

*What 2 Do™ Presents*

# *The Hotel Beat*

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

5th Edition

August 2003



Dave & Busters, Milpitas - #258 in your guide – Serious food. Outrageous fun. Full bar. Million dollar midway, billiards, & shuffleboard.



## Hotel Dining – 1<sup>st</sup> Class

**Four and Five Star Restaurants Find Their Way into Hotels.**



Has anyone noticed the huge leap hotel dining has taken over the recent years? A common misperception that hotel dining is second rate is being dispelled with an exclamation point. You just need to look as far as the San Jose Marriott's **Arcadia**, the newest hotel 4/5 star restaurant brought to you by Michael Mina (famous former head chef of Aqua in San Francisco). And the list goes on and on. There are the longer standing restaurants that began this trend in Silicon Valley, **Il Fornaio** (Hyatt Saint Claire), **La Pastaia** (Hotel De Anza).

More recently the Santa Clara Marriott upgraded its restaurant and opened Bradley Ogden & Bart Hosmer's **Parcel 104**, and what a step up this was. Parcel 104 has quickly become one of the top 10 restaurants in the valley, focusing on farm fresh American cuisine and holding a California grower's farmer's market on Fridays.

The Hilton Santa Clara, arguably the valley's most high-tech hotel, hasn't forgotten the low tech dining aspect of business with the Mediterranean cuisine gem - **La Fontana**. Instead of choosing a local big name chef, La Fontana chose Internationally renowned Chef Angelo Konidis – a master chef born and raised in Greece with experience in 4 & 5 star restaurants in New Orleans, Florida, Texas and the Caribbean.

Some of the newer hotels have followed suit. At the Cypress hotel in Cupertino, **Helios** restaurant features worldwide cuisines from places "under the sun". Chef Patricia Tracey's borderless menu draws on inspiration from the abundant produce and specialty items grown locally. At Hotel Valencia, **Citrus** restaurant is a top-notch Spanish influenced dining establishment. And the Hotel Los Gatos, brings raves with **Kuletos**, a famous name in the Bay Area restaurant world.

This isn't to say hotel guests shouldn't find their way outside of the hotel lobby for good food. Oh contraire, local favorites like **AP Stumps**, **Le Papillon**, and **Lion & Compass** are definitely on par with quality food and detailed service standards. But, if some more local residents patronized the true quality brought to the table at the hotel restaurants, they would be quite surprised how far "hotel food" has come.

# What 2 Do™ Guides Call Volume Off the Charts

## July 2003 Record Month– Most Calls Driven to Businesses

This summer has brought more phone calls to the What 2 Do™ Guide than ever before. With 98% of the hotels carrying the guides and over 80% putting them into their rooms, more calls from tourists and locals are driving reservations, ticket, and admission sales higher than ever for local leisure service providers.



July 2003 produced the most phone calls to area businesses since it's April 1999 inception. July calls were 14% higher than the previous record set in June 2003, and 16% higher than July 2002. The trend comes on the heels of a new interior design highlighting how to use the guide in a brightly colored yellow oval in the center of the interior layout. This improved instruction format has made the guide easier to understand and use.

In July, Winchester Mystery House and the Great Mall received the most calls by any business in any month, with Winchester receiving over 300 calls and the Great Mall getting 250 plus.

The What 2 Do™ Guide tracks all its user business by allowing customers to directly connect to hundreds of entertainment and leisure businesses in the Silicon Valley. This is done through a toll free number that gives tourists and locals 30 to 45 second audio information spots and encouraging them to directly connect by simply pressing "1".

Concurrently, The Wyndham Hotel in San Jose sent more phone calls to the What 2 Do™ guide during the spring quarter 2003 than any hotel in the history of the What 2 Do™ guide. Great location within the rooms and consistently replacing the guides as guests' leave with them has been the key to the great call volume. For their grand effort in helping visitors to Silicon Valley easily navigate to the plethora of activities it offers, the Wyndham has received many prizes including dinners for two, bottles of wine, baseball tickets, and more. See below for this month's top performing hotels with the What 2 Do™ Guide.

## 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 spring quarter 2003. 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 LIMITED  
SANTA CLARA  
PRIZE WINNER**
- 2. COMFORT INN - NEW  
SAN JOSE  
PRIZE WINNER**
- 3. HOLIDAY INN EXP. MONT  
RD. SAN JOSE  
PRIZE WINNER**
4. Hawthorn Suites Milpitas
5. EZ 8 Motel– 1550 North 1st
6. Wyndham San Jose
7. Wild Palms
8. Vagabond Inn San Jose
9. Best Western Airport
10. Hawthorn Suites Santa Clara
11. Courtyard San Jose
12. Ramada Sunnyvale
13. Residence 1- Lakeway

33. Hilton Garden Inn - MV
34. Ramada -MV
35. Crowne Plaza Milpitas
36. Residence Inn - Stewart
37. Best Western Gateway Inn
38. Fairfield Inn- San Jose
39. Holiday Inn - MV
40. Homestead Vlg- Sunnyvale
41. Travelodge Milpitas
42. Clarion Presidents Inn
43. Hyatt St. Claire
44. Vagabond Sunnyvale
45. Travelodge Santa Clara
46. Days Inn 4<sup>th</sup> St.
47. Alameda Hotel
48. Executive Inn Downtown
49. Best Western Santa Clara
50. Motel 6 San Jose airport

# Around Leisure Town

## New Businesses in Silicon Valley

**The Blue Tattoo** – 170 W. St. John St. – Downtown San Jose –. Call 286.1515. Someone has finally taken over the old Hamburger Mary’s space at the end of San Pedro Square and its none other than the popular New York/ LA / Miami entertainment multi-plex. 20,000 square feet, 6 bars, and 6 rooms of entertainment. They also serve food all night.



**Tres Gringos** – 83 S. Second St., Downtown San Jose. A beach themed bar by the owners of the popular evening party places San Jose Bar and Grill and Voo Doo Lounge.

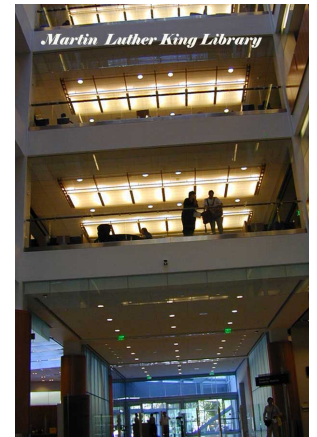
**Elements Nightclub** - 394 S. Second Street Downtown San Jose. Call 947-7070. A new Mediterranean villa style nightclub within the confines of Palermo Italian restaurant is open on Friday and Saturday nights.



**The Temple Bar & Lounge** – 52 S. First St., Downtown San Jose. Scheduled to open this month The Temple is a stand alone bar formerly Bella Mia’s bar. After a remodeling, the bar will open featuring live jazz, Latin bands, and DJ nights. Call 288.8518 for info.

**Studios Plus** – 850-7800. Located at 348 South Clover Ave. (across the street from Valley Fair Mall). They offer fully furnished studios for short term or long term housing with all inclusive utilities and exceptional amenities. They also provide corporate and private housing. This is not your ordinary hotel. It has much more of an urban hardwood floor studio feel.

**Martin Luther King Library** – Located on the corner of 4<sup>th</sup> St. and San Fernando in Downtown San Jose. Although the official grand opening is August 16<sup>th</sup>, the library opened at the beginning of August in a “soft opening”. The beautiful new multi-level library is a collaboration between the city of San Jose and San Jose State. A spectacularly designed building with 400+ computers and millions of books await your arrival.



## IN SANTANA ROW

**Cazuelas** - 260 -7082. This Mexican bistro is a full service restaurant that serves authentic Mexican food in a small plate/family style format. In addition to the food, Cazuelas also features a full Latino drink bar to complement the exquisite flavors of the food. The environment takes you back to the early 1900s when French influence was combined with Mexican architecture.

## Hotel Valencia Restaurant & Nightlife

**V bar Lounge & Bar** – Has already become one of the hottest spots in the Silicon Valley for nightly entertainment. Many refer to it as the “bead bar” because of long doorway entrance beads that line the whole open entrance side of the bar. Open 2pm to late and located on the 3<sup>rd</sup> floor of the hotel.

**Citrus Restaurant** - serving breakfast, lunch, and dinner from 6:30am to 10pm. The cozy indoor dining area is supplemented by patio dining with intricate fountain displays. The menu is wide ranging, but has a definite Spanish flair – serving tapas, escargot, empanadas, and more. Call 423-5443 for more information.

**Cielo** – wine terrace & bar showcasing the area’s best view of the setting sun over the Santa Cruz Mountains. It’s located on the roof of the hotel and open from 5pm until late. I highly recommend this unique rooftop relaxing experience. Soon to become another can’t miss place in the valley.

# CONVENTION CENTER AND CVB CAPTURE TWO TOP MEETING PLANNER AWARDS

SANTA CLARA, CA (June, 2003) The Santa Clara Convention Center's reputation for world-class service has garnered a top award in the competitive meetings and conventions industry, the Planners' Choice Award. In addition, the Convention and Visitors Bureau has won the prestigious 2003 Pinnacle Award. Meeting planners from around the nation vote annually to determine who will win these highly competitive awards.

This is the first time Santa Clara has received Meeting News magazine's Planner's Choice Award or the Pinnacle Award. The organization was one of 11 Western CVB's to receive the award. Travel industry experts liken Pinnacle to other prestigious travel awards like the Mobil 5 Star and the AAA 5-Diamond.



"This confirms our goal of continually improving upon our client's meeting planning experience. The unique structure of the Chamber of Commerce managing the Center and CVB has helped speed up the booking process and also provided seamless communication to the meeting planner," said Steve Van Dorn, president and General Manager of the Santa Clara Chamber of Commerce and Convention-Visitors Bureau. Congratulations Santa Clara.

## Artsopolis.com

The San Jose Convention & Visitors Bureau and Arts Council Silicon Valley have teamed to bring an on-line guide with bang. Artsopolis.com will give information on more than 1,000 events by 250-plus arts groups from Palo Alto to Gilroy and beyond.



Originally established in 2000, the site has grown both in the number of site visitors and in the services and information it provides. Acquired in 2003 by Arts Council Silicon Valley, Artsopolis plans to continue growth

in its service to the community.

By providing comprehensive information about arts and cultural events, organizations, individual artists, venues, job opportunities, education, and more, Artsopolis hopes to inspire greater participation in the Arts. Silicon Valley is much more than technology. It's a vibrant region of arts, culture, and community.

As part of the Collaborative Arts Marketing Partnership (CAMP), funding support for Artsopolis is provided by the

John S. and James L. Knight Foundation, the William and Flora Hewlett Foundation, the David and Lucile Packard

Foundation, the County of Santa Clara, the California Arts Council, and the National Endowment for the Arts.

Although Silicon Valley has such a variety and deep selection of arts and music, it never seems to get the credit it deserves for artistic diversity. Perhaps this will accentuate and drive more to the multitude of quality work that is out there.

## World 2 Do Expanding

This summer, World 2 Do is expanding into the San Francisco and Lake Tahoe/ Reno area with our What 2 Do™ & Where 2 Stay™ Guides. The company will also be selling high speed wireless internet, offering websites, and our Media True program.

They are currently hiring for all 3 markets (San Francisco, Silicon Valley, and Lake Tahoe). If you know of anyone who may be interested in part-time, full-time, or supplemental income, contact Chris at 408-590-7293.

## Next Issue

Hotel Beat's next quarterly issue is November.

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