
















## **GENERAL MANAGERS NEWSLETTER** **(October 2015)**

*"It's always too early to quit."...Norman Vincent Peale*

### **Halloween Safety for Your Employees & Their Kids**

CMPD has issued the following great safety tips for parents and kids. You might want to get this to your HR folks this week so they can share it with employees before Halloween. Be safe everybody.

-  Make sure that an adult or an older responsible youth will be supervising the outing for children under age 12.
-  Plan and discuss the route trick-or-treaters intend to follow. Know the names of older children's companions. Set a time limit.
-  Instruct your children to travel only in familiar areas and along an established route.
-  Teach your children to stop only at houses or apartment buildings that are well-lit and **never** to enter a stranger's home.
-  Feed the kids before they go so they will be less likely to eat the treats before they get home. Warn them not to eat anything before you inspect it.
-  Review all appropriate trick-or-treat safety precautions, including pedestrian/traffic safety rules.
-  Pin a slip of paper with the child's name; address and phone number inside a pocket in case the child gets separated from the group.
-  Welcome trick-or-treaters with your porch lights and any exterior lights on.
-  Patrol your street occasionally to discourage speeding motorists, acts of malicious mischief and crimes against children.
-  Report any suspicious or criminal activity to your police department immediately; you can dial 9-1-1.
-  Candlelit jack-o-lanterns should be kept clear of doorsteps and landings.
-  Consider using flashlights instead of candles to light jack-o-lanterns.
-  Keep pets away from doors so children will not become frightened.

## CRVA Annual Forecast Report

At our October meeting, CRVA presented their *Annual Forecast Report* and handed out copies to those in attendance. It shows both current numbers for occupancy, demand growth, ADR and Rev/Par by segment of the city and county, but also shows projections for the end of the year, and projections going out to 2019, also by geographical segments of the market.

We have extra copies of the report that were handed out, so if you weren't there and would like one, just let us know ([www.charlottehotels@aol.com](mailto:www.charlottehotels@aol.com)) and we'll drop one in the mail to you...first come, first served...as long as they last.

## Drone Tourism

Are you ready for this? We've all heard how popular drones have become even as hobby items; economists predict that over 700,000 will be sold over the holidays this year. But in this age of "everything at my fingertips," everything available on my phone, or on the Internet, an article in the *New Scientist* magazine (6/6/15) reports that an inexpensive, low-stress, environmentally-friendly form of tourism is being developed at the University of Vienna. When commercialized, the buyer will pay a fee to "take a tour" with many global locations as an option. The tourist stays at home with a pair of VR goggles. Head movement directs the drone with cameras pointed in all directions. They've actually started local, limited testing so far.

The downside of this is obvious...less heads-in-beds. The upside is it's an inexpensive way to "acquaint" someone with a locale that might not be willing to pay upfront to visit "in-person," sight unseen. Some unique "marketing" opportunities are going to crop-up for the forward looking.

## What Meeting Planners Are Saying

*Business Travel News* (August 24, 2015) asked corporate meeting and travel managers "*Do hotel loyalty programs matter in your selection decisions?*" Some interesting results:

- 2 out of 3 corporate travel/meeting planners said that hotel loyalty programs play at least a "slightly" important role in negotiations to determine a "preferred" hotel.
- 1 out of 5 said they're "very" or "extremely" important.
- Of the 50% of travel managers who said hotel loyalty programs play at least a "moderate" role in negotiations and selections:
  - 34% said they drive greater volume to the selected hotel(s) and thereby corporate-traveler "compliance" with travel edicts;
  - 22% said they add to corporate traveler selection and/or satisfaction; and
  - 13% said they provide value via the rewards or amenities.
- And when asked "*What travel managers would love to see?*" it's not surprising, but 77% said they would be "somewhat" or "very" interested in the hotel loyalty programs giving some discounts and/or perks to the travel managers company.

## **The General Economy**

Consumers in the U.S. tempered purchases at retailers in September, pocketing the savings from lower fuel costs and making for a weak finish to the third quarter. The 0.1 % gain followed little change in the prior month that was weaker than previously reported according to the US Commerce Department (the August tally was previously reported as a 0.2 % increase). The median forecast of 82 economists surveyed by Bloomberg called for a 0.2 % advance. More than half of merchant categories showed decreases. The drop was the biggest since January.

The National Retail Federation (NRF) announced it expects sales in November and December (excluding autos, gas and restaurant sales) to increase a solid 3.7 % to \$630.5 billion — significantly higher than the 10-year average of 2.5 %. Holiday sales in 2015 are expected to represent approximately 19 % of the retail industry's annual sales of \$3.2 trillion. Holiday sales in 2014 increased 4.1 % over the previous year. Additionally, NRF is forecasting online sales to increase between 6 and 8 % to as much as \$105 billion.

“With several months of solid retail sales behind us, we’re heading into the all-important holiday season fully expecting to see healthy growth,” said NRF President and CEO Matthew Shay. “However, while economic indicators have improved in several areas, Americans remain somewhat torn between their desire and their ability to spend; the fact remains consumers still have the weight of the economy on their minds, further explaining the complex retail spending environment we are seeing right now. We expect families to spend prudently and deliberately, though still less constrained than what we saw even two years ago.”

## **Panther's Tree Lighting**

For yourself or your guests, the Panthers have scheduled their tree lighting for Tuesday, November 24 from 5:30-8:00 PM. Graham Street from MLK to Mint, and Mint from 1<sup>st</sup> to Morehead will be closed virtually all day.

## **New Microchip-Enabled Credit Cards May Still be Vulnerable to Fraud**

By the end of the year, many US banks will have replaced hundreds of millions of traditional credit and debit cards, which rely on data stored on magnetic strips, with new payment cards containing a microchip known as an EMV chip. While EMV cards offer enhanced security, the FBI is warning law enforcement, merchants, and the general public that no one technology eliminates fraud, and cybercriminals will continue to look for opportunities to steal payment and card information.

With traditional credit cards, the magnetic strip on the back of the card contains static personal information about the cardholder. This information is used to authenticate the card at the point of sale (PoS) terminal before the purchase is authorized. When the card is equipped with a personal identification number (PIN), which is known only to the cardholder and the issuing institution, issuers are able to verify the user's identity.

Although EMV cards provide greater security than traditional magnetic strip cards, an EMV chip does not stop lost and stolen cards from being used in stores, or for online or telephone purchases when the chip is not physically provided to the merchant, referred to as a

“card-not-present” transaction. Additionally, the data on the magnetic strip of an EMV card can still be stolen if the merchant has not upgraded to an EMV terminal and it becomes infected with data-capturing malware.

These are fraud “opportunities” your people should be made aware of.

### **Future CAHA Events**

**CAHA General Membership Meetings:** *November 12 @ The Westin (CHANGE IN DATE); December 17 (Third Thursday of each month, 3 pm, subject to change)*

**CAHA HR Committee Meetings:** *October 29 (CHANGE IN DATE); November 12 (Second Thursday of even-numbered months, 9 AM, subject to change)*

**CAHA Security Committee Meetings:** *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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