

## RESTAURANT BRIEFS

*New Culinary Discoveries...*

### Indian Rocks Beach, FL Guppy's On The Beach

If you're on Florida's West Coast, I suggest you venture to Guppy's On The Beach. Located between ALHI members Sandpearl Resort (on Clearwater Beach) and Don CeSar Beach Resort (on St. Pete Beach), Guppy's is very popular with both locals and visitors, and it is easy to see why. While the décor is understated, the delicious chef-inspired food and exceptional service more than make up for it. Featuring an affordable menu, the restaurant is open for lunch and dinner, offering diverse daily specials. To start, I opted for the Shrimp Ajillo, which consists of huge shrimp served with flavorful Olive Oil, Garlic and Roasted Red Pepper. Very tasty. As I had heard about the great Crab Cakes, I chose that for my entrée and was not disappointed. They were excellent. Indoor and outdoor dining is available, and I suggest the latter. Make reservations, or at least call ahead, as this restaurant gets very busy.

(727) 593-2032  
www.3bestchefs.com

### Savannah, GA Cha Bella

I dined at Cha Bella a few years ago and truly enjoyed it, so I was curious if it had changed since new owners took over about a year ago. It may now be even better than before. Specializing in organic seasonal fare, Cha Bella has a lovely main dining room, and a picturesque gated patio area next to an organic garden. The service is first-class, and the menu features very diverse offerings. Appetizers include Kobe Beef Short Ribs, All-Natural Beef Tenderloin Carpaccio, and Traditional Thin Crust Flatbread. I started with The Cha Bella House Veggie & Greens Salad, which was very fresh and delicious. For my entrée I selected the Double Bone-in Niman Ranch Pork Chop, and my dinner guest went with the Local Black Grouper Gently Seared with a Farm Pea, Sweet Corn and Lump Crab Succotash. We both were very pleased with our selections. Plan an evening here, and you're sure to enjoy a truly memorable meal.

(912) 790-7888  
www.cha-bella.com

### Fernandina Beach, FL España

Situated about 10 miles from the Florida/Georgia border, close to Amelia Island Plantation, is the charming seaside town of Fernandina Beach. Its quaint historic district boasts antique stores, taverns and this wonderful restaurant. Serving authentic Spanish and Portuguese cuisine, España uses the freshest fish, shellfish and spices for its dishes, and even has its own herb garden. Menu offerings include hot and chilled tapas, steaks, an assortment of seafood dishes, and of course, paellas. Do not leave this restaurant without trying a paella! I selected the Seafood Paella, which included clams, shrimp, scallops, mussels, calamari and lobster. Wow! Other options include All Meat Paella, Chicken Paella, and Vegetable Paella. The homemade Sangria is very popular, and the homemade desserts are outstanding.

(904) 261-7700  
www.espanadowntown.com

Have a restaurant suggestion for me in a city where we have member hotels or resorts? Let me know on our ALHI Blog at [www.alhi.com](http://www.alhi.com).

ALHI's newest distinguished members:  
Salamander Resort & Spa, Middleburg, VA  
The Grand Del Mar, San Diego, CA  
The Fairmont Turnberry Isle Resort & Club, Miami, FL  
ALHI.COM

## FAQs

**Q: Are there any "deals" given the current U.S. currency rates?**

**A:** Yes! There are tremendous deals for planners and incentives specialists for programs in Canada. At the publication of this newsletter the Canadian dollar is at .79\$ U.S., which means that all meetings and programs coming to Canada from the U.S. will enjoy a 21% savings, and/or the current exchange rate will enable you to achieve a very big "bang for each buck." This applies to such exceptional ALHI members as Loews Hotel Vogue Montréal, Loews Le Concorde Hotel Québec, Pan Pacific Vancouver, and Pan Pacific Whistler Mountainside. Contact your nearest ALHI National Sales Office to find out how your group can take advantage of this great buying opportunity now.

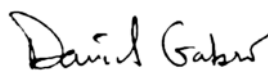
**Q: What is the average lead time for most programs?**

**A:** According to *Meetings & Conventions* magazine's "2008 Meetings Market Report" which recently came out: "the corporate planners surveyed indicated their lead time was an average of six months from the start of the planning process until the facility selection, and about a year from the start of the planning process until the event took place. Association planners reported taking an average of 20.9 months from the beginning of the planning process to the selection of the facility, and 39.1 months overall from the start of the planning process until the event was held."

**Q: What is the "ALHI Summer SALE 2009"?**

**A:** The "ALHI Summer SALE 2009" is a great new program we recently unveiled that enables meeting planners and incentive specialists to stretch your 2009 programs' dollars. Available exclusively through ALHI for new business booked at nearly 50 participating ALHI member hotels and resorts during select dates between June 1-September 10, 2009, the "ALHI Summer SALE 2009" program provides a 10% credit on your peak night room revenue. You can use the credit to maintain the levels of your group's banquets and/or to keep other on-site recreation options in your program. A minimum 3-night program with a minimum of 35 rooms peak is required. Some restrictions may apply, and there is a maximum credit of \$10,000. Contact your nearest ALHI National Sales professional, and visit [www.alhi.com/summersale](http://www.alhi.com/summersale), to find out how you can take advantage of this excellent program.

Thanks for asking!



David G. Gabri  
President & CEO



# DESTINATION SUCCESS



NEWS AND BUSINESS SOLUTIONS FOR SUCCESSFUL MEETING PROFESSIONALS

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## Topics This Time

### "Relationship Economics"

What is the real value of building business relationships? While we may recognize that business relationships are beneficial, we may not realize how much our success depends upon them. At ALHI's Industry Advisory Council conference, author David Nour provided insight into how to strategically invest in relationships to garner extraordinary returns.

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### Applying The "Experience Economy" To Your Next Program

We are now living in an "Experience Economy," where customers expect their services to be accompanied by an "experience" that is compelling. Learn tips from bestselling author James H. Gilmore on how to apply "Experience Economy" principles to your next program.

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### Destination Features

Learn about England's elegant InterContinental London Park Lane, which recently completed a dramatic restoration. Read about the magnificent AAA Five-Diamond Bellagio in Las Vegas. Discover the stunning Half Moon, which sits on 400 lushly landscaped acres in scenic Montego Bay, Jamaica.

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### FAQs

Are there any "deals" given the current U.S. currency rates? What is the average lead time for most programs? What is the "ALHI Summer Sale"?

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### Restaurant Briefs

Read David Gabri's reviews of great restaurants in Indian Rocks Beach (FL), Savannah (GA), and Fernandina Beach (FL).

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## "Relationship Economics" Return On Involvement a Key To Success

"What is the *real value* of building business relationships?" That is the question that was posed by highly acclaimed author and speaker David Nour at ALHI's Industry Advisory Council conference at Château Élan Winery & Resort in Georgia.

According to Nour, presented by Leading Authorities, we all tend to recognize that business relationships are beneficial – *especially* in the meetings, incentive and hospitality marketplaces – but we may not realize how much our organization's and our own personal success depend on the quality and diversity of our interpersonal relationships.

Unlike the rest of the world, which builds relationships first and then does business together, we in America tend to focus first on the business and *then* consider developing a relationship.

The result is that most of us don't spend enough time cultivating these strategic relationships. So Nour has assembled a truly helpful systematic approach to building, nurturing and even quantifying business relationships in his compelling new book called *Relationship Economics*.

Particularly beneficial in our global society, but certainly applicable to anyone who exclusively works within the U.S., *Relationship Economics* is a "how to" guide on strategically investing in relationships to garner extraordinary returns.

### The "Art & Science of Relationships"

So what is "Relationship Economics"? As Nour describes it, it is the "art and science of relationships." While there is a recognized "art" in meeting people, working an event, etc., there is also a "science" aspect to relationships concerning patterns in human interaction and why we choose to interact with some people and not others.

By utilizing the techniques and insight provided by Nour, we can learn how to better cultivate relationships so they become strategic assets.

Topics addressed by Nour in his ALHI address and in

his book include:

- why most networking doesn't work
- the evolution of quantifiable relationships
- strategic relationship planning
- understanding the science of social network analysis
- relationship centric goals for business development
- pivotal contacts for leadership development
- relationship currency for adaptive innovation
- transforming Us & Them into We

The underlying theme is: how do we leverage the soft aspects of our organization, such as people and relationships?

Nour says that rather than exclusively seeing ROI as "return on investment," we also should see ROI as "return on involvement," "return on influence," "return on integration," "return on image," and "return on impact." These are ways to identify quantifiable values of our soft assets.

He also spoke about "The LinkedIn Effect," which addressed the growing value of social networking sites like LinkedIn and Jigsaw, and how this technology is changing the way business-to-business interactions take place. Learning how to better utilize online tools can prove beneficial in developing strategic relationships.

### Exercise Your Relationship Bank

Lastly, he emphasized that rather than focusing on establishing new relationships, we need to take a step back to analyze our "relationship bank" to see what we are doing to cultivate current relationships. While you want to identify "pivotal contacts," which are individuals who can accelerate your ability to get things done, you also want to make sure you are "giving" and "exchanging" in the relationships. Or, in other words, reciprocity is the key to garnering greater return.

So take a step back, and look at where you and your organization are in developing and nurturing your strategic business relationships. The effort could produce extraordinary returns.

# Applying The “Experience Economy” To Your Next Program

As we’ve become increasingly aware, we are now living in an “Experience Economy.” As adeptly described by authors B. Joseph Pine II and James H. Gilmore in their bestselling book *The Experience Economy: Work is Theatre & Every Business A Stage*, the term (as you may know) refers to today’s business landscape for service providers, where customers now expect their services to be accompanied by an “experience” – preferably one that is rich and compelling.

Orchestrating memorable experiences or events for customers is also an effective way to differentiate your product or service from others, so that you can avoid being commoditized.

But the big question can be, “How does this apply to my corporate, association or incentive program?”

This question was addressed by Gilmore in a keynote address at Associated Luxury Hotels’ Industry Advisory Council (IAC) conference in October. A speaker for Leading Authorities, Gilmore described how the “Experience Economy” applies to the meetings and incentive marketplaces, where experiences are measured by such factors as the quality of the facilities, the level of service, the food, the recreational options available and the convention services team.

To apply these “Experience Economy” principles, separate corporate and association “Experience Exchange” sessions were conducted at the IAC conference. The Association Session was facilitated by Ed Simon, Regional Vice President of Sales for ALHI; Don Neal, Executive Vice President of Leading Authorities; and Amy Phillips, Vice President of Meetings & Corporate Relations for the American Academy of Physician Assistants. The Corporate Session was conducted by Laurie Knapp, ALHI Senior Vice President; Jim Gilmore; and Gia Staley, Manager of Meetings & Events for Healthpoint, Ltd.

The sessions provided great insight as each group applied the principles to a case study specific to their marketplace. The following tips from Gilmore and Leading Authorities can also assist you in coordinating your next program:

- **Focus on the 4 E’s** (experiential realms) – provide an **Escapist** experience involving the attendees; afford **Education/Learning** opportunities; feature appealing **Esthetics**; and provide memorable and enjoyable **Entertainment**.
- Plan your meeting to **incorporate the 4 I’s** – **Ideas, Insight, Innovation** and **Inspiration**.

- **Identify meeting objectives**, and have a clear understanding of who your audience is and why they are there. Also identify why some potential attendees will not attend, and determine if there is something that you can do to correct that.
- **Go to a location that builds memories.**
- **Theme the experience.**
- **Engage all five senses** to make the event truly unforgettable.
- **Write down the impressions** that you want people to take away from the program. (How do you want someone to feel when they walk away? What do you want them to say after the event?)
- **Use these impressions** to form your theme.
- **List adjectives** that describe your theme for all five senses. Then circle the key adjectives and incorporate them into your theme.
- **Compile a list of “cues”** from past programs, which are all of the “touch points” that an attendee will come across, including first impressions, interaction with staff, the aesthetics of the property, etc. Identify the positive cues, neutral cues, and negative cues that detract from the experience or contradict the theme.
- Identify how you can **eliminate or fix negative cues**, improve or change neutral cues, and make positive cues even more impactful.
- **Create a unique “Signature Moment”** that ties-in with the theme, is memorable, and may recur in future programs.
- **Provide memorabilia** from the event, as people want physical items from experiences they wish to remember. This can be pre-made or something that participants make themselves.

By utilizing these tactics, you can make your programs truly memorable.

*James H. Gilmore is presented by Leading Authorities, Inc.*

## BELLAGIO

Las Vegas, Nevada



### A Rich Blend of Imagination & Planning

#### NEWS

Your attendees will be surrounded by AAA Five-Diamond service when they check-in to our hotel suites by visiting our Executive Suite Lounge. The lounge offers a prestigious experience exclusive to hotel suite guests. Featuring leather walls with a warm walnut wood trim accompanied by a spectacular view of our lush botanical garden, your attendees will feel at ease during their check-in experience. The Executive Suite Lounge offers preferential concierge services for restaurant, entertainment, spa & salon, and transportation reservations.

Attendees can indulge their appetites at Yellowtail Sushi Restaurant & Bar, featuring innovative sushi, intriguing Japanese dishes and a private dining room for 28 with panoramic views of the Las Vegas Strip and the breathtaking Bellagio fountains.

- 3,933 guests rooms with Strip, lake and mountain views
- 19 dining choices, including two AAA Five-Diamond award-winning restaurants: Picasso and Le Cirque
- Only hotel in the world with an unprecedented three Master Sommeliers
- 25 meeting rooms totaling over 200,000 sq. ft. of meeting and convention facilities
- 45,000 sq. ft. Grand Ballroom, 31,000 sq. ft. Tower Ballroom and 22,000 sq. ft. Bellagio Ballroom
- 15 minutes from McCarran International Airport

For information, visit [www.alhi.com/Bellagio](http://www.alhi.com/Bellagio)

## HALF MOON

Rose Hall, Jamaica



### A Place Like No Other In the Caribbean For Your Next Event

#### NEWS

A stunning location combining old world charm with modern touches, Half Moon stretches across 400 acres on two miles of white sand beach. An ideal setting for any group gathering, our well-trained staff makes the challenge of coordinating an event smooth and free. Guests at Half Moon are spoiled with an unmatched range of activities, including tennis, golf, a spectacular new spa - Fern Tree - water sports, a shopping village and more. Plus American companies holding a meeting/seminar in Jamaica receive great tax benefits.

#### ALHI Luxury on Sale™

Half Moon is offering special Luxury on Sale rates with their Fall 2009 Special. This offer does not apply to pre-existing group bookings.

Dates: September 1 - October 31, 2009

#### SUITE INCENTIVE DEAL:

- Rate as low as \$199 per room per night sgl/dbl occ
- Comp upgrade to oceanfront and ocean-view suites based on availability at time of booking

#### LIVE LARGE ROYAL VILLAS

- Rate as low as \$159 per room per night sgl/dbl occ
- Luxurious accommodations in Half Moon’s multi-bedroom Royal Villas

For information, visit [www.alhi.com/HalfMoon](http://www.alhi.com/HalfMoon)