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## Hotel Association issues 'Price Gouging' resolution Endorses aggressive action to discourage and prevent

With more than 100,000 people heading to Houston and Super Bowl XXXVIII, the Hotel & Motel Association of Greater Houston has passed a resolution condemning the practice of price gouging by any hotels or other local businesses wanting to take advantage of this huge event.

The Association voted without dissent to pass a resolution, which "supports and endorses the (Super Bowl) Host Committee to be as aggressive as possible to discourage local hotels or other local businesses from engaging in price gouging, and to take the steps necessary to prevent such price gouging..."

This is a significant move for the city as the HMAGH represents approximately 30,000 hotel and motel rooms in the area.

The resolution was passed after it came to the attention of the Association's board that some local hotels may be engaging in price gouging to take advantage of onslaught of Super Bowl visitors. According to Joan Johnson, president of the organization, members agreed that rates during the game period should not increase more than 10 per cent over their maximum posted rates in January, 2003. These rates, called Rack Rates and displayed in all hotel rooms, are generally the price a guest will be charged when no discounts due to season, hotel occupancy or other reasons are offered.

The 270-member Hotel & Motel Association of Greater Houston is made up of general managers and owners of hotels and motels, suppliers, service companies and consultants who sell and service the hospitality industry. This industry, which provides more than 89,000 jobs and \$327 million in payroll, is one of the top contributors to the Houston economy. Besides holding monthly luncheons featuring speakers and topics of interest to all those in the Houston area hospitality industry, the Association also holds free Area Meetings on topics of interest to specific areas and communities.

For more information about the Association, check out the website: <http://www.houstonhotels.org>.