

# *What 2 Do™'s* ***The Hotel Beat***

*"TO THE HOTELS, FOR THE HOTELS, WITH THE HOTELS IN MIND"*

Inaugural Edition

August 2002

**HAWGS**  
SEAFOOD BAR

Hawgs Seafood Bar voted Best Seafood Restaurant in the South Bay. #324 in the guide. Two locations: 150 S. 2nd Street, San Jose & 1700 W. Campbell Ave., Campbell

**HAWGS**  
SEAFOOD BAR

## **A Night on the Town**



World 2 Do, Inc. celebrated its third year anniversary making guides for the Silicon Valley, commemorating the day with a limousine trip and taste of San Jose Event on August 1<sup>st</sup>. Four of the top performing hotels were treated to an all expense limousine excursion to *Bella Mia* for appetizers and wine tasting with *Clos La Chance*, *Eulipia* restaurant for dinner and massages by *La Concha Spa Salon*, and finally *Keton* restaurant in Japantown for dessert and live Jazz. Marion Medrano, manager at the Travelodge commented, "It was a night we will never forget".

The hotels were chosen by the amount of phone calls their guests placed to the **What 2 Do™** Guide (see chart page 2). The top producing hotels were; The Arena Hotel (San Jose), Travelodge (Santa Clara), Residence Inn Sili I (Sunnyvale), & Holiday Inn Express (Santa Clara). Three years of call data were tallied to determine the lucky hotel prize winners.

The **What 2 Do™** Guide tracks all its visitor information inquiries and telephone calls from all hotel rooms in the Silicon Valley. "It's amazing the amount of collected when you work with every hotel in the Silicon Valley – 165 hotels", proclaims Randy Zechman of World 2 Do. "We've been doing this since day one. It helps us know when and where entertainment seekers are looking for information."

The Thank You event for the hotels was a special promotion done for World 2 Do's premier hotels; however, every quarter World 2 Do accumulates all the phone calls its What 2 Do™ Guide receives and the top 5 hotels are given prizes ranging from Great America passes to restaurant certificates, to movie passes, to ski passes – there choice. World 2 Do estimates they have given out over \$50,000 in prizes.

"World 2 Do is proud to announce our phone call volume has never been higher", states Mr. Zechman. "After 3+ years of working with hotels, getting them to understand our guides and recommend it to their guests, the guides are being utilized readily by every hotel in town."



# Hotel Community News

## Hotel Occupancy – You’re Not the Only One

The soured economy and the September 11 attacks slashed business and leisure travel, hitting the lodging industry especially hard in the Bay Area, which depends on tech-related business.



Lodging-industry profits dipped 19.4 percent in 2001 -- the worst plunge in more than six decades -- and among the hardest-hit are San Jose hotels that depend heavily on technology-related business travel.

The falloff in hotel profits last year was the first decline in a decade, according to PKF Consulting, and the largest single-year drop since 1938.

Bay Area hotels have been having an especially difficult time making money. Nationally, the average revenue per hotel room fell about 9 percent from the first quarter of 2001 to the first quarter of this year, according to Smith Travel Research. But Bay Area hotels did much worse. Revenues over that period plummeted 24 percent at Oakland hotels,

30 percent in San Francisco and San Mateo, and 33 percent in San Jose and Santa Cruz.

### DECLINE IN CUSTOMERS

Empty rooms in San Jose and Santa Cruz hotels:  
 20 % in 2000  
 36 % in 2001  
 40 % in 2002, through April Article Source: San Jose Mercury News.

In 2000, San Jose and Santa Cruz hotels were about 80 percent full, said Smith Travel Research. For the first four months of this year, hotels averaged only 60 percent full.

Article Credit: San Jose Mercury News.

### CHART: MERCURY NEWS

Hotel type Revenue Profit

Full service	-10.6%	-21.5%
Limited service	-5.4%	-9.4%
Resort	-8.4%	-14.7%
Suites	-8.8%	-16.5%
Convention	-12.9%	-24.3%
All hotels	-9.9%	-19.4%

Source: PKF Consulting

## Questions of the month

*What was your occupancy for the month of July?*

*Do you expect the hotel industry to make an improvement by the end of the year?*

Call us at 1-888-987-8636 Ext 333 with your responses. We will report the results in our next issue. All feedback will be kept anonymous.

## What 2 Do Call Volume Ranking

<b>3 Year History</b>		<b>Year 2002</b>		<b>Last Month</b>	
<b><u>Call per room</u></b>		<b><u>Calls Per room</u></b>		<b><u>Calls Per room</u></b>	
1	Travelodge Santa Clara	1	Holiday Inn Exp Santa Clara	1	Vagabond SC
2	Best Western Airport Inn	2	Woodfin Suites	2	Hampton Inn San Jose
3	Arena Hotel	3	Best Western Airport Inn	3	Hawthorne Santa Clara
4	Super 8 Milpitas	4	Vagabond San Jose	4	Best Western Lanai
5	Howard Johnson	5	Sierra Suites	5	Homestead Sunnyvale
6	Holiday Inn Exp San Jose	6	Vagabond Santa Clara	6	Super 8 San Jose
7	Clarion Pres Inn	7	Arena Hotel	7	Sierra Suite
<b><u>Total Calls</u></b>		<b><u>Total Calls</u></b>		<b><u>Total Calls</u></b>	
1	DoublTree	1	Residence Inn Stewart	1	Homestead Sunnyvale
2	Residence Inn Lakeway	2	Homestead Sunnyvale	2	Residence Inn Lakeway
3	Residence Inn Stewart	3	Sierra Suites	3	Hampton San Jose
4	Arena Hotel	4	Woodfin Suites	4	Hawthorne Suites (SC)
5	Sierra Suites	5	Crown Plaza Milpitas	5	Vagabond Inn SC
6	Best Western Gateway	6	Residence Inn Lakeway	6	Sierra Suites
7	Homestead Sunnyvale	7	Residence Inn San Jose	7	Courtyard Marriott San Jose

# Around Leisure Town

## Recession?? A Ton of New Businesses in Silicon Valley

Even in an economic downturn, Silicon Valley is bustling with new retail & restaurant business openings. Everyone knows about Santana Row's 42-acre residential and retail experiment and its 69 shops plus the thousands of new residential openings. Santana Row's opening date of September 19 has been pushed back due to their tragic fire. No new date has been set as of yet. Initial statements say they will try to open in time for the Christmas season. Outside of the unique mega development, dozens of entrepreneurs are taking advantage of low loan rates and cheaper square footage to start businesses. Below is a list of some of the openings within the past 6 months and to come before the end of the year:



**Shalimar Indian Restaurant** - #306 in your guide – delectable, exotic, and exciting Indian cuisine. Shalimar, operated by one of the truly sincere restaurateurs in the valley, has received some great critic reviews.

**San Jose Bar & Grill** - #470 in your guide – From the owners of the Voo Doo Lounge, SJB&G will possess a mahogany island bar, spirited décor, and hip entertainment. This will be the new place to be seen in San Jose. Scheduled to open mid to late August.



**Peggy Sues II** - #296 in your guide – Jeff Starbeck is at it again. The making of a franchise in San Jose. The new Peggy Sues opened August 7th across from the Tech Museum on Park Avenue. More 50's style dinner for all of us to enjoy.



**Monopoly in the Park** – Opened in July and is the most exciting visionary attraction to come to San Jose in quite some time. A life size Monopoly board just outside of the Children's Discovery Museum with dice as big as boulders. Check this one out.

**Britannia Arms** – Open near AP Stumps on Santa Clara Street in San Jose is a new sports bar with live music 5 nights a week.

**Improv Comedy Club** – The long anticipated home run by the redevelopment agency finally opens in the fall of this year. First rate comedy in San Jose.

**Sonoma Chicken** – Another brainchild of Peggy Sue's owner, Jeff Starbeck, opens next to Rue de Paris on Market Street within the next couple of months. Patio seating will be available.

**Giza Lounge** – Some great ethnic culture revitalizes San Jose. This Hookah lounge is located on Second Street just off Santa Clara. For those of you who have never experienced a hookah, it is truly a unique and entertaining venue. The tobacco when smoked tastes like candy and the smoke smells like potpourri – This coming from a writer who hates smoking. The atmosphere is exotic with Persian style décor and throw pillows abound.



**O'Flaherty's** – A new Irish bar opening this fall in San Pedro Square, next door to Blakes.

**Air Tours** - #198 in your guide. Take a tour of San Francisco or the Silicon Valley by airplane. Professionally trained pilots cruise around the Bay Area to give us a bird's eye view of its beauty.

**Brigitte's French Restaurant** - Specializing in authentic, yet healthy and moderately priced French cuisine. The Mercury rated them a 3 1/2 stars. Located at 1777 Lafayette St.



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## The Hotel Classifieds

The Hotel Beat will begin a classified section for hotels to communicate with one another. In the next issue, you may list;

- Job openings
- People looking for a job
- Extra hours shifts for employees
- Equipment for sale / to buy
- Hotel special events
- Child care assistance / needs
- Any ideas of things that will help your hotel.

## Ideas & Thoughts

We would love to hear your feedback on the Hotel Beat. This publication was made for the hotels of Silicon Valley. It is to serve as a communication and news source for our local hotel industry. Any ideas on columns or articles to include in future issues, call 408-254-1234 extension 333 or email us at [RandyZ@World2Do.com](mailto:RandyZ@World2Do.com).

## A Touch of Spanish

In June 2002, the What 2 Do™ Guide rolled out its Spanish version of the guide. By pressing five in front of any three-digit code, you can here valuable info of specialties, ambiance, directions, and more – All in Spanish. You may still press one to be directly connected to that business to make reservations, set tee-times, or ask questions. Let your Spanish speaking guests know about this special service.

## Questions of the Month

See Page 2 for questions – Call in and respond.

## Hotel Rooms Easy to Find

**SANTA CLARA, CA** (July, 2002) – Hotel rooms in Santa Clara – Silicon Valley Central – are now easier to find than ever thanks to a new online hotel search engine on the Santa Clara Convention and Visitor Bureau's web site, [www.santaclara.org](http://www.santaclara.org). The user-friendly system was created by WorldRes, one of the leaders in online reservations for hotels, bed and breakfasts, inns and resorts worldwide. "Check-in-date, Number of nights, and Find it" are all that is required for a list of available hotels and a variety of rates.

## Contest

Don't forget about the What 2 Do™ Guides contest. Someone wins everyday - Tickets to Great America, Raging Waters, Restaurant Gift Certificates, Ski Passes, Museum Passes, Movie Tickets, and more. Call 1-888-987-8636 and hit extension 142.

## Concierge Association

Join the Silicon Valley Concierge Association. If you are a manager, front desk person, or concierge, this is the group for you. Great ways to meet people in your industry. Fun events every month – Wine tasting, dinners, mixers, etc.

## Next issue

Our next issue will focus on feedback we have received from our first issue. What do you want to be in this newsletter? More articles on industry news, an update on the San Jose Convention Center expansion, and new businesses in and about town.