Holding Steady

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New Study Reveals Technology Gaps Between Hotel Segments

According to a new survey of more than 1,200 hoteliers by Expedia Group, chain hotels are nearly twice as likely as small independent properties to prioritize technology investment. Small independent properties, on the other hand, are 1.5 times as likely as chain hotels to prioritize room renovations — indicating a gap in technology investment strategies among different hotelier segments.

Reliance on technology is becoming increasingly important in the lodging industry as hotels begin to recognize how they can gain key competitive advantage with strategic technology investments. According to the latest report by Hospitality Technology, 54 per cent of hotels plan to increase their technology budgets for 2019, while only eight per cent plan to decrease.

The study indicates, however, that cost continues to be the key barrier with technology adoption for many hoteliers, with nearly half of the small independent hotels surveyed saying that technology investment decisions are based on affordability and value. In contrast, more than half of the chain hotels prioritize technology that seamlessly integrates with their existing systems.

Among the small independent hotels surveyed, one in four cited complexity as their biggest challenge when adopting technology, with one in three saying ease of use is a priority when evaluating solutions.

Of course, chain operators tend to have better access to capital than do independents and this could be part of what is driving the gap in technology adoption. Size does mean something, after all, when it comes to reaching so-called “critical gravity” in investments where for each dollar invested there is a much greater return. With the advent of AI moreover, the gap may just get larger.

Will this mean the eventual demise or at least shrinking of the independent hotel sector? Probably not because independents can still differentiate themselves in the market through superior service and attention to detail...in other words, a better guest experience.
Red Roof Welcomes Industry Veteran Greg Aden to Franchise Development Team

Red Roof has announced that Greg Aden is expanding his role with Red Roof and will be joining the team as consultant, franchise development, West Coast and will be leading franchise development for the Western United States. Aden brings more than 30 years of hospitality experience plus financial services knowledge and leadership coaching to the organization.

Aden is a former vice-president of franchise development-Western US with IHG where he led strategic franchise development for five globally recognized brands and provided mentoring and leadership for seven regional directors. At IHG, Aden was recognized as the most prolific franchise development person in company history, setting sales records as he provided top-level client service and created genuine franchise relationships.

The new hotel located at 30 Fen Ridge Court, will operate as a Marriott franchise, owned and managed by Bawa Hospitality Management of Vaughan, Ontario. General Manager Fawad Khan and Director of Sales Amber Kane lead the management team at the property for Bawa Hospitality Management.

“We are excited to introduce the TownePlace Suites brand to the Brantford area,” said Diane Mayer, vice-president and global brand manager, TownePlace Suites. “At TownePlace Suites, we get it. We want to go above and beyond to do everything we can to make our guests feel comfortable. We encourage our guests to be real and help them to do so by providing a seamless residential atmosphere with a friendly staff who genuinely care about our guests. That is what our brand is all about, and this property is a great example of that.”

Home2 Suites by Hilton Brantford Hosts Open House

Home2 Suites by Hilton Brantford, the city’s first all-suite hotel, has opened its doors.

Managed by Vrancor Hospitality Corporation, Home2 Suites by Hilton Brantford offers a choice of spacious studio or one-bedroom suites with fully accessorized kitchens and modular furniture, providing guests the flexibility to customize their suite to their style and preference. The hotel features complimentary Internet, inviting communal spaces, and trademark Home2 Suites amenities such as Spin2 Cycle, a combined laundry and fitness area, Home2 MKT for grab-and-go items, and the Inspired Table, a complimentary daily breakfast that includes both healthy and hearty items.
**IHG Opens Holiday Inn Ottawa Downtown – Parliament Hill Hotel; Celebrates with Grand Opening Event**

IHG (InterContinental Hotels Group) is celebrating the rebranding and recent opening of the Holiday Inn Ottawa Dwtn – Parliament Hill hotel. The grand opening was celebrated by the owners at Westlight Investments Limited Partnerships, Salim Mukadam of Westmont Hospitality Group, along with notable members of the community, including Ottawa Mayor Jim Watson. The hotel is expected to become a top choice for travellers visiting the nation’s capital.

Jonathan Lund, regional vice-president hotel operations, Canada said, “With over 50 Holiday Inn properties across Canada, we’re excited to add the Holiday Inn Ottawa Dwtn – Parliament Hill hotel to our growing roster of great hotels. With this rebranding and reopen-

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FOR MORE INFORMATION, CONTACT SCOTT RICHER

Vice President, Real Estate and Development Hyatt Hotels and Resorts (Canada) 416.300.8215 • scott.richer@hyatt.com • hyattdevelopment.com

Enjoy a Taste of Italy in the Heart of Niagara Falls

Now visitors to Niagara Falls can enjoy this diverse array of delectable dishes at Corso, the newest restaurant at the Hilton Niagara Falls/Fallsview Hotel & Suites. Inspired by the unique regions of Italy, Corso takes diners on a culinary tour of the country, highlighting specialties unique to some of Italy’s most popular destinations. From the Northern Alps to the most southern parts of Sicily, Corso servers—known as “Captains”—will guide you through the courses and the regions from which each dish comes.
Insignia Hotel Brings Upscale Boutique Accommodations to Sarnia

Travellers to Sarnia have a sophisticated new place to stay with the opening of the Insignia, the city’s latest boutique hotel. Previously the Drawbridge Inn, the building was completely overhauled as part of a major four-million-dollar renovation. The Insignia marks Choice Hotels Canada’s fourteenth Ascend Hotel Collection property. The renovation preserved the history of the building, while creating a thoroughly modern interior. The new hotel offers a range of 87 rooms or suites, all outfitted with premium amenities including Nespresso coffee makers, Frette bathrobes, L’Occitane toiletries, luxury towels and linens, LED vanities in the bathroom and Smart TVs. The interior design also pays homage to the community, with maps of Sarnia hung on the walls of each guest room. “It’s really special when you get a property that not only honours history, but elevates it,” says Brian Leon, president, Choice Hotels Canada. “The Insignia hotel is a fantastic addition to the area and we are confident it will be embraced by visitors and the surrounding community.”

Canadian and international tour operators and tourism providers from Atlantic Canada recently gathered in St. John’s, Newfoundland and Labrador for the Atlantic Canada Showcase (ACS) with the goal of bringing more visitors to Atlantic Canada. Atlantic Canada Showcase is one of the biggest opportunities for Atlantic Canada providing over 130 tourism providers an opportunity to meet and network with over 65 prequalified tour operators over the course of a three-day conference in St. John’s. ACS is a biennial event designed specifically for the motorcoach, group, fully independent traveller, and specially travel industry. The conference schedule includes business to business meetings, networking events and educational sessions that provide opportunities for business relationships to be formed, contracts to be initiated and new experiences discovered, resulting in increased visitation to Atlantic Canada. “Tourism is a vital component of the Newfoundland and Labrador economy. We have achieved much success in our tourism sector, and we want to keep the momentum going,” said the Honourable Bernard Davis, Minister of Tourism, Culture, Industry and Innovation. “Atlantic Canada Showcase provides an excellent opportunity for our tourism industry to market Newfoundland and Labrador to the entire Atlantic region to international buyers.”

Business to Business Marketplace Promotes Tourism in Atlantic Canada

Vrancor Hospitality Announces the Opening of a New-Build Holiday Inn Express in Sarnia – Point Edward, Ontario

Vrancor Hospitality Corporation, a leading Canadian hotel management company, announces the opening of the new 115-room Holiday Inn Express hotel in Sarnia – Point Edward, Ontario. Holiday Inn Express Sarnia – Point Edward is owned and operated by PXM EDWARD VENETIAN BLVD LP and managed by Vrancor Hospitality Corporation. This new hotel represents the latest addition to InterContinental Hotels Group’s (IHG) more than 5,700 hotels across the globe. Located on Venetian Boulevard, at Highway 402 near the Blue Water Bridge International Border Crossing, the hotel is ideally situated close to local businesses, shopping and attractions within Sarnia, Point Edward and Port Huron, Michigan, nearby. “We are thrilled to open the new Holiday Inn Express Sarnia – Point Edward and are ready to give a warm welcome to local residents and guests visiting the region,” said Darko Vranich, CEO and president, Vrancor Group. “Holiday Inn Express is a globally recognized brand that is popular with value conscious tourists who seek a contemporary, fresh hotel experience. We’ve operated hotels in Sarnia and Point Edward for a number of years and are proud to add this new hotel to our great community,” said Vranich.

The hotel’s Inspire meeting room and Engage boardroom are perfect for smart, small, meetings and events. Sports teams and extended-stay guests will appreciate the convenience of coin-operated guest laundry and everyone loves the lobby business centre to connect with friends, play a game or maybe even do a bit of work. The hotel is perfectly situated to experience all the area’s great restaurants, nightlife, shopping and attractions. Tourism Sarnia-Lambton Ontario Travel Information Centre is minutes from Lake Huron that empties into the rushing St. Clair River.

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Modern Software
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Comfort Inn & Suites Opens in Goderich

Travellers to Huron Country will have a new place to stay with the opening of the Comfort Inn & Suites in Goderich. Located minutes from Lake Huron, the newly constructed 60-room hotel is the first Choice property to open along the eastern shore. “The evolution of the Comfort brand has allowed us to tap into new markets and expand our presence,” says Graham Marsh, director, franchise development at Choice Hotels Canada. “The Comfort Inn & Suites will offer affordable and restful accommodations to both business and leisure travellers in the region.” Each guest room offers premium bedding and comforter in-room amenities, including microwaves and mini-refrigerators, work desks with ergonomic chairs and flatpanel televisions. Alongside complimentary breakfast and Wi-Fi, guests have access to a business centre, fully equipped fitness centre and indoor pool.
**Business News**

**Comfort Inns Ground-breaking Ceremony**

A ground-breaking ceremony for the new Comfort Inn & Suites in Carleton Place has been held with members of city council including Mayor Doug Black in attendance, alongside representatives from Cavanagh Concrete, Chamberlin Architects, Graham Marsh of Choice Hotels Canada and the ownership group including Harinder Brar, Rajesh Mujral, Parvesh Tyagi and Jaspreet Madaan.

**Easton’s Group of Hotels Inc. Recognized with 2018 Hilton Legacy Award**

Easton’s Group of Hotels announced it has been recognized with a 2018 Hilton Legacy Award for Conversion of the Year for Embassy Montreal.

**Attilico Managed Holiday Inn Montreal-Lonqueli Reveals Full Contemporary Renovation**

Attilco Hotels has announced the recently completed renovations of Holiday Inn Montreal-Lonqueli. The hotel’s public spaces, meeting rooms and guest rooms have been transformed by interior design firm Hager Design International Inc. to elevate the guest experience with clever and stylistic changes that reflect the liveliness of Montreal.

“We are pleased with the hotel’s dynamic new look and trust that guests will appreciate the thoughtful upgrades put in place,” said Raymond St-Pierre, vice-president operations, Attilco Hotels.

“These renovations exemplify everything that Attilco Hotels is about – creating hospitality experiences that prioritize guest needs and ensure a relaxing and functional stay.”

The redesigned lobby and atrium have been brightened to welcome guests to a modern and multipurpose space with unique design elements. Guests are warmly received at the revamped check-in area, where two individual service pods are a refreshing departure from a standard reception desk. Decorative light fixtures elevate the minimalist entry experience. From the reception area, guests seamlessly flow into the six-storey, open interior atrium. With a soaring ceiling complete with skylights, the naturally lit area evokes a warm and welcoming environment inspired by earthy tones. Ample seating options allow for guests to connect and relax, where comfortable accent chairs, elongated couches and chic tables are available at every turn. Playful elements of design appear in the wooden cabinets, with open shelving that include unique pieces of art. Beside the atrium lies the lobby bar and restaurant, L’Atirum, ideal for guests who wish to grab a drink and bite. Connecting the atrium and L’Atirum is a decorative aisle, positioned in the centre of the ceiling to punctuate the hotel’s airy feel and naturally guide the guest journey from one space to the next. L’Atirum is a full-service restaurant open daily for breakfast, lunch and dinner.

**The Wyndham Global Conference - 2019**

The Wyndham Global Conference kicked off on September 24th, 2019 in Las Vegas, Nevada, with a brand-specific Travelodge session. The session included brand performance numbers, Count on Me Service Culture, an update on the progress of the breakfast program, Green Key, the newly formed partnership with Clean the World and the introduction of AIM Marketing.

The Travelodge by Wyndham’s brand session not only celebrated next year’s 80th anniversary of serving as guests’ “Basecamp for Adventure” but also looked forward to the brand’s exciting future. Attendees learned how Travelodge’s goal of becoming an economy segment leader in social responsibility will help further connect the brand with new generations of travellers while also improving business.
HOLDING STEADY
PRINCE EDWARD ISLAND SHOWS MINIMAL GROWTH

The strength is in the numbers. Although PEI can’t report strong growth in 2019, the province can show that it is holding steady—still riding the wave of exceptional growth from Canada’s bicentennial celebrations.

“We started Rodd Crowbush Golf & Beach Resort in 2012,” says Craig Jones, general manager of the resort, and president of the Hotel Association of PEI. “We began the big push on marketing for PEI’s bicentennial a couple years later. And we’re still seeing that swell of those marketing dollars and hard efforts paying off today. We may not have a record-breaking year every year, like we did in 2017, but we’re still generating the dollars.”

TOURISM INDICATORS

Jones cites the August STR report for HAPI that shows YTD occupancy numbers for the province are up by about one per cent over last year. “We reached 61.3 per cent occupancy YTD August 2019 over 61.5 per cent in 2018,” he says. “We were a bit down in ADR, from a yearly average of $158.05 in 2018 to an average of $157.33 in 2019. And we’re still trend ing up in our REVPAR average. We were at $97.19 in 2018 and we’re at $97.97 so far this year.”

Numbers from TAPEI show that there was a slight decline of 0.5 per cent in occupancy rates of fixed roof accommodation in the province YTD July 2019. Total room nights available increased by 4.7 per cent to reach 349,671. Revenue per available room (RevPAR) increased by 3.4 per cent to reach $103.81. Demand increased by 5.2 per cent.

The Great George hotel dates back to 1846. Its unique offering includes 20 buildings and 30 rooms in the hotel proper.

“The Great George dates back to 1846. Its unique offering includes 20 buildings and 30 rooms in the hotel proper. We have a unique product offering,” says Hunt. “Being a boutique hotel, word-of-mouth is very important for us. We don’t necessarily have the huge marketing dollars that the bigger players have. But our business is continuing to grow, based on our unique offering.”

The Loyalist Country Inn in Summerside is also seeing a growth in business. The property was built in 1991, with a new wing added in 1998 for a total of 82 rooms. “We had a fantastic year,” says Kelly Corcoran, general manager. “Our occupancy numbers were up pretty significantly over a longer period of time in 2019. I think a lot of people opted not to pre-book. We had a ton of walk-in traffic.”

Although that traffic is starting to slow down in the last quarter of this year, Corcoran anticipates numbers to be on the upswing again beginning in November and again in the first quarter of 2020. “We have a lot of events coming up for the remainder of 2019 and in the new year,” she says.

Corcoran adds that the Loyalist Country Inn is unusual in that it offers one of the largest conference centres in the city. “Our convention centre is a big draw for us,” she says. Another big draw is the recent renovation on the hotel’s guest rooms. The work started in November 2018, with the first phase completed earlier this year. Renovations on the remaining 23 guest rooms and public spaces will begin this November and hopefully draw to a conclusion in March.

“I think next year will be as busy, if not busier, than 2019, especially during the high season,” says Corcoran. “Our renovations will be completely finished by then. And there really isn’t another property like ours in Summerside.”

A LEVELLING LEVY

New to the downtown Charlottetown scene this year was the lune opening of the new Hampton Inn & Suites. Other big news in the city is the imminent levy that will be imposed on all rentals within the downtown area. This could happen as early as January 2020.

“The levy will be applicable to anyone who rents short-term for as little as one night,” explains Jones, who adds that the levy will be three per cent — the same rate that hotels currently charge. “The city is trying to offset a housing shortage, but for us, it’s all about generating more marketing dollars.”

Jones cites the hard work of organizations like Discover Charlottetown, which are focused on transforming PEI from a summer-time destination to an all-year-round market.

“They started their Victorian Christmas in 2015, for example, and now it’s really starting to drive numbers,” says Jones.

In the downtown area, the Great George Historic Boutique Hotel dates back to 1846. In particular with the PEI Convention Centre, which is Ireland’s largest convention centre,” she says. “We do a lot of overflow business through them.”

AROUND THE CORNER

Although it may seem like 2020 is still a bit of a ways down the road, the new year will be here sooner rather than later. The good news is that the numbers coming in — to date — predict that it will more than likely turn out to be another solid year for the province.

“Our own property is looking strong for 2020,” says Jones. “We’re pacing ahead of last year, with a few big groups already on the books.”

And Jones is not alone. Most properties are looking forward to another busy year. This positive start, coupled with the additional marketing dollars to be generated from the new levy tax in Charlottetown, will help increase the province’s popularity as one of the country’s prime tourism destination spots — in 2020 and beyond. ●

The Great George Historic Boutique Hotel dates back to 1846.

Hampton Inn & Suites Charlottetown opened in June.

Craig Jones, president, Hotel Association of PEI
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Based in Toronto, ON and Fairfax, VA, Crescent is an award-winning management firm founded in 2001, operating a portfolio of 90+ assets totaling $1.9B+ in revenues. Crescent is one of the few elite operators approved to operate luxury and upper upscale full-service hotels under all major brand affiliations. Crescent also operates a collection of iconic and lifestyle independents within the Latitudes, Lifestyles by Crescent Collection. Crescent’s clients include REITs, private equity firms, high net worth individuals, and major developers.

D3H HOTELS

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History: Dimension 3 Hospitality Corp. (now d3h Hotels Inc.) was formed in 1998 with the Head Office based in Saskatoon, Saskatchewan. d3h Hotels is a full-service hotel management company with more than 300 employees across Alberta & Saskatchewan. d3h is currently the largest Franchisee of Days Inn hotels in Canada with 7 properties. d3h Hotels is the Creator and Franchisor of the Home Hotels brand. This growing brand currently has 6 properties in Alberta & Saskatchewan with more properties planned. With the Home Hotels franchise, d3h has the ability to be nimble, innovative and share authentic prairie hospitality with guests. d3h has evolved into not only a management company but also provides construction and renovation services, interior design services and much more.

No. of properties managed: 13


Key Executives: Carolyn Genest, Leslie Spierles, Paul Rosten, Jesse Tiefenbach

GENESIS HOSPITALITY INC.

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204-578-6320
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History: In 1978, three families joined together to build the first hotel in Brandon, MB and set the foundation for Genesis Hospitality Inc.

No. of properties managed: 12


Key Executives: Kevin Swark, Executive President, Jonathan Murray, Chief Financial Officer

HOLLOWAY LODGING MANAGEMENT SERVICES

Ian Hurst, Vice President
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History: Holloway Lodging is headquartered in Halifax Nova Scotia. 2006 - Holloway Lodging Real Estate Investment Trust created TSX: HLR
2010 - HLR REIT becomes Holloway Lodging Corporation TSX:HLC
2010-2013 - Portfolio of 16 hotels
2014 - Purchases Royal Host Inc. - additional 18 hotels
2015 - Internalizes management
2016 - Launches Holloway Lodging Management Services, a full-service management services offering including Accounting, Sales, Revenue Management, HR, Purchasing, Maintenance, Tax/Insurance.

No. of properties managed: 21

Properties Managed: Various across Canada

Key Executives: Felix Seiler – C.O.O., Jane Rafuse – C.F.O., Chad Tiefenbach – C.S.O., Chad Hope - President Amr Award - Senior Regional Vice-President

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WEBREZPRO
THIRD-PARTY HOTEL MANAGEMENT

HOTEL EQUITIES

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History: Thirty years ago, Fred Cerrone decided to turn his vision into a reality and establish Hotel Equities, headquartered in Atlanta, GA. Our Founder and Chairman was a former award-winning hotel general manager in his early 20s and he used his knowledge of the industry to create a company that served the needs of associates, guests, and investors more efficiently. Through the years, Hotel Equities has become a trusted business partner, known for our ability to build equity and generate upside potential. We have a team of associates who appreciate our people-centric culture and are passionate about their work. In turn, this helps us build strong relationships that facilitate expansion, new construction and rebranding or reuse development. Satisfied guests frequently rave about our uncompromising service and return for more. For all these reasons, we have received industry recognition for management and service excellence, year after year. Marriott International named Hotel Equities the recipient of the prestigious “Spirit to Serve Award for Community Service” for the second time in 2016. The award recognized the company’s values as expressed through employee volunteerism plus in kind and cash donations. Hotel Equities is also a no. of properties managed: 140+ hotels throughout the U.S. and Canada

Properties Managed: We have a diverse portfolio of hotels ranging from select-service to resort style full-service to lifestyle and upper-upscale boutique properties. The majority of our branded hotels are Marriott and Hilton.

Key Executives: Fred Cerrone, Founder & Chairman, Brad Rogalsky, President & CEO, Joe Reardon, Chief Development Officer

NEW CASTLE HOTELS & RESORTS

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History: New Castle Hotels & Resorts is an award-winning independent third-party hotel manager, owner and developer with 28 hotels and resorts and nearly 4,200 rooms under contract or in development. New Castle’s growing portfolio of hotels spans 10 states and three Canadian provinces and includes several of Canada’s historic landmark resorts. The privately-held company was established in New Castle, NH by David Buffam in 1980 and consistently ranks among the top hotel management and development companies in North America. New Castle is a preferred or approved operator for diverse brands within the Marriott, Hilton, Hyatt and Choice families.

No. of properties managed: 6

Properties Managed: Algonquin Resort, St. Andrews, NB; Watkin Nova Scotia, Halifax, NS; Digby Pines Golf Resort and Spa, Digby, NS; Liscombe Lodge Resort & Conference Center, Liscomb, NS; Residence Inn, Moncton, NB; Hampton Inn & Suites Dartmouth, NS; Courtyard and Residence Inn by Marriott Dartmouth, NS

Annual Revenue (Hotel Management): $102,569,151

Key Executives: Jeremy Buffam, Julian Buffam & Bryan Woodhouse

URGO HOTELS CANADA

Serge Primeau, Vice President of Canadian Operations and Development
111 Blvd. Dr. Frederick Phillips suite 400
Montreal (Quebec) H3M 2X6
Tel: 514 336 7056 / 819 425 0224
serge.primeau@urgohotels.com

Kevin Urgo
Managing Partner
670A Rickledge Drive
Suite 420
Bellevue, MD 20817
Phone: 301.657.2130
kevin.urg@urgohotels.com

History: Urgo Hotels Canada (UHC) has been actively involved in developing and managing hotels in Canada since 1995. It has pioneered the development of many brands in Canada starting with his first project in Montreal and establishing a solid presence in Eastern Canada over the years. After establishing a solid reputation of Industry leader in the development management of full service and select service properties, UHC is now under an aggressive growth plan through third party management.

No. of properties managed: 11 (plus four under development)

Properties managed: Marriott Quebec City downtown, Renaissance Montreal downtown, Marriot Suites Old Montreal, Residence Inn Montreal airport, Courtyard Montreal airport, Residence Inn at Mont-Tremblant Resort, Home

approach is unique because they actively engage their stakeholders and work with them to achieve shared goals. We work with owners to succeed in every situation. They manage hotels and resorts from limited and select service up to the CAA/AAA Four Diamond Award winners. From rooms only products to larger hotels with complex food and beverage and conference facilities, PHMC has the expertise and experience to succeed. Head office is located in Edmonton, Alberta.

No of properties managed: 1

Properties Managed: Renaissance Edmonton Airport Hotel

Key Executives: Jennifer Vantuil, David Keam, Kylie Zilinski, Rahim Meghji

PHMC

Kylie Zilinski
Director of Business Development
780-399-8879
https://www.phmc.ca/

History: PHMC operates award winning hotels that provide superior results in guest satisfaction, RevPac, profitability, quality assurance and employee and guest satisfaction. With a balanced, long term approach to driving results, we understand what it’s like to be an owner. Their

Office Locations: Atlanta, GA | Houston, TX | Edmonton, AB | Scottsdale, AZ (Coming Soon)

*24 assets currently in Canada

JOE REARDON, CHIEF DEVELOPMENT OFFICER | jreardon@hotelequities.com | 678-578-4444 Ext. 23

GREG PRESLEY, VP OF BUSINESS DEVELOPMENT | gpresley@hotelequities.com | 615-495-3680

Economist Hotelier Magazine
VJ MANAGEMENT

Kari Boyer
306-651-0500
103 Stonebridge Blvd, Saskatoon, SK, S7T 0G3

Key Executives: Don Urgo Sr, Don Urgo Jr, Kevin Urgo, Collin Urgo, Serge Primeau

VJ MANAGEMENT is a leader in the development and management of hotel and residential properties in Saskatchewan. It owns and operates hotels in all the major cities in the province, including Regina, Saskatoon, Prince Albert, Moose Jaw, and Swift Current. Its principals, Roger Egger and Shaun Ng have a combined experience of over 70 years in the hospitality management business and have completed many successful projects in Western Canada.

No. of properties: 17

Properties Managed: Four Points by Sheraton Regina, SK, Four Points by Sheraton South, SK, Holiday Inn Suites Regina Eastgate, SK, Holiday Inn Express Regina South, SK, Holiday Inn Express Yorkton, SK, Holiday Inn Express Swift Current, SK, Holiday Inn Express Prince Albert, SK, Days Inn Moose Jaw, SK, Days Inn Prince Albert, SK, Ramada Hotel SK, Motel 6 Regina, Econo Lodge Regina, Travel Inn Saskatoon

THIRD-PARTY HOTEL MANAGEMENT

In this directory we have made every effort to be inclusive. However, if you have missed your company please contact us for inclusion in next year's directory.

The 2019 Best Western North American Convention and Global Conference

Don't Stop Believin'

To paraphrase the popular song "Don't Stop Believin'" by Journey — They aren't small town and they aren't living in a lonely world. This year Best Western Hotels and Resorts (BWHR) celebrates 73 years and many successes. There were about 3,500 in attendance from October 2-6, 2019 in National Harbor, Maryland, USA at the Gaylord National Resort & Conference Center. The convention had positive feedback from the franchisees.

"Franchisees have indicated to me that this is one of the best conventions they have been to," said Tony Klok, board chairman. The conference kicked off with Dorothy Dowling, senior vice-president and chief marketing officer hosting the 2nd Annual Today's Women in Leadership Forum. The forum celebrates the hospitality management business and has completed many successful projects in Western Canada.

"We are at a pivotal moment in the gender diversity conversation and I believe every man and woman in a senior leadership role has an obligation to join the conversation, share their stories and empower the next generation of female leaders," says Dowling. The conference's theme was Continuing our Amazing Journey. The theme is a fitting one with everything they have accomplished.

In February BWHR acquired the global hotel brand WorldHotels, which represents a collection of approximately 300 unique and special hotels and resorts in premier destinations around the world. "Our goal has been to build a comprehensive portfolio of options to enhance the preference of our brand and the WorldHotels brand plays a critical role in enhancing Best Western's portfolio of offerings to include the upscale and luxury segments," says Klok.

"It is a unique business module," says Geoff Andrew, CEO, WorldHotels. "This is a massive step for us future-prooﬁng the business, and allows our members to have an amazing robust platform with all of these programs, services and resources that we’ve now inherited as being part of this big group. It’s a great combination."

During the General Session franchisees were invited to participate in a Best Western Lip Sync Battle. While the contestants did a fantastic job Ron Pohl, senior vice-president and chief operating officer stole the show with his rendition of Journey’s Faithfully.

This year marked 15 years for David Kong as CEO of (BWHR). This makes him the longest-running CEO of a top 10 major hotel chain.

"I feel very fortunate to have played a role in building Best Western into the brand it is today," says Kong. This year Tony Klok was made chairman of the board.

“I’ve been with the brand for over 20 years and on the board for the past six years. It was nice to step up to the position and really be a leader in the boardroom, and work really close with the board members," says Klok.

Best Western Premier was named No.1 in the upscale segment in the JD Power 2019 North America Hotel Guest Satisfaction Study.

This year Tony Klok was made chairman of the board. “It was announced at the conference that the SureStay Hotel Group would be expanding with the launch of SureStay Studio. Competing in the premium-economy extended stay segment, SureStay Studio was created to respond to the needs of both travellers and hotel developers.

By Nicole Sherwood
The ‘60s were filled with a number of design elements that people love and often wish would make a permanent return to commercial and residential design. Molded plastic chairs, round beds, rounded corners and fun playful colourful features that aligned with the vibe of the Swinging Sixties era.

The Groupe Germain hotel group took on a 1967-built downtown Montreal office building in 1999 and turned it into a stylish, luxury hotel, but 20 years later, it was time to grow and expand the space while taking it in a new design direction that paid homage to those 1960s roots. The design challenge stage was set for LemayMichaud Architecture Design, the firm that has worked with Groupe Germain for more than 20 years on new hotel builds, redesigns and expansions. But this was definitely a new challenge: creating a modern chic, minimalist space with comfort and design cues from the ‘60s.

Louise Dupont, partner with LemayMichaud, notes the date of construction of the original office building was indeed the primary inspiration.

“Comfort, luxury and elegance, those were the key words for this complete renovation,” Dupont says.

Due to the extensive nature of the renovations, Le Germain Hotel Montreal closed on Oct. 15, 2018 and reopened nearly a year later on Sept. 30, 2019. France Savard, senior public relations coordinator with Group Germain notes the hotel was almost completely gutted and had four floors added.

With sleek curves and a low-profile silhouette, the San Souci one-piece toilet makes a strong design statement. Pair with a C3-230 bidet seat and discover the freshness of personal cleansing in a slim, low-profile design. The C3-230 heated seat comes with an easy-to-use touchscreen remote that allows you to adjust and set all your personal preferences, from water temperature and pressure to seat warmth and air-drying.

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Art in the ‘60s was highly influenced by graphic design styles, round shapes and layered colours. These were the elements artist Nik Mirus looked to when creating his original work of art for the Le Germain Hotel Montreal. He started with sketches and Photoshop renderings and a lot of trial and error to find the right combination of colours for the piece. He describes his work as bold and minimalist — a perfect fit for the transformed property.

“Although we were inspired by the ‘60s, the décor reflects today’s styles and comfort; it is not a caricature, it is an evolution,” notes Dupont. “The building was built in 1967 which is the year of the universal exposition of Montreal and also a time where there was a big evolution in the design industry due to new technologies.”

The natural, cool colours and finishes in the rooms deliver an inviting, minimalist and modern style that speaks to comfort and function. Features from a ‘60s style book made it into the design plan for guest rooms with simplicity — blending in, rather than standing out. Rounded ceiling lamps, curved plastic coffee station trays and desk stools that marry neutral tones with a blast of bold colour.

“All the millwork of the project was designed by LemayMichaud which made the entire project unique,” Dupont says. “We also always try to push our limits to reinvent the journey the clients of the Germain will live. In this particular case we created a custom-made wallpaper in the bathrooms.”

The bathrooms have a feature collage wallpaper devoted to the news, pop culture, music, visuals and fashion from the ‘60s. “Also because we have so many design elements in the rooms, we went with soothing colours to not have an overcrowded experience,” she says.

The building itself has its own unique eccentricities in that President Kennedy Avenue terminates at the hotel’s main façade making the property a key visual for several blocks along the road. Additionally, it’s unusual for a building built in 1967 to have floors added nearly 50 years later. It’s this adding on to history that gave Dupont many of the inspirations she needed to create the high-end comfort-focused environment Le Germain hotels are known for. Guest room bathrooms make use of modern shower glass and stylish shaped tiles but incorporate them into a shower with a curved corner, rounded-edge vanities and inviting, neutral tones.

Each room features this blend of natural, neutral and historical in the meshing of elements like flooring, furniture and wallcoverings. While various features will have guests nodding to the ‘60s inspiration, they will also be fully aware of the modern play off these pieces and the functionality they deliver in a comfortable, contemporary room. Some designers would struggle with this interplay between modern and natural and vintage inspiration, but it seems that Dupont and her team were able to bring the best of both worlds to the massive year-long renovation.

While the Le Germain Hotel Montreal had been converted into a luxury environment already in 1999, it was time for design and function to return to the origins of the building while incorporating a modern touch.

Curved walls lead guests from the hallway into their room. This required a durable texture for the wall while complementing with the timeless nature of the Germain signature colour scheme.

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1. What was the major theme of this year’s conference and why?

The major theme was “Be All In.” Go big or go home. Take pride in what you do. Make the most of the opportunities you have. Be passionate and enthusiastic. It’s about an “ALL IN” culture…which starts at home. For our owners, it means protecting and being passionate about the investment they’ve made. Our relationship with Red Roof franchisees is stronger than ever — because we’re all aligned on this one goal…of being the best at what we do together. Be All In. It applies to our employees too…our Red Roof family.

2. What were some of the milestones Red Roof reached this past year?

The past year has been a strong one for Red Roof. Our growth, or increase in hotel units, in the economy segment, was 13.3 per cent and that doesn’t include the 54 HomeTowne Studios by Red Roof. 355 franchises have been sold in the past five years and we’ve had 24.4 per cent growth adding in The Red Collection and HomeTowne Studios by Red Roof. In addition, 25 per cent of franchisees are multi-unit owners (58)

and satisfied with their decision to partner with Red Roof. Franchisees who join Red Roof do better, make more money, and generate more guest satisfaction. Properties that joined Red Roof in 2015 were at an average RevPAR comp set index of 71 per cent and by the end of 2017 had jumped 19 points to 90 per cent. Properties that joined in 2016 improved 13 points to a 90 per cent index by the end of 2018.

In addition, HomeTowne Studios by Red Roof continues to be strong as the extended stay market remains hot. With 54 locations converted in 2018 and five additional locations planned for 2019, HomeTowne Studios by Red Roof is resonating with consumers looking for more than a vacation rental or a typical hotel suite.

3. How focused is the brand on expansion in Canada? What is currently under development in this market?

We expanded into the Great White North this year with our very first Red Roof PLUS+ in Calgary. There is a complete conversion underway of an existing facility with all the features of our premium PLUS+ properties. It will have an off-lobby restaurant, a pool, and airport shuttle service. The property is slated to open in December 2019.

4. Have plans been laid for the next conference and what are they?

Our next conference is not until 2021 but we look forward to it being as great a success as this one was…stay tuned.
Hotel amenities have come a long way from the days when a bar of soap will suffice. Today's guests expect more than just the basic array of 'free' toiletries. Working ice machines and in-room mini bar Fridges are a 'must have' for many of today's travellers. And hoteliers need to know what to have on offer to best satisfy their customers' needs.

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**Elevation series exclusive features:**

- Sealed Food Zone
- Dual Exhaust - top and side air discharge
- Snap in and out plastic parts
- Standard air filter
- One-touch cleaning

**Mini Billboard Wrap Program**

Perfect for any front facing ice machine, the **Mini Billboard Wrap Program** turns the available space on your Ice-O-Matic ice dispenser into prime advertising space.

The Compact Refrigerator from Danby Appliances is ideal for smaller spaces and offers 49L of refrigeration space.

**Exceeding Guest Expectations**

A look at how hoteliers can round out their amenities with ice and appliances

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suitable for both new builds and renovations. "Most hotel chains are averse to food-safety problems and don’t want negative feedback from guests about black spots or foul taste/smell from their ice," he explains. "This is a new technology that can be implemented in both new hotel builds and as replacements for older-style machines."

So what should hoteliers look for when sourcing their ice machines?

Phillippe suggests that the seek out equipment that is simple to use and clean, as well as units that are sized correctly to meet the hotel’s needs.

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So what should hoteliers look for when sourcing their ice machines?
There’s a course or skill upgrade training for virtually any industry these days, and the hospitality sector is no exception. Type the words ‘hospitality training in Canada’ on Google, and over 84 million results will appear. While that number does not reflect the actual volume of training available, it does demonstrate that Canada’s top universities, independent institutions, and dedicated hospitality colleges (such as Eton College Canada in the West, and Hospitality Workers Training Centre in the East) are committed to fine-tuning the abilities of hotel staff, thus raising the bar of the industry as a whole.

Hospitality management training is especially prevalent in the educational realm: would-be general managers can choose from 28 different Bachelor’s degrees from accredited institutions across Canada. But the only Canadian outlet that appears on CEO World Magazine’s Top 50 list of best hospitality and hotel management schools in the world is The Southern Alberta Institute of Technology (SAIT). That institution’s two-year hospitality management program teaches the essentials of food and beverage services, human resources, marketing, and business management — and the graduation employment rate is 98 per cent.

Strategizing for Success
Hotel Managers Discuss How Training Helped Their Careers

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Ste. Anne’s Spa offers a variety of wellness experiences.

Fox Harb’r Resort is one of the top luxury resorts in Nova Scotia.
**PASSION IN SPACES**

But no matter the institution, the road to management must be informed by passion, and 31-year-old Alexandre Audet, general manager of the Quality Inn & Suites in Val-d’Or, Quebec, had that in spades growing up in that province. “I loved going to hotels as a kid travelling with my parents, and although I studied business administration at CEGEP I was already working for Val d’Or’s tourist information centre, presiding over banquetquets and other functions,” he says.

Audet went on to study business at the University of Quebec en Abitibi-Temiscamingue in Rouyn-Noranda, and after casting about for an internship he was accepted by the Gouverneur Hotel in that city. “For three weeks I worked with management learning front desk duties and many other aspects of hotel operation,” he recalls.

Audet also undertook an accounting apprenticeship, and by 20 his skills and practical experience were such that he landed a job at the hotel as manager of accounting. Upon receiving his Bachelor’s in business administration he returned to Val d’Or where, in 2011, he became assistant general manager for Quality Inn & Suites, which had just opened for business. “My tourism, internship and accounting stints all helped me become a general manager, and when I give speeches at my old CEGEP today, I tell students that with a business administration diploma you can get your foot in the door in any field,” he says. “But it’s a mistake to rely on academics alone. Experience helps you determine what you really want to do, especially in the hotel setting where there are so many diverse components.”

As for people already employed in hotels seeking upward mobility, Audet, who was awarded the Leader of the Year designation for 2018 from Choice Hotels Canada, is a strong advocate of Quality Inn & Suites in Val-d’Or’s brand programs. “I send my staff to attending night school or other forms of training, because the programs are very important. The programs train you to succeed, and you come out with a better sense of management as well as hospitality. The programs also give you such things as responsible server certificates and first aid, all of which are huge benefits on your resume.”

“Good training is absolutely crucial to get ahead in this business as well as to get your foot in the door.”

**THE CHOICE IS CLEAR**

Jothen O’Blenis, who has been general manager of the Quality Inn Airport Dieppe, New Brunswick, for a year now, spent seven years at that venue working his way up the brand ladder from his initial position as night audit. “Good training is absolutely crucial to get ahead in this business as well as to get your foot in the door.”

“Today, I heavily endorse the Choice University for those passionate about advancing their careers. It has over 400 modules, and within two weeks anyone can handle basic front desk functions — and plan to further themselves after that.”

**SCHOOLING AND EXPERIENCE**

Doug MacAdams, general manager of the Quality Inn and Suites in Charlottetown, Prince Edward Island, says, “If you’re serious about getting into the industry, school programs are very important. The programs train you to succeed, and you come out with a better sense of management as well as hospitality. The programs give you such things as responsible server certificates and first aid, all of which are huge benefits on your resume.”

“I did things the other way, started as a housekeeper over a decade ago and worked my way up. Doing it that way, I had a very good understanding of how the whole hotel worked by the time I became a general manager, but it took a long time to work my way up to that point.”

He adds, “Schooling and experience are important for management positions, but never pass up additional training, because the industry is always changing.”

**GET A DEGREE**

Nimfa Bautista, general manager of the Comfort Hotel Buyer’s Lake in Halifax, had 25 years of hospitality experience in her native Philippines before immigrating to Nova Scotia in 2010. Her advice to young hopefuls is simple. “Get a degree in university pertaining to social sciences. Or attend night school or other forms of advanced learning — but get a degree. That, combined with an enthusiastic attitude, will get you a job right away at the front desk, and from there you can upgrade your skills through different venues, ours being Choice University.”

As for being able to assimilate enough in Canada to continue her career, Bautista credits another type of institution for helping her: the Immigrant Services Association of Nova Scotia, whose pre-employment workshops and customer service course improved her knowledge of how to write an appropriate resume and cover letter. They also helped develop her interpersonal skills and taught her the nuances of how to approach a job interview with confidence.

It has been said that hospitality management is one of Canada’s fastest growing industries, and hotel and restaurant management programs are a great choice for people who are passionate about the industry. By combining their academic studies with plenty of practical experience, these individuals stand a good chance of being the next generation of hospitality leaders.
The Business of Selling a Good Night’s Sleep

Last July, J.D. Power released the results of its 2019 North America Hotel Guest Satisfaction Index (NAGSI) Study. It is, perhaps, no surprise that quality of sleep is one of the most important components of a hotel guest experience and a determining factor in brand loyalty. Tired, grumpy people are not likely to rate their hotel stay as overall satisfactory, and they may well take their less-than-comfortable experience online.

However, the surprise the study reveals is that the majority of hotels are not delivering great sleeping conditions. In fact, fewer than 30 per cent of hotel guests surveyed rated their night’s sleep as “better than expected.”

“Delivering a superior sleep experience — from the quality of the bed, linens and pillows to the ambient sound and temperature of the room — is a huge opportunity for hotels to differentiate themselves from the pack and earn significant goodwill with guests,” said Jennifer Corwin, senior manager of consumer insights for Travel and Hospitality Intelligence at J.D. Power, in a press release. “Of all the discrete variables of the hotel guest experience we measure, a better-than-expected night’s sleep is the one with the potential to drive the highest levels of overall guest satisfaction for those hotels that can deliver.”

The study found that 78 per cent of guests who do experience better-than-expected quality of sleep will definitely return to that property, and 71 per cent will definitely return to that brand.

So how do you ensure your guests enjoy better-than-expected quality of sleep? You start with the mattress.

Christine Pella, national account manager for hospitality sales at Serta Simmons Canada, says, “Guests want comfort, cleanliness, and a supportive bed,” while hoteliers should consider “comfort, durability, and value.”

Comfort, durability, and value is exactly what Serta Simmons Canada delivered to the new Hampton Inn and Suites in Peterborough, which has been furnished with approximately 150 Concierge Suite II beds. Jordan Struk, owner of the property, says feedback from guests has been fantastic.
**PRODUCT SHOWCASE**

**IMPERIAL FLIP**

Manuele Russo, account manager with MAR agencies for United Sleep Products, says the main reason the Imperial mattress has been so successful for them — and why they have had such great success over other manufacturers — is the fact that they make a flippable two-sided pillow top. “If the maintenance and rotation and flip program are done by the hotel, the longevity of this mattress will always last longer than a non-flip pillow top mattress,” he says. It also carries a 10 Year Non-Pro-Rated Warranty. “This mattress has been a tremendous success for us.”

**COMFORT, SUPPORT, AND DURABILITY**

Exceptional spinal support, pressure-relieving comfort, body temperature regulation: the Back Supporter Platinum mattress series from Restwell Sleep Products is all about incorporating innovation with durable construction. It has an inner core construction of varying heights at the most critical body points — the shoulders, hips, and backbone. This patented encased coil design provides relief to the body’s high-pressure areas and gives lower back support for a comfortable and restful night’s sleep at a great value. This superior core construction combined with high-quality foam provides a more supportive and comfortable night’s sleep.

**THE PERFECT SLEEPER**

The Serta Conquere Suite II has unique coil construction of the Continuous Support® Innerspring means uninterrupted spine support and mattress durability, while the Total Edger® Foam Encasement prevents sag and contributes to edge support. The Head-to-Toe Construction ensures maximum motion conformance and provides pressure-relieving comfort while promoting enhanced airflow. Plus, these two-side easy-flip mattresses use 95 per cent post-industrial recycled steel and certified sustainable wood, with reduced energy and waste during production. The Stabil-Base Double Beam Foundation is designed to enhance mattress durability and performance and reduce mattress sway.

**BESPOKE BEDS SINCE 1901**

In 1899, James Marshall, an English engineer working in Canada, created a handmade support system with coiled springs wrapped in unbleached muslin, quilted with horsehair and outer tufted. Already used in chair seats and divans, springs had never before been enclosed in pockets and integrated into a mattress. The concept was taken to London, England in 1901 and the Vispring story began. Today, the Vispring Hotel Superb with its double layer of pocket springs produces a soft yet deeply supportive sensation. Copious quantities of horsehair and British fleece wool combine to envelop the body in a delicate cocoon. Thanks to its exceptional support and softness, the Hotel Superb produces a luxurious sleeping experience.

**SLEEP LIKE ROYALTY**

The Premier Natural is Araam’s top-of-the-range hospitality mattress. It is upholstered with naturally sourced, soft, breathable layers of wool, cotton, and bamboo — sustainable fibres that help to effectively regulate body temperature and ensure a great night’s sleep. Covered with the finest Belgian damask to provide a soft, fresh, hygienic sleeping surface. Every mattress also carries the Royal Warrant mark of excellence. All Araam hotel mattresses come with a 10-year full warranty, for the ultimate peace of mind. To ensure even wear and tear and to maximize mattress life, all hotel mattresses also have practical seasonal housekeeping turning labels.

**RAVE REVIEWS**

When you choose Tempur Sealy, you know your guests will sleep in comfort. The Tempur Sealy product lineup reflects current consumer preferences. They don’t just offer innersprings but also foam and hybrid mattresses, which comprise 58 per cent of upscale and luxury mattress purchases. Tempur Sealy mattresses are designed to minimize body impressions and are built for long-lasting comfort. Tempur Sealy offers far beyond industry testing standards to verify durability, with four additional tests and 50,000 extra testing cycles. It’s all to ensure guests rave about their sleep every night for the life of your product warranty.

**COMFORT FIRST**

“A comfortable bed is the single most important feature in the room,” says Mary Nowak, vice-president of commercial sales for Araam, the sole authorized manufacturer of Hypnos, Spout, Zen-Green, and Sova beds in Canada.

While it sounds almost simple, it takes some thinking, especially when you consider comfort. Nowak says no two guests are the same, which is why Araam offers a number of specifications within their mattress range, each designed to provide first-class comfort, excellent body support and lasting durability, whilst specifically meeting the hospitality industry’s standards.

“All of them have shown, from our extensive research, to provide optimal levels of comfort for the majority of hotel guests,” he says. “All our mattresses are made to provide greater durability, and to enhance the guests’ sleep experience and, consequently, their customer loyalty.”

How comfortable does a bed need to be? Aidan McCrea, marketing manager at Restwell Sleep Products, says they have found that customers want a softer mattress in their hotel rooms than they do at home.

“That’s why pillow-top and euro-top beds are so popular in luxury hotel rooms,” says McCrea. “Plus, for hotel guests, it’s important to have a mattress that is very breathable, as hotel sheets tend to be heavy and if the mattress isn’t breathable, it can cause a bad sleep.”

And a bad sleep isn’t healthy.

“As hotel clients continue to understand all the ways that sleep contributes to overall health and well-being, sleep products are continuously becoming a part of the health and wellness product category,” says Nowak. “As such, manufacturers are building more health and wellness-oriented technologies into their products incorporating natural and performance enhancing materials and fabrics.”

Manuele Russo, account manager with MAR agencies for United Sleep Products, says hoteliers should always put comfort first and “go a bit firmer than softer.” He adds to his list of top considerations for hoteliers choosing mattresses: support, durability, made in Canada, and extra edge hard support.

“If you sit on the bed and the edge sinks in, your first impression of the mattress is not good,” says Russo.

Of course, market competition is a key factor. “Hotels have to be up on their mattress game, finding new and exciting developments in the luxury mattress world before anyone else does,” says McCrea, adding that Restwell has a mattress that is hits on all of these fronts. “Our luxury mattress offers a hybrid of memory important part of that and properties need to be diligent about flipping and rotating mattresses. “That’s key, especially for a double-sided mattress, to reduces any chance of sag,” he says. “We typically relay that over to the maintenance department, because you have to manhandle them a little bit, and typically, it’s in our preventative maintenance along with a number of items and clearly, the mattresses are one of the most important ones.”

As a result, they have had no warranty issues. And this is not the first time Struk has worked with Pella.

“I believe I’ve probably had well over 300, 400 mattresses from here, at least,” he says. “Christine is always a pleasure to deal with, and the timelines from order to delivery are fantastic. We typically exceed the minimum number for delivery to be included, which is always a nice bonus.”

While the benefit of upgrading mattresses is clear, your decision starts with comfort.

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DURABILITY

How often you have to replace mattresses is a key consideration in any buying decision.

A resource provided by Serta Hospitality says that in a three- to five-year timeframe, given normal wear and tear, the foam or springs in a mattress will have undergone enough use that they won’t support a body as well as when it was new. Moreover, if a mattress cover hasn’t been used, the mattress will have taken on oils, dust mites, and bodily fluids like sweat. Tell tale signs of wear include grooves or indentations that make changing sleeping positions unpleasant. If the groove is in the centre of the mattress, it means sleepers will roll into it, which can be uncomfortable for people sharing the bed. And lumps and bumps in mattresses are often cause by liquid spillage, which causes the foam to deteriorate.

However, wear and tear aside, durability also depends on your property.

“Hotels with strong occupancy most likely will replace mattresses every three to five years,” says Nowak. “The average is between five to seven years.”

Longevity has also influenced mattress construction.

Russo says between seven and eight years is a standard that major hotels use. “A good mattress should last that, if not more,” he says, explaining United Sleep Products’s Imperial hotel series mattresses last longer because they are two-sided pillow tops.

“The reason why a lot of manufacturers stopped doing it is because it’s labour-intensive to do a two-sided mattress but we feel it’s very important for these hotels to get the longest amount of time for each mattress,” says Russo, adding that the maintenance and rotation — the flip program — are done by the hotel. “This mattress has been a tremendous success for us and we are one of the few manufacturers that still, on a consistent basis, make a flip two-sided pillow top.”

Making a decision is matter of understanding your guests’s expectations and balancing your priorities. And you have to be practical, too. For example, consider the warranty. A non pro-rated full repair or replacement warranty is good.

Other sleep-quality factors listed in the J.D. Power NAGSII study include quietness of the room, comfort and quality of the pillows, earplugs, robe/slippers and authentic local decor.

Don’t Underestimate Towel Power

Today’s guest expects soft, higher quality towels as a minimum requirement, but these expectations must be balanced against budget, durability and environmental responsibility.

Density/Weight

The weight of a towel is an essential variable in determining overall quality,” explains Lea El Housami, marketing manager for George Courcy Inc. “Weight is typically measured in two ways: grams per square metre (GSM) or pounds per dozen. Think of GSM as a measurement of density or thickness of a towel; the higher the GSM, the more Terry is in the towel, which means it should absorb more, feel thicker and last longer than a towel with a lower GSM — all other variables being equal.”

A medium-weight quality between 400 to 600 GSM is most commonly used in four- to five-star hotels, with 600 to 900 GSM superior quality for luxury and boutique hotels. Generally, thinner towels weigh five to 10 lbs/dozen while plusher will be 15 to 20 lbs/dozen — quite a difference in what your guest will experience and maybe the edge needed over the competition.

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The 1888 Mills Beyond™Textures Decorative Textured Top of Bed Collection from George Courcy for duvet covers/top sheet styles in easy care textured 100 per cent jet spun polyester. Ultimate performance with the feel of cotton. Faster-drying, abrasion-resistant, colour-coded care labels and hem threads for guest experience Beyond™ the expected.

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K-Bro Linen Systems — Canada’s largest laundry and linen provider to the hospitality industry servicing over 43,000 hotel rooms across Canada and into Scotland, UK. Continual reinvestment in leading-edge equipment plus extensive quality assurance programs deliver excellence and dependability bringing out the best in linens.

THAT WARM COZY FEELING
Marina Textiles Inc. brings warmth and wearableity to the bed with its Eucralor® Hospitality Linen line of anti-pilling, soft and practical polar fleece blankets. Made from polyester with all the advantages of easy care com-bination, with polyester in the towel base adding durability, but the pile, the part touching the user’s skin and absorbing water, is still the loops, and that is typically 100 per cent cotton.

GUARANTEED - COMFORT WITH VALUE
Northern Feather Canada’s specialized linen line delivers the ultimate sleep experience with Oekotex® certified fab-rics, innovative construction and close attention to detail. Varieties include 280TC 50/50 Cotton/Polyester, 300TC 100 per cent Sateen Cotton, 400TC 100 per cent Organic Cotton bedding products. Available in White, Damask patterns for an over-all luxurious look.

THE BORDERS OF LUXURY
Otelia Hotel Essentials specializes in hotel room essentials including four lines of superior towels. Molto — 100 per cent cotton, 86/14 cotton/polyester — featuring the clean, soft look of woven edges. Astro and Roya, both 100 per cent cotton with distinctive textured cam borders. Available in a range of weights to fulfill the highest expectations.

Style on the Edge
Border or no border — that is another question. Towels without are clean-looking and work with any style, but here’s the rub: today’s travellers have come to associ-ate a solid, strong border with hotel quali-ty. The Cam border is a simple flat weave while the more decorative weave of the Dobby border is generally seen as being more upscale, so having a distinctive style can bring more points towards achieving stars in hotel ratings. Also be sure to look for towels with a double-turned edge, making them less likely to fray and thus last longer than a plain woven edge.

“The choices of a plain Terry border or a Cam border is mainly a question of appear-ance,” says Sonia Chevalier, vice-president of Textiles, Otelia Inc. “Although, having the more distinctive style of borders, along with a heavier weight can bring more points for achieving stars in hotel ratings.”

Laying Down the Linen
The right linen on the bed can mean the difference between a restful, pleasant night and an uncomfortable night’s sleep for a very unhappy guest — this must be the first consideration above all others.

Thread Count
So what does thread count really mean when it comes to linens, and especially hotel linens? Thread count (TC) is how many threads are woven into the sheet per square inch. Higher thread count usually means thinner threads were used, and that makes for a softer product, a more luxuri-ous-feeling product.

“As the thread count goes up, the linen is smoother, but there are several other fac-tors to consider, such as the type of cotton used,” says Starrett. “Egyptian cotton makes for a smoother yarn with fewer imperfec-tions. But what you really want is a higher thread count with good construction. That’s why, in all our products, we use a one by one weave (Percale), the strongest weave you can have.”

Starrett goes on to explain how this weave limits the actual thread count, so he advises not to go beyond 300 TC with high

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quality cotton for a smooth and strong product that will last well in a hotel environment. The Satin weave carries more vertical than horizontal yarns resulting in a softer feel, a softer look with beautiful sheen but it won’t be as durable and may have issues with pill and tearing.

For a cool, summer weight, budget cotton sheets weigh in at 200 TC but they won’t hold up as well as the nice hotel-friendly 300 to 400 TC choices — soft and with a cool feel, yet more substantial and durable. Using compressed air technology in manufacturing, a 400 TC sheet will bring a lustrous, soft, smooth finish, while 800 to even 1000 TC deliver the ultimate luxury. It all depends on the needs and image of your property.

White Cotton Rules
Cotton is the most popular fabric for sheets and bedding. It’s breathable, soft and easy to care for, but polyester is more durable and is less prone to wrinkling. Looking to strike a balance between cost and guest satisfaction, many mid-scale properties are looking at a 60 per cent cotton, 40 per cent polyester blend for the best of both. Next would be a 70/30 combination, while 100 per cent cotton is what higher scale hotels are going for.

“When purchasing new linens, hoteliers should think about enhancing guest satisfaction, reducing operational and labour costs, and increasing their commitment to sustainability,” says Kristyna Odberg, account manager at Northern Feather Canada. “All our linens are Oeko-Tex® Certified (tested for harmful substances), and white linens are the classic choice for hotels, forming the perfect backdrop to any other hues or textures in the guest room.” Hotels choose white linens for several other reasons: white is the easiest colour to maintain through the heavy cleaning process, and there is no worry of matching colours when only a few replacements are needed.

As well, Odberg recommends hotels always maintain a healthy par stock of a minimum of three, preferably four par if their laundry is outsourced. He notes that after processing, giving linen a 24-hour rest period before using will ensure it retains the moisture lost during the ironing and drying process and extend the life of the fabric.

“When purchasing new linens, hoteliers should think about enhancing guest satisfaction, reducing operational and labour costs, and increasing their commitment to sustainability.”

Beyond Sheets
Looking to further differentiate themselves from others, El Houssami notes that hotels are trending to more textured duvet covers, adding an element of style to the top of the bed. “We offer a collection made from 100 percent jet spun polyester that feels like cotton while remaining extremely durable, dries quickly and does not require ironing.”

At Marina Textiles, Adam agrees that duvet covers can look great, but he advises hoteliers to consider they may be causing difficulties and extra work for the housekeeping department when changing them. “Depending on the hotel’s needs and guest expectations, it may be a better option to use a blanket for warmth, easier replacement and cleaning. Through our Eurocale Hospitality line, we offer a hotel-quality fleece blanket that is very successful. And remember, it is important to keep your options open when working with distributors, balancing price with consistency of product.”

As Starrett sees it, “Once you’ve identified what’s best for your property, considering price point, quality, durability, then look for consistency in a provider, ask questions about reliability of the cotton supplier as different sources can create a different product. Every time you’re replacing that replenishment order with your supplier, you want to know that the consistency in products you’re looking for will be there, the same cotton, same quality, same appearance.”

Towels and linens are the basic essentials in any hotel room, but through careful thought and comparisons, making the right choice will go a long way to keeping satisfied guests as well as maintaining a healthy bottom line.
SilverStar Mountain Resort Trusts Maestro PMS

SilverStar Mountain Resort has all the amenities of a luxurious alpine village. Four hotel style properties, more than 10 food and beverage outlets, a variety of retail and grocery stores, fitness centre, bike rental and repair store, ski shops, plus multiple residential ownership units. The entire operation is supported by the Maestro Multi Property hotel software system.

“Maestro has made our resort tightly connected and synergistic. We can run all of our operations, call centre and reservations for our hotels and ownership units, on the one Maestro system,” said Tami Allan, accommodations manager at SilverStar Mountain Resort. “Maestro hotel software is an efficient single point of technology that lets us focus more on attention on guests, much less time concerned with systems or operations.”

SilverStar uses the Maestro Web Browser and Windows versions with an on-premise server that lets staff securely access the Maestro central system from any property from either a Windows session or a Web Browser without the need to remote desktop in. This greater flexibility and mobility with reduced network infrastructure.

Sandman Hotel Group Partners with Duetto for Data-Driven Revenue Decisions

Sandman Hotel Group has partnered with Duetto, a hospitality revenue platform with a best-in-class pricing application, to maximize profitability across its entire portfolio of hotels, resorts, and inns.

Sandman, which operates The Sutton Place Hotels, Sandman Signature Hotels & Resorts, and Sandman Hotels, Inns & Suites, is implementing the technology firm’s property level revenue management (RM) software, as well as its cloud-based hotel software system, BlockBuster.

Duetto’s revenue strategy platform brings together core technology and data to make them accessible through multi-tenant cloud architecture, powering a suite of applications delivering a holistic revenue strategy that increases organizational efficiency, revenue and profitability.

Sandman will use ScoreBoard to quickly and efficiently produce and share multi-property reports such as financial budgets and forecasts, leading to more accurate reporting and streamlined operations.

WashBar with Undermount Basins Add Flexibility to WashBar Series

Bradley Corp., creator of the all-in-one hand washing concept, opens a world of washroom design possibilities with a new extension of its award-winning Washbar series. Washbar with Undermount Basins. Washbar with Undermount Basins.

The Washbar with Undermount Basins, Bradley’s original cleanroom-style technology with a selection of custom-formed undermount basins made of either Evero natural quartz or Terrazzo on solid surface. These durable basin materials allow designers to create their own customized restroom decks in varying lengths, L-shapes, cutouts or even different countertop materials.

A perfect alternative for applications featuring a complex or restrictive restroom design – yet still call for the design simplicity and functionality of the Washbar – this flexible design makes the most “impossible” designs entirely possible.

Angie Hospitality Equips Hotels with Advanced IP-PBX Telephone Compatibility

Angie Hospitality, developer of the industry’s first 24-hour interactive guest room assistant purpose-built for the hotel environment, announces the seamless integration of its newly expanded line of Angie devices with hotel IP-PBX systems, eliminating the need for hoteliers to make additional and often costly guest room equipment purchases. Compatible with IP-PBX systems used by many hoteliers today, the Angie device serves as an in-room SIP (Standard Initiation Protocol) device, giving guests the ability to either make outside calls or connect with hotel personnel in various departments using Angie’s built-in voice control or high-resolution touch-screen. This advanced telephone functionality significantly augments Angie’s multi-purpose platform, which provides hotel guests with a wide range of conveniences through its award-winning virtual assistant technology platform.

By functioning as a plug-and-play SIP device, Angie is able to instantly connect with virtually any IP-PBX system without the need for complex integrations. This seamless integration with digital telephone systems provides a range of benefits for hoteliers, including a significant reduction in hardware and maintenance costs that are frequently attributed to legacy analog systems. Hoteliers can also reclaim valuable space that bulky analog servers typically take up in a property’s server room. With Angie’s telephone features utilizing state-of-the-art Voice over IP (VoIP) technology, guests are also able to enjoy HD voice quality, which provides a much clearer and crisper phone conversation experience.

While both Angie Luxe and Angie Luxe+ models can serve as a guest room telephone, Angie Luxe+ is also equipped with a telephone handset for guests that prefer a more traditional experience.

In addition to serving as a telephone, Angie provides each guest with the ability to access hotel and local information or make service requests using either voice interaction or the device’s built-in touchscreen. Other features include the ability to serve as a nightlight, Bluetooth speaker, USB charging station and a private conversation experience. While capable of serving as a standalone solution, Angie can also integrate with an array of disparate hotel systems to provide guests with voice- and touchscreen-based control of amenities such as televisions, thermostats, lighting and drapes.

For more information on Angie’s full suite of capabilities, visit angie.ai.
What started as a summer home has turned into a country inn with a five-star rating in Fortune Bridge, Prince Edward Island. It all began in 1913 when the main house and adjacent courtyard were built for Broadway playwright Elmer Harris and his family. In those days Fortune was an artists' colony filled with Broadway and silent screen actors escaping the New York City summer heat. In later years it was owned by Actress Colleen Dewhurst and her husband actor George C. Scott.

In 1989, the Wilmer family took on a love of labour and transformed this unique property into a country inn. In 1991, Chef Michael Smith joined the team and was credited with sparking the island's locally driven cuisine movement. In later years it was owned by Actress Colleen Dewhurst and her husband actor George C. Scott.

In 1999, the inn had become such a destination that a new kitchen, dining room and guest wing were added.

After a 17-year absence Chef Smith returned with his wife Chastity in 2015 as the new proprietors with the goal to re-establish it as a culinary destination. Chef Michael was always talking about sustainability and farm-to-table practices, but was never able to fully act on it until the opportunity to buy the inn came up. Now he is able to put his words into action and teach guests and team members about sustainable farm practices and farm-to-table culinary dining.

For Chastity, who has a keen interest in interior decorating, it was natural to take on the role of co-proprietor. Her creative flair is seen all throughout the property.

The inn is located on 46 acres of land overlooking the Fortune River as it flows into Bay Fortune and Northumberland Strait.

Inn at Bay Fortune has 16 rooms. Over the last five years Chastity has reimagined, redesigned and renovated every square inch of the property. Each of the rooms is true to the seaside setting and features first-class comfort, treasured antiques, modern furnishings, artistic design flourishes and unique local artwork.

There are numerous items in the inn from the original owners such as vintage trunks found in the attic, antique photographs all over the walls and the main house on the property still contains some original structural elements,” shares Katelyn Bruce, food media producer, Culinart Ltd. (Chef Smith’s food media production company). “Although updated and renovated over the years the main house and adjacent courtyard, and South tower on the property are the original structure.”

The main demographic for the inn are adults from 30-45, typically from Ontario. The guests can enjoy the hotel’s design which provides rustic-chic rooms decorated in soft colours and floral accents and includes locally produced artwork. They all offer private bathrooms (some with whirlpool tubs) while some offer bay views. Upgraded rooms include fireplaces, balconies or porches.

Part of the Inn at Bay Fortune’s uniqueness is their FireWorks Feast which is named after the 25-foot brick-lined, wood-burning, fire-breathing beast that anchors their Fire Kitchen. “It includes every form of live-fire cooking known to man – a smokehouse, open hearth, grill, rotisserie, plancha and wood oven. There are no dials, switches, gas or power. Just old-school fire cooking. Curious? Our Fire Brigade is always proud to share its details and flavours with you,” says Bruce.

There is a lot to discover in their rural setting. Guests are invited to explore the farm and the forest beyond where there are a series of clearly marked trails. Michael is a passionate outdoorsman and has been diligently expanding the network through the woods.

The inn’s passionate farmer, Kevin Petrie leads a tour of the farm and gardens daily. An immersive behind-the-scenes look is provided to show how they grow what they serve. They have 46 raised herb beds, six greenhouses and three happy pigs for guests to learn about and enjoy.

“Every day our love of organic farming nourishes our soil, fills our harvest baskets and inspires our menu. We’re proud of the tireless efforts of our brigade harvesting more than 200 different fruits and vegetables every year. We grow all the vegetables we serve including our amazing house salad. Every night it features more than 50 different organic greens, tender shoots, leaves, herbs and flowers.”

Looking to the future they plan to further expand and support the Tourism and Food Industry in PEI.
The overall appearance, cleanliness and especially the quality of your hotel’s textiles greatly impacts your guest’s first impression. Retain control over quality and cleanliness by operating your own in-house laundry with Continental energy-efficient commercial washers, dryers and ironers.

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