

What 2 Do™'s

The Hotel Beat

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

2nd Edition

Winter 2002



Pasand Indian Restaurant #458 in your guide – The pioneering Indian restaurant serving the Bay Area for over 25 years.
3701 El Camino Real @ Lawrence – Santa Clara



Service Rules

Hotels pulling out all the stops

With occupancy rates still down in our Silicon Valley hotels, hovering around 60% depending on the source used, hotels have taken a no holds barred approach to pleasing their guests. Hotels from New York to San Jose are working harder to maintain and attract future customers.



For most hotels, business travelers, who usually pay the highest room rates, account for 65% of the overall guests. Loyal companies are routinely rewarded with meal credits, preferred rooms, or other perks. But service, for the most part, has stayed the same. Now hotel operators have realized they have to do more to attract business travelers.

Wyndham International is focusing on individualized service to keep business customers coming back. At Wyndham, business travelers fill out a profile of personal preferences – including pillow types, preferred magazines, and ideal room temperature. Upon arrival, guests find their rooms customized to their specifications, with their favorite snacks and beverages waiting.

Wyndham also announced *free long distance phone calls* would be standard for business travelers. “Membership spiked dramatically”, reports Dave Johnson, Chief Marketing Officer.

At W hotels, there’s a guarantee on any request at any time, or the guest’s final bill will be credited. A comic book at midnight, an in-room massage at dawn, hotel workers are on call to make sure it happens, no questions asked. And some guests are finding they don’t necessarily have to make a formal request for a service to come through – hotels are paying attention to casual conversations, and surprising the guest with the details.

(credit: Bonnie Harris LA Times)

Free Parking

In time for the Holidays, Downtown San Jose

The San Jose City Council has expanded the parking validation program to give customers of downtown retail stores and restaurants up to two hours of free daytime parking Monday through Friday in city-owned lots. The free parking is intended to make shopping and dining more appealing to customers during the holidays and to boost business in the downtown core. Free parking validation stamps are available at participating businesses, which will display a bright blue and yellow "Pv" sign

near their entryway. Participating lots and garages also will display "Pv" signs. For more information, call the San Jose Downtown Association at (408) 279-1775. (See back page for participating lots)



business. Although San Jose has been receiving International flights since 1990, the new facility gives San Jose a much-needed terminal for exclusive international flights. The three-gate terminal grew from 26K sq. feet to a three-story 77K Sq. foot facility directly connected to the south end of terminal A.

International Airport

In October 2002, The \$45 Million new San Jose International airport terminal officially opened for
Dan Fenton speaks at the Int'l terminal opening

What 2 Do™ Call Volume

Where do you stand?

Even though occupancies are down in area hotels, the What 2 Do™ and Where 2 Stay™ Guides are reporting record-breaking call volume numbers – receiving more calls than ever before. This year World 2 Do has produced 21% more calls to area restaurants, hotels, attractions, and leisure service providers than in 2001. Some summer months are up 70% over the previous year, generating over 3000 phone calls to area businesses a month. World 2 Do predicts it will break the record for most trackable business driven to the Silicon Valley travel industry in 2003. Concurrently, the Where 2 Stay™ Guide has doubled its call volume over the past 3 months.

Why would such a phenomenon exist? Randy Zechman, President World 2 Do, elaborates, “After 4 years in this industry, hotel staffs know the What 2 Do™ Guide and are familiar with how to use it. Before, hotel employees were unsure how to use the guide. Now, they’ve realized the value What 2 Do™ brings to the visitor. It’s the hotel staff driving the call volume up. Plus, there are fewer options for the visitor. With Where Magazine and Guest Informant leaving town, Only Explore/Discover and What 2 Do™ exist.”

Last month Hotel Beat reported call volume from the top 7 hotels in various time categories. Below the Hotel Beat lists the top 80 hotels by calls per room (total calls / number of hotel rooms) for last quarter. The top 3 receive prizes including dinners for two, AMC movie passes, and ski lift tickets:

- | | | |
|---------------------------------------|---|-------------------------------------|
| 1. Best Western Lanai | 20. Best Western Gateway Inn | 39. Guesthouse Inn |
| 2. Super 8 San Jose | 21. EZ8 Motel SJ 91550-636 | 40. EZ8 Motel – 2050 San Jose |
| 3. Hampton San Jose | 22. Comfort Inn – El Camino Sunnyvale | 41. Travelodge – Santa Clara |
| 4. Vagabond Inn – Santa Clara | 23. Ramada Inn - Sunnyvale | 42. EZ8 Motel – Santa Clara |
| 5. Hawthorn Suites – Santa Clara | 24. Days Inn – Santa Clara | 43. Campbell Inn |
| 6. Woodfin Suites | 25. Homestead – San Jose | 44. Homestead - MV |
| 7. Holiday Inn Express – Santa Clara | 26. Mariani’s Inn | 45. Towne Place - Milpitas |
| 8. Vagabond – San Jose | 27. Hawthorn Suites - Milpitas | 46. Motel 6 - Airport |
| 9. Holiday Inn Express – San Jose | 28. Days Inn – 4 th St. San Jose | 47. Days Inn – Monterrey Rd. |
| 10. Best Western Airport Plaza | 29. Hilton Garden Inn MV | 48. Days Inn - Milpitas |
| 11. Homestead Sunnyvale | 30. Best Western Brookside Inn | 49. Travelodge South First |
| 12. Residence Inn – Lakeway Sunnyvale | 31. Courtyard by Marriott - Milpitas | 50. Clarion President Inn |
| 13. Best Western Inn & Suites | 32. Crowne Plaza - Milpitas | 51. Comfort Inn Mathilda |
| 14. Courtyard by Marriott San Jose | 33. County Inn | 52. Courtyard Cupertino |
| 15. Towne Place Suites – Santa Clara | 34. Executive Inn Airport | 53. Best Western Silicon Valley Inn |
| 16. Executive Inn Downtown | 35. Wellsley Inn | 54. Woodcrest |
| 17. Sierra Suites | 36. Vagabond Inn - Sunnyvale | 55. Crowne Plaza – San Jose |
| 18. Arena Hotel | 37. Alameda Hotel | 56. Pacific Inn Sunnyvale |
| 19. Residence Inn – Stewart Sunnyvale | 38. Hilton Garden - Milpitas | 57. Adlon Hotel |



58. Quality Inn Sunnyvale – Persian Dr.
59. Best Western Sunnyvale Inn
60. Executive Inn Morgan Hill
61. Holiday Inn – Mountain View
62. Sundowner Inn
63. Residence Inn- Campbell
64. Comfort Inn – Morgan Hill
65. Hyatt St. Claire

66. Fair Oaks Inn
67. Park Plaza – airport inn
68. Quality Inn Palo Alto
69. Larkspur Landing - Campbell
70. Hampton - Milpitas
71. Hotel Avante
72. Travelodge San Jose – The Alameda
73. Best Western Santa Clara

74. DoubleTree Hotel
75. New World Hotel
76. Mapletree
77. Courtyard by Marriott – Morgan Hill
78. Embassy Suites - Milpitas
79. Marriott Santa Clara
80. Biltmore Hotel

Around Leisure Town New Businesses in Silicon Valley

Everyone is talking about the opening of Santana Row, the \$450 Million development at the corner of Winchester and Stevens Creek. The official opening was Thursday November 7th. The eventual success or failure of Santana Row will be determined with time. However, below we've listed some other exciting new openings which have opened with much less ballyhoo:

Brigitte's French Restaurant - Specializing in authentic, yet healthy and moderately priced French cuisine. Don't let unassuming outside fool you, Brigitte's has a passion for cuisine I've rarely found at any restaurant. Check them out; I think you'll be pleased. The Mercury rated them a 3 1/2 stars. Location: 351 Saratoga Ave. @ Pruneridge Rd.



Improv Comedy Club – Probably the biggest opening in Downtown San Jose since the Tech museum, The Improv opened its doors on Friday November 8th at the historic and beautiful Jose theatre (62 South Second St.). High profile acts like Paul Rodriguez, Kevin Pollack, and Paula Poundstone headline for the first three weeks of operation.

Sonoma Chicken – Another brainchild of Peggy Sue's owner, Jeff Starbeck, opens at 31 North Market Street on Wednesday November 20th. Rotisserie chicken, pizza, pasta – all at affordable prices. Patio seating will be available.

Guided Solutions – Wine tasting and sightseeing tours from Silicon Valley hotels. Small group- pre-planned and custom- tours available to Santa Cruz mountain and Santa Clara valley wineries and attractions. We have great wineries within 30 minutes of our hotels – don't send them to Napa. Dial #134 in your What 2 Do™ Guide.

Gaesung House of Tofu – Healthy Korean cuisine. Very popular already, even though they are only a few months old. Located at 2089 El Camino Real in Santa Clara.

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

Exotic Car Rentals – VVVVRRRRRoomm. You guessed it. Vipers, Corvettes, Hummers, Porsches and many more exciting, fast, and fun vehicles will be available on day, week, or month long rentals. They open in January 2003. To get more information, Dial #118 in your What 2 Do™ Guide.



Cirque du Soleil – presents Varekai. The huge circus tent will be set up behind the convention center on Market St. – this is a new location for Cirque. The show runs January 16th thru mid-February. If you've never been to a Cirque show, it is truly remarkable - a unique event that will be in your memories forever. Dial #122 in your guide.

Holiday Events in Downtown San Jose

Christmas in the Park – This San Jose tradition has been delighting residents and visitors alike for years, a great way to get into the Christmas spirit. Runs December 6th through January 1st at Chavez Plaza.

Holiday Parade – San Jose’s parade marches from the HP Pavilion thru the heart of San Jose, concluding at Market and San Carlos. Occurring Sunday December 8th at 8:30 AM.

Harvest Festival – 30 Magical years of homemade crafts, music, food and fun at the San Jose Convention Center over Thanksgiving weekend.

Sadly, The ice skating rink in San Jose will not take place this year.

Travel Statistics

SJ Convis’s annual travel analysis

Since 1991, CIC Research has conducted a study of the visitor population of San Jose. The study is done every year to identify the volume and characteristics of the visitor market and to support the development of marketing strategies.



Below you will find some interesting statistics from fiscal year 2002. All statistics are for the hotel segment of the survey unless otherwise noted.

-45% = The decrease in convention delegate visitation

\$172 = Average room cost 2001

\$138 = Average room cost 2002

3.9 days = Average guest stay in San Jose

9.8% = Visitors to San Jose that stay in a hotel

37% = Spending dollars of hotel visitors

\$125 = Each hotel visitor spends on Food / Beverage

\$97 = Each hotel visitor spends on Shopping

\$47 = Each hotel visitor spends on Entertainment

\$256 = Each hotel visitor spends on Lodging

\$85 = Each hotel visitor spends on Transportation

The Average visitor spends 50% less per day when visiting San Jose (not including hotel) than when visiting the average city across the United States.

72% = Arrived by air

57% = Rented a car

7% = Took a taxi

73% = Hotel visitors here for business / commercial

27% = Hotel visitors here for leisure

1.9 = Average travel party size

40 = Average Age

\$80K = Median Income

73% = Visitors that live in one of 13 western states

45% = Live in California

15% = Live in Los Angeles

16% = International

Free Hotel Classifieds

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

- Employment wants & needs
- 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.



Free Parking Lots

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1. *Block 2 lot* , Second and San Fernando streets (across from Gordon Biersch) 2. *Block 3 lot* , Third and San Fernando (just north of the Repertory Theatre) 3. *Market Street garage*, (between San Pedro and Market streets) 4. *Third Street garage*, (just north of Santa Clara Street) 5. *Second and San Carlos garage*, (adjacent to Camera 3 Cinemas) 6. *Second Street lot near Santa Clara*, (adjacent to Zanutto's) 7. *Fountain Alley lot on Second*

Street, (behind Bella Mia) 8. *Market and San Carlos lot* , (across the street from the Hyatt Sainte Claire)
9. *Pavilion garage*, (off Second Street just south of San Fernando

Next Issue

Hotel Beat's next quarterly issue is February. We'll continue our Around Town, Call Volume statistics, and Hotel Industry News sections. Look for a special section – "Technology in the Hotel Industry".

For Comments or Questions on the Hotel Beat Call Randy Zechman at 408-254-1234 ext. 333 or email RandyZ@World2Do.com