



*Vegas may be in the most financial pain*

The hotel industry is in what one executive calls a “survival mode”. A major hotel in Las Vegas shuts down. Average nightly hotel occupancy throughout the U.S. this year is close to 70%, and 50% or less in Vegas. This could be the worst hotel occupancy year since the Great Depression.

What can we frequent travelers do about it? Many of us are seniors, and the economy hasn’t affected our travel plans too much. If pension and Social Security checks keep coming in, we’ll still do our annual cruise, summer week at a beachside resort and occasional visit to Sin City.

Corporate travelers still must meet sales needs of their companies and attend conventions and seminars. However, with the growth of video conferencing and other instant electronic communications, for sales reps to be on the road and annually in Vegas has been greatly reduced in recent years. Anyhow, business travel budgets are tight and getting tighter all the time.

What can seasoned travelers do about it? First, consider how you can help the travel industry by not cutting back on your schedules. If it means staying at cheaper hotels and flying coach, do it. You’ll know you’re supporting an important business sector of the American economy. Further, if you know the hotel, resort or cruise where you’re booking is only half-filled, and a price is quoted, say our magic words: I know you can do better than that.