

*What 2 Do™'s*

# *The Hotel Beat*

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

3rd Edition

Spring 2003



La Concha Spa Salon #360 in your guide – Massage, mud bath, skin care, body wraps, manicure, pedicure, & saunas  
1042 Lincoln Ave – San Jose



## Hotel Technology

Some of the Valley's leading hotels push the envelope on technology

"Most hotels are built for commuter traffic. We are built for the Indy 500." This is General Manager Roy Truit's view of his hotels -Hilton Santa Clara- technological advances. He's referring to the hotels **Fiber Optic connection** in its Grand Ballroom for maximum connectivity speed. The rest of his hotel is wired with **Cat5 cabling** for high-speed plug in connections. The Hilton also offers a **wireless connection** for anyone on the ground floor of the hotel. Walk in the hotel. Register. Turn on your laptop, and you're surfen' the web. No need for a phone line anymore. Although Roy's hotel is at the cutting edge, there are many other hotels building technological infrastructure for the new millennium.



Wireless connections seem to be a hot advance these days. Marriott is equipping 400 of its hotels nationwide with the service. Hilton is putting it in 200, and the Starwood group is studying the issue. "The day keeps getting closer and closer when wireless Internet access will be as commonplace as having soap in the bathtubs." says Mark Woodworth, executive vice president of PKF Consulting\*. Pricing on this service varies per hotel from a flat daily fee of \$10-\$15/day to an hourly charge from \$3-\$5/hour. Mr. Truitt adds, "The Europeans love it." It turns out that with the old

building infrastructure in Europe, running cable and connections to these buildings overseas is difficult. They often opt for wireless connections – setting up the internal hardware needed to run the connection on a laptop.

Since fall 2000, The Westin turned toward the **Virtual Concierge**. A long time concierge for the hotel – Anna Morris - had just had her first baby, was pregnant with her second and living 80 miles away. She was going to have to leave the hotel. The Westin decided to go out on a limb and try the virtual concierge system. Anna video commutes to work 4 days a week now. A guest in search directions, restaurant reservations, or what to do in the area walks over to the concierge stand. Sees Anna on the screen at her home over an hour away. And simply talks to the screen. The microphone and volume settings sit right before them. Anna tells a story of how she confirmed a flight for a regular guest that was in the hotel, upgraded him to first class, and sent the confirmation directly to him at the concierge stand in minutes. He was even able to view what was on her computer screen so he could see exactly what she was looking at. Guinness World Book of Records has recognized Anna for her unique work set-up.

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# Quicker Taxi Service

## Yellow Cab begins use of GPS to get Taxi's to customers faster



Yellow Cab Co. of Santa Clara County is rolling out a state of the art Global Positioning System (GPS) dispatch unit on March 10<sup>th</sup>. Larry Silva, President & General Manager of Santa Clara's Yellow Cab, estimates a 50% reduction in response times for most addresses. This means faster cars for your guests.

Each cab is equipped with the GPS system. The dispatch office then tracks all its vehicles that are on duty, giving the office essential real time information of exact whereabouts for all its vehicles. The closest cab is then dispatched to you. However, the system would not work without an elaborate zoning chart established by the company. Yellow cab has spent

months coordinating the county into grids based on natural dividers (highways, rivers, mountains, etc.). So if the cab that is closest to you is on the other side of the highway, it may not actually be the quickest cab for you. The system assures the quickest – not closest – cab is dispatched to you.

This GPS system is the most state of the art and dynamic tracking system for cab companies in the area. Yellow cab will roll this system out to San Mateo and Alameda counties in the near future. Let the Hotel Beat or Yellow Cab know how it's working for you

## What 2 Do™ Call Volume

### Where do you stand?

Below is a list of the top 50 hotels for the What 2 Do™ Guide. The hotels are ranked by the total number of calls from hotel guests and staff for Winter 2003 quarter. Total calls are divided by the number of rooms in the hotel. The top 3 receive prizes including dinners for two, AMC movie passes, and Six Flags tickets:

**1. RAMADA SANTA CLARA  
PRIZE WINNER**

**2. VAGABOND INN –  
SANTA CLARA  
PRIZE WINNER**

**3. CAMPBELL INN  
PRIZE WINNER**

4. Hawthorn Suites – Milpitas
5. Wyndham San Jose
6. Best Western Airport Plaza
7. Best Western Lanai
8. Woodcrest
9. Super 8 San Jose
10. Sierra Suites
11. Days Inn – Santa Clara
12. Hilton Garden - Milpitas
13. Executive Inn Airport
14. Arena Hotel

15. Woodfin Suites

16. Residence Inn -Lakeway

17. Days Inn – Monterrey Rd.

18. Travelodge South First

19. Crowne Plaza - Milpitas

20. Holiday Inn Express – SJ

21. Vagabond Inn – San Jose

22. Sterling Motel

23. Days Inn- Fontaine Rd.

24. Homestead Studio-Milpitas

25. EZ8 – Santa Clara

26. Hyatt St. Claire

27. Park Plaza – San Jose

28. Homestead Studio –SJ

29. Hawthorne– Santa Clara

30. Days Inn – North San Jose

31. Ramada Inn- Sunnyvale

32. Courtyard – San Jose

33. EZ 8 Motel– 2050 North 1st

34. Motel 6 – SJ Airport

35. Best Western Inn & Suites

36. Wild Palms

37. Hampton - Milpitas

38. Super 8 - Milpitas

39. Hotel Lodge

40. Pacific Inn of Sunnyvale

41. Sundowner

42. Larkspur - Sunnyvale

43. Hilton Garden- Mtn. View

44. Clarion President Inn

45. Courtyard - Milpitas

46. Best Western Brookside Inn

47. Quality Inn - Sunnyvale

48. Homestead - Sunnyvale

49. Homewood Suites – SJ

50. Residence Inn - Stewart

# Around Leisure Town

## New Businesses in Silicon Valley

**ClayPot Restaurant** - 19 North Market St. – San Jose. The redecorated location of the old Rue de Paris restaurant boasts Vietnamese cuisine with a touch of Euro and Caribbean spice. Their slogan is “Cooked the old fashioned way”; hence the ClayPot name. Call 280-6111.

**Cabana Nightclub** – 396 South First St. New owners have taken over the old Polly Esthers. The outside structure is still spectacular – Rumor has it the interior is now pretty hot, too. 971-2262

**BJ's Brewhouse** – 10690 North De Anza Blvd. This picturesque brewhouse located in front of Apple Computer's campus in Cupertino is the 27<sup>th</sup> BJ's built and first in Northern California. The quickly popular Chicago style pizza house and brewery (10 originals on tap) has a great large outdoor patio and a large where house style interior. 865-6970.



**Touchstone Climbing Center** – Opening in March - Touchstone San Jose will be a bouldering gym with 15 feet high walls and 4,000 square feet of climbing terrain! Located on Paseo de San Antonio in Downtown San Jose. Call 920-6000.

**Backbar** – Another creation by local favorite Yacek Rosicki. Located right across the street from the Agenda on South First St.

**Yan Can** – 179 Ranch Dr., Milpitas. World-renowned chef Martin Yan opened this quick casual Asian cuisine restaurant in the McCarthy Ranch area in January. The menu focuses on all Asian cuisines- Korean, Vietnamese, Chinese, etc.. Orders are taken at the counter and brought out to your table for faster service. Call 945-1733.

**Exotic Car Rentals** – VVVVRRRRooooommm. 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. To get more information, Dial #118 in your What 2 Do™ Guide.

### IN SANTANA ROW

**Maggiano's** – This Chicago based restaurant owned by Brinker International (the Chili's and Macaroni Grill group) is an upscale old world Southern Italian cuisine restaurant. Enter this beautiful building and you are immediately greeted with a blast from the past. Black and white pictures abound, large dining area, 5 separate banquet areas, and a full bar. 3055 Olin Ave. 423-8973.



**Hotel Valencia** – This long anticipated 229-room hotel will open March 2003. The European style with a Spanish flair hotel is sure to impress. A few amenities will include; Citrus restaurant, 2 lounges – one is a rooftop wine terrace overlooking the mountains & Life Spa focusing on a 5000 year old holistic health system from India. Call 551-0010.

**Strait's Cafe** – A new Singaporean cuisine restaurant. Strait's boasts a trendy & laid back atmosphere. Full Bar. 333 Santana Row. 246-6320



**Yankee Pier**–Famed chef Bradley Ogden, owner of the incredible Parcel 104 restaurant of Santa Clara, is sure to delight with this seafood restaurant. The centerpiece of the dining room is a 10 foot tall lighthouse that doubles as an oyster bar. 378 Santana Row, 244-1244.

These are the only restaurants currently open in Santana Row; however look for Cazuelas, Blowfish Sushi, Amber India, Left Bank Bistro, Pizza Antica, and many more in the upcoming months.

# Hospitality Awards

The Silicon Valley Concierge Association is nominating and hosting the “Best” concierge and travel industry awards.

Since 1995 the Silicon Valley Concierge Association has been recognized as the leading professional organization dedicated to the education and advancement of its members.

Through meetings, seminars, familiarization events, newsletters, and training programs, the Silicon Valley Concierge Association assists members to provide an outstanding performance in the important role of concierge. – You do not have to have the title of “concierge” to be filling that role in your hotel.

Anyone who is interacting with guests and helping them with their various travel needs is by definition a concierge.

Please fill out your feedback below:

The categories for judging are:

- Best Hotel Group
- Best Hotel Style/Most Unique
- Best Nightclub
- Best Concierge
- Best Attraction
- Best Tour Guide
- Best Winery
- Best City Information
- Best Restaurant
- Best Web-site
- Best Kept Secret
- Best Theatre Group
- Best Golf Course
- Best Transportation
- Best Informational Program
- Best Museum
- Best Hospitality Program
- Industry Recognition Award

Please send us your nominations, include name, place and a little info regarding why you think they should be nominated by March 20<sup>th</sup>. Fax to 408-254-4443. Or email - [jeff\\_phillips@hilton.com](mailto:jeff_phillips@hilton.com)

If you have any additional comments on why you nominated these businesses. Feel free to write below  
Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Technology -Continued from Page 1

Many hotels are now setting up **wireless keyboards** in all rooms that utilize the television as its monitor. No need for an in-room PC. You have everything you need in this set up. Although, Roy points out there is much more demand for the high-speed laptop plug-ins in the rooms than for the wireless keyboard. “Everyone is traveling with a laptop.”

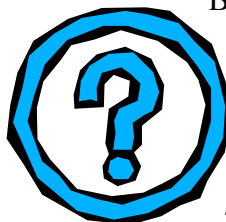
Expanding upon the technology the virtual concierge utilizes, Hilton has installed **video conferencing** in every room. Whether you want to chat with the boss in your room over some sensitive documents or see the wife late at night. It seems to all be possible.

Whatever your fancy, it is obvious the hospitality world just got a little more techy.

\*Resource credit Chris Woodyard- USA Today

## 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).



## Next Issue

Hotel Beat’s next quarterly issue is May. We’ll continue our Around Town, Call Volume statistics, and Hotel Industry News sections. Look for a special section – “San Jose – an evolving city”.

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