

# HOTELLIER

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**PLUS**  
THE 2017  
**BUYER'S**  
GUIDE

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Joie de Vivre Hotels is redefining cool  
in the U.S. hotel market

### LET'S MAKE A DEAL

Building supplier  
relationships that last

### TELL ME A STORY

Hotels turn to social media  
to sell the brand

### INDUSTRY IN FLUX

New players and  
technology are shaking  
up the industry

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