



DIRECTOR'S MESSAGE

The past month has been an eventful and exciting time for the Utah Hotel & Lodging Association.

At the end of July we had a board of directors meeting in Cedar City and we were able to attend the Utah Shakespearean Festival. We had a lot of fun at the play and were pleased with the opportunity that it gave the members who attended to get to know more about what we do as an association.

In that board meeting we elected three new, very qualified board members who are excited to serve the hospitality community in Utah. We added Steve Ruf from Cost Segregation Authority, Lance Syrett from the Ruby's Inn at Bryce Canyon and Brett Maru from A&S Management & Investment, Inc. I am confident that each of these board members will be a great asset to our board.

I hope that each of you will take part in the upcoming trade show and conference Oct. 6th and 7th. This year we are really gearing the conference to help you survive the recession and to give you the tools to find success in a down economy. This will be a very worthwhile investment of your time.

On a personal note this month I have been busy outside of work preparing to get married in October. It has changed my perspective on a lot of things and

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UHLA TAKES ON TWITTER AND FACEBOOK

The computer geeks at UHLA invite you to check us out on the web. Not only can you view our website, UHLA is now on Facebook and Twitter.

Information sharing is easy online and we'd love for you to participate. You can follow what's on our mind and our to-do list with Twitter. You can also become a fan and join in on the conversations with Facebook.

By increasing the number of channels we use to reach our members and the world, we are hoping to get information out faster and more effectively. These forms of social networking allow us to reach more of our members and more of the public.

As always we want to know what is happening with you in your corner of Utah. You and your employees can easily comment on our Facebook page, post pictures and upcoming events. Our page, which is visible to the world, will provide an inside look at issues of interest to the industry while also highlighting our members who choose to participate.

If you don't want to comment directly on our page feel free to email news, events or topics to us and we'll get those posted for you.

Maybe we shouldn't call it advertising but that is exactly what these sites allow us to do. If you are still unclear about the details, ask your kids.

Take a look and share your point of view.

<<http://www.facebook.com/pages/Utah-Hotel-Lodging-Association/139547069743>>



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August 2009



Utah Hotel & Lodging
ASSOCIATION

DIRECTOR'S MESSAGE *continued* has given me a greater appreciation for my work and the great organization that I have the privilege to work for. So many board members and members of the association have shown such great support for my fiancée and me. So I thank all of you very much.

I am very excited for the progress of the Utah Hotel & Lodging association. In the coming weeks you will see some great changes to our communications effort. We are hoping to provide better communications to all of our members but also to provide some additional avenues for our members to communicate with customers and the potential customer. Keep an eye on your email for more on that.

Again thank you for the support you give the association. We could not do our work without support from people like you.

Michael Johnson
Executive Director
Utah Hotel & Lodging Association

UHLA KNOWS THE BEST PLACES TO STAY AND WE'RE BLOGGING ABOUT IT

Your neighbor has a blog. Your grandmother has a blog. In fact, you may have a blog even if you don't know it. Now UHLA has joined the frenzy. We are bloggers too!

We are in the developmental stages of presenting a one-stop travel blog that will feature hotel reviews and relevant information about the Utah travel scene. Appropriately named Best Utah Hotels (bestutahhotels.blogspot.com) our brand-new blog will merge professional hotel reviews with the feel of a friendly blog.

Our hope is that clients will come to our blog while planning their vacation. We will offer real-life perspectives and real advice. Each month we are adding more reviews and soon visitors will have the ability to search for hotels, by location or type. They can read about amenities and local attractions so they know what to expect.

After a short stay at your property we will place your hotel in the spotlight with a review that emphasizes what truly makes your hotel the best destination for your clients. With pictures and location-specific information the hotel reviews we provide will have an edge that traditional reviews don't. Clients trust real reviews written by real people and that is what we want to provide.

We are still developing the blog and we need more reviews. If you would like a review of your property written let us know. With our blog we are hoping to drive traffic to our website, your website and eventually your lobby.

SAVE THE DATE: FALL CONFERENCE AND TRADE SHOW

We are pleased to announce the dates for our fall conference and trade show. This year the two-day event will be held on October 6th and 7th at the Davis Conference Center in Layton. We will have a slate of speakers talking about what you can do to survive during a recession and how you can set your property up for success as the economy turns around.

We will also be holding our annual tradeshow where you can get up to speed on all of the best products and services that can help your guests have a more enjoyable stay and help your business be more successful. **Watch for more details in the coming days.**

Save the date: October 6-7
Davis Conference Center and Hilton Garden Inn