

LodgingNews

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Travelodge: Come as you are, leave different



Steven Robinson.

By Jonathan Zettel, assistant editor

HALIFAX—The annual Travelodge Canada brand conference took place in Halifax from Oct. 6 to 8 with delegates from across the country coming together to share stories and learn about brand initiatives.

"This year's event 'Come as you are, leave different' speaks to the transformative power of gathering together as a group of like-minded professionals with a common goal," Travelodge Canada president Steven Robinson said to more than 100 attendees. "These brand conferences have the power to enlighten, educate, inspire, motivate and transform us as individuals."

Over the three-day event, Travelodge operators listened to speakers, went to breakout sessions, met with conference sponsors and vendors and experienced Halifax hospitality.

Take a chance

In a scripted confrontation, motivational speaker Cameron Hughes

interrupted Robinson, telling him to "liven things up a bit." Hughes then proceeded through the crowd, dancing his way up to the stage to speak about the benefits of taking chances.

"All I want to do is share a story of something that happened to me one night that completely changed my life and allowed me to have this crazy career," Hughes said.

In January of 1994, Hughes was attending a hockey game in Ottawa and with eight minutes left in the game he stood up on his chair and started dancing.

"Something went off in me that night, the entire stadium was buzzing," Hughes said.

Since then, Hughes has travelled the world, dancing at major sporting events, including events for the U.S. Open Tennis Association, the 2010 Winter Olympics in Vancouver and the National Basketball League.

"I'm in the smile business," Hughes said. "And I think that's the business we're all lucky to be in."

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MHA turnout exceeds expectations **P.3**

Seminars, tradeshow and cowboy themed dinner all featured in Winnipeg, Oct. 6-7



Trout Point is World's first Starlight Hotel **P.8**

Starlight Foundation recognizes Nova Scotia hotel's role in promoting stargazing tourism.



Moxey-Marriott Owns Gen X and Y **P.8**

Marriott's new hotel isn't coming to Canada yet, but could eventually be suitable for hip districts in major cities.

Best Western's got a brand new vibe

By Colleen Isherwood, editor

TORONTO—Best Western International is entering the boutique hotel space with the announcement of Vib—short for vibrant and pronounced the same way—at their annual conference in Toronto last month. They also announced the BW Premier Collection, their first soft brand offering.

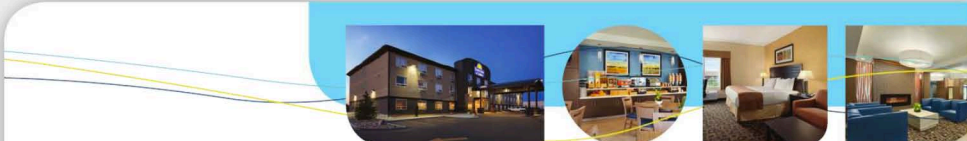
Best Western's newest hotel offering, Vib, is a stylish and technology-centric hotel concept created to meet the needs of millennial travellers, but not so trendy that it alienates Best Western's core customer base of boomers and Gen Xers. Vib is a hotel prototype designed for urban markets.

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Artist's conception of Vib lobby

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Build with the Brand that's Building.

Our prototypes were designed with the modern guest in mind featuring flexible layouts that incorporate style and innovation with a focus on guest satisfaction and the profitability of our owners. Whether you want to build a new hotel or reposition your existing property, our Canadian based support team is dedicated to helping you every step of the way.

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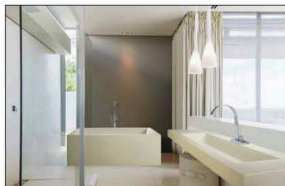




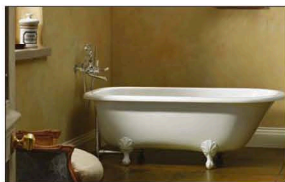
PRODUCTS

MTI Baths counter-sinks

From MTI Baths' Boutique Collection, counter-sinks allow complete customization, seamlessly connect one



MTI Baths counter-sinks.



Wall-mounted bath faucet.



Septic system filter.



Sound-absorbing panels.



Designer restroom accessories.

fixture to another and are compatible with most manufacturers' vanities. They're made of non-porous, hardened natural ground minerals and resins that are 65 per cent organic. Custom colours and designs available. www.mtibaths.com

Wall-mounted bath faucet

Victoria + Albert's wall-mounted tub filler—part of its Staffordshire line of bath faucets—features a sleek metal hand-held shower, vintage styled handles and a classically designed spout, and offers the option of a left- or right-facing handheld shower attachment. Available in polished chrome, brushed nickel and polished nickel. www.vandabaths.com

Septic system filter

Premier Tech Aqua (PTA) unveils its NSF International certified Ecoflo Coco Filter septic solution, based on a 100-per-cent natural coco husk fragment-based filtering media that biologically treats pollutants and acts as a barrier to retain solids. With a filtering media capable of sustaining a 40-per-cent increase of treatment capacity, the Ecoflo Coco Filter offers more compact filtering media surface. www.premiertechagua.com

Sound-absorbing panels

Pyramid-shaped Accusta panels are available in wall or ceiling styles in seven different colours that can be installed vertically, horizontally or diagonally. Measuring 17 by

17 inches, panels are made from molded, medium-density polyester felt and covered with a coloured polyester fabric that's sound absorbent, fire resistant, lightweight, durable and 100 per cent recyclable. www.beaufurn.com

Designer restroom accessories

The new Signature Series of designer restroom accessories, from Cintas, includes everything from soap and paper towel dispensers to air fresheners and trashcans, all in a sleek, functional and customizable design. The Signature Series is resistant to fingerprints, easy-to-clean and features a bacteria static surface to help reduce germs and cross-contamination. Available in nine colours. www.cintas.ca/signatureseries

introducing a boutique concept



Vib
BEST WESTERN



bestwesterndevelopers.com | 800.847.2429

Best Western International's new vibrant and stylish concept – a cost-efficient urban design with lots of personality.

Today's connected traveler is looking for a vibrant experience, a spacious lobby with technology integration and local offerings. Vib exceeds guests expectations with high value services and convenience.

Best Western International's new vibrant and stylish boutique concept can be easily adapted for new build and conversions. This unique concept has a minimal footprint, is cost effective to build, efficient to operate, and creates a highly profitable business model.

PROTOTYPE

- Designed to meet the needs of today's connected traveler
- Cost-effective to build and operate
- Flexible plan for new build or conversion
- Highly profitable

- Building footprint - 9,000 sq. ft.
- 112 guestrooms / 5 stories
- Lobby bar with outside access or rooftop bar
- Premium coffee and à la carte food offerings throughout the day
- Expanded state-of-the-art fitness room

Best Western International

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