the hotelier world in 2004 at Wine and Roses Hotel in Lodi, California. He made stops in Stockton, Sacramento, Aspen, and San Diego before returning to Sacramento in 2018.



CHLA President & CEO Celebrated 20th Year Representing California Hospitality Industry
February 2022 marked Lynn Mohrfeld's 20th

Anniversary with the California Hotel & Lodging Association. As the acting President + CEO for more than a decade, Mohrfeld has continued to grow the association into a multi-faceted operation focused on giving hoteliers the tools they need to operate and protecting their interests both locally and at the state level. Within the past two years alone, Mohrfeld has helped negotiate pathways for hoteliers to access state support and resources, led the development of COVID-19 guidance materials for the hospitality industry, strengthened California's hospitality activism, and directed the fight against onerous litigation which would have cost the hospitality industry valuable jobs and much of the operational flexibility hotels need to survive. Leveraging his business degree to the fullest, Mohrfeld is always exploring how to simplify guidance for members and make operations simpler than ever. In addition, the American Hotel and Lodging Association's 2022 Executive Committee announced Lynn Mohrfeld, CHLA President & CEO, as its newest Association Representative. In this role, Mohrfeld will work alongside other committee members to ensure AHLA effectively responds to the hotel industry's advocacy needs.

CBRE FORECASTS CONTINUED HOTEL RECOVERY IN 2022 DESPITE INCREASING RISKS

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traditional business travel, labor market tightness and higher overall inflation. US CPI was 6.7 percent year-over-year in Q4 2021 and hit 7.9 percent in February 2022, according to the Bureau of Labor Statistics. CBRE forecasts that inflation (CPI) will reach slightly more than 6 percent in 2022 before dropping to around 2 percent in 2023 and after.

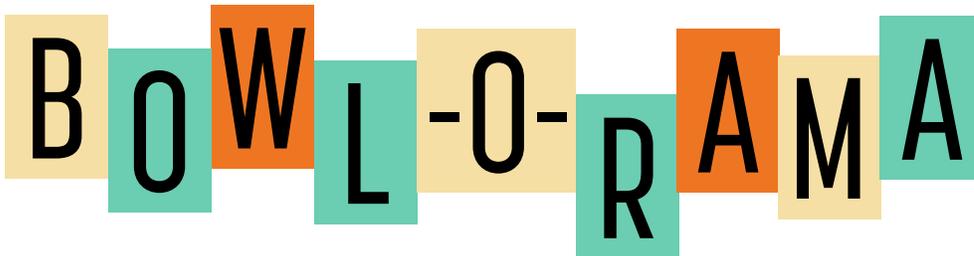
"Higher room rates will lead to a quicker return to 2019's nominal ADR levels," said Rachael Rothman, CBRE's Head of Hotel Research & Data Analytics. "But from a profitability perspective, inflation will be a headwind through higher utilities, supplies and labor."

The effects of inflation on ADR won't be uniform. Bram Gallagher, CBRE Senior Hotel Economist said, "Historically, most hotels can respond to inflation with price increases, but only luxury hotels have demonstrated that they can exceed the pace of inflation to achieve real gains. Economy hotels have the most difficulty raising prices enough to keep up."

CBRE expects domestic and drive-to resorts to show strength once again in 2022 as the war in Ukraine and the resurgence of COVID in Asia could persuade wealthier U.S. travelers to prefer domestic destinations closer to home. Elevated gas prices could hurt more budget-minded consumers who frequent interstate hotels.

Longer-term, muted supply growth will mitigate the blow for the hotel industry. High construction-material prices, including lumber, steel and labor, make the development of most new projects cost prohibitive, limiting the delivery of new rooms over the medium to longer term. CBRE forecasts that supply will increase at a 1.2 percent compound annual growth rate over the next five years, well below the industry's 1.8 percent long-term historical average.

Source: CBRE Hotels Research, March 17, 2022



Fun Fundraiser for Scholarships - June 13

