

News

- 4 Developers shift business models to attract renovations

BY CHRIS CROWELL | ASSOCIATE EDITOR
AND JASON Q. FREED | SENIOR EDITOR

- 6 Developers weigh brand choice, finance options

BY CHRIS CROWELL | ASSOCIATE EDITOR

- 6 Room supply follows convention demand

BY STEPHANIE RICCA | EDITOR IN CHIEF

Green Focus

- 19 Energy Star training tailored to hotels in your area

BY ANNA STARK | ENERGY STAR

Special Report

- 20 2010 Construction companies

- 26 Brands: Loyalty programs target return guests

BY CHRIS CROWELL | ASSOCIATE EDITOR



21

- 28 Operators: Loyalty program benefits trump costs

BY JASON Q. FREED | SENIOR EDITOR

Technology

- 21 Apps increase guest touch points

BY JASON Q. FREED | SENIOR EDITOR

Design

- 22 What PTACs mean to a room

BY PAUL J. HENEY | EDITORIAL DIRECTOR

Hotel Operations

- 23 Prepare protocol for guestroom theft scenarios

BY CHRIS CROWELL | ASSOCIATE EDITOR

Hot Products

- 24 In-room beverages

Timeshare

- 25 Marriott Vacation Club switches to points

BY STEPHANIE RICCA | EDITOR IN CHIEF

Corporate Profiles

- 30 Table of contents

Departments

- 8 Perspective

BY PAUL J. HENEY
EDITORIAL DIRECTOR

- 10 Legally Speaking

BY KAREN MORRIS

- 10 Sales Clinic

BY HOWARD FEIERTAG

- 12 In Your Shoes

BY CHRIS CROWELL

- 14 Trends & Stats

BY MARK WOODWORTH

- 15 On Finance

BY JEFF WILDER

- 16 Cornell Insights

BY GLENN WITHIAM

- 16 Hospitality Doctor

BY RICHARD WOLF

- 17 Training Trends

BY MIKE HAMPTON

- 18 Distressed Hotels

BY VICTORIA BURT

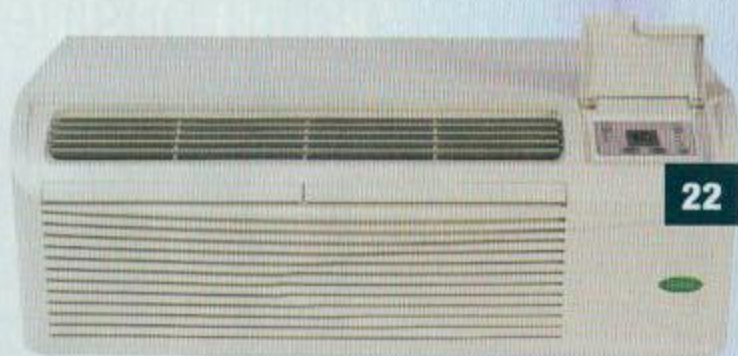
- 18 Franchise Law

BY MORT ARONSON

- 93 Ad/Editorial Index

- 94 Marketplace

- 98 Checking Out



22

HOTEL & MOTEL MANAGEMENT (ISSN 0018-6362) is published monthly, except semi-monthly in June, October and November (15 issues yearly), by Guestex Media Group LLC, 306 W. Michigan St., Suite 200, Duluth, MN 55802. Subscription rates: \$58.95 for 1 year; \$99 for 2 years in the United States & Possessions; \$81.40 for 1 year; \$130.90 for 2 years in Canada and Mexico; all other countries: \$143 for 1 year; \$234.30 for two years. Single copies (prepaid only): \$5.06 in the United States; \$6.16 in Canada and Mexico; \$12.37 all other countries. Back issues, if available are \$9.90 in the U.S.; \$12.10 in Mexico and Canada; \$24.20 for all other countries. International subscriptions will be subjected to \$82.50 per annual order for air-repatriated service, include \$7.15 per order plus \$2.20 per additional copy for U.S. postage and handling. Periodicals postage paid at Duluth, MN 55806 and additional mailing offices. POSTMASTER: Please send address changes to Hotel & Motel Management, PO Box 1268 Spokane, IL 60076-0268. Canadian G.S.T. number: 840 033 278 RT0001, Publications Mail Agreement Number 40017597. Printed in the U.S.A. Copyright © 2010 Guestex Media Group LLC. All rights reserved.