

Education - Research - News Update: Winter 03/04

Letter from the President

Happy Holidays to all fellow Mile High Chapter Members. I trust you and your families have a happy and healthy New Year!

What a rewarding experience this past year has been. To all of our Members...thank you for your participation and dedication. To our Board... we could have never accomplished what we have this past year without your support, hard work and commitment. Our hard work has paid off, and we have grown this Chapter to the next level. Attendance at monthly meetings has increased, membership retention and new memberships have grown, and an expression of heightened satisfaction has been communicated from our members.

Thank you all for a tremendous year and I look forward to serving as Past President with our new board in 2004!

Sincerely,
Susan Cecere, CHME

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News of Note from NY & CO



Another fine bathroom to go condo?

Beleaguered Regent Wall Street Closing

Many of our members will remember Chris Knable, the General Manager of The Regent Wall Street, who spoke to our group two years ago.

After five years in the heart of downtown Manhattan, the five-star ultra luxurious Regent Wall Street is closing its doors as

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Welcome To Our New Members

Ms. Lauren Crawford
Johnson & Wales University
7150 Montview Blvd
Box C-9
Denver, CO 80220

Ms. Judith Lages
VP Sales and Marketing
Xanterra Parks & Resorts
14001 E. Iliff
Aurora, CO 80014

Ms. Dannette Robberson
Vice President Sales & Mktg.
Sceptre Hospitality
5775 DTC Blvd.
Englewood, CO 80111

Ms. Cindy Curnutte
Key Account Director
InterContinental Hotels
Group
2570 Albion Street
Denver, CO 80207

Mr. Mark Ozawa
Vice President
Sceptre
5755 DTC Blvd., Suite 300
Greenwood Village, CO
80111

Our Chapter & Board

President: Martha Musteen, CHA, CHME
President Elect: Amy Rezvani, CHSP
Vice President: Kevin Metzler
Treasurer: Patty Farmer
Secretary: Pam Mather
Past President: Susan Cecere, CHME

Continuing Board

Kate Maestes
Dave Mueller
Brandy Sawyer
Michelle Sedlak
Ginger Smith
Kelly Wilson

New Board Members

Sandy Heydt
Nanci Schiavone

Executive Director:

Douglas Ravnholdt, CAE
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Tremendous Savings Calling All Members Who Work for The Big Brands

As companies seek solutions, education and invaluable information to overcome challenges that our industry continues to face, HSMIAI has introduced a "Corporate Membership Package," which provides an affordable means for multiple memberships within our industry's larger corporations.

Corporations can sign up multiple members from different locations.

The new corporate membership program is applicable for 10 or more members of the same company. There are three levels of corporate membership, and each level earns "value-added" Corporate Benefit Points.

70 New Members Already Added

The program is already proving to be a success with a number of organizations already signed on, such as InterContinental Hotels Group, Northstar Travel Media and Greater Fort Lauderdale Convention and Visitors Bureau, enrolling over 70 new members collectively.

Save Your Company From 30% to 50%

Level One - 30% savings (11-25 memberships)

The first member pays the regular \$295 annual rate and subsequent members are offered a \$200 rate - 30% savings. The company additionally earns 10 HSMIAI Corporate Benefit Points for a choice of:

- 1 Half-page b/w ad in HSMIAI's *Marketing Review*
- 2 Choice of five free eConference sessions during the annual membership year
- 3 Five additional annual subscriptions to *Marketing Review* to same company executives

Level Two - 40% savings (26-50 memberships)

The first member pays the regular \$295 annual rate and subsequent members are offered a \$175 rate - 40% savings. The company additionally earns 20 HSMIAI Corporate Benefit Points for a choice of:

- 1 Exclusive special offer message in HSMIAI's new meeting planner eNewsletter from your company distributed to over 3,500 qualified meeting planners from three HSMIAI Affordable Meetings trade shows
- 2 Full-page b/w ad or half-page color ad in HSMIAI's *Marketing Review*
- 3 One complimentary executive attendee at HSMIAI's Executive THINK or HSMIAI's Strategy Conference
- 4 Two complimentary seats at HSMIAI's Annual Awards Dinner in NYC

More Membership Translates to:

- a Stronger Voice for The Sales and Marketing Professionals
- a Stronger Educational Program
- a Stronger Industry

Level Three - 50% savings (51 plus memberships)

The first member pays the regular \$295 annual rate and subsequent members are offered a \$150 rate - 50% savings. The company additionally earns 30 HSMIAI Corporate Benefit Points for a choice of:

- 1 Editorial feature in *Marketing Review*
- 2 Exclusive special offer message in HSMIAI's new meeting planner eNewsletter from your company distributed to over 3,500 qualified meeting planners from three HSMIAI Affordable Meetings trade shows
- 3 Full-page color ad in *Marketing Review*

Additionally, each individual member receives:

- 1 Unique membership number and card
- 2 Members only access to HSMIAI's informational website
- 3 Quarterly distribution of HSMIAI's award-winning *Marketing Review*
- 4 Regular member update newsletters
- 5 Special member rates (25-40% discount) on HSMIAI trade shows, publications, HSMIAI Foundation research and HSMIAI eConferences, educational seminars and events
- 6 Special access and rates for all HSMIAI special negotiated affinity partnerships

For more information, contact Fran Brasseux at fbrasseux@hsmia.org or 703-610-9024, or check out www.hsmia.org.

Destiny

“ how others treat me
is there path, how
react is mine. ”

- unknown attribution





Members In The News

Joining the Sales Staff at the Brown Palace are Jeannie DiGrappa, most recently from the Warwick, and Noel Kalata, most recently from consulting and The Broadmoor. Joining the Convention Services department is Dami Crowser from Breckenridge Lodging & Hospitality.

Nancy Schiavone got married the week of December 8 to Mike Carter in Hawaii.

At the Holiday Inn Downtown Denver, Phyllis Turex (formerly Meyer) has been promoted to Assistant General Manager from Director of Sales and Marketing. Patty Farmer has been promoted to Director of Sales and Marketing from Director of Group Sales.

Ginger Smith is now in sales for the Park Hill Golf Course.



Susan Cecere, Mile High Outgoing President, at HSMAI 75th Anniversary Gala at The Plaza Hotel with Bob Gibert, HSMAI President

National HSMAI Updates

Internet Marketing Conference

HSMAI hosted their first Hotel Internet Marketing Conference on December 12th in Miami.

As a member of HSMAI you can find the presentations on line shortly. We are planning to post the presentations in a streaming video context in our members-only section at www.hsmmai.org. As soon as it is live we will send you a link to use so as to access the information.

Internet Marketing Source Material on Line

In the meantime, you will find a wealth of information on Internet Marketing on the hsmmai.org site already under the events details in the education and event downstream or just open the HSMAI internet advisory board's site at www.hotelinternetmarketing.org. You will be amazed at the Internet marketing strategy resources offered for members only.

National HSMAI Calendar of Education, Trade Shows, and Events

National Calendar

January 26
Travel Awards Dinner - New York City

February 19-21
HSMAI Airline and Hotel Contracting Strategy Conference - Miami, FL

March 21-26
HSMAI World Quest - NYC, Chicago, Washington, DC

April 12-13
Chapter Leadership Forum - Chicago

April 14-15
HSMAI's Affordable Meetings Mid-America - Chicago

April 21
HSMAI Hotel Internet Marketing Strategy Conference - NYC

June 9-10
HSMAI's Affordable Meetings West - Long Beach, CA

June 21
HSMAI Revenue Management Strategy Conference - Dallas

Sept 8-9
HSMAI's Affordable Meetings National - Washington, DC

e Conference Archives

▶ [Carol Verret - How to Expose and Close Every Piece of Business in Your Market](#)

Location: eConference
Dec 28, 2003

▶ [Introduction To Advances In Revenue Management](#)

Location: Online archive
Dec 28, 2003

▶ [Segmentation And Revenue Management On The Internet](#)

Location: Online archive
Dec 28, 2003

Trade shows

▶ [HSMAI's Affordable Meetings Mid-America](#)

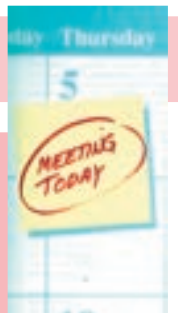
Location: Navy Pier - Chicago, Illinois
Apr 14- 15, 2004

▶ [HSMAI's Affordable Meetings West](#)

Location: Long Beach, California, Convention Center
Jun 9-10, 2004

▶ [HSMAI's Affordable Meetings National](#)

Location: The "New" Washington, DC Convention Center
Sep 8 -9, 2004



No Good Deed Goes Unpunished

Continued from Page 1

a hotel sometime in January. Two years after the terrorist attacks of 9/11 ravaged the property's economic viability, the hotel's owners have decided to seek an alternative use for this historic property.

The 144-room property, which was in the shadow of the World Trade Center complex, has been unable to compete in this radically altered lodging market where business travel has shriveled and fewer executives can rationalize spending \$300-\$1,000 or more for a night's accommodations. Speculation is the hotel, a protected signature landmark structure, will become upscale residences. Built in 1842, the building originally was home to the U.S. Merchants Exchange and as the U.S. Customs House in the late 19th century. It is also home to the second-largest uninterrupted ceiling span in the city next to Grand Central Station.

Lalia Rach, Ed.D., Associate Dean at the Preston Robert Tisch Center for Hospitality, Tourism and Sports Management, New York University, said the ripple effect of the down economy and the terrorist attack was long reaching. "Here we are two plus years after the attack, and in some ways because of what the hotel and its staff did following the attack [this news] is even harder to hear about", said Rach. "It also demonstrates how the marketplace has not recovered and business travel is not back to anywhere near where it needs to be."

In the immediate aftermath of the Trade Center collapse, Chris Knable and his staff sprung to action, caring for stranded guests and throwing open the hotel's doors to emergency workers that needed a place to catch a meal and a moment of respite.

"The police did their job and we did ours. We take care of people, that is what we do," Knable told Hotel Interactive in September 2002. After accepting no new guests for 10 days, the hotel slowly began the process of rebuilding its business and letting clients know they were still open. Though the banquet hall became one of the preeminent venues in the city, the owners were unable to salvage the property as downtown business has evaporated.

Brown Palace Receives Top Award

4

The readers of Travel and Leisure Magazine chose the Brown Palace Hotel as Denver's top business hotel. The survey was given to readers in 50 states.

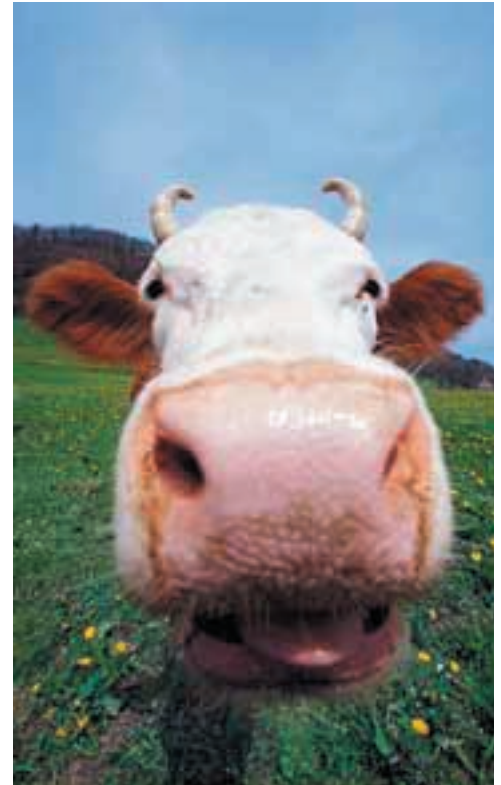
Congratulations to The Brown!

Steer Drinking Tea?

Did you think that "taking afternoon tea" at the Brown Palace would only involve sophisticated patrons schooled in the proper pinky finger positions? You're invited to visit on Friday, January 23, 2004 for a little different view of tea in the atrium lobby of Denver's 'grande dame.'

The beautiful holiday chandelier with its 42,500 tiny white lights will still be hanging in its entire splendor, suspended from the stained glass ceiling between the third and fifth floors of the atrium lobby. The pianist and harpist will be playing soothing sounds while the servers bring three-tiered silver trays to the tables, filled with petite tea sandwiches and pastries, scones and Devonshire cream.

But a specially invited guest will also be led into the atrium lobby that day, on a red carpet, befitting his stature. The Grand Champion Steer, fresh from the National Western Stock Show, will be on display from 11:00 am until 1:00 pm as part of the Auction of Junior Champions. Plan to stop by for this 48-year tradition! *From Deborah Dix, Director of Public Relations, Brown Palace Hotel*



SuperShuttle Wins Award

At the Colorado Hotel and Lodging Association Conference at the Broadmoor in Colorado Springs, SuperShuttle Denver was presented the 2003 Galen Drake Allied Member of the Year Award. Robert Tschupp, General Manager, and Jim Cooley, Director of Sales, and an HSMAL member, accepted the award from Navin Dimond, Chairman of CH&LA, and Galen Drake, for whom the award is named.

The award is presented annually "to an Allied member, individual or company because of their extraordinary dedication and work for the association." In presenting the award to SuperShuttle Denver, Mr. Dimond stated that "Our Allied members are extremely important to the well being of our association; not only do they provide expertise in their areas of goods and services, but they volunteer to assist us in all of our functions. They serve on committees; they sponsor events and act as our support at meetings. They are always ready to help. While there are many who have gone above and beyond what is considered normal support, our recipient has gone far above and beyond. Our recipient of the 2003 Allied Award is a company that mainly serves the lodging community in Denver and the Front Range; however, their support knows no boundaries. They have provided sponsorship and transportation, whenever needed, and participate in all of our events. They have also provided legislative assistance."

"But beyond all of their involvement, we know that we can always count on them to be there for us."

More National Updates

HSMIAI Exciting New Member Benefit

HSMIAI has created a new benefit for members worldwide. By participating in “**theinsider member2member discounts**,” an exclusive HSMIAI member to member discount program, HSMIAI members help each other enjoy savings on such items as hotel accommodations, airline tickets, cruise line bookings, tickets to area attractions, and more, as HSMIAI’s members represent virtually every segment of the hospitality industry.

Members need to take advantage of discounts only four or five times a year to save the amount of annual dues. And, by offering discounts to your fellow HSMIAI members, your company or property also benefits because the program generates exposure and income during slow times.

theinsider member2member discounts program is now open for members to post discount offers. The discount guide will be searchable by location, type of service, or company name later this year. You will receive a reminder email when the guide is open for searching.

Go to the Member’s Only area of www.hsmia.org. After logging in, click on the **theinsider member2member discounts** link to access the offer listing form. You will be asked to provide details on your offer, including restrictions and instructions on how fellow members can take advantage of your offer.

Become **theinsider** today!

75 Years Celebrated

The culmination of 75 years of the HSMIAI was celebrated in grand style at The Plaza Hotel in New York City on Sept. 25th with 240 icons of the industry and movers and shakers in sales and marketing decked out in black-tie splendor.

Co-hosted by highly respected industry veterans and past HSMIAI presidents

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Journalists, public relations specialists, editors and media people in general are all familiar with the format of writing known as the inverted pyramid. Most use it on an every day basis, and the newspaper stories you read most likely fit into this model.

However, the widespread use of this style presents something of an obstacle for businesses and organizations that may not have the luxury of an on-staff media specialist. The media receive hundreds of press releases in a day, and the chances of a poorly formatted release getting printed are slim.

The good news is the inverted pyramid is simple, logical and easy to use. So even without a master’s degree in journalism, this style is easily mastered. And media pieces in this editor-friendly format stand a much better chance of making it to the presses.

The concept behind the inverted pyramid is this: the most important information must go at the beginning of the article. One rule of thumb is to answer the five W’s in the first paragraph, or lead: “Who, What, Where, When, and Why?” This lets the reader, and the media person, know the most important information quickly.



There is also something to be said for using a snappy, attention grabbing lead. If there is a “hook” about the event or issue you are covering that stands out, you may choose to focus on one or two of the W’s and move the rest of the information to the second paragraph. Don’t feel pressured to include all the information in the first paragraph if it feels long and awkward.

As you move into the body of your release, continue to adhere to this hierarchy of information. The least important information should be addressed at the end of the article.

There are several practical reasons for writing in this manner. Publications work under space constraints. If the least important facts are last, the last paragraph can simply be excluded without confounding the meaning of the piece. And many readers don’t actually read the entire article. They should be able to get the necessary information quickly so they can simply skim the rest of the piece for details.

This format works well with hard-news stories, and is easily adaptable to press releases. Here are some other tips to remembering when pitching a release to the media:

1. Always format your release with the words “FOR IMMEDIATE RELEASE” in the top left-hand corner, with the date listed underneath. The top right-hand corner should contain the name and phone number of a contact person.
2. Headlines should be catchy and explain the event/issue as much as possible. Font size should be 16-18 point.
3. The media must find your release worthy of coverage. Timeliness, geographical relevance, controversy, and originality of the event/issue all increase your article’s odds of being published.
4. Find an angle, or a “hook” to work with. Why should the media and/or people be interested? Make them curious.
5. Some businesses and organizations include a standard paragraph at the end of every release they produce that gives general information about their purpose, hours of operation, history, etc.

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Michael A. Leven, CHME, CHA, president and CEO of U.S. Franchise Systems, and John J. Russell, CHME, partner at Yesawich, Pepperdine, Brown & Russell and CEO of Hospitality Artists, the evening paid tribute to the association's past presidents – 22 of which were in attendance that night, as well as 2003 Hall of Fame recipients James C. Collins and Richard Degnan, CHME.



A sample page from our commemorative book. There are so many pages with intriguing period photos and images of our industry over the last eight decades.

HSMAI Releases Commemorative Book

HSMAI has recently published a commemorative anniversary book, which documents each decade of the association's history, along with commentary on the changes in the sales and marketing profession and the hospitality industry through the years. A hard cover edition was presented to all dinner attendees at the 75th Anniversary gala, and a soft cover, 216-page version of the commemorative book will be distributed to all HSMAI members this month. Hard and soft cover editions are available for sale in the HSMAI online store. To order a copy of the HSMAI Anniversary Book, contact HSMAI at (703) 610-9024 or via the HSMAI Online Store.



It's usually not the best idea to be the last one to find out about winter.

Resources for Your Skills: Publication Sale

HSMAI is offering members significant discounts, up to 50%, on top industry books and other publications that you can use to build business. Among the sale titles:

- * A Resource Guide To Strategies For The New Millennium;
- * The Power of Written Communication in Hotel Sales and Marketing;
- * The Information Revolution in Hospitality: A Guide to Intelligent Marketing 2000-2020.

Check out the HSMAI Online Store. www.hsmmai.org.

Press Releases and Pyramids

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One more way to increase exposure. 6. Don't be disappointed if the event/issue receives less space in the publication than anticipated. Any good press is extremely useful, even if it's only one word.

We don't have to go this far for headlines.

From: Jill Strunk, Public Relations Manager, Denver Metro Convention & Visitors Bureau

Cultivate Your Own Talent Garden with Students from Johnson and Wales, Denver

Are you constantly one salesperson short at your property due to transfers, promotions, and management changes?

When you turn around to review your bench strength, is your bench more often empty than full?

Would you like to have a ready source of dedicated talent available to assist you in conducting telemarketing campaigns, perform blitzes, or to help generate business during your shoulder seasons?

If so, the solution has arrived! You can hire hospitality students from Johnson & Wales University to fill your part-time and special project needs.

Imagine how nice it would be to fill your bench with students possessing the drive, enthusiasm, education, and potential to become full time associates upon graduation. This can become a reality through utilizing the resources of Johnson & Wales University's newest campus in Denver.

For those not yet familiar with Johnson & Wales University, the following is a brief history of the institution:

Johnson & Wales was founded originally as a Business School in Providence, Rhode Island in 1914 by Gertrude I. Johnson and Mary T. Wales. In 1973, the University opened the College of Culinary Arts. A few years later, the curriculum was expanded to include Associate and Bachelor degree

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Meeting Schedule

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Mile High Upcoming Events and Meetings 2004



January 7

Topic: How To Improve RevPar/Yield Management

Speaker: David Gillfiland, Sage Hospitality Resources

Location: Holiday Inn Downtown

11:30am



February 4

Topic: How To Become A Director of Sales And What To Do When You Get There

Speaker: Sandy Heydt, Panetiere Marketing Advisors

Location: Johnson and Wales University

11:30am



March 3

Topic: Increasing Profits and Morale

Speaker: Dick Cochran

Location: Radisson North Denver Greystone Castle Hotel

11:30am



April 7

11:30am



May 5

General Managers' Night

5:30pm



June 2

11:30am



July 7

5:30pm



August 4

11:30am



September 1

5:30pm



October 6

11:30am



November 3

Network for the Needy



December 1

11:30am



Call for articles

We want you

This publication is full of news, but it should also be an extension of HSMAI's goal of education for our members.

Please email Sandy Heydt, our newsletter editor, at sheydt@panetieremarketing.com

and volunteer to write an article for a future edition of our newsletter.

What better way to get your name in print and share your expertise.



Many thanks to the Hyatt Downtown and their great, supportive professionals.

Thanks



From top left, clockwise: Susan Cecere, Amy Rezvani; Kate Maetes, Kelly Wilson, Doug Whittaker; Jim Cooley, Nanci Schiavone, Brandy Sawyer, Kevin Metzler; the holiday entertainers; Susan Cecere, Martha Musteen.

Our holiday event was attended by almost 100 people and the silent auction was a success.

The Chapter also donated \$500 to The Women's Crisis Center. The new 2004 board of Directors was also installed.



Good luck to Martha Musteen as she takes on the position of President and many, many thanks to outgoing President Susan Cecere.



From middle left, clockwise: Martha with Doug Mueller of Imax Audiovisuals winning Hospitality/Tourism Supplier of the Year; Martha with Heidi Emerson of N. Denver Radisson winning Catering Sales Manager of the Year; Pam van Huysen of the Women's Crisis Center who received our \$500 donation; Kim Tranter of Johnson & Wales wins Outstanding Hospitality Ambassador Award and Perry Leyden of Canterbury Golf Club wins GM/Boss of the Year; Mile High Board of Directors for 2004; Melissa Carlston of Sage Hospitality accepts the Hall of Fame Award on behalf of Walter Isenberg, with Martha; Mark Darrington of the Hyatt Regency Denver wins DOS/Sales Manager of the Year with Martha.

Industry Update

This Industry Update features the recent HSMIAI/NYU Industry Strategy Conference. The Conference at the Marriott Marquis New York in October drew more than 150 leaders from all segments of the hospitality, travel and tourism industries to hear how industry experts see 2004 shaping up.

Analysts See Glimmer of Hope

For the first time in two dismal years the hotel industry may just be turning the corner, agreed a panel of research experts and marketing gurus at the third HSMIAI/NYU Strategy Conference "Current Reality and Future Expectations" held in New York City last week.

With the second half of 2003 showing signs of recovery, the big news is the outlook for 2004, with demand growth expected to be 4% and RevPar up by 4.9%, followed by a 3.4% rise in 2005 according to [PricewaterhouseCoopers](#). However, the message was clear and consistent that the industry has forever changed and things will never be the same.

Discounting, the Internet and brand clarity, as well as challenging and changing the mindset, are among the most important issues facing the industry as it moves forward.

Discounting Doesn't Work, Value is King

"Discounting doesn't drive business, it just moves business," affirmed Mark Lomanno, president of [Smith Travel Research](#). That was advice given two years ago at the first HSMIAI/NYU Strategy Conference held just after 9/11, and while hotels were warned not to discount, most of the industry paid no attention and are now paying the price.

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Johnson & Wales Provides Experienced Students for Temp Staff

programs in Hospitality and Food Service Management. Graduate degree programs were introduced in the mid-1980's. The Denver campus is proud to announce the addition of its new School of Education, which opened this fall.

98% Placement

While many individuals equate Johnson & Wales as a training ground for the nation's finest chefs, the Hospitality College is consistently ranked in the top dozen hospitality programs in the nation, offering degrees in Hotel Management, Sports and Event Management, and Food Service Management. The University places its graduates at the finest hospitality organizations in the world, consistently achieving a 98% or above placement record for each graduating class.

In addition to the Providence and Denver campuses, Johnson & Wales operates campuses in Charleston, South Carolina, Norfolk, Virginia, Miami, Florida, Gothenburg, Sweden, with its newest campus opening in Charlotte, North Carolina in 2004.

The Denver campus was founded in 2000 on the site of the former Colorado Women's College on Quebec Street between 17th Street and Montview. This month, Johnson & Wales University completed the purchase of the remainder of the campus, recently occupied by the University of Denver Law School. Architectural plans have been submitted to transform a historic hall on campus to a working/teaching hotel, welcoming guests while providing experiential learning opportunities for our students.



HSMIAI Member Teaching at Johnson & Wales

Longtime HSMIAI member, Kimberly A. Tranter, is entering her third year of teaching in the Hospitality College at Johnson & Wales University in Denver. She teaches a variety of hospitality classes in Human Resources, Event Management, Front Office Operations, Guest Services, Resort Management, and Sales and Marketing Management. She also serves as Faculty Liaison for the Externship Program, a trimester long program of placing students in positions in local hotels to obtain hands-on learning experience in the field. In her role as a faculty member at Johnson & Wales University, Kimberly is responsible for grooming her students for their roles as future hoteliers. However, she also assists them in obtaining hospitality positions while they are attending school.



Johnson & Wales Campus Hotel?



Johnson and Wales Students at GM's Night: Paul Pierce & Christie DeWeese

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Kim Tranter Helps Members Solve Short Term Staffing

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“We are experiencing a downward mobility where value is king,” said Peter Yesawich, president of Yesawich, Pepperdine, Brown & Russell, adding:

Cheap = Chic

“The new status system for today’s traveler is getting a better deal than the guy next to you – cheaper is chicer.” He sees consumers as setting the price and then embarking on the search for the brand they desire but at the price that they wish to pay.

“When price is transparent, clarity of the brand wins out.”

TIA Sees More Close-to-home Travel

Betsy O’Rourke, senior vice president marketing for the Travel Industry Association of America, told attendees at the HSMAl/NYU conference that the leisure outlook is a continuation of the past two years with consumers continuing to travel closer to home, flying less and driving more, seeking ‘connections to people,’ *spending less money and booking later – a phenomenon driven by the Internet factor.*

The good news for the U.S. market is that Americans are not traveling abroad as much.

The bad news is that foreign travelers that would normally visit the U.S. are not coming here either.

The economy is the number one influencer in whether or not people are taking trips now. What is indicative of recent booking trends however, is that by late May, more than one-third (38%) had not started planning or booking their summer trip.

She also noted “shopping is the overwhelming number one activity for people on vacation (34%). So we urge partnerships between hotels and shopping outlets as a good marketing move.”

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It is in this role that Kimberly would like to extend her services to all members of the Mile High Chapter of HSMAl. Kim has over a dozen years of hotel sales and marketing experience in the Denver market, including serving as Assistant Vice President of Marketing for Sage Hospitality Resources, where she directed the sales and marketing efforts of a portfolio of over a dozen hotels.

Previously, she served in a Regional Sales capacity for Courtyard by Marriott and held various positions including Director of Sales, Marketing and Catering, and National Sales Manager for Clarion, Registry, Radisson, and Holiday Inn properties.

In 1994, she left Sage to start her own hospitality executive search firm, Tranter Resources, which she still operates full-time today in addition to her teaching role at the University. And while her regular executive search services for management personnel are conducted for a fee, *her placement of students is provided totally free of charge as a service to the university, her students, and the local hospitality community.*

Call Kimberly for Fill-In and Temporary

Therefore, Kimberly would like to invite all HSMAl members to contact her directly whenever you are in need of students to fill part-time or project work. She will be delighted to announce your openings in class to all of her students, distribute these leads to her fellow hospitality professors, and also post the information with the Career Services Office at the University. School commenced September 8th of this year, and many of Kim’s returning students are already contacting her for assistance in obtaining work.

In addition, should your colleagues need students or would like additional information regarding upcoming job fairs and student employment opportunities, they may contact Andrew Monarch and the Career Services Office at Johnson & Wales University at (303) 256-9300. Johnson & Wales University is delighted to team with the Colorado Hospitality Community in creating a partnership between Education and Industry!

From: Kimberly A. Tranter, CEO, Tranter Resources Hospitality Executive Search and Marketing Services Hospitality Instructor at Johnson & Wales University.

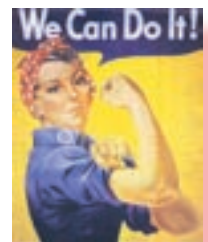
You can reach Kimberly by phone at (719) 481-3696; fax (719) 481-3506, or email at tranterres@att.net. She may also be reached during the school year at her office on campus at Johnson & Wales University at (303) 256-9329.

Good News for the Mountain States



Early and deep snow does how much more good than 100 telephone calls?

The vagaries of our business.



4 % GDP Growth In 2004 Expected

The \$537 billion travel and tourism industry is the country's third largest retail industry, employing one of every seven workers. In the two years, post 9/11, the bad news dominates: \$45 billion in revenue losses, domestic business travel down 9%, overseas inbound travel down 26%, travel expenditures down 7.3% and 508,000 travel industry jobs lost.

However, expectations are for a 4% GDP growth in 2004 and consumer confidence is up, with 83 percent taking a trip this past spring or summer.

Business Travel Has Changed Forever

Business travel is weak but will improve as the economy improves, but it is forever changed, according to TIA's O'Rourke.

The perks associated with being a business traveler have diminished and the road warrior status is being replaced by the desire to stay at home, be a good family member and 'have balance in my life.'

This is a high risk, diminishing group who are most likely to find an alternative job as opposed to being on the road.

Internet Impacts Hotel Business

The road ahead is determined by four converging forces: 9/11; "Iraqwarphobia"; the languishing economy and its effect on buyer behavior; the evolving demography and social values of the country, according to Peter Yesawich, speaking at the HSMAI/NYU conference.

The single greatest impact on the hotel business will be consumer's discovery of Internet on planning and purchasing.

Dynamic packaging is the wave of future; it's all about personalization and customizing the experience for both business and leisure with bundling being still very much in. 2004 will be better, the mood will improve, and there is a bit of a renaissance in demand for leisure travel with family travel as the leading edge; business will be slow and gradual.

The Internet powers on, with 96 million online travelers and 39 million online travel bookers in 2002. While air tickets dominated at 77%, accommodations are gaining headway at 57%, making it the fastest growing segment. Among the e-travel trends, online leisure travel bookings will total 27 billion this year, accounting for 25% of all online sales according to Forrester Research.

"The Internet has given the consumer control," Yesawich notes.

Normal Does Not Exist

Mark Lomanno, president of Smith Travel Research, told attendees: "We are always being asked when it will return to normal. It's never normal. The real question is when will it get easier again?"

Hoteliers were insane for charging rates that are steeply discounted. The economy segment has more to worry about than other segments because they didn't market to the first-time lodging users in the 90s.

The greatest achievement of Expedia and Travelocity is that they have convinced the traveling public that they have the lowest rates when in reality it is not a fact.

Predictions are for RevPar to go up 0.9% this year and an additional 0.4% next year on 5.4% more dollar spending."

Watch Out For Meetings Market Earnings

Bjorn Hanson, Global Industry Leader for PricewaterhouseCoopers Hospitality and Leisure Practices, urged attendees to pay closer attention to the meetings market because "The meetings market is generating a lot more money than destinations and hotels realize and we should be talking about how that sector of the industry is now supporting the lodging industry.

Demand troughed in the first quarter 2003 and ADR troughed in the third quarter 2003,

but not until the fourth quarter of 2004 **11** will we reach 1999 levels.

Lodging performance in the second half of 2003 will be impressive, but barely strong enough to overcome the first half.

HSMAI Leaders Urge Focusing On Multiple Revenue Sources

Bruce J. Himmelstein, senior vice president, The Ritz-Carlton Hotel Company, said: "**Look at entire the hotel as a source of revenue and identify other ways to enhance revenues. Create a learning environment and be solution-driven – know more about your customers than they do about themselves. It's not just about price. While price may be competitive, you need to articulate the value proposition to the customer.**"

Sal Dickinson, chief executive, Dickinson & Associates, urged delegates to "**look at the big picture and move your focus away from just selling room nights**".

Maureen O'Hanlon, senior vice president of sales and marketing for Prime Hospitality urged attendees to "**Get back to basics and ensure that everyone sells in an organization.**"

The panel agreed that the Internet encourages late booking trends due to transparent pricing and consumer control and, because of consumer's access to prices, it's hard to raise prices.

Hotels Easier To Book Online

Consumers find it easier to book hotels online than flights, but there's still room for improvement, a study by Edmonton-based Web Mystery Shoppers International Inc. has found.

At the airline booking sites studied, 37% of Web Mystery Shoppers(TM) got error messages when they tried to fill in forms, versus only 15% at the hotel sites. When asked if they would recommend the site to a friend, the average response from hotel shoppers was 4.25 on a 5-point scale (where 5 meant "definitely"), versus only 3.86 for those trying to book airplane tickets. However, 75% of air travelers versus only

59% of hotel bookers were confident that they knew what the total costs would be before starting to place their orders..”

Booking an hotel is easier because there aren't usually as many different options to choose from,” notes Tema Frank, president of Web Mystery Shoppers International Inc.

“But I was surprised to find that the airline sites are doing a better job of telling people what their plans will cost. Even business travelers do usually have a budget, so they need to know the costs to make a decision.”

Corporate Bookings Decline

An online survey of 700 travel agent readers conducted by Travel Weekly and parent company's NTM Research, a large percentage of respondents (41%) said that business bookings have decreased in the past year. Another 42% said their corporate bookings have remained the same, which means that fewer than one in five (17%) said corporate bookings have increased this year.

Among those agents who said their corporate bookings have declined, the sluggish economy is cited more than any other reason (37%) for the downturn. However, significant percentages said that tighter corporate budgets and competition from online travel booking sites are reasons for the decline.

In addition, the survey, which was conducted Sept. 6 to 8, reveals an alarming finding: More than a third (34%) of agents polled said online travel agencies already have depleted their corporate customer base. Furthermore, more than a quarter of those polled said online travel agencies would deplete their corporate customer base at some point in the future.

PwC Predicts Robust Hotel Demand For 2004

PricewaterhouseCoopers (PwC) analysts

predict that the economic revival in the second half of 2003 will translate into robust lodging demand and recovery for 2004 and 2005. Given the industry's strong recovery in the late summer after the lows immediately after the US invasion of Iraq and strong economic growth forecasts, PwC predicts in a recent forecast alert that after two years of decline RevPAR will stabilize by this year's end.

PricewaterhouseCoopers (PwC) expects demand to expand by 4% in 2004 and 2.8% in 2005. After five consecutive quarters of occupancy gains, ADR is expected to strengthen by the third quarter of 2004, which will be a large contributor to RevPAR advances.

RevPAR is expected to stabilize in 2003 at 0.2%, and increase by 4.9% to \$51.92 in 2004. By 2005, a 3.4% increase is expected.

Seasonally adjusted ADR should rise by 2.9% between the second and the fourth quarter of 2003.

“The best news is the 2004 demand growth of 4%,” said Bjorn Hanson, Ph.D., Global Industry Leader for PwC Hospitality and Leisure Practices. “In great years the lodging industry demand has grown by 4%. But it will be tempered by the fact that construction activity didn't slow.”



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