

What 2 Do™ Presents

# The Hotel Beat

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



## San Jose Chocolate Fountains

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Rent a chocolate fountain for your next holiday party, corporate event, wedding, & more.



## What's New on the Mountain

### Upgrades, changes, and additions at Northern California's Ski Resorts

Every year ski resorts clean up their mountains, add new lifts, new technology, new food programs and more. This year is no different with millions of dollars being poured into the 16 resorts in the Northern California Sierras. October's heavy snowfall (4 feet of base snow) and meteorologists predicting a big El Nino winter has got the natives excited about another big ski season. **Mt. Rose**, once the baby of the mountain community, has made the biggest strides this season. The resort has added a whole new mountainside with 16 runs and a high-speed six-passenger chairlift that gets you to the top of the mountain in four minutes.



While Mt. Rose focused on a new mountain, **Kirkwood** went a little edgier with "Expedition Kirkwood" - California's only avalanche beacon training facility, South Shore's only cat skiing, and Tahoe's only Salomon test center. These are three very unique programs to help skiers better understand the famed backcountry surrounding Kirkwood.

*(continued back page)*

## Concierge Association & World 2 Do Partner

### World 2 Do helps the Silicon Valley Concierge Assoc. with the Valley Access

In the upcoming months, World 2 Do, Inc. will be teaming with the Silicon Valley Concierge Association (SVCA) to upgrade the popular Valley Access newsletter. The new look Valley Access will have more content, more pictures, a more visually appealing layout, and consistent monthly columns. Mori Mandis, SVCA President, proclaims, "I'm really looking forward to the partnership. Our organization is always looking for new exciting ways to move forward. We welcome the help."

World 2 Do, Inc. has decided to put its Hotel Beat™ on hold while this partnership blossoms, citing a need to focus on one newsletter product that will help the hospitality community. The Hotel Beat™ had produced newsletters quarterly for 2 ½ years. With the merging of the two newsletters, the hospitality community will receive one centralized newsletter for all entertainment information in Silicon Valley. World 2 Do will be providing content on a regular basis, supplying much needed up-to-date information, and providing a print version of the newsletter a few times a year. "Getting a print version to the hotel community will really help the Valley Access grow. Being able to see and touch news is still the preferred method for many people." says Board member, Randy Zechman. He continues, "The Valley Access really needs a 'feet on the street' approach to help take it to the next level. World 2 Do is able to provide this information for the SVCA. I think it is a win-win situation for both organizations."

## Seventy Five Million Dollars says It's Worth It



Slumped in the center of downtown San Jose, the historic California Theatre sat empty for over 30 years. After a \$75 million makeover, the Theatre re-opened its doors on September 18 as a major performing arts facility. This new downtown glory is a result of a six-year joint undertaking of the San Jose Redevelopment Agency and the Packard Humanities Institute, which financed over one-third of the project costs.

**The exterior of the building was given a facelift that includes the re-creation of both the original marquee and vertical California sign. Extensive reconstruction occurred inside to expand the stage and seating area that now boasts superior seating for 1,146.**

The California Theatre is the new home for Opera San Jose. Their first season began with a comedic production of Mozart's *The Marriage of Figaro*. They will present three additional operas (*Tosca*, *Carmen*, and *The Flying Dutchman*) while sharing the stage with other performing groups including concerts by Symphony Silicon Valley and the screenings of classic films.

To find out more about Opera San Jose, visit [www.operasj.org](http://www.operasj.org).

*About our Guest Writer – Sandra Lai works as a marketing coordinator for the Doubletree Hotel in San Jose.*

## New Gadgets for Hotels

Hotels are beckoning travelers with a new batch of geeky electronic delights and it's not coming from geeky Silicon Valley. Across the country hotels are testing out new amenities and trying a bunch of new technology to see what sticks.

**Internet phones** - The 205-room 70 Park Avenue in New York has installed telephones with built-in internet connections and monitors. The devices give guests instant, high-speed web access without firing up their laptops. They can make phone calls or surf the web from the same device. *(continued back page)*

## 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: (Fall 2004)

**1. COMFORT INN SJ-13<sup>TH</sup> AVE. PRIZE WINNER**

**2. SLEEP INN PRIZE WINNER**

**3. WYNDHAM San Jose – PRIZE WINNER**

**4. BEST WESTERN LANAI PRIZE WINNER**

**5. HAWTHORN SUITES SC. PRIZE WINNER**

6. Super 8 San Jose

7. Vagabond Santa Clara

8. Howard Johnson Downtown

9. Wild Palms – Joie de Vivre

10. Best Western Airport Plaza

11. Quality Inn Mountain View

12. Fair Oaks Inn

13. Holiday Inn Express Santa Clara

14. Courtyard Marriott San Jose

15. Travelodge – The Alameda

16. Holiday Inn Express San Jose

17. Hilton Garden Inn - MV

18. Guesthouse Inn

19. Hawthorn Suites Milpitas

20. Woodfin Suites

21. EZ8 – Santa Clara

22. Ramada Sunnyvale

23. Vagabond Inn San Jose

24. Crowne Plaza San Jose

25. Holiday Inn Mountain View

26. Courtyard Marriott Milpitas

27. Residence Inn Lakeway

28. Park Plaza San Jose

29. Travelodge – South 1<sup>st</sup> St.

30. Campbell Inn

31. Days Inn Milpitas

32. EZ 8 Motel– 1550 North 1st

33. Homestead San Jose

34. Fairmont Hotel

35. Best Western Brookside Inn

36. Hampton Milpitas

37. Marriott San Jose

38. Alameda Hotel

39. Candlewood Suites Milpitas

40. Days Inn – 4<sup>th</sup> St.

41. TownePlace Suites - Milpitas

42. Arena Hotel

43. Best Western County Inn

44. New World Hotel

45. Prime Hotels Sunnyvale

46. Ramada Mountain View

47. Residence Inn Steward

48. Valley Park – Pacific Hotels

49. Fairfield Hotel

50. DoubleTree Hotel

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

# Around Leisure Town

## New Businesses in Silicon Valley

**Dive Bar** – 78 E. Santa Clara St., Downtown San Jose between 2nd and 3rd St. Dive Bar combines the look and feel of a classic cocktail lounge with the comforts of a local neighborhood bar. You'll find a cozy lounge, beautiful 36-foot long mahogany bar, billiards, jukebox, and a big screen projection system plus 6 televisions. Dial (888)987-8636 ext 350 in the What 2 Do™ Guide.



**Melting Pot** – 72 S. 1<sup>st</sup> St., Downtown San Jose. Sure to become one of the most popular destination restaurants in Silicon Valley, Melting Pot is a fondue restaurant opening mid-January near Bella Mia restaurant. Cook your meal at your table in table-top fondue pots – broths, oils, cheeses, and the ever-favorite chocolate. Melting Pot offers bread, vegetables, seafood, meat and more for your dipping pleasure. Built in an historic landmark building, Nancy Avila (owner) will dedicate her restaurant to the history of San Jose from 1800 to today – characterized in an art piece that shows the transformation. For great family fun, the Melting Pot is sure to make a big splash.



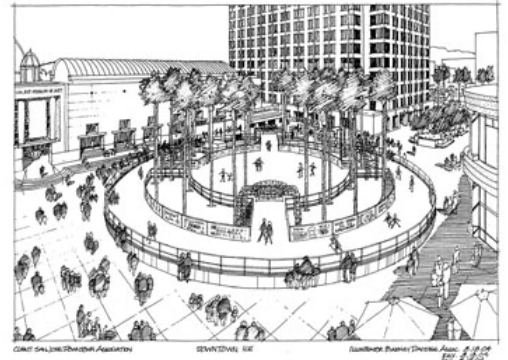
**Deep** – 87 N. San Pedro St., San Jose. The largest nightclub in San Jose. Deep takes over and upgrades the space formerly occupied by Blue Tadoo in San Pedro Square. It's a great space for both indoor and outdoor entertainment. The restaurant specializes in crab, while the nightclub has a hip feel with separate rooms and a huge outdoor patio. Dial ext 384 in your What 2 Do™ Guide.

**The Sofa Lounge** - 372 South First Street, Downtown San Jose, Coming soon, the Sofa Lounge will provide a relaxed, comfortable and inviting atmosphere, variety of music, and the best sound in San Jose. Whether it's for a drink after work, before dinner, or a night out on the town the Sofa Lounge will be the place to hang out. Located upstairs from Eulipia restaurant in the renovated Beehive space, Sofa Lounge is owned and operated by Michael Borkenhagen. Does that name look familiar? Call 294-7632.

Coming soon to Downtown San Jose: **Black Sea Gallery, Fahrenheit Ultra Lounge, Zyng Asian Grill, & University Chicken.**

## Holiday Events

***Knight Ridder's Downtown Ice:*** Newly relocated in the Circle of Palms, Downtown Ice will take your breath away with its innovative design. Skaters can spin inside, through and around the 32 palms set in a circle, and under the stars in a stunning setting. "Ice skating among downtown palm trees will become an icon for quality of life in San Jose," said Mayor Ron Gonzales. More than 30,000 skaters are expected at Downtown Ice in its 9<sup>th</sup> season. Open daily Nov. 24-Jan. 17. Call (408) 291-0525 or [www.SJDowntown.com](http://www.SJDowntown.com)



***Christmas in the Park:*** San Jose's best-known holiday attraction celebrates its 25th year starting with a tree-lighting ceremony at 5:30 p.m. Nov. 26. Stroll for free among 80 animated displays, hundreds of decorated trees and thousands of twinkling lights and catch some quality time with Santa himself. Open 9 a.m.-midnight daily through Jan. 1 in Plaza de Cesar Chavez. Call (408) 995-NOEL.

***Bonfante Gardens Holiday Lights:*** For the first time ever, Bonfante Gardens offers a holiday light spectacular – similar to the famous Lights on Parade at the Oakland Zoo. Bonfante reopens its parks to experience 12 nights of holiday cheer. You'll see thousands of twinkling lights, a decadent feast complete with toy soldier serenades, Santa's Workshop, community entertainment, themed rides and more! Holiday Lights runs weekends from 4 p.m. to 9 p.m. November 26-28, December 3-5, 10-12 and 17-19.

***Season of Hope Performance Series:*** If you have never attended this event, it is the perfect holiday tradition. From Dec 12-23, the 200-year-old Cathedral Basilica of St. Joseph, at Market and San Fernando streets offers free nightly concerts at 7 p.m. and 8 p.m. This is the "feel good" event of every Christmas. (408) 283-8100.

## Hotel Gadgets - continued

**Roaming check-in:** At its larger hotels, Hilton has clerks with handheld devices linked to the PMS system. The staffers prowl the lobbies checking in guests on the spot.

**Digital Music:** The W Hotel chain is going to install charging cradles for Apple's iPod personal digital music devices. As part of the deal, W Hotels had a digital DJ spinning hits from an iPod at its hotel in San Francisco over the summer. The hotels offered free iPod song downloads as part of the promotion.

And that's not all, hoteliers say more eye-popping technology is on the horizon. For instance, the day could be near where we use credit cards as room keys. Privacy concerns could scuttle that idea, but it just goes to show – we have only scratched the surface of how to use technology to make the guests stay more efficient and enjoyable.

*Excerpts from Money Magazine*

## Ski Upgrades – Continued

**Homewood** – New high-speed Quail triple chair. **Bear Valley**- Guided back country skiing and a snow-tubing park. **Alpine Meadows** – One million dollar food and restaurant upgrade aimed at making Alpine the best valued mountain in Tahoe.

**Sugar Bowl** – A new terrain park for beginners.

**Heavenly** – Replaced two chairlifts with high-speed 6 passenger ones. Added more terrain parks and snow making capabilities. **Squaw Valley**– Continued its push to solidify its own little community by completing the second phase of its Village project. Also added new chairlifts on bunny slopes.

**Northstar** – a new chair lift and

village pavilion. **Sierra-at-Tahoe** – “super-sized” terrain park in the West Bowl for serious jumpers.

**Boreal** – Always the first resort open for the year, this year is no exception. Boreal added a unique snow tubing carousel that spins tubers around in circles.

With all these upgrades, you'd expect large lift-ticket price increase, but that is not the case. Overall, only a slight increase has occurred and almost every resort offers deep discounts through different programs. As usual, Homewood is the best bet for a fair priced lift ticket - While Alpine has actually lowered there prices ten more dollars, making it arguably the best value in the Sierras.

## Concierge Programs – Why aren't you using them?



Opportunities are abound for hotel concierges, staff, and management. Many companies are offering special programs and deals to allow valued hotel employees to experience restaurants and businesses throughout Silicon Valley. Dave& Buster, Tied House, & Open Table are just a few offering such bonuses. Here's how they typically work. Refer hotel guests to the above mentioned business and receive points tracked on cards that can be turned into rewards for food, drink, games, and more. Brett Campbell, General Manager at Dave & Buster's, says “We want to introduce ourselves to the hotel community, make friends, and educate them on all Dave & Busters has to offer.” Contact these businesses to sign-up for these programs.

Open Table's program is a bit different in the details. Log onto [www.OTConcierge.com](http://www.OTConcierge.com)

- Select restaurants you wish to search. You can search by neighborhood, price, cuisine...etc.
- Choose a reservation from multiple restaurants and time options
- Instantly confirm and complete your reservation
- Print confirmations and maps for your guests. You can even put your hotel logo on them.



Each time you use OTConcierge, you earn valuable OpenTable Dining Reward Points that can be redeemed for credit at hundreds of restaurants nationwide. Your points can also be given to a charitable organization, so they can enjoy some great dining.

These programs are too good to pass up, especially when hosted by such mainstays. So before you grab a bite to eat, check out some of these fantastic places that are dying to treat you like a king when you walk through their doors.

For Comments or Questions Call Randy Zechman at 408-254-1234 ext. 334 or email [RandyZ@World2Do.com](mailto:RandyZ@World2Do.com)