

IN THIS ISSUE/

VOL. 66 No. 9 August 2010

→Features

2/Start Acting Like an Entrepreneur

Editor Ed Watkins believes hoteliers should follow the creative lead of new Greenbrier owner Jim Justice.

20/Wake-Up Call Unconventional new owner Jim Justice has revitalized a sleeping giant: The Greenbrier. The grand opening of the casino, pictured on the cover, brought plenty of big-name celebrities and with it came a lot of buzz.

26/Gulf Coast Hoteliers Remain Upbeat

Despite the aftermath of the oil spill, hotels and their owners are holding up. Lodging industry performance is up compared to last year.



→Departments

30/Technically Speaking Trend Spotting at HITEC 2010; Chains Embrace Energy Management

34/Back of the House The latest in hotel products and services.

→Check In

8/Starring Roles for Hilton Integrated marketing partnerships providing payoff for Hilton Hotels.

10/Hyatt Pioneers Curacao Tourism Hyatt Regency there off to great start.

12/Autograph at 11 & Counting Marriott Collection adds Hotel Duval and continues to actively pursue more.

14/Timeshare Conference Looks Ahead VOIC can be valuable to hotel owners and developers interested in the industry.

16/Rushmore Using Value Volatility to Find Investment Opportunities.

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