



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

News from...THE BOARD OF DIRECTORS

MISSION STATEMENT: During the recent OCHMRA planning meeting, the Board voted to update the Mission statement. It now reads: *A private, non-profit organization, the Ocean City Hotel-Motel-Restaurant Association (OCHMRA) exists to connect our industry interests through advocacy, education and partnerships with the goal of advancing Ocean City as a leading destination. OCHMRA assists in solving common issues relative to the industry and acts as a clearinghouse for dissemination of information.*

WELCOME NEW MEMBERS: The newest approved Allied Member is Ron Jon Surf Shop who will be the anchor store in the new 67th Street Town Center.

PARKING METERS: After much discussion and opinions on both sides of the debate, the Board decided not to take an official stand for or against parking meters. Everyone was encouraged to attend Council meetings to voice their individual opinions.

Women Supporting Women's
1st Annual
High Heel
Race 2013

Benefiting the Worcester County Chapter

JUNE 14, 2013

Downtown Berlin, MD
5:30 PM
\$20 Pre-registered
\$25 Day Of Event
Rain or Shine!!

Register online @
WomensSupportingWomen.org
Or
At *Victorian Charm* on
Main Street in Berlin, MD
410-641-2849 or 410-548-7880

OCHMRA ON THE MOVE

For the third time in our Association's 42 year existence, we will be relocating to new office space. Due to the Performing Arts Center, there is no longer any "room at the inn" for us to rent office space in the Convention Center. Our tentative new home will be located ocean-side on 57th Street in a professional office building which includes SunTrust, Coldwell Banker and Atlantic Planning Development and Design.

Through the years, we've had a great partnership with the Town of Ocean City's Tourism and Convention Center Departments. So, while our physical office space may change, our operational existence will remain the same. We will continue to be the voice answering the lodging extension on 1-800-OC-OCEAN and our staff will continue to sit at the Visitors Center Lodging Help Desk to assist vacationers arriving without reservations.

We are excited about this new move and will let you know the official ribbon cutting date and address once it is set.

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BOARD MEMBER SPOTLIGHT: *Chris Trimper*

We would like to introduce you to our 2013-2014 OCHMRA President, Chris Trimper. Chris is the fifth generation of the Trimper's Rides family, and follows in grandfather, Granville Trimper's footsteps (a Past President of the OCHMRA). In addition to working in the family business, he is active in the Ocean City Lions Club, Ocean City Fire Department and OCDC. He and wife Michelle, have one daughter named Madison.



REST EASY: *Lodging industry trends*

TOP 10 MILLENNIAL TRAVELER TRENDS By: Teresa Lee



[Click here for the complete article](#)

The travel trends of the Baby Boomer generation have been the focus of a great deal of analysis as the industry competes to capture their business. However, a new generation is surpassing this segment and will be garnering as much attention: The Millennials. This age group is beginning to outpace the Baby Boomer's 76 million population with their own 79 million, and is projected to attain an even larger population gap at 78 million compared to the Boomers' 58 million by 2030. Though most people are aware that the Millennial generation is tech-savvy and will not travel in the same style as their parents, there has not been significant research concerning the trends and changes this generation will bring to the hospitality industry.

Who Are They?

"Generation Y. The Millennials. Generation Next." These are just a few of the names attributed to the generation born between 1980 and 1999. Many businesses argue that the younger end of the Millennials may still depend financially on their parents, but the older end of this spectrum is already experiencing their peak spending years. With an increase of 20% in 2010 based on American Express Business Insights, this age bracket is the fastest growing segment for travel spending. As a whole, the Millennials have not reached their spending peak, and already they dictate where hundreds of billions of dollars are directed -- and they still have more potential to spending power and are expected to start reach their peak in 2017.

Trends

- 1. The Now Generation** – Now, Instantaneity, and Flexibility of Service and Real Time Information
- 2. Peer Review** - Millennials turn to their peers for "expert" opinion
- 3. Social Creatures** – Online and Offline. Different Booking Structure
- 4. Millennials as Business Travelers**
- 5. Required Essentials and Wanted Amenities**
- 6. Authentic Local Experiences and Volunteer Travel/Social Responsibility**
- 7. Pod Hotels** - Characterized by limited room size, unique luxury design, and high-tech gadget features which are the main requirements Millennials are seeking.

Conclusion

This generation of Millennials is here and growing. With their immense travel spending potential, it is necessary for hoteliers to observe these new trends and adapt to the changing nature of the next generation. Brands that don't create new or modify current concepts are likely to see a decreasing customer base as Millennials are unafraid of trying new products and utilizing new ways of booking as proven by the successful growth of pod hotels. If captured, the Millennials market will increase profitability and their trends will be the new normal of travel. With a low price-range without sacrificing design, but capturing all the necessary amenities such as free wifi, social lobby, self check-in kiosks, and smart technology, aloft and MOXY is proof that Millennials aren't even the next generation of travel. We're here. Now. We're just waiting for you to welcome us not with open arms, but free wifi.



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Condolences

Our deepest condolences
to the following families on
their loss:

JIM PECK (*Comfort Inn Gold Coast*) on the loss of his mother.

LAURIE TOCHTERMAN (*D3 Corp*) on the loss of her grandfather.

Member Highlights

Kudos to **Bill Gibbs** (*Dough Roller Restaurants*) and **Patricia Ilczuk-Lavanceau** (*Comcast Spotlight*) on being named Worcester County's Most Beautiful People Volunteers.

Best wishes to **Nancy Hoeflich** (*Royal Plus Inc.*) on her retirement. Welcome to **"Pudge" Ruppert**, new General Manager of the *Paul Revere Smorgasbord*.

Congratulations to **Clint Dempsey** (*Shark on the Harbor*) and his new bride, Nancy.

Kudos to **Lisa Capitelli** who was promoted to Managing Editor of *Ocean City Today*.

Congratulations to **Spencer Byrd** (*Courtyard by Marriott*) on his recent marriage.

Congratulations to **G. Hale Harrison** (*Harrison Group*) and his wife Christina on their new baby girl, Hunter.



THE DISH: Restaurant industry trends

HAVE YOU HUGGED YOUR SERVERS LATELY? By: Megan Rowe

Many restaurant owners pay lip service to recruiting and training the best servers, but a recent survey once again underscores the importance of these two key functions.

According to a poll by restaurant.com, guests value knowledgeable, efficient, attentive-but-not intrusive servers. Some 95 percent of the 2,000-plus survey participants claim that an outstanding server can make a meal memorable.

What do the restaurant.com results show? That taking care of the basics goes a long way toward burnishing a restaurant's image. And since service is such an important element of the whole package, it makes sense to develop the best servers to help drive loyalty.

Loyalty is especially critical in the current economic climate. More than 40 percent of consumers say they are so loyal to their favorite restaurants that promotions don't really factor into their decision to patronize those places, according to the NPD Group. And although more than one-third of consumers are still bargain seekers, this large group of "loyal" restaurant consumers defines value as more than price, according to a recently released NPD foodservice report.

Restaurant guests are pretty demanding when it comes to their servers. Here's what they prize:

ADVICE. Nine out of 10 ask for the server's recommendation, and 71 percent will take that advice.

RECOGNITION. Two-thirds of respondents say they expect to be greeted within three minutes of seating.

FOLLOW-THROUGH. The vast majority—91 percent—said they prefer their server to check the table once or twice—no more, no less—following the arrival of food.

A FAMILIAR FACE. Three quarters have a preferred server at their favorite spot, and more than half (56 percent) have requested a specific server.

A PROFESSIONAL ATTITUDE. Nearly three-quarters claim to be impressed when a server doesn't "auction off" plates and remembers which dish each guest ordered.