



GENERAL MANAGERS NEWSLETTER (August 2015)

"A conclusion is what you get when you finally reach the point you're tired of thinking."...Steven Wright, American comedian

Per Diem Rates Rise October 1

Charlotte's federal per diem rate for lodging goes from \$110 to \$117 (+6.3%) on October 1st. The meals and entertainment rate will be \$59.

AirBnB to Pay Occupancy Taxes to North Carolina

Effective August 15th of this year, Airbnb has agreed to collect and remit occupancy taxes statewide in North Carolina, making us the first state in the nation where Airbnb is collecting and paying both sales and occupancy taxes in full compliance with state and local laws. Thank you NCRLA for a great job on this issue, and the beginning of leveling the playing field!

CAHA Security Committee...Quick Response Trauma Pack

The CAHA Security Committee met recently with CMPD officers and discussed rapid response actions against an active shooter situation. We learned a lot. One of the things that was brought out was every hotel should have a "Quick Response Trauma Pack." This is a pack already loaded with what you and your security people would need in treating mass casualties in one of these events, until the scene is secured and help arrives.

The committee has prepared a list of the items you need in such packs and it's up on our website under "Research, Reports & Ordinances." Go check it out at www.charlotteareahotels.com.

CAHA Soap Recycling Program

As we've told you before, CAHA has had to change its vendor for soap recycling. *Clean the World* out of Orlando is our preferred partner since they merged with Global Soap. A number of our members have switched over already and you ought to look into it. Yes, it has a cost to it, which the other program didn't. But remember, that soap you're throwing out adds weight to your solid waste disposal bill which is based entirely on weight. Who knows, you might even still save money by participating. For more information, contact Riki Iverson at: riverson@cleantheworld.org.

Congratulations to Visit Charlotte

Congratulations to Visit Charlotte for winning their 16th in a row “*Pinnacle Awards*” for one of the best CVB’s in the country. Winners are selected by readers of “*Successful Meetings*” magazine based on their individual experiences with CVBs, hotels, resorts and venues all across the country.

Meeting Spending Survey of Meeting Planners

“*Meetings & Conventions*” magazine, August issue, published the results of their most recent survey of meeting planners on their budgets and spending on meetings. Surveys were completed online between May and June of this year. Here are some of the top-line results:

Looking at your meetings budgets for this year and next, what do you anticipate?

	<i>How Did Your Meetings Budget Change From 2014 to 2015?</i>	<i>How Do You Anticipate Your Meetings Budget Will Change From 2015 to 2016?</i>
<i>Increased</i>	46%	48%
<i>Remained the Same</i>	38%	40%
<i>Decreased</i>	16%	12%

What % of total meeting expenditures was allocated for each of the following?

<i>Food & beverage</i>	31%
<i>Hotels</i>	25%
<i>Air transportation</i>	11%
<i>A/V equipment & technology</i>	10%
<i>Speakers & entertainment</i>	8%
<i>Ground transportation</i>	5%
<i>Miscellaneous</i>	4%
<i>Third-party fees</i>	3%
<i>Decor</i>	3%

What is the maximum room rate acceptable for the meetings you plan?

<i>Less than \$100</i>	4%
<i>\$100-\$149</i>	17%
<i>\$150-\$199</i>	28%
<i>\$200-\$249</i>	24%
<i>\$250-\$299</i>	13%
<i>\$300-\$399</i>	9%
<i>\$400 or more</i>	5%

Note: The average was \$220.

NCRLA Restaurant & Lodging Expo is Coming Up Soon!

On September 21 & 22, the N.C. Restaurant & Lodging Expo will open at the Raleigh Convention Center to showcase the latest products, services and technologies from the top suppliers in the industry to members of North Carolina's hospitality industry. At this year's expo, attendees can expect to take away valuable tools and resources for their business and have the chance to network with fellow peers, suppliers and industry professionals.

NCRLA is expecting over 2,000 attendees and more than 200 exhibitors who will showcase the latest trends in food, beverage, technology, apparel and uniforms, furnishings and décor, equipment, tableware and more. The Expo will feature live cooking demonstrations and two dynamic keynotes as well as 26 educational seminars. These seminars will cover topics such as: developing winning hospitality teams, growing profits through new technologies, how to boost profits with the latest in craft beverages and flavor trends, social media marketing, improving customer reviews, and more—all designed to help operators grow and improve their business.

Owners, GMs, executive chefs, bar managers, caterers, purchasing managers and F&B directors will not want to miss out on the only event in North Carolina to bring together sectors of the restaurant, foodservice and hospitality industry under one roof. Guests of NCRLA will be able to attend the expo free of charge by registering in advance using the promo code NCRLA15 at https://web02.customreg.com/generalreg28/default.asp?show=ncrle_092015&IDevent1=1.

General Economy

It's hard to think of positive economic news in face of the turmoil on Wall Street this week, but there is some. Retail sales climbed 0.6 % last month after a flat reading in June according to a recent U.S. Department of Commerce report. Also, sales totals were revised upward for May and June. This increase led several economists to project that the economy grew at an annual pace of roughly 3 % during the second quarter, as opposed to the 2.3 % estimate announced last month. In the past 12 months, total retail sales have risen 2.4 %. That increase slightly exceeds average hourly wage growth of 2.1 %, a sign that consumers are starting to spend their additional earnings after a prolonged period of caution during the six-year recovery from the Great Recession. Retail spending has also improved because employers have added a solid 2.9 million jobs over the past year.

DOJ Issues Guidance on Service Dogs

The U.S. Department of Justice's Civil Rights Division recently issued a new resource that businesses can use to ensure they are providing equal access to both employees and customers who may use service animals. "*Frequently Asked Questions About Service Animals and the ADA*" defines what constitutes a service animal and the many ways they assist people with a variety of disabilities. It also outlines general rules related to service animals governing a wide range of settings, including restaurants and hotels.
http://www.ada.gov/regs2010/service_animal_qa.html

2014 NC Tourism Spending Numbers Are Great

You've heard people talking about them and even seen them in passing in the media, but for those "reports to corporate" about what's going on in your state, here's a quick thumbnail summary of the tourism spending numbers for your use:

- Tourism spending increased in 97 of 100 North Carolina counties in 2014. Domestic visitor spending statewide topped \$21.32 billion for the year, up 5.5 % from 2013.
- Visitor spending in Mecklenburg County totaled \$4.89 billion in 2014, up 6.1 % from 2013.
- Visitor spending directly supported 204,909 jobs in North Carolina and generated more than \$4.9 billion in payroll income across the state
- 90 out of 100 counties saw direct tourism employment growth last year. With 48,327, Mecklenburg County had the largest number of direct tourism employees in 2014 with the biggest payroll total of \$1.6 billion. It was followed by Wake County with 21,143 tourism employees and Guilford County with 12,761.
- Tourism is a major force in North Carolina's economic development according to Governor Pat McCrory. "The industry is fueling a continued growth in jobs and contributing substantial sums to the state budget and local economies in every corner of our great state."
- State tax receipts as a result of visitor expenditures topped \$1 billion in 2014, and local tax revenues directly resulting from visitor spending totaled more than \$636.3 million. In Mecklenburg County, state tax receipts from visitor spending totaled \$223.3 million in 2014, and local tax revenues from visitor dollars totaled \$117.9 million.
- North Carolina was the sixth most-visited state in the nation with nearly 50 million overnight visitors in 2014.

Future CAHA Events

CAHA General Membership Meetings: *September 17; October 15; November 19; December 17 (Third Thursday of each month, 3 pm, subject to change.)*

CAHA HR Committee Meetings: *September 10; November 12 (Second Thursday of even-numbered months, 9 AM, subject to change)*

CAHA Security Committee Meetings: *September 15; November 12 (Third Wednesday of even-numbered months, 10 AM, subject to change):*

Support Our Supplier Members:

Afterdisaster; Alliance Bus; Charlotte Arrangements; Charlotte Paint/Pro-Tec Finishes; Computer Rents; Environmental Diversified Services; Ipswich Shellfish Group; MSS Solutions; Regency DKI; Show Pros Event Staffing Services; Tarheel Linen Service; The Charlotte Destination Group; U.S. Foodservice; Visit Charlotte; and Where Charlotte Magazine

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