

HOSTING

Rapid City Area Hospitality Association News

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NOTES FROM NANCY

Nancy Brady, Editor

SO, HOW IS YOUR SUMMER GOING SO FAR?

Many mixed messages seem to be coming from all directions this summer via the TV news stations, written articles, with national cries to conserve, save, and enjoy the back yard. So far, more than the usual number of families are flooding the Black Hills area. Good for us! I predicted way back that the economic stimulus package would be spent on family vacations, and I am sure I got it right.



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Kids are everywhere! The Visitor Information Center reports that the place is crawling with families—large ones. Hotels report that huge numbers of breakfasts are disappearing down the throats of the kids staying in the hotel. Hooray for us!

But lest we pat ourselves on the back too much, let's also pat the backs of the Convention and Visitors Bureau and the BID board for the wonderful publicity they have been able to buy, thanks to the dollars collected by the hotels, and matched by the State. Their strategic placement of advertising appears to be paying off. This board skillfully places their



ads according to research and

information gathered.

Thanks go to all of the hotels who gather these taxes for the BID operation—Michelle Lintz was sure this was going to have an impact on our city and the Black Hills, and she was right. Thanks a bunch!

ARE YOU READY FOR THE RALLY?

I really hate to write about the Rally in August. It makes me sick, as a matter of fact. 'Cause then it means the summer is almost over. Or is it? used to be. But wait! there's more. Increased advertising to bring in the autumn visitor will be working for us. The past few years we have gotten further and further into the autumn season with visitors who have the time to enjoy. Let's pray.

Now, if you have rooms still available for the Rally, please let me know. I am aware there are

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NEW BOARD MEMBERS WANTED!

The Board of Directors for your association are looking for some new blood to fill positions on the board for the upcoming year. This position pays nothing and requires little—only new, fresh ideas, and attendance are required. The Board meets once a month throughout the year, usually on the second Tuesday of each month for two hours, or less; plus participates in projects with other organizations.

Please call Nancy at 342-3108 if you would like to be considered for this one, two, or three year commitment.

President's Message

Ginny Wagner



Well folks, summer is half over. I hope everyone is having a successful season. I have heard mixed reports from family attractions and wonderful news from the hotels. What I want to comment on most is the camaraderie amongst the front staff in sending visitors to hotels

with rooms when their hotel is sold out. That is putting the "extra" in extraordinary customer service.

Rally will be here soon, let's keep up the good work. Stay safe, take care of yourselves and get ready for a crazy two weeks.

Ginny Wagner, President
Rapid City Area Hospitality

(Notes from Nancy. . . continued from page 1)

still some out there, but specific days and numbers are needed. I do receive calls from potential visitors for the Rally, and I want to be able to place them.

Hotels are aware that they have a hard time filling rooms starting on Thursday of Rally week. It is time to acknowledge that the same high rates don't necessarily work for the rest of the week and the weekend.

Tourists who happen to arrive during that time suffer sticker shock and keep going down the highway. The Hotline has kept track of all of the past years, and the figures are there.

There is not really a need to be on the phone. Dare to be different—give the visiting families a break, and let's keep them in Rapid City as long as we can.

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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Quality Inn – New Marketing Director

Jennifer (Jen) Rogers attended St. Thomas More High School and graduated in 2001. She graduated from the University of Wyoming with a degree in Communication and Marketing in 2005. Since graduation she has worked at Olive Garden as a certified trainer and just this last year became a corporate trainer opening St. Joseph, MO, restaurant in February. Jen recently began working in the hospitality industry as the Marketing Director for the Quality Inn. Congratulations and welcome!



Jen Rogers

TIA LAUNCHES NATIONAL ATTRACTIONS BAROMETER

TIA's National Council of Attractions encourages all eligible attraction-based members to participate in the recently launched National Attractions Barometer. Developed in partnership with The George Washington University's International Institute of Tourism Studies, the Barometer represents the nation's only online platform that allows attractions the ability to monitor U.S. attendance trends by type of attraction, state, geographic region, or nationwide. It's easy to use, completely confidential, and, best of all, free. To find out if you're eligible, go to: <http://www.tia.org/Councils/NCA/NAB.html>.

To begin benefiting from this ex-

citing new tool, attraction representatives should visit www.NationalAttractionsBarometer.org to create a profile and enter their bottom line attendance figures for 13 months. In turn, that attraction will have access to aggregate attraction-based attendance trends for like months and years for which attendance figures were entered.

Contact Patten Wood at pwood@tia.org to learn more about the National Attractions Barometer

BECOME A SOUTH DAKOTA GREAT EVENT

The South Dakota Office of Tourism is seeking applications for the 2009 Great Events campaign, a marketing tool used to help increase visitation and boost spending at

events across the state. This program is designed to assist established events grow into larger, self-sustaining events by working with local committees to develop marketing plans and share costs of advertising.

The application asks for detailed information about the event, from information on the marketing tools that have been most successful to the attendance history of the event. More information, including applications for the Great Events campaign, can be found at www.sdvisit.com/programs/coop/greatevents/index/asp or by contacting Joe Hockett at 605-773-3301 or joey.hockett@state.sd.us. The 2009 application deadline is October 1, 2008.

Professionalism *by Shep Hyken*

Many of my clients ask me if there is one thing they can do or get across to their employees that will make the biggest impact in the shortest period of time. This is tough to answer, but there is one simple concept that could be explained in a very short period of time; but is not necessarily a quick fix or solution to good service. This is each individual's level of professionalism.

Professionalism is the impression you give with the physical contact you make with a client. This goes back to the "Moments of Truth" concept. You manage your first impressions with people. You dress for success—which doesn't always mean dressing in a suit, but dressing appropriately.

Professionalism is how you greet people when you see them, your table manners when you take them to lunch, how you or your office staff answer the phone, the look of your office, how clean your car is, etc. And how about including attitude? One that is enthusiastic, realistic and above all professional!

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Shep Hyken, CSP is a professional speaker and author who works with organizations who want to build loyal relationships with their customers and employees. For more information on Shep's speaking programs, books and tapes contact (314)692-2200 or <mailto:shep@hyken.com>. (<http://www.hyken.com/>)



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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:

July 2008

July 17-20	Double B Productions – Barrel Bash	200 participants
July 19-20	SD Golf Association - Women's Sr. & Mid-Amateur Championships	45 participants
July 19-20	Hills Alive	
July 21-24	RC Area School System – Jill Eggleton Literacy Institute	250 ppl
July 25-27	Wyoming State Swimming Championships	200 participants
July 25-27	SD Golf Association – Men's Amateur Championship	100 participants
July 28-30	Commission on Adult Basic Education	250 ppl

August 2008

Aug 1-3	Christian Motorcyclists Association	200 participants
Aug 4-10	Harley Davidson Tradeshow & Rally	
Aug 7-9	Dakotas Tour Pro-Am / Arrowhead Pro-Am Golf Tournament	200 participants
Aug 13-16	SD Veterinary Medical Association	200 ppl

South Dakota Calendar of Events

The South Dakota Office of Tourism is in the process of compiling the 2009 statewide Calendar of Events. They invite you to submit your 2009 event(s) free of charge.

Please submit events which visitors to South Dakota would find of interest. You are also invited to include the date for your 2010 event. You may submit events online at www.SDVisit.com.

Event submissions are due by September 14. Submissions for 2009 events received after this date will still be accepted, but they will not be distributed as widely, due to publishing deadlines. All eligible events will be listed on www.TravelSD.com.

If you have any questions, please call Joey Hockett at 773-3301 or e-mail joey.hockett@state.sd.us.

**NO MEMBERSHIP MEETING
 THIS MONTH
 See you in September!**



Calendar information provided
 by Rapid City CVB.