

HOTELLIER

THE MAGAZINE FOR HOTEL EXECUTIVES / JANUARY - FEBRUARY 2019 \$20

BRAND BUILDERS

Why branding needs to inspire travellers

DATA DILEMMA

How to use data to boost revenue

PLUS
THE 2019
FRANCHISE
REPORT

HIGH SPIRITS

SPIRIT RIDGE RESORT IN THE OKANAGAN VALLEY IS THE NEWEST MEMBER OF THE UNBOUND COLLECTION BY HYATT

30
CELEBRATING
years

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Features

- 9 LESS IS MORE**
Why having too many brand choices can overwhelm guests *By Larry Mogelonsky*
- 10 CELEBRATING EXCELLENCE**
A pictorial wrap-up of the 2018 Pinnacle Awards
- 12 SPIRIT OF LUXURY**
Spirit Ridge Resort joins the Unbound Collection by Hyatt *By Sarah B. Hood*
- 21 BRAINSTORMING BRANDS**
Why hotels seek to establish inspiring branding. *By Laura Pratt*
- 25 THE 2019 FRANCHISE REPORT**
A comprehensive listing of the industry's top franchises
- 41 FOR LET**
Exploring the challenges and benefits of third-party restaurants *By Danielle Schalk*
- 45 HOME AWAY FROM HOME**
Why extended-stay brands are gaining popularity *By Jessica Huras*
- 48 HIGH TIMES**
Hotels remain hazy about cannabis-consumption policies *By Robin Roberts*
- 51 PUBLIC OFFERINGS**
How hotels can create rich narratives with their public spaces *By Marina Davalos*

- 54 THE DATA DILEMMA**
Expert insight on how to use and protect guest data *By Amy Bostock*
- 59 SHOW PREVIEW**
What to watch for at this year's Hotel Association of Canada national conference

Departments

- 2 EDITOR'S PAGE**
3 CHECKING IN
60 HOTELIER: Fernando Fernandes
Hôtel Birks, Montreal

ON THE COVER:

Daniel Bibby, GM, Spirit Ridge Resort and Tony Baptiste, council member of the Osoyoos Indian Band