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A New Decade Ahead

As we head into a new decade there is no shortage of predictions on how the hospitality industry will change. Expedia has issued its predictions for the decade ahead beginning with how shifting demographics will influence market dynamics. Younger travellers, says Expedia, crave unique experiences and adventure and this will continue with Generation Alpha, the children born to Millennial parents. In a decade, members of Gen A — which is expected to be the most formally educated and wealthiest generation — will be turning 20 years old. In college and/or working, they’ll be making their own travel decisions. This group will expect a personalized fully digital, frictionless travel experience — exploring new destinations via their home virtual reality sets as they shop for their next trip, bringing loved ones along through augmented reality, advanced bots that instantly serve up one-click bookable travel itineraries that are personalized from where they’ll stay down to where they’ll eat.

This is echoed in a report from Travelport, a leading technology company serving the global travel industry. “Super apps” will become the norm as tech giants such as WeChat, Grab and Go-Jek give their users a one-stop shop to communicate, shop online, book travel, bank, find a date, get food delivery, and pay for anything within a single, unified smartphone app. Travel brands that want to deliver holistic mobile customer experiences need to think about how they engage travellers within these super apps as well as in their own mobile channels. According to leading data and analytics company GlobalData, personalization has gone beyond being important; it’s borderline essential. Guests don’t want to be just a number, they want a personal touch. Hotels must not lose sight of the fact that they are in the hospitality industry and personalizing somebody’s stay is a great way to demonstrate their commitment to hospitality. GlobalData is also expecting the battle between shared accommodation, online booking agencies and traditional hotels to continue. The relationship between hotels and online travel agents (OTAs) such as Expedia is both symbiotic and problematic. On one hand, OTAs help fill bed spaces, but on the other they command high commission rates. This is no doubt behind Travelport’s prediction that the push for direct bookings will intensify as hotels invest more into their loyalty programs. All of these trends, of course, are not new to the industry, but clearly, they will become more and more important as we move ahead.
ADA Cosmetics International Initiates Campaign Against Plastic Waste

Plastic waste has become a highly debated global issue. The small bottles of body care products, which still can be found in many hotel bathrooms, contribute significantly to this problem. Estimates show that each year, the hotel industry disposes of over ten billion of these mini bottles, many of which still contain product.

ADA Cosmetics International is using the “Make the Shift” campaign to draw the attention of hoteliers towards environmentally friendly dispenser systems. The key communication mode is a landing page with background information and product news on the topic of dispenser system solutions, presented in a magazine style.

Further, the campaign will be used to directly address the company’s hotel clients and partners worldwide.

In the 90s, ADA Cosmetics already devised the first dispenser system, thus revolutionizing the hotel cosmetics industry. Today, the closed systems press+wash and Smart Care as well as the open pump systems are an integral part of the product range. In almost 30 years the company has produced and installed approximately 128 million dispensers. This equals a savings of 2.6 billion small bottles, which translates into 20,500 tons of plastic waste from the world's oceans (Ocean Plastic Waste).

The resulting savings are significant: one cartridge replaces 20 to 25 small bottles per month while reducing plastic and product waste by 70 to 85 per cent. Compared with small bottles, dispenser systems can reduce costs between 30 and 40 per cent.

Best Western Hotels & Resorts Announces Peter Kwong as New Board Chairman

Best Western Hotels & Resorts announced that its Board of Directors has elected Peter Kwong as board chairman for 2020. Kwong, who previously served as vice-chairman of the Board of Directors, brings 35 years of hospitality experience and 25 years of Best Western ownership to his role as chair -man. His extensive industry knowledge and understanding of Best Western Hotels & Resorts makes Kwong the ideal candidate to help drive the brand’s continued success and momentum in 2020.

During his time as a Best Western owner, Kwong has served as a governor for Best Western Hotels & Resorts as well as a member of the District VI Marketing Co-op and the Best Western Reservation Technology Committee. In 2018, Kwong was elected to the Board of Directors to represent the interests of hotel owners in District 6, which includes California, Nevada and Hawaii.

Travelodge Canada Appoints New Marketing Manager

Calgary-based Superior Lodging Development TL Corporation has appointed Jesse Nagle to the position of marketing manager for Travelodge Canada. Nagle has spent many years within the marketing and communications industry, and he brings extensive experience leading creative planning, execution and the analysis of strategic global marketing campaigns. He also possesses further experience with creative content development across social media, global product launches and corporate communications. Jesse will manage Travelodge Canada’s marketing initiatives and be based out of Calgary, Alberta.

Attilio Hotels Announces Tony D’Ariano as Tourism HR Canada Employee of the Year

Attilio Hotels has announced that Tony D’Ariano, maintenance manager for its managed property, Residence Inn by Marriott London Downtown, has been recognized as the 2019 Tourism HR Canada Employee of the Year. The honour was awarded to D’Ariano at the 2019 Canadian Tourism Awards presented by the Tourism Industry Association of Canada (TIAC) in Ottawa on November 20, 2019.

The annual Canadian Tourism Awards recognize success, leadership and innovation in Canada’s tourism industry. They serve to reward those people, places, organizations and events that have gone above and beyond to showcase Canada’s very best by offering travellers superior tourism experiences.

D’Ariano was nominated and recognized for his constant effort to go above and beyond the call of duty. From assuming the role of Chair of Health and Safety for Residence Inn by Marriott London Downtown, to taking the time to personally change a guest’s flat tire spotted in the hotel lot, to being the first and last person on-site to assist with social and charitable functions, to leading by example with his warm and friendly attitude and boosting morale, Tony is a key factor in the overall success of the hotel and its superior guest experience.

Three British Columbia Charities Welcome Donations from Coast Hotels

The 17th annual Coast Hotels Shuhachi Naito Golf Classic raised more than $75,000 and now has surpassed the $1,000,000.00 in funds donated to charities. Next year’s tournament will be held on July 9, 2020.

In July, Coast Hotels hosted the 17th annual Coast Hotels Shuhachi Naito Golf Classic. This tournament raised valuable funds for three charities this year: the ALS Society of BC, the Vancouver Holocaust Education Centre and S.U.C.C.E.S.S. With the books now closed on the event, Coast Hotels presented donations to these three important groups.

“The values of these organizations align closely with those of Coast Hotels,” noted Takamasa Machiura, executive vice-president. “‘Living with Honour’ is something that we strive for; and the opportunity to support the valuable work of each of these organizations is a privilege.”

Queenie Choo, CEO of S.U.C.C.E.S.S. indicated that the funds provided by Coast Hotels will support their Multicultural Early Childhood Development (MECD) program, where many families and their children will be able to access the much-needed services as part of their integration journey in Canada. Choo was joined at the cheque presentation by Brandon Hui, chairman of the S.U.C.C.E.S.S. Foundation.

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As one of Canada’s largest hotel franchisors, we really know how to franchise well. Providing Canadian-based support and service for your hotel, we help increase your bottom line. Let’s talk about how Travelodge can help grow your business!

STR: Canada 2019 Hotel Performance
The Canadian hotel industry reported mostly negative year-over-year results in the three key performance metrics during 2019, according to data from STR.
Compared with 2018:
- Occupancy: -1.3 per cent to 65.2 per cent
- Average daily rate (ADR): +1.2 per cent to CAD165.23
- Revenue per available room (RevPAR): -0.2 per cent to CAD107.81
The absolute ADR level was the highest for any year in STR’s Canada database, while the absolute RevPAR level was the second highest on record behind 2018 (CAD108.00).
An October report from Destination Canada showed that overnight arrivals of international visitors to the country surpassed 1.6 million for the first time ever for that month, bringing year-to-date visitors to a record high of 19.6 million (+5.0 per cent). STR analysts note that despite that exponential growth, hotel demand (+0.9 per cent) lagged supply (+1.5 per cent), which brought occupancy down. With occupancy levels declining and economic growth slowing, hoteliers experienced less pricing power compared with 2018.
In absolute values, August was Canada’s top month of the year for each of the three metrics: occupancy (79.0 per cent), ADR (CAD185.08) and RevPAR (CAD146.27).
Among the provinces and territories, British Columbia recorded the largest year-over-year increase in RevPAR (+2.6 per cent to CAD138.50), due primarily to the largest lift in ADR (+2.6 per cent to CAD197.40). Newfoundland and Labrador experienced the highest rise in occupancy (+1.7 per cent to 54.5 per cent) but the steepest declines in ADR (+5.5 per cent to CAD133.22) and RevPAR (+4.0 per cent to CAD72.12). Nova Scotia registered the only other increase in occupancy (+0.7 per cent to 67.9 per cent) but the second-largest decrease in ADR (-2.0 per cent to CAD146.50). Alberta saw the largest drop in occupancy (-2.5 per cent to 55.6 per cent), which resulted in the second-steepest decline in RevPAR (-2.6 per cent to CAD85.43).

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More convenient days = maximum productivity.

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We’re bringing the outdoors in.

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Party by the Pool
Our most in-demand event, brand new location.

The HD/Hilton Box Design Competition
Experience the winning concept firsthand.

Register today.
Use code HDVEGAS for your complimentary expo pass.
BC Hotel Association Ushers in New Era with New Chair Bryan Pilbeam and 2020 Board of Directors

The BC Hotel Association (BCHA) has introduced its new Board of Directors, following an official announcement at the organization’s AGM on November 25 at JW Marriott Parq Vancouver. Bryan Pilbeam is the new board chair.

The 2020 BCHA board comprises a team of industry leaders from diverse regions across the province. They are:

- Angie Eccleston - Prestige Hudson Bay Lodge, Smithers
- Barry Zweste - St Eugene, Cranbrook
- Brady Beruschi - Best Western, Revelstoke
- Brian Rohi - Coast Hotels Corp., Vancouver
- Bryan Pilbeam - vice-president of Invictus Properties Inc. and general manager of the Delta Hotels by Marriott Kamloops (Chair)
- David MacKenzie - Pemberton Valley Lodge, Pemberton (executive committee director)
- David McCaughan - Coast Hotel, Nanaimo (treasurer)
- Douglas Andrews - Lilac Hotel, Whistler
- Eleanor Ryan - Pomeroy Inn & Suites & Stonebridge, Fort St John
- Ian Powell - Inn at Laurel Point, Victoria (executive committee director ex officio governance)
- Ingrid Jarrett - The Royal Kelowna, Kelowna (executive committee director)
- John Kears - Sheraton Vancouver Guildford Hotel, Surrey (past chair)
- Jonas Melin - Harbourfront Pinnacle Hotel, Vancouver (vice-chair)
- Michelle LeSage - Oak Bay Beach Hotel, Victoria
- Stephen Roughley - Marriott Inner Harbour, Victoria
- Stewart Instace - Best Western Tin Wil Resort, Tofino
- Vivek Sharma - Fairmont Hot Springs Resort, Fairmont (executive committee director)
- Paul Cannings - Fairmont Chateau Whistler’s The Grill Room Awarded Top 100 Restaurants In Canada

Fairmont Chateau Whistler’s The Grill Room Awarded Top 100 Restaurants In Canada

OpenTable released its list of the Top 100 Restaurants in Canada as selected by verified diners. Fairmont Chateau Whistler’s fine dining restaurant, The Grill Room, was the only Whistler restaurant to make the esteemed list. This nation-wide nod rounds out a tri-recta of awards in 2019 for Fairmont’s talented culinary team. Fairmont Chateau Whistler’s Executive Chef Isabel Chung, along with Executive Sous Chef Derek Bendig and Executive Pastry Chef Anup Chaubal, have spent the last number of years focusing on building a culinary program that focuses on sustainability while fostering relationships with local suppliers in an effort to share the highest quality ingredients with their guests across all six of Chateau Whistler’s restaurants.

Days Inn - Canada Signs Extended Deal with Canadian Hockey League

Days Inn - Canada has announced an expanded two-year partnership with the Canadian Hockey League (CHL).

“After a successful launch in 2018, we’re thrilled to have Days Inn - Canada on board as a dedicated affiliate partner for the next two seasons,” said Kyle Ferguson, director of corporate partnerships, Canadian Hockey League. “Strategic partnerships are a fundamental part of our strategy and we value the support of those like Days Inn - Canada, who share the same vision as we do.”

The hotel chain’s sponsorship deal will feature branded web presence, in-ice logo placement, video board commercials, spectator giveaways as well as an in-venue kiosk as part of the CHL’s National Events calendar that includes the CIBC Canada Russia Series in November; the Kubota CHL/NHL Top Prospects Game in January, and the Memorial Cup in May.

The Westin Bayshore, Vancouver Announces New General Manager

The Westin Bayshore, Vancouver has appointed Paul Cannings as its new general manager.

Cannings arrives in Vancouver from Malaysia, where he was general manager at the Renaissance Kuala Lumpur Hotel – a five-star Marriott property boasting 921 rooms, eight food and beverage outlets, and 43,000 square feet of meeting space.

A dedication to excellence in all of his endeavours has led to Cannings receiving numerous awards throughout his career, including the Asia Pacific Leadership of Excellence Award (2017), a Restaurant of the Year Award (2017), TripAdvisor’s Traveler’s Choice Award (Seoul Market; 2014), and the Silver Circle Award (2016).

At The Westin Bayshore, Vancouver, he will oversee operations of one of the largest conference hotels in Western Canada, with 499 guest rooms and suites, three revitalized food and beverage venues, 71,000 sq. ft. of meeting space, and a best-in-class team.

WE’RE IN THE BUSINESS OF BUILDING BUSINESS.

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FOOD WASTE IN TOURISM IS A BIGGER ISSUE THAN PREVIOUSLY THOUGHT

There are major gaps in how food waste in tourism is understood and calculated, according to researchers at the University of Eastern Finland and the University of Southern California. Food waste originating from hotels, restaurants and events is recognized and can be estimated and calculated, but as the tourism industry is becoming more and more diverse, so are the sources of its food waste.

According to the researchers, a focus on preventing food waste only in the traditional foodservice and accommodation establishments ignores the reality of growing tourist households and will stifle sustainability efforts. Food waste is a major issue globally, and it has also been identified as the most prominent type of hospitality waste. Annually, roughly 1.3 billion tons of food is lost or goes to waste, which is equivalent to one third or even up to one half of all food intended for human consumption. Food waste is a major environmental, social and economic issue.

Food waste is a major issue globally, and it has also been identified as the most prominent type of hospitality waste. Annually, roughly 1.3 billion tons of food is lost or goes to waste, which is equivalent to one third or even up to one half of all food intended for human consumption. Food waste is a major environmental, social and economic issue. Food waste is created in all these tourist households, but very little research into the topic has been carried out so far. Yet, there is a need to mitigate food waste from these sources as well.

"We can already see that there are savvy players in the tourism industry who have succeeded in reducing their food waste and have even managed to turn that into an asset. Yet, it is not enough for only the traditional foodservice and accommodation establishments to reduce their food waste, we need to get all tourist households on board. As the tourism sector changes, research into food waste and sustainability becomes ever more important," Research Manager Juho Pesonen from the University of Eastern Finland says.

According to the researchers, comprehensive reduction of food waste requires that its sources and amounts are identified and that its disposal by tourist households is addressed. In addition, there is a need to study the drivers of tourist household food waste and barriers to its reduction.

"We need models that describe how food waste is created in tourist households, and how that possibly changes over time. Moreover, we need to identify platforms and intersections where food waste can be addressed, for example through social media. In the end, it all boils down to sustainable tourism and the circular economy," Pesonen notes.

WorldHotels Appoints Kristin Intress to Chief Executive Officer

WorldHotels announced that Kristin Intress has been selected as the company’s new chief executive officer. Intress will succeed Geoff Andrew who is stepping down to pursue other interests. Intress previously served as the company’s CEO and played an instrumental role in building the brand as a leader in the independent hotel sector.

Intress has more than 25 years of experience in the hospitality, technology and healthcare industries, including previously serving as CEO of WorldHotels. She is a successful entrepreneur, having started and purchased several companies including restaurants, a resort, a medical training centre and a hospitality technology company. Throughout her career, she has built an exceptionally diverse experience base – leading two companies as CEO, holding sales and marketing leadership positions, and serving in the military.

“We are delighted to welcome Kris back to WorldHotels as CEO,” said David Kong, global president and CEO of BWH Hotel Group, the parent company of WorldHotels. “WorldHotels will benefit tremendously from Kris’ extensive experience deep industry knowledge and proven leadership. Additionally, her thoughtful and strategic approach will help us move WorldHotels forward, truly unleashing the potential of this global brand.”

Small Luxury Hotels of the World Releases Luxury Travel Trends for 2020

Small Luxury Hotels of the World (SLH) has released its annual Luxury Travel Trends Report, looking ahead at what will be shaping the luxury boutique experience in the coming year. From bio-architecture and conscience-free cuisine to dispersed hotels and ultimate relaxation methods, the report has been crafted from the creative, inspiring and novel elements introduced by the luxury brand’s more than 150 independent hotels that together reflect the emergence of a movement or burgeoning trend. For 2020, these small, nimble and progressive hotels continue to set the standard for luxury in the ever-changing travel landscape.

The full report outlines six specific overarching themes reinforced by the idea of uncomplicated and honest luxury. Travellers are looking to embrace pared-back extravagance by interacting with local cultures, respecting nature and participating in something that feels bigger than themselves.

CONSCIOUS LUXURY
Examples of bioarchitecture, conservation projects, widespread plastic-free initiatives and of course those hotels striving for carbon neutrality are the highlight. As a global company, SLH will be launching a Sustainability Manifesto in 2020 laying out commitments for SLH as a business as well as guidance for member hotels.

DISPERSED HOTELS
Dispersed hotels offer a new way to experience a hotel and a destination by spreading the areas out across buildings in one small town or village, naturally creating a unique micro-community for guests and locals.

UPSKLILLING ESCAPES
Upskilling Escapes offer real once-in-a-lifetime experiences, granting travellers VIP access to specialists in an effort to learn new skills, or become experts themselves.

WELLNESS FROM AHH TO ZZZ
Ayurvedic therapies are on the rise, while solutions to achieve optimum rest continue to be key for overall health and wellbeing.

THE ROOT BACK TO REAL FOOD
For foodies, the emergence of Unexpected Herbs, plant-based restaurants in surprising places, and the ongoing benefits of ‘going herbal’ are rising in popularity. In addition, white charcoal, or binchotan, is being incorporated into food and drink across menus worldwide to absorb impurities and release vital minerals.

SUSTAINABILITY MANIFESTO IN 2020
SLH is releasing its Sustainability Manifesto in 2020 laying out the global company’s commitment to achieving a more sustainable future. The report will be released on January 2020 as a key component of SLH’s continued focus on sustainability and reducing their environmental footprint.

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Commentary

By Joseph Franklyn McElroy

How Travel Brands Can Use SEO to Strike A Balance Between Direct and OTA Bookings

The relationship between travel brands and online travel agencies (OTAs) may best be described as a love-hate romance. On the one hand, firms like Trivago, Kayak and Booking.com are helpful in that they assist hotels, airlines and tour operators in selling off excess inventory. On the other, these brands forfeit up to 30 per cent of the revenue garnered through OTA bookings in commissions and fees. Effectively, travel brands compete with OTAs for direct bookings.

In our work with travel brands around the world, including dozens of Marriott properties throughout Canada, we are finding the number of consumers that research travel options and discounts via OTA websites continues to grow. This has travel brands sounding the alarm.

There is a silver lining. Travel Daily News International reports that 52 per cent of travellers that reference OTAs to explore travel possibilities will visit hotel websites for more information on the property and its offerings before booking. This presents a significant opportunity for these properties to win coveted direct bookings before online shoppers return to an OTA site.

How can effective travel content marketing and SEO enable brands to make travellers taste, feel, hear and see the possibilities for a trip in ways that are beyond the capabilities of OTA platforms?

1. Identify the Customer

Identifying the customer is crucial to travel brands looking to generate more direct bookings. Who is their target? How do they prefer to travel, and which experiences do they want most? A general travel net tossed out in a saturated marketplace is likely to come back empty.

A study conducted by Google and Pchucarwight revealed 57 per cent of travellers would like brands to tailor the info they provide via their website, social media and email outreach based on factors such as personal preferences and past behaviour. Furthermore, 36 per cent of travellers would consider paying more for a vacation experience tailored to their unique preferences and behaviours. Once you connect with a traveller, taking a customized approach can pay off in increased direct bookings. Bring the Experiences Offered to Life

The number of last-minute travellers - those planning excursions just 48 hours in advance — continues to grow. Research shows that this distinct group of travellers, which are primarily motivated by the availability of affordable opportunities, is often best reached via mobile devices. So, in addition to promoting vacation deals and discounts via blogs, email and social media, travel brands may want to consider offering a mobile app that shows potential customers the places to stay closest to their desired destination and the ability to make a reservation with one or two taps.

2. The Art of the Last-Minute Deal

Vacation opportunities that are fun, positive, sexually pleasing and intrinsically enjoyable are referred to as “hedonistic.” The bottom line for all travellers is the desire to have a wonderful time based on what they like most. Travel content marketing should focus on fantasy as well as reality. Appeal to consumers through sight, sound, touch, scent and taste. For example, describe the feel of silky platinum sand underfoot during a romp by the ocean or high-light tantalizing flavours featured in local cuisine to lure foodies.

A popular reason for travel are the opportunities it presents to dive into immersive cultural experiences. Every city around the world has “must-see” tourist attractions, but savvier travellers often find the most magical memories can be made off the beaten track.

3. Offering Hedonistic and Exotic Experiences

Use words in your descriptive content to make travellers want to dig these into lesser known regional adventures that suit their specific interests.

4. How Do Travel Brands Help the Right Travellers Find Them?

Of course, travel content is only useful when people can find it during a routine Google search. Travel brands can take these steps to improve the SEO at your travel site, and drive more targeted traffic to your business:

• Identify the “search intent” for each page of the website and include words and phrases that best target visitors’ positions in the buyer’s funnel;
• Perform keyword search to determine the common terms used to search for specific travel experiences;
• Choose 2-3 keywords per page, based on relevance, competition and search volume;
• Incorporate these keywords into the URL, title, metadata and descriptions as well as the article title and body;
• Share the content on social media and other websites and use the keywords as hashtags;
• Add local SEO terms to location-specific content and remember to add your travel business to popular directories and Google Maps.

Other factors also influence search engine optimization, such as site security and speed. Make sure the site offers a secure environment for people to share private contact and payment information. Also, having a search bar encourages visitors to use your site as a valued resource for additional content information travellers seek before scheduling a trip.

While it is understood that OTAs are valuable partners, travel brands need to maintain a balance to protect their bottom lines. Employing a strong travel content marketing and SEO approach is invaluable in making this attainable.

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Here’s a look at the upcoming hospitality shows/conferences:

**Hotel Association of Canada National Conference**
**FEBRUARY 24-25, 2020**

The Hotel Association of Canada (HAC) is the Leading Voice of the Canadian Hotel and Lodging sector. For over 100 years, it has worked to enhance the prosperity of the industry through strong member engagement, effective advocacy, and the provision of value-added programs and services. The Hotel Association represents more than 8,253 hotels, motels and resorts that encompass the $20.8 billion Canadian hotel industry which employs 306,600 people across Canada. The HAC Conference (HAC), which started in 1992, provides an opportunity for those involved in the operations of lodging enterprises (mid- and senior-level) and many industry suppliers, to gain timely insights into industry trends and current practices.

Please visit the conference website for more information at haconference.ca

**BC Hospitality Summit**
**APRIL 6-7, 2020**

The British Columbia Hotel Association (BCHA) and BC’s Alliance of Beverage Licensees (ABLE BC) are excited to co-present the 2020 BC Hospitality SUMMIT — BC’s largest annual gathering of hospitality businesses. Now in its fifth year, the BC Hospitality SUMMIT offers attendees a unique opportunity to connect, collaborate, and learn from leading hospitality innovators. With a focus on hotels, food and beverage operations, and liquor retail, the goal of SUMMIT 2020 is to help build profitable strategic partnerships among hospitality businesses.

The 2020 BC Hospitality Summit will take place April 6th and 7th at the Delta by Marriott Grand Okanagan Resort in Kelowna, BC. Over the two days of the Summit, attendees will connect with key industry suppliers in the marketplace, form new contacts with industry peers, and gain insight into key industry issues.

BC’s hospitality industry is an economic engine that generates $14 billion in economic activity and employs over 140,000 people. ABLE BC and the BCHA work together to help build a healthy business environment that allows our members to grow and prosper.

Please visit the conference website at www.bchospitalitysummit.com

**Aspire** is the Alberta Hotel & Lodging Association’s one-day professional development and networking event for housekeeping, front office, human resources, and administration supervisors and managers. This is an affordable opportunity for hotels to invest in their employees by providing them with practical training, professional development, and networking opportunities … and to reward them with a bit of fun!

Aspire will deliver extraordinary value for the cost of registration, travel, and time away from the hotel, making it a “must attend” event for Alberta’s hotel industry. Attendees will receive a top-notch experience from registration to wrap-up.

Registration now open! Act now to take advantage of our early bird rate until March 20. ahla.ca/ASPIRE

**Canadian Hotel Investment Conference**
**MAY 4-5, 2020**

First launched in 1997, CHIC has established itself as the definitive source for information, insight and opinion on today’s Canadian lodging market. For senior level executives from across North America this business conference delivers outstanding insight on where the industry is today, where it’s heading and the options it can deliver.

Hard-hitting sessions and powerful industry panels zero in on lodging development, investment and finance to reveal viable opportunities, future trends and up-to-the-minute cross country performance. Critical insights from experts, shared information from industry insiders and important one-on-one networking all coming together in a program that has become a “must-do” annual event for the Canadian hotel industry.

**HD Expo**
**MAY 5-7, 2020**

HD Expo + Conference is the place for professional networking, and a highlight event for hospitality design professionals each year. Additionally, it is the biggest and most exhaustive trade show in the hospitality industry. The CEU-accredited conference sessions curated by Hospitality Design magazine offer a powerful learning perspective. In 2020, they are hosting nearly all of them on the show floor spread across multiple theatres and activation spaces, and adding time back to attendees already busy show schedule.

View the incredible 2020 conference lineup at hdexpo.com. Registration is now open for this bold, imaginative - and brand new - design experience. Register today and use promo code: HDVEGAS/hdexpo.com

**Saskatchewan Hotel & Hospitality Association Conference & Tradeshow**
**MAY 26, 2020**

The Saskatchewan Hotel & Hospitality Association / Saskatchewan Liquor & Gaming Authority Conference & Trade Show is being held Tuesday May 26, 2020 at Prairieland Park, Saskatoon.

They are planning an incredible celebration which includes the trade show, luncheon, informative sessions, and the delegate dinner. The SIHHA/SLGA Hotel, Liquor & Restaurant Trade Show will include exhibitors that supply goods and services to the hospitality industry, including foodservice, beer, wine & liquor, POS systems, uniforms, dishes and guest supply, to name a few … 200 + booths in total.

Please mark the date and plan to attend Saskatchewan’s premier show for the hospitality industry, including a tremendous day of exhibits, delicious food, and great prizes.

www.skhhha.com
The Canadian lodging industry has reached peak performance levels — RevPAR and profitability are at all-time highs. However, growth began to slow in the summer of 2019, and operating performance appears to be shifting into a lower gear. Following an impressive run of RevPAR growth from 2010 through 2018 that averaged 4.3 per cent annually, the national RevPAR was virtually unchanged in 2019 relative to the previous year. This stagnant performance was due to a 1.5 per cent increase in supply with no upward movement in demand, which put downward pressure on occupancy. The national average daily rate (ADR) nonetheless increased, which allowed the RevPAR to hold steady.

Hotel performance varied considerably by region in 2019. The strongest RevPAR growth took place in BC and Quebec, whereas the heavily resource-oriented markets of Alberta and Newfoundland continued to struggle. Ongoing supply growth in both resource-oriented provinces exacerbated the operating difficulties; new hotel developments that had been planned or started construction in higher times opened even as demand levels remained suppressed. In BC and Quebec, ADR growth was the key to the stronger RevPAR performance.

The State of Hotel Performance in Western Canada

The Canadian lodging industry has reached peak performance levels — RevPAR and profitability are at all-time highs. However, growth began to slow in the summer of 2019, and operating performance appears to be shifting into a lower gear. Following an impressive run of RevPAR growth from 2010 through 2018 that averaged 4.3 per cent annually, the national RevPAR was virtually unchanged in 2019 relative to the previous year. This stagnant performance was due to a 1.5 per cent increase in supply with no upward movement in demand, which put downward pressure on occupancy. The national average daily rate (ADR) nonetheless increased, which allowed the RevPAR to hold steady.

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The State of the Industry

By Carrie Russell, senior managing partner, HVS

Carrie Russell, Senior Managing Partner, HVS
RevPAR growth in the Canadian lodging sector is slowing, but the fundamentals of the industry are healthy. Demand growth is expected to keep pace with supply increases in 2020, resulting in a slowdown in RevPAR growth on a national basis. Economic conditions in the country point to GDP growth of 1.8 per cent, which would represent a slight uptick from 2019 and should result in stronger hotel demand. The recent performance and outlook for four major markets in Western Canada — Downtown Vancouver, Calgary, Saskatoon, and Winnipeg — are discussed below.

DOWNTOWN VANCOUVER HOTEL PERFORMANCE
Downtown Vancouver continues to be a bright light in the Canadian market even though RevPAR growth decelerated markedly in 2019. From 2018 to 2019, the RevPAR for Downtown Vancouver increased at an average annual rate of 12.3 per cent, but the increase in 2019 was much more modest at just 2.4 per cent. Hoteliers in the market are beginning to experience a rate ceiling and have been struggling to achieve the ADR increases that had been possible in the five years prior to 2019. Vancouver also had a softer convention year in 2019, which resulted in fewer opportunities for rate compression. Supply growth in Downtown Vancouver continues to be limited, although more developers are considering the inclusion of a hotel component in the development of their mixed-use projects. The 385-room Four Seasons Hotel will close at the end of January 2020, resulting in a contraction of the room supply in the city. However, the reduction in available rooms, Vancouver is reaching its functional capacity for occupancy. Downtown Vancouver has achieved an average annual occupancy in excess of 80 per cent in both of the last two years, and the potential for future occupancy growth is limited given that the market is already consistently out doing the high season. Economic conditions in Vancouver remain strong. The tech sector is gaining a stronger foothold in the city, and the employment base in this sector is expanding. The region will also benefit from the substantial LNG project that is under construction in Kitimat, as well as increased ramp-up in activity associated with the Trans Mountain Pipeline development. Moreover, the tourism sector remains a desirable and prosperous component of the market, supported by the low Canadian dollar, which continues to act as a stimulus for travel to and within the country.

The downtown Vancouver market is poised to enjoy modest RevPAR growth in 2020, driven primarily by rate increases, although a minor gain in occupancy is also anticipated with the reduction in hotel supply.

CALGARY HOTEL PERFORMANCE
For the last five years, the province of Alberta has been experiencing challenging economic conditions. Initially, many believed that the downturn facing the province would be a short-lived situation and that the province would quickly rebound. Given that outlook, many developers forged ahead with their development plans, anticipating that their hotel would open in the context of much-improved economic conditions. That has not proved the case for most of the province, especially the Calgary market. In 2019, nearly 1,800 hotel rooms were added to the Calgary lodging market. Demand increased by a substantial 3.8 per cent that year, but this was not enough to buoy the occupancy level, which dropped below 60 per cent, a historic low for the city. Moreover, the increase in competition put additional downward pressure on the average room rate, which declined by nearly one per cent. Consequently, Calgary registered a 4.3 per cent decrease in RevPAR in 2019, which was one of the most severe declines in the country.

On a positive note, the market-wide RevPAR appears to have reached bottom. A few more rooms are poised to enter the market, but the bulk of the new hotel projects have been completed. The room supply is projected to increase by just 2.5 per cent in 2020, which represents one-third of the increase seen in 2019. These new rooms should be absorbed with relative ease, allowing occupancy levels to stabilize and room rate growth to continue with inflation.

Economic indicators place Calgary as the fastest-growing metro area in 2020. With the expected stabilization of the energy sector and improvement in employment, the GDP is projected to grow by 2.0 per cent. In the long term, hotels in Calgary will benefit from infrastructure projects that will increase transportation and the expansion of the BMO Centre that is expected to be completed by 2024. In 2020, the RevPAR for the Calgary market is projected to grow by 2.5 per cent, driven primarily by rate increases as the new hotels in the city move toward stabilization.

SASKATOON HOTEL PERFORMANCE
Much like Alberta, the province of Saskatchewan has struggled economically for the last five years. In 2019, the Saskatoon market mustered positive RevPAR growth for the first time since 2014. Demand growth in Saskatoon was strong, though that year was an anomaly; however, the room supply increased at a comparable rate with the opening of the Alt Hotel, resulting in a stable occupancy level. Saskatoon and Regina have a cyclical conference pattern that typically results in odd years being stronger in Saskatoon, which was the case for 2019. With these conditions, hoteliers were able to absorb the new supply while also posting an increase in ADR. In 2020, however, Saskatoon is expected to suffer a small decrease in occupancy because 239 rooms will be added to the market with the opening of the new Sandman Hotel Saskatoon. The increase in competition in a soft convention year is expected to yield a slight decline in RevPAR.

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CONCLUSION
The Canadian lodging market registered consistently strong RevPAR growth from 2010 through 2018, driven by robust RevPAR gains in markets like Vancouver. However, growth began moderating in the summer of 2019, and the outlook for markets that had been booming is now more modest. At the same time, resource-oriented markets such as Calgary and Saskatoon that have been struggling in recent years failed to see much of an upturn in 2019, in part because of supply increases. Supply growth has been a challenge for Calgary, Winnipeg, and Saskatoon and will continue to adversely affect hotel performance in these markets in 2020. For Vancouver, the new supply is poised to contract, and the lack of capacity will curtail opportunities to increase occupancy.

With the slowdown in growth anticipated in Vancouver and the positive impact of the expected stabilization in the energy sector in Alberta on the Calgary market, the gap in RevPAR growth between these two major Western Canadian markets is expected to narrow. As we launch into a new decade, resource markets like Calgary will be starting at a low point, so only upside potential is anticipated. At the same time, the more economically sound and tourism-oriented markets like Vancouver have likely reached their peak RevPAR growth, and future improvement will be at a more modest pace.
The Schwarz brothers didn’t intend to become hoteliers when they came to Canada, but that is where life took them.

It all started when they came to Canada from Switzerland to teach skiing. Andre arrived in 1969 and his younger brother George followed in 1973. In the spring of 1974, after the ski season was done, George took a job at Felice’s Restaurant in Banff, Alberta. That July with the help of Andre, George was able to purchase the restaurant. He reopened in the fall with a new concept – Ticino Swiss-Italian Restaurant.

Andre continued skiing and in 1978, while working in Lake Louise as a ski school director, he heard of the opportunity to purchase the old Post Hotel — a local landmark. The very successful Ticino restaurant was sold and an offer to purchase the hotel was submitted.

The brothers became partners on December 1, 1978 when they acquired the shares of The Ski Club of The Canadian Rockies Ltd. from the Post Hotel’s original owner.

The original partnership was between Andre, George and Andre’s wife Barbara. They ran the original log building containing a restaurant, pub and 14 small rooms, as well as the adjacent 25 room Pipestone Motel. In 1985 they were able to acquire adjacent lands and proceeded with planning an expansion. Husky Oil of Calgary made a bid for 50 per cent of the partnership and the foundation of capital for the subsequent 1986 expansion was secured.

The Post Hotel reopened in July 1987 with 97 new rooms/suites and an expanded and renovated restaurant. Husky Oil was subsequently taken over by Hong Kong billionaire Li Ka-Shing — who is still the Schwarz brothers’ partner.

“Overall of these years the Post Hotel has become our love and all-encompassing passion,” shares Andre, co-proprietor, Post Hotel & Spa. “It represents a large part of who we are. Its clients and repeat guests – many of them coming for 20, 30 and even 40 years have become personal friends. It is the continued love of providing the special experience and details we have become known for that makes us still put in 14-hour days on a regular basis. The many employees that have been working along with us and helping us achieve our goals over the years have become an integral part of the hotel and the family.”

When it comes to working with family, Andre notes that it has its positive and negative aspects — but mostly positive.

“It can be a huge asset as long as communication does not break down and one tries to never transfer any disagreement to the next working day.”

Looking to the future they plan on making decisions day by day.

“There is no doubt that they will continue to meet their guests’ standards for decades to come.”
Entertainment

Going into high gear, entertainment is now entering a new era. Let's face it, these days, if you don't offer guests the latest available technology in your hotel rooms, you're missing out on a large percentage of the quickly evolving market.

One of the guest expectations likely to dominate the next several years will be casting, which allows guests to stream wirelessly any content from the guest's devices such as smartphones and tablets.

According to Philippe Landry, sales manager at CES Distribution, “Tech savvy guests will expect the casting able TV in the guest rooms in the 2020s just like they were expecting high speed Wi-Fi in the 2010s.”

It will be important for hotels to stay on top of the new hotel technology to keep these guests loyal for the future.

“We are coming with several new products for 2020. Most of the new TVs sold in 2020 are 4K, this allows for a much better picture than standard HD and Full HD TVs. Even if the cable source isn’t proving a 4K content, note that the TV has artificial intelligence that simulates 4K from a 1080p (FHD) or 720p (HD) format,” says Landry.

IP (Smart) TVs have been around for a while now, but they are now becoming the standard for hoteliers that use IP-based technology to add interactive solutions for their guest room TV. These solutions allow the guest to have access to additional services through the guest room TV, such as Netflix, Casting, Bluetooth Music, and even direct contact with the front desk.

These IPTVs are also Bluetooth and Wi-Fi ready, able to communicate with other automation devices and act as a Smart Hub to manage connected devices like energy saving thermostat, LED lights and automated curtains. Over 50 per cent of the new sales are now Smart (IP) TVs. Smart TVs were marginal only few years ago, but they are becoming a must especially for new builds and major renovation who are updating their cabling to be IP ready. Also, IP set top boxes can enable hoteliers to retrofit non-Smart TVs to be ready for new technology at a lower investment.

Of course, hoteliers may choose to stay away from the newest technological trends, branding themselves as a boutique hotel, or off-grid experience. But as Landry says: “In my opinion any hotel that decides to stay away from these technologies would need to brand the hotel in line with this decision, like an antique boutique hotel style that would offer minimal technology products. Otherwise, they will not reach the millennials and Z generations.” Major brands such as Marriott, Hilton and IHG are already deploying the new systems to improve and enhance the customer experience.

Despite once being considered behind other industries
in keeping pace with advances in technology, the hospitality market in more recent years has recognized the critical importance of updating hotel offerings in order to match or even exceed what guests are accustomed to when at home.

Casting functionality is a notable example as guests have come to view traditional video-on-demand services as outdated and unable to fulfill their new routine preference for access to personalized content. By upgrading to such services, hotels can ensure that they are able to meet the rising standards in guest satisfaction. This not only helps to enhance a hotel’s reputation by demonstrating that evolving guest needs are taken seriously, but also assists greatly in strengthening guest loyalty by letting travellers know that their latest preferences can always be fully catered to their precise needs. Properties leveraging such functionality can instantly review a guest’s profile and ensure that offerings are tailored according to preferences or loyalty status. This could include ensuring that a guest room is at the right temperature or lighting setting before a guest first enters or may involve providing guests with a copy of their favourite newspaper or afternoon snack. Such abilities can go a long way in maintaining and expanding a hotel’s business within an industry that is becoming increasingly competitive each year.

What happens when hotels don’t invest in the latest and greatest in entertainment?

Properties are increasingly at risk of damaging their reputations and revenues by not paying attention to guest entertainment trends. As with the issue of finding satisfactory Wi-Fi connectivity, guests seeking a hotel that can cater to their in-room entertainment preferences will simply take their business to a competing property that can offer such functionality. With features such as casting now becoming more mainstream within consumer homes and at properties around the world, hotels simply cannot afford to fail behind their competitors by providing guests with a reason to book elsewhere.

A typical reason for not keeping pace with guest in-room entertainment needs is that hotels may feel that it is a significant upfront investment that conflicts with budget resources. However, such properties should consider the long-term revenue benefits of making such an investment, particularly when it comes to opening up possibilities to tie in marketing and sales efforts as is the case with BeyondTV.

Gary Patrick, CEO of Hotel Internet Services and BeyondTV says, “Unlike the vast majority of competing solutions, BeyondTV was developed in order to take every unique hospitality need into account. Aside from its ability to seamlessly integrate with a hotel’s existing hardware and software infrastructure, including a property’s PMS and POS systems, BeyondTV ensures that its casting and user interface abilities are easy for guests to understand and navigate from the moment of first use and without the need for hotel staff assistance.”

With data privacy also a top concern among today’s guests, BeyondTV also prioritizes the need to safeguard guest information using its patented data privacy technology. Such features include the automatic deleting of any guest data and browsing history upon check-out. Guests also have the option of erasing their information at any time with the push of a remote-control button.

With regards to casting, both BeyondTV and BeyondTV GuestCast utilize device isolation capabilities to prevent unauthorized or unintentional casting to other guest rooms. BeyondTV further offers scalability and the ability for hotels to affordably implement features in stages. Those wishing to initially implement casting-only functionality can first opt to implement BeyondTV GuestCast and later add BeyondTV’s other features such as the ability to look up hotel information or request services. The same also applies to implementing BeyondTV’s voice-activated abilities later once the hotel or guest needs change.

Regardless of how hoteliers are keeping guests entertained on property, the first step to a frictionless experience is ensuring that there is a place for every guest to plug, charge and play all mobile devices quickly and conveniently. This not only helps to enhance a hotel’s reputation by demonstrating that evolving guest needs are taken seriously, but also assists greatly in strengthening guest loyalty by letting travellers know that their latest preferences can always be fully catered to their precise needs. Properties leveraging such functionality can instantly review a guest’s profile and ensure that offerings are tailored according to preferences or loyalty status. This could include ensuring that a guest room is at the right temperature or lighting setting before a guest first enters or may involve providing guests with a copy of their favourite newspaper or afternoon snack. Such abilities can go a long way in maintaining and expanding a hotel’s business within an industry that is becoming increasingly competitive each year.

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HVS research shows that although the Canadian lodging market registered flat RevPAR growth in 2019, the fundamentals are still healthy given 2018’s growth of 5.3 per cent. In the resource-based market of Alberta, development has slackened, and lenders are becoming less patient with struggling assets being put on the market. In this climate, the market has been seeing fewer acquisitions and more property renovations. The Lower Mainland, on the other hand, are seeing growth in performance indicators. The high cost of land, however, has contributed to the increase in development costs.

One of the most informative panel discussions was how developers have turned more to mixed-use developments to maximize property yield. Vancouver, for example, has been losing hotel inventory in the recent years as developers make way for more residential developments in the downtown core.

According to Liu, the potential for synergy is the greatest advantage of a mixed-use hotel development. “Condominiums can command a premium when affiliated with a known hotel brand, and residential users of the development are able to enjoy the hotel’s facilities and amenities. However, the holding period for mixed-use hotel properties is typically longer than that of a residential or office development, because hotels are riskier investments relative to other asset classes and require more time for performance to stabilize. The separation of air rights for each component of the development can also make a mixed-use development more challenging. Crucial to the success of a mixed-use development is the alignment of interests among all stakeholders and whether each component of the development appropriately serves the location and the overall market.”

The increased use of modular construction was also a focus of the conference, understandably given that this form of construction provides greater product consistency and shortens the overall development timeline. There are risks specific to modular developments, says Liu, including potential complications in construction contracts, more difficulty in implementing brand-mandated changes to hotel configuration, and higher costs associated with installation and importing components from overseas.

Much discussion focused on what appears to be a dampening of investment over the near term. Of course, there are still a lot of projects in the pipeline so it may be some time before this course plays out.
The event organized and hosted by Jason Cheskes, president of Above the Line Solutions, a company involved nationally in hotel procurement and support services, has quickly become one of the industry’s favourite annual social gatherings. “It is my distinct honour to be able to get so many incredible hotel industry leaders together to enjoy an evening of socializing and getting to know colleagues from BC and across the country for the British Columbia Hotel Association,” said Cheskes.

Following short addresses from John Kearns, outgoing-chair of BC HA, as well as incoming-chair, Bryan Pilbeam, guests enjoyed a fantastic dinner while socializing. Guests this year included representatives from Accor, Airline Hotels, Atlific, Best Western, CFO Capital, Choice, Coast, Colliers, CWB Finance, Executive Hotels, Genesis, the Hotel Association of Canada, HVS, Invest, Listel, Mariot Hotels, Marriott, MasterBUILD, Northland Properties, Pacific Beach, Radisson, Realstar, Sandman, Sonder, Superior Lodging, and Wyndham.

Taj Kassam, senior vice-president, Northland Properties, stated “As usual, Jason put together a great group of people in a superb venue. We all thoroughly enjoyed the evening, bravo Jason.”

Ecolab, Eden Textiles, Foodbuy, LG Electronics, RHB Enterprises, Serta Simmons, and Shaw Business shared sponsorship of the dinner. BC HA would like to thank them for their support, and would encourage all in the industry with hotel interests in the Province of British Columbia to join them at their annual Hospitality Summit, this year being held again in Kelowna, April 6-7th. www.bchospitalitysummit.com

Kenkey Speaker Graham Sherman, owner of Toel Shed Brewing Company, shares his experience on “Why Collaboration Beats Competition” when growing your business.

www.bchospitalitysummit.com
Locked Up

It’s time for hoteliers to replace magnetic card readers with newer RFID or digital lock technology.

It’s a simple necessity; the ability for a guest to lock and unlock their room’s door as desired. This is expected in the same way a room is expected to have hot and cold running water, a bed and clean linens. Without smoothly-running locks, a property will find themselves on the receiving end of endless complaints.

While magnetic strip technology was at its height a couple of decades ago, the readers degrade over time and the cards are frequently demagnetized. With new technology available, the industry is transitioning away from magnetic-slip locks to RFID [tap card] and Bluetooth technology (known as BLE) models.

Ken Minogue, president of MTech Locks says by 2023 mag strip locks will no longer be supported with parts from manufacturers. “Hoteliers will be looking to upgrade to the RFID technology,” Minogue says. “They should be looking at [upgrading] any time now. There’s been some pretty long lengthy lead times getting locks installed.”

The RFID keycard is the same, but works on a radio frequency instead of the magnetic strip, according to Richard Maxwell, business development manager with Titan Solutions Group. He says the majority of properties are mandated to move to the RFID technology as there are more and more complaints from guests using mag strip locks. Some properties, such as Hilton and Marriott brands are...
offering Bluetooth technology locks that allow a guest to access their room with a digital key via the hotel’s app on their phone. “At these larger properties you can bypass the [front desk] lines,” Maxwell explains. “Those apps can have ads on them or maps for the property.”

While he doesn’t feel that every property is a candidate for Bluetooth locks, he sees the benefits at hotels where frequent business travellers can avoid the lines caused by holiday travellers or skip stopping in at the front desk. Even if it’s not the right solution now, he thinks that those who are upgrading should keep Bluetooth capabilities in mind so that they can make the switch in the future without having to change locks yet again.

“At least have that capability for the future,” he advises. “They don’t have to enable it or don’t have to have an app yet.”

There are numerous locks that can be upgraded to Bluetooth post-installation, says Vincent Beaudet, vice-president, sales and managing partner with LOC International, but adds that having Bluetooth available but not activated can be more affordable in the long run. He estimates the difference in pricing to be about $35 to $50 per lock when purchasing an RFID-only lock versus an RFID and BLE-capable lock. It is a lot of money for a property with hundreds of rooms, but it’s certainly cheaper than upgrading all locks to BLE-capability a few years down the road. “They can go RFID and they could eventually decide to just upgrade to BLE which would only be the board inside the lock. That’s an upgrade that they can do without having to change the external box or the external hardware,” he explains. “If you decide to [do a full] upgrade down the road, you will buy the hardware and you have to go to every single door and manually change that lock and install that board.”

He adds that while there are options like fingerprinting or retina scanning available, they aren’t of interest in the hospitality industry at this point.

Nicolas Aznar, president, Americas at ASSA ABLOY Global Solutions notes that security and thoughts of the future should be considered in any lock upgrade. “As the hospitality industry increasingly

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faces newer and more inventive threats to security, a hotel should also determine an upgrade’s ability to protect against the latest vulnerabilities,” he says. “This need further leads to another factor that hoteliers should consider, which is whether an upgrade is future-proof and able to adapt to address evolving requirements. For example, a potential upgrade able to instantly receive updates or patches that can protect against newly discovered security risks? Can it also be updated to meet growing guest demands for faster service and enhanced convenience?“

“AS THE HOSPITALITY INDUSTRY INCREASINGLY FACED NEWER AND MORE INVENTIVE THREATS TO SECURITY, A HOTEL SHOULD ALSO DETERMINE AN UPGRADE’S ABILITY TO PROTECT AGAINST THE LATEST VULNERABILITIES.”

Additionally, there are guests who won’t want to add another app to their phone. However BLE is gaining mainstream awareness thanks to properties like Hilton according to Aznar.

“Although a highly innovative solution that provides guests with a unique and memorable experience, the rise in popularity of digital key technology should not come as a complete surprise,” he says. “This is simply because its features cater directly to the guest trend of expecting instant service and an elimination of barriers to a hassle-free experience. When working with an experienced and established provider for instance, digital key platforms can make use of the industry’s latest encryption protocols as well as secure communication channels that eliminate the risk of digital key data being stolen.”

Minogue believes that vacation rentals, long-term stay properties and Air BnB locations are ideal for BLE, with the ability to issue keys remotely, but are not necessarily for every property yet. Regardless, when looking at new locks, he cautions hoteliers to not look solely at price.

“Price is important, but it’s not the most important thing,” he says. “You can’t afford to faces newer and more inventive threats to security, a hotel should also determine an upgrade’s ability to protect against the latest vulnerabilities,” he says. “This need further leads to another factor that hoteliers should consider, which is whether an upgrade is future-proof and able to adapt to address evolving requirements. For example, a potential upgrade able to instantly receive updates or patches that can protect against newly discovered security risks? Can it also be updated to meet growing guest demands for faster service and enhanced convenience?“

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If a master keycard is lost, there’s no need to reprogram locks. A message can be sent to all keys that would cancel the lost key, wherever it is on the property.

If a property is still furnished with mag strip locks, it’s time to look at RFID and BLE options. Hoteliers need to consider their guests, their budget and their future in order to make the best decision for guest satisfaction as well as capital expenditure.

●

LOC International notes that have Bluetooth available but not activated can be more affordable in the long run.

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LOC International's top-quality cards are compatible with most door locks and those of all major hotel brands. Keycard customization is available for branding, new offerings, events and more and all keycards are tested in-house to ensure customer satisfaction.

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MHA CONVENTION
HITS HIGH MARK

This last October 21 & 22, 2019, the Manitoba Hotel Association held its 91st annual Convention and Trade Show.

The Convention kicked off with the Annual General Meeting, featuring a video greeting from Premier Brian Pallister and updates from MHA President & CEO Scott Jocelyn and MHA Board Chair Justin Schinkel.

This was followed by a series of Educational Sessions including:

TRAVEL MANITOBA UPDATE

Colin Fergusson, CEO of Travel Manitoba, was the first speaker, sharing an update on his team’s efforts to grow tourism in the province.

INCREASING STAFF PRODUCTIVITY THROUGH MENTORSHIP

Todd Nadeau, director of HR Consulting with People First HR Services, gave a thought-provoking presentation about the importance of providing mentorship to staff.

COMMUNICATING IN A CRISIS SITUATION

Bonnie Staple-Lyon, director of public affairs and stakeholder relations with ChangeMakers, provided valuable tips for navigating through a crisis situation.

OUT-CARE THE COMPETITION

Luncheon keynote speaker Jeph Maystruck energized and inspired delegates with his creative ideas to “outcare” the competition.

MANITOBA 150

Manitoba 150 Co-Chair Stuart Murray provided an overview of plans to celebrate this important milestone for Manitoba in 2020.

HOTEL ASSOCIATION OF CANADA UPDATE

Alana Baker, director of government relations for the Hotel Association of Canada (HAC), gave an informative update on HAC’s work on the national stage.

BREAKOUT SESSIONS

In the Breakout Sessions, Tom Beckett, vice-president of HVs Vancouver Office, put the Manitoba market under the microscope.

Jack Slessor, Prevention Consultant with SAFE Work Manitoba, incorporated his past work experience in hotels into his presentation on preventing workplace harassment.

MANITOBA LIQUOR & LOTTERIES PANEL

During the final educational session, senior leaders from Manitoba Liquor & Lotteries provided liquor and VLT updates and answered questions.

CONVENTION DINNER

In the evening, delegates enjoyed a fun-filled evening of refreshments and entertainment at the beautiful and historic Metropolitan Entertainment Centre in downtown Winnipeg. The evening began with a brewers reception sponsored by Labatt Brewing Company. Next, everyone enjoyed a great dinner and entertainment from comedian Big Daddy Tazz.

KEYNOTE BREAKFAST

On the Tuesday morning, delegates gathered again for the Keynote Breakfast. Scott Jocelyn presented MHA Quarter Century awards to hotel owners and managers who have been engaged in the industry for 25 years or more.

Award winners included:
- Dave and Jodi Isaak General Managers
  Princess Hotel in Winnipeg
- Yanni Skorletos
  Assistant General Manager
  Norwood Hotel in Winnipeg

Other Quarter Century Award winners who were not present included:
- Frank Routledge, general manager of the Westwood Inn in Swan River
  Keith Denzilj from the Kirkfield Motor Hotel in Winnipeg
- Evans and Maureen Premachuk from the Wescana Inn in The Pas
- Bernice Koltusky from the St. Anne Hotel
  And from the Russell Inn: Leanne Bily, Reanne Gray, Danyen Guillas, Wes Osborne and Barb Twarski

Bruce MacKay became the 61st Life Member of the Manitoba Hotel Association, in recognition of his years of service on the MHA Board of Directors, including three years as Chair.

After the awards presentations, Tim Hague, winner of the first season of The Amazing Race Canada, shared his inspiring message of perseverance with delegates.

MHA & MRFA Trade Show

The rest of the day was devoted to the MHA & MRFA Trade Show. Three years ago, the MHA and Manitoba Restaurant & Foodservices Association joined to present the MHA & MRFA Show, one large trade show for hotels and restaurants. All three years of this new combined event brought heavy traffic — more than 750 owners and managers — from restaurants and hotels across Manitoba. Thanks to the support of the supplier community, the expanded show floor has sold out each year.

More than $7,000 in prizes were awarded by the MHA, the MRFA, and the great suppliers around the trade show floor.

The MHA & MRFA Show has grown to become the largest hospitality trade show in Western Canada, both in the number of booths (189 this year) and in attendance, attracting hotels, motels, lodges, restaurants and bars from across Manitoba and Northwest Ontario.

Congratulations to Trade Show Prize Winners!

- Mike and JoAnne Raymond of the Papertown Motor Inn - Winners of the Convention grand prize draw of a 55” LED TV courtesy of LG Electronics Canada
- Neil Okumura of the Pembina Curling Club - Winner of the MHA & MRFA Trade Show Grand Prize of a $1,000 credit towards any trade show exhibiting company of his choice
- Drew Howard of the Vivian Motor Hotel - Winner of our MHA Trade Show Booth Prize of a $250 credit to an MHA member hotel of his choice
- Terry Matchuk of the Moonlight Express restaurant in Winnipeg Beach - Winner of the MHA & MRFA Trade Show Passport Draw for a Samsung Galaxy Tablet.
- John Anderson of South Beach Casino & Resort - Winner of the Convention Early Bird Registration Draw for a Samsung Galaxy Tablet.
- Sets of Winnipeg Jets Tickets courtesy of Labatt Brewing Company
- Martin Meuller of the Westwood Inn Swan River
- Glen Horyshen of MainStay Suites Winnipeg Airport
- Courtesy of Mike’s Beverage Company
- Bar Cart - Mature Accoutrements of the Super B & by Wyndham Winnipeg West
- Acoustic Guitar - Darius Vendramin of The Mossey River Inn in Winnipegosis
- plus many other winners from all the prize draws around the MHA & MRFA Show!

The 92nd MHA Convention and MHA & MRFA Trade Show will be held Oct 19 & 20, 2020.
AURORA VIEWING AND OTHER ATTRACTIONS DRAW NEW VISITORS TO THE NORTHWEST TERRITORIES AND YUKON

From a global perspective, Yukon and the Northwest Territories have always been iconic places to visit. Both are widely coveted as the very few “last frontiers,” with the latter’s main draw being Aurora Borealis viewing. As for Yukon, it has typically been visited by retired American RVers, stopping in on their way to Alaska. But 2019 was another year that saw further evolution of tourism in both regions—and by extension, of their hotel infrastructure.

The latest data for the Northwest Territories, released in November, showed tourism surpassing records again in 2018-19. Over 120,000 people visited the region and spent over $210 million in the process, surpassing the NWT government’s goal of growing the industry to $207 million by 2021.

Jess Fortner, the NWT government’s director of tourism and parks, noted that while Canadians made up the majority of visitors to his region at 69 per cent, there was also a 16.6 per cent rise in Chinese tourists in 2018-19, as well as a 6.8 per cent rise in visitors from Japan.

Yellowknife Hotel Association president Joey Cruz summarizes 2019 as being “fairly solid for hoteliers — although we lost mine workers who used to stop off here but now enjoy direct flights to their workplaces from Edmonton and Calgary.”

Cruz, who is also general manager of Days Inn & Suites Yellowknife, outlines the push and pull dynamics influencing hotel stays in his neck of the woods. “We’re experiencing good growth overall, and tourism from China is indeed rising,” he says. “However, 2019 was a bit softer than the previous year, and negative factors can’t be ignored: for example, we’re heavily dependent on industry, and the NWT government’s moratorium on arctic drilling will definitely impact us in the long run.”

Cruz’s concerns are borne out by occupancy, ADR, and revPAR data for Yellowknife in 2019. According to the Government of Northwest Territories, hotel occupancy between January and September 2019 was below that of 2018 (YTD 62.7 per cent compared to 72.2 per cent for 2018). ADR rates for 2019 were uniformly higher than those of 2018, with fluctuations ranging from 0.2 to 4.6 per cent (YTD $174.12 compared to $170.23 for 2018). Meanwhile, 2019 revPAR figures were uniformly lower than those of 2018, with fluctuations ranging from -3.4 to -15.3 per cent (YTD $109.24 compared to $122.83 for 2018).

But that didn’t deter some hoteliers from expanding their offerings, case in point: Explorer Hotel in Whitehorse in March completed a 72-room and conference facility expansion for a total of 259 guest rooms and conference rooms that can accommodate 500 people (this came on the heels of the recent 72-room expansion of Chateau Nova).

Cruz observes, “A bigger inventory will be good in the busy winter months, but we still need to develop tourism and business interest during our slow summer periods.”

Accordingly, NWT Tourism is aiming to expand its influence outside of Yellowknife. “We are trying very hard to focus on the whole Northwest Territories,” says CEO Cathie Bolstad. “We are aiming for what will drive traffic beyond the capital city, into the regions and across the seasons and sectors.”

In Yukon, the most recent tourism survey (released in September of last year) shows that tourism is growing faster in winter than in summer, and that “The long-haul rubber-tire traveller is on a relatively slow but steady decline — offset by those that are flying into the territory and who are renting vehicles and RVs when they’re here,” according to Pierre Germain, the territory’s director of tourism.

The survey, conducted every four years, showed a 25 per cent increase in the number of visitors compared to 2013/2014, with an estimated 491,300 coming in 2017/2018. Most visitors were from the United States at 62 per cent; altogether, they spent $429 million on travel packages that included the Yukon; excluding packages, they spent $149 million while in the territory.

Adam Gerle, vice-president marketing & sales for NVD (which includes Best Western Gold Rush Inn and Edgewater Hotel in its portfolio), says 2019 “Was significant in that Yukon hosted a good number of conferences during our shoulder season, and there was a concentrated effort to attract meetings and conferences during the dead months of summer. Hoteliers also saw an increased number of guests from Mexico who wanted to view the northern lights.” Gerle adds, “The average cost of a single night hotel stay here in 2019 was still only about $200, less than half the cost of big cities such as Vancouver and Toronto.”
explains Garoute. “That’s why we continue to urge government and other parties to build more affordable accommodations, even if only for seasonal workers.”

But challenges are something that people living in NWT and Yukon are well adept at surmounting. With economies around the world fairly healthy and business prospects at home continuing to rise, hoteliers in North America’s last frontiers are cautiously optimistic that the coming years will be good ones.

China, we’re working to replace the reduction of business from Holland America Line in summer with discount rate family business, online bookings, and other initiatives,” he says. “We also anticipate increased revenue through increased rates, as well as reducing our group segmentation.”

The only hitch in Yukon’s growth — and that of NWT — from an hotelier’s perspective is labour. “It’s hard to entice hotel staff or even management to work up here, and accommodations are extremely expensive,”

For many Yukon hoteliers, 2019 was a year of renovation, one being Westmark Whitehorse Hotel. “We are currently redoing all of our 180 rooms and conference facilities,” says General Manager Roland Garoute, adding that Best Western Gold Rush Inn is also in upgrade mode, and the new four-star Raven Inn Whitehorse is scheduled to open in March.

As for 2020 and beyond, Garoute is enthusiastic about opportunities awaiting Yukon. “Aside from increased traffic from

China, we’re working to replace the reduction of business from Holland America Line in summer with discount rate family business, online bookings, and other initiatives,” he says. “We also anticipate increased revenue through increased rates, as well as reducing our group segmentation.”

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Jeremy Bresler

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604-576-0454

Jeremyb@restwell.com

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**Chairs and sofas provide more than a place to sit**

Goldilocks was always looking for something that was just right and that included the right chair. The right chair or sofa can make all the difference to guests’ comfort and to the appearance of the hotel.

This article looks at the latest chairs and sofas that may be just the right fit.
ROOM OR LOUNGE

The Drift side chair by Global Furniture Group is made in Toronto and is a great option as a guest room task chair or dining chair. It features multiple base options: wood four-legged fixed base, wood four-prong swivel base & a polished chrome four-prong swivel base.

The Drift lounge chair by Global Furniture Group is made in Toronto and features multiple back heights with wood or polished chrome bases. Great for lounges and lobbies or to break up a space and double as a comfortable conversation area.

EYE-CATCHING AND ERGONOMIC

Created with fervent attention to detail and supported by more than 70 years of dedicated contract seating manufacturing experience, the Arianna from Gasser Chairs is more than just a stack chair. The Arianna guarantees durable performance, eye-catching esthetics and comfort described as heavenly. The Arianna is manufactured in the U.S. and comes in four unique back styles that can accentuate any interior. Standard features include ergonomically contoured backrest and a wave seat for luxurious comfort, integrated aluminum handle and multi-surface glides for ease of mobility, and the ability to stack 12 high for ease of setup, teardown and short-term storage.

INNOVATIVE NEW SLEEP SYSTEM

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GORDON AND ROBUST

The Model 625 Lounge Arm Chair from Accro Furniture is designed for high traffic hospitality facilities requiring a robust product that can be easily maintained.

It features a welded 1” x 1” tubular steel frame with a full perimeter seat support system. This allows the operator to remove the seat or backrest cushions for cleaning or reupholstery with minimal effort.

The overall width and depth 24” x 24” footprint allow operators to maximize seating occupancy in their lounge facilities while providing proportional guest comfort.

The generous seat width of 21” x 19” depth inside the arms accommodates a wide range of guests, and the 18” backrest height ensures relaxing support.

Upholstered armrests provide cushioned support and the nickel-plated rubber cushion swivel glides protect any floor surface.

The chair is offered in a variety of electrostatic powder coat frame finishes as well as a broad range of upholstery fabrics or vinyl.

INNOVATIVE NEW SLEEP SYSTEM

The Heaton Sleeper from Two Tom Enterprises and Art Upholstery is an innovative new sleep system. Gone are the days when you have to replace the entire sofa bed when renovating. All components are attached to a metal frame and can be removed for servicing and changing design, allowing new covers or completely new components that can be exchanged on site. Designers have the freedom to customize seats, backs, arms in the cover and colour they desire for the application. Seat cushions and backs roll underneath the sleep surface for ease of use eliminating the need to remove the seat cushions when opening the unit. The company is receiving glowing reports from housekeeping staff that this system is much easier to service, clean and maintain.

This mechanism comes with a 3-year warranty.

THE LOOK AND TEXTURE

The expansion of aluminum metal furniture with a baked-on finish has put metal furniture front and centre in the hospitality industry. Metal furniture can have the look and texture of materials like wood without the cracking, splitting and swelling associated with wood products. The process of applying wood grain film and acrylic finish allows the product to have a durable finish that resists rub marks inherent in wood products. As a result of the aluminum metal alloy frame, the chair is exceedingly strong while keeping it lightweight and easy to move. This process is applied to a range of product types like simple stacking chairs, fully upholstered dining chairs, sofas and club chairs. Designers prefer working with products like this that allow for a wide choice of upholstery, wood colours, and design resulting in an elegant and durable alternative to wood.

Looking for ASSURED COMFORT in a Sofa Bed?
Hotel RTG has a solution!

Why Settle for a 5.5” Mattress? When you can have a 8.5” COIL MATTRESS!


photo courtesy shutterstock.com
DURABILITY AND FUNCTIONALITY

The new line of MTS public space seating was designed in collaboration with renowned hospitality designer Stacy Garcia. These products combine the durability, functionality and high quality products. MTS has been known for stemming over 60 years, with a unique style and design element from the beautiful design mind of Stacy Garcia. These products are all custom with your choice of fabric and choice of 29 standard powder coat options, plating is also an available option.

INTRIGUING DESIGN INSPIRATION

With unique eco-friendly material and intriguing design inspiration, the N02 Recycle from Fritz Hansen succeeds in redefining household waste as we know it. Made from upcycled plastic, N02™ Recycle is a new, all-purpose chair. Designed in collaboration with Japanese studio nendo, the N02™ Recycle is Fritz Hansen's first chair produced in coloured, recycled polypropylene. Strong and stackable, its design was inspired by a simple crease in paper, one that is mirrored in the chair's shell. Available in seven colours with multiple leg options.

A NOD TO COMFORT

Introducing Fred, the new identity of the latest collaboration between Fritz Hansen and Jaime Hayon. Drawing inspiration from pelicans' broad wings, this new chair honours the 10th year of partnership between the duo and presents a perfect balance in design between Danish heritage and Jamie's modern, playful aesthetic. Meaning 'peaceful' in Danish, “Fred” is a casual nickname and a nod to the comfort and good vibes that accompany this modern lounge chair.

SUPPORTIVE AND COMFORTABLE

HotelRTG has listened to their hotel customers and created a solution. Their sleeper sofa goes from day to night in an instant and replicates the comfort of a real bed mattress.

A sofa bed that is supportive and comfortable all night long equals no more restless nights. They have 13-gauge bonnell coils, commercial grade steel frame and an 8.5” thick pillowtop mattress.

Hotel RTG has many styles and sizes available to suit most needs and budget.

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Fax: 204-346-2548 email: sales@whiteshellchairs.com

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When you’re looking to finance a renovation, conversion, or new build, the logical step is to seek support from a lender—but it may not be a conventional bank.

U.S.-based Access Point Financial (APF) is an example of a specialty lender that provides financing to qualified franchisees of major hotel brands and independent boutique hotels in the U.S. and Canada.

“A specific and important distinction between conventional banks and non-bank lenders is that conventional banks, for the most part, will prefer assets which are stabilizing or stabilized at generally lower loan-to-value percentages than non-bank lenders,” says Dilip Petigara, CEO of APF. “Non-bank lenders will look at construction loans or value-add renovation loans because they are less focused on historical financials and more so on market opportunity and prospective performance following the opening of a new hotel, hotel renovation, or conversion of an existing hotel.”

Petigara adds that conventional banks serve a very important role in hospitality finance as they typically provide longer-term fixed-rate money at more advantageous interest rates.

“Non-bank lending platforms tailor the debt solution best for the individual borrower,” he says. “These platforms do not need to conform to conventional bank regu-

Sometimes the biggest upgrade you can make to your property is to maximize your financial options and your bottom line with the right financial partner. As the recognized hospitality industry direct-lending specialists since 2011, Access Point Financial can help.

With specially designed programs for renovations, PIPs, brand conversions and FF&E financing, APF can thoughtfully structure a loan to meet your specific franchise or brand needs—then underwrite and often close in a matter of days. We know what it takes to keep hospitality moving, so make the move to APF today.
When underwriting a hotel loan and providing terms for financing, it is first important to understand the property’s operating history: examining the previous 12 months, as well as the prior three to five years.

And it may net you a faster approval. “We can close on the initial loan typically much faster than a conventional bank and, given our expertise, we can react to unknown variables that arise throughout the process,” says Petigara.

Financing types available for hoteliers include permanent financing for stabilized properties with strong operating performance, as well as loan options for transitional properties needing some sort of value-add component, such as a PIP, renovation, or conversion to another brand. FF&E financing to complete a PIP is another possibility and, if the economics make sense, 100 per cent financing for a renovation may be available.

Lastly, construction financing is available for the right property in a strong market,” says Petigara, adding that these loans are more scrutinized due to the higher risk associated with new construction. “At APF, we will look at construction loans for Hilton, Marriott, Hyatt, and IHG hotels.”

When underwriting a hotel loan and providing terms for financing, Petigara says it is first important to understand the property’s operating history: examining the previous 12 months, as well as the prior three to five years. Next, the property’s performance relative to its competitive set is reviewed, which requires a recent STR report.

“When the hotel is not performing as well as its competitors, we need to understand the hotel’s complete story and the reasons why,” says Petigara.

In addition to the historical operating statements and STR report, loans are based on pro forma underwriting and a review of projections for one to five years.

“Lastly, we need to understand who the sponsors are, including the number of hotels they own, length of time in the industry, as well as their financial wherewithal,” says Petigara. “When working with a lender who specializes in hospitality finance, understanding where the hotel has been and where we think it can go is imperative to underwriting. We understand qualitative fundamentals and can typically help finance struggling hotels if we see a distinct plan for the future.”

LENDERS WITH HOSPITALITY EXPERTISE

Hospitality financing doesn’t mean you have to choose between a specialized financial services company and a conventional bank. Instead, it is a matter of talking to lenders who have expertise or knowledge in the hotel space — and that expertise may be available within a conventional bank.

CWB Franchise Financing has been lending in the Canadian hospitality and foodservice space for close to two decades. In 2016, it was purchased by Canadian Western Bank and now operates as a business unit within the bank.

“Oftentimes, there will be conventional banks with a unit such as us that specializes in that,” says Cam Woof, assistant vice-president, hotels and syndication, CWB Franchise Finance. For CWB Franchise Finance, the focus is on the sponsor or ownership group behind the property — the depth and breadth of the ownership group and how many hotels they own or run.

“Onus it, it doesn’t ultimately matter whether [a property] is branded or not, although our primary focus is always on the sponsor, so who's behind the hotel, who the owner is, the management and that piece. That’s most important for us,” says Woof. “It’s less so to do with the asset itself or even its location.”

Generally, he adds, most lenders, especially if they don’t have a specialized space for hospitality, are more comfortable with the franchised, branded hotel model. The reason for that? Oversight.

“Hotels require some kind of oversight, so if you have a franchise that’s essentially doing that for you as a lender, as the main stakeholder or investor, typically 60, 70 per cent of it is financed by a bank or can be,” says Woof. “That franchise is overseeing the conditions of the hotel, whether they might have certain standards and whether...
it’s consistent with all the other hotels within their system, is opposed to an independent hotel where a bank might not have that oversight.”

In the case of independent properties, Woof says, “It’ll be a much closer relationship between the ownership group and the lender because that information and that confidence in how they run that hotel would have to be a lot more.”

The experience of the ownership group is important. “A first-time hotelier in an independent space is obviously a lot riskier and not necessarily something our group would do,” says Woof. “Not to say that there aren’t lenders that would, but the risk profile would be significantly higher, so the interest rate would typically be higher, the amount of leverage available to them would be less, so they would expect a lot more equity into the project.”

Preparing a proposal depends on the situation: renovations and conversions of an existing hotel or a new build. If it’s an existing hotel, lenders will want accountant-prepared financial statements, including an income statement or profit and loss statement, as well as their capital expenditures over the last few years, and then also their plans for the future — for example plans for renovations or major maintenance projects:

“That information is important to a lender, then also, how their hotel stacks up to the market,” says Woof. “Typically, we’ll look at market research or market trends, or FTTR reports which are a competitive database of hotels in any specific market.”

The process for new builds is a little bit different, because there is no past financial information on the property. “Usually a lender is going to want to see a feasibility study, then the budget, maybe some quotes for contractors and how much it is going to cost,” says Woof.

Again, the focus is on the sponsor or ownership group. Another consideration when you are looking at getting financing for a hotel property is the future. Woof says a hotelier’s first step should be looking forward.

“That will dictate the kind of products and financing strategy or road that they might go down,” he says. “A hotelier might plan on selling the hotel in a couple years or they might plan on holding it for 20 or renovate it or convert it or whatever, and all of those things will have an impact on the types of financing or the best types of financing that might work for them.”

Wherever you hope that road will take you, it pays to start off on the right foot by talking to lenders who understand your business.
With so much attention being put on climate change these days, more and more guests are choosing hotels based on their ecological footprint, and what the hotels are giving back to the environment. A past survey of 1,300 U.S. travelers by TripAdvisor.com showed that 62 per cent, often or always consider the environment when choosing hotels, trans- portation and meals. The survey also shows that 69 per cent say they plan to make even more eco-friendly choices going forward.

So, what can hoteliers do?

One way for hoteliers to manage their eco-print is by choosing an energy provider that focuses on delivering clean and sustainable energy solutions. As a leading energy provider, FortisBC actively evaluates promising new technologies that have the potential to drive greater energy efficiency in commercial buildings like hotels, support B.C. in meeting climate action targets and in commercial buildings like hotels, support every day,” said Jim Kobialko, program manager of innovative technologies and projects at FortisBC.

Kobialko leads a team that conducts pilot projects in real-world customer settings. Successful pilots of new energy conservation measures projects transition into full-scale conservation and efficiency management programs for its customers, which aim to transform the market to greater efficiency. Once these are full-scale programs, key customers like hotels receive end-to-end support from expert account managers in implementing these measures.

“By evaluating both the energy-saving potential and customer acceptance, these pilots provide certainty to building professionals that the technologies we recommend deliver on the expected results.”

FortisBC has completed 19 successful pilot projects over the last 10 years. One of the most successful focused on condensing make-up air rooftop units. Rooftop units regulate and circulate air as part of a building’s HVAC system. The condensing units reduce energy use by capturing a portion of the heat from the steam it exhausts through the flue. This means less natural gas is needed to warm the fresh air it circulates through the building. FortisBC field tested eight units in the Lower Mainland and found that natural gas use was reduced by 17 per cent, which even exceeded the expectations of the pilot. It also had a 100 per cent satisfaction rate from the building owners. FortisBC now provides rebates of $2,000 to $6,000 per unit.

Another technology showing promise is on-demand recirculation controls for central domestic hot water systems. These controls save energy by operating the recirculation pump only when there is demand for hot water. FortisBC recently completed a test on 19 multi-family buildings showed energy savings of up to 22 per cent. FortisBC is now field-testing gas-fired heat pumps for commercial buildings and recently installed 14 units in seven build- ings — these are the first of their kind in B.C. By transferring heat energy from the air, these units have potential to reduce natural gas use by 25 to 33 per cent and demonstrate efficiencies greater than 100 per cent. This is expected to meet the new standard, set through the Pan-Canadian Framework on Clean Growth and Climate Change, to have all new space and water heating equipment be more than 100 per cent efficient by 2035.

Another way for hotels to showcase their efforts in green energy is by investing in the Green Key programs. Green Key Global provides hoteliers with comprehensive guides on how to unlock different areas of opportunity in energy savings, including: waste, emissions, utility consumption, and operating costs. According to Gary Graham, manager of program operations at The Hotel Association of Canada, “There are approximately 1,500 hotels operating under the Green Key Eco-Ratings, and Meetings programs”.

When a hotel has undergone the graduat- ed Green Key Eco-Rating Program, they are listed with the Green Key Global hotel and meeting directory as well as industry partner websites, and they are also able to display a Green Key Eco-Rating with their hotel website and online marketing materials, which only costs $450 annually to maintain.

As we move into the future, AI-driven technology is being integrated more and more into daily operations throughout all industries, including of course, the hotel industry. Companies like Energex are working to innovate new technologies to help keep your guests as comfortable as possible all the while maintaining the most eco-friendly energy management solutions.

Energex’s suite of IoT (Internet of Things) and Artificial Intelligence-driven products are designed to keep hotel owners and hotel guests equally happy.

Energex Inc. notes that HVAC and lighting can be monitored using cloud technology to ensure comfort and performance. and AI protocol are by far the most advanced in the industry. We are gathering minute by minute data from thousands of connected hotels platforms continuously ana- lyzing and feeding these data points into our AI Tables and machine learning proto- cols in order to build the most advanced platform around perceived and actual somatic (the science of how and when do we feel ‘comfortable’). These factors are all breakthrough in an industry that was accustomed to doing things the ‘old’ way.

Hoteliers indeed will need to learn a new way of doing things when it comes to their environmental stewardship. Having a dedicated team of staff members that focus on ways to save energy and reduce waste is critical.

Hoteliers today must look to the future of the planet to secure their own future.
In-house laundry should be at the top of any hotel’s priority list. Every guest considers clean, fresh sheets, soft fluffy towels and crisp table linens as necessities—not luxuries. But keeping all those linens at their best and within budget is a non-stop process that needs to be re-evaluated and optimized regularly. With many new developments in technology, today’s laundry equipment can both save money while optimizing for maximum performance.

WHAT DO YOU REALLY NEED?

Start with an audit of your laundry room and then look to upgrade equipment where necessary. Joseph Carrita, customer relations manager, Whirlpool Corporation suggests a general rule of thumb to follow is to allow one pound of washer capacity for each room.

“For example, if a hotel has 100 rooms, the average amount of laundry per room per day is 15 lbs., bringing that property to approximately 1,600 lbs per day. Using an eight-hour shift, that means equipment must cycle through an average of 200-lbs of laundry per hour.”

Carrita adds that energy and water-efficient equipment can potentially help increase operational efficiency and reduce utility costs. “Multi-load, high-speed washers like the Maytag® Multi-Load Washer, can be configured to suit custom needs, allowing properties to choose

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Among different water heating, electrical connection, controls, drain, water inlet, and construction options. Properties can also choose equipment that can use eco-friendly detergent, which works together with the water and energy specifications determined by the owner to optimize efficiency.

At Pellerin Milnor, On-Premise Laundry Sales Manager Ricky Munch advises hoteliers to choose a washer-extractor with water-saving features to reduce utility costs over the life of the machine. "All Milnor washer-extractors come standard with our RinSave® exclusive software that allows for the basket to reach a precise G-force that ‘slings’ the wash liquor (water, chemistry and soil) out of the goods." Munch adds that this system saves almost half a gallon of water per pound of goods.

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Using one or two operators, the GI Compact+ 5-in-One automatically feeds, irons, folds and accumulates small- and large-dimension bed and table linens at speeds reaching 49 feet per minute. Available in 24- and 32-inch diameters with 130-inch finishing widths, the Compact+ offers a number of features, including an enhanced folder and stacker; an advanced control that uses the same mechanics and logic as other GI products; and a standard vacuum-assisted feeding table that maximizes production and processing speeds — ensuring high-quality results.

The Compact+ offers machine configurations in one, two or four working lanes, with one lane for sheets, two for table linens and four for small items using an optional rear small-piece accumulator for napkins and pillovecases. Moreover, it processes damp goods straight from the washer — without need for dryer preconditioning — by automatically adjusting ironing speed and temperature based on the moisture content of the item being processed.

Once ironed, a built-in folder performs one to two primary folds and one, two or three cross folds to meet specific needs. Finally, an optional stacker collects folded items and delivers them back to the front via an incline conveyor.

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"Look for easy-to-operate controls that can be programmed with hospitality wash formulas."

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Look for easy-to-operate controls that can be programmed with hospitality wash formulas. Be sure to pair the washer with the right-sized dryer; it should be 20 to 25 per cent larger than the washer, while using dryers with Residual Moisture Control (RMC) saves energy and helps prevent damage from over-drying and costly linen replacements.

Contact your local dealer who can assist in sizing your laundry with the right equipment. They can also install the equipment to the manufacturer’s specifications and service the equipment.

But the bottom line is that you can only improve what you can measure and all the answers can be found in the cloud. Randy Radtke, content and media relations manager for Alliance Laundry Systems explains, “UniMac’s TotalVue™ system, powered by UniLinc™ gives laundry managers and property general managers information that enables them to ensure processes that impact quality are being followed and the laundry is operating at the highest level of efficiency. Systems like this can be the eyes and ears of managers when they aren’t on site, ensuring consistency in processes and quality at all time.”

New technology combined with the latest in equipment design saves time and money in operation and maintenance, especially when considering that approxi-
Atley half of every dollar spent on a laundry operation goes towards labour. Tari Albright, director of marketing, Girbau North America suggests that hoteliers can step into automation at the level that fits their needs and production goals. "For example, when a laundry processes between 180 and 260 washing pounds per hour (around 150-300 rooms) it might be time for an all-in-one that automatically irons, folds and stacks."

As Albright explains, the goal is for employees to be as productive as possible. One person can fold 120 towels per hour by hand, but if that person stands in front of a towel folder, he/she can fold 800-900 towels per hour. "If you are looking to further automation, it might make sense to add a more advanced, auto-sort towel folder. These machines automatically sort, fold and stack up to 1,000 pieces per hour, with just one operator. Through automation, and the installation of an auto-sort folder, laundries can cut labor hours by 87 per cent. If you do the math on 120 hand folded towels versus 800 - 1,000 machine folded towels per hour, the savings is more than eight labor hours per day!"

**THROUGH AUTOMATION, AND THE INSTALLATION OF AN AUTO-SORT FOLDER, LAUNDRIES CAN CUT LABOUR HOURS BY 87 PER CENT.**
PUTTING IT ALL TOGETHER

The approach to considering new equipment should be foundationally grounded in knowing the difference between price and cost, advises Radtke. “Price is what you pay for a piece of equipment. Cost is the amount of resources it takes to operate the machine over its life. Often a low-price machine costs more over its lifetime due to inefficiency, utilities, etc. than a higher-featured machine that is more expensive upfront.”

Working with an experienced laundry equipment distributor with an extensive service and parts department and significant experience in the hospitality market is the first step towards developing the most efficient, cost-effective and productive in-house laundry to meet your hotel’s and your guests’ needs for now and into the future.

“OFTEN A LOW-PRICE MACHINE COSTS MORE OVER ITS LIFETIME DUE TO INEFFICIENCY, UTILITIES, ETC. THAN A HIGHER-FEATURED MACHINE THAT’S MORE EXPENSIVE UPFRONT.”
The following Buyers' Guide seeks to simplify the process of finding the best suppliers in the market. The guide is divided into two sections: the first lays out key suppliers alphabetically with full contact information; the second categorizes products and services listing the companies that supply them. A buyer merely has to search under the category listings and then cross-reference to the first section.

While every effort has been made to be fully comprehensive, if your name has been omitted please contact us for inclusion in next year's directory.

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The Buyers Guide can be found there for the duration of 2020.
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ealy@hoteltechnologies.com
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The Buyers’ Guide can be found there for the duration of 2020
PHI Hotel Group Announces the Acquisition of the Pacific Gateway Hotel

PHI Hotel Group has acquired the seven-acre Pacific Gateway Hotel, Vancouver Airport. The 382-room Pacific Gateway Hotel is located on Sea Island Richmond, just minutes from Vancouver International Airport. Amenities include close to 35,000 sq ft of versatile meeting and function space, a 5,000-sq-ft marina on a five-acre waterfront

Across the West

British Columbia

The Josie Hotel Named Canada's Best Ski Boutique Hotel at 2019 World Ski Awards

The Josie Hotel – the Kootenay Rockies’ home base for adventure on RED Mountain – has been awarded Canada's Best Boutique Ski Hotel in the 2019 World Ski Awards. Canada's Best Boutique Ski Hotel is one of the most coveted categories in the prestigious World Ski Awards' portfolio. This year, a record number of entries, including The Josie from Red Mountain, have joined the fray, with over 1.6 million votes cast by wandercasters and adventurers alike craving fresh powder and alpine air. Topping it off, the Noble House Hotels & Resorts property was also named one of the top three resorts in the World's Best New Ski Hotel category.

Inspired by first-hand, rugged peaks, lush forests and 3,850 acres of unfiltered ski and snowboard trails, The Josie is the world’s first ski-in ski-out boutique hotel with a full-service spa, an on-site restaurant and unrivalled location steps from gondolas and the hotel pool – making it a dream destination for both business and leisure travellers.

Comfort Inn & Suites opens in Valemount

Visitors to one of Canada’s most breathtaking destinations, Mount Robson Provincial Park, have a new place to stay with the opening of the Comfort Inn & Suites in Valemount. This new build addition to the area is located close to the entrance of Mount Robson Provincial Park, the highest peak in the mountain range with spectacular views of Jasper. Another popular vacation spot, Jasper National Park, is also only an hour and a half drive from the hotel.

This is Choice Hotels Canada’s third opening of a newly built Comfort Inn & Suites in 2019. It is part of a larger revitalization of the

Pan Pacific Whistler Mountainside Named Canada’s Best Ski Hotel

For the seventh year in a row, Pan Pacific Whistler Mountainside has been recognized as the best ski hotel in Canada by consumers and leading industry professionals. Held on November 23rd, in Kitzbühel, Austria, the World Ski Awards — regarded as “the Oscars of the travel industry” — honoured the all-suite, lobby-suite style hotel for its impeccable and personalised service, outstanding amenities, and unrivalled location steps from gondolas to both Whistler and Blackcomb mountains.

“Pan Pacific Whistler Mountainside has transformed the hotel’s lobby, bar/lounge and business centre to offer a completely new and modern aesthetic. Additionally, a 24-hour market was added offering access to food, sundries and other conveniences, while guest rooms and the hotel pool were also updated. We are excited to welcome our new look and feel of the hotel as it has transformed to a sleek and welcoming space for business and leisure travellers alike,” said Harry Khara, general manager of Pan Pacific Whistler Mountainside.

Manitoba

Atlantic Managed Clarion Hotel & Suites Winnipeg Completes Renovations, Unveils Transformed Space

Atlantic Hotels has announced that Winnipeg's Clarion Hotel & Suites has completed extensive renovations, offering improved functionality and a updated design. Under the creative direction of Ocean Place Studios, the hotel's lobby, bar/lounge and business centre invites guests to enjoy a complete new and modern aesthetic. Additionally, a 24-hour market was added offering access to food, sundries and other conveniences, while guest rooms and the hotel pool were also updated. We are excited to welcome our new look and feel of the hotel as it has transformed to a sleek and welcoming space for business and leisure travellers alike,” said Harry Khara, general manager of Pan Pacific Whistler Mountainside.

Saskatchewan

The Atlas Hotel-Regina's Newest Independent Hotel

The Travelodge South in Regina has officially changed its name to The Atlas Hotel along with becoming an independent property after four years of planning and $90 million in renovations. The Atlas Hotel is a unique concept – not affiliated with any franchise. It is owned by Ryan Zurada, chief experience officer. "My goal with The Atlas is to create a hotel experience where we can do our own thing, evolve, and provide an experience unique to our Prairie guests. While I’ve got a lot of really exciting things up my sleeve for our business travelers and corporate clientele, there’s a variety of things that won’t change. Soaked Waterpark is here to stay and we still love families and sports teams! The Knotted Thistle Pub is also sticking around – where else would you get Yards of Ale and Bacon Jam?"

Alberta

Townplace Suites by Marriott Opens in Medicine Hat

Marriott International’s TownePlace Suites by Marriott Medicine Hat is opened for business. The new 100-suite hotel is built for travelers looking for a simple and friendly place where they can settle-in, keep their routine, and easily connect to the Medicine Hat area. Located at 7 Stobber St, it will operate as a Marriott franchise, owned by the Braemar Group of West Kelowna, British Columbia and managed by Hotel Equities of Atlanta, Georgia.

"We are excited to introduce the TownePlace Suites brand to the Medicine Hat area," said Diane Mayer, vice-president and global brand manager, TownePlace Suites at Marriott International. "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 to 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."

In addition to those who need accommodations for longer stays, this new property offers studio and one-bedroom suites with fully equipped kitchens, as well as separate living and sleeping areas. Guests can work and relax on their own terms in modern suites that feature full kitchens, stainless steel appliances and granite countertops, adjustable workspaces with built-in shelves and lighting, a large flat screen television, as well as luxurious new bedding. Most rooms also feature the Home Office Suite, designed to provide guests with plenty of storage and flexible space to spread out and make it their own.

"We are elated to bring the very first Marriott-branded hotel to the community of Medicine Hat," said Rod Hazard with Braemar Group. "Braemar Group and our managing partners at Hotel Equities look forward to welcoming guests. The new TownePlace Suites in Medicine Hat will be a flagship hotel for the brand."

Days Inn by Wyndham Add's Hotel in Wainwright

Realstar Hospitality has announced the location of its newest Days Inn by Wyndham franchise, located in Wainwright, the newly renovated property is 100 percent smoke-free and features 48 spacious guest rooms, each appointed with flat-screen TV, free Wi-Fi, plush bedding, mini-fridge and microwave. "We are very proud to open the doors of our hotel under the Days Inn brand," said Brian Leon, president, Choice Hotels Canada. "In addition to our business guests, there's a variety of things that won't change. Soaked Waterpark is here to stay and we still love families and sports teams! The Knotted Thistle Pub is also sticking around – where else would you get Yards of Ale and Bacon Jam?"

Across the West
NEW products

Tarkett Wins Two GOOD DESIGN Awards

Tarkett, a worldwide leader of innovative and sustainable flooring and sports surface solutions, announces that Tactmat System and FloatPath & AirSpace won the esteemed GOOD DESIGN Award for their design excellence in 2019.

Tarkett has a history of designing and producing award-winning and innovative flooring solutions. Tactmat System is a new category of flooringcovering that addresses conventional broadloom and gives designers and end users the autonomy to continually adjust spaces to align with their ever-changing needs. Designed by Jhane Barnes, FloatPath & AirSpace were first inspired by the lines and angles of intersecting flight paths on an air traffic map. This aesthetic inspiration quickly evolved into a beautifully functional flooring design—one that could simplify installation in contemporary architectural designs, where right angles and straight lines give way to open, multi-use spaces and curved walls.

WebRezPro PMS Integrates i-Hotel Casting Solution by Intello

WebRezPro property management system (PMS) now interfaces with i-Hotel Casting, providing hotels to guests with a secure, easy-to-use solution for casting content from their mobile devices to guest room TVs for an improved guest experience.

Casting provides a convenient way for guests to enjoy their preferred content while they travel, just as they do at home. Using their own devices, guests can play content from apps such as Netflix, YouTube and Spotify on the guest room TV.

Integration with the PMS automates guest authentication and billing. When a guest checks in, WebRezPro sends data to the i-Hotel system, ensuring only checked-in guests can connect and preventing casting to the wrong room. “The way we consume content has changed,” commented Frank Verhagen, president at WYI. “The interface between WebRezPro and Intello’s i-Hotel casting solution makes elevating the in-room guest experience seamless and easy for hotels.”

Hotel Technologies Introduces the iHome HW2

Hotel Technologies has introduced the iHome HW2 fast wireless charging alarm clock. With dual fast-charging USB ports and a wireless charging pad, guests can rapidly charge up to three devices at once. Alarms are easy to set and the Single Day alarm feature means they won’t be disturbed by the previous guest’s settings.

Titan Solution Group Enhances Guest Experience

Hoteliers today are challenged using technology to bring the best possible guest experience. Room comforts, access, security, convenience, and amenities are all tied together by computers and data. With so many different suppliers and vendors in the market, hoteliers are faced with cobbling different systems together while facing a support nightmare in keeping them all running.

Titan Solutions brings to the table something you will not find anywhere else, a complete hospitality technology offering. Titan is the only company in Western Canada certified for sales and support for energy saving technologies, industry-leading room door locks, thermostat technologies and structured data cabling. They are your one-stop shop for technology, for your property... for everything.
Checking Out

The Stanton Suites Hotel Yellowknife has become a mainstay for travellers in Yellowknife, Northwest Territories.

The hotel was built in 2005 and Temple REIT assumed ownership in 2014. Atlific Hotels assumed management of the property at the same time.

The hotel has 54 hotel rooms and 32 apartment suites. It also has two large commercial spaces and a natural light meeting space that can accommodate up to 40 people and was originally planned as a location for medical travel and for employees of the Stanton Territorial hospital.

“As they were originally apartm ents converted to hotel guest room s and suites the room s are larger than average. The suites range from 550-800 square feet,” says Gil Vallee, Atlific Hotels Area Director, Alberta and NW T.

All guest room suites were refur -bished in 2018. Every guest room has a large balcony with large glass sliding patio doors. The suites all have fully stocked kitchens with home-size fridges and stoves, dishwasher and microwave as well as an ensuite laundry, perfect for long-term stays.

Extended stay options are provided for guests in need of long-term accommodations in the area, as they are near

they see a large two-storey ceiling,” says Vallee. “There are three distinct wings on four floors — each with secure entrances to each area. The building is four-stories with the two lower floors designated for the hotel and the two upper floors designated for long-term apartment leases.”

The hotel’s demographic varies as it includes, large government clients, locum doctors and nurses, medical travel from the northern communities, corporate clients, Ice Road building team (winter road) and the aurora viewing leisure travellers.

Looking to the future the hotel has plans for an addition of a breakfast room,

area for meeting and socializing. A spacious deck overlooks gravel-padded area with picnic tables and two Webber barbecues for guest use. They also have great relationships with the tour operators in the area who offer aurora viewing, dog sledding, fishing and hunting as well as site-seeing tours.

“When guests arrive in the lobby area they see a large two-storey ceiling,” says Vallee. “There are three distinct wings on four floors — each with secure entrances to each area. The building is four-stories with the two lower floors designated for the hotel and the two upper floors designated for long-term apartment leases.”

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