With the economy and job market steadily improving, and the Baby Boomer generation leaving the workplace, the landscape of employee retention is definitely changing.

That was the focus of a terrific presentation at our recent ALHI Industry Executive Council conference, by Amanda Armstrong, 2018 Meeting Professionals International (MPI) Chair and Assistant Vice President of Meetings & Travel for Enterprise Holdings.

In the presentation, Amanda provided wonderful tips about how to work with today’s talent pool in order to recruit, develop and retain them, to best serve your organization and invest in the employees’ career development.

With indications that the nation may actually reach full employment by 2022, it is a critical time to think about your organization’s retention strategies. A recent study showed that while 33% of employees across the U.S. are fully engaged and enjoying their job, 51% are not engaged and are just going through the motions, and 16% are actively disengaged.

So now is the time to improve your organization’s ability to retain its valued talent pool.

How?

As Amanda described, “engagement” is the key. It starts with understanding employees’ needs and wants, and what motivates them.

As you can imagine, members of the various generations respond in different ways.

Members of Generation Y (or “Millennials”) are generally considered to be those born in the ‘80s and ‘90s. What is their motivation? They want to make a difference; are drawn to organizations and companies that have a conscience; and gravitate to brands that give back in some way.

So, in order to best serve (and retain and recruit) them, you as a manager can help support these admirable goals. This can include engaging them to participate in a Corporate Social Responsibility (CSR) program, working with them on a sustainability initiative, encouraging their participation on an internal task force related to a specific interest of theirs, or suggesting they join a professional development organization (such as MPI).

Employees of this generation also thrive on regular, meaningful face-to-face interactions, feedback and collaboration. So mentoring and career coaching are very important and help improve performance, strengthen relationships and build loyalty to the company.

Amanda relayed that her best bosses were more like coaches. Their feedback was not solely focused on performance, but also her development. They encouraged participation in industry organizations and saw volunteerism as potential leadership training. As a volunteer leader, she gained new skills and a larger network, which tied directly back to the business. She shared her accomplishments with her manager on a regular basis to demonstrate her professional growth, which helped her earn two positions within Enterprise.

So, now is the time to take a critical look at your organization’s employment development practices, in order to adapt to new generations, retain top talent and best serve your organization.
With the incredible and rapid advances in technology that we are experiencing and hearing about, it is obvious that we are living in a very exciting time.

But how can humans comfortably adapt and harness technology to accomplish creative solutions that will address our business goals and make our personal lives more rewarding?

That was the focus of a session I presented at the ALHI Industry Executive Council (IEC) conference in June at the AAA Five Diamond ARIA Resort & Casino in Las Vegas.

Whether we wish to call it an evolution, revolution or a sea of change, society is being transformed in covert and overt ways.

In a nutshell, the digital age has completely recalibrated society, as there has been a major transformation in how society lives, acts, works and plays.

It is easy to provide examples of this. In just a few short years, we no longer need to rewind video tapes, and are fully accustomed to having a computer in the palm of our hand with a smartphone, watching movies on our smart TV or tablet, asking Alexa for the weather or to play a game, and streaming music on demand.

What is fascinating is that 10-15 years ago technology helped us to be more efficient. But today it is the center of our daily lives.

What is even more riveting is that computers now can learn from their mistakes, which is the buzzword we know as “Artificial Intelligence.” Examples include IBM’s Deep Blue, which won a chess match against the world champion; IBM’s Watson, which defeated two human contestants on “Jeopardy”; and Google’s DeepMind, which beat a legendary human player at the very complicated Chinese game “Go.”

Applications in the Hospitality & Meetings Sector

So how does this pertain to the hospitality and meeting industries?

Let us count the ways!

With today’s technology, hoteliers are able to learn about their guests using data analytics, as you can gain insight about what a guest may do in the future based on past actions. This can include such helpful information as stay preferences, potential future purchases, journey patterns, destination preferences and payment methods.

The same is true for meeting professionals, who also can glean insightful information about attendees, which can be of great assistance in planning future programs.

On the event side, what if you could change the temperature in the room based on the number of attendees at a session? Or adjust the room’s lighting based on the natural lighting that day? Or know when attendees are finished with their meals at a breakout session so that you can send in the service staff?

The possibilities are extraordinary!

Yet More Applications

With the Internet of Things – defined as “the network of physical objects such as devices, buildings and vehicles that are embedded with software that enables these objects to collect and exchange data” – hotel guests are already reaping the benefits too, with customized and more comfortable visits. This includes staying in an automated room with adjustable lighting, and the ability to order room service on your mobile device.

“Predictive maintenance” is another interesting application with immense benefits, where technology will be able to address a situation, such as a potentially faulty A/C unit, before it becomes a problem – thus averting last-minute room shuffles and the like.

Another major shift that is affecting our industry is the digitalization of society. This includes digital currency (cryptocurrency), such as Bitcoin, which is now being accepted by some hotels.

The emergence of blockchain technology, which provides an unalterable distributed digital record that records all transactions within a block, also has intriguing future applications within the hospitality industry. This is due to its security, privacy and transparency, and could simplify and streamline the payment process.

With all of the changing technology, it may feel a bit overwhelming at times, trying to keep up. But then you realize how technology has made life much easier and more enjoyable. Research ways in which the latest technology can make your job more efficient, and help your organization grow. The answers could be right at your fingertips.

Avani Desai, Principal and President at Schellman & Company, has over 15 years of experience in IT, attestation, risk management, compliance and privacy.
When selecting a location for our largest annual event, only the best will suffice for the world’s top and most discerning travel advisors. ARIA’s remarkable new space has elevated their already impressive game to a whole new level, which will allow us to continue hosting Virtuoso Travel Week, luxury travel’s preeminent show, in Las Vegas.

David Hansen, Senior Vice President of Events
Virtuoso

“We’ve enjoyed a strong working relationship with ARIA for several years, hosting our annual sales conference at the property. The experience for our meeting and our employees has been first-rate every time. With the convention center expansion — alongside our continued growth — we know ARIA will continue to accommodate our group now and into the future.”

Matt Thompson, Executive Vice President
Worldwide Field Operations at Adobe

ARIA RESORT & CASINO
Better ideas happen in better spaces

There’s the Vegas you’re used to, and then there’s the AAA Five Diamond ARIA Resort & Casino. In February, ARIA’s Convention Center debuted a 200,000-sq.-ft. expansion. With the addition of the East space, the resort now features 500,000 sq. ft. of meeting space. Highlighted by open-air verandas, naturally lit meeting rooms and an outdoor terrace, ARIA’s Convention Center opens up a new world of possibilities.

ARIA RESORT & CASINO
LAS VEGAS, NEVADA
MEMBER OF ALHI
GLOBAL LUXURY SALES

FEATURED ALHI MEMBER

ARIA RESORT & CASINO

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Testimonials

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David Hansen, Senior Vice President of Events
Virtuoso

“What’s New
A new 200,000-sq.-ft. expansion of ARIA’s convention center added indoor/open-air spaces and a new glass-enclosed venue. An open ballroom with prefunction space and a loading dock is on the 1st level, breakout rooms with outdoor space is on the 2nd, and on the 3rd, another large ballroom and prefunction space connects to ARIA’s existing convention center.

Don’t Miss
Suite life: Guests staying in ARIA’s Tower Suites can look forward to a curbside meet-and-greet followed by check-in at the Tower Suites Lounge, which comes with complimentary snacks and beverages.

Show-stopping dining: Even at its restaurants, ARIA knows how to put on a show. Watch experts carve Smoked Wagyu Brisket and Beef Wellington at Jean-Georges Steakhouse and BARDOT Brasserie. And at Carbone, Banana Flambe lights up the room.

Nights to remember: During the day, soak up the sun at LIQUID Pool Lounge, a VIP day life experience, and when the sun goes down, escape to ALIBI Ultra Lounge or JEWEL Nightclub. The latter spans more than 24,000 sq. ft. and regularly hosts world-class headlining DJs.

For more information on ARIA Resort & Casino visit ALHI.com/ARIA

Fast Facts

• 500,000-sq.-ft. Convention Center
• 7 Ballrooms
• 51 Meeting rooms
• Outdoor and open-air spaces
• 4,004 guest rooms and suites
• Award-winning restaurants
Welcome to Miami’s premier destination — where meetings soar to new heights. Following a $250 million transformation, Doral features 643 deluxe guest rooms and suites, championship golf, world-class services and amenities, as well as 100,000 sq. ft. of meeting space and over 75,000 sq. ft. of unique outdoor space - setting a new standard for meetings. Expert event professionals anticipate clients’ needs, offering innovative, custom solutions at every stage, from creative concept development to day-of execution.

Testimonial

“Thank you for doing an EXCEPTIONAL job. We were all treated as if we were individually the most important guests at the resort. I received countless compliments on the incredible SERVICE your team provided. I quickly realized that it is simply the Doral ‘DNA.’ Customer service, smiles, friendliness, asking what more they could do, etc., was simply the way your staff is. You have an unbelievable team and a very happy customer.”

Bob Weidner, President & CEO
Metals Service Center Institute

Fast Facts

- Ranked Best Resort in Florida, 2018
- Forbes Four-Star
- AAA Four Diamond
- 643 guest rooms, including 48 Spa Suites
- BLT Prime Steakhouse and Champions Bar & Grill
- 72 holes of golf including the famed Blue Monster
- The Trump Spa and salon
- Four Har-Tru tennis courts
- Expansive pool complex with kids’ camp and slide
- 24,079-sq.-ft. Grand Ballroom
- Dedicated Event Concierge Service

- 100,000 sq. ft. of indoor space and 75,000 sq. ft. of outdoor space
- In-house multimedia production and audiovisual services
- On-site FedEx Office Print & Ship Center
- 7 miles west of Miami International Airport
- Walking distance to CityPlace Doral and Downtown Doral
- Minutes from South Beach and Wynwood
- Family- and pet-friendly resort
- Resort boutique and Golf Shop on site

ALHI Luxury on Sale™

You work hard planning, and now it’s time for you, or your company, to be rewarded! Book a group or meeting of 50 or more total room nights and earn one of four unique incentives.

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<th>50-99 Nights</th>
<th>100-149 Nights</th>
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For more information on Trump National Doral Miami visit ALHI.com/TrumpNational

*See website for full details. AMEX gift card, or local currency cash-based gift card for clients located outside of the U.S. *Must be at least 21 years or older to purchase wine. We ship to: CA, CO, CT, DC, FL, GA, IA, ID, IL, IN, KS, MA, MD, MI, MN, MO, NC, NH, NJ, NY, OH, OR, PA, SC, TN, TX, VA, WA, WI.

**AMEX gift card, or local currency cash-based gift card for clients located outside of the U.S.
Introducing Ojai’s newest event venue, designed by famed architect Howard J. Backen. The Farmhouse at Ojai adds 40,000 sq. ft. of extraordinary new event space including a stunning multi-use showplace culinary center. Set for debut events in January 2019, it connects the surrounding natural environment to distinct spaces - from the grand 8,500-sq.-ft. ballroom with 32’ ceilings, natural light and dramatic 14’ sliding glass doors, to the intimate library perfect for board meetings and private dinners. The Farmhouse at Ojai complements 20,000 sq. ft. of existing indoor meeting space.

Fast Facts

• $60 million in upgrades since 2015  
• AAA Five Diamond since 2006  
• 303 luxury guestrooms and suites  
• 31,000-sq.-ft. Spa Village  
• 18-hole George C. Thomas-designed golf course  
• 30,000 sq. ft. of total indoor meeting space to include three ballrooms, 8,500 sq. ft., 6,000 sq. ft., and 4,800 sq. ft., plus several breakout rooms.

ALHI Luxury on Sale ™

In celebration of the Grand Opening of the Farmhouse at Ojai, the resort is featuring this exclusive offer for new meetings of 200 room nights or more booked between now and March 31, 2019:

January–February 2019 and 2020  
Rates from $229  
• Complimentary Farmhouse Kitchen Interactive Chef Reception  
  or  
• $100 per person Banquet F&B credit

July–August 2019 and 2020  
Rates from $259  
• Complimentary Farmhouse Kitchen Interactive Chef Reception  
  or  
• $100 per person Banquet F&B credit

For more information on Ojai Valley Inn visit ALHI.com/OjaiValleyInn

Testimonial

“We had an amazing experience at Ojai Valley Inn. The setting is beyond compare, the service is impeccable and every meal was a delight. Our group has very exacting standards for their bi-annual conference and I can say without a doubt that they had an experience they will never forget!”

Brian R. Meyer  
President, Meeting Expectations
MUNICH, GERMANY

HOTEL VIER JAHRESZEITEN KEMPINSKI MUNICH
The legendary Grand Hotel in the heart of Munich

Fast Facts
- Built 1858 at the request of King Maximilian II
- In the heart of Munich
- Attractions and shopping in walking distance
- 305 rooms and suites in different styles
- 68 Superior rooms
- 86 Premier rooms
- 91 luxurious rooms of other categories
- 61 Suites
- All rooms with telephone, flat-screen TV and entertainment system
- All rooms with A/C and Minibar
- Top suites: Royal Ludwig & Maximilian Suite, Presidential Suite
- Canvas of Wittelsbacher Collection or Munich’s historic center
- Kempinski The Spa with view over Munich’s rooftops
- Pool, sauna, steam bath, treatments and massages
- Fitness Room
- Schwarzreiter Restaurant & Tagesbar with “Young Bavarian Cuisine”

The luxurious Hotel Vier Jahreszeiten Kempinski Munich is located on one of Munich’s most famous boulevards. Its recently renovated rooms and suites combine a historic ambience with the most modern living comfort, providing a unique blend of “trend & tradition.” The event rooms for up to 600 guests offer a lighting concept, video conferencing and WiFi connection. Schwarzreiter Restaurant has been awarded 1 MICHELIN Star with its extraordinary dishes reflecting the concept of “Young Bavarian Cuisine.”

For more information on Hotel Vier Jahreszeiten Kempinski visit ALHI.com/HotelVierJahreszeiten

MIDDLEBURG, VIRGINIA

SALAMANDER RESORT & SPA
A beautiful setting for gatherings of all kinds, polished to an elegant perfection

Fast Facts
- Over 22,000 sq. ft. of luxurious and flexible meeting space
- 5,000-sq.-ft. Grand Ballroom
- The resort is Leadership in Energy and Environmental Design (LEED) certified
- Guest rooms include a 40” flat-panel TV in each bedroom and 19” LCD TV in each bath
- 70% of guest rooms have a gas fireplace
- Every guest room has a balcony or terrace
- 23,000-sq.-ft. spa
- Fitness center
- Hiking and riding trail
- Many outdoor activities
- Host property of the Middleburg Film Festival in October – one of the Top 10 Film Festivals in the World
- Less than 30 minutes from Dulles International Airport

Salamander Resort & Spa, set on 340 acres amid famed Virginia horse and wine country, embodies uncompromised quality, tasteful elegance, creative design and a healthy nature-oriented lifestyle. Located in historic Middleburg, minutes from D.C., the resort is owned by Sheila C. Johnson and is the flagship property of her hotel management company, Salamander Hotels & Resorts.

ALHI Luxury on Sale™

GROUP OFFER
November 1 – December 31, 2018

- Discounted group rate, starting at $285 based on availability
- Complimentary indoor meeting space
- Two Dressage suite upgrades, based on availability
- Two complimentary VIP amenities
- 15% off standard audiovisual

Offer applicable for new groups booked after July 21, 2018. Not applicable to groups already contracted prior to July 21, 2018. For arrivals Sunday-Thursday pattern: Two-night minimum stay, 40 guest rooms per night or more.

For more information on Salamander Resort & Spa visit ALHI.com/SalamanderResort
THE LANGHAM, BOSTON
The Langham, Boston shines with summer group rates starting at $259

Take advantage of this hotel’s No Strings Attached PLUS pledge and enjoy value-added benefits, special inclusions and flexible contract terms for groups secured now through August 31, 2018 and actualized within the eligible dates in 2018.

Fast Facts
In the heart of the city, The Langham, Boston is steps away from the area’s most in-demand sights, shopping and attractions. This architectural landmark offers a blend of timeless elegance, style, and sophistication. Voted a top hotel in Boston by Conde Nast Traveler Reader’s Choice Awards 2017, this luxurious hotel features 317 guest rooms and suites, 10,000 sq. ft. of function space, 24-hour fitness center with indoor pool, spa, and three unique dining destinations.

ALHI Luxury on Sale™
Stage your next group at The Langham, Boston and position your attendees for success. This historic Forbes Four-Star property provides stellar venues and elegant ambiance. Through The Langham Boston’s No Strings Attached PLUS pledge, enjoy value-added benefits of your choice. Qualified events with 10-20 guest rooms per night can choose two of the following concessions and events with 21+ guest rooms per night can choose four concessions:

- Cancellation terms waived - applicable to event cancelling at least 90 days prior to arrival
- No attrition rate charges - applicable to guest rooms releasing at least 21 days prior to arrival
- No food and beverage minimum for all eligible events
- Complimentary Internet access for all guest rooms
- Inquire for additional concession details. Terms and conditions apply.

For more information on The Langham, Boston visit ALHI.com/LanghamBoston

CONDADO VANDERBILT HOTEL
Oceanfront urban luxury retreat

Each of the Condado Vanderbilt Hotel’s room and suite accommodations has been inspired by the hotel’s captivating oceanfront setting. Every detail of these accommodations has been conceived to reflect the beauty and serenity of the Puerto Rico coast, from the richly appointed surroundings to the unsurpassed cuisine and highly personalized service. Restored to its original 1919 grandeur, it is an architectural gem with a glistening past and a brilliant future.

Fast Facts
- 319 stunning rooms and 107 opulent suites, most with ocean views
- 25,000 sq. ft. of flexible meeting space for up to 560 guests
- Elegant restaurants, luxurious bars and lounges, and casual outdoor venues
- Beach Club with four pools, including an infinity pool
- The Spa, featuring a luxurious Hammam experience, unprecedented in the Caribbean
- Just minutes from the airport, Old San Juan, luxury shopping and the business district

ALHI Luxury on Sale™
- Suite Upgrade with full Butler Service for award winners or VIP
- 4% rebate towards master for groups of more than 300 room nights
- One complimentary room per every 35 rooms booked
- Entertainment for Welcome Reception
- 20% off at The Spa
- 20% off audiovisual equipment

Promotion valid for Travel through December 15, 2019.

For more information on Condado Vanderbilt visit ALHI.com/CondadoVanderbilt
Las Vegas – Carson Kitchen

By Brad Magarity
Vice President, Sales – Northeast

The terrific dining options in this vibrant city continue to impress me with each visit. A great option in Downtown Las Vegas, at the corner of Carson Avenue and 6th Street, is Carson Kitchen. Located in a renovated mid-century building with an eclectic mix of tenants, this “urban casual eatery” provides a fun atmosphere, a chic bar, a rooftop patio and bar, and a courtyard with a lava rock fire pit. Offering a diverse selection of options, the menu features such delectable choices as Smoked Trout Rillette, Gyro Tacos, Killer Shrimp, and Jerk Turkey Burger. My personal favorites are the Crispy Chicken Skins with Smoked Honey, and the Veal Meatballs. Delicious. Note that the restaurant can host private dining for up to 45 on the patio or 55 in the main dining room.

CarsonKitchen.com
(702) 473-9523

Charleston, SC – Basic Kitchen

By Ashly Balding
Executive Vice President

If you are looking for a restaurant that offers healthy and very flavorful food which uses fresh local ingredients, then Basic Kitchen is the perfect place for you. Located in a historic building in the heart of beautiful downtown Charleston, Basic Kitchen offers guests a comfortable and relaxed setting while you enjoy delicious internationally inspired dishes. Open daily for brunch and dinner, the restaurant offers rotating menus, which can include such tasty options as Falafel Plate, Spiced Turkey Burger, Crab Pasta, and Crispy Fish Sandwich. I highly recommend the Tempura-Fried Cauliflower with Buffalo Sauce for the appetizer, followed by the Rainbow Bowl with Chicken, which consists of Sweet Potato Noodles, Vegetables and Thai Peanut Sauce. Yum!

BasicKitchen.com
(843) 789-4568

FAQs

Q: Do you have any social media trends pertinent to our industry that you can share?
A: Yes! At our recent ALHI Industry Executive Council (IEC) conference, we had a very informative presentation by MGM Resorts International’s Vice President of Social Portfolio Strategy Beverly Jackson. While we all know that social media can be very effective at generating buzz and awareness, Beverly outlined how important it is to utilize social media to communicate with attendees, and to identify the best means to reach them. She also described several current social media trends. According to Beverly, “video, video, video” is one of the biggest trends in social media this year. This includes the growing popularity of telling real-time stories about an event or experience – or a journey you want to take the person on with your brand – via a platform such as Instagram or Snapchat. Providing episodic content on a platform like Facebook Watch, or live video, also are growing in popularity, as they can help drive brand awareness, advocacy and loyalty.

Q: Does ALHI have any AAA Five Diamond and/or Forbes Five-Star quality hotels or resorts in its portfolio?
A: Yes! ALHI now features 64 exceptional hotels and resorts worldwide in our “Level 5 Collection,” which consists of hotels and resorts that have achieved the industry’s highest and most celebrated honors. In fact, ALHI has more Five-Star, Five Diamond hotels in our portfolio than Ritz-Carlton and Four Seasons combined! To learn about the extraordinary hotels and resorts in this luxury brand collection, contact your ALHI Global Sales professional or select the “Level 5” option in the search bar on the Home Page of Alhi.com.

Thanks for asking!

Mark Sergot
Mark Sergot, Chief Sales Officer

ALHI.COM