

HOSTING

Rapid City Area Hospitality Association News

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ROGER BROOKS DEFINES BRAND

Nancy Brady, Editor

For those who did not attend the latest Roger Brooks meeting on January 7, it would just blow your minds to know that you have everything to offer, for everybody.

Announcement: Every town in America does. For an hour, Brooks destroyed the myth that Rapid City is something special. We are not. Many examples were given on a screen preview of other towns all over the continent.

What Brooks did give us was a solution—building up our down-

town area to be a select place to visit both day and evening.

We build on Mt. Rushmore without a doubt. It is our biggest draw, but most people in the US do not know what state it is in. They know IT, but not WHERE IT IS! This needs to be our big promotional focus, but then we must offer our visitors something to do in the evening. Rapid City really doesn't have things to do when visitors get through touring the hills and attractions. They stay in their rooms.

Giving a boost to the downtown area, and naming it, then advertising it will be the key to providing our guests with the experience of the historic downtown area. Brooks mentioned other cities and towns with their great plazas in the downtown areas, most with some type of

water— be it fountain or stream— and live entertainment in the streets, outside dining, and scheduled events. Many of the towns listed were places that this writer has visited. Believe me, they were all crowded with families, picture taking, going in and out of surrounding stores, and just sitting and enjoying. I did the same thing. Family and friends were quick to show me these plazas. They are proud of them.

This will not happen overnight. Many thoughts, plans, and beginnings must take time, but it sure is a start.

The Downtown Association will be the major player, along with the City, but we need to encourage the owners of the downtown buildings

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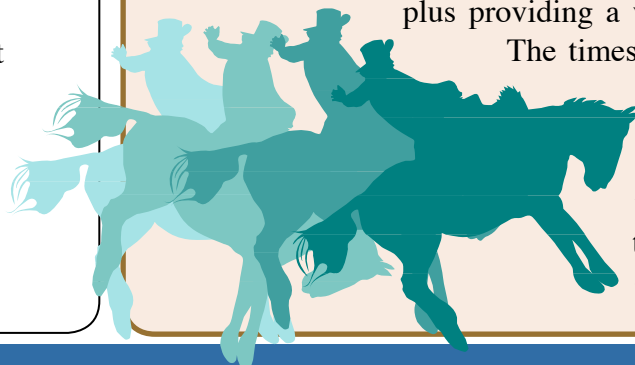
Danielle Langston

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Hospitality helps provide BHSS transportation

The Rapid City area Hospitality Association, along with the BID Board of the Convention and Visitors Bureau will be providing the trolley service to and from the hotels during the Stock Show. This gives your guests a break in looking for a place to park at the Civic Center (always a pain), plus providing a way back and forth to the arena.

The times and days have not been worked out at this time, but you will be informed when it is set up. While our association is not the big provider of money, we certainly felt that we could do our bit in the way of service to the visitors in town.



President's Message

Ginny Wagner



Well here we are in 2008!!!! The beginning of a New Year, a time for looking back and more importantly, forward to the coming year. It is a time to reflect on the changes we want to make and the resolve to follow through on those changes.

We should be thinking about spending more time with family and friends. Work shouldn't always come first. We should enjoy life more; it will make us happier and healthier.

They say the top three resolutions are: to get fit, quit smoking and quit drinking. This is noble and I have given some thought to it. Did someone say the Tourism Conference was next week?

I hope your New Year promises a new beginning, an opportunity to connect with yourself, your family and friends, your community and your career.

May you be successful.

Ginny Wagner
President
Rapid City Area Hospitality

(Notes from Nancy, continued from page 1)

and businesses that this can only help their business and the rest of the city.

When this is a "goin' jessie," the members of the Hospitality Association can play a major part in directing our guests to the downtown area for a cool

night of fun and shopping. Adding the trolley to the Lacrosse Street area will make it even easier to recommend.

There will another meeting with Roger Brooks later in the spring, at which time a final analysis will be submitted.

OUR ASSOCIATE MEMBERS

When you have a need or your guests ask for recommendations or suggestions, think of our friends and associate members first.

They support us—

LET'S SHOW OUR APPRECIATION.

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Michelle's Memos *Michelle Lintz, CVB*



Travel is Going to the Dogs

More than half of American pet owners (56%) travel with their pets, according to TripAdvisor. Additionally, 52% of those who travel with pets will only stay at pet-friendly accommodations.

Dog owners (64%) are more likely than cat owners (38%) to be sticklers for pet-friendly locations. When asked, 37% would pay more to stay in pet-friendly accommodations, with dog owners (50%) more willing than cat owners to do so.

The amenity pet owners would most like hotels to offer is pet sitting (27%). One in six (16%) would like access to separate pet housing or an on-site kennel, and 9 percent would like to be able to request pet bedding.

Pet owners' most common concern when they're

traveling is that their pet will get "stressed out" (29%). More than one in five (22%) worry that there is no one to look after their pet when they are out sightseeing or touring.

Overall, 35 percent of pet owners take shorter vacations because of their pets, and 25 percent take fewer vacations. About 12 percent say their pets prevent them from taking vacations, while 20 percent have smuggled their pets into hotel rooms where they're not allowed.

Offering pet-friendly accommodations and services might be a way to target this niche and get them to spend that vacation time, and those vacation dollars.

Taken from *National Tour Associations The Trend*. © Copyright 2007 National Tour Association

HOSPITALITY AT BUSINESS TO BUSINESS

The Association will again be present at the Chamber of Commerce Business to Business Expo on February 12 at the Ramkota. We will be booth #30. This expo is held in conjunction with the February mixer, and gives the Association exposure to the rest of the businesses in Rapid City. Of course, we will have a door prize to award in the form of a huge basket of goodies and freebies. If your business or attraction would like to contribute to the basket, mail your passes, free nights, or whatever from your company to Ginny Wagner, Hampton Inn, 1720 Rapp Road, RC 01. If you are at the show, stop in.

CRACKERBARREL DATES

For those who are interested in knowing what our legislatures are doing during their sessions in Pierre, join us these Saturdays and bring your concerns. After the legislator gives a summation of what he is working toward, questions from the floor are taken. These are very lively sessions—somewhat akin to the old townhall meetings. The dates for the next Crackerbarrels are January 26, February 16 and 23. Take your frustrations out on the ones you elected.

BLACK HILLS STOCK SHOW & RODEO

The last hurrah of the winter—the Stock Show. Starting January 25 at the Civic Center and ending on February 3, there are daily shows in the arena. The jam-packed exhibition hall is a trip by itself. If you have guests in your property, or friends visiting from out of town, this is the place to be. Be sure your lodging visitors know

about this event—what a place to spend the day or evening. Of course the arena events change daily—look for the schedule in the newspaper. The most popular are the first-class PRCA rodeos held on the weekends. Wear your western duds, greet the participants warmly, steer your guests that-a-way, and savor the biggest weekends we will see before the summer.

CONGRATULATIONS GREAT SERVICE RECIPIENTS!

Members of our association who were named to receive the South Dakota Great Service Star awards should be very proud of their accomplishment. These awards are hard to come by—they are earned by doing the right thing for their business in the way to providing the finest service to customers and visitors.

Congratulations to Alex Johnson Hotel, Best Western Ramkota Hotel, Black Hills Caverns, Country Inn & Suites, Howard Johnson Inn & Suites, Lake Park Campground & Cottages, Reptile Gardens, B.H. Visitor Information Center and Rapid City Convention & Visitors Bureau.

(more Notes from Nancy on page 4)





Rapid City Area Hospitality Assoc.
PO Box 2731
Rapid City, SD 57709

RCAHA Mission Statement - *The Rapid City Area Hospitality Association is committed to provide its members with education, resources, and services in order that they can better serve their customers and guests, exceeding both member and guest expectations.*

Upcoming Conventions/Events:

January 2008

Jan 18-20	Rushmore Soccer Club - Rushmore Winter Classic Soccer Tournament	1920 participants
Jan 22-24	Black Hills Stock Show Winter Classic - Annual Quarter Horse Show	250 ppl
Jan 23-24	Aberdeen Area Indian Health	150 ppl
Jan 25-Feb 3	Black Hills Stock Show & Rodeo	250,000 attendees

February 2008

Feb 1-3	Dakota Territory Buffalo Association	250 ppl
Feb 7-10	Highland Park Community Church	250 ppl
Feb 15-17	Church of God – North Central Region	600 ppl
Feb 20-24	SD State Dart (Soft-tip) Tournament	4000 participants

(Notes from Nancy, continued from page 3)

STUFF PICKED UP FROM THE ASSOCIATED PRESS

“When there’s a slowdown in the economy, travel only slows lightly.”

“The amount of time people spend on vacations and in hotels is hit harder. They make trade-offs: they stay closer to home or with friends and relatives.”

“Guidebook publisher *Lonely Planet* picked the United States as it No.1 destination for 2008.”

“Hotspots for 2008: The United States with an emphasis on national parks and Hawaii.”

JANUARY DINNER MEETING
Tuesday, January 22 - Hotel Alex Johnson
5-6pm - Social • 6:00 - Dinner (\$15)
6:30 - Meeting
Reservations required - Call Ann at 348-6907
before noon, January 20.
NO SHOWS WILL BE BILLED.



Calendar information provided
by Rapid City CVB.