

What 2 Do™ Presents

The Hotel Beat

"TO THE HOTELS, FOR THE HOTELS, WITH THE HOTELS IN MIND" - May 2004



Hakone Gardens - #310 in your What 2 Do™ Guide
Oldest Japanese gardens in the Western Hemisphere.
Eighteen beautiful acres.

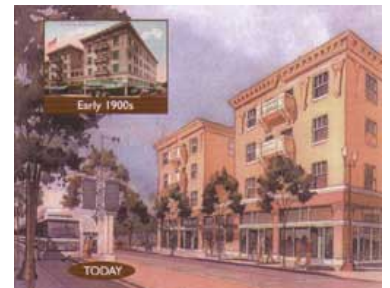


A Revival

Hotel Montgomery coming back to life – in a big way

Are you ready for what just might be the biggest entertainment opening in Silicon Valley's history? A mix of tradition, history, and a little Las Vegas are all rolled into one when the neo-classical landmark, Hotel Montgomery and Paragon, opens for business June 25th. The well-respected-trend-setting-boutique-hotel-group, Joie de Vivre Hospitality, has taken the reins on the hotel side, while Paragon opens what is sure to be big news in the restaurant world.

Some may remember in 2000, the historic landmark that is the Hotel Montgomery was physically picked up, set on a platform with rubber wheels, and moved 186 feet to its current location at 1st and San Carlos. It is still the heaviest building ever moved in that fashion. The history behind the building is quite fascinating. Built in 1911 as the first hotel in San Jose with electrical fixtures and private baths, many questioned the wisdom of building a hotel in the middle of a highly agricultural area- yet it thrived. Then in the late 90's, the hotel was slated for demolition to make room for the Fairmont Annex. The building was saved, due in large part to the Preservation Action Council, and the move occurred. **(Continued Page 2 Montgomery)**



Awards Bash - Concierge Style

Silicon Valley Concierge's Select What 2 Do™ Guide Best City Information



Glitz, glamour, ties, wine, and food abounded as our local leisure celebrities descended upon the San Jose Museum of Art April 27th for the second annual Silicon Valley Concierge Association (SVCA) Awards Ceremony.

Hosted by John Blem, SVCA's original president, the hospitality ceremony brought together a veritable who's who of the leisure service industry. Representatives from all the big hotels, attractions, restaurants, and agencies in town mingled and listened as 24 categories were awarded for their excellence in our community. The main attraction, Best Concierge, went to Pamela Wright, a corporate concierge in the Comerica building in downtown San Jose.

Receiving the award for Best City Information was World 2 Do for its popular What 2 Do™ Guides displayed in every hotel in Silicon Valley.

The nominees and winners are determined by over 400 ballots received from the concierge constituency. The top three vote-getters are nominated, while 1st place goes to the business with the most votes in their category. This year the SVCA had a unique twist in food and wine at the event. Instead of partnering with 4 random restaurants from the valley, the group looked internally and recognized four of the finest hotel restaurants to participate in the event. Helios (Cypress Hotel), Il Fornaio (Hyatt St. Claire), Pasta's (Crowne Plaza Milpitas), and Kuleto's (Hotel Los Gatos) dished up spectacular hors d'oeuvres for the 250-300 attendees – easily the largest event of its kind for this industry.

(Continued on Page 4- Awards)

Convention Center Expands Anyway



San Jose just became a little more attractive to meeting planners and conventions. If all goes according to plan, construction can begin as early as July on a temporary expansion to the existing San Jose McEnery Convention Center - opening by January 1, 2005, in time for the San José International Auto Show. What's a 'temporary expansion', you ask? It's the latest innovative idea to come from the Capital of Silicon Valley. The SJCVB and the San José Redevelopment Agency have collaborated to implement Mayor Ron Gonzales' idea for adding 80,000 sq. ft. of additional meeting and exhibit space to the Convention Center. The new temporary facility will be located directly behind the Center in the Balbach parking lot – the most recent home of Cirque du Soleil.

The temporary facility will feature hard walls, flooring, climate control, and high-speed Internet service. The facility is expected to remain in place for up to five years, at which point it might be relocated to make room for the permanent convention center expansion. Applaud the SJCVB, the city, and all involved in this ground breaking decision. It is yet another example of "thinking outside of the box" – Silicon Valley's trademark on the world. - *From the offices of SJCVB.*

Montgomery

After staring at the gutted building for decades, one must wonder how hip can this place be? Over the past 4 years, it has looked more like a post-apocalypse shelter than a ground breaking cutting-edge hotel & restaurant. Imagine this, 86 spacious guestrooms, Egyptian cotton linens, down comforters, bocce ball courts, CD player with lending library, and the unique "In-Residence" Service program (leave your suitcase behind- the hotel will not only store it, but place all your items back into YOUR room just the way you left them - A true home away from home experience.)

(Continued on Page 4- Paragon)

What 2 Do™ Call Volume Where Do You Stand?

Below is a list of the top 50 hotels. Hotels are ranked by the total number of calls using the **What 2 Do™ Guide** from hotel guests and staff. Total calls are divided by the number of rooms in the hotel, making the odds of winning even. The top 5 receive prizes including dinners for two, movie passes, amusement passes, and more: (Spring 2004)

1. **COMFORT INN SJ-13TH AVE. PRIZE WINNER**
2. **TRAVELODGE – SOUTH 1ST PRIZE WINNER**
3. **HOLIDAY INN SANTA CLARA – PRIZE WINNER**
4. **BEST WESTERN LANAI PRIZE WINNER**
5. **QUALITY INN –MT. VIEW PRIZE WINNER**
6. Super 8 San Jose
7. Best Western Brookside Inn
8. Holiday Inn Express – San Jose
9. Best Western Carlyle
10. Vagabond Inn San Jose
11. Best Western Airport Plaza
12. Wyndham San Jose
13. Hawthorn Suites Santa Clara
14. Howard Johnson Downtown
15. Hawthorn Suites Milpitas

16. Residence 1- Lakeway
17. Best Western Gateway Inn
18. Woodfin Suites
19. EZ 8 Motel– 1550 North 1st
20. Travelodge – The Alameda
21. Arena Hotel
22. Wild Palms – Joie de Vivre
23. EZ8 – Santa Clara
24. Courtyard Marriott San Jose
25. Ramada Sunnyvale
26. TownePlace Suites - Milpitas
27. Campbell Inn
28. Vagabond Santa Clara
29. Valley Park – Pacific Hotels
30. Fairfield
31. Alameda Hotel
32. Clarion Inn (South SJ)
33. Pacific Inn Sunnyvale
34. Homestead San Jose
35. Guesthouse Inn

36. Days Inn Milpitas
37. Courtyard Marriott Milpitas
38. EZ 8 Motel – 2050 North 1st
39. Candlewood Suites Milpitas
40. Vagabond Inn Sunnyvale
41. Woodcrest
42. Days Inn – 4th St.
43. Hilton Garden Inn - MV
44. Marriott San Jose
45. Executive Inn Airport
46. Mariani's Inn
47. Homestead Sunnyvale
48. Park Plaza San Jose
49. Embassy Suites Santa Clara
50. Radisson San Jose

This is the top 50 out of 175 hotels in the Silicon Valley.

Around Leisure Town

New Businesses in Silicon Valley

The Vault – 81 W. Santa Clara St., Downtown San Jose. Built in the historic San Jose Savings & Loan building, Mauricio Mejia's club will be a true ultra lounge with a complete separation of dance club and sophisticated lounge. Due to open in early July – it should have an interesting look and style with a bank infrastructure. Call 298-1112.



Camera 12 Cinemas – 201 S. Second St., San Jose. Downtown's popular independent theatre company signed a new lease with Forest City to renovate and open twelve screens at the former United Artists theatre. The Camera One and Camera Three locations will close upon the Twelve's opening June 18th. Look for a combination of art, independent, international, and Hollywood movies (similar to the Camera 7 in Campbell). Call 998-3022 for more information.

Dusita – 2325 El Camino Real (near Los Padres), Santa Clara. A new Thai cuisine restaurant focused on an authentic culinary experience from Thailand. An elaborate décor, and a wide selection of seafood, beef, chicken, and vegetarian specialties await. Call 247-5299 for reservations. Open already.

Blue Monkey Taco Lounge - 1 E. San Fernando, Downtown San Jose. A cantina from the same owners as Chacho's restaurant in downtown. Located in the former California Sushi next to Gordon Biersch. Chacho's is a long-time favorite – look for this to be good authentic cuisine. Currently scheduled to open in May or June.



Park Place Restaurant

Park Place – 10030 S. De Anza Blvd., Cupertino. Helios restaurant inside the Cypress Hotel undergoes a concept change in June. With a large park adjacent to the restaurant, Park Place focus will shift to outdoor dining - preparing seafood and steaks. Look for Park Place to be a hit with its good management and a solid existing foundation already in place. Call 873-1000.

Prime Hotels

WYNDHAM SUNNYVALE CHANGES TO A BRAND NEW CONCEPT

Silicon Valley, always the center of change, is at it once again. This time it has nothing to do with technology, it's all about hotels. On May 19th, The Wyndham Sunnyvale changed flags to the first new full service up-scale flag in decades – PRIME Hotels. It will be only the 5th PRIME in the world, and first in California.



Prime Hospitality Corp. launched the PRIME Hotels & Resorts brand in January 2003 with the conversion of the Sheraton Saratoga Springs to PRIME Hotel & Conference Center, and is on a fast track to grow this brand.

In December 2003, Prime Hospitality Corp. entered into a management agreement with Hospitality Properties Trust (HPT - owner of Wyndham Sunnyvale) for 24 AmeriSuites hotels and 12 full-service Wyndham hotels to be re-branded under PRIME Hotels & Resorts chain. The agreement became effective first quarter 2004. As part of the agreement, HPT will provide \$25 million during the first two years to pay for re-branding and other capital improvements on the 36 hotels. Because Prime Hospitality takes part ownership in the hotels, there are no franchise fees.

Prime Hospitality Corp. owns and operates three proprietary brands, AmeriSuites® (all-suites), PRIME Hotels & Resorts(sm) (full-service) and Wellesley Inns & Suites® (limited service). A. F. Petrocelli, Chairman and CEO of Prime Hospitality Corp., states "Our goal is to build a strong portfolio of top-notch properties in key cities coast to coast, delivering quality and great service to the business and leisure traveler." When asked what physical changes we can expect to see, Sandra VanderBes, General Manger of the PRIME Hotel Sunnyvale, says "Most of the renovations will be cosmetic, updating banquet facilities, new furniture, carpet, and such . . . Very little structural changes."

This is the biggest news to hit the upscale hotel industry for many years. You can bet this property will be closely watched. A successful roll-out could lead to a major shake-up within some of the world's largest hotel brands. The New Prime Hotel is located at 1300 Chesapeake Terrace, Sunnyvale. Call 408-747-0999 to make reservations.

Hotel's Changing Faces

Woodfin Suites – Sunnyvale *by Julia Meierding (Guest Writer)*

Devin Smith takes his place as General Manager at the Woodfin Suites in Sunnyvale with 12 years sales experience in extended stay hotels, including Residence Inn and Marriott Vacation Club. The Sunnyvale property ranks second in the nation for Woodfin customer satisfaction. “I am very happy to call the Woodfin home,” said Devin. He comes to the South Bay from extended stays of his own in Miami, Orlando, New York City and London. “There’s so much innovation, energy and creativity,” Devin said of Silicon Valley. “I like being a part of it.” We enjoy having him here, as well. Call and welcome him to the neighborhood at 408-738-1700. *About our Guest Writer - Julia Meierding works as a front desk host at the Moorpark Hotel in San Jose. She has writing experience in public relations, journalism, and guest communications, and holds BA's in Comparative Literature, Italian, and Film/TV from UCLA.*



Paragon

Paragon, located on the ground floor of the hotel, opens its 4th restaurant. Paragon established itself with restaurants in Berkeley (inside the Claremont Resort), Portland, and its most visible location near SBC Park in San Francisco. A bit of Las Vegas, a bit of San Francisco, rolled into what is sure to take the title of hippest hangout from Santana Row. The centerpiece will be a 35 foot stylish bar with a fiber-optically-illuminated vodka shelf made of ice. The restaurant will feature outdoor plaza dining, seating over 100, plus 150 seats inside. The outdoor plaza will feature a dining and a lounge area under olive trees and four flowing water features in the background. General Manager, Marc Quiñones, came to Paragon from Tied House in Mountain View. Marc exclaims, “The outdoor dining will be lively. Everyone wants to be outdoors when they come to San Jose.” The American Brasserie menu will feature rustic American favorites prepared in a simple, unpretentious manner.

Neither of these two groups were originally slated to manage and operate the hotel and restaurant, but after little progress the developer, Mike Dumke, decided to drop the original groups in favor of them. “As soon as we made the switch, things started to happen.” Mike boasts “We couldn’t be happier with both of their efforts.”

The hotel, offering rates fluctuating around \$159-\$179 during the week and \$99-\$119 on the weekends, will be a luxury experience. General Manager, Greg Mauldin, believes history and the people make the difference. “It’s all just bricks and mortar. People (hotel staff) breathe life into the building. They are the ambassadors for our hotel and this fine city.”

I, for one, cannot wait until the end of June for this opening. Joie de Vivre knows how to open hotels and throw grand opening parties for the ages. Get ready San Jose – You are about to take another significant step towards big city recognition.

Awards

Below is a list of all the nominees and the categories: (Winners are **Bolded**).

- Best Attraction** - Paramount’s Great America, Rosicrucian Egyptian Museum, **Winchester Mystery House**
- Best City Information** - Downtown Magazine, South Bay Accent Magazine, **World 2 Do / What 2 Do™ Guide**
- Best Day Spa** - **Destino’s Spa**, Plum Spa, Preston Wynne Spa
- Best Festival** - Gilroy Garlic Festival, **San Jose Jazz Festival**, Tapestry Arts Festival
- Best Golf Course** - Cinnabar Hills, **Coyote Creek**, Eagle Ridge
- Best Hotel** - Dinah’s Garden Hotel, Fairmont, **Hotel Los Gatos**
- Best Kept Secret** - Hakone Gardens, **Happy Hollow Park and Zoo**, SpeedRing Indoor Kart Racing
- Best Museum** - Cantor Museum-Stanford, **San Jose Museum of Art**, The Tech Museum of Innovation
- Best Nightclub** - Agenda Restaurant & Lounge, San Jose Improv, **V Bar – Hotel Valencia**
- Best America Restaurant** - Blake’s, Parcel 104, **Spencer’s**
- Best Asian Rest.** – **Amarin Thai**, Fuki Sushi, House of Siam
- Best French Restaurant** - Bridgette’s, Emile’s, **Le Papillon**
- Best Seafood Restaurant** - Hawgs Seafood Bar, Island Grill, **Lou’s Village**
- Best Italian Restaurant** - Maggiano’s Italian Restaurant, Nicolino’s Garden Café, **Pasta ? Restaurant**
- Best Hispanic Restaurant** - Casa Lupe Restaurant, **Habana Cuba**, Vive Sol Restaurant
- Best Shopping Center** - Santana Row, Stanford Shopping Center, **Westfield’s Shopping Town – Valley Fair**
- Best Theatre Group** - San Jose Repertory Theatre, **San Jose Stage**, TheatreWorks
- Best Tour** - Computer History Museum Center, Intel Museum, **Lighthouse Travel & Tours**
- Best Transportation** - **New Century Transportation**, West Valley Charters, Wine & Roses Limousine, Inc.
- Best Visitor Information**- **Santa Clara Convention & Visitors Bureau**, Discover Silicon Valley Magazine, San Jose CVB

