



# HOTEL MANAGEMENT

HOTELMANAGEMENT.NET

THE LEADING HOSPITALITY NEWS AUTHORITY SINCE 1876 | Vol. 233, No. 9 | August 2018

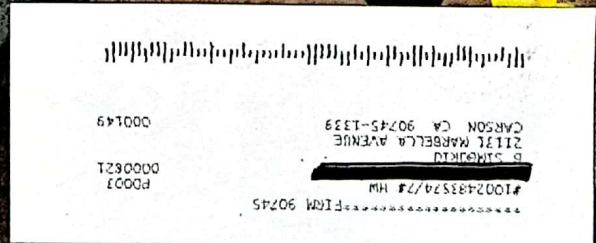


## DOUBLE VISION

### POD HOTELS' DUAL OFFERINGS

## THE RACE IS ON

Hotels take EV charging for a spin

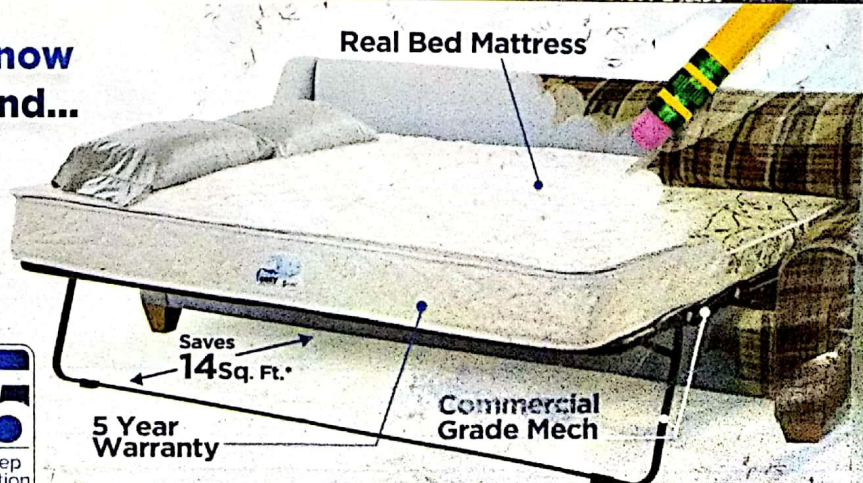


### Take Everything You Know about a Sleeper Sofa and...

## Erase It.

Tested to real bed standards and providing an additional 14 sq. ft.\* of usable room space, the Sleep Between The Arms® features a luxurious pillow-top mattress with no "bar-in-the-back", making it the most comfortable sofa bed in the industry.

[SleepBetweenTheArms.com](http://SleepBetweenTheArms.com)



Saves 14sq. Ft.\*

5 Year Warranty

Commercial Grade Mech

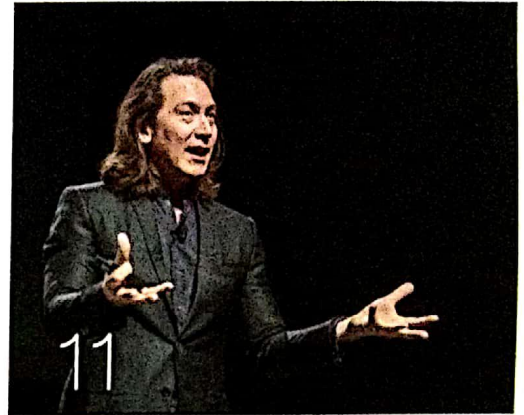
\*Depending on sofa design ©2018 Axxess Direct, Inc.



# INSIDE THIS ISSUE

## NEWS

- 8 | Hoteliers explore opportunities created by disruption
- 9 | Successful tech investment requires goals, direction
- 10 | European data rules stress privacy
- 11 | On the floor at HITEC
- 12 | Profits will come to hoteliers who are patient
- 13 | America's poor welcome experience
- 14 | 4 questions with Lightstone's Mitchell Hochberg
- 15 | Hoteliers tasked with finding the next big thing
- 16 | How vendors can get a foot in Marriott's door
- 17 | 5 questions with Viceroy's Bill Waishe
- 18 | Travelers cool on home-sharing
- 19 | Hotels race to meet EV charging demand



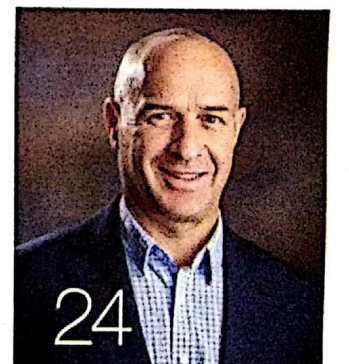
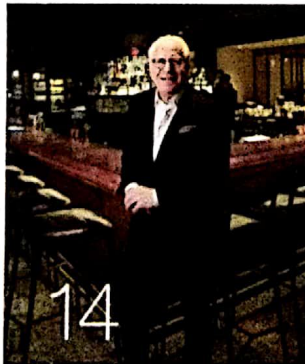
## OWN

- 22 | Pod Pads pop up in New York
- 23 | Spinoffs prove timeshare's dependability
- 24 | 5 questions with Chartwell Hospitality's Jon Benowitz



## COLUMNS

- 8 | Up Front | David Eisen
- 26 | Trends & Stats | Robert Mandelbaum
- 26 | Legally Speaking | Karen Morris
- 26 | Hospitality Lawyer | Stephen Barth, Paige Tidwell and Marilyn Faz
- 27 | Training Trends | Christin Bell
- 27 | Tech Watch | Frank Wolfe
- 28 | On Finance | Jeff Wilder
- 28 | On Finance | Zak Selbert
- 29 | AAHOA Insights | Chip Rogers
- 29 | Construction Insights | Stephen Siegel
- 30 | Industry Insights | Stephen R. Hennis
- 30 | Industry Insights | Chip McIntyre and Tim Kersley
- 31 | Industry Insights | Keith Kefgen, James Houran
- 31 | Industry Insights | Lauren Pérez-May
- 113 | Ad/Editorial Index/Marketplace
- 115 | Classifieds
- 121 | Seen



## ON THE COVER

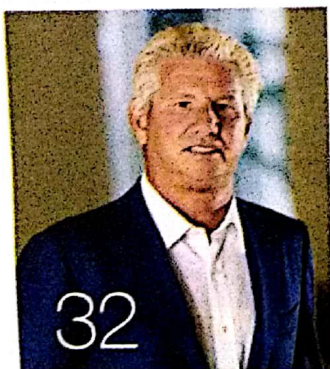
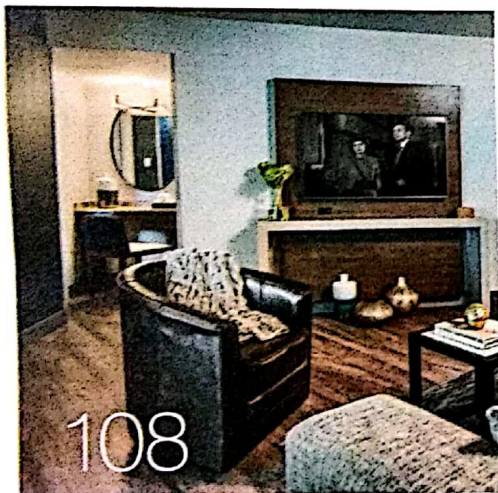
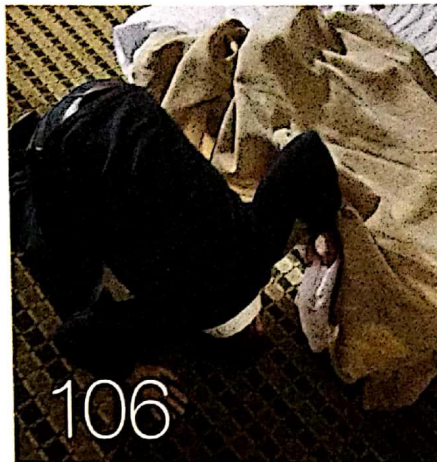
Pod Times Square in New York

HOTEL MANAGEMENT (ISSN 2158-2122) is published monthly (except two issues in June - 13 issues yearly), by Questex LLC, 757 Third Ave., 5th Floor, New York, NY 10017. Subscription rates: \$68 for 1 year, \$107 for 2 years in the United States & Possessions; \$91 for 1 year, \$130 for 2 years in Canada and Mexico; all other countries \$146 for 1 year, \$207 for 2 years. Single copies (prepaid only): \$5.50 in the United States; \$6.50 in Canada and Mexico; \$12.50 all other countries. Back issues, if available are \$10 in the U.S.; \$12 in Mexico and Canada; \$24 for all other countries. International subscriptions will be subjected to \$82.50 per annual order for air-expedited service. Include \$7.15 per order plus \$2.20 per additional copy for U.S. postage and handling. Periodicals postage paid at New York, NY 10199 and additional mailing offices. POSTMASTER: Please send address changes to Hotel Management, P.O. Box 1267, Skokie, IL 60076-8267. Canadian G.S.T. number: 840 033 278 RT001. Publications Mailing Agreement Number 40017597. Printed in the U.S.A. Copyright 2018 Questex LLC. All rights reserved.

Copyright 2018 Questex LLC. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording or information storage and retrieval system, without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Questex LLC for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923; phone: (978) 750-8400; fax: (978) 750-4470; call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law. For those not registered with the CCC, phone permission request to Wright's Media (877) 652-5295. Hotel Management does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content. Hotel Management welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return. Questex LLC provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Questex LLC to make your contact information available to third parties for marketing purposes, simply call toll-free (866) 344-1315 between the hours of 9:00 a.m. and 5:00 p.m. CT and a customer service representative will assist you in removing your name from Questex LLC's lists. Outside the U.S., please phone (847) 513-6024.



# INSIDE THIS ISSUE



## DEPARTMENTS

### ONE-ON-ONE

#### 32 | John Cohlan

The CEO of Margaritaville Holdings muses on his entry into hospitality and what makes a brand

### GM LOOK

#### 33 | Lezlie Young

From spa manager to GM of the Westin Las Vegas, Lezlie Young reminisces on her hospitality journey

### SPECIAL REPORT

#### 34 | Top Construction Companies Survey

The industry's biggest construction companies share data from the past year

### TECHNOLOGY

#### 104 | Mobile

A look at the technology powering both hotel employees and guests in 2018

### OPERATIONS

#### 106 | Lost and Found

Digital tools are helping hotel operators reunite guests with lost items, one interaction at a time

### DESIGN

#### 108 | Soundproofing

With proper planning, hotels can keep guests from hearing others—and being heard

### PROCURE

#### 110 | Laundry Equipment

Laundry equipment is all about sustainability, reliability and speed

### FACES IN THE CROWD

#### 111 | Abonesh Bedada

The bartender of the Crystal City Marriott in Arlington, Va., is this property's secret weapon

### IN YOUR SHOES

#### 112 | Westin Jekyll Island

Hotel Management's David Eisen shares his experiences as a bellman for the day

## PROFILES

- 36 AAA Inspections & Diamond Ratings
- 38 Amana Heating & Air Conditioning
- 40 American Hotel Register Company
- 42 ASSA ABLOY Hospitality
- 44 Beekespet
- 46 BMW of North America
- 48 Bulk TV & Internet
- 50 Cadence Keen Innovations

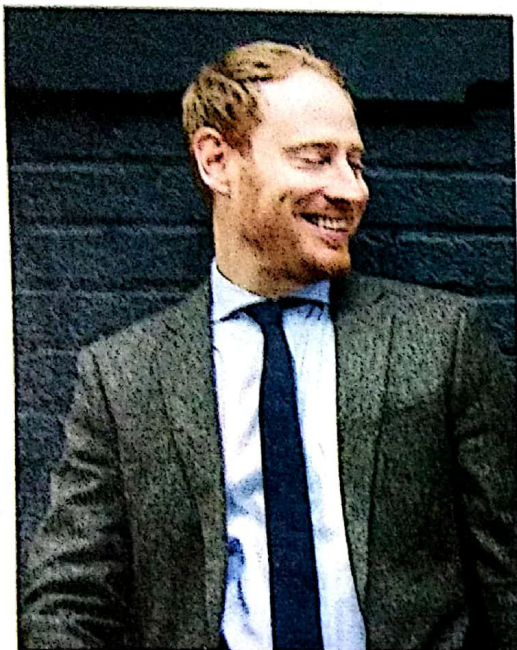
- 52 The Carver Companies
- 54 Chargerback
- 56 ClimateMaster
- 58 Dish Network
- 60 Friedrich Air Conditioning
- 62 Hotel Vanities International
- 64 InterContinental Hotels Group
- 66 Knowcross
- 68 Marcus & Millichap
- 70 Mattress Firm
- 72 My Place Hotels

- 74 Protect-A-Bed
- 76 R.E. Whittaker
- 78 Red Roof
- 80 The Refinishing Touch
- 82 Serta Hospitality Bedding
- 84 Simmons Hospitality Bedding
- 86 Best Western Hotels & Resorts
- 88 Ten-X Commercial
- 90 Broadvine
- 91 Best Western Hotels & Resorts
- 92 Continental Girbau

- 93 Dometic
- 94 Dormakaba
- 95 Extend Stay America
- 96 Motel 6/Studio 6
- 97 Mumford Company
- 98 Onity
- 99 Pellerin Milnor Corporation
- 100 Plastilam
- 101 SVN|Hotels
- 102 Southern Aluminum



# Over and out



BY DAVID EISEN  
@DAVIDEISEN3

What are the chances? In the same week that Baltimore Orioles shortstop Manny Machado, my favorite player on my favorite team, was traded to the Los Angeles Dodgers (a nettlesome move if there ever was one), I, too, am leaving my position as editor-in-chief of the Questex Hospitality Group and Hotel Management. Granted, Machado's jettisoning is national news, and while my leaving won't send shock waves through the trades, I think the similitude is at least partly noticeable.

Machado's never played for any other team than the Orioles. And while I've had short stints at some other companies, Questex, the parent company of Hotel Management, is where I've been for most of my working life—12 years. Machado, a shortstop, is the captain of the infield, and as editor-in-chief, I've often felt like captain of a team, which means being a leader. For me, that always meant setting an example and never asking someone to perform a task that you have never done before. I believe that strongly.

Mine and Machado's similarities end there. While I did play baseball in high school, I never sniffed professional ball,

so I've never, like Machado now, had 24 home runs before the All-Star break.

The biggest difference as I see it is that Machado was let go, while there is no acrimony or suddenness in my departure, which I am grateful for and feel a rarity these days.

I have had a stellar run at Questex, where I was able to apply my trade of writing to something I've always loved—hotels. I developed an avidity toward hotels at an early age, sealed through many a trip to the Hilton in Short Hills, N.J., our family's staging area for visits to my grandparents. There, it wasn't the pool, roomservice or king-size beds that impressed me; no, it was the unlimited supply of fresh, clean towels that I could procure at a moment's notice! Call it strange, call it eccentric, but to this day I am the driest person you will ever meet!

That is from which my infatuation with hotels sprung, and it has never dried. To be sure, hospitality is one of the most dynamic industries, and an industry that I've been lucky to be associated with basically since I moved to New York back in 2000. I've witnessed the advent and evolution of OTAs, myriad mergers and acquisitions, brand proliferation (yes, kids, Best Western once was a single-brand company!) and so many cycles that I can't keep track of what inning we are in.

Most of all, this industry is inundated with good, fun and gregarious people. This is what I've found attending the various conferences that dot the year. And although the hospitality industry is assuredly an itinerant one (one company to the next), it's nice to see that people tend to stay within it—it's in their blood, in their marrow.

In this column, I am guilty of what we in journalism call "burying the lead"—meaning beginning a story with details of secondary importance while postponing more essential points. In this case, those points are my team at Questex. I'll save the reader long Academy Award-like thank yous, but my success here is a result of my colleagues. Elaine, Amy, Jena and Elliott, my editorial team—thank you for putting up with my idiosyncrasies and always delivering a peerless work product. And to the wonderful events and publishing teams—Alexi and Amy, you were my mentors more than you know.

And to the new editor-in-chief of Hotel Management: Stefani C. O'Connor, I am thrilled you are taking my position and leading this venerable brand forward. I have no doubt that you will succeed!

For me, I am sticking in hospitality, just in a new role. It's hard to shake hospitality from your bones; guess it runs deep in my marrow, too. **HM**

**CONNECT WITH US!** At Hotel Management, we are doing more and more each day to interact and engage with you—our loyal readers. Join us on the following social-media platforms and join the discussion.



www.twitter.com/  
HotelMgmtMag



www.facebook.com/  
HotelMgmt



www.linkedin.com  
Search: Hotel Management



Download the  
Hotel Management app

### EDITORIAL MISSION STATEMENT

HOTEL MANAGEMENT SUPPLIES THE CREDIBLE NEWS ANALYSIS AND OPERATING RESOURCES THE LODGING INDUSTRY NEEDS TO PROSPER AMID CONSTANT CHANGE. COMPREHENSIVE REPORTING AND RESEARCH OFFER TOP-OF-MIND AND QUICK-HITTING INSIGHTS WHILE INTRODUCING THE PEOPLE DRIVING THE FUTURE OF THE HOTEL COMMUNITY. STRATEGIES ABOUT MARKETING, FINANCE, TECHNOLOGY, DESIGN AND PRODUCT PURCHASING GO BEYOND THE BRICKS AND MORTAR TO BRING READERS CLOSER TO THE FUNDAMENTALS OF OPERATING IN THE LODGING BUSINESS.



### EDITORIAL

757 Third Ave., New York, NY 10017

Editor-in-Chief—Stefani C. O'Connor  
sconnor@questex.com | (212) 895-8236

Managing Editor—Elaine Netzer Simon  
esimon@questex.com | (212) 895-8431

Associate Editor—Jena Tesse Fox  
jfox@questex.com | (212) 895-8237

Associate Editor—C. Elliott Mast  
emast@questex.com | (212) 895-8238

Art Director—Amy B. Witek  
awitek@questex.com | (440) 540-4935

### ADVERTISING/SALES/CIRCULATION

Group Publisher—Amy B. Waxman

awaxman@questex.com | (609) 257-3412 | Fax: (609) 257-0980

Dir. Business Development, West, Midwest, NJ—Cynthia Zucker  
czucker@questex.com | (732) 845-0011 | Fax: (732) 358-0390

Dir. Business Development, East Coast—Jai Wallace  
jwallace@questex.com | (212) 895-8409 | Fax: (212) 895-8219

Dir. Business Development—Mary Malloy  
mmalloy@questex.com | (216) 402-9467

Audience Development Manager—Deborah Sullivan | dsullivan@questex.com

### PRODUCTION

Production Director—Hal Garstein  
hgarstein@questex.com

Production Specialist—Sue Gigliotti  
sgigliotti@questex.com | (212) 895-8239

### MARKETING/MAGAZINE SERVICES

Marketing Director—Alexandra Aldridge  
aldridge@questex.com | (212) 895-8284

Digital Marketing Coordinator—Ashley Yaghoobian  
ayaghoobian@questex.com | (212) 895-8408

List Rental—MeritDirect LLC—Anthony Damareau  
adam@meritdirect.com | (914) 368-1083

Permissions/Reprints—Wright's Media | (877) 632-6295

Subscriptions, Customer Service, Back Issues, Single Current Copies  
hotelmanagement@questex.com | Toll Free: (866) 344-1315 | Int'l: (847) 513-6004

### EXECUTIVES

President & Chief Executive Officer—Kerry C. Gurnas

Chief Financial Officer—Debra S. Massey

Chief Revenue Officer, Questex Digital—Beth Royster

Senior Vice President Sales and Business Development—Mark Ford

Senior Vice President Digital Content and Product—Anthony DeBarbo

### EDITORIAL ADVISORY BOARD

Jim Butler, Partner, Jeter, Mangione, Burke & Mitchell

Mike Cahill, CEO & Founder, HRC

Mary Beth Cahill, SVP of Acquisitions & Business Development, HRC

JP Ford, Principal, Lodging Economics

Naveen Kharika, President & CEO, HRC

Bill Lambert, EVP & CEO, Red Lion Hotels Corp.

Ravi Patel, President, Number 1010

Raj Trivedi, EVP & CEO, La Quinta

