



WESTIN HOTELS

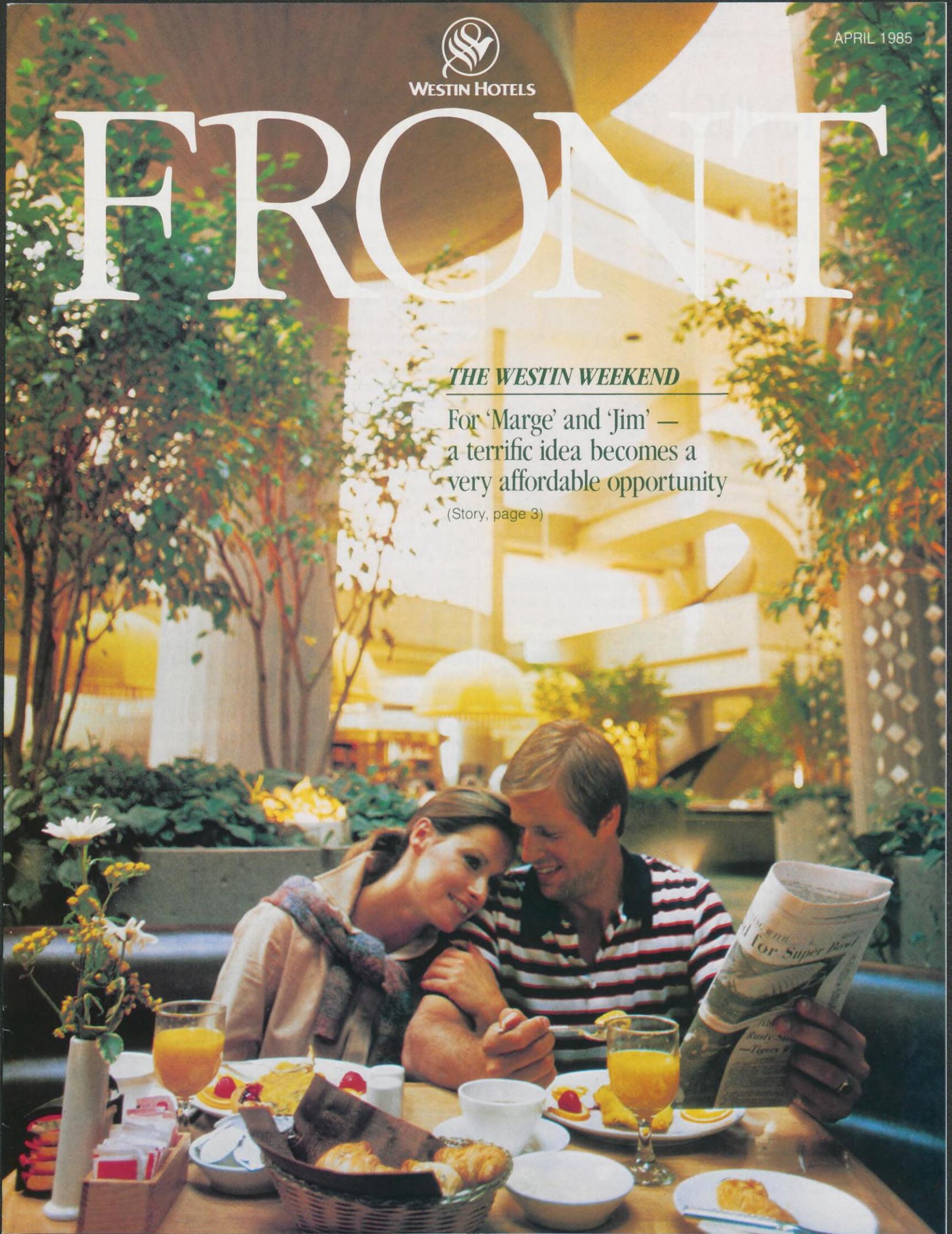
APRIL 1985

FRONT

THE WESTIN WEEKEND

For 'Marge' and 'Jim' —
a terrific idea becomes a
very affordable opportunity

(Story, page 3)



NEWSFRONT

Stint as room attendant was no piece of cake

As a room attendant, Hans Bruland is now positive he makes a better senior assistant manager. But then — a promise is a promise.

Bruland's promise was to the housekeeping staff of his hotel, The Westin Crown Center, Kansas City. Issued as a challenge, he stated that if the department met their United Way Fund Drive goal of \$1,500, he would take over a room attendant's shift for a day. Housekeeping took up the challenge and not only met that goal, but exceeded it. This left Bruland with no out but to uphold his end of the bargain.

Housekeeping was ready for him. A plan had been devised



"Oh please don't let this be a checkout." Bruland's "piece of cake" begins to crumble.

in which all room attendants had participated in a drawing with the winner taking the day off with pay while Bruland took over the shift. The winner was Webster Harraway who worked a day shift that began at 8 a.m.

Bruland's duty day — a busy Friday in February — got off to a late start. Because there were a few things that needed attention at his regular position, he did not check in until 10 a.m.

Hastily changing into an attendant's uniform, Bruland stocked his cart with a confident "it's going to be a piece of cake" air and was off to attack the first of the 16 rooms assigned to the position.

His "piece of cake" attitude crumbled quickly. What followed for the next eight hours was an exhausting repetition of vacuuming, scrubbing, polishing, bed-making and the dozens of other to-do's that are standard room-make-up routine.

The day proved both a hurried and harried experience. Hurried because of his late start and job unfamiliarity ("I had to keep checking my job check-off list to be sure I covered everything.") and harried because he found his efforts were being critically monitored — regularly by floor supervisor Rosetta Hampton and with occasional progress checks by Gloria Roberts, director of housekeeping. ("They kept encouraging me, but they were also very firm about maintaining department standards. No exceptions. They kept finding things that I

had missed or weren't up to snuff that I had to go back and do or do over.")

However, largely because he skipped his lunch break and because his routine got better with practice, he was able to complete all 16 rooms by 6 p.m. that evening.

In spite of the few aches and pains the day rewarded him with, the exhausted Bruland felt pretty pleased with his accomplishment. He was quick to admit, though, that in the future he would think twice before making another rash promise.

And as to his room-attendant-for-a-day report card? This tongue-in-cheek comment from Gloria Roberts that appeared on his Room Quality Inspection Report might sum it up: "If the employee is to be retained as a room attendant, we strongly recommend his immediate participation in a retraining program."

COVER: Cafe Renaissance, the lobby-level "sidewalk cafe by the lake" at The Westin Hotel, Renaissance Center Detroit. The Detroit hotel is just one of 30 Westin hotels throughout the United States and Canada now promoting "The Westin Weekend", a program that offers a 50 percent discount off regular room or suite rates for individual travel any Friday, Saturday and/or Sunday night through June 30.

FRONT

A monthly publication by and for employees of Westin Hotels

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Seattle, WA 98121

Printed in U.S.A.

Moving on Moving up

Myles Shibata, senior assistant manager, The Westin Hotel, Seattle to executive assistant manager, The Westin Ilikai.

Paul Yokota, senior assistant manager, The Westin Ilikai to senior assistant manager, The Westin Hotel Utah.

Fred Beck, controller, The Westin Ilikai to controller The Westin Peachtree Plaza.

Jay Davidson, assistant controller, The Westin Hotel, Chicago to assistant controller, The Westin Crown Center.

Walter Kiley, sales manager, WSO/Chicago to national sales manager, The Westin Hotel, Copley Place Boston.

Robin Linton, assistant controller, The Westin Crown Center to controller, The Westin Ilikai.

Marsha Massey, sales manager, The Westin Hotel, Seattle to national sales manager, The Westin St. Francis.

Monica Rafter, director of catering, Arizona Biltmore to director of catering and convention services, The Westin La Paloma, Tucson.

Tim Ratcliffe, assistant automation project manager, The Westin Stamford & Westin Plaza, Singapore to front office assistant manager, Century Plaza.

Otto Weibel, executive chef, Shangri-La, Hong Kong to director of kitchens, The Westin Stamford & Westin Plaza.

U.S. and Canada hotels launch 'Westin Weekends'

It's the Marges and Jims and thousands of prospects like them throughout North America who are prime targets for a major new promotion now being featured by all Westin's hotels in the Continental United States and Canada.

Promoted as "The Westin Weekend," the program offers a 50 percent discount off regular room or suite rates for individual travel any Friday, Saturday and/or Sunday night. Launched April 1 and running through June 30, the promotion is the first standardized program of its kind in the company's history to involve all of Westin's hotels in North America.

It is also one of the most heavily promoted. All corporate consumer advertising, is currently emphasizing the 50 percent super Westin Weekend discount. Most noticeably — the special announcements appearing in Westin's "all properties" ads carried by the various inflight magazines and in the new commercial, "What Weekends are Coming to," that is now being featured on all United Airlines inflight short-subject film presentations.

Further, each hotel has been provided with standardized format print ads and radio spot tags which can be tailored to promote their hotel's participation in The Westin Weekend program for use within their local areas.

The concept behind the Westin Weekend discount program is a basic one according to Ron LaRue, Westin's director of advertising and public relations. "Weekends are traditionally slow periods with many hotels," LaRue notes. "This promotion was designed especially to boost weekend business. It's a very attractive offer that gives people all the benefits of a full-rate stay at any of these hotels for just half the price.

"We expect the Westin Weekends to bring in a lot of new business," LaRue

"Marge, I have this terrific idea! We've been talking for a long time about a get-away-from-it-all weekend where we can just relax and have fun. Just the two of us. Well, let's do it this weekend — at The Westin."

"Oh, great, Jim. Great! But how are we going to afford it?"

"No sweat, honey. See here in this ad. They're offering a 50 percent room rate discount for any Friday, Saturday or Sunday night — or all three days!

"Say, that does sound great. And look, the discount's good at all these Westins. I've always wanted to go back to The Plaza. And here's one in Detroit. You'll be there next week on business, I could fly up and join you for the weekend."

"That's it! Let's do it."

continues. "People who may never have stayed at a Westin before. But we also anticipate the return of a lot of familiar faces. Guests, for instance who have stayed with us while on business trips or with a meeting group and enjoyed the experience and wanted to come back. Now there is this special price incentive. It offers a very affordable opportunity to return with spouse, family or friend for a mini-vacation to be pampered by the hotel's staff and to leisurely enjoy the use of the hotel's various facilities. Or maybe just to catch up on some shopping or sightseeing."

Actually, weekend package specials offering various discounts and other specials are commonly used by a number of Westin's properties. Mostly they are directed to a local or a selected outside market area, but the promotional exposure is usually limited.

The basic Westin Weekend program, however, is standardized for all hotels, including its conditions, and because of the joint corporate-hotel promotional effort, audience exposure is tremendously increased. Each hotel is also encouraged to add additional benefits to The Westin Weekend if they want. The reservations process is a very simple one. Prospects can call Westin's toll-free reservation number or their travel agent, as well as the specific hotel, for reservation arrangements.

So, if your weekend duty shift has seemed somewhat busier than ever recently, it's undoubtedly because all those "Marge's" and "Jim's" (and their friends) out there are discovering "What Weekends Are Coming To" — an exciting half-price holiday Westin Weekending at your hotel.

Westin taps a booming market

A safari by jeep in Acapulco. A brigantine cruise in Hong Kong Harbor complete with a pirate attack. A glittering Hollywood theme party at the Century Plaza.

These are just three of dozens of the sometimes exotic, sometimes just plain fun activities offered at various Westin hotels to lure the lucrative and booming incentive travel market business.

Incentive travel is an industry term for "earned reward" travel. That is, as incentive for its employees, dealers or distributors to achieve exceptional performance — such as exceeding sales quotas — many companies will offer special travel awards. Usually these are all-expense-paid business/pleasure group trips to some exciting locale. These may be prime resort destinations or major city destinations such as New York, San Francisco or Singapore.

To motivate reward-winning achievement, sponsoring companies promote these trip prizes as well worth the participant's efforts. A memorable holiday with first-class treatment is the attractive promise. Therefore, the selection of the hotel that will assure that first-class experience is as important as the selection of the destination.

Beyond this, these companies look for hotels that employ in-



Ulrich Schwartz, left, and Jim Weiss, guide Westin's efforts in the lucrative incentive market.

centive travel specialists on their staff — professionals attuned to the particular needs of the group from satisfying requirements for a specially tailored theme party to a customized tour to a local attraction.

Incentive travel is big business. An estimated \$1.4 billion was spent by U.S. companies alone on incentive travel during 1984. And though Westin has been involved in the incentive sales market for some years, it wasn't until about two years ago that an all-out effort to tap this market was launched.

This was in August, 1983 when Westin presented its first Incentive Travel Seminar at The

Westin Hotel, Vail. Attending were some 43 sales executives from Westin's hotels and sales offices from eight countries, as well as members of the corporate Marketing Division staff.

In his remarks to this gathering, Ulrich Schwartz, vice president/marketing, introduced a Westin objective for substantially increasing its share of the incentive travel market in the years ahead.

In less than two years since the Vail seminar, Westin's efforts toward increasing the market segment have, indeed, been substantial, and in some instances, very dramatically so.

The Shangri-La, Hong Kong, for instance, anticipates some 31,000 incentive business room nights for 1985. This represents about 14-percent of its total projected occupancy and room night revenue for the year.

The special attractions and emphasis on creative theme parties and other activities has been wooing a number of select incentive travel accounts to the Mauna Kea Beach.

But the record for the biggest single incentive travel group is held by the Century Plaza. That happened last September when the hotel hosted a Japanese automotive dealer group of 1,300 people for six nights totaling 4,100 room nights. The revenue from that incentive travel booking came to over \$1.2 million.

Beyond the Westin Hotels

basics that are so ideally suited to the incentive travel market — notably an unqualified reputation for first-class accommodations and service, coupled with the most desirable resort and in-city locations — there are a number of other important factors contributing to Westin's success in this area.

Jim Weiss, Westin's manager of incentive travel and industry sales, comments on a few of them.

He begins by noting that, "Before we launched our corporate-directed effort to concentrate on the incentive market, a marketing strategy was worked out.

"This included identifying those hotels in destinations appealing to incentive travel buyers. That is, our downtown hotels in major cities, all of our resort properties in the U.S. including Hawaii, the Mexico resorts and our overseas hotels

from Hong Kong to Johannesburg.

"A training program was developed," Weiss continues, "so that each of these hotels, along with specified Westin Sales Offices, would have a resident incentive travel specialist on staff. The minimum training requirement is attendance at both a Westin Incentive Travel Sales Seminar and either a Society of Incentive Travel Executives (SITE) sponsored seminar or SITE university course.

"SITE, by the way," Weiss added, "is the international professional organization of the incentive travel industry. Currently Westin boasts 26 members — the largest membership representation of any company."

Westin's marketing strategy is also supported by an extensive and highly effective advertising and promotion program directed to incentive travel decision makers. This involves advertising in such direct-audience publications as INCENTIVE MARKETING magazine, promotional pieces and a targeted direct mail program.

"It's all been paying off for us," says Weiss. "And in the process, we have also created the industry's first toll-free incentive travel service utilizing the efforts of our group desk people at the Central Reservations Office. That activity has been accounting for a lot of group business we probably would not have otherwise gotten."

Ulrich Schwartz puts this perspective into the importance of the incentive travel market to Westin Hotels.

"It's estimated that more than 50 cents of each dollar spent on incentive travel is spent on hotel services," Schwartz says.

"For the most part, it's spent on rooms, food and beverage and in meetings. That's the type of business that brings the entire hotel into play and shows up on the hotel's bottom line as being highly profitable.

"As long as we continue to recognize the needs and wants of incentive planners," Schwartz concludes, "and as long as we appropriately respond to these needs and wants while maintaining an aggressive marketing effort, it can only result in our continuing to be rewarded by a larger share of this rapidly growing and profitable market."

...and gets a testimonial

A major source of Westin's incentive travel business is through incentive travel companies who specialize in servicing corporate clients. How well Westin, its hotel product and its people, serve the requirements of these incentive travel companies is solely judged by client satisfaction.

Reprinted below is one testimonial indication of that client satisfaction. It is a copy of a letter recently received by Bob Seddelmeyer, general manager of The Westin South Coast Plaza, from James Dittman, president of Dittman Incentive Marketing of New York.

"Too much time has elapsed already and before yet another day goes by, I am writing to tell you how we feel about your hotel and your people.

In a word . . . great!

The mortar and brick and steel work well and look good. But there are plenty of good bricklayers in Southern California . . . and so that search for "our kind of hotel" included and discarded a half-dozen properties before we settled on The Westin South Coast Plaza.

"Our kind of hotel" is a place where people have stricken negatives from their vocabulary . . . where they share our belief that everything must be done with imagination and taste . . . where people understand the intensity of the moment . . . where each person genuinely cares if something goes wrong and vows to personally right it . . . and where, above all, a promise is considered to be a sacred thing.

Maris Brenner (former director of sales and now with Mauna Kea Beach) convinced us of these things when we selected The Westin South Coast Plaza, and Scott Picker (director of Convention Services) delivered flawlessly with painstaking attention to detail. But I ask that you thank everyone, the highly visible and the quietly invisible alike, for their star performance.

Each and every one of them are responsible for the fact that you have added all the employees of Dittman Incentive Marketing to your sales staff."



*Photo by Cliff Hollenbeck



PHOTO NEWS

Tribute in Tulsa

TULSA—Looking as though he is ready to pop off with one of his legendary one liners, comedian/entertainer Bob Hope takes a moment to pose with Laurel Ames, recently appointed executive assistant manager of The Westin Hotel, Williams Center. Hope was a recent hotel guest while appearing at a tribute to country singer star Roy Clark who was being honored for his fund raising efforts over the past ten years to benefit the Childrens Medical Center in Tulsa.



Big Sister bowlers

EDMONTON—Two employee bowling teams from The Westin Hotel, Edmonton participated in a city-wide fund raiser to benefit the Big Sister Society, a volunteer organization that provides counseling guidance and companionship for female youngsters. Spares and splits aside, the two teams scored solid strikes for their efforts in

raising over \$1,000 for the Society. Pictured is one of the teams (back row from left): Pran Sawhney, building superintendent; Carlos Gomes, front desk clerk; Robin Jaleel, door attendant; (front row from left): Brenda Worsley, sales supervisor/Discoveries; Danna Visser, F&B secretary.

Stairway to 'Easter-land'

SAN FRANCISCO—Pastry chef Mikel Barnayay proudly "unveils" his Easter display spectacular that appeared last Easter season in The Westin St. Francis lobby. The six-foot sculptured chocolate egg was decorated with pulled sugar roses. From an opening in front of the egg hung a chocolate rope-ladder stairway upon which perched blown sugar chicks and ducklings. Surrounding the display was an "Easter-land" menagerie of blown sugar and chocolate animals and elaborately decorated Easter eggs.



The 'stars' come out

CHICAGO—The first anniversary of The Westin Hotel, O'Hare in late January marked the occasion for the first Employee's Service Awards Banquet. The gala event honored "The Stars of Westin" at a hotel version of a Hollywood Oscar Awards night with special recognition given for: Pre-opening service; 5, 10 and 15 years of service; Employee of

The Year Award (Rota Kallstrom); Thurston Dupar Inspirational Award (Greg Calderwood); and Supervisor of The Year Award (Gail Rivera). As a gesture of appreciation to all the 240 attending employees each received an etched crystal wine glass.



PHOTO NEWS



First-prize fantasy

VAIL—Kevin Grenzig (left) executive sous chef of The Westin Hotel, Vail proudly surveys his ice sculpture that won him a first prize — a two-week trip for two to Switzerland — at the Vail Swiss Winter fair held in mid-January. Grenzig's 1,200 pound tableau fantasy featured a winged dragon impaled through the neck on the horn of a triumphant unicorn. Over a 10-hour stretch, in ten below zero weather, Grenzig, with his assistant Paul Bellegard (right) chef tournant at the hotel, created the masterpiece from four huge blocks of ice using a chain saw and carpenter's chisel.



Golfing great — La Paloma

TUCSON—Jack Nicklaus (second from left) was star of "Jack Nicklaus Day" that marked the official opening of the La Paloma Country Club, the centerpiece of the 790-acre La Paloma resort which also includes The Westin La Paloma hotel. Nicklaus is credited with the design for the 27-hole

championship course. With Nicklaus (from left) are Dave Radcliffe of the Tucson Convention and Visitors Bureau; Gil Carillo also of the Bureau; Andy MacLellan, general manager of The Westin La Paloma and Tony Meek, director of marketing for the hotel.



Golfing great — Mauna Kea Beach

HAWAII—Arnold Palmer (center) recently participated in a clinic at Mauna Kea Beach hotel's famous Robert Trent Jones, Sr. golf course that highlighted the 20th anniversary celebration of the course's opening. (Arnie also played the course in a special tournament when the course opened in 1964). With Palmer are Mauna Kea's director of golf, Harold "Rags" Ragland (left), and head professional, John "JD" Ebersberger.

FRONT DESK

Notes
and
news
briefs



The "Big Chill Blitz" might have been more appropriate.

But for the record, the five-day Westin sales blitz of Manhattan in late January was labeled the "Big Apple Blitz."

Involved were the sales team from the Westin Sales Office (WSO); sales staff of The Plaza; sales representatives from Westin hotels in Boston, Pittsburgh, Philadelphia, Washington D.C. and Chicago, and 16 hotel administration students from Michigan State University. Coordinating the week-long event was Henry Goodfriend, sales manager, WSO, with the office's director of sales, Ray Stone.

For the Westin staffers, most of the account calls were on a pre-appointment basis. The students, however, had been assigned to make cold calls on new prospects.

In one sense, the blitz was all cold calls. Downright frigid, as a matter of fact. On the opening day of the blitz, outside temperatures plummeted to a -8° with a wind chill factor of -20° — a record "coldest day" for New York City since 1895.

In spite of frozen noses and toes however, or maybe be-

cause of it, blitzers moved fast. By blitz conclusion they had racked up a record 1,600 sales calls.

"This will show the neighbor who once told my mother that I was too flighty to hold a job."

So quipped 73-year-old Marshall Fogg, engineer at The Westin St. Francis, at his retirement party in early February. The quip was in reference to Fogg's employment longevity with the hotel — 55 years.

Let's have a big hand for ...

Herb Poulson, loss control manager for Westin, who was recently appointed Vice Chairman of the American Hotel & Motel Association's (AH&MA) Security Committee. The AH&MA Security Committee assists its members in designing and implementing security programs to benefit guests and employees. Poulson has more than 13 years experience in the loss control industry with his last three in his current position with Westin.

Acapulco's lush Las Brisas may be a far cry from Oklahoma City.

But there is one Oklahoma City resident who practically calls this "pink paradise" resort his second home. His name is Charles Dempsey and recently he chalked up his one hundredth pleasure travel visit to Las Brisas. To commemorate the occasion, the hotel's management treated Dempsey to a champagne party where he was presented with a special Las Brisas watch. To top it off, the Oklahoma City regular was assured that his next visit would be on the house.

Recalling past visits, Dempsey talked of his encounters with such famous resort guests as Henry Kissinger, John Wayne, Liza Minelli, Richard Burton and Barbra Streisand. "But the real reason I keep coming back," he notes, "is the peaceful, relaxing atmosphere and the most superior staff and service in the world."

Westin Trivia

This month's Trivia Quiz is strictly on the square, as it were. It's all about squares — the public squares that are found in most cities and are often one of the city's more familiar landmarks. Some of these familiar city landmark squares are listed here. Your challenge is to name the Westin hotel (also a familiar landmark) that adjoins each listed square:

1. Fountain Square
2. Copley Square
3. Union Square
4. Temple Square
5. Mellon Square

Trivia Quiz answers: 1. The Westin Hotel, Cincinnati 2. The Westin Hotel, Copley Place Boston 3. The Westin St. Francis 4. The Westin Hotel Utah 5. The Westin William Penn

It originated with The Westin Hotel, Seattle in 1982.

Since then, four Westin properties have joined the program — the latest being The Westin Hotel, Copley Place Boston. As administered by the American Cancer Society, the program provides for complimentary rooms to ambulatory cancer patients commuting long distances to the cities' hospitals to receive out-patient treatment. Two complimentary rooms per night, based on room availability, are offered. Each patient's stay may last for up to three weeks and a family member may also stay in the same room without charge.

"Unfortunately, everyone has the potential to be struck by cancer," notes Gerard Luyet, resident manager for the Boston hotel, "and the effects are exhausting physically, emotionally and financially. This is our way of providing relief."

Other hotels participating in the program are The Westin Ilikai, Honolulu; The Westin Crown Center, Kansas City and The Westin Benson, Portland.