



WESTIN HOTELS

SEPTEMBER 1985

FRONT

**In New Orleans —
a new Westin hotel**

(Story, page 3)

Hotel Beroville



NEWSFRONT

Moving on Moving up

Robert Creasey, sous chef at the Arizona Biltmore to sous chef at The Westin La Paloma, Tucson.

Greg Jacoby, management trainee at The Westin Crown Center to assistant housekeeper at The Westin Hotel, Renaissance Center Detroit.

Cameron Van Noy, assistant manager front office at the Arizona Biltmore to administrative assistant at The Westin Paso del Norte.

COVER: At the foot of Canal Street, overlooking the Mississippi River and the French Quarter, is Canal Place, site of The Westin Canal Place, New Orleans. Canal Place is a new multi-use complex that includes a 32-story office tower (left), a three-tiered fashion mall (center), and a 450-room hotel (upper right), the former Hotel Iberville and now under Westin management as The Westin Canal Place, New Orleans.

FRONT

A monthly publication by and for employees of **Westin Hotels**

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Graduation honors for twelve culinarians

On June 8, twelve culinarians from as many Westin hotels in the U.S. and Canada attended a graduation ceremony at The Westin Hotel Vail in Colorado. It was theirs.

Each was presented with appropriate gifts and a "diploma" certifying their successful completion of the three-week Westin Hotels' Culinary Institute course.

The Institute course, developed by the F&B Division to meet the company's rising demand for culinarians qualified to become executive chefs, has been given annually since its inception in 1981. It is administered by corporate executive chef Walter Roth.

Qualifications for course admittance include: (1) 3 years employment with Westin; (2) attainment of sous chef or executive sous chef positions,

held for at least one year; and (3) demonstrated potential for position of executive chef.

To date, some 48 culinarians — including this latest class — have graduated with 25 having been promoted to either executive chef or executive sous chef positions.

The Institute program is comprised of three segments: Technical Expertise which comprises the bulk of the program and is taught by Chef Roth; Management Skills administered by outside consultant Don McCutcheon, and Cost Controls instructed by Gene Swartzfager, corporate manager F&B systems and controls.

Larry Magnan, senior vice president Technical Services and Hud Hinton, corporate F&B director attended this year's graduation ceremonies to congratulate the participants and present them with their gifts and certificates.

They also reinforced institute graduate importance to Wes-

tin's growth plans and fielded questions from the culinarians. The graduates: Vince Sanzotti, The Westin William Penn; Klaus Seewald, The Westin Hotel, Toronto; Michael Hoffman, The Westin Renaissance Center; Hans Wiegand, The Westin Hotel, Ottawa; Anton Walker, The Westin Oaks; Marcus Dunbar, The Westin Galleria, Dallas; Ted Shibata, The Westin Hotel, Edmonton; Matthew Rogala, The Westin Copley Place; Steve Caruana, The Westin Hotel, Chicago; Daniel Simard, Century Plaza; Christophe Leu, The Westin Hotel, Calgary; Kevin Grenzig, The Westin Hotel, Vail.

Management Changes

Recent management changes have included the following:

Bart Moore, general manager The Westin Bellvue Stratford, is now general manager of The Westin Canal Place, New Orleans.

Richard Ransome, general manager of The Westin Oaks, has been named general manager of The Westin Benson in Portland, Oregon.

Naveen Ahuja has assumed general manager responsibilities for both The Westin Oaks and the Westin Galleria hotels in Houston.

Bill Lucas, executive assistant manager, The Westin Hotel, Tabor Center Denver, has been appointed manager of The Westin Crown Center, Kansas City.

Dean Tinker, executive assistant manager, The Westin Chosun, Seoul, is now executive assistant manager, The Westin Hotel, Tabor Center Denver.



Proudly displaying their gifts — a set of chef's knives — are Institute graduates Klaus Seewald (left), The Westin Hotel, Toronto, and Hans Wiegand (right), The Westin Hotel, Ottawa. At center is corporate executive chef Walter Roth.

NEWSFRONT



Hotel lobby overlooks the Mississippi River.

New Orleans hotel joins Westin family

New Orleans, one of America's most romantically appealing cities offering such attractions as its famed French Quarter, fabulous cuisine, Mardi Gras and all that jazz, is now a Westin destination.

Announced in mid-August was Westin Hotel's selection to manage the former Hotel Iberville at Canal Place in New Orleans as of September 1. The 450-room luxury property has subsequently been renamed The Westin Canal Place, New Orleans.

Canal Place is a new multi-use complex located at the foot of New Orleans' famous Canal Street on the edge of the French Quarter and bordering the Mississippi River. In addition to the hotel, which opened in 1984, the Canal Place complex includes a luxury retail shopping mall housing such fashionable shops as Saks Fifth Avenue, Gucci and Brooks Brothers, a 32-story office building and a parking garage for 1,500 automobiles.

The Westin Hotel, Canal Place is a fitting centerpiece for

this elegantly sophisticated setting, blending classic European elegance in decor and atmosphere with today's state of the art technology.

Its sophisticated telecommunications system for instance, allows guests, at the touch of a button on their bedside telephone console, to control room temperature, the television set and contact hotel and outside services. The console also includes a connection for a personal computer as well as offering convenient business office features such as double lines, call holding and call forwarding to the hotel's message center.

The spacious guest rooms measure more than 400 square feet and offer uninterrupted views of the city or the Mississippi. Each room features Italian-marble foyers and baths.

At the 11th floor entrance lobby, massive custom-made Louis XVI-style chandeliers are

suspended above a marble floor overlaid with custom-designed carpeting, fine antiques and imported artworks. Running the length of the lobby are arched windows, 26 feet high, open to panoramic views of the River.

The Westin Canal Place offers 11,000 square feet of meeting space including eight individual meeting rooms and a 5,100 square foot ballroom. All meeting rooms are located on the hotel's 12th floor and have views of the Mississippi River or the city.

Food and beverage facilities include a specialty restaurant, a three-meal restaurant, three lounges including a pool-side bar, 24-hour room service and mini-bars in each guest room.

Guests may also enjoy the outdoor roof-top lap pool with its commanding view of the city.

Within walking distance of the hotel is the New Orleans Convention Center and, just across the street, is the Rivergate Exposition Center. As for all that jazz, at least for some of the best of it, Bourbon

Street's famous jazz clubs as well as others scattered throughout the Vieux Carre (French Quarter) are just blocks away.

The New Orleans International Airport is about a 40-minute ride from the hotel and 15 minutes from the Lakefront Airport which serves private aircraft.

Named as general manager of The Westin Canal Place is Bart Moore, former general manager of The Westin Bellvue Stratford, Philadelphia.

Westin acquires California hotel

Westin announced in late July the acquisition of the 100-room Benjamin Franklin hotel in San Mateo, California.

Under its previous owners, the hotel had maintained a contract with United Airlines as a primary Bay Area layover site for flight crews. It will continue to be used as a United facility with rooms and restaurant facilities also available to the public and is being managed similarly to Westin's operation of the Cherry Creek Inn in Denver.

Facilities include a restaurant, bar, banquet facility, game room, exercise room and swimming pool.

Jack Gaines, vice president, is charged with the operational responsibilities for the hotel which is currently undergoing a major renovation of guest rooms and public areas.

The property, which will continue to do business as the Benjamin Franklin hotel, is located in downtown San Mateo and approximately ten miles from the San Francisco International Airport.

NEWSFRONT

F&B awards competition stresses health

This year's Food and Beverage Division awards competition was a kick. A health kick.

Criteria for the annual original drink recipe competition, for instance, stressed low or non-alcoholic drinks. And basis for the Chef Reinhold Keller original menu competition focused on a "nutritious cuisine" theme.

Healthy also, according to Hud Hinton, corporate F&B director, were the number and quality of hotel entries in this year's Golden Chalice, Silver Spoon and Chef Keller competitions. Here's how it all came out:

Golden Chalice Awards

Jose Montaeo, bartender at Camino Real, Mazatlan blended banana, pineapple juice, coconut cream and grenadine in taste tantalizing proportions to come up with the grand prize in the Original Drink competition with his "Chiquita Banana Cocktail".

A team effort entry by beverage staff members at the Westin Chosun Beach took second prize. Their orange-hued concoction with an easy-on-the-gin base was labeled "Caribbean Sunset".

Bob Baker, beverage manager at the Westin Hotel, Seattle, mixed champagne, Chambord (a raspberry liqueur) and soda to come up with "Cham-Cham" and a third prize.

Winner of the Drink Promotion contest was the

Compass Rose at The Westin St. Francis for their very successful promotion of a runaway winner — a champagne and caviar service cart. Monthly business a la cart has averaged about \$60,000.

Voted to receive the Best Wine List award was Blom's restaurant at The Westin Galleria, Dallas. Contained within an elegant cover are wine listing pages which have been printed on a word processor. Pages are updated weekly which means that wines not currently available can be eliminated from the list and new wines can be easily added as stocked.

Silver Spoon Awards

Awards for dining menus in a number of categories were judged on menu selection, creativity and merchandising effectiveness.

The Best Breakfast Menu award went to the Garden Court at the Westin Hotel, Toronto.

Winner of the Best Lunch Menu was the Fifth Street Market cafe at The Westin Hotel, Cincinnati.

Awarded Best Specialty Restaurant Dinner Menu honors was the Savoy Restaurant at The Westin Oaks.

Best Daily Specials Presentation award went to the Camino Real, Puerto Vallarta.

Daily specials featured choices of two hors d'oeuvre, three entrees, one soup and two desserts based on fresh and seasonal ingredients.

Winner of Best Room Service Menu was The Westin Hotel, Tabor Center Denver.

Two new categories were added to this year's competition. They were Best Take-Out Menu won by Dewey's Bar at The Westin St. Francis, and Best Banquet Theme Promotion awarded to the Shangri-La, Hong Kong for their "Hong Kong Experience" presentation.

Chef Keller Award

As previously noted, criterion for Chef Keller Award entries was that they be based on nutritious cuisine concepts with nutritional information for each item — appetizer, entree and dessert — be included with the submission.

The first place winner in this award category was Bill Lukas, second cook at The Westin Hotel, Copley Place Boston. Lukas' entry: New England Clams Salsa and Pasta Salad (appetizer); Chilled Marinated Lamb and Ratatouille (entree); and Snow Cheese in Filo with Assorted Fruits (dessert). One serving of all three items totaled a mere 435 calories.

The culinary team of The Westin Hotel, Toronto took second place, and the culinary team at The Westin Peachtree Plaza took third.

Trophies, certificates and other prizes are being presented to the hotel winners in the various categories. Judging of entries was conducted by Westin's Corporate Food & Beverage Division and members of Westin's Academy of Master Chefs.



Discoveries discovers life beyond Westin

Up until recently, Discoveries has been fairly content in setting up shoppe and establishing their image and reputation in Westin hotel locations. And they've done a highly creditable job at that with the opening of 15 specialty outlets in as many Westins in the U.S. and Canada in just two years of this Westin subsidiary company's existence.

Flushed with that success,

Discoveries has more recently been expanding into non-Westin hotel locations.

In early July, Discoveries opened its sixteenth shoppe at the new Claypool shopping mall in downtown Indianapolis, Indiana adjoining the city's Embassy Suites Hotel.

By the end of July and in early August, two additional shoppes opened. Both were Embassy Suites Hotel's located — one in Santa Clara, California and the other at the Los Angeles International Airport.

"We never intended to confine our operations to Westin hotel locations" says Jim Crimmins, vice president and director of Discoveries retail operations. "But just the same, we're very pleased and excited with the tremendous response we are getting at our non-Westin hotel located stores.

"Growth is our parent company's number one goal" Crimmins adds. "It's ours also."

PHOTO NEWS



Free to flow

TULSA—With the recent decision by Tulsa County voters to legalize liquor by the drink, bar business has been booming in area clubs and hotel lounges including the F&B outlets at The Westin Hotel, Williams

Center Tulsa. When the new law took effect on July 1, hotel staffers (from left): Laurel Ames, executive assistant manager; Clark Kepple, Barristers Club manager, and Dave Ling, the hotel's general manager happily pitched in to pour drinks for guests.

Employer of the year



KANSAS CITY—Recently, The Westin Crown Center was named "Employer of the Year" —one of three such recipients statewide — by the Missouri Rehabilitation Association. The hotel was selected for this prestigious recognition for its "dedication, pro-active approach, recruitment and concern in employment opportunities for all individuals including those with disabilities". Here, Laurie Luongo, director of personnel for the hotel, accepts the Employer of the Year Award from Greg Solum, supervisor of rehabilitation for the Missouri Rehabilitation Association.

Top 'Dragon'

HONG KONG—The grueling hours of training paid off for the Shangri-La's Dragon Boat Races team when they captured the winning trophy in this year's "Row for Charity — Inter-hotel Championship Race" competition. Hong Kong's colorful annual Dragon Boat Festival has become an international event with 17 overseas teams as well as 86 local teams competing in this year's races. The inter-hotel competition is one of the more popular local events.

Here, Andrew Jones, resident manager, gets tossed in the air by the victorious and wildly jubilant Shangri-La rowers.



PHOTO NEWS

VIP visitor

VANCOUVER—Rolling out the red carpet took on a literal meaning at The Westin Bayshore recently when the hotel welcomed the Chinese head of state, President Li Xiannian. President Li (center), his wife,

Lin Jiamei (left) and accompanying officials were greeted upon their arrival for their three-night stay while visiting Vancouver by Wayne Bodington (right), executive assistant manager. The group was on a three-week visit of Canada and the United States.



Spelling it out

MANILA—As it has for the past six years, The Westin Philippine Plaza again promoted its "Mid-Year Bonus" program, a 40-percent off room rate from June 1 through September 30. To kick-off this year's discount deal, the hotel assembled about half of its uniformed staff to participate in this impressive publicity shot spelling out the "40%" message.



Chowder champs

BOSTON—Turner Fisheries Bar & Restaurant at the Westin Hotel, Copley Place did it again when, for the second year in a row, it captured "The Best Chowder in Boston" honors at the Fourth Annual Chowderfest competition held in the city's waterfront during the Fourth of July weekend. Some 6,000 tasters were drawn to the hotel's chowderbooth during the event. Many were attracted by mermaid-costumed Tracey Lewis, a greeter at the restau-

rant, who was billed as "Tina Turner Fisheries."

Also pictured are staff members who helped dish out samples of the championship clam chowder (from left): Janet Rivera, cocktail server in Turner Fisheries and Gerry Chea and Richard Ong, both management trainees with Westin's Raffles City hotels in Singapore.

PHOTO NEWS



Taste of Texas

SAN FRANCISCO—The Westin St. Francis' genteel English Grill took on a "down home" taste of Texas — or more accurately, the U.S. Southwest — during its recent Southwestern Food Promotion. Among the menu specialties featured were buffalo steaks, longhorn steer, corn shuck-wrapped red snapper and cornbread muffins. To accompany these regional dishes, an assortment of Texas wines were also featured.

At a luncheon to kick-off the promotion, Joe Elmiger, the hotel's F&B director, pours a Texas Chardonnay for Norbert Brandt (left), executive chef, and Daniel Thiebaut (right), executive chef of The Westin Hotel, Galleria, Dallas, who assisted in the promotion.



Life's Greatest Beach

HONOLULU—Jim O'Connell (right) director of sales for The Westin Ilikai, reviews promotional materials with Gordon Hentschel, president of the Waikiki Beach Operators Association (WBOA) for the 1986 campaign to promote Waikiki as a prime visitor destination. O'Connell was recently named

membership chairman for WBOA to spearhead the group's first membership drive since its formation last year. The group's target is to raise \$200,000 to fund cooperative advertising, promotional and public relations activities. The WBOA's marketing campaign has as its theme, "Life's Greatest Beach".



Second phase debut

TUCSON—The second phase of the La Paloma Country Club — the tennis and health facility — opened July 1. The facility boasts 10 tennis courts which includes four clay courts and a sunken stadium court designed for tournaments and a competition size swimming pool. Inside are two racquetball courts,

a Nautilus workout room, aerobics room, a children's lounge (day-care center), the tennis pro-shop, personal care services (skin-care, massage, etc.) and a specialty restaurant called Sprouts. The Country Club is part of the 790-acre La Paloma resort which also includes The Westin La Paloma, Tucson hotel scheduled to open in November.

John Schneider

ON WESTIN'S GROWTH



John Schneider, senior vice president development/growth, has been with Westin Hotels since 1975.

A Seattle native, he received his B.A. from the University of Washington in 1963 and his L.L.B. from the same school in 1966.

Before joining Westin, Schneider was a partner with a law firm in Los Angeles and previously had served as a vice president and secretary of Ankony Corporation in Colorado.

Prior to his most recent appointment, assumed in April of this year, Schneider served as senior vice president/legal for Westin.

In his current assignment, Schneider is responsible for coordinating and administering Westin's growth goal activities.

In this FRONT interview, Schneider offers an insight into Westin's growth goal and its importance to the company and Westin's people.

WESTIN PEOPLE

Q. At the Management Conference in January, Chairman Harry Mullikin emphasized that growth is the company's number one goal. Why is growth of such importance to Westin? To its employees?

A. Westin's recent Marketing Task Force confirmed what we had suspected for some time. That is, if we are going to be truly competitive in our segment of the market, we have to have more hotels carrying the Westin name to achieve maximum customer awareness. We must achieve an even better recognized presence in the marketplace. And that presence should include more of those destinations where our customers are going.

This doesn't mean that we have to be the largest hotel company, but it does mean that we have to be considerably larger than we are today both in terms of the number of hotels that we manage and in destination locations.

From an employee standpoint, it is well recognized that we have a cadre of very talented people in our company. Westin's growth objective can't help but afford significant personal growth opportunities for these people. Really, our growth goal translates as an exciting "win win" opportunity for all concerned — Westin Hotels and Westin people.

Q. What is basic guiding criteria for adding new hotels to our Westin family?

A. The guiding criteria for adding new hotels continues to reflect Westin's desire to provide our guests with the physical properties and a level of service that is consistent with their expectations of a hotel carrying the Westin name. That is, we want travelers to continue to recognize Westin quality consistency whenever they visit a Westin hotel.

However, we recognize that in order to grow, we are going to have to be a little more flexible in our approach to new opportunities. This means, for instance, that we are looking at projects that may have a few less rooms than might have been the case in the past. And we are also looking into a number of new markets that include suburban and airport locations as well as new resort sites. We are also exploring many of the cities in which we are currently located to determine if there are other opportunities available to us.

In our approach to growth, we are looking both at new hotel development and the assumption of management contracts for existing hotels. As a matter of fact, because many of the markets we are now exploring are overbuilt, we are concentrating on management contracts of existing hotels, rather than building, as a means for entering those markets.

Q. How does Westin seek out these growth opportunities?

A. Well, the whole process starts with identifying target locations. And this is done with input from the Development, Marketing and Operations Divisions people. Then we monitor the competitive situations in these target locations and search out our opportunities.

That process is handled through Westin's development directors — Jon Ballard, Duane Knapp, John Matthyse and Joe Supsinskas. Each director has been assigned responsibilities for specific areas of the world both for projects that are brought to us and to personally seek out new opportunities in target locations.

In identifying new hotel opportunities, we also rely to a large extent on Ron Olstad, Charles Brown and Jen Campbell of the Marketing Division staff who are now working full-time on new hotel development.

We also get referrals from other people in the company. In fact, a number of the possibilities we are following at this time have come to us via people in our hotels or sales offices. Here I would like to inject my thanks for their past efforts and for their

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“...emphasis being placed not just in the United States, but also in Mexico, Canada, the Pacific Rim and in Europe.”

continuing assistance in both advising us of new opportunities and their help with the evaluation process.

I should also mention that a corporate office team has recently been formed to explore possible acquisitions of one or more existing hotel companies as a means of multi-property growth.

But beyond our own efforts, I've been amazed at the number of unsolicited contacts we are getting from outside sources. I must receive three, four, five phone calls a week and an equal number of letters from people wanting to discuss opportunity possibilities. Since we made our new commitment to growth and began communicating that commitment to the owner/developer community the response has been incredible. Most of these people are familiar with Westin's reputation and want to be associated with us.

Our development directors are also receiving a lot of unsolicited inquiries through established contacts in their regions of responsibility.

Among these leads, however, there may be a number of them that may be only of limited interest or just don't qualify for further consideration. And those that are pursued, particularly if it's new construction, may take months of negotiation among all parties concerned before business arrangements can be finalized and project details can be arranged.

Q. Can you comment on what has been the progress in Westin's growth goal efforts since the Conference last January?

A. As we entered 1985, we had four hotels under construction —the 460-room The Westin Hotel, Washington, D.C.; the 400-room the Westin La Paloma, Tucson; and the 796-room The Westin Plaza and the 1,257-room The Westin Samford Raffles City hotels in Singapore.

Since the first of the year we've added The Westin Paso del Norte — 376 rooms — in El Paso. We've announced plans for a 400-room property at the San Francisco

airport, a 762-room hotel in Maui and an 848-room hotel in Kauai —The Westin Maui and The Westin Kauai. And just recently we announced our assumption of the management of The Westin Canal Place, a new 450-room hotel in New Orleans.

I should also mention that the development directors are involved in discussions with principals on several additional projects with geographical emphasis being placed not just in the United States, but also in Mexico, Canada, the Pacific Rim and in Europe.

As an aside, United's announced acquisition of Pan Am routes in the Far East has sparked a tremendous amount of interest in Westin from that part of the world. This has included several inquiries from various parties with contacts in the Peoples' Republic of China with interest in developing new hotels in major cities throughout that country.

Q. What impact will the proposed sale of Westin-owned hotels have on growth?

A. The Company is currently exploring with Merrill-Lynch the possibility of selling certain of our hotel investments through a real estate syndication which would be purchased by the general public while allowing Westin to retain long-term management of the hotels. This strategy will provide us with the means of realizing the appreciated value of these investments.

We feel that such a program will have a positive influence on our growth since the sale of these properties would not only include those properties in which we've had an investment over a long period of time, but those being developed by us.

For instance, let's say that a syndication might involve the sale of three hotels. Two of these might be established hotels and the third would be a hotel we are developing. Shortly before opening of this third hotel, it would be sold as part of the one of the syndications. Subsequent profits could then be invested in new developments or acquisitions. This procedure affords us a way to grow that is not presently available to us.

WESTIN PEOPLE



And he can cook

VANCOUVER—In his culinary achievement career ladder, Peter Cervicek, journeyman cook at The Westin Bayshore, has grasped a firm hold on rung number one. The former apprentice chef completed his three-year training program under executive chef, Xavier Hetzman, last May and was awarded his Certificate of Qualifications and Apprenticeship from the Province of British Columbia.

But more than this, Cervicek was also honored as the recipient of the Chef Karl Schier trophy recognizing him as the top third-year apprentice for all of B.C. The trophy was presented by the British Columbia Chef's Association during their recent annual meeting. Also, because of his high academic average maintained over his three-year apprenticeship, Cervicek was presented with an award check from the Canadian Federation of Chefs de Cuisine.



Winner's 'Whisper'

LOS ANGELES—When bartender Koji Kimijima of the Westin-affiliated Akasaka Prince Hotel in Tokyo named a cocktail he concocted "Angel's Whisper", he may not have dreamed he would be serving it to very audibly admiring tasters in the "City of Angels" (Los Angeles).

It all began earlier this year when Kimijima won the top award in the Tokyo Hotel Bartenders Association's Creative Cocktail Competition. As his prize, he was awarded a trip to Las Vegas. The travel arrangements included a stop-over in Los Angeles where he was asked to prepare his drink at The Westin Bonaventure as a guest promotion. For three evenings, Kimijima held court at the hotel's Top of Five restaurant mixing and pouring his white rum, liqueur, cream and egg cocktail creation for the many guests who came to sample his specialty.

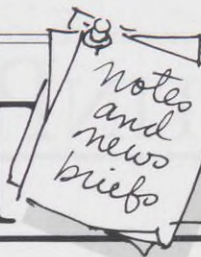
Contributions recognized



WASHINGTON, D.C.—Roman Holton (left) sales manager, Westin Sales Office Washington, D.C., was this year's recipient of the annual Chairman's Award from the Greater Washington Society of Association Executives. Holton was recognized for his many significant contributions to the Society over the past several years.

This is only the fourth time in the Society's 58-year history that a hotel member has received the coveted Chairman's Award. Presenting the Award plaque was Gerald Hurley (center), Chairman of the Society and President, and Chris Stinebert (right), Honors Committee Chairman and Executive Vice President.

FRONT DESK



Where do all the big money experts go?

Well, earlier this year they went to Hong Kong and the Shangri-La which was the host hotel for the 1985 International Monetary Conference (IMC).

For the benefit of you non-members out there, IMC is an exclusive club comprising the 50 largest banks in the United States as well as the 50 largest "free world" banks outside the U.S. Among the topics discussed during Conference sessions included a review of international financial and capital market developments and international debt. Pretty heady stuff.

While the big-money-talk attendees may not have been necessarily together on their agenda topic conclusions, they were of one mind in their high praises of the Shangri-La and its staff. In fact, if accolades were money, the hotel would be a shoo-in for IMC club membership.

And speaking of clubs, here's a couple of qualifying member additions to our Westin fan club

First, from women travelers. *Women's Travel Connections*, a monthly New York based newsletter, polled its readers on their favorite companies, hotels, airlines and U.S. cities. Their objective was to provide a forum where women travelers could make recommendations to other women on the road. Coming in a close second in the hotel favorite choice category was Westin Hotels. Commenting on the survey results, the publication's editor noted, "Our survey demonstrates that women care intensely about where they stay and why they stay there."

And from The Commercial Travelers' Association (CTA) of Canada. A survey among their membership to name their favorite hotel in Canada resulted in a clear-cut win for The West-

tin Hotel, Ottawa. Selections were based on quality of service, surroundings and comfort of the rooms. As a CTA spokesperson noted, "Sales executives are among the most experienced travelers in the world, so who better to judge the quality of hotel accommodations than them."

Further, as a result of the survey, the CTA's Board of Directors named Timothy Whitehead, general manager of The Westin Hotel, Ottawa as "Hotelier of the Year".



At Alfredo's, "total excellence" apparently wasn't quite enough

For the past eight years, Alfredo's restaurant at The Westin South Coast Plaza has received a gold Award of Merit in the Italian Cuisine category from the Southern California Restaurant Writers Association. Taking into consideration such criteria as food, service, ambience, value and appropriate wines, the writer's group gives Alfredo's an across-the-board rating of "total excellence".

With consistent recognition like that, one would think that the restaurant might just leave well enough alone. But no. Alfredo's recently completed a \$5 million renovation to reopen on August 16 (coinciding with the hotel's 10th anniversary) with an all-new look, an all-new menu — and some all-new opportunities for even greater fame and acclaim.



O.K. now, let's not go around poking fun at yuppies

A recently released American Hotel & Motel Association survey shows that frequent travelers — a very important segment of Westin's business market — are younger, more affluent, and more discriminating than ever before. (They defined a frequent traveler as one making five or more trips in the last 12 months.) While the age group may be stretching the yuppie definition somewhat, the survey noted that 70 percent of frequent travelers are age 50 or under and that they are taking more trips (up 30 percent) and spending more nights (up 52 percent) in hotels than they did when a similar study was done in 1981.

As to being more discriminating, location, service and cleanliness topped the list of reasons for selecting and returning to a hotel or motel. And as to their pet peeves, the survey listed these three as most frequently expressed — poor service, lack of cleanliness which included stale air and cigarette odors, and inadequate bathroom supplies.

WESTIN TRIVIA ANSWERS: 1. New Orleans 2. Philadelphia 3. Denver 4. Hong Kong 5. Manila 6. Seattle 7. Detroit 8. Chicago

Westin Trivia

Almost everyone knows that the "Big Apple" is the nickname for New York City and that "Big D" is moniker for Dallas. But there are a number of other Westin cities whose nicknames, though perhaps a little less familiar, are well-known to the cities' residents and to its visitors. A few are listed below. Your challenge is to match them with the Westin destination city:

- | | |
|----------------------------|------------------------|
| 1. The Crescent City | 5. Pearl of the Orient |
| 2. City of Brotherly Love | 6. Emerald City |
| 3. Mile High City | 7. Motor City |
| 4. Isle of Fragrant Waters | 8. Windy City |