

April 2010



Utah Hotel & Lodging ASSOCIATION

DIRECTOR'S MESSAGE

This past month has been an interesting one for the tourism industry around the United States and the world. We have seen major natural catastrophes, ecological travesties and political upheaval have all had major impacts on tourism around our nation.

I spoke with the old President of the Tennessee Hospitality Association the other day. They have been devastated by major flooding that has swallowed up many of their hotels including the Gaylord Opryland Hotel, Nashville's number one attraction. Mississippi casinos and resorts are bracing for the potential impact of major property damage because of the oil slick headed their way because of the spill in the Gulf Coast.

I was on the phone with the Arizona Hotel & Lodging Association the other day and we discussed the major impact the immigration laws in Arizona are having on their tourism industry. They have [lost a lot of convention](#) and meeting business already through the political fallout from recent legislation. Add that to the tens of thousands of travelers stranded because of volcanic ash in Europe unable to leave the continent, and it has been a very interesting time.

In response to each of these disasters and events there has been a state hotel association [fighting and working](#) and doing all that they can to protect their members. These are examples of why it is so important for us to have a strong Utah Hotel & Lodging Association. We will be there to protect and stand up for our members if the time comes that Utah faces a similar crisis.

Michael Johnson
Executive Director
Utah Hotel & Lodging Association

Summer Webinar Series

This summer, UH&LA is having a series of online seminars giving free training to all members and staff.

Training will provide valuable information on saving money on utilities, health care, credit card processing, and email marketing. Hosts will include individuals from Fluid Studios, Wells Fargo, HyKo, and Sprague Pest control.

Weekly webinars will start May 19. Watch for more information!

UH&LA Committees

Get involved with UH&LA by joining a committee. The committees will help further the goals of UH&LA.

- Legislative Committee
- Events Committee
- Membership Committee

If you are interested in serving on one of these committees please contact us. Send an email indicating your preference.

Email: uhlmail@gmail.com



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UH&LA in the News

UH&LA has recently been in the news. Newspapers across the Wasatch Front are contacting executive director of UH&LA, Michael Johnson, asking him about the hotel industry.

UH&LA is receiving state-wide recognition. More people are recognizing that UH&LA's board of directors, members and partners are leaders in the hotel industry, and are the best resources to answer questions about the industry.

Members and participants in UH&LA will benefit from studying these articles; they will know what is going on in the hotel industry and the advantages of being a part of it.

Recent Articles:

- Standard-Examiner: Hotels slightly busier
<http://www.standard.net/topics/business/2010/04/21/hotels-slightly-busier>
- KSL: Most travelers will still not pay for Wi-Fi
<http://www.ksl.com/index.php?nid=148&sid=9479230>
- The Salt Lake Tribune: Reports show Utah lodging industry on upswing
http://www.sltrib.com/ci_14946980?IADID=Search-www.sltrib.com-www.sltrib.com
- The Salt Lake Tribune: Convention could mean big bucks, headache
http://www.sltrib.com/ci_14816053?IADID=Search-www.sltrib.com-www.sltrib.com
- Davis Country Clipper: More people staying in Davis hotels
http://www.clippertoday.com/view/full_story/7248856/article-More-people-staying-in-Davis-hotels?

New UH&LA Members in March:

L & L Motel in Orem
Pinewoods Resort

New Allied Members

Clear Green Partners

April Partner Highlight – UTAH.COM

Each month we try to highlight one partner who does a lot for the Hotel Association and our members. It would be hard to find a partner which does more for properties around the state than this month's partner.

Utah.com has been an integral part of travel and tourism since the internet became a source for useful information. They have helped to put Utah travel on the map through search engine optimization, and by helping tourism partners in the state launch successful online campaigns. They are a tried and true resource that will help you get the very most out of your advertising dollars, particularly if you are a member of UH&LA.

Utah.com offers UH&LA members a 5% discount on most of their advertising products including: Basic link for small and large properties, Enhanced Link and the Video Enhanced Link.

Contact: Ryan or Scott 801.356.9077 for more information.