

# INSIDE THIS ISSUE

## NEWS

**10** | For hotel franchisees, brand benefits often outweigh the costs

**11** | AAHOA celebrates its legislative impact and more at its annual conference

**12** | Wyndham Hotel Group rejiggers its brand names, touts international growth

**14** | Labor trafficking is not only a threat to workers, it's a liability concern for hotels

**16** | Choice Hotels International's new look and growth mindset on display at annual convention

## OWN

**18** | Hilton's Homewood Suites turns up the heat on Latin American expansion

**22** | Hotels in college towns prosper even during recession

## COLUMNS

- 3 Up Front | David Eisen
- 26 Trends & Stats | Abhishek Jain
- 28 Legally Speaking | Karen Morris
- 56 Ad/Editorial Index
- 56 Marketplace
- 60 Classifieds
- 66 Seen

## ON THE COVER

Renaissance Los Angeles Airport



## DEPARTMENTS

### ONE-ON-ONE

**30** | **Caesars Entertainment's Marco Roca**  
Marco Roca has been many things, but his current role at Caesars Entertainment may be his favorite

### SPECIAL REPORTS

**32** | **Midscale Development Roundtable**  
Midscale hotel developers and industry advocates discuss the shifting economic, political landscape

### 36 | 2018 Franchise Fees Guide

Expenses are always a focus for franchisees. See how the brands stack up on the fee front.

### IN THE MARKETPLACE

#### 48 | JCPenny's Earl Madison III

The iconic department store chain looks back one year after entering the lodging industry

### TECHNOLOGY

#### 50 | PTACs

Environmental experts clear the air on new innovations cooling down the PTAC space

### OPERATIONS

#### 52 | Transportation

Hotel shuttles serve as an opportunity to impress guests off-property

### DESIGN

#### 54 | Lobbies

First impressions matter, which is why designers are putting heavy concentration on hotel lobbies

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



Copyright 2018 Questex LLC. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording or information storage and retrieval system, without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Questex LLC for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923; phone: (978) 750-8400; fax (978) 750-4470; call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law. For those not registered with the CCC, phone permission request to Wright's Media (877) 652-5295. Hotel Management does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content. Hotel Management welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return. Questex LLC provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Questex LLC to make your contact information available to third parties for marketing purposes, simply call toll-free (866) 344-1315 between the hours of 8:30 a.m. and 5:00 p.m. CT and a customer service representative will assist you in removing your name from Questex LLC's lists. Outside the U.S., please phone (847) 513-6024.