

# Hotel Remodels Bring Back Business Travelers

**LIST:** Design upgrades and digital amenities fill rooms despite Airbnb.

By **HELEN FLOERSH** Staff Reporter

The **Garland Hotel's** remodel has been good for business. The interior at the North Hollywood establishment features wood-paneled walls and homage to the Hollywood glamor of late actress Beverly Garland, the hotel's former owner. And at 257 rooms, the refurbished Garland ranks No. 13 on the Business Journal's list of Valley hotels (see page 9).

In particular, the rebrand has attracted business travelers. General Manager **Scott Mills** estimates that as many as a quarter of all guests are in town for work — though they manage to find time to play, too, as evidenced by the popularity of the hotel bar's late-night happy hour among corporate types.

"We've become more attractive to the entertainment industry since the relaunch," Mills said. "We've also added a lot of programming that works out for the business traveler, like access to a personal trainer at the fitness center."

While international "travel boom" by President **Donald Trump** have left some industry leaders feeling lukewarm on this year's outlook for U.S. business travel, hoteliers in Los Angeles expect the region's record-breaking tourism momentum to continue in 2017. L.A. hosted more than 47 million visitors last



**Lowe**

at the Tom Bradley International Terminal at the Los Angeles International Airport, position the city for further growth as a business travel destination, said **Murray Lowe**, an L.A. Tourism Board member and general manager of **Marriott Woodland Hills**, the No. 4 hotel on the Business Journal's list.

"The future of Los Angeles tourism is incredibly bright regardless of our economic challenges," Lowe said. "I think we're going to be very prosperous."

**Full speed ahead**

As many as 70 percent of the Marriott's guests are in town for work, Lowe said. The hotel last fall unveiled amenities geared toward a new generation of business traveler, including entertainment packages that offer access to YouTube and Netflix streaming, meeting rooms equipped with wide-screen televisions and spacious guest suites designed for light-packing, efficiency-minded millennials.

"The way people are doing business is changing. ... The way we work includes a mix of business, entertainment and leisure in the same 24 hours," Lowe said. The Marriott has tripled the amount of bandwidth available to guests to accommodate their use of multiple devices at once, he added.

year, according to the Los Angeles Tourism & Convention Board, and became the first in the nation to host more than 1 million Chinese tourists in a single year. Major infrastructure investments, such as improved public transportation and a \$1.6 billion concourse addition

The Garland has amped up its online offerings as well, moving from paper-based check-in procedures to tablets at its front desk. The housekeeping and engineering staff communicates work orders and other information wirelessly over **Apple Inc.** products, according to Mills. "We're going all paperless," he said. The largest hotel on the Business Journal's

thing the community should definitely come and visit."

**Weathering Airbnb**

Despite industrywide concerns about competition from short-term rental platform **Airbnb**, none of the properties interviewed by the Business Journal felt the app had any signifi-

**'The future of Los Angeles tourism is incredibly bright regardless of our economic challenges.'**

MURRAY LOWE, Marriott Woodland Hills

list, the 495-room **Hilton Los Angeles/Universal City**, also has rolled out new digital features in addition to making sweeping aesthetic renovations. Qualified members of the Hilton



**Ordyke**

Honors program can select and check into a room on their mobile devices, a service that has been particularly well-received by corporate guests, said Director of Marketing and Sales **Cynthia Ordyke**.

The Hilton recently completed updates to its business center and lobby, and will have new furniture in all guest rooms by the start of June. It began renovations to its ballroom in September, she added. "By the end of the year we'll be a brand-new Hilton," Ordyke said. "I think it's some-

cant effect on their operations.

"There may be a few guests who try," Mills said. "But our property is unique, with amenities and programming you wouldn't find on Airbnb."

Recent reports suggest he is correct. A 2016 analysis by **Smith Travel Research** found that cities with the highest Airbnb occupancy also had the highest occupancy rates for hotels, suggesting that travelers were using the accommodations for different reasons rather than using one over the other. Business travelers especially seemed more likely to stay at traditional lodges, as significantly fewer users of Airbnb did so for work-related trips than for leisure, the report said.

The Marriott's Lowe, who rented a flat for his family's trip to Paris, offered a possible explanation.

"Airbnb is a way to experience a community. In that sense, it's not a direct competitor," he said. "It serves as a place to stay when you don't have the needs of a hotel."

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# THE LIST

## HOTELS

Ranked by number of rooms

► NEXT ISSUE  
Hospitals

**THE PACESETTER:** With 495 rooms, Hilton Los Angeles/Universal City is the largest hotel in the Valley region. It remodeled its Café Sierra last year.

Rank	Hotel • name • address	Rooms • total • suites • average rate	Largest Meeting Room • name • square footage	Hotel Amenities (partial list)	Contacts • sales • catering	General Manager • name • phone
1	<b>Hilton Los Angeles/Universal City</b> 555 Universal Hollywood Drive Universal City 91608	495 9 \$151-\$200	Sierra Ballroom 16,456	24-hr. room service, complimentary shuttle to Universal Studios, 24-hr. business center, concierge, fitness center	Cynthia Ordyke Mak Jalili	Mark Davis (818) 506-2500
2	<b>Burbank Airport Marriott</b> 2500 Hollywood Way Burbank 91505	488 93 \$101-\$150	Academy Ballroom 15,015	24-hr. business center, airport shuttle, concierge, fitness center, high-speed internet, pool, restaurant	Alan Tate Cindi Munemitsu	Richard Sandoval (818) 843-6000
3	<b>Holiday Inn Media Center</b> 150 E. Angeleno Ave. Burbank 91502	484 102 \$101-\$150	Exhibit Space 4,000	24-hr. business center, airport shuttle, concierge, fitness center, high-speed internet, pool, restaurant	Marta Altaras Eugenie Le Page	Zachariah Morris (818) 841-4770
4	<b>Warner Center Marriott</b> 21850 Oxnard St. Woodland Hills 91367	474 11 \$151-\$200	Grand Ballroom 11,000	Starbucks, flat-panel televisions, pet friendly, kosher kitchen, 24-hr. business center, concierge, fitness center, pool	Ty Brassie Kari Herrera	Murray Lowe (818) 887-4800
5	<b>Sheraton Universal</b> 333 Universal Hollywood Drive Universal City 91608	457 31 \$201-\$250	Grand Ballroom 10,300	shuttle service to Universal Studios, 24-hr. business center, concierge, fitness center, high-speed internet, pool, restaurant	Russell Edmond Steve Ciccarelli	Alex Sorour (818) 980-1212
6	<b>Hilton Los Angeles North/Glendale</b> 100 W. Glenoaks Blvd. Glendale 91202	351 13 \$151-\$200	Glendale Grand Ballroom 8,052	19th floor lounge, 24-hr. business center, airport shuttle, fitness center, high-speed internet, pool, restaurant	Joseph Jenci Vegan Yarian	Rob Weitz (818) 956-5466
7	<b>Hilton Woodland Hills/Los Angeles</b> 6360 Canoga Ave. Woodland Hills 91367	330 23 \$151-\$200	Trillium Ballroom 5,580	24-hr. business center, concierge, fitness center, high-speed internet, restaurant	Debbie Chicca Joanie Allen	Deepak Mehra (818) 595-1000
8	<b>Sheraton Agoura Hills Hotel</b> 30100 Agoura Road Agoura Hills 90301	280 14 \$151-\$200	Grand Ballroom 5,575	24-hr. business center, concierge, fitness center, high-speed internet, pool, restaurant	Kim Cartaino Jamison Hawley	Peter Awad (818) 707-1220
9	<b>Embassy Suites Glendale</b> 800 N. Central Ave. Glendale 91203	272 272 \$151-\$200	Emerald 2,625	24-hr. business center, airport shuttle, concierge, fitness center, high-speed internet, pool, restaurant	Teresa Pegorari Michaelene Resendez	Russ Tanakaya (818) 550-0828
10	<b>Four Seasons Hotel Westlake Village</b> Two Dole Drive Westlake Village 91362	270 39 \$401-\$450	Grand Ballroom 11,600	complimentary car service, 24-hr. business center, concierge, fitness center, high-speed internet, pool, restaurant, spa	Stuart Burdette Brent Duncan	Robert D. Cima (818) 575-3000
11	<b>Hyatt Regency Westlake</b> 880 S. Westlake Blvd. Westlake Village 91361	263 17 \$201-\$250	Grand Plaza Ballroom 7,820	complimentary wi-fi, 24-hr. business center, patio restaurant, concierge, outdoor pool, fitness center, pet friendly	Kristina Lecka Eric Gilbert	Elodie Habasque (805) 557-1234
12	<b>Airtel Plaza Hotel &amp; Conference Center</b> 7277 Valjean Ave. Van Nuys 91410	262 13 \$101-\$150	Concorde Ballroom 5,400	24-hr. business center, fitness center, high-speed internet, pool, restaurant	David W. Barnett Joy La Rosa	Diana Rosure (818) 997-7676
13	<b>The Garland</b> 4222 Vineland Ave. North Hollywood 91602	257 12 \$251-\$300	Garland Ballroom 5,100	complimentary trolley to and from Universal Studios, 24-hr. business center, concierge, fitness center, pool	Larry Jones Kayli Yoong	Scott Mills (818) 980-8000
14	<b>Hyatt Regency Valencia</b> 24500 Town Center Drive Valencia 91355	244 12 \$151-\$200	Grand Ballroom 5,684	24-hr. business center, concierge, fitness center, high-speed internet, pool, restaurant	Jeannette Vasquez Lisa Webley	Eric Ducat (661) 799-1234
15	<b>Courtyard by Marriott Sherman Oaks</b> 15433 Ventura Blvd. Sherman Oaks 91403	213 17 \$251-\$300	Grand Ballroom 5,000	rooftop pool, 24-hr. business center, fitness center, high-speed internet, restaurant	Valerie Schmidt Kathy Rosales	Lance Shenk (818) 981-5400
16	<b>Hilton Garden Inn Burbank Downtown</b> 401 S. San Fernando Blvd. Burbank 91502	209 9 \$201-\$250	Polo Room 1,108	24-hr. business center, concierge, fitness center, high-speed internet, pool, restaurant, spa	Ana Citzman Jennifer Smith	Steve Tarn (818) 509-7964
17	<b>Grand Vista Hotel</b> 999 Enchanted Way Simi Valley 93065	193 5 \$101-\$150	Valley Ballroom 4,224	fitness center, pool, restaurant, spa	Tawny Bryon Lea Foulks	Tim Lasure (805) 583-2000
18	<b>Sportsmen's Lodge</b> 12825 Ventura Blvd. Studio City 91604	190 12 \$151-\$200	Empire/Regency 9,560	high-speed internet, pool, restaurant	N/A Angie Groves	Stephen Chavez (877) 806-2279
19	<b>Courtyard Los Angeles Burbank Airport</b> 2100 Empire Ave. Burbank 91504	190 6 \$101-\$150	Empire A 725	fitness center, high-speed internet, pool, restaurant	Linda Yonan Becca Hunnicutt	James Fitzpatrick (818) 843-5500
20	<b>Oxford Inn &amp; Suites Lancaster</b> 1651 W. Avenue K Lancaster 93534	172 68 \$101-\$150	Meeting Room 118 740	evening reception, spa	Brianna Alvarado N/A	Vince Magallanes (661) 949-3423
21	<b>SpringHill Suites L.A. Burbank/Downtown</b> 549 S. San Fernando Blvd. Burbank 91502	170 170 \$201-\$250	Event Deck 1,815	bar, fitness center, high-speed internet, pool	Janet Adriano N/A	Bernadette Soriano (818) 524-2730
22	<b>Residence Inn Burbank Downtown</b> 321 S. First St. Burbank 91502	166 166 \$151-\$200	Take 1 & 2 1,014	high-speed internet	Jose Guevara N/A	Michael Swaney (818) 260-8787
23	<b>Residence Inn Los Angeles Westlake Village</b> 30950 Russell Ranch Road Westlake Village 91362	160 160 \$101-\$150	Meeting Room A 440	24-hr. business center, fitness center, pool, restaurant	Ken Painter N/A	Amanda Parrish-Trafalski (818) 707-4411
24	<b>Embassy Suites Valencia</b> 28508 Westinghouse Place Valencia 91355	156 156 \$151-\$200	Valencia Room 4,456	24-hr. business center, fitness center, high-speed internet, pool	Jennifer Himes Brooklyn Rodriguez	Ron Carter (661) 257-3111
25	<b>Hilton Garden Inn Valencia</b> 27710 The Old Road Valencia 91355	152 0 \$101-\$150	Pacific 1,248	24-hr. business center, high-speed internet, pool	Karen Harvey N/A	Marichu Pejoro (661) 254-8800

N/A - Not Available  
Note: Information on this list was provided by the hotels themselves. Hotels are ranked by the number of rooms and suites, respectively.  
To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical

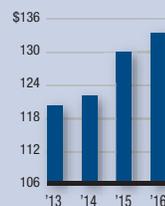
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Researched by David Nusbaum

**NEW:** The 209-room Hilton Garden Inn Burbank Downtown opened this year. The hotel is owned by OTO Development, a South Carolina-based hotel development and management company.

**Overnight Costs**

Average daily room rates for San Fernando Valley hotels.



Source: Los Angeles Tourism & Convention Board

**HOTELS**

Continued from page 9

Rank	Hotel • name • address	Rooms • total • suites • average rate	Largest Meeting Room • name • square footage	Hotel Amenities (partial list)	Contacts • sales • catering	General Manager • name • phone
26	<b>Embassy Suites Palmdale</b> 39375 Fifth St. West Palmdale 93551	150 150 \$201-\$250	Antelope Valley 2,030	24-hr. business center, high-speed internet, pool, restaurant	Caitlan Hill N/A	Merlin Wan (661) 266-3756
27	<b>Palm Garden Hotel</b> 495 N. Ventu Park Road Thousand Oaks 91320	150 4 \$101-\$150	Palm Court Ballroom 4,200	fitness center, pool	Michael Reardon N/A	Steven Ortmann (805) 716-4200
28	<b>Holiday Inn Palmdale-Lancaster</b> 38630 Fifth St. West Palmdale 93551	148 8 \$101-\$150	N/A N/A	24-hr. business center, fitness center, high-speed internet, pool	Kimberly Zilobaf N/A	Candice Ratzenburg (661) 947-8055
29	<b>Radisson Hotel Chatsworth</b> 9777 Topanga Canyon Blvd. Chatsworth 91311	148 6 \$101-\$150	Roma 1,000	24-hr. business center, fitness center, high-speed internet, pool, restaurant, spa	Lei Curran Paul Holtum	Arthur Boshnakian (818) 709-7054
30	<b>Hilton Garden Inn Calabasas</b> 24150 Park Sorrento Calabasas 91302	142 2 \$101-\$150	Garden Inn Ballroom 1,725	24-hr. business center, fitness center, high-speed internet, pool, restaurant	Marilyn Talaguit N/A	Shawn Nichols (818) 591-2300
31	<b>Westlake Village Inn – a Cachet Hotel</b> 31943 Agoura Road Westlake Village 91361	141 75 \$301-\$350	Provence Room 2,860	24-hr. business center, fitness center, pool, restaurant, spa	Maria Solorzano N/A	Chris Culty (818) 889-0230
32	<b>Ramada Burbank</b> 2900 N. San Fernando Blvd. Burbank 91504	141 9 \$101-\$150	N/A N/A	high-speed internet, pool	Vania Gregory N/A	Jeff Simons (818) 843-5955
33	<b>Courtyard Santa Clarita</b> 28523 Westinghouse Place Santa Clarita 91355	140 6 \$101-\$150	Valencia Room 600	24-hr. business center, fitness center, high-speed internet, pool	Marielle Masuda N/A	Noel Pavia (661) 257-3220
34	<b>Hotel Amarano</b> 322 N. Pass Ave. Burbank 91505	132 14 \$201-\$250	Garden Room 2,300	24-hr. business center, fitness center, high-speed internet, pool, restaurant	Laurie Dew N/A	Tom Whelan (818) 260-4750
35	<b>Holiday Inn Express Van Nuys</b> 8244 Orion Ave. Van Nuys 91406	132 6 \$151-\$200	Event Room 684	24-hr. business center, fitness center, pool	N/A N/A	Ellen Mapue (818) 989-5010
36	<b>Courtyard by Marriott Camarillo</b> 4994 Verdugo Way Camarillo 93012	130 0 \$101-\$150	Adolfo Room 851	24-hr. business center, fitness center, high-speed internet, pool	Cindy Cooper N/A	Mellany Arbus (805) 388-1020
37	<b>Hampton Inn Santa Clarita</b> 25259 The Old Road Newhall 91381	128 0 \$101-\$150	Hampton Room 460	fitness center, high-speed internet, pool	Marielle Masuda N/A	Delene Dennis (661) 253-2400
38	<b>Homewood Suites by Hilton Agoura Hills</b> 28901 Canwood St. Agoura Hills 91301	125 125 \$101-\$150	Ventura Room 925	shuttle, high-speed internet, pool	Zerica Garrett N/A	Vincent Singletary (818) 865-1000
39	<b>Hampton Inn &amp; Suites Thousand Oaks</b> 510 N. Ventu Park Road Thousand Oaks 91320	125 0 \$101-\$150	Oak Room 625	24-hr. business center, fitness center, high-speed internet, pool	Mary McVicker N/A	Mary Morris (805) 375-0376
40	<b>Anza Calabasas</b> 23627 Calabasas Road Calabasas 91302	122 2 \$151-\$200	N/A N/A	24-hr. business center, fitness center, high-speed internet, pool, restaurant	Desiree Wammack N/A	Lauren DeBoalt (818) 222-5300
41	<b>La Quinta Inn &amp; Suites - Thousand Oaks</b> 1320 Newbury Road Thousand Oaks 91320	122 2 \$101-\$150	Newbury Room 528	fitness center, high-speed internet, pool	N/A N/A	Andy Tang (805) 499-5910
42	<b>Courtyard Los Angeles Woodland Hills</b> 21101 Ventura Blvd. Woodland Hills 91364	122 0 \$101-\$150	Conference Room 350	fitness center, high-speed internet, pool, restaurant	Dione Swink N/A	Carly Turner (818) 999-2200
43	<b>Courtyard Thousand Oaks Ventura</b> 1710 Newbury Road Thousand Oaks 91320	120 4 \$101-\$150	Sherwood Room 810	24-hr. business center, high-speed internet	Sean Briody N/A	Nancy Howard (805) 499-3900
44	<b>Holiday Inn Express Santa Clarita</b> 27513 Wayne Mills Place Valencia 91355	118 30 \$101-\$150	N/A N/A	24-hr. business center, high-speed internet	N/A N/A	Julio Ongpin (661) 284-2101
45	<b>La Quinta Inn Santa Clarita</b> 25201 The Old Road Stevenson Ranch 91381	112 0 \$101-\$150	N/A N/A	24-hr. business center, high-speed internet, pool	N/A N/A	Sue Nievus (661) 286-1111
46	<b>Hilton Garden Inn Palmdale</b> 1309 W. Rancho Vista Blvd. Palmdale 93551	107 3 \$101-\$150	Constellation Ballroom 2,100	24-hr. business center, fitness center, high-speed internet, pool	Nora Ortega N/A	Miriam Arreola (661) 898-2000
47	<b>Courtyard Ventura Simi Valley</b> 191 W. Cochran St. Simi Valley 93065	97 6 \$101-\$150	Main Room 1,102	fitness center, high-speed internet, pool	Tiffany Noorda N/A	Wendy McAfee (805) 915-5000
48	<b>Hampton Inn &amp; Suites Glendale</b> 114 W. Colorado St. Glendale 91204	94 94 \$101-\$150	N/A N/A	fitness center, high-speed internet, pool	N/A N/A	Art Bedroussian (818) 291-5700
49	<b>SpringHill Suites Lancaster</b> 1811 W. Avenue J-12 Lancaster 93534	94 0 \$101-\$150	Board Room 312	fitness center, high-speed internet, pool	Susan Brooks N/A	Chris Korologos (661) 729-2390
50	<b>TownePlace Suites Thousand Oaks Ventura</b> 1712 Newbury Road Thousand Oaks 91320	93 93 \$101-\$150	N/A N/A	fitness center, high-speed internet, pool	Sean Briody N/A	Nancy Howard (805) 499-3111

N/A - Not Available  
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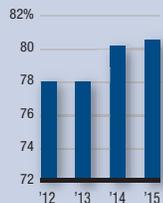
Researched by David Nusbaum

**CALABASAS:** Hilton Garden Inn Calabasas will begin construction on a 51-room addition later this year.

**SPA:** Westlake Village Inn plans to expand its spa. The hotel will develop a yoga studio, salon, spa with eight treatment rooms, adults-only lap pool and 16 guest rooms in an area that previously housed tennis courts.

**Vacancy?**

Average occupancy rates for San Fernando Valley hotels.



Source: Los Angeles Tourism & Convention Board