

BRAIDWOOD'S VIEW



HOSPITALITY MANAGEMENT, INC

Partners in Hospitality



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FROM THE DESK OF:

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During the time of the dinosaur the rules of survival were simple...crush or be crushed; eat or be eaten and "do unto others before they did it to you." It was a "Tyrannosaurus-Rex vs. Caveman" world where the "big ruled the small" and the "fast ate the slow!"

When we compare these prehistoric truths to the modern business world; we see that not a whole lot has changed in sixty-five million years. At over 20 ft tall, 40 ft long, with a head the size of a small car and weighing up to 8 tons the Tyrannosaurus-Rex sheer size and lack of competition allowed it to dominate in a Neanderthal world.

In her article "5 Business Planning Principles for Small Businesses", Susan Ward, a partner in Cypress Technologies takes an insightful look at the dangers of Neanderthal thinking in a modern business world.

Ms. Ward states, "Suppose a group of Neanderthals got together and formed a business called Caveman Inc. Their business plan is based on killing big things that will provide lots of meat. But none of them knows what kinds of "big things" might be out there or how they might kill one if they find one....before you can engage in useful business planning, you need to gather the information that will allow you to identify priorities and make decisions. This information may include demographic data, market research, labour market information, competitive intelligence etc."

"Imagine Caveman Inc having a business planning session; the team meet, wave their clubs around and decide that killing a Tyrannosaurus Rex is a worthy goal for their business. Then they all continue to sit around the fire in the cave....goals are good things. You need them for direction. But without identifying the actions necessary to undertake or achieve your goals, nothing will be accomplished."

"The Caveman Inc. team has finally left the cave on their Tyrannosaurus Rex hunt. Their hunt is successful in that they find a T. Rex. Unfortunately, they soon discover that running up to the T. Rex and trying to bonk it with their clubs is not a successful way to kill a Tyrannosaurus Rex - and the entire team is wiped out....looks like they should have taken a little more time on the risks and challenges of their plan. "

"Successful business planning involves not only assessing potential risks but coming up with ways to mitigate them....don't put your business into the position of a Caveman Inc. Business planning is critical if you want your business to survive and thrive!"

It is not the strongest of the species that survive, or the most intelligent, but the one most responsive to change. - Charles Darwin, scientist

ONLY IN CANADA, EH!

The numbers are in and it's official: **as Canadians we work hard.**

After a global survey that ranked countries in terms of the number of days that employees are allowed off, Canada finds itself at the back of the pack with 19 days, falling short of China (21) and the U.S. (25). The number is a tally of the minimum days off an employer must grant, plus public holidays. Although we are proud to be Canadian, it is not difficult to be envious of the Brazilians and Lithuanians who are probably reveling in their **(41) days off**, while we continue to work diligently.

IT'S ALL IN THE NUMBERS

During a stay at an exclusive hotel in New York City, a guest woke up in the middle of the night with an upset stomach. He called and ordered some soda crackers. When he looked at the charge slip, he was furious.

He called room service and raged, "I know I'm in a luxury hotel, but **\$11.50 for six crackers is ridiculous!**" The voice at the other end coolly explained "The crackers Sir are complimentary; I believe you are looking at your room number."

BOTTOMLESS BOOZE

The Hilton Garden Inn Toronto Downtown has become the first hotel in Ontario to take advantage of new legislation allowing it to **offer unlimited alcohol**. The hotel has launched an all-inclusive package aimed at luring tourists away from Caribbean resorts.

As well as bottomless beer and wine, the \$159.00-per-person, per-day package includes guestroom, a buffet breakfast, packed lunch, buffet dinner and valet parking. The offer is possible thanks to the June 1st liberalization of Ontario's liquor laws that allows businesses to sell packages that include the price of alcohol.

WHAT THEY WANT

What do most Canadians really want when they check into a hotel? A more comfortable bed for less money, of course, although at least one familiar chain has calculated that even guests seeking an economic room are actually craving a few superficial frills.

The newly named Holiday Inn on Carlton St. in Toronto has completed a **\$20 million renovation** of its 514 rooms, according to The Globe and Mail, which reported on the quiet makeover of what was previously a dowdy downtown Days Inn near Maple Leaf Gardens. Now, a custom fragrance wafts through the halls, as suitcases are wheeled along the marble lobby floors. Holiday Inn also now presents each guest with a pillow menu.

A similar evolution took place in Winnipeg, where a hotel room boom is in full flight, primarily in response to the growth of oil, gas and manufacturing sectors. The annual Manitoba Hotel Association convention this week reflected this optimism, as architectural experts presented a run-down of current trends, like open spaces and minimalist settings. Bathrooms with sculptured sinks and fancy faucets are also valued.

A growing number of business and leisure travelers were found by the Hotel Association of Canada to be willing to pay an extra \$5 if their room helped reduce their carbon footprint. The survey motivated more hotels to publicly pledge participation in Earth Hour.

However; the accommodation industry in Alberta expressed slightly less enthusiasm after a survey found the price paid for a room in Calgary and Edmonton dropped in 2010, compared to stable or increased rates elsewhere across Canada.

THE VIEW ARTICLES

Tell us

What you think,

Industry information, tips on the industry, what is going

right, what is going wrong, or simply what is going on!

Braidwood uses many of our reader's suggestion and questions for articles in the "View"

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QUIET PLEASE; WE'RE BRITISH

Guests at an international hotel chain may sleep more soundly after the introduction of "snore patrols" and "snore absorption rooms" at a number of sites worldwide.

Crowne Plaza is trialing the first **"snore absorption" rooms** at 10 hotels in Europe and the Middle East, while six branches in Britain have implemented "snore patrols" this month in a bid to combat noisy sleepers.

"Snore monitors" patrol corridors in the designated quiet zones of Crowne Plaza hotels in the cities of London, Leeds and Manchester.

Their job is to listen out for offensive noises and knock on the door of guests who snore too loudly. "We have quiet zones on two floors of the hotel. As Snore Monitor, I conduct floor walks to check for noise disruptions, paying particular attention to the quiet zone rooms," said Laura Simpson, Snore Monitor at Leeds Crowne Plaza hotel in northern England. "Guests can ask to stay in our quiet zone rooms if they are particularly light sleepers."

However, repeat offenders will be offered an alternative room away from the "quiet zone" for their next stay. "If guests do continue to make noise we will suggest that the quiet zone is not really an area for them, and that they would probably be better off in one of our normal rooms," Simpson said.

Guests in a "snore absorption room" can expect the latest snore control technology to reduce the repetitive noise. Sound proofing on the walls and headboards, anti-snoring pillows and white noise machines are among the features designed to ease snoring.

"There's nothing worse than being kept up all night, that's why we've designed this specific snore absorption room to help give our guests a great night's sleep." Snoring, caused by a partial blockage of the upper airway affects four in ten people in the United Kingdom, according to the British Snoring and Sleep Apnea Association.

ON THE ROAD AGAIN

Insurance, financial, consulting, high tech; healthcare and education ...these tried and true industries, that have supported the conference center and hotel industry over the past decades, **are on the move again**. As companies within these industries step up hiring, training related meetings are becoming more prevalent. Although somewhat regionally driven, after a brief and deep retreat nationwide in 2009-10, these industries are coming back.

In 2009, the U.S. travel market fell 15 percent, due largely to the effects of the financial crisis in 2008 and subsequent global recession. No business wants to spend money in those conditions.

The economy may still be unpleasant, but companies are starting to put their capital to work again, and that includes investing in business travel to generate some revenue.

The projected 2010 business travel market recovery means that half the spending lost from 2008 to 2009 is coming back and this year's 10 percent overall growth rate isn't going to get us back to 2006 levels this year, but the next two years will be positive. Look for record levels in 2012.

Online travel agencies will beat the record levels they hit in 2008. The online leisure and unmanaged business travel sector fell only 5 percent last year, thanks to bargain-hunting.

This year, the sector will remain stagnant at 38 percent of the total U.S. travel market – we suspect this is because the small decline in 2009 sets a higher bar for recovery in 2010.