

today's hotelier

November 2020 | todayshotelier.com

The Official Publication of AAHOA

YOUR VOTE MATTERS

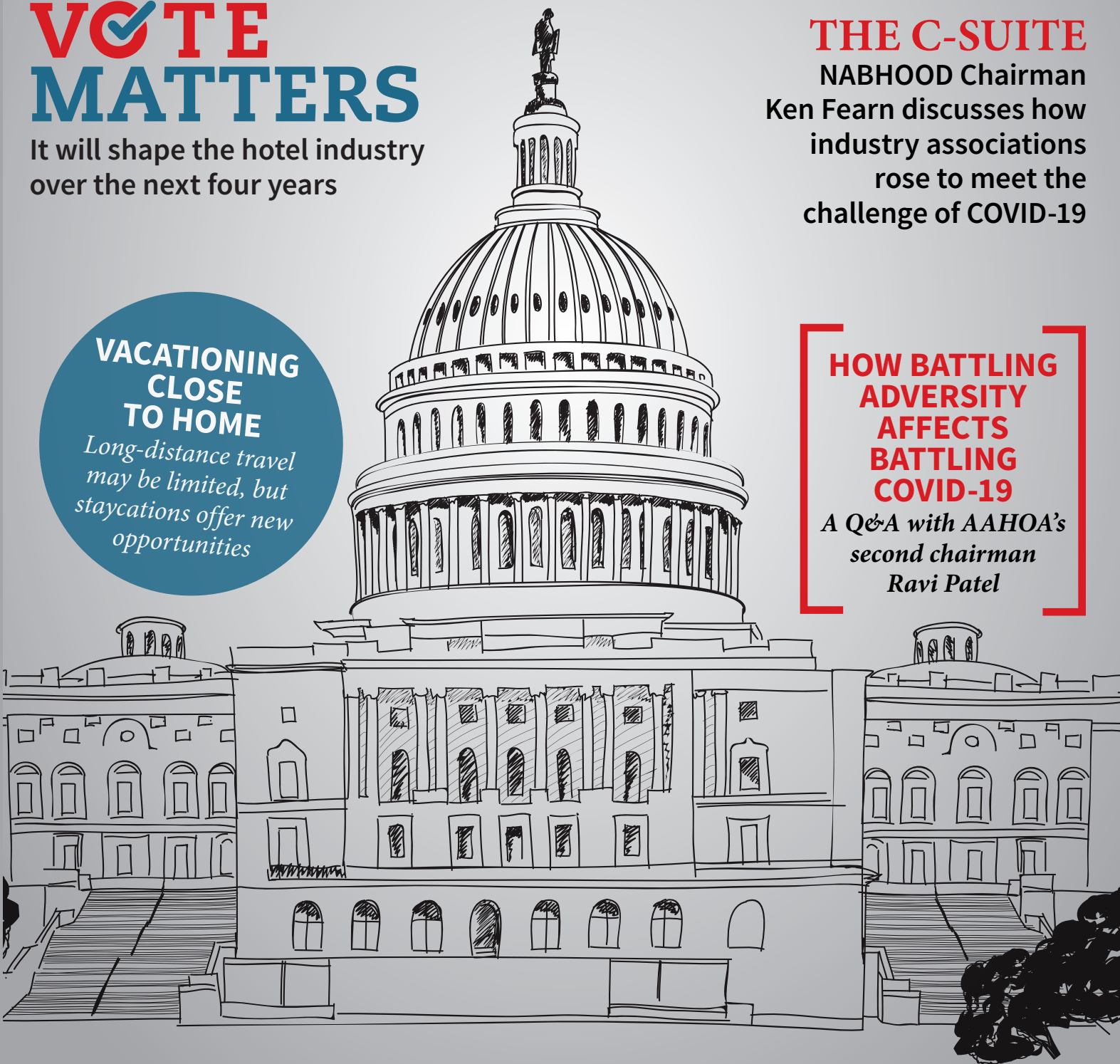
It will shape the hotel industry over the next four years

THE C-SUITE
NABHOOD Chairman Ken Fearn discusses how industry associations rose to meet the challenge of COVID-19

VACATIONING CLOSE TO HOME
Long-distance travel may be limited, but staycations offer new opportunities

HOW BATTLING ADVERSITY AFFECTS BATTLING COVID-19

A Q&A with AAHOA's second chairman Ravi Patel





Pro[™] Institutional

REDUCE DOWNTIME & DELIVER FIVE-STAR COMFORT



TRITON



Eliminate Emergencies with Triton[®]

- Intelligent leak detection and prevention
- Preventative maintenance reminders
- Universal retrofit across brands
- Built to last up to five years longer than the average commercial water heater



**Smart Monitoring Technology
with Integrated Wi-Fi**



To learn more, call **866-412-6726** or visit
HomeDepotPro.com/Institutional

Wise Decision.
It's an Amana[®] brand.

R-32 Refrigerant

Now in select Amana brand[®] PTACs



A new generation of PTAC performance thanks to the next generation of refrigerant.

Amana[®] brand PTAC now available with R-32 refrigerant.



You expect innovation from Amana brand PTACs for energy-efficient performance, long term reliability, and enhanced room comfort for

your guests. And now, select Amana brand PTACs feature R-32 refrigerant. It's the next generation of energy-efficient refrigerant. Here are just a few of the technical benefits of R-32 refrigerant:

- Energy-efficient performance up to 13.0 EER
- Zero ozone depletion potential*
- 1/3 GWP (Global Warming Potential) of R-410A refrigerant*

* Source: Values for 100 year Global Warming Potential (GWP) from IPCC's Fourth Assessment Report. Comparative 100 year GWP: HFC-410A, 2,090; HFC-32, 675.

There are many benefits of Amana brand PTACs using R-32 refrigerant. To learn more, contact your local Amana brand PTAC sales representative or visit www.amana-ptac.com





FINALLY! A DEAL WITH NO LIQUIDATED DAMAGES

TAKE ADVANTAGE OF A DEAL
THAT WORKS FOR YOU



Join Americas Best Value Inn,
Canadas Best Value Inn or Knights
Inn by December 31, 2020
(limited to 50 properties so hurry!)

LEAVE AT ANY TIME. NO LIQUIDATED DAMAGES. THAT SIMPLE.

Sure, there is some fine print, but a lot less than you would expect:

Pay your bills on time (you were going to anyway, right?)

Give us 90 days' notice, so we can figure out if we can fix anything that is not quite right.

Buy from your preferred vendors (with a few exceptions around the Brand's "Signature Moments")

That is about it.

This is what fair franchising really looks like.

**CONTACT US
TODAY**

Development@rlhco.com



GUEST MANAGEMENT SYSTEM

GOOD FOR BUSINESS.

We don't wait for the future. We create it.

franchise.RLHCo.com



contents

November 2020 | todayshotelier.com

18

Part 3: The pros speak up

Ravi Patel, chairman of SREE Hotels, LLC, talks about the past, present, and future of the hotel industry

by PETER BERK



22

Building the economic outlook

Recovery is slow but steady in the aftermath of COVID-19

by GENEVA TODDY

departments

- 8 LETTER FROM THE CHAIRMAN
- 10 LETTER FROM THE PRESIDENT & CEO
- 12 GOVERNMENT AFFAIRS
- 44 AAHOA CLUB BLUE, PLATINUM & SILVER MEMBERS
- 46 AAHOA MEMBERS IN ACTION
- 48 CLASSIFIEDS
- 50 ADVERTISERS INDEX

columns

- THE C-SUITE..... **14**
We're stronger together
by KEN FEARN
- COMMON GROUND..... **16**
Revisiting the HOPE Act
by SEAN GROSSNICKLE
- FINANCE..... **28**
Financing the transition from hotel to multifamily
by RUSHI SHAH
- SMALL BUSINESS..... **30**
Staycations are on the rise
by ALFREDO ORTIZ
- CITY SPOTLIGHT **32**
Austin
by ASIF LAKHANI
- TECHNOLOGY **34**
Using automation to mitigate risk and reinvigorate the hospitality industry
by GUSTAVO GOMEZ
- OPERATIONS **36**
Stopping the spread
by JANET WRIGHT
- PEST CONTROL **38**
Reopening checklist: Invite guests, not pests
by FRANK MEEK, BCE
- LEGAL CORNER **40**
Collaboration among competitors during COVID-19: Be mindful of antitrust risks
by MICHAEL MITCHELL

5 THINGS TO KNOW

ABOUT AAHOA THIS MONTH

1.

Election Day is nearly here. AAHOA is urging you to get out and vote. There is strength in numbers and we want to ensure our voices are heard on Election Day, November 3. Access our Civic Action Center at bit.ly/AAHOACivicAction to get info on voting, locations, and much more!

2.

Regionals taking place this month. Our 2020 Regionals Series has kicked off with two already in the books and four more taking place this month. Registration is free, and we urge all industry professionals to attend the event in every region in which they own, operate, or have interest in hotel ownership. Register for free today at AAHOA.com.

3.

AAHOA President at NYU Webinar Series. AAHOA President & CEO Cecil P. Staton will be a featured panelist during this new webinar series on November 9-12. Replacing NYU's in-person 42nd annual International Hospitality Industry Investment Conference, this webinar series will bring the best of that world-renowned event to an even larger audience. Learn more at bit.ly/NYUWebinarSeries.

4.

Save the date for AAHOACON21! Preparations are underway for next year's 2021 AAHOA Convention & Trade Show in Dallas May 4-7. After a year filled with virtual events, we can't wait to come together in person again for a great week of networking, education, and more! Registration is opening soon.

5.

An attitude of gratitude. 2020 has been probably the most difficult year in the history of our industry, thanks to the COVID-19 pandemic, and most of us are still facing challenges unlike anything we've faced before. Even so, we all still have so very much to be thankful for. Never lose sight of that. AAHOA wishes all of you a holiday season filled with gratitude, peace, and an abundance of joy.

2020-2021 AAHOA BOARD OF DIRECTORS

AAHOA OFFICERS

Biran Patel
Chairman

Vinay Patel
Vice Chair

Nishant (Neal) Patel, CHO
Treasurer

Bharat Patel, CHO
Secretary

Cecil P. Staton
President & CEO

DIRECTORS

Jagruti Panwala, CHO
Immediate Past Chair

Sanjay M. Patel
Alabama Regional Director

Chintu (Danny) Patel
Arkansas Regional Director

Hitesh Patel
Central Midwest Regional Director

Rahul Patel
Florida Regional Director

Vikesh (Vik) Zaver
Georgia Regional Director

Naresh D. Bhakta
Greater Los Angeles Area Regional Director

Nick Zaver
Gulf Regional Director

Sanjay (Sam) Patel
Mid Atlantic Regional Director

Sunil Patel, CHO, CHA, CHIA
Mid South Regional Director

Akshat Patel
North Carolina Regional Director

Bhavesh N. Patel
North Central Regional Director

Kamalesh (KP) Patel
North Pacific Regional Director

Dhiren Masters
North Texas Regional Director

Jayesh R. Patel
Northeast Regional Director

Hiten Patel, CHO
Northwest Regional Director

Chetan (Chet) Patel, CHO
South Carolina Regional Director

Mike Patel, CHO
South Central Texas Regional Director

Mike Riverside, CHO, CHA
South Pacific Regional Director

Sawan H. Patel
Southeast Texas Regional Director

Imesh Vaidya, CHO
Southwest Regional Director

Kalpesh Joshi, CHO
Upper Midwest Regional Director

Sandip Patel
Washington D.C. Area Regional Director

Jayesh Patel, CHA
Director at Large

Prashant Patel
Director at Large

Nimisha Patel, CHO
Female Director Western Division

Lina Patel, CHO
Female Director Eastern Division

Miraj S. Patel, MBA, CHO, CHIA
Young Professional Director Western Division

Bhavik Patel
Young Professional Director Eastern Division

Faheem Khan
Industry Partner



FIND THE LATEST AT
WWW.TODAYSHOTELIER.COM

CONNECT

EMAIL: todayshotelier@naylor.com

FACEBOOK: facebook.com/AAHOAofficial

INSTAGRAM: [AAHOAofficial](https://www.instagram.com/AAHOAofficial)

LINKEDIN: [AAHOA](https://www.linkedin.com/company/AAHOA)

TWITTER: [@TodaysHotelier](https://twitter.com/TodaysHotelier)

YOUTUBE: [youtube.com/AAHOA](https://www.youtube.com/AAHOA)

Today's Hotelier is the official monthly publication of AAHOA
1100 Abernathy Road
Suite 725, Atlanta, GA 30328
P: (404) 816-5759
info@aahoa.com
www.aahoa.com

AAHOA STAFF CONTRIBUTORS
Lisa Brown, Content Coordinator, Copywriter & Copy Editor
Heather Carnes, VP of Marketing
Peter Clerkin, Director, Communications
Sean Grossnickle, Communications & Public Affairs Coordinator
Rachel Humphrey, COO & VP of Franchise Relations

Kati Siconolfi, Director, State & Local Government Affairs
Cecil P. Staton, President & CEO
Kathryn Stone, Chief of Staff

Today's Hotelier is published by
NAYLOR
ASSOCIATION SOLUTIONS

1430 Spring Hill Road, 6th Floor
McLean, VA 22102
T: (800) 369-6220 • F: (703) 790-9199
todayshotelier@naylor.com

NAYLOR STAFF CONTRIBUTORS
Gufran Khan, Design/Layout
Heather Greyling, Publisher
Adam Ligenfelter, Project Manager

John O'Neil, Advertising Director
Geneva Toddy, Managing Editor
Tracy Venzen, Project Coordinator
Chris Zabel and Jason Zawada, Advertising Associates



Opinions expressed are those of the contributors and do not necessarily reflect the policy of AAHOA or Today's Hotelier magazine. Publication of an article or advertisement does not imply approval or endorsement by AAHOA.

©2020 AAHOA, all rights reserved. The contents of this publication may not be reproduced in whole or in part without the prior written consent of the publisher. Today's Hotelier (ISSN 24174062), volume 20, issue 11, is published monthly by Naylor Association Solutions, for AAHOA, 1100 Abernathy Road, Suite 725, Atlanta, GA 30328. Periodicals postage paid at Gainesville, Florida, and at additional mailing offices. Postmaster: Send address changes to Today's Hotelier, 5950 NW First Place, Gainesville, FL 32607.

PUBLISHED OCTOBER 2020/
AAHOM1120/9021

Editorial inquiries: todayshotelier@naylor.com | Advertising inquiries: John O'Neil, joneil@naylor.com



You're focused on growing your business. So are we.

Chase Merchant Services

More than 10,000 AAHOA Members choose Chase to process their card payments.

- Accept debit and credit card payments at the front desk, online or around the property.
- Chase payment processing accounts for AAHOA members have no annual fee, no monthly service fee or minimum fee, no account setup fee, no terminal reprogram fee, no chargeback fee, no batch settlement fee, no online statement fee and no charge for supplies.¹
- Next business day funding when you deposit into a Chase business checking account.²
- Seamless integration into your property management system or the latest in payment terminals.
- Live customer service and technical support 24/7/365.

Contact us at [1-800-727-1872](tel:1-800-727-1872) or lodging_team@chase.com for a complimentary account review to see if Chase can improve your bottom line.³



Businesses are required to complete an application and agree to terms and conditions at the time of enrollment. All businesses are subject to credit approval. Merchant services are provided by Paymentech, LLC ("Chase"), a subsidiary of JPMorgan Chase Bank, N.A.

¹ Talk to a Chase Representative for more details and ask to review the Schedule A Pricing Sheet.

² Next business day funding is available to eligible Chase Merchant Services customers who deposit into a single Chase business checking account. Visa®, MasterCard®, Discover®, and American Express® OptBlue® credit and debit transactions are eligible. All businesses are subject to business credit approval and all funds are subject to fraud monitoring. In addition, funding is subject to the terms and conditions of the merchant processing agreement. Chase must receive settled transactions by 10:00 pm EST (some businesses may qualify for an 11:59 pm EST settlement; talk to a Chase representative for more details). Funds are deposited on the next business day, excluding weekends and bank holidays. Some exclusions may apply. The listed payment brand(s) are not sponsors of this program. All marks are marks of their respective companies. Deposit products provided by JPMorgan Chase Bank, N.A. Member FDIC.

³ Cost comparison will be based on a calculation of the overall cost for comparable services, as determined by the processing statements you provide, and will exclude all one-time fees. Cost comparison results are estimates only and do not guarantee savings. In addition, inaccuracies in the comparison may occur due to pricing variances and complexities in the statements provided.



BIRAN PATEL
AAHOA CHAIRMAN (2020-2021)

“

Before Diwali is celebrated with prayer and festivities, it is critical to vote. Selecting our politicians is a pillar of civic participation for eligible citizens of a democratic nation.”

Celebrate at home and at the polls

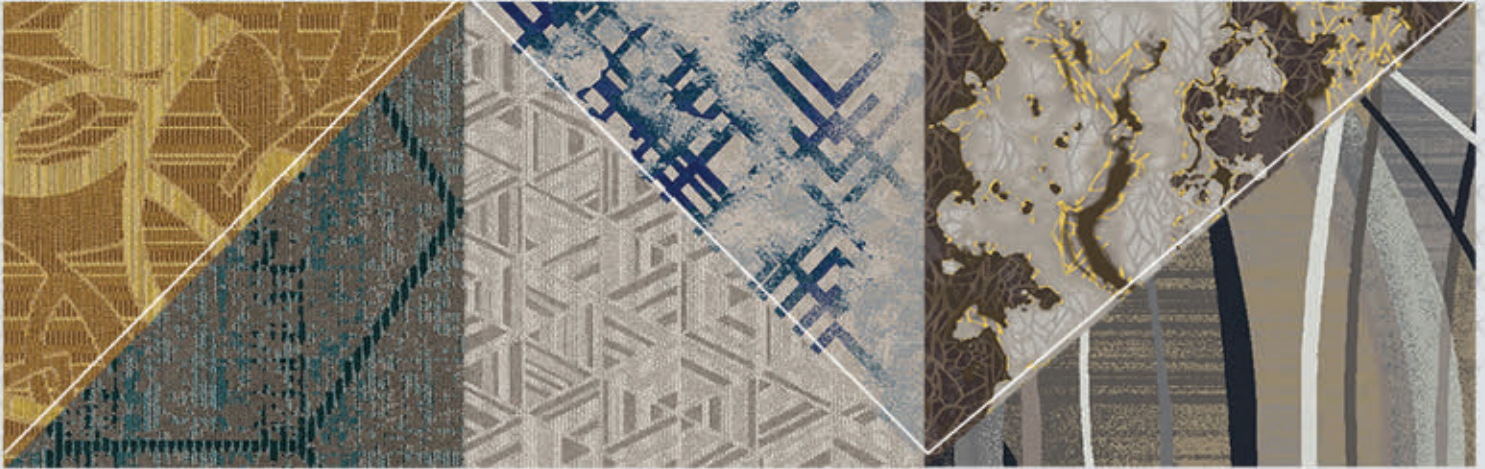
THIS NOVEMBER, MILLIONS OF INDIAN AMERICANS WILL CELEBRATE DIWALI, THE Hindu festival commemorating the victory of light over darkness and knowledge over ignorance. Prior to this revered holiday, many more Americans also will cast ballots in the 2020 election. Diwali is a time to reflect upon and hope for continued success and prosperity. And while fragmented and partisan, this year’s elections present an opportunity to engage in the pursuit for the common good of our families, communities, and nation as a whole. Before Diwali is celebrated with prayer and festivities, it is critical to vote. Selecting our politicians is a pillar of civic participation for eligible citizens of a democratic nation.

Diwali marks a time to reflect upon the ways in which one can uplift others and shine light into the world, even amidst the trying circumstances of this pandemic. It is a time to celebrate and appreciate the past and prepare for what is to come. And the choices we make in the polls will impact the direction of our nation and our industry for the years ahead. Voting in this election carries profound significance.

From city councils and state legislatures to the U.S. Congress, the politicians we elect will make decisions affecting our businesses and communities. AAHOA has built out a reputable presence in state and federal government affairs over the years. Yet, our status as the voice of America’s hoteliers is only as strong as the engagement of our AAHOA Members. We certainly have the economic standing and enjoy the political relationships to influence sound public policy, but this does not fulfill the civic duties of our members nationwide – we also must vote.

No candidate is perfect, and no one vote guarantees the election’s outcomes. Not voting, however, should not be an option. Inaction in this process negates the right to democratic participation, which our constitution protects. An election is a time when a nation charts its future. In the spirit of Diwali, out of gratitude for and in the hope of continued success and prosperity, I implore you to get out and vote. ■

Celebrating **2** Generations
Of Working Together and Success of AAHOA members
and their families as a preferred flooring vendor
since 1985



Embassy Carpets®

Coast-to-Coast Quality
Since 1985
Luxury LVT | Carpet Tiles



UNDERSTAND THE DIFFERENCE BETWEEN **PRICE** AND **COST**

PRICE IS WHAT YOU PAY • **COST** IS WHAT YOU GET IN QUALITY & SERVICE

Embassy Pacifica

Embassy Carpets®

Embassy Hawaii 5-0

Quality and Trust with Confidence
Since 1985

“The lamps are different
but the light is the same”
-Rumi



HAPPY DIWALI!

800 366-7847 or embassycarpets.com



CECIL P. STATON
AAHOA PRESIDENT & CEO



Invest time to research who and what is on your ballot, and then make a plan to cast your vote. When you vote informed, you vote correctly.”

Get to know the ballot

WHETHER STEPPING INTO THE VOTING BOOTH OR CRACKING THE SEAL ON A mail-in ballot, voters in the November elections will find more than the presidential tickets listed on the ballot. State-specific ballot measures, such as initiatives or referendums, and local elections are sure to populate the page alongside the more prominent federal elections. While the presidential election dominates public discourse and the 24-hour news cycle, the state and local elections should be held in equal regard. Invest time to research who and what is on your ballot, and then make a plan to cast your vote. When you vote informed, you vote correctly.

Knowing what is on the ballot is just one component to participating in the democratic process. After meeting the state’s residency and registration requirements, voters also must decide when and how to vote. This differs by state, but information on voting options is easily accessible online through state boards of elections, nonprofits, and political organizations. AAHOA also hosts a civic action center accessible via aahoa.com, where members can find the tools and resources they need to prepare to vote. Preparation in advance of the November 3 election date can help determine the timing and voting methods that suit your circumstances.

Voting is not a requirement, but it is an obligation borne by American citizens. As a cornerstone of our democratic system of governance, voting decides who represents the interests and enacts the will of the public. This process requires that we exercise our right to vote and do so informed on the candidates and issues that matter most to the future of our businesses, communities, and country. Voter turnout is shockingly low at a national level. According to a study conducted by the Pew Research Center, roughly 56 percent of the U.S. voting-age population cast ballots in the 2016 presidential election. Turnout rates for local elections tend to be much lower, even when state and local elections coincide with federal elections. One vote can make a positive change.

The outcomes of the election will influence the direction our country takes for many years to come. Given the years-long recovery outlook for our industry, the officials we elect at the local, state, and federal levels will determine the relief and regulations our communities require to rebound from the devastation of the pandemic. We are at a crossroads in the recovery process, and the decisions we make at the polls are critical to the health of our economy and the strength of our democracy. Before you vote, gather the knowledge and use the resources at your disposal. Get informed, get engaged, and get your ballot in the box. ■

MELT

Protect your property from dangerous weather
with readiness essentials from Ferguson Facilities Supply.



Scotwood Industries Excel®
50 lb Ice Melt Pellets
2234417



Ames® 24" Poly Combo
Snow Pusher
4310328



ERB® Safety Pullover
Sweatshirt Hi-Viz Lime
4896836



Agri-Fab® 130 lb
Ice Melt Spreader
7360919



 **FERGUSON**
FACILITIES SUPPLY

888-334-0004
Log in to shop at [ferguson.com](https://www.ferguson.com)

Pandemic delays the REAL ID compliance deadline

by SEAN GROSSNICKLE



ANDREW KRASOVITCKII/SHUTTERSTOCK.COM

THE DEPARTMENT OF HOMELAND Security (DHS) extended the Oct. 1, 2020, REAL ID credential deadline for one year. Departments of Motor Vehicles across the nation were forced to close or reduce services in an effort to reduce the spread of COVID-19, making it difficult for Americans to obtain a REAL ID-compliant license. When the extension was announced in March, DHS acting Secretary Chad Wolf stated the delay also will give the federal government more time to work with the states to optimize issuance of REAL IDs. REAL IDs will be required to board domestic commercial flights starting Oct. 1, 2021.

REAL ID ORIGINS

Congress passed the REAL ID Act in 2005 at the recommendation of the 9/11 Commission to enhance national standards for driver's licenses and modernize how they are produced and distributed. On Sept. 10, 2020, the DHS announced

that after 15 years, all 50 states are in full compliance with the REAL ID's guidelines. More than 110 million REAL IDs have been issued, accounting for 40 percent of all valid driver's licenses and other identification cards. Travelers without a REAL ID will still be able to use a U.S. passport or military ID to fly, but the low rate of REAL IDs in circulation remains an issue.

COMPLIANCE NUMBERS

According to a March report by the U.S. Travel Association, an estimated 84 million Americans do not have REAL ID-compliant identification. The report also cited that 39 percent of Americans are not aware that starting Oct. 1, 2020, they will need a REAL ID to board a flight. The travel and tourism industry has been decimated by the pandemic, and the above figures could pose a threat to the industry's recovery. In a press release, USTA President and CEO Roger Dow called attention to the additional complications

REAL ID enforcement caused by the pandemic, noting that "as we move toward a recovery phase, it would be terrible if the REAL ID deadline hits and creates yet another obstacle to people traveling. To get this economy moving again, people need to be able to move again."

Congress also is looking to optimize the REAL ID. In July, Sen. Ron Johnson (R-WI) introduced the REAL ID Modernization Act, which would streamline ID application processes, promote visibility of the REAL ID requirements on travel websites, and validate electronic licenses for travel. Raising public awareness and modernizing the 15-year-old REAL ID Act will help avoid disruption to domestic travel. As the extended deadline approaches, it is important to check and see if you are REAL ID-compliant. Appointments at your local DMV could be booked up, and processing your application can take weeks, so make it a priority to get compliant today. ■



Why choose Studio 6?



THE
BOTTOM
LINE

- AVERAGE OCCUPANCY 71%*
- ONE OF THE EXTENDED-STAY SEGMENT'S FASTEST-GROWING ECONOMY BRANDS
- AVERAGE LENGTH OF STAY 12 DAYS

Demand for extended stay lodging is higher than ever before. Studio 6 answers that demand with quality and comfort at value. As a Studio 6 franchisee, you'll take advantage of changing market needs and have the full support of G6 Hospitality's resources and operational expertise. And that's promising for your bottom line.



1.866.697.5765 | studio6franchise.com | franchisesales@g6hospitality.com



Ken Fearn, NABHOOD chairman and founder and managing partner of *Integrated Capital LLC*.

We're stronger together

by KENNETH H. FEARN

THIS YEAR HAS CERTAINLY BEEN A YEAR FOR the ages, and we still have another month to go. When I look back on the year, I will certainly remember:

- The words “pandemic” and “COVID-19”
- The sheer panic as I witnessed the draconian revenue declines at our hotels starting in March as bookings canceled in waves
- Receiving mandates in April that hotels in Miami and Myrtle Beach were being ordered to close until further notice
- The gut-wrenching discussions regarding furloughing employees as our occupancies plummeted
- Working continuously to reposition our hotels to create demand while at the same time looking for new means to reduce expenses
- Working around the clock to obtain support from Congress and the Trump administration for an aid package to support the hotel industry
- And, of course, my personal journey and the challenges my family and I faced as we hunkered down to get through the pandemic

I also will look back on this period as I move forward with a number of takeaways.

FIRST THOUGHTS

First, there is strength in numbers and in diversity. As the pandemic took hold of the country in March and April 2020, AAHOA, The American Hotel & Lodging Association (AHLA), the National Association of Black Hotel Owners, Operators, and Developers (NABHOOD), and the Latino Hotel Association (LHA) were working feverishly to garner support for our industry.

We were speaking and comparing notes, but our efforts were disjointed. We quickly realized that we could have much more impact if we were speaking with a unified voice and working together. As a result, we started sending communications to Congress and the Trump administration from all four associations, we spoke with increased frequency, and we even held

joint Zoom calls. We were able to educate members of Congress and the Trump administration that small- and medium-sized businesses are well represented in the hotel industry.

This came as quite a surprise to many that I spoke to. Most had no idea that members of AAHOA, NABHOOD, and LHA own 35,000 of the approximately 60,000 hotels in the U.S. Through our combined efforts, we were able to positively impact the Paycheck Protection Program (PPP) passed by Congress. The collective efforts of the associations have continued at a feverish pace to educate Congress and the Trump administration on the need for additional support and the need for support in a timely manner.

A LASTING CHANGE

My second takeaway is that our associations should continue to work collectively after the pandemic to address concerns and issues facing our industry. We bring a strong collective voice to the discussion important to be heard across the political spectrum. I would like to see our associations have scheduled quarterly calls to discuss our industry’s needs and to prioritize them and lay forth strategic direction for addressing those needs. I also believe AAHOA, NABHOOD, and LHA could be an important resource for our members in addressing other owner issues that affect us all.

STRONGER TOGETHER

Finally, I would say it has been an honor and a privilege to serve as Chairman of NABHOOD and work closely with the leadership of AAHOA, LHA, and AHLA. The men and women of these organizations work tirelessly on behalf of the hotel industry. Anyone reading this and wanting to get involved should reach out immediately. There is plenty of work to be done and we are stronger together. ■

Kenneth H. Fearn is the chairman of NABHOOD and founder and managing partner of Integrated Capital LLC.

Revisiting the HOPE Act

Common Ground profiles members of opposing parties who are working together to advance issues important to hoteliers.

by SEAN GROSSNICKLE



EZPHOTO/SHUTTERSTOCK.COM

THE ISSUE

In the early months of the pandemic, small businesses of all kinds experienced revenue declines, payroll expenses, and looming debt obligations. Congress moved quickly in March to pass the historic CARES Act, which provided assistance in the Paycheck Protection Program (PPP), Economic Injury Disaster Loans (EIDL), and other Main Street Lending Facilities (MSLF). However, the hardships of the pandemic have not relented, and many small businesses have been unable to access these vital initiatives. Some businesses in the commercial real estate (CRE) market, notably those with commercial mortgage-backed securities (CMBS) loans, are engaged in multi-party contracts, which prevent a business owner from taking on additional debt, barring them from the MSLF.

The prevalence and structure of CMBS loans presents serious risk of foreclosures in the CRE market. Many businesses engaged in hospitality, retail, large-scale housing, and industrial

production are facing record delinquency rates which accelerated faster than during the 2008 financial crisis. Hotels with CMBS loans have experienced the worst delinquency rates in the CRE market, according to Trepp data. With decision-makers in Washington, D.C. gridlocked in partisan negotiations over the next round of comprehensive COVID-19 relief, revisiting targeted legislation could provide the hardest hit industries with much-needed relief.

COMMON GROUND

In late July, Representatives Van Taylor (R-TX) and Al Lawson (D-FL) introduced H.R. 7809, the Helping Open Properties Endeavor (HOPE) Act. With 69 co-sponsors from both sides of the aisle, this bill proposes targeted relief for CRE businesses struggling to meet CMBS loan obligations through no fault of their own. The HOPE Act would require the U.S. Treasury Department to establish a facility to guarantee certain preferred equity investments in CMBS borrowers without violating their existing loan covenants. Furthermore, this bill would not require additional funding as it would tap into unused funds allocated in the CARES Act. ■

Rep. Van Taylor (R-TX), Author of the HOPE Act

“Millions of jobs and the prosperity of entire communities depend on keeping these properties open. These industries don’t need a bailout, but they do need flexibility and support provided in the HOPE Act to keep their doors open, drive local their local economies, and support families across the country.”

Rep. Al Lawson (D-FL), Democratic lead of the HOPE Act

“COVID-19 is causing many of our industries to experience major financial hits, and commercial real estate is no exception. The Helping Open Properties Endeavor Act establishes a lending facility to help the industry stay afloat – allowing borrowers to seek relief without violating their loan agreements. Without immediate action, we may see unrecoverable losses to these businesses.”



★★★★★
"I slept more soundly
than I have in a long time."
To read more guest testimonials, visit our website.



NOTHING SOUNDS BETTER THAN A GOOD NIGHT'S REST

Simple to install, easy to use—MODIO lets guests control their room's acoustics the same way they control temperature and lighting. Far superior to 'white noise' machines or mobile apps, MODIO is designed for hotels and supported by a company with over 40 years' experience in the sound masking field. Contact us today—and relax, knowing your guests will too.



WWW.MODIO.AUDIO

GUESTROOM ACOUSTIC CONTROL

PART 3

THE PROS SPEAK UP



Ravi Patel, Chairman, SREE Hotels, LLC, and AAHOA's first chairman.

Ravi Patel, Chairman of SREE Hotels, LLC, talks about the past, present, and future of the hotel industry

by PETER BERK

A **THE HOSPITALITY INDUSTRY CONTINUES TO FACE** unparalleled economic hardships imposed by COVID-19, we are pleased to present our third in-depth interview with an AAHOA past chairman. These discussions will shed light on the struggles they went through as both owners and chair, as well as how those experiences prepared them to face today's challenges. For this month's edition, we sat down for an exclusive chat with Ravi Patel, AAHOA's second chairman.

Ravi Patel is Chairman of SREE Hotels, LLC, an award-winning hotel development, acquisition, and management company affiliated with Marriott, Hilton, and IHG. In 1965, Patel received a Bachelor of Science degree from Saint Xavier College in India, with a major in chemistry and minor in physics. He also received a Bachelor of Science degree in chemical engineering from Auburn University in Auburn, AL, in 1968.

Patel is a co-founder of AAHOA and served as its charter vice chairman and second chairman. He also has held leadership roles on numerous industry and civic boards at the local, state, and national levels, including the South Carolina Hotel/Motel Association, North Carolina Hotel/Motel Association, Charlotte Regional Visitors Authority, The Greater Charlotte Hospitality and Tourism Alliance, Econo Lodge of America Inc. Franchisee Association, University of South Carolina's School of Hotel,

Restaurant & Tourism Management, Charlotte Chamber of Commerce, University of North Carolina-Chapel Hill Thurston Arthritis Foundation, Central Piedmont Community College Presidents Council, The Hindu Center of Charlotte, and Charotar Patidar Samaj.

Patel has been recognized with numerous awards for his commitment to the industry and his community, including Distinguished Service to the Econo Lodge System, AAHOA Oberoi Award for Excellence in Hospitality, AHLA Economy Lodging Person of the Year, The Greater Charlotte Hospitality and Tourism Alliance Outstanding Hospitality Person of the Year, Patrick McCrory International Entrepreneur Award, and the America Diabetes Association Father of the Year.

WHAT YEAR DID YOU GET INTO THE BUSINESS?

1980

WHAT WAS THE FIRST HOTEL YOU OWNED, AND WHERE WAS IT?

The Downtowner Motel located on Main and Lady streets in Columbia, SC. I was a 25-percent partner in the hotel.

HOW MANY HOTELS DOES YOUR FIRM OWN TODAY, AND WHAT BRANDS ARE THEY?

SREE Hotels owns 29 hotels, 24 of which we manage, and five that are managed by our partners. Our partners include

Marriott, Hilton, and IHG. Our portfolio comprises SpringHill Suites, Courtyard by Marriott, Residence Inn by Marriott, Aloft, Fairfield Inn by Marriott, Hampton by Hilton, Homewood Suites by Hilton, Embassy Suites by Hilton, Curio Collection by Hilton, and Holiday Inn.

WHAT IS SOMETHING THAT PEOPLE PROBABLY DON'T KNOW ABOUT YOU?

I like to travel and play golf. In India, I was the captain of the basketball team at Gujrat University. I was born in Fiji but was educated in India and the United States. For nine-and-a-half years, I worked for Goodyear Tire & Rubber as a chemical engineer.

DESCRIBE AN UNEXPECTED CHALLENGE YOU FACED WHEN OPENING YOUR FIRST HOTEL.

The hardest challenge was trying to figure out how to get a loan from banks without any collateral. Many of the banks, vendors, and insurance companies were doing transactions with Indian owners for the first time, and we had to overcome stereotypes against the Asian community.

HOW DID YOU EDUCATE YOURSELF?

I learned about the industry by getting involved in city, state, and national hospitality organizations. My first franchise was an Econo Lodge, and I went on to become the President of the Econo Lodge Franchise Association in 1988-89. At the same time,



BOYLOSOSHUTTERSTOCK.COM



Over the years, people have always said technology has the potential to diminish or stop travel. I think in-person meetings will never die. There is emotion in a face-to-face meeting that you cannot replicate with technology.”

I helped found AAHOA along with HP Rama. I was its first vice chairman and went to become chairman the following year. I also was very involved with AHLA and served as chairman of its Economy Lodging Council.

WHAT WERE THE MEASURES TAKEN AT YOUR FIRM WHEN YOU REALIZED THE SEVERITY OF THE COVID-19 CRISIS?

The first thing we did was work with our brand partners on a plan for guest and employee safety and operation standards during the pandemic. We then had to make some tough decisions on staffing and hotel openings, as occupancy sharply declined at the end of March.

HOW DID YOU MAKE THE DECISION TO KEEP YOUR HOTELS OPEN OR CLOSE THEM?

We decided to keep all 24 of the hotels that we operate open. Shutting down a hotel could have had long-term ramifications on the building, and it would take plenty of resources to bring them back online. We shut down floors within the building but not the entire building. We also decided to keep all of our salaried employees on payroll. We have built a culture with our management teams and wanted to retain that as we moved through the process. They took on more hourly duties, and our hourly employees had their hours reduced.

HOW DID YOUR ABILITY TO OVERCOME ADVERSITY IN THE PAST HELP YOU IN YOUR DECISION-MAKING PROCESS AMID THE PANDEMIC?

We are a family owned business, and that is the mindset and culture we want to instill in our team members. We make everyone that works for the organization feel like they are a part of our family, which gives everyone involved a sense of purpose and drive to do what it takes to thrive and survive.

LET'S DISCUSS FINANCE. HOW HAVE YOUR LENDERS HANDLED YOUR EXISTING LOANS? HAVE YOU GOTTEN RELIEF/FORBEARANCE?

All of the local balance sheet and relationship lenders gave us extensions and relief for 90-120 days. We will now have to go back and have more discussions as COVID-19 has impacted our

business a lot more than what we initially anticipated. It will be an interesting lesson to see how they react now. CMBS is a bit more challenging because of the way those loans are structured. We have had discussions, and there are opportunities to get access to FF&E reserves to help with debt service, but it is an expensive proposition. We are hopeful there will be some national legislative action taken to assist with the enormous CMBS debt in the market.

WHAT STEPS ARE YOU TAKING TO MAKE TRAVELERS FEEL SAFE AND COMFORTABLE AT YOUR HOTELS?

Our team members are required to wear masks and frequently wash their hands – these measures have been in place since the early stages of the crisis. If anyone has a fever or is feeling sick, they are not allowed to work and have to go home. If someone is exhibiting symptoms, then we require they get tested. We added social-distancing signage, sanitizer stations, barriers at the front desk, and a contactless check-in and checkout process. We also increased the frequency of cleaning in all public spaces.

DO YOU EXPECT HOTELS IN YOUR MARKET TO OPEN AGAIN? WHICH TYPE OF HOTELS WILL SURVIVE?

There will be some hotels that will not open again. It will all depend on leverage and the operations that have been instituted during this period. Every hotel is a different story, and all will be on a different timeline for recovery. Leisure and drive-to destination hotels are already seeing a huge rebound. Next, I think, will be corporate transient travel hotels and, finally, the meeting business.

WHAT DO YOU THINK ABOUT THE CURRENT ZOOM MEETING CONCEPT? WILL THAT IMPACT THE BUSINESS TRAVELER DEMAND IN THE FUTURE?

Over the years, people have always said technology has the potential to diminish or stop travel. I think in-person meetings will never die. There is emotion in a face-to-face meeting that you cannot replicate with technology.



SIRIWAT WONGCHANA/SHUTTERSTOCK.COM

WHO WILL THE WINNERS AND LOSERS BE AT THE END OF THIS PANDEMIC?

It is difficult to predict the winners and losers. At this point, our industry is definitely a loser, but we are a resilient group and will fight back. The biggest loser today with all the government-mandated shutdowns is the small business owners and hourly employees. The biggest winners are technology companies.

WHAT ADVICE WOULD YOU GIVE TO OTHER HOTEL OWNERS TO GET THROUGH THIS CURRENT CRISIS?

Learn from what you are going through now. This crisis has given us the opportunity to tighten our belts and focus on our margins. It has shown us where we can save and given us new creative revenue opportunities. Above all, ensure that you are taking care of your team members as best you can because they will be the ones you will rely on when you rebound.

THE BIG CRYSTAL BALL QUESTION: WHEN DO YOU EXPECT REVPAR TO GET BACK TO 2019 LEVELS?

It will take at least four to five years. The end of 2023 at the earliest. ■



Peter Berk is President of PMZ Realty Capital LLC – Hotel Finance Group. He has more than 26 years of experience in the real estate industry and is a frequent lecturer at industry events, including AAHOA webinars and meetings. He has arranged more than \$6 billion of debt and equity transactions for hotel owners, representing more than 50,000 hotel rooms. As an industry leader, he has worked with AAHOA Members for more than 20 years on their financing needs. Berk attended George Washington University as an undergraduate and holds a graduate degree from Columbia University. He can be reached at berk@pmzcapital.com or 212-277-8265.



“

The numbers are sobering, but gradual growth over the next few years shows hope for the hospitality industry in the wake of the COVID-19 pandemic.



BUILDING THE ECONOMIC OUTLOOK

Recovery is slow but steady in the aftermath of COVID-19

by GENEVA TODDY

THE WORDS “...BUT THE WORST APPEARS TO BE BEHIND US” trailed the top of the screen. There wasn’t an audible sigh of relief, but it could be felt even virtually during AAHOACON20.

Adam Sacks, President of Tourism Economics, gave the U.S. Economic and Travel Outlook: 2020 and Beyond update during AAHOA’s first virtual convention in August. The numbers are sobering, but gradual growth over the next few years shows hope for the hospitality industry in the wake of the COVID-19 pandemic.

U.S. travel spending is expected to decline a whopping 45 percent this year, but travel spending is forecasted to recover to 7 percent of the 2019 level.

Mississippi has had the least impact to travel spending, down 46 percent, while Hawaii has suffered the most impact at 81 percent. There’s a difference in the markets, too. Rural and outdoor destinations are performing better than urban markets. This isn’t surprising given the need for social distancing.

Travel spending often is a reflection of the state of the economy. For now, the GDP is down 10.5 percent, placing us between the 2008 financial crisis when GDP was down 4 percent and World War II demobilization when GDP was down 13.5 percent. The economic impact of COVID-19 has been disastrous, but we have weathered worse.

EMPLOYMENT CONSIDERATIONS

The national unemployment rate was 3.6 percent in January this year, more than 14 percent in April, and this began to level off in August at 8 percent. While we’ve seen some improvement this year, it shows that recovery has paused.

In July, more than one million jobs were added, but that means we’re still down 13 million jobs. The words “the worst appears to be behind us” still ring true, but we also must remember this will be a slow – but steady – recovery.

SLOW AND STEADY WINS THE RACE

Tourism Economics predicts recovery should continue into 2021, but it will remain sub-par compared to the pre-virus GDP path. This all depends on potential future



ETA/JOE SHUTTERSTOCK.COM

lockdowns and how the virus progresses. Recovery fades if there is a new wave of infections, but this is combatted by scientific advances. As we progress toward a vaccine and continue taking precautions, restrictions can ease more rapidly, giving the economy a boost. As the lockdowns lift, so will stimulus impact.

WHO IS HIT THE HARDEST?

As we look at workers in the U.S., there is a big discrepancy between the high and low earners. Many workers have been able to retain their jobs as they work remotely, but those who make the most money were least affected by COVID-19. Workers with earnings greater than the 75th percentile have 61.5 percent of workers who can telework. That jumps down to 9.2 percent for workers earning less than or equal to the 25th percentile.

ANATOMY OF RECOVERY

Already, there have been upticks in travel, particularly around Labor Day weekend. This initial phase of travel recovery began this summer as more travelers opted to drive rather than fly to their destinations.

The next level of travel recovery is expected to begin in the first quarter of 2021. Essential meetings and small events are expected to be conducted safely with some regional international travel. So, if you're in the U.S., you're more likely to go to Canada rather than Japan.

The final phase of this will begin in the second quarter of 2021 with larger events coming back into play and longer international trips.

We may be anticipating a "new normal," but that normal is targeted for 2023. Hope is on the horizon. ■



- Real Estate Transactions
- Employment Litigation
- Corporate Restructuring
- Wills, Trusts & Estate Planning
- Contract Review & Drafting
- Franchise Negotiations



CALL TODAY (760) DPA-0007





SINCE 1999.
GLOBAL LEADER IN
HOSPITALITY PRODUCTS.
VANITY TOPS
HOTEL COUNTERTOPS
COMMUNITY SPACES

888-457-7465 vanitiesinternational.com

Visit our website to download our 2020 Shower Surround Catalog.

join our **expanding portfolio**



With a cost-effective prototype and streamlined operating model, Extended Stay America delivers the potential for an excellent return on investment.



For Franchise Development opportunities, contact:

844-542-4148 | <https://newesa.com>



This advertisement is not an offering. An offering can only be made by prospectus provided to you at least 14 days prior to your signing a binding agreement with the franchisor and/or tendering monies to us. In New York, as well as certain other states, an offering can only be made by prospectus filed first with the various state franchise or other particular government agency. Minnesota Franchise Registration No.: F-8939. ESH Strategies Franchise, LLC, 11525 N. Community House Road, Suite 100, Charlotte, NC 28277, (844) 542-4148.

AAHOA's Points of Fair Franchising

In 1998, AAHOA introduced the Points of Fair Franchising and continues to update the Points in an effort to educate our members about important provisions in your franchise agreements and to ensure that franchisors act in a fair and reasonable manner when dealing with their franchisees. As our industry continues to battle the devastating impacts of COVID-19, we are reminded that we are all in this together and ensuring fair franchising is a fundamental need in preserving this successful path to entrepreneurship in America.

point
1

Fair and reasonable provisions for termination of low occupancy properties, utilization of windows, and early terminations with liquidated damages associated, which are not penalizing or punitive in nature

point
2

Fair and reasonable impact, encroachment, and cross-brand protection for franchisees

point
3

Minimum brand performance and quality guarantees from franchisors

point
4

Fair and reasonable quality assurance inspections and guest surveys intending to ensure quality and not be punitive in nature

point
5

Elimination of vendor exclusivity and mandates for utilizing certain companies for non-guest facing standards

point
6

Greater disclosure and accountability of marketing and reservation fees collected and expended

point
7

The maintenance of relationships with franchisees as a critical partner in the business, including regularly seeking owner feedback on system changes and evaluating the owner value proposition for each standard

point
8

Rely upon good faith, business-oriented informal dispute resolution procedures and mediation rather than binding arbitration or litigation

point
9

Venue and choice-of-law clauses should be the location of the property not the franchisor headquarter

point
10

The franchisor should maintain fair and honest sales practices

point
11

Transferability should be simple and cost-effective for franchisees

point
12

The sale of a franchised system should be a smooth transition with an easy option for the buyer to opt-out of the existing franchise agreement





OCTOBER 21 - DECEMBER 3 | SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

You're Invited!

Join Us for This Year's Regional Conference & Trade Show Lineup

AAHOA is leading the way in bringing together the industry in a year that has proven to be anything but normal. Coming on the heels of AAHOACON20, AAHOA is pleased to announce the 2020 Regional Conference & Trade Show series lineup!

A completely virtual experience, AAHOA's Regionals Series will bring together attendees, vendors, and AAHOA leadership for a day of region-specific education, networking, and an interactive trade show.

Our 2020 Regionals Series, which features events taking place from late October through early December, will combine two-to-three regions into one event for a total of eight virtual conferences that will look and feel similar to in-person Regionals.

Whether you own a hotel in one region or many, AAHOA encourages you to register for the Regional Conference in every region in which you own properties. Everyone in the industry is invited to attend for learning opportunities, networking, and the latest updates for hoteliers that you won't get anywhere else.

Registration is now open! Visit AAHOA.com/2020Regionals to learn more.

NOVEMBER REGIONALS

- **November 2:** AAHOA North Carolina, South Carolina, and Mid South Regional: A Virtual Experience
- **November 5:** AAHOA Mid Atlantic, Northeast, and Washington DC Area Regional: A Virtual Experience
- **November 12:** AAHOA North Central and Upper Midwest Regional: A Virtual Experience
- **November 19:** AAHOA Arkansas, Central Midwest, and Gulf Regional: A Virtual Experience

DECEMBER REGIONALS

- **December 2:** AAHOA North Texas, South Central Texas, and Southeast Texas Regional: A Virtual Experience
- **December 3:** AAHOA Alabama, Florida, and Georgia Regional: A Virtual Experience

Financing the transition from hotel to multifamily

by RUSHI SHAH

DRAGON IMAGES/SHUTTERSTOCK.COM

AS THE PANDEMIC CONTINUES TO cripple the hospitality sector, many hotel owners are doing just enough to cover operating expenses and their debt service. Experts predict that our current low-occupancy and reduced-ADR environment will continue to put pressure on owners for the near future. These headwinds have prompted hotel owners to explore alternative uses for their hotel assets and sparked the raising of new private equity funds to take advantage of the looming disruption.

This includes funds specifically earmarked for hotels converting to multifamily, student housing, or independent- and assisted-living facilities.

CONVERSION CONSIDERATIONS

There is tremendous opportunity for converting a hotel box to a multifamily box, but there are a number of items to consider before taking the leap.

1. Zoning regulations: Local governments favor hotels because they generate significant tax revenue for their

jurisdictions. For multifamily assets, there is no sales tax to collect from renters, hence governments may resist the change. One exception is if the area has an acute shortage of residential units and the hotel is in dire straits. Under these conditions, local officials may get behind the plan to convert a hotel to multifamily.

2. Space size: A typical one-bedroom multifamily unit will be between 800 to 1,000 square feet, while an average hotel room measures only



These headwinds have prompted hotel owners to explore alternative uses for their hotel assets and sparked the raising of new private equity funds to take advantage of the looming disruption.”

multifamily asset is valued at a lower cap rate, which leads to a higher value per net dollar of cash flow than a hotel.

- 4. Eviction moratoriums:** Eviction moratoriums put forth by various state legislatures negatively impact multifamily owners’ ability to put pressure on the tenants to collect rent, which could pose a risk for owners of hotel-turned-multifamily assets in the short-to-medium term.
- 5. Franchise agreements:** Hotel owners seeking to convert who are encumbered with a long-term franchise agreement may be subject to liquidation damages from their franchiser.

FINANCING ALTERNATIVES

The impetus behind converting a hotel into a multifamily is typically driven by the plentiful capital for multifamily. Lenders and private equity investors see multifamily as a favorable asset type and are aggressively chasing properties to add to their portfolios. Fannie Mae, Freddie Mac, and HUD-backed financing is readily available at super low interest rates, including non-recourse permanent loan products as low as 2 percent to 3 percent that allow cash out once the conversion is complete. These agency loans are similar to a CMBS loan but are slightly easier from a due diligence and ongoing servicing standpoint because there is no cash management requirement.

There also is plenty of risk capital in the market for the appropriate multifamily project by the right developer. An opportunistic acquisition of a hotel to be converted to apartments can typically be financed with a non-recourse bridge-construction loan with completion guarantees that provide 75 percent of total cost of the project

at an indicative interest rate between 6 percent and 8 percent for the duration of conversion. This loan can be flipped into a non-recourse permanent loan with a low interest rate once the business plan has been executed and the project has been stabilized. Mezzanine debt, preferred equity, and joint venture equity also are available for select developers. Terms vary, with most investors for these types of investments requiring between a 10-percent-to-18-percent internal rate of return on their invested capital.

For some hotel owners, a hotel-to-apartment conversion may be the answer they are looking for. For others, migrating to a different brand to improve cash flow or raising preferred equity capital to defend their existing hotel are better solutions. To know which option is most viable, hotel owners should leverage the expertise of an experienced advisor or intermediary who has knowledge of multiple asset types and the capital markets. ■

300 to 400 square feet. This translates to a 2:1 ratio when it comes to converting hotel rooms to multifamily units, with lobby, food and beverage, and other common spaces being repurposed either into additional units or amenities for the tenants.

- 3. Revenue potential:** Multifamily rents are lower than the gross revenue generated from a hotel. Although multifamily may generate slightly lower cash flow than a hotel, the income stream is more stable and longer term. As a result, a



Rushi Shah is principal and CEO of the commercial mortgage and real estate investment banking firm and AAHOA Club Blue Member Mag Mile Capital. As a leader in hospitality financing, Shah specializes in structuring and placing high-leverage, non-recourse bridge and permanent debt with cash out for full – and limited-service hotels nationwide. Since joining the firm’s predecessor, Aries Capital, in 2015, Shah has structured and closed hundreds of millions in financing for all property types. Shah has held previous positions at Northern Trust and has an MBA from the University of Chicago’s Booth School of Business.

STAYCATIONS

are on the rise

by ALFREDO ORTIZ



EUGENIASH/SHUTTERSTOCK.COM

ACCORDING TO A RECENT STUDY by AI company Zeta Global, 58 percent of consumers plan to remain home this holiday season. At the start of August, holiday vacation bookings lagged more than 65 percent behind 2019 during the same time period.

While holiday travel may look different this year, it's not canceled just yet; actually far from it.

STAYCATIONS ARE IN

The pandemic turned nearly every economic sector on its head, and the hotel

industry is feeling the brunt of it. A report on the economic impact of COVID-19 by Oxford Economics found that 18 million fewer international travelers will visit the U.S. in 2020 compared to 2019. But thankfully, for domestic travelers and hoteliers, staycations are growing in popularity.



While a ski trip in Switzerland or vacation to the Caribbean may be canceled or postponed, Americans aren't expected to skip on domestic trips this holiday season. With state-specific travel restrictions in place, families are likely to forgo long flights, opting for a road trip

to a local hotel, as was seen during the Fourth of July and Labor Day weekends. According to travel and tourism research by Longwoods International, 74 percent of planned trips will be by car, with 52 percent having destinations within 200 miles of home.

Wyndham, the largest hotel chain by number of hotels, reported that 97 percent of their visitors were domestic travelers. Likewise, the Waldorf Astoria Beverly Hills reported in September that 85 percent of current business originated in California. The Los Angeles Tourism & Convention Board noted that hotel bookings in the city are being completed by Los Angeles residents. Expedia, an online travel agency, released its 2020 Summer Travel Report, finding 85 percent of June hotel searches were located in the U.S. Additionally, one in every four bookings in the same month were for same-state stays.

FROM #SHOPLOCAL TO #STAYLOCAL

The uptick in local travel has even driven hotel companies to provide nearby residents with special promotions. Less time traveling means more time relaxing – and after the year we've had, that's just what the doctor ordered.

Staycations and domestic travel are a vital component of the tourism industry, adding \$1.5 trillion to the U.S. gross domestic product (GDP) in 2017. By 2028, the figure is projected to balloon to \$2.4 trillion.

The outbreak of COVID-19 has redefined the way Americans view staycations, which until recently were typically thought of as shorter getaways. With many working from home, they are able to travel locally for longer amounts of time, without eating into their vacation days. Many will choose a staycation because they don't have to get on a plane. According to an Expedia survey, 85 percent of U.S. travelers said they planned to take a road trip during the summer months. The trend is expected to continue into the winter season, bringing good news for the hotel industry.

STAYCATIONS BY THE NUMBERS

While travel has been severely impacted by COVID-19, travelers are looking for alternative ways to get out of the house safely. The verdict? Staycations are in this year.

74% of planned vacations will be by car

52% will be within **200 miles** of home

Of Wyndham's guests, **97%** were domestic travelers

85% of June hotel searches were within the U.S.

Average trip cost will be **\$3,947**, about the same as last year's spend



SUPPORTING LOCAL ECONOMIES

Moreover, these trips often require less planning, making them viable for last-minute trip decisions. The good news? Those currently traveling are spending about the same amount as they did last year, with a trip on average costing \$3,947 according to research by Squaremouth, promoting the success of local economies.

Americans have sacrificed important experiences and trips since the outbreak of COVID-19, but many won't want to forgo them for much longer. So, instead of staying home, families are expected to pack up the car and opt for a local getaway, bringing much-needed business to hotels, financial support to the travel and tourism industry, and a boost to local economies. Staycations are a win for all; thankfully, the trend is here to stay. ■

Alfredo Ortiz is the president and CEO of the Job Creators Network.

AUSTIN

by ASIF LAKHANI



ROSCHETZKY PHOTOGRAPHY/SHUTTERSTOCK.COM

FOR YEARS, THE PHRASE “KEEP Austin Weird” has enabled the capital city of Texas to flourish as a cultural destination where the past, present, and future intersect in harmony. It’s a selling point for locals and travelers alike. An estimated 30 million domestic visitors travel to Austin annually, and the reasons why are endless. There are two globally renowned festivals – SXSW and Austin City Limits Music Festival – in addition to a historic college football program and game-day experience, elite Formula 1 racing, world-class BBQ, that Southern Texas charm that can’t be manufactured anywhere else, and so much more.

Within the past few years, Austin has been identified as a top medium-sized convention city (by MeetingSource), one of the most-tourist friendly cities in the U.S. (by Expedia), a top-five large city in which to start a business (by WalletHub), one of the most inclusive cities in the U.S. (by Yelp), 2017’s top tech destination in the world (by the World Economic Forum), and a premier dining destination, as well as one of the best places to live and be – period! – by multiple publications and outlets. Moreover, Austin is probably best known for its No. 1 claim to fame: being the Live Music Capital of the World.

Of course, this year’s tourism and travel numbers have been significantly impacted by COVID-19. However, the city still plans to have more than 12,000 hotel rooms within walking distance of the Austin Convention Center by 2021 and 45,000-plus rooms throughout the Austin market in total. Meeting planners and developers looking at Austin have both the aforementioned cultural offerings to take advantage of, in addition to natural scenery in the form of lakes and hiking trails.

Aside from the necessary guidance – state-wide mask requirements, distancing and hygiene recommendations, limited gatherings in public places, etc. – Austin Public Health also developed free guidance in nine languages for city visitors and residents to abide by while living and being in close quarters. Online, the city’s tourism bureau is offering plentiful ways for people to livestream concerts from local bands, find a place to grab food to go, and support local businesses from home.

Austin was an up-and-coming city before COVID-19, but the city has taken action to ensure its momentum for growth lasts. ■

★ **AUSTIN** ★
BY THE NUMBERS



45,000+
rooms to come

COVID-19
guidance in
9 languages



Listed as a top-tech
destination in
2017

30 million
domestic visitors
annually



SKY AND GLASS/SHUTTERSTOCK.COM, MAMANAMSAI/SHUTTERSTOCK.COM,
 ANDY CHIPUS/SHUTTERSTOCK.COM, ROKYGPDS/SHUTTERSTOCK.COM, FAD82/SHUTTERSTOCK.COM

Using automation to mitigate risk and reinvigorate the hospitality industry

by GUSTAVO GOMEZ



IRINASHI/SHUTTERSTOCK.COM

HOSPITALITY, TRAVEL, AND tourism are among the sectors hardest hit by the stay-at-home measures that were encouraged to slow the spread of COVID-19 across the globe. By some estimates, the industry worldwide is projected to lose \$1.2 trillion. After months of these lockdowns, many countries have finally begun to reopen for tourism. But with coronavirus cases surging in many parts of the world, how can hoteliers reinvigorate a ravaged hospitality industry, but also keep travelers safe? This is a three-fold challenge. Hoteliers are enacting new safety policies and protocols; reducing risk for travelers, employees, and the business; and making these behind-the-scenes changes visible enough to instill confidence.

“As organizations and governments look to effectively balance safety, risk, and economic imperatives in the push to reopen travel and hospitality, they need smart solutions that protect travelers, and as a result, make them feel safe to travel again. Automation can help bridge this gap.”

– GUSTAVO GOMEZ, CEO, BIZAGI

TRAVEL WOES

Further, attitudes toward traveling remain wary, even as countries begin reopening. According to Forbes, only 16 percent of U.S. adults say they would travel aboard a commercial airliner on the first day after officials remove all restrictions or health warnings and only 56 percent say they

would be comfortable flying even 60 days after the “all clear” is given.

As organizations and governments look to effectively balance safety, risk, and economic imperatives in the push to reopen travel and hospitality, they need smart solutions that protect travelers, and as a result, make them feel

safe to travel again. Automation can help bridge this gap.

HOW AUTOMATION CAN ENABLE QUICKER AND SAFER REOPENING TO TOURISM

The process of reopening is just that – a process – and automation has long been used for effective process management and policy enforcement. Automation not only orchestrates the flow of information within and across an organization, it also becomes a forcing function to make sure that policies, procedures, and best practices are followed. Moreover, it can be used to make these processes more visible to employees and visitors. Some ways automation can benefit hotels and other key organizations in the hospitality and tourism industry include:

➔ **Handling safe work shifts:** By automating work shifts among hotel staff, hoteliers can quickly and easily manage the number of workers in a space at any given time. This makes it easier to comply with capacity limitations in line with social-distancing protocol.

➔ **Managing disinfection schedules:** Hotels also can automate cleaning and disinfection schedules to ensure there is always a worker sanitizing all areas of the property. This can include both after a guest departs and during regular cleaning intervals to ensure rooms, front desks, bathrooms, and more never miss a necessary disinfecting.

➔ **Validating antigen test results:** Automation can help hotels keep track of which employees and guests have tested negative for coronavirus. This ensures visitors to a property aren't bringing the virus with them and putting other guests at risk. Automation can track the date of the test, so employees and guests know when they need to get tested again for re-entry.

➔ **Authorizing entry:** While automation can track who has received antigen tests, it also can be used to authorize entry to guests and employees based on the results and other criteria – such as age, health complications, medical waivers, etc. – based on hotel preferences.

➔ **Communicating risk and obtaining waivers:** Finally, automation can help hoteliers easily send communications to guests about the potential risks of staying in a public space during the pandemic, special check-in and checkout procedures, recommended cautions, and more. Automating the process even ensures waivers from guests are obtained in advance of a visit to limit liability.

To note just one example, automated solutions like these are already being leveraged in Greece, where tourism is vital to the country's economy. For example, a Greek provider of medical services to travelers is using an automation solution called CoronaPass to identify travelers who have received a coronavirus antigen test and are therefore at a lower risk of transmitting the virus.

Until a vaccine is created and made available at scale – and we can track/report on who has or hasn't been vaccinated – the industry must rely on implementing,

maintaining, and communicating safety policies and procedures. Hoteliers need to think creatively about how to ensure those policies are consistently administered in day-to-day operations, which is an ideal-use case for process automation. ■



Gustavo Gomez is an entrepreneur who loves solving problems. Equipped with a degree in computer science, Gustavo pursued a career in software

engineering in Europe and Colombia. In 1989, he founded Bizagi, short for business agility. Despite running a global business, Gustavo's passion for delighting customers hasn't changed. Those around him admire his accessibility and hands-on approach, demonstrated through his daily customer interactions, involvement with product improvements, and strategic thinking. Gustavo remains the embodiment of Bizagi's values of integrity, honesty, and commitment to exceptional service.

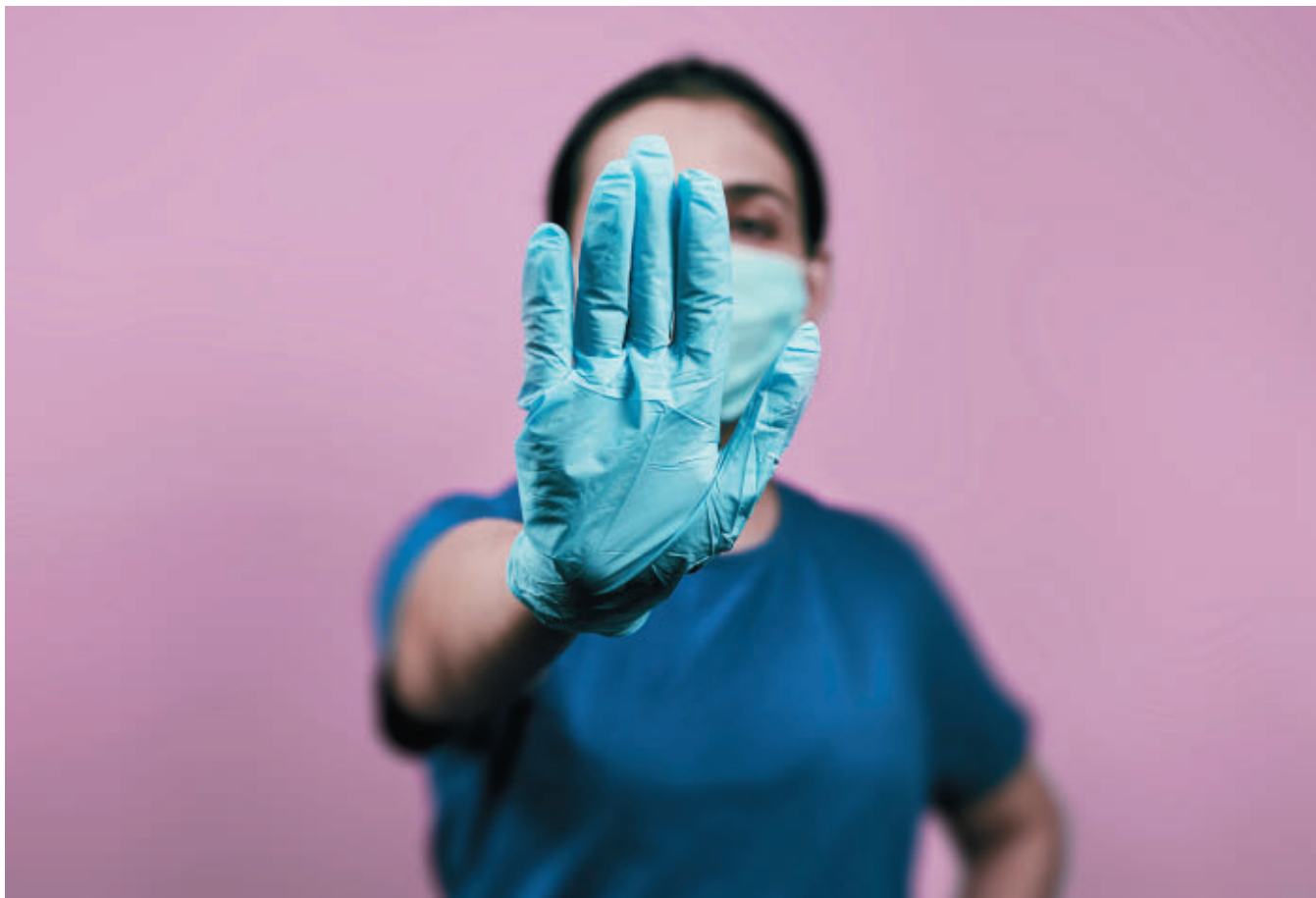
Happy Diwali

May you be blessed with success, prosperity and happiness in the coming year

hihotels

RED CARPET INN, Scottish Inns, Master Hosts, DOWNTOWNER INN, Passport Inn, ANJOA ALLIED HOMES

sales@hifranchise.com 800-892-8405



G.TBOV/SHUTTERSTOCK.COM

Stopping the spread

Implementing effective infectious disease prevention programs

by JANET WRIGHT

WHILE MANY HOTELS HAD infectious disease prevention programs in place prior to this most-recent pandemic, COVID-19 (referred to in this article as a communicable disease) has served as a wake-up call to make sure their plans are up to date, implemented properly, and effective. As a practical matter, top-to-bottom cleaning procedures and other safety protocols simply are not effective unless hotel owners, operators, and their staffs are actively complying with them.

Typically, hotel owners and operators have incorporated protocols related to infectious illnesses, like Legionnaires' disease and streptococcal pharyngitis (commonly known as strep throat), in their training and safety manuals, but many U.S.-based hotels haven't had to tackle communications and protocols related to a disease as widespread, communicable, and dangerous as COVID-19. With all eyes in recent months focused on communicable diseases, it is now to the benefit of hoteliers, in addition to all other advice and

guidance issued by health departments, to not only implement an infection control and blood borne pathogen program as part of their safety plan but to conduct training and audits to make sure that employees are properly trained and evaluated on how to handle a suspected outbreak.

CRAFTING AN EFFECTIVE INFECTIOUS DISEASE PREVENTION PROGRAM

In creating new infectious disease prevention language or refining current language



Even after hosting staff training and requiring staff signatures on new policies, it's beneficial to make sure that every employee is adhering to the policies and procedures not only for guest safety but for the safety of all employees and visitors."

in existing safety plans, hotel owners and operators might consider several best practices to ensure their policy is comprehensive and effective. One of the most widely accepted as trustworthy resources for education on controlling communicable diseases is the Centers for Disease Control and Prevention (CDC). It's critical that hotel owners and operators consult the CDC regularly, as well as their local and state health departments, as guidelines are always changing, particularly related to communicable diseases.

Beyond consulting the CDC and health departments, it also is key that hotel leadership is invested in creating and implementing a strong safety and infectious disease prevention program. Leadership can set an example in their words and actions.

A strong program might consider the following guidance offered by the Occupational Safety and Health Administration (OSHA):

- ➔ Effective communication and documentation defining rules, responsibilities, and incident reporting.
- ➔ Checklists and audits, such as daily walk-throughs, filter monitoring, and chemical checks.
- ➔ A system for regular identification of potential hazards, as well as protocols for when personal protective equipment is required if exposed to hazards.
- ➔ Employee input and experience in developing safety policies and training procedures.
- ➔ Signage and other actions that make it clear to employees and guests that the hotel has taken steps and has the tools it needs to provide a safe environment.

Once these protocols are defined and incorporated into the safety plan, hotel owners and operators might consider working with staff regularly to keep these issues top of mind. Annual, quarterly, or monthly training with measurable, easy-to-understand objectives for team members and management could be key to the success of the program.

EMPLOYING AUDITS TO ENSURE EFFECTIVENESS

Since the COVID-19 outbreak began, many hoteliers have spent months evaluating

and improving their safety programs, focusing particularly on infection prevention. They've reviewed their local health department regulations, followed guidelines set by the CDC, and have thoroughly reviewed the plan with legal consultation. Even after hosting staff training and requiring staff signatures on new policies, it's beneficial to make sure that every employee is adhering to the policies and procedures not only for guest safety but for the safety of all employees and visitors.

One of the best ways hotel owners and operators might ensure an infectious disease prevention plan is operable and effective is through ongoing audits. These audits, whether conducted by safety personnel, supervisors, or third parties, can serve to identify loopholes in safety and cleaning protocols and help hoteliers ensure their property is doing all it can to protect its guests, visitors, and employees.

There are various ways to conduct a comprehensive safety audit pertaining to a hotel's infectious diseases prevention program.

1. Management or supervisors can conduct a safety audit with a scoring range. These audits can be announced or unannounced for effectiveness and focus on just one part of the hotel, such as the kitchen or the front of house. Auditors can look at whether PPE is worn as required, filters are checked as required, social distancing is maintained, handwashing signs are posted and followed, proper disinfection is completed, and cleaning practices are maintained. Further, they can evaluate whether communication/signage is properly

placed, chemical levels are tested and documented, and guest interaction protocols such as temperature checks are followed.

2. Audits can be conducted by a third party. For example, at least one major insurance carrier is offering undercover audits to expose loopholes and identify areas for further training or improvement. An insurer who specializes in the hotel and resort industry can be a great resource for risk mitigation related to infectious diseases.

3. Informal audits can be conducted by supervisors or guests in the form of confidential surveys where they can feel comfortable reporting issues and violations.

Though the recent communicable disease pandemic can seem all encompassing, it will hopefully be temporary. The protocols and procedures hotel owners and operators implement to protect employees, guests, and visitors against infectious diseases will be a valuable tool that lasts for years. ■



Janet Wright is director of risk management for SUITELIFE Underwriting Managers, LLC, a series of RSG Underwriting Managers, LLC, an all-lines

insurance and risk program for premier hotels, resorts, luxury boutiques, gated communities, and hotel management companies. RSG Underwriting Managers is a subsidiary of Ryan Specialty Group, LLC, which is an international specialty insurance organization that provides innovative solution for brokers, agents, and insurance carriers. In California: RSG Insurance Services, LLC License # 0E50879.

Reopening checklist: Invite guests, not pests

by FRANK MEEK, BCE



LEISURETIME70/SHUTTERSTOCK.COM

AS HOTELIERS PREPARE FOR increased occupancy, properties that experienced long-term vacancy during the pandemic may have a long list of action items before ramping up for the winter travel season. Prioritizing these steps can be overwhelming, but they are important.

In the midst of an ongoing pandemic, your guests are more focused on their surroundings and more likely to notice issues, including the presence of pests. Consider these important steps to ensure you welcome guests and not pests.

- 1. Check your hotel's exterior.** Overgrown trees or shrubbery touching the building offer an attractive shelter for pests. Trim plants back to avoid letting insects such as ants use them to access your hotel. Seal large cracks or gaps in your building's façade to avoid providing further points of entry. A hole just a quarter-inch wide is big enough for a rodent to squeeze through.
- 2. Inspect plumbing.** Check plumbing throughout your hotel, especially in bathrooms and kitchen areas, to make sure no leaks occurred. And don't forget about the roof. Make sure rooftop

air conditioning units are not leaking or delivering excess condensation. Removing moisture and standing water sources can help avoid a pest problem. Just a thimble full of water is enough for mosquitoes to breed and multiply.

- 3. Pay attention to drains.** Any additional infrastructure issues that arose during quarantine, especially with drains, also can create pest entry points. Without frequent use, sink water pipes and floor drains can run dry, creating an open pathway for pests to enter from sewage lines below. Flush the floor drains with water to refill p-traps and remove any issues that may be inside them. Remember to check for any signs of pest activity surrounding drain tops and grates.
- 4. Practice proper sanitation.** A build-up in waste is not only an eyesore but also a pest haven. Inspect all trash cans to ensure they've been emptied. If not, bag, seal, and remove the contents immediately, checking for cockroach and fly activity. Resume regular trash pickup if you previously put the service on hold or if garbage accumulated while your hotel operations slowed.

- 5. Examine offices, lockers, and break rooms.** Ask employees to look through desks, lockers, and other personal drawers for food left behind and any evidence of pests or pest damage. Where food was left behind, scan for signs of cockroach activity using a flashlight with the lights off. Be sure to check abandoned indoor plants, which may have provided a food source for pests whose regular food sources weren't available.

With these tasks at the forefront of your efforts, you can reduce those unwanted guests. And don't forget to call on your pest management professional. They can provide a comprehensive inspection to help find any issues you may have missed. To start preparing your hotel for guests, check out the checklist on the next page. ■

Frank Meek is a Technical Services Manager for Rollins. As a board-certified entomologist and 30-year industry veteran, he is an acknowledged leader in the field of pest management. For more information, email fmeek@rollins.com or visit www.orkincommercial.com.

PEST MANAGEMENT REACTIVATION CHECKLIST

Whether your operations have been partially or fully shut down, or you've been operating normally but without the support of your vendor partners, there are a few actions you can take to help restore your pest management program to full capacity. Use this checklist to spot-check key areas of your building.

	TASK	FURTHER ACTION NEEDED, IF ANY	ASSIGNED TO	COMPLETED
EXTERIOR 	Note any areas of overgrown trees or shrubbery touching the building. Look for any large cracks or gaps in the building's façade.			<input type="checkbox"/>
PLUMBING 	Spot-check plumbing and make sure no leaks have occurred. Assess the roof to make sure air conditioning units are not leaking or delivering excess condensation.			<input type="checkbox"/>
DRAINS 	Check for any signs of pest activity surrounding drains. P-traps in floor drains may have dried out during the shutdown. Pour at least a quart of water down floor drains to refill p-traps.			<input type="checkbox"/>
TRASH RECEPTACLES 	Inspect all trash cans to ensure they were emptied. If not, bag and seal the contents and remove. Arrange for trash pickup if previously put on hold or if garbage has accumulated.			<input type="checkbox"/>
KITCHEN/ BREAK AREAS 	Moving slowly, scan with lights off using a flashlight to look for any cockroach activity.			<input type="checkbox"/>
OFFICE SPACES/ LOCKERS 	Ask employees or tenants to look through desks, lockers, and other personal drawers for food left behind and any evidence of pests or pest damage.			<input type="checkbox"/>

Collaboration among competitors during COVID-19: Be mindful of antitrust risks

by MICHAEL MITCHELL



DESMON WILLIAM MARADONA/SHUTTERSTOCK.COM

THE COVID-19 PANDEMIC HAS put hotels under extraordinary pressure to cut costs, increase revenue, and otherwise modify their business practices to navigate the economic effects of the crisis. In some circumstances, collaborating with other hoteliers or coordinating industry responses may be necessary to address the hotel industry's challenges. While such competitor collaboration can be legitimate and pro-competitive, it also can increase a type of legal risk that must not be overlooked: antitrust.

THE BASICS

When many people hear the term "antitrust" they think of monopolies like

Microsoft, or high-profile mega-mergers like AT&T and Time Warner. But the antitrust laws govern a wide range of questionable business activities and apply to businesses large and small.

Antitrust law is about market power – either yours individually or, more often, in conjunction with that of your competitors. It is important to remember that not every market is nationwide; a county, a city, or even a smaller area may be found to be a relevant market within which the implications of antitrust can be evaluated. Also, you do not have to follow through on a course of action in order to be found liable; it is the conspiracy that most antitrust laws prohibit. If you follow through, you're in even bigger trouble.

INTERACTIONS WITH COMPETITORS

Competitors interact in many ways, including at trade association meetings, industry groups, and in other professional settings. Competitor collaboration can be competitively benign and even pro-competitive. But such collaboration can also be fraught with antitrust risk because interactions with competitors can lead to unlawful agreements to restrain competition. Indeed, at the outset of the COVID-19 pandemic, the U.S. Department of Justice and Federal Trade Commission issued a joint statement on competitor collaboration warning that it will not hesitate to hold accountable individuals or businesses who use the pandemic as



H A P P Y

Diwali

NAYLOR 
ASSOCIATION SOLUTIONS

AAHOA
ASIAN AMERICAN HOTEL OWNERS ASSOCIATION



Indeed, at the outset of the COVID-19 pandemic, the U.S. Department of Justice and Federal Trade Commission issued a joint statement on competitor collaboration warning that it will not hesitate to hold accountable individuals or businesses who use the pandemic as an opportunity to subvert competition through unlawful agreements to increase prices, lower wages, decrease output, or reduce quality.”

an opportunity to subvert competition through unlawful agreements to increase prices, lower wages, decrease output, or reduce quality.

Competitor collaborations can violate the antitrust laws if they unreasonably restrain businesses' independent decision-making. For example, the antitrust laws prohibit agreements among competitors that could restrict the competitive capabilities or opportunities of other competitors, suppliers, or customers, or unduly restrain the independent activities of competing businesses, particularly with respect to price, quality, or the output or distribution of products or services. Importantly, an unlawful “agreement” need not be formal, written, or express; it can be informal, oral, and implied.

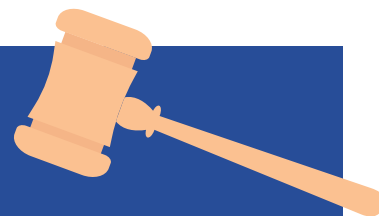
For example, an agreement can be inferred from similar business conduct taken around the same time, along with other evidence suggesting that the conduct resulted not from legitimate competition but from an illegal agreement, such as communications with competitors or actions against economic self-interest.

Always be cautious when interacting with competitors, even in a seemingly innocent setting, such as a trade association meeting. Any discussions regarding current or future prices, costs, volumes/output, or plans for allocating customers or markets should not take place without first seeking legal advice. Hotels also should be aware that exchanging information on topics like hiring freezes, layoffs, and other labor force reductions, or

How do you avoid getting involved in activities that might expose you to potential antitrust problems?

At a high-level, don't do any of the following:

- Discuss prices or output (supply) with competitors.
- Discuss contract bid terms with competitors.
- Discuss customers, products, or territories with competitors.
- Join competitors in boycotting another market participant.
- Require customers to purchase undesired products or services in order to get desired items.
- Use your market power unfairly to drive competitors out of business.
- If you are the only or dominant market member in a local area, use unfair methods to keep competitors from entering the market.



other competitively sensitive information, could lead to an inference of an unlawful agreement. If you feel that someone is going beyond acceptable bounds, state your objection and leave the conversation or meeting immediately.

COSTS OF ANTITRUST VIOLATIONS

Failure to strictly comply with the antitrust laws can have severe consequences. In the U.S., some antitrust law violations are prosecuted as crimes, and result in criminal convictions of both the company and the individuals involved. In addition, any individual who claims to have been injured by a violation can sue for damages. Successful plaintiffs recover three times the actual damages they have suffered, plus their attorneys' fees. Antitrust claims are typically brought in large class actions. Because this potential exposure is so great and because the cases are so complex, any antitrust litigation is likely to be prolonged, distracting, intrusive, and expensive.

If you have any questions about whether a particular business activity creates antitrust concerns, always err on the side of caution and consult with legal counsel before taking action. ■



Michael Mitchell is a partner at Boies Schiller Flexner LLP in Washington, D.C., focusing on complex commercial litigation, class actions, and antitrust. His antitrust

experience includes representing both plaintiffs and defendants in private litigation in venues throughout the United States, including federal and state courts, and trial and appellate courts. Mike has extensive experience in complex, multi-forum litigation, including large multi-district litigation (MDL) and class actions. Mike also has represented clients before federal and state agencies, including U.S. Department of Justice, the Federal Trade Commission, and state Attorneys General, in civil and criminal conduct investigations, and in connection with merger reviews and asset transactions.

NEW

Brought to you by the AAHOA Hotel Owners Academy™

AAHOA/P&G PROFESSIONAL'S TRAINING IN HOTEL SANITIZATION AND CLEANLINESS

The Latest Training Certificate Program
for Hotel Owners and Your Staffs

NEW TRAINING FOR THE INDUSTRY

AAHOA has partnered with P&G Professional to create the AAHOA/P&G Professional's Training in Hotel Sanitization and Cleanliness, which covers what every hotelier needs to know, including infection prevention and control, high-touch points, sanitizing soft surfaces, communications, elevating the guest experience, and more!



THIS PROGRAM IS COMPLETELY FREE FOR EVERYONE

The entire hospitality industry is invited to take this completely FREE program. Participants who successfully complete the course and brief assessment will also receive a Certificate of Completion.

TAKE THE TRAINING IN LESS THAN 30 MINUTES

Signing up for the training is quick and easy and the training takes less than 30 minutes to complete. After the training video, complete a brief assessment with a passing score and your Certificate of Completion will be emailed to you within 2-4 business days.



VISIT [AAHOA.COM/CLEANINGCERT](https://www.aahoa.com/cleaningcert) TO LEARN
MORE AND ACCESS THE TRAINING TODAY!



AAHOA CLUB BLUE, PLATINUM & SILVER MEMBERS

The following companies provide generous ongoing support to AAHOA and its members. A heartfelt and sincere thank you is extended to every one of our vendor partners for their contributions to AAHOA and the industry at large. When searching for a provider, consider doing business with the following members.



AAHOA CLUB BLUE MEMBERS



ADP, Inc.
Thomas Bell: (973) 510-0196



Avendra
Mara Radis: (301) 825-0311



Ecolab, Inc.
Michael Pfister: (317) 250-5189



Mag Mile Capital
Rushi Shah: (312) 640-7430



AutoClerk, Inc.
Mohammed Hansia:
(925) 284-1005



Chase
Faheem Khan: (800) 727-1872



Home Box Office
Brian Venable: (404) 239-6695



United Health Group
Kimberlee VanderVoorn:
(800) 328-5979



Dell
Mobolaji Sokunbi: (800) 624-6145



Lowe's ProServices
Anthony Ruiz: (980) 287-6808



AAHOA PLATINUM MEMBERS



Amana PTAC
Byron Cortez: (800) 647-2982



G6 Hospitality Franchising, LLC
Mike McGeehan: (972) 360-9000

**IHG* InterContinental
Hotels Group**
Karen Rogow: (770) 604-5379



Red Roof Inn
Matt Hostetler: (713) 576-7426



Best Western Hotels & Resorts
Michelle Zajac: (800) 847-2429



**International WELL Building
Institute**
Peter Scialla: (212) 464-8907



RLH Corporation
Harry Sladich: (866) 437-4878



Choice Hotels International
Tim Shuy: (301) 592-5000



GE Appliances
Amy Kaiser: (502) 452-3073



Marriott International
Christie Patterson:
(301) 380-3200



Travel Media Group
Dana Singer: (407) 673-6123



Diversey
Deniz Alpaslan: (980) 221-3235



**Guest Supply -
A Sysco Company**
Justin Haggart: (732) 868-2331



Onity, Inc.
Mark Lewitt: (800) 248-6189



TV Asia
Pradeep Hegde:
(732) 650-1100 x26



Extended Stay America
Linda Trexler: (980) 345-1600



Hilton
Bill Fortier: (703) 883-1000



OYO Rooms & Technology, LLC
Neha Hridaya: +91 (700) 363-7401



Wyndham Hotels & Resorts
Kevin Brickner: (973) 753-7158



Focus Brands
Rani Bhatt: (404) 978-4829



Hyatt Hotels Corporation
Jim Tierney: (617) 803-4489



Radisson Hotel Group
Phil Hugh: (800) 336-3301



Access Point Financial
Rhonda Loerzel: (404) 382-9592



AccuLock, Inc.
Dan Brown: (866) 222-8562



Alvi Satellites
Prashant Ajmera: (678) 466-7868



American Express
Merchant Services:
(800) 528-5200



Atlas Concorde
Michael Sautner: (615) 661-7200



Coast to Coast Computer Products, Inc.
Kyle Kurtz: (800) 231-4553



Cox Business
Alea Riley: (404) 269-3057



Curve Hospitality
Sargent Khan: (713) 819-7296



Dickson Furniture Manufacturers
Paul Mougel: (713) 747-0341



DIRECTV, Inc.
Jeff Fox: (310) 560-0323



DISH Business
Tyler Floyd: (303) 723-1854



Ferguson
Brian Winterble: (954) 597-3163



Foliot Furniture
Mahesh Parekh: (702) 278-7380



Fresh Air
Matt Hanson: (603) 643-7181



Friedrich Air Conditioning Company
Dave McDonald: (210) 546-0500



Gallagher Affinity
Jennifer Parker: (703) 461-5200



GreenTree Hospitality Group
Scott Pokorny: (952) 240-8181



HD Supply Facilities Maintenance
Stratton Michaels: (800) 431-3000



Hodges Ward Elliott
Clint W. Hodges: (404) 233-6000



The Home Depot Pro
Susan Wright:
(866) 412-6726 x105540



Hospitality Designs
Ruben Cohen: (877) 468-3588



Hospitality Success
Anthony Melchiorri:
(917) 295-1628



INFINITI HR
Daniel Mormino: (623) 455-6234



Just In Time Communications
Justin Jones: (855) 565-1432



Lodging Concepts
Jinesh Naran: (714) 694-5980



Macrotech
Dipak Patel: (650) 376-2163



Mass Mutual
Ana Lucia Divins: (980) 293-8124



Matrix Telecom
Loren Campbell: (865) 300-3393



MVM Technology, LLC
Michele Blanton: (800) 596-5080



myDigitalOffice
Matt Curry: (270) 993-1197



My Place Hotels of America
Terry Kline: (605) 229-8684



Nimble Accounting
Rahul Kumar: (576) 870-9131



O'Connor & Associates
Andrew Choy: (713) 375-4224



P&G Professional
Rohan Varty: (609) 933-2925



PMC Commercial Trust
Kristi Lewis-Hodge:
(972) 349-3200



Prem Sales
Deepak Panchmia:
(806) 745-6651



Primrose Schools
Blair Burdette: (404) 423-4247



Rheem Water Heating
Dave Hanley: (817) 680-4117



Rinnai
Dipesh Parekh: (800) 621-9419



Shaw Hospitality
Robert Stuckey: (888) 448-7878



Showtime Networks, Inc.
Doug Markott: (770) 698-6937



Simmons Hospitality Bedding
Andrea Hochworter:
(770) 353-0122



Sonu Satellite
Neil Doshi: (877) 999-7668



Spectrum Enterprise Solutions
David A. Fitts: (212) 379-5826



State Bank of Texas
Sand Patel: (678) 520-7263



SurferQuest
Kathryn Konig: (814) 342-3120



Tara Energy
Ashar Jafrri: (713) 890-2222



Ten-X
Anthony Falor: (973) 727-0314



United Insurance Agencies
Ron Thomas: (800) 899-0000



Universal Financial Consultants
Vincent Munno: (727) 669-0109



USA Digital, Inc.
Aaron Gomez: (909) 200-5445



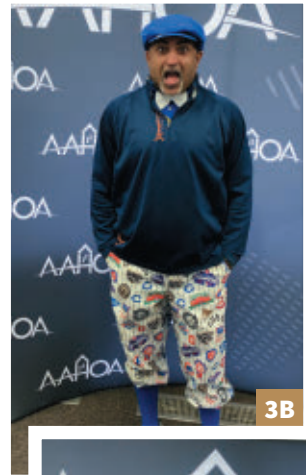
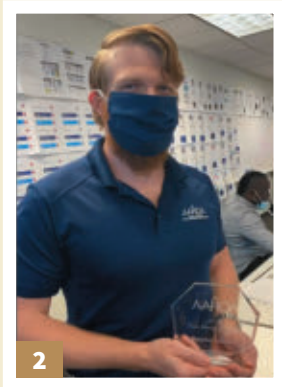
Vertically Integrated Projects
Trela Hendrix: (303) 552-8814

AAHOA *Members in Action*



1A, 1B & 1C.
AAHOA Member Karan Gaekwad was in Fort Jackson, SC, for army training and was compelled to make sure his voice was heard by participating in the virtual 2020 AAHOA Convention from the army base during #AAHOACON20. Karan, we thank you for your service to our organization and to our country.

2.
Congrats to Brandon Jackson, AAHOA Membership Sales Specialist, recipient of the AAHOA Team Member of the Year Award!



3A, 3B, 3C, 3D & 3E.
AAHOA's 2020 Southwest Region Charity Golf Tournament raised more than \$46,000 to benefit local charities. The event, held on September 9, was hosted outdoors on the University of New Mexico Championship Golf Course with appropriate social distancing measures, masks, and other health and safety protocols in place.



**You take care of your community.
We help take care of you.**

UnitedHealthcare offers exclusive members-only pricing and benefits, including:

- Medical coverage
- Dental and vision insurance
- Disability, life and critical illness insurance



Contact your broker today or **email hospitalityhealth@uhg.com** for more information.



Benefits and programs may not be available in all states or for all group sizes. Components subject to change.

These plans have exclusions and limitations. Contact your UnitedHealthcare broker or the company for more details.

Insurance coverage provided by or through UnitedHealthcare Insurance Company, UnitedHealthcare Insurance Company of Illinois or their affiliates. Administrative services provided by United HealthCare Services, Inc. or their affiliates.

EI20266454.0 08/20 ©2020 United HealthCare Services, Inc.



PREFERRED VALUE MANUFACTURER OF HOSPITALITY FLOORING FOR OVER **35 YEARS**

FREE SAMPLES: CALL US AT 1-800-225-2948 OR AT OUR WEBSITE: WWW.KINSLEYCARPETS.COM

- **100% WATERPROOF** -
LUXURY VINYL PLANK



- **HIGH VALUE** -
GUEST ROOM CARPET



KINSLEY CARPET MILLS UNDERSTANDS THE IMPORTANCE OF AFFORDABLE AND RELIABLE FLOORING.

JOIN THE *750+ HOTELS* THAT HAVE UPGRADED THEIR FLOORING WITH KINSLEY CARPET MILLS IN 2018.

AAHDA MEMBERS RECEIVE AN EXCLUSIVE DISCOUNT!



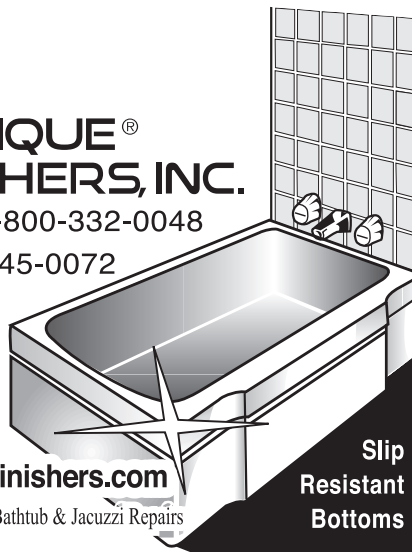
TIME TO REPLACE? VISIT US AT WWW.KINSLEYCARPETS.COM OR CALL 1-800-225-2948.

BATHTUBS RESTORED

Don't Let Amateurs and "Fly-By-Nights" Ruin Your Bathtubs!
 Unique Refinishers is the nation's oldest and largest bathtub repair, reglazing and restoration company. You can be assured of the highest quality workmanship and materials. **Coast to Coast.**



**UNIQUE[®]
 REFINISHERS, INC.**
 Nationwide 1-800-332-0048
 Atlanta 770-945-0072



www.uniquerefinishers.com

We specialize in fiberglass Bathtub & Jacuzzi Repairs

**Slip
 Resistant
 Bottoms**



**5 Years
 Warranty**
**Easy
 Financing**

5000+ HOTELS-MOTELS WORLD-WIDE TRUST

**MATRIX COMMUNICATION & SECURITY
 SOLUTIONS FOR EFFICIENT FUNCTIONING**

- Hospitality IP Phone System
- Time-Attendance and Access Control
- HD IP Security-Camera System



Call: 1-(800)-283-0539
 Fax: (888) 717-7472
sales@matrixhotelpbx.com
www.matrixhotelpbx.com



Knowledge. Diligence. Experience.

Senior Franchise Executive
 Former Fortune 500 Hotel Attorneys

- Liquidated Damage Settlements
- Dispute Resolution
- Franchise Agreement Negotiations
- Franchise Registration

Richard Saltzman, Esq.
 Jaclyn Saltzman, Esq.



862-210-8137 | rs@giambronesaltzman.com | www.giambronesaltzman.com

FRANCHISE LITIGATION



Legal assistance in reviewing/
 negotiating franchise agreements
 and liquidated damages settlements.



Mahesh I. Patel
 Patel & Associates, Attorneys at Law
 Phone: 972-643-1813
 Fax: 972-231-0104
 Email: mpatel@patellaw.net



GLOBALSAFE

**Our Safes are in Every Major
 Hotel Brand in the U.S.A.**



Custom Colors Available



**OUR SAFES HAVE BEEN
 INSTALLED IN THESE HOTELS.**

- | | | |
|---------------------------|-----------------------------------|----------------------------|
| HILTON DAYTONA BEACH, FL | HYATT MCCORMICK PLACE CHICAGO, IL | MARRIOTT BUFFALO, NY |
| HILTON EAST BRUNSWICK, NJ | HYATT RESORT & SPA GUAM | MARRIOTT LOS ANGELES, CA |
| HILTON HARTFORD, CT | HYATT ROSEMONT, IL | MARRIOTT RIVERSIDE, CA |
| HILTON TORONTO, ON | HYATT VINEYARD CREEK, CA | MARRIOTT N. CHARLESTON, SC |

GlobalSafe Corporation **800-545-4947** WWW.HOTELSAFES.COM

THANK YOU TO OUR ADVERTISERS

for your ongoing support of *Today's Hotelier* magazine and AAHOA.

Alliance Laundry
Systems-UniMac.....Inside Back Cover
www.unimac.com

B&C Technologies..... 50
www.bandctech.com

Chase Merchant Services 7
merchants.chasepaymentech.com

DPA Law Group..... 24
www.dpalawgroup.com

Embassy Carpets..... 9
www.embassycarpets.com

ESA/Extended Stay America, Inc..... 25
www.newesa.com

Ferguson Enterprises..... 11
www.ferguson.com

Giambrone & Saltzman, LLC..... 49
www.giambronesaltzman.com

Global Safe Corporation..... 49
www.hotelsafes.com

Goodman Global, Inc..... 3
www.amana-ptac.com

Home Depo Pro/
Supplyworks..... Inside Front Cover
www.HomeDepotpro.com

Hospitality International, Inc..... 35
www.hifranchise.com

Kinsley Carpet Mills 48
www.kinsleycarpets.com

Matrix Telecom 49
www.matrixhotelpbx.com

MODIO Guestroom Acoustic Control
c/o K.R. Moeller Associates Ltd. 17
www.modio.audio

Motel 6..... 13
www.motel6.com

Patel & Associates..... 49
www.patellaw.net

RLHC 4
www.rlhco.com

Unique Refinishers..... 49
www.uniquerefinishers.com

Vanities International 24
www.vanitiesinternational.com

Wyndham Hotels and
Resorts Outside Back Cover
www.wyndhamdevelopment.com



CELEBRATING OUR 25TH ANNIVERSARY

B&C Technologies

COMMERCIAL AND INDUSTRIAL LAUNDRY EQUIPMENT

25 years ago a concept to make commercial laundry equipment more affordable and durable was born. An engineering team with decades of experience came together to design the first B&C washers. Since then the product line has expanded to offer a complete line of machinery to take care of any laundry needs from beginning to end. Check out our website, drop us a line, and let us show how our expertise can save you time and money.



www.bandctech.com sales@bandctech.com 850-249-2222



Maximum Performance

UNIMAC[®] IS THE **TOTAL** PACKAGE

You don't send a rookie to do an expert's job. When it comes to winning at laundry, demand UniMac[®]. The brand that delivers the total package.



OVER HALF A CENTURY OF EXPERIENCE

with the strongest distributor network in the on-premises laundry business



INDUSTRIAL PERFORMANCE

giving you years of reliable operation in the most demanding environments



LOWEST TOTAL COST OF OWNERSHIP

increasing your throughput and decreasing your spend on labor, utilities, linens, service, and more

**WANT THE TOTAL PACKAGE?
VISIT UNIMAC.COM/TOTAL TO SEE HOW UNIMAC[®] STACKS UP.**

UniMac[®] by Alliance Laundry Systems

“The lamps are different
but the light is the same”

-Rumi



WYNDHAM

HOTELS & RESORTS

On this auspicious festival of lights, let's light up the world
with the goodness in our hearts. **Happy Diwali!**