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Piper offers thanks for Potter's Field donation

As the village bicentennial approaches soon, I wish to publicly thank my latest benefactor for their most gracious generosity to The Potter's Field Project. With it, I have added the matching granite bench to be placed adjacent to the monument. This will enable visitor's a place to sit, rest, pray, or simply contemplate. I am also con-

sidering planting a memorial tree, as well, to add shade and beautify the cemetery grounds.

I am still in need of donations to repair, reset and fill in missing dates. Some of this can be done with some volunteer help from the community. As I volunteered many hours last spring and summer to remove overgrowth along the

boundaries, there is still a little bit to finish.

Being the oldest cemetery in the county and final resting place of some of Lewiston's most notable citizens, it is important to preserve and showcase it for now and the future.

Again, a most heartfelt thank you to those who helped me make

this project a reality. As the monument and bench will be placed in May, there will be a formal dedication during the village bicentennial celebration.

Russ Piper Village Historian/Gatekeeper of The Marble Orchard

I need a home!

I need your help! My name is Braille Lion. For over 22 years, you have probably seen me in numerous local parades. I am in drastic need of a new home. My dimensions are 24-by-8-by-9 feet. I belong to a charitable organization, the Town of Niagara Lions Club. If you have a secured garage, barn or warehouse, I would sincerely appreciate your allowing me to be stored there. Please contact Lion Angelo Onevelo at 716-628-0244 or Lion President Ed Sturgeon at 716-471-4336.



Report: Hotels continue moving toward recovery in 2022

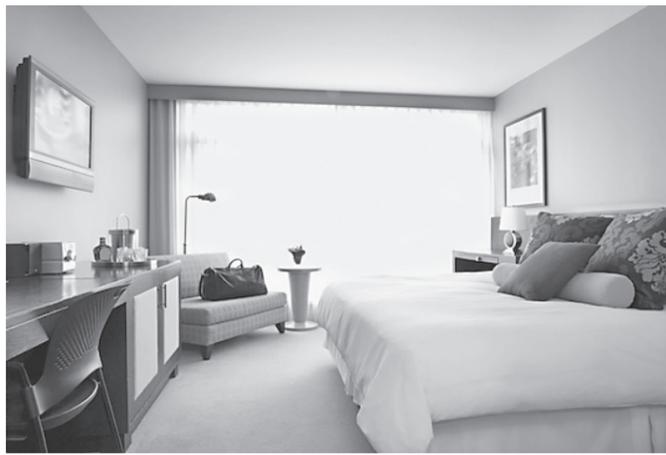
AHLA's state of the industry forecasts uneven, volatile recovery; rise of 'new' traveler transforming industry

Guest Submission by the American Hotel & Lodging Association

The hotel industry will continue moving toward recovery in 2022, but the path will be uneven and potentially volatile, and full recovery is still several years away, according to the American Hotel & Lodging Association's 2022 state of the hotel industry. The report, which reveals shifts in consumer and business sentiment, was created in collaboration with AHLA Silver Partner Accenture, and is based on data and forecasts from Oxford Economics and AHLA Platinum Partner STR.

The top findings of the report include:

- √ Hotel occupancy rates and room revenue are projected to approach 2019 levels in 2022;
√ The outlook for ancillary revenue, which includes food and beverage and meeting space, is less optimistic;
√ Hotels lost a collective \$111.8 billion in room revenue alone during 2020 and 2021;
√ Leisure travelers will continue to drive recovery: In 2019, business travelers made up 52.5% of industry room revenue; in 2022, it is projected to represent just 43.6%;
√ Business travel is expected to remain down more than 20% for much of the year, while just 58% of meetings and events are expected to return; the full effects of omicron are not yet known;
√ Changing traveler segments, including the rapid rise of "bleisure" travelers - those who blend business and leisure travel - are impacting how hotels operate. In fact, one study of global business travelers found 89% wanted to add a private holiday to their business trips in the next 12 months; and



√ In this new environment, technology will be even more critical to a property's success, according to AHLA Platinum Partner Oracle Hospitality, with hotels investing in technology to meet the needs of both guests and employees today and in the future

"Hotels have faced enormous challenges over the past two years, and we are still a long way from full recovery. The uncertainty about the omicron variant suggests just how difficult it will be to predict travel readiness in 2022, adding to the challenges hotels are already facing," said Chip Rogers, president and CEO of AHLA. "The slow return of business travel and fewer meetings and events continue to have a significant negative impact on our industry. The growth of leisure and 'bleisure' travel represents a shift for our industry, and hotels will continue evolving to meet the needs of these 'new' travelers."

Liselotte De Maar, managing director in Accenture's travel industry, said, "Travel and hospitality brands still face an uncertain market-

place, but all these changes also herald a new era of opportunity to drive long-term customer loyalty. They should flex with demand and respond to the added complexities and volatility in travel by delivering a 'travel partner' mentality to their leisure and business customers. Travelers are now not only focused on price and quality of a location, but also on cleanliness and sustainability values and impact, and expect a clearer, more digital service. Companies will need to continue to digitally transform, reinvent their loyalty model, as well as rethink the employee proposition, if they wish to thrive."

Like other industries, hotels have been dealing with a major workforce shortage, which could impact recovery. The AHLA Foundation is launching a new, national, multichannel ad campaign to help fill the hundreds of thousands of open jobs in the hotel industry. The pandemic wiped out 10 years of job growth. This multiyear effort, "The Hotel Industry: A Place to Stay," aims to help job seekers discover the 200-plus career pathways and many perks the industry offers, including competitive wages, benefits, flexible schedules, and travel opportunities. Ads will begin running in Columbus, Dallas, Denver, Miami and Phoenix on Facebook, Google and YouTube in both English and Spanish.

The American Hotel & Lodging Association (AHLA) is the sole national association representing all segments of the U.S. lodging industry. Headquartered in Washington, D.C., AHLA focuses on strategic advocacy, communications support and workforce development programs to move the industry forward. Learn more at www.ahla.com.

Niagara County Tribune/Sentinel

Founded February 14, 1987

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The Tribune is published weekly.

Display Ads Deadline: MONDAY 5 PM

New York State Press Association, Niagara County Builders Association, Grand Island Chamber of Commerce, Wheatfield Business Association Inc., Niagara River Region Chamber of Commerce, The Niagara USA Chamber.

