



HOTEL OPERATIONS

38 Expanded roles help staff serve guests better
Cross-training also helps employees feel invested in their jobs and that they are a valuable resource.

DESIGN

42 Evolution of uniforms helps branding effort, satisfaction
Appearance of the staff is a vital aspect to consider when trying to create a positive guest experience.

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50 Water saved is money earned
The Hilton Americas-Houston saved more than \$100,000 in the 11 months following installing a water recycling system.

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Pictures from around the event, which was held at The Ritz-Carlton Orlando, Grande Lakes.

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REIT will invest \$43 million to renovate 28 properties acquired from Highland Hospitality.
- 6 Hilton debuts bold Home2 Suites hotel**
The first Home2 Suites is open in Fayetteville, N.C., and clever design and a focus on sustainability are on display.
- 6 HOTEK reveals the art, timing of renovations**
Keynote speaker Becka Chester recommends carefully assessing each property when making plans.
- 7 5 questions with Phil Cordell**
Hilton exec's 25 years in the hotel industry have taught him to listen to the "voice of the customer."
- 7 Hotel industry as instrument of change**
IHIF Young Leader Award winner believes travel and tourism can make a difference in communities around the world.

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PricewaterhouseCoopers' study shows the impact the segment has on the hotel industry, economy.

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Every day is an adventure for this former F&B director who is now regional VP, GM of the Four Seasons London.

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Cloud-based systems can help improve revenue management and guest satisfaction.

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Franchising a viable option | Morton Aronson
Franchise Law columnist Morton Aronson looks at the benefits and challenges of franchising in a tough economy. Search "Aronson" on hospitalityworldnetwork.com

Isn't it time to think differently? | Renie Cavallari
Marketing columnist Renie Cavallari shares stories about how some popular brands have smart strategies when it comes to upselling and ancillary sales, while others just don't. Search "Cavallari" on hospitalityworldnetwork.com

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