



Member Update

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By Tony Burton • Oct 06, 2025

Smart Brevity® count: 3 mins...817 words

In today's October 6, 2025 Update:

- National Restaurant Association Releases Economic Insights for September 2025
- Thursday: Hyatt Regency to Host Big Schmooze Before Oktoberfest
- Register Now: Hospitality Conditions Webinar with the Minneapolis Federal Reserve on October 15
- Reserve Your Spot: Join us for Stars of the Industry - December 4, 2025
- Optimize Your Restaurant Operations with [RestaurantOwner.Com](#)
- Next Wednesday: Webinar with Agilysys on Maximizing Guest Revenue
- In The News

We would like to thank our Member Update Sponsor - [BizRecycling](#) - for their contributions and commitment to Minnesota's hospitality industry!

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Economic Spotlight: Navigating Headwinds and Opportunities

RPI Signals Uncertainty: The [National Restaurant Association's Restaurant Performance Index \(RPI\) declined](#), reflecting growing operator uncertainty about future conditions. Sales growth is being driven by higher menu prices, not volume, as customer traffic is down for several consecutive months.

- **Strained Consumer Finances:** Household financial cushions are diminishing. Pandemic-era savings are largely depleted, and confidence remains subdued amid economic uncertainty.

[Learn More!](#)



Thursday: Hyatt Regency to Host Big Schmooze Before Oktoberfest

THE BIG schmooze

verb | SHMOOZ

TO CHAT IN A FRIENDLY AND PERSUASIVE MANNER ESPECIALLY SO AS TO GAIN FAVOR, BUSINESS, OR CONNECTIONS

The BIG Schmooze is a laid-back, come-as-you-are gathering that brings together allied partner members with restaurant, hotel, and resort operators from across Minnesota.

- **What to expect:** Good conversations, new connections, and keeping our hospitality community strong—without the stuffy conference feel.

Who's Invited:

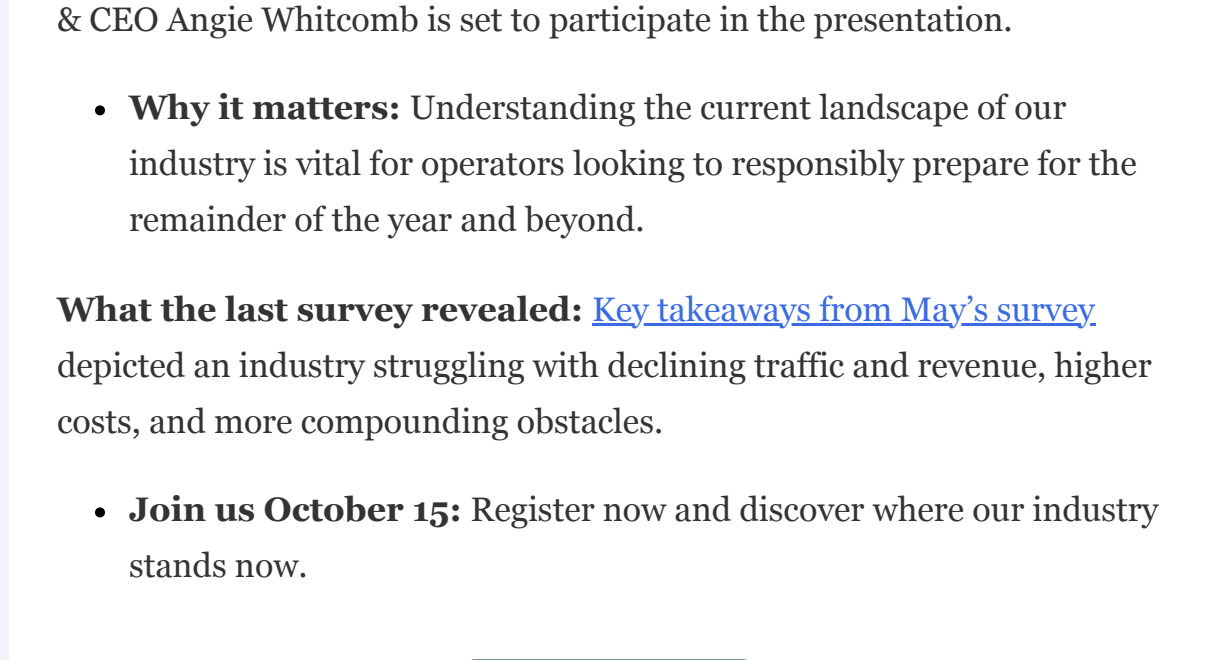
- **Allied Partners** – Service providers across technology, design, furnishings, foodservice, and more.
- **Hospitality Owners and Operators** – Decision Makers within Minnesota's hospitality industry.

[Register Here](#)

The coolest thing: This event is strategically scheduled right before Oktoberfest, a community event supporting the Hospitality Minnesota Education Foundation. For details and to purchase tickets click [HERE](#).



Registration Open for Minneapolis Federal Reserve Hospitality Conditions Webinar



Discover the state of our industry: The Minneapolis Federal Reserve is set to host [a webinar at 9 AM on October 15](#) to go over the results of this month's Hospitality Conditions Survey, and our President & CEO Angie Whitcomb is set to participate in the presentation.

- **Why it matters:** Understanding the current landscape of our industry is vital for operators looking to responsibly prepare for the remainder of the year and beyond.

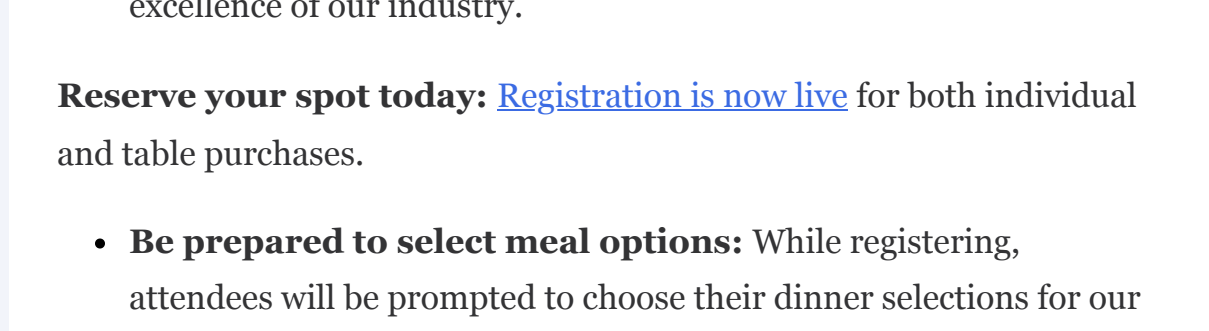
What the last survey revealed: [Key takeaways from May's survey](#).

Depicted an industry struggling with declining traffic and revenue, higher costs, and more compounding obstacles.

- **Join us October 15:** Register now and discover where our industry stands now.

[Register Now!](#)

REGISTRATION LIVE - Stars of the Industry Awards Gala



Celebrations are on the horizon! Join us [December 4, 2025 at The Lofton Hotel in Downtown Minneapolis](#) for a dazzling night of celebration, recognition, and inspiration at the [Stars of the Industry Awards Gala](#).

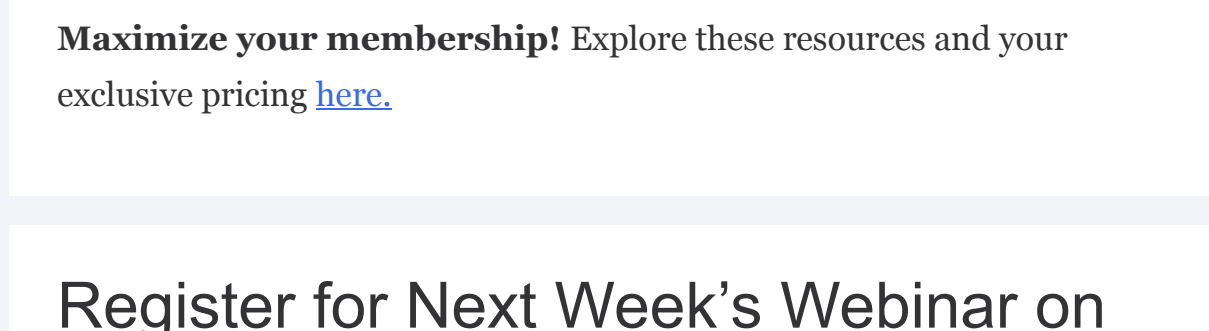
- **What to expect:** This year's gala promises to be an exclusive evening with a delicious dinner honoring the outstanding achievements of professionals and organizations contributing to the excellence of our industry.

Reserve your spot today: [Registration is now live](#) for both individual and table purchases.

- **Be prepared to select meal options:** While registering, attendees will be prompted to choose their dinner selections for our planning purposes.
- **Interested in sponsoring?** Just like all of our signature events, our gala has sponsorships of all sizes available. Contact Angie if you would like to learn more!

[Register Here!](#)

Discover the Potential of Your Operations with RestaurantOwner.Com

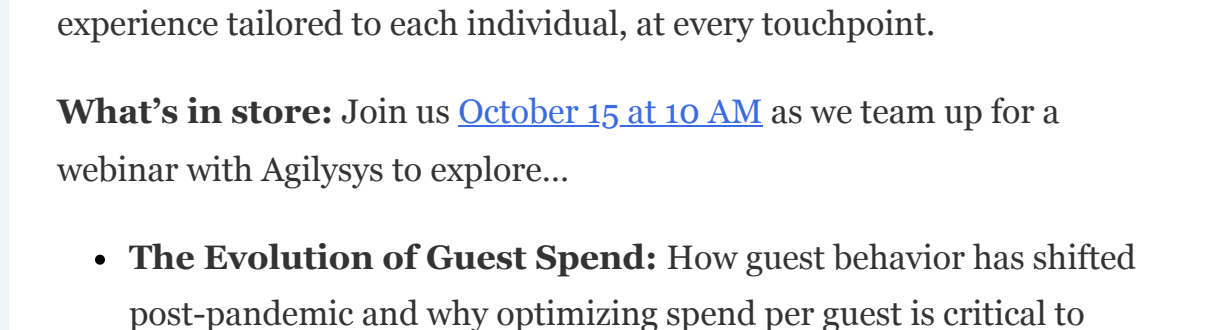


Did you know: As a Hospitality Minnesota member, you have access to valuable resources through our partnership with [RestaurantOwner.com!](#)

What to expect: Through your association membership, your business is eligible for special pricing on essential tools designed to boost your restaurant's performance.

Maximize your membership! Explore these resources and your exclusive pricing [here](#).

Register for Next Week's Webinar on Increasing Per Guest Revenue



BROUGHT TO YOU BY:



An industry dilemma: Since the post-COVID travel rebound, the way guests spend—and what they expect—has changed. Maximizing revenue per guest is no longer just about upgrades; it's about creating an experience tailored to each individual, at every touchpoint.

What's in store: Join us [October 15 at 10 AM](#) as we team up for a webinar with Agilysys to explore...

- **The Evolution of Guest Spend:** How guest behavior has shifted post-pandemic and why optimizing spend per guest is critical to operational success.
- **Personalized Digital Marketing:** Using guest preferences to craft targeted offers that drive ancillary revenue.
- **Universal Guest Profiles:** How integrating guest data across multiple systems enables personalized experiences and smarter offers.
- **Self-Service Options:** Empowering guests with choices through digital platforms that increase satisfaction—and spending.
- **Effective Booking Upsells:** Tactics that drive higher conversions on premium offerings during the booking journey.

[Register Now](#)

In the News

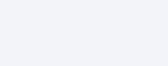
- [Lake of the Woods MN to Host 2027 AGLOW Annual Conference](#) | Lake of the Woods Tourism
- [Minnesota restaurant openings & closings for September 2025](#) | Bring Me The News
- [2026 James Beard Awards®: Call for Entries and Recommendations Now Open](#) | James Beard Awards

See you back here next week!

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