

News Best Western Premier debuts

BY STEPHANIE RICCA | EDITOR IN CHIEF

News

- 4 Making travel matter
BY DAVID EISEN | CONTRIBUTING EDITOR
- 4 Loyalty, audience key factors when choosing a brand
BY RUTHANNE TERRERO | VP CONTENT/EDITORIAL DIRECTOR

Green Focus

- 14 Ten green business practices that save money
BY GREEN BUSINESS BUREAU

Timeshare

- 22 Leisure travelers eyeing timeshare, survey says
BY STEPHANIE RICCA | EDITOR IN CHIEF

Special Report

- 24 Voice of the GM Survey '10
BY STEPHANIE RICCA | EDITOR IN CHIEF

Hot Products

- 32 IH/M&R Show preview
- 37 Uniforms

Technology

- 46 Take advantage of everything a POS system can do
BY VICTORIA BURT | MANAGING EDITOR

Hotel Operations

- 50 Energy-efficient ice machines on the rise
BY ESTHER HERTZFELD | CONTRIBUTING EDITOR



HotelWorldNetwork.com



Web Exclusives

- Use new tools to measure guest service

As much as hotel managers think having great guest service is important, too many still are relying on the traditional means of measuring guest satisfaction, such as by post-departure guest e-mail surveys and even traditional comment cards.

BY DOUG KENNEDY | PRESIDENT, KENNEDY TRAINING NETWORK

www.HotelWorldNetwork.com/kennedy



Departments

- 6 Checking In
BY RUTHANNE TERRERO | VP CONTENT/EDITORIAL DIRECTOR
- 6 Perspective
BY STACY SILVER | EXECUTIVE DIR.
- 8 Legally Speaking
BY KAREN MORRIS
- 8 Sales Clinic
BY HOWARD FEIERTAG
- 10 On Finance
BY JEFF WILDER
- 16 Trends & Stats
BY MARK WOODWORTH
- 18 Satisfaction Trends
BY JONATHAN BARSKY AND LENNY NASH
- 20 Cornell Insights
BY GLENN WITHIAM
- 38 People on The Move
- 40 Supplier News
- 42 Green Briefs
- 58 Ad/Editorial Index
- 58 Marketplace
- 62 Checking Out

HOTEL & MOTEL MANAGEMENT (ISSN 0018-6082) is published monthly, except semi-monthly in June, October and November (15 issues yearly), by Questex Media Group LLC, 300 W. Michigan St., Suite 200, Duluth, MN 55810. Subscription rates: \$68.85 for 1 year, \$99 for 2 years in the United States & Possessions; \$91.40 for 1 year, \$130.90 for 2 years in Canada and Mexico; all other countries \$143 for 1 year, \$234.30 for two years. Single copies (if available) are \$2.90 in the U.S.; \$6.16 in Canada and Mexico; \$12.37 all other countries. Back issues, if available are \$2.90 in the U.S., \$12.10 in Mexico and Canada; \$24.20 for all other countries. International subscriptions will be subject 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 Duluth, MN 55806 and additional mailing offices. POSTMASTER: Please send address changes to Hotel & Motel Management, PO Box 1268 Skokie, IL 60076-8268. Canadian G.S.T. number: 840 033 278 RT0001, Publications Mail Agreement Number 40017597. Printed in the U.S.A. Copyright © 2010 Questex Media Group LLC. All rights reserved.