What is the real value of building business relationships?

As highly acclaimed author and speaker David Nour once told our ALHI team, we all tend to recognize that business relationships are beneficial – particularly in the meetings, incentive and hospitality industries – but we may not realize how much our organization’s and our own personal success depend on the quality of our interpersonal relationships.

Recent research provided by M&C: Meetings & Conventions magazine showed that 81% of the meeting professionals surveyed stated that their relationship with their hotel sales representative is “very important” (with an additional 18% saying the relationship is “somewhat important”). The survey, as described in the article by Editor in Chief Loren Edelstein, also found that 59% expressed that supplier relationships are more important in a seller’s market, like what we are experiencing today. The survey also found that 57% of the respondents said they prefer to learn about new properties and destinations by word of mouth, which is often generated by their trusted National Sales Organization (NSO)/Global Sales Organization (GSO) relationships.

In a nutshell: Relationships Matter!

So, how can we enhance our business relationships?

**Cultivate your work relationships** – Unlike many cultures around the world, which focus on building relationships first and then doing business together, we in the U.S. typically focus first on the business and then consider developing a relationship. The result is that many of us do not spend enough time nurturing these relationships. Importantly, “giving” and “exchanging” in the relationships (i.e., being mutually beneficial) is the key to garnering the greatest returns.

**Establish trust** -- Honesty, authenticity, reliability, and keeping promises are key components to any effective relationship.

**Listen carefully** -- People often think they are listening, when in reality they are really thinking about what they are going to say next when the other person stops talking. While it can be a challenge, making an effort to really listen to what the other person is saying, and being empathetic to the alternative perspective, can be tremendously beneficial in establishing trust in the relationship.

**Be an advocate for your customers, both internal and external** -- The ultimate service to provide to any customer (or co-worker) is a commitment to their needs and perspectives, providing insights and added value. An advocate pushes through barriers to find appropriate solutions, and becomes a champion of the customer, working effectively and truly on their behalf.

**Be proactive** -- Anticipate the other person’s needs, understand the landscape, and/or identify a way that you could make a customer’s or co-worker’s job easier.

**Have a genuine interest in others** -- Sincerely working to understand the other person’s perspective on a business and personal level, and seeking a relationship rather than just a transaction, are also very important.

**Maintain open lines of communication** -- Ongoing communication is typically vital to preserving positive relationships.

**Be grateful** -- Lastly, it may sound obvious, but a simple “thank you” can go a long way. Verbally conveying appreciation, or going the extra mile to actually express gratitude, typically greatly supports relationship development and retention.

Truly effective business relationships are earned, should be cherished, and are usually well-worth the investment of a little extra effort. So, take a breath, and look at where you and your organization are in developing and nurturing your business relationships. The exercise could produce extraordinary returns.
MAXIMIZE YOUR TIME AT TRADE SHOWS

We all know the value of face-to-face meetings, which can include attending and/or participating in the right trade shows. In addition to serving as a wonderful way to become better educated about products, services and/or venues in the industry, trade shows also save you and your organization valuable time and money, as you are able to see many potential customers and/or vendors, and discover possible site solutions, at one location.

But are you taking advantage of all of the opportunities provided at these shows?

Here are some tips to help you maximize your time at trade shows.

PRIOR TO ARRIVAL

• Make arrangements to stay as close as possible to the venue. Even if the cost is slightly more, the convenience can save valuable time.

• Prepare a pre-show list to identify the exhibitors and presentations you want to see. Then, prioritize the list into “must see” and “want to see.”

• Make appointments with exhibitors that you “must see,” so that you receive the proper attention from them, and your time is used most efficiently.

• Identify what you hope to get out of your attendance at the trade show.

• Start networking weeks before the show by contacting others you hope to speak with, who will be in attendance and/or are presenting. Let them know you look forward to seeing them there. Often you can send a message to others who will be in attendance via the networking features on the event’s app or website.

• Use LinkedIn to review profiles, and see photos, of those you hope to see at the trade show, so that you can easily identify them.

• Schedule a lunch time meeting for an important conversation.

• If possible, study the layout of the venue in advance, so that you can use your time most efficiently. This includes pre-identifying areas where you can maximize your time. (Visiting locations like ALHI’s “Luxury Lane” area at shows can prove invaluable.)

• Prepare a “lead gathering form” to use at the show, so that you can make accurate comparisons of the venues, products and/or services of possible interest.

• Be prepared with brief questions for exhibitors.

• Bring a future program’s RFP with you so that you will be able to quickly share your info if you find a “site specific solution” that could work for you.

AT THE SHOW

• Make arrangements to stay as close as possible to the venue. Even if the cost is slightly more, the convenience can save valuable time.

• Prepare a pre-show list to identify the exhibitors and presentations you want to see. Then, prioritize the list into “must see” and “want to see.”

• Wear comfortable shoes, and consider layering clothing in case of varying temperatures at the venue.

• If you are attending with others from your company or organization, determine your game plan for maximizing everyone’s attendance, and establish the means of communication among the group while at the show.

• Make appointments with exhibitors that you “must see,” so that you receive the proper attention from them, and your time is used most efficiently.

• Note that this does not necessarily mean the “most popular,” but the ones that will serve your organization’s needs and goals best.

• Make a conscious effort to meet new people. While it is human nature to want to “hang out” with a friend or associate, it is very important that you meet new contacts, and that you acquire their contact info.

• Engage with others authentically and with a positive attitude, but know that it is okay to tell exhibitors that you are on a tight time schedule if you need to avoid casual chit chat.

• It is okay to let exhibitors know that you are not interested, or that you cannot use their product or service at this time. This saves you time, and enables the exhibitor to spend time with someone who wants to learn about their product or service.

• Take notes, and share key takeaways with others in your organization.

• Eat properly and stay hydrated, as the day may be long. Packing healthy snacks can be beneficial too.

• Utilize meal times as a means to meet others seated around you (i.e., do not be buried in your smartphone).

• Monitor the event on social media, such as the event’s Hashtags on Twitter, which can be a great real-time source for information.

Try using these techniques when you attend a trade show to make the most of a great opportunity.
LOEWS ATLANTA HOTEL

Loews Atlanta Hotel welcomes guests to Atlanta’s epicenter of culture.

In the heart of Midtown, surrounded by the city’s best shopping, dining and cultural attractions, the Loews Atlanta Hotel welcomes guests to the city’s heart of style, energy and culture. Loews Atlanta exceeds guest expectations with 414 spacious rooms - including 44 suites - complimentary Wi-Fi and amenities and services to anticipate your every need. Groups enjoy over 40,000 sq. ft. of flexible, column-free event space, featuring floor-to-ceiling windows and located conveniently on one level.

Fast Facts

- 414 guest rooms with breathtaking panoramic views
- 44 suites with separate living space
- Over 40,000 sq. ft. of flexible functions space on one floor
- Floor-to-ceiling windows in meeting spaces
- 24-hour room service
- Exhale spa and fitness center
- Saltwood Charcuterie & Bar serving breakfast, brunch, lunch and dinner
- Forbes Four-Star
- AAA Four-Diamond

ALHI Luxury on Sale™

Book a new program in 2016 and choose your meeting perks! Rates starting at $189

- 10-49 rooms (peak night) – pick 2 perks
- 50-100 rooms (peak night) – pick 3 perks
- 100+ rooms (peak night) – pick 4 perks

Choose one:

- One-hour complimentary beer/wine reception*
- Complimentary basic wireless in meeting space*

Select more:

- 20% discount on AV equipment**
- One (1) Presidential Suite upgrade for a group booking 300 or more accumulative room nights.
- 1:20 room upgrade ratio
- 1:35 COMP room ratio***

Testimonials

“By all accounts this conference was one of the best NASP has ever produced and it was due in large part to your superb facilities and your top-notch staff. This was my first time hosting an event at the Loews, but it definitely won’t be my last.”

Tonya. B. Williams
National Association of Securities Professionals

“I am just blown away by what a team you have here. You made our stay so pleasant. I hope we have the opportunity to book another event or stay at Loews Atlanta sometime in the future.”

Sarah Downer
K-C International

For more information on Loews Atlanta Hotel visit ALHI.com/LoewsAtlanta

*Attendees based on peak-night. **When PSAV is used exclusive. ***For every 35 rooms actualized. Based on cumulative pick-up.
For more information on Santa Barbara Beach and Golf Resort visit ALHI.com/SantaBarbaraResort
At the headwaters of the Everglades, the AAA Four Diamond Rosen Shingle Creek honors the natural world. Inspired by 1900s Spanish Revival-style architecture, the hotel is set on 230 lush acres, featuring 1,501 elegant guest rooms and suites, each with exquisite views. Ranked a top 25 U.S. meeting hotel by Cvent, the property features 490,000 sq. ft. of state-of-the-art meeting and event space, including a 95,000-sq.-ft., column-free ballroom. Add easy access to International Drive, Orlando’s iconic attractions and the Orlando International Airport for an unequalled meeting experience.

Fast Facts
- 1,501 luxurious guest rooms, including 191 suites
- 490,000 sq. ft. of flexible meeting and event space
- 15 restaurant and lounge options
- The Spa at Shingle Creek, 13,000 sq. ft. with 9 treatment rooms
- Four heated swimming pools
- Expansive fitness center and complimentary fitness classes

ALHI Luxury on Sale™
Rosen Shingle Creek 10-Year Anniversary Planner Perks
Book and consume by December 24, 2016 and choose one special offer from below, based on your program size and date availability.
- 10% discount on catering F&B, spa, golf merchandise, and select restaurants
- Complimentary basic WiFi (guest rooms/public areas/meeting rooms/pre-function areas)
- 10% discount on pre-ordered IT services
- 20% discount on in-house audiovisual services
- And more

There is limited availability, so ask for Rosen Shingle Creek hot dates now through December 24, 2016.

Offer based on date, space and rate availability. Subject to change. NEW business only. Not valid with any other discounts or promotions. Must mention promo code: RSCANNIV. All discounts/credits exclude tax, service charge, gratuity, spa packages, rigging, electrical, golf online purchases and spa merchandise. Discounts on IT, audiovisual and exhibition services are on pre-ordered items only. Transportation is scheduled to Universal, SeaWorld and Aquatica by reservation only for individual guests for pre/post stays.

For more information on Rosen Shingle Creek visit ALHI.com/RosenShingleCreek

SAN DIEGO, CALIFORNIA

FAIRMONT GRAND DEL MAR
TripAdvisor’s #1 Luxury Hotel in California

Basking in San Diego’s endless sunshine, Fairmont Grand Del Mar welcomes guests to a warm Mediterranean estate, replete with signature charm and Southern California style. Impeccable service delivers every Five Diamond indulgence, including a championship Tom Fazio golf course, Five-Star spa and exquisite dining. Fairmont Grand Del Mar shines as TripAdvisor’s #1 Luxury Hotel in California, with a sparkling roster of recognition from the most prestigious organizations and travel communities in the world.

Fast Facts
- 249 elegantly appointed guestrooms, including 31 luxurious suites
- 20,000 sq. ft. of event space for groups of up to 600 guests
- Five-Star spa offering custom-designed treatments utilizing an exclusive, organic skincare line
- Six dining venues, including Addison, Southern California’s only Five-Star/Five Diamond restaurant
- San Diego’s only Tom Fazio-designed, championship 18-hole golf course
- Four sparkling pools
- Expansive fitness center and complimentary fitness classes

ALHI Luxury on Sale™
Reserve a 2016 program and choose two of the following concessions:
- 10% F&B discount on 2016 banquet menus
- Complimentary WiFi in meeting rooms
- 1 complimentary room for every 30 consumed
- 1 suite upgrade for every 30 rooms consumed
- 1 complimentary golf foursome for every 15 rounds reserved
- 1 complimentary 60-minute spa treatment for every 10 treatments booked

Offer valid for new bookings until December 31, 2016.

For more information on Fairmont Grand Del Mar visit ALHI.com/FairmontGrandDelMar

ORLANDO, FLORIDA

ROSEN SHINGLE CREEK
10 years of meetings is cause for celebration and Planner Perks.
The Villas of Grand Cypress redefines the meaning of an Orlando business meeting. Along with luxurious accommodations and endless recreation, the newly renovated Executive Meeting Center is perfect for meeting and social groups of up to 240. Whatever your needs, you’ll find unsurpassed service and possibilities at the Villas of Grand Cypress.

**Fast Facts**

- #1 Hotel in Orlando according to TripAdvisor
- 146 luxury suites
- Newly renovated Executive Meeting Center
- 7,000 sq. ft. of flexible meeting space
- Forbes Four-Star restaurant Nine18
- Forbes Four-Star
- AAA Four Diamond
- 45 Holes of Jack Nicklaus Signature-designed golf
- Award-winning Academy of Golf

For more information on the Villas of Grand Cypress, visit ALHI.com/TheVillasofGrandCypress
DISTINCTIVE. AUTHENTIC. ON SALE.
Exceptional Values at these Prestigious ALHI Hotels & Resorts!

This winter, come in from the cold and take advantage of the amazing values at these participating ALHI Member hotels and resorts. If you have a meeting that can be placed in **November 2016 through March 2017** you will discover the best values at the most prestigious Meetings & Incentive properties located across the US and beyond!

### PARTICIPATING MEMBERS – VISIT ALHI.COM/WINTER FOR RATES*

**WEST REGION**
- The Scottsdale Resort at McCormick Ranch (Scottsdale, AZ)
- Bacara Resort & Spa (Santa Barbara, CA)
- Hotel Irvine (Irvine, CA)
- InterContinental Mark Hopkins (San Francisco, CA)
- InterContinental San Francisco (San Francisco, CA)
- The Langham Huntington (Pasadena, California)
- Loews Coronado Bay (Coronado/San Diego, CA)
- Miramonte Resort & Spa (Indian Wells, CA)
- Pebble Beach Resorts (The Inn at Spanish Bay) (Pebble Beach, CA)
- Resort at Squaw Creek (Olympic Valley, CA)
- Gateway Canyons Resort & Spa (Gateway, CO)
- The Sebastian Vail (Vail, CO)
- Mauna Lani Bay Hotel & Bungalows (Kohala Coast, HI)
- The MODERN Honolulu (Honolulu, HI)
- Turtle Bay Resort (North Shore, Oahu, HI)
- Mandarin Oriental (Las Vegas, NV)
- MGM Grand (Las Vegas, NV)
- The Grand America Hotel (Salt Lake City, UT)
- Little America Hotel (Salt Lake City, UT)
- Pan Pacific Hotel Seattle (Seattle, WA)

**SOUTH REGION**
- Naples Grande Beach Resort (Naples, FL)
- Ocean Reef Club (Key Largo, FL)
- One Ocean Resort & Spa (Atlantic Beach, FL)
- PGA National Resort & Spa (Palm Beach Gardens, FL)
- Rosen Shingle Creek (Orlando, FL)
- Loews Don CeSar Hotel (St. Pete Beach, FL)

**EAST REGION**
- Saddlebrook Resort (Tampa, FL)
- Sonesta Ft. Lauderdale (Ft. Lauderdale, FL)
- Streamsong Resort (Streamsong, FL)
- The Biltmore Miami/Coral Gables (Miami, FL)
- The Villas of Grand Cypress (Orlando, FL)
- Trump National Doral Miami (Miami, FL)
- Chateau Élan (Braselton/Atlanta, GA)
- InterContinental Buckhead (Atlanta, GA)
- Royal Sonesta New Orleans (New Orleans, LA)
- Condado Vanderbilt Hotel (San Juan, PR)
- Belmond Charleston Place (Charleston, SC)
- Sonesta Resort Hilton Head Island (Hilton Head Island, SC)

**MIDWEST REGION**
- Fairmont Chicago, Millennium Park (Chicago, IL)
- InterContinental Chicago Magnificent Mile (Chicago, IL)
- Loews Chicago Hotel (Chicago, IL)
- The Langham, Chicago (Chicago, IL)
- The Peninsula Chicago (Chicago, IL)
- MGM Grand Detroit (Detroit, MI)
- Loews Minneapolis Hotel (Minneapolis, MN)
- The Chase Park Plaza (St. Louis, MO)
- Hotel Sorella Country Club Plaza (Kansas City, MO)
- AT&T Executive Education & Conference Center (Austin, TX)
- Hotel Valencia Riverwalk (San Antonio, TX)
- InterContinental Dallas (Dallas, TX)
- Royal Sonesta Houston (Houston, TX)
- The Houstonian Hotel, Club & Spa (Houston, TX)
- American Club Resort (Kohler, WI)

**OUTSIDE U.S.**
- Atlantis, Paradise Island (Bahamas)
- Cambridge Beaches Resort & Spa (Bermuda)
- The Reefs Resort & Club (Southampton, Bermuda)
- Rosewood Tucker’s Point (Hamilton Parish, Bermuda)
- Hamilton Princess & Beach Club (Pembroke Parish, Bermuda)
- Santa Barbara Beach & Golf Resort (Nuevpoorte, Curacao)
- Half Moon (Montego Bay, Jamaica)
- Grand Fiesta Americana Los Cabos (Los Cabos, Mexico)
- LIVE Aqua Cancun (Cancun, Mexico)

---

* TERMS: A minimum three-night stay required and a minimum of 30 rooms on peak night. Valid only at the participating ALHI Member hotels and resorts listed above for new business only, booked by October 31, 2016 and consumed between November 1, 2016 and March 31, 2017. Certain terms and conditions will vary by property. Specific dates and rates are subject to availability. All promotional rates are per room, per night, single occupancy not including tax or service fees.
**Milwaukee, WI – Harbor House**

On a recent business visit to Milwaukee, on our way to the exceptional American Club Resort, we entertained at Harbor House as the featured restaurant used for the Milwaukee ALHI Showcase. It was a terrific choice. Featuring a lovely waterfront location on the shores of Lake Michigan in downtown Milwaukee, this fine dining restaurant has it all: a wonderful setting with fabulous views, delicious cuisine, and excellent service. Managed by The Bartolotta Restaurants, it specializes in serving the freshest seafood, which is actually flown in daily from both coasts. Featuring an open kitchen, a raw bar, and a private dining room, it offers such appealing menu options as Rainbow Trout Almondine, Oysters, and Maine Lobster Roll. I highly recommend the Filet menu options as Rainbow Trout Almondine, Oysters, and Maine Lobster Roll. I highly recommend the Filet menu options as Rainbow Trout Almondine, Oysters, and Maine Lobster Roll. I highly recommend the Filet menu options as Rainbow Trout Almondine, Oysters, and Maine Lobster Roll.

I always love visiting the truly charming city of Charleston. One of the many reasons is Charleston Grill, which is one of my all-time favorite restaurants. Blending Southern charm, gracious service, an impressive 1,300-label wine list, great live jazz music, and oh-so-good cuisine, it consistently lives up to its outstanding reputation. Situated at the elegant Belmond Charleston Place hotel, the restaurant serves a delightful and unique variety of Southern, French and Contemporary dishes. Appetizer options can include Charleston Grill Crab Cake (yum!), Yellow Tomato Gazpacho, and “21” Club Steak Tartare. Entrées can range from Thai Fish (with Sweet & Spicy Shrimp Broth and Grilled Pineapple), to Prime Beef Tenderloin (with Bourguignon Sauce), to Grilled Domestic Lamb Rack (with Mint Chimichurri). Whatever the entrée, I recommend pairing it with a side of Potato Gratin (made with Fontina and Parmesan Cheeses). If you have room, consider topping off the meal with the tasty Meyer Lemon Cake.

**Frankfurt, Germany – Restaurant Medici**

During a recent visit to the captivating city of Frankfurt, I had the pleasure of dining at this fine establishment. Located in the heart of the city, Medici serves creative and modern Mediterranean cuisine that is beautifully and imaginatively presented. Featuring a nice and cozy atmosphere with pristine white tablecloths, the restaurant also offers a lovely patio for outdoor dining. The experience is enhanced by the high level of service, which is very professional, friendly and attentive. Based on the recommendation of our server, I started with the Andalusian Gazpacho, and I am so happy that I took his advice, as it was so good. I followed with the Pink Roasted Duck Breast with Mushrooms and Macadamia Nuts, which was perfectly prepared and delightful. Another with us enjoyed the Lamb. Dessert was a delectable Vanilla Crème Brulée. Be sure to make reservations in advance, as this restaurant is (understandably) very popular.

(414) 395-4900
Harborhousemke.com

(843) 577-4522
CharlestonGrill.com

011 +49 69 21990794
RestaurantMedici.de/en

---

### FAQs

**Q: Should I consider multi-year commitments for my programs?**

**A:** Yes! Many do – especially in this economic environment — because of the numerous benefits. This includes best value pricing, best terms, most desired dates, and — significantly — ensuring you have the venue, rooms, meeting space and amenities you need and desire.

**Q: What are the most important factors meeting professionals cite when choosing a cruise ship for a meeting or program?**

**A:** Studies have found that planners identify the following as the most important factors: ship/cruise line reputation; safety/security; class/quality accommodations; all-inclusive value; and the appeal of the itinerary.

To assist meeting professionals and incentive travel specialists, ALHI provides the “Ocean Line Collection” luxury brand segment, which features 23 exceptional all-inclusive luxury-level vessels with ports of call in exciting destinations around the world. Importantly, all of these cruise ships were designed for serving meetings and incentive programs. To find out about enticing options in such appealing destinations as the Caribbean, Alaska, South America, South Pacific, the Mediterranean, Panama Canal, Northern Europe, Hawaii, the Mexican Riviera, and Asia, contact your nearest ALHI Global Sales professional, and visit alhi.com/oceanline.

**Q: What is new in the airline industry?**

**A:** Delta Air Lines just launched an innovative new program named Delta Edge Meetings which enables corporate travel managers to easily manage meetings with full visibility to travel spend on Delta. Designed for Delta corporate accounts, this program makes sure that every meeting attendee flying on Delta will receive the same benefits as their company’s business travelers, such as complimentary access to Preferred Seats. The program also provides corporate travel managers with Delta’s best available pricing by comparing Delta Edge Meetings discounts and their company’s corporate sales agreement discounts.

Thanks for asking!

David G. Gabri, Chief Executive Officer

---

**ALHI OFFERS 52 5-DIAMOND/STAR QUALITY HOTELS & RESORTS IN OUR LEVEL 5 COLLECTION. VISIT ALHI.COM/LEVEL5**

For 30 years Associated Luxury Hotels International (ALHI) has been providing corporations and organizations reliable, regionally based Global Sales services for their meeting and incentive programs with our Membership of over 250 luxury level hotels and resorts, plus an alliance of 23 luxury cruise ships and DMCs in over 100 destinations worldwide.

Visit ALHI.com and contact your local ALHI Sales Professional or call our Luxury Group Desk at 866-303-2544.