

AMAZING!!! Jon Romano HOTEL Convention Javits Center New York City NY November 2008

Jonathan Romano

By Jonathan Romano / Melissa Gray

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I was recently presented with an illustration of the importance of the Annual International Hotel, Motel and Restaurant Show when I was recently forced to spend an extra day in Paris on my way to Manhattan – I'm not complaining – and was overwhelmed by the extraordinary level of service I experienced. The room design was perfect, the signs in the hallways, the breakfast, the desk service, the shuttle service, the hotel restaurant – perfect!

I noticed this immediately and realized as well that these things do not happen by accident. The experience I had was a direct result of the vision: commitment and professionalism of hospitality experts. So it was exciting to hear that The 93rd Annual International Hotel, Motel and Restaurant Show - the heart and soul of the hospitality industry was recently held at the Jacob K. Javits Convention Center in New York City. It was hospitality heaven.

The industry's top gathering place for informed decision-makers about emerging trends, began with a Pre-Show Conference: The Hospitality Leadership Forum. This full-day conference was a world - class summit that brought together a wide range of visionaries from the lodging industry and beyond. With a futuristic bent they explored and addressed in depth, the forces that are already shaping and reshaping the Hotel, Motel and Restaurant business.

A few of the greatest values of the IH/M&RS at the Javits Center were the high quality of the 35,000 industry professionals, and the more than 1,250 attendees from hospitality industry suppliers. A majority of these were decision makers with purchasing power. Among the categories of attendees were representatives and owners of:

- Casino Properties
- Corporate Dining
- Cruise Ships
- Distributor-Grocers
- Eating Clubs
- Equipment Dealer/ Suppliers
- Food Brokers
- Healthcare Providers
- Hotel/Casino-Corporate representatives
- Hotel Owner Management Companies
- Hotel-Property
- Foodservice Consulting and Facility Planning
- Purchasing Companies
- Resort-Property
- Restaurants

Once the show went into full swing the IH/M&RS offered this year, as in years past complementary, top of the line educational programs. These content-rich seminars addressed timely subjects of great interest to the hospitality industry including: catering, design, human resources, technology, operations, professional development, security and more. There was plenty of "buzz" among vendors and attendees about the groundbreaking Restaurant Futurists programs. This unique cutting edge program addressed many of the obstacles and challenges facing foodservice professionals. There were also many programs designed to meet the needs of hotel and motel management as well as the needs of others specialized lodging professionals. In addition to the extraordinary seminars offered throughout The 93rd Annual International Hotel, Motel and Restaurant Show at the Jacob K. Javits Convention Center in Manhattan, New York City, NY, the great Keynotes Awards further enhanced its success.

In recent years, there has been an ever-greater demand for high-end luxury oriented products within the hospitality industry. In response the IH/M&RS presented their Luxury Product Collection. The Luxury Product Collection is the real thing. A juried section, it showcased many high-end products including tableware, linens, furniture, and other premium amenities and home furnishings.

Those seeking high-end product were served well by the 2008 Luxury Product Collection offerings, and any company wishing to showcase luxury, high-end products made a wise choice in being featured within Collection. Companies featured included the top Luxury Brands in the industry including: Furniture Design Studios, Ultimate Spread and Wolfgang Puck Coffee to name a few.

There was something for everyone at The Manhattan based 93rd Annual International Hotel, Motel and Restaurant Show. Just as there was an Industrial Revolution in the 1800s and an Information Revolution in the last century, this may be the century of the Green Revolution and if you were "green conscious" the Hotel/Motel & Restaurant Show® (IH/M&RS) at the Javits Center was the place to be.

America has gone green and is going greener. The hospitality industry has done as much as anyone to decrease carbon footprints and pioneer eco-friendly properties. The 93rd annual International Hotel/Motel & Restaurant Show® (IH/M&RS) did more than just offer some of the best "green oriented" educational programming imaginable. They went so far as to create special product and exhibitor awards highlighting the latest in sustainable products and green resources.

With the sustainability movement rapidly expanding into mainstream Corporate America, it was essential that owners and managers of hospitality-oriented businesses have the opportunity to learn from noted experts in the field. The 93rd Annual International Hotel/Motel & Restaurant Show® at the Manhattan based Javits Center provided that opportunity.

The IH/M&RS partnered with Green Lodging News for the second year to educate attendees at the Javits Center Event about new breakthroughs in sustainable practices. (Additional information about Green Lodging News is available online, at www.greenlodgingnews.com.)

Lecturers and seminar leaders presented many of the best eco-friendly practices being applied by hospitality operators; while offering to them - the audience, tips, techniques, strategies and the latest products in "greening" their businesses.

The speaking and seminar programs presented powerful motivators, and innovative communicators, many of whom with the unique ability to obtain even hard to find information, explain even the most difficult ideas in humorous and understandable terms.

For the first time, the convention offered a "green" Keynote, Christine Ervin, a pioneering environmental leader, Assistant Secretary of Energy during the Clinton administration, and the former CEO of the U.S. Green Building Council. Much of the growth in today's vibrant green building markets took place during the five-year she served at the U.S. Green Building Council. During the Clinton years, she was responsible for the nation's \$1 billion portfolio of clean energy technologies.

The genius of 93rd Annual International Hotel, Motel and Restaurant Show can be seen in what they accomplish.

They organize experts specializing in diverse yet interdependent industries, each with it's own products items, ideas, or principles – that form a complex whole. The Hospitality Industry then interacts all of these elements regularly, harmoniously, orderly, and methodically over time to perform a task – a great hospitality experience for the customer.

The New York City government also recognized the importance of having the IH/M&RS here.

The hotel, motel and restaurant business is the core for the local economy. Recognizing this important partnership with the city's Department of Environmental Protection exhibited at IH/M&RS for the first time.

This gave everyone at the convention an opportunity to meet and learn from leaders with direct influence on the sustainability movement.

The International Hotel/Motel & Restaurant Show is sponsored by AH&LA; while the Hotel Association of New York City, Inc., and the New York State Hospitality & Tourism Association are both managed by GLM®, a DMG World Media business.

- Looking forward to future events, Thank you for your Hospitality!

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