

HOTEL NEWS & INFORMATION FOR TRAVEL PROFESSIONALS



PREMIER

An ABC Global Services Publication

Fall 2018

U.S. HOTELS **SHATTER**
PERFORMANCE RECORDS

HOTELS CONTINUE TO
DIVERSIFY

ANNOUNCING
UPCLOSE 2019



TRAVEL BUYERS
NAME THEIR
**FAVORITE
BRANDS**

Uniquely
ABC

F Fiesta
Americana.
HOTELS & RESORTS

EXCLUSIVE:

**Up to \$15 in Stay Credits plus 10% off BAR
offer valid from July 1, 2018
to December 31, 2018.**

AGENTS CHANCE TO WIN

**2-night stay at The Fiesta Americana
Cozumel All-Inclusive.**

For complete details visit www.ABCGlobalServices.com



Premier Newsletter is published and distributed courtesy of
ABC Global Services, Inc.

Corporate Headquarters | ABC Global Services
6001 Broken Sound Pkwy NW, Suite 340
Boca Raton, Florida 33487

561-300-6645 or 800-722-5179 (US/CA)
info@ABCGlobalServices.com | www.ABCGlobalServices.com

Business Development Team | bizdev@ABCGlobalServices.com

Premier Desk | 800-858-0082
premierdesk@ABCGlobalServices.com



Agent Support Desk | 800-858-0081 | info@ezBOOKbyABC.com

**GO FOR
BUSINESS
AND EARN**

2000 AADVANTAGE OR
MILEAGE PLUS MILES
PER STAY
+
10% OFF BEST AVAILABLE RATE
AND FREE INTERNET

The largest hotel chain in Mexico
Book the ABC Rate Code using **CHAIN CODE: FH**





U.S. HOTELS POISED TO SHATTER PERFORMANCE RECORDS IN 2019

U.S. hotels are set for a “record-breaking” 2019, with demand growth outpacing supply growth and rates projected to rise, according to hotel forecasting firm STR.

In fact, things for the industry are shaping up to be even better than expected. STR in recent months pushed up its rate projections for next year, citing a strong economy and a boost from recent tax cuts. The firm now projects U.S. average daily hotel rates will increase 2.4 percent year over year in 2019, as occupancy inches up 0.2 percent.

“Aside from GDP growth and low unemployment, we’re starting to see a positive uptick in wages,” STR president and CEO Amanda Hite said. “We’ll need to see more in that area to count this as another driver of demand, but these are all good signs for the continued health of the industry through at least 2019.”

Average daily rate growth in 2019 largely will be evenly spaced among the different hotel tiers, according to STR. Upper upscale hotels will see the highest ADR growth (2.4 percent), followed by luxury and independent hotels (2.3 percent) and upscale hotels (2.2 percent). The remainder of the tiers are projected to see 2.1 percent growth in average daily rate next year.

STR projects growth in revenue per available room, which combines the effect of rate and occupancy, will be up across nearly all of the top 25 markets in the U.S. next year, with the sole exception of Minneapolis, which will contend with year over year comparisons from hosting the Super Bowl in 2018.

Los Angeles, meanwhile, has been one of the top-performing hotel markets in the nation and looks to continue that next year, according to research from CRBE. There, both rate growth (2.7 percent) and supply growth (2.8 percent) will be above the national average, according to CRBE Hotels Consulting managing director Bruce Baltin.

“Something to keep in mind is that over the last 30 years, supply of new hotels in

Los Angeles has only grown at a third of the pace of the nation,” Baltin said. “Now that we are finally seeing new hotels being added, they are quickly being absorbed by business travelers, out-of-town tourists and locals alike, particularly in the areas these new rooms are opening in, such as downtown L.A. or along the coast.”

Overall, U.S. hotels also have been increasing their capital expenditures. This year, they are projected to spend a record \$7.05 billion on maintaining and enhancing hotels, up from \$6.85 billion in 2017, according to research from the New York University School of Professional Studies Jonathan M. Tisch Center for Hospitality and Tourism. That number has steadily climbed over most of the past decade.

Major priorities over this year and next include improving fitness centers, breakfast offerings and increasing Wi-Fi speed. This represents a shift from years past when projects primarily focused on overhauling lobbies and guest rooms, but part of that is because of the high levels of spending over past years.

“There have been numerous changes and increases in brand standards and record capital expenditures in recent years,” according to the NYU study. “Therefore, the U.S. room inventory may be in the best condition ever, so there is less need for capital expenditures.”

U.S. hotels are setting another record this

year as well: the collection of \$2.93 billion in fees and other charges beyond room rates, an increase of 8.5 percent compared with the level of fees and surcharges collected in 2017, according to Bjorn Hanson, an adjunct professor at the school. That amount is expected to be an even higher total in 2019.

Resort fees are one of the quickest growing areas for new fees, according to Hanson. These are proliferating not only at resort hotels in major leisure destinations to cover use of gyms and pools but also increasingly in city hotels to cover such amenities as breakfast, newspapers and bottled water.

Of course, one factor to watch next year is escalating trade tensions with China, according to STR. Inbound Chinese travel to the U.S. over the past decade has grown by 697 percent, and Chinese tourism accounted for \$18.3 billion in spending in 2017, the firm reported. Los Angeles, New York and San Francisco see the highest volumes of Chinese travelers.

Should tensions worsen, those numbers could take a hit. As a comparison, China last year unofficially ordered its travel agencies to halt their tours to South Korea following a dispute over a deployed missile-defense system, and as a result, South Korea saw spending and arrivals from China drop by more than 40 percent.



Los Angeles is experiencing both rate growth and supply growth above the national average.

Announcing UpClose 2019



You're Invited to Get UpClose
with ABC and our Preferred Partners

HYATT CENTRIC
CHICAGO
MAGNIFICENT MILE



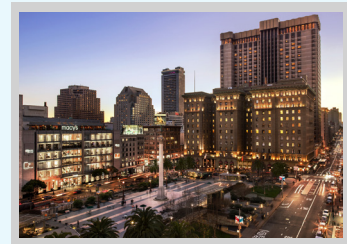
Chicago, IL - May 16
Hyatt Centric Chicago
Magnificent Mile

WYNDHAM
Boston Beacon Hill



Boston, MA - June 20
Wyndham Boston Beacon Hill

THE WESTIN
ST. FRANCIS
SAN FRANCISCO
ON UNION SQUARE



San Francisco, CA - August 22
The Westin St. Francis Union Square

SAVE THE DATE!

PREMIERE *Openings*

INTRODUCING NEW HOTEL OPENINGS AROUND THE GLOBE

Hyatt Regency Sonoma Wine Country
Santa Rosa, CA



This upscale hotel is located in the heart of Sonoma Wine Country and steps from the historic railroad square district of Santa Rosa.

JW Marriott Essex House
New York, NY



An upscale Manhattan hotel that sits adjacent to Central Park South and is minutes away from numerous New York attractions.

YOTEL
Singapore



A new hotel experience centrally located on Orchard Road. Save 10% off BAR, free daily breakfast, and earn 16% commission.

Noelle
Nashville, TN



This new hotel offers re-imagined luxury in the heart of downtown Nashville. Save 15% off F+B costs.

Queen Kapi'olani Hotel
Waikiki Beach, HI



Return to the Golden Age of Waikiki Beach with this stunning new hotel. Save 10% off BAR, and earn 12% commission.

UCLA Meyer & Renee Luskin Conference Center
Los Angeles, CA



Conveniently located in the heart of West L.A. – right on the UCLA campus!

See our Premiere Openings and Grand Opening Offers at www.ABCGlobalServices.com

BOOKING WITH HILTON HAS BENEFITS

For You



BOOK WITH HILTON FOR BENEFITS THAT WILL KEEP YOU, AND YOUR CLIENTS, COMING BACK TRIP AFTER TRIP.

When you book with Hilton, you can:

- Access your Consortia rates at over 5,400 hotels worldwide
- Take advantage of commissionable rates
- Receive up to \$2 per booking when you include your Unlimited Rewards number
- Provide Hilton Honors benefits for your client, including:



Free Wi-Fi*



Digital Key



Points Towards Free Nights



Choose Your Room

Search GDS Chain Code EH and Book Using the ABC Rate Access Code



CONRAD
HOTELS & RESORTS

canopy
BY HILTON



CURIO
A COLLECTION BY HILTON



TAPESTRY
COLLECTION
BY HILTON



HOMEWOOD
SUITES
BY HILTON

HOME2
BY HILTON



*Must be a Hilton Honors Member. Terms and conditions apply. Standard Wi-Fi is free. Premium (if available) has a fee. Not free at properties with a resort charge. Not all rates are commissionable. © 2018 Hilton. Hilton Honors and all trademarks of the Hilton Portfolio are owned by Hilton or its subsidiaries.

WHEN YOUR EDUCATION TAKES YOU PLACES

FAM-TASTIC® STAYS. MADE HERE.

Take your education to the next level with Hotel Excellence!, Marriott International's award-winning, online training program for travel professionals. All new modules in a new format allow you to customize your learning journey. Plus, access Fam-Tastic® rates*, our lowest industry rates, so you can experience our brands firsthand when you become a qualified agent. To qualify for 2019:

- Complete the 2019 Continuing Education Loyalty Module.
- Complete the Core Training if you have not already.
- Update or confirm your Profile information.
 - Travel Professionals located in the US must also provide a valid IATAN VER or CLIA Embarc ID in their profile.

[LOG IN TO HOTELEXCELLENCE.MARRIOTT.COM](https://www.marriott.com/hotelexcellence)

*The Fam-Tastic rate is yieldable and subject to availability. For a full list of terms and conditions or FAQs, log in to [marriott.com/travelagents](https://www.marriott.com/travelagents).

THE RITZ-CARLTON
REWARDS



EDITION



AUTOGRAPH
COLLECTION
HOTELS

RENAISSANCE
HOTELS



DELTA
HOTELS

MARRIOTT
EXECUTIVE APARTMENTS

MARRIOTT
VACATION
CLUB

MARRIOTT
REWARDS.
.....



COURTYARD

Residence INN

SPRINGHILL
SUITES

Fairfield

TOWNEPLACE
SUITES

PROTEA HOTELS.

Marcy
HOTEL

spg Starwood
Preferred
Guest



THE
LUXURY
COLLECTION



WESTIN



MERIDIEN

TRIBUTE
PORTFOLIO

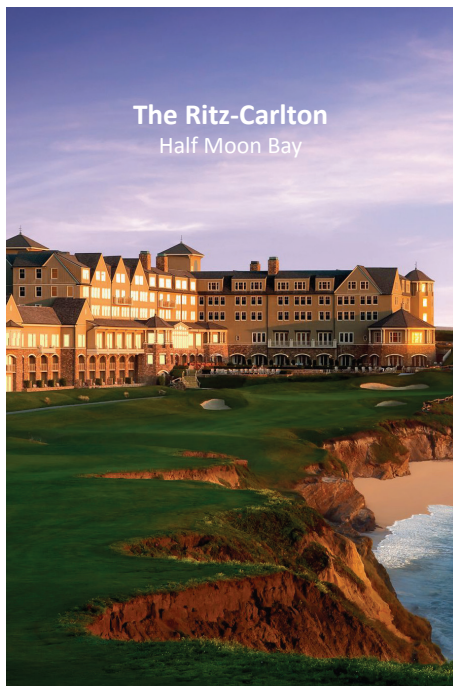


FOUR
POINTS



TRAVEL BUYERS NAME THEIR FAVORITE HOTEL BRANDS

Corporate traveler buyers are particularly pleased with brands from **Hilton, Marriott International, Hyatt, InterContinental Hotels Group** and **Best Western**, according to Business Travel News' annual Hotel Brand Survey released in October.



Rated #1 in the Luxury Category: The Ritz-Carlton

The survey, which BTN has conducted for about three decades, collected responses from 328 corporate travel professionals who are responsible for decisions related to hotel buying at their company. Buyers rated hotel brands across the tiers on 13 attributes on a scale of 1 to 6, with the brands averaging the highest overall scores in their tier being named the winner.

Luxury: Buyers rated **Ritz-Carlton** as the best luxury brand for corporate travelers with an overall score of 5.15, repeating its win from the prior year. The brand scored particularly high for its sales staff and its ability to provide healthy food and fitness options to business travelers. **Four Seasons** was close behind with a total score of 5.12, earning high marks for its on-property service staff and the cleanliness of its properties. **Fairmont** also

scored high for working well with travel buyers, including being amenable with negotiating rates and cancellation terms and add-on amenities.

Upper Upscale: Marriott International's **Westin** brand led the upper upscale tier in BTN's survey, boosted by high scores for its facilities, wellness options and brand consistency. Its overall score was 5.09, followed closely by **Hyatt Regency**, with a score of 5.06. IHG's **Kimpton** brand rounded out the top three in the tier, with buyers naming the brand as the best value for its price.

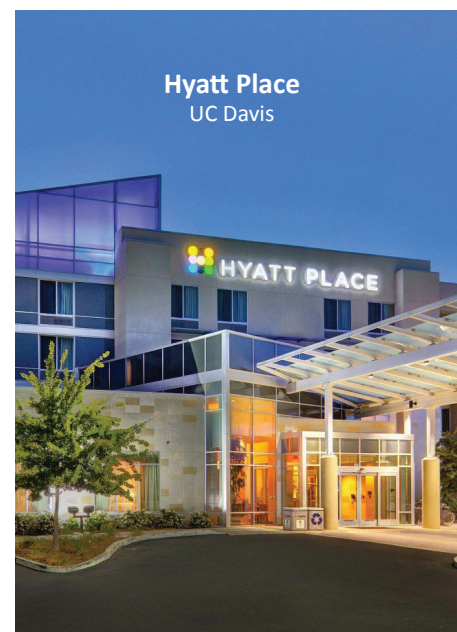
Upscale: **Hyatt Place** earned the highest score, 4.86, in the upscale tier for the second year in a row, earning the top score in nearly every criteria. Two Hilton brands—**DoubleTree** and **Hilton Garden Inn**—placed second and third, respectively, with buyers also saying Hilton Garden Inn had the best strategically located properties for their business needs. IHG's **Crowne Plaza** brand earned top marks for its meeting facilities.

Midscale: Best Western was the top-scoring brand in both midprice tiers, as **Best Western Plus** led the upper-midscale tier with a score of 4.54 and the



Rated #1 in the Upper-Midscale Category:
Best Western Plus

legacy Best Western brand leading the midprice tier with a score of 4.3. **Holiday Inn** was second in the upper-midscale tier, earning high scores for its locations and wellness options, and Hilton's **Hampton Inn** brand ranked third. **Wingate by Wyndham** ranked second in the midprice tier, followed by Choice Hotels' **Quality Inn & Suites** brand. Wingate scored particularly well for cleanliness, meeting facilities, its staff, wellness options, safety and security standards and brand consistency.



Rated #1 in the Upscale Category: Hyatt Place

Extended Stay: **Hyatt House** was the favorite upscale extended stay brand of corporate travel buyers by a large margin, earning a score of 5.11 and earning top honors in all but one criterion. Hilton's two extended stay brands, **Home2 Suites** and **Homewood Suites**, ranked second and third, but it was Marriott's **Residence Inn** brand that spoiled Hyatt House's clean sweep, as buyers gave it the top score for locations. In the midscale extended stay tier, IHG's **Candlewood Suites** earned the top score overall and in every category, with a total score of 4.42. The brand ranked first in 2017 as well. Marriott's **TownePlace Suites** ranked second in the category.

Kimpton Hotel Monaco Denver

BOOK KC CHAIN CODE +
ABC RATE CODE >

KIMPTON[®]
HOTELS & RESTAURANTS

IHG[®] Rewards
Club

HOTELS CONTINUE TO DIVERSIFY PORTFOLIOS WITH NEW BRANDS



Best Western launches Aiden and Sadie, two new brands.

Hotels continue to roll out new brands, targeting niche groups of travelers. Here are a few of the most recent new brand names to appear over recent months.



Best Western Goes ‘Chic’ With Aiden and Sadie:

Best Western in recent weeks has announced two new boutique brands to join its portfolio: **Sadie**, designed to compete in the upscale hotel tier, and **Aiden Hotel**, which will sit one tier lower in the upper midscale segment.

Best Western Hotels & Resorts president and CEO David Kong said both brands are “chic, sophisticated and unique hotel brands that will reflect the style and pulse of the community they are in, bringing a sense of adventure and fun to guests at each hotel.” The brand will have “edgy personalities,” including colorful lobbies and guest rooms and common areas that reflect the spirit of their local markets. They will be centered around a public area with a cafe or bar.

To build up the brand, Best Western is targeting existing boutique hotels for quick conversions.

“Both Sadie Hotel and Aiden Hotel present the opportunity for independent hoteliers or developers with branded hotels to reposition their property in a unique way, taking advantage of our cost-effective, turnkey and customized design and renovation program,” Kong said. “A dedicated on-boarding team will ensure these repositioned hotels are quickly integrated with Best Western’s powerful revenue engines intended to drive a fast ramp up in business. A marketing and PR playbook for each hotel will drive social media visibility and buzz.”

With the introduction of Sadie and Aiden, Best Western’s total number of brands now stands at 13, showing significant diversification in the past several years. Less than 10 years ago, Best Western had only its flagship brand. Among its other brands include the boutique **Vīb** and **GLō** brands as well as its boutique collections **BW Premier Collection** and **BW Signature Collection**.

Hilton

Hilton Targets the Hostel Crowd:

Hilton in late October launched its newest brand, **Motto**—an “affordable lifestyle” brand slated to make its debut over the next few years.

With the brand, Hilton is targeting travelers who traditionally might opt for hostels but do not wish to share a room with strangers. The rooms will be on the small side, with an average footprint of about 163 square feet, but will make the most of the space with features such as wall-beds and loft beds, segmented showers and toilet stalls and storable furniture.

The brand also will target groups, enabling multiple connecting rooms to be booked in advance and allowing payments to be split between more than one person at checkout.

Sleep will be a focus, with the hotels offering a “curated sleep experience,” such as premium mattresses, sleep kits, white noise apps and blackout window shades. The hotels also will let guests control temperature, lighting and the television via mobile app.

Development will center around urban neighborhoods. One property in Marylebone, London, is set to begin construction in January with a targeted 2020 opening. Other hotels are under development in Lima, Peru; Dublin, Ireland; Savannah, Georgia; San Diego; Boston; and Washington, D.C.



Render: Motto by Hilton

“We discovered the opportunity for a brand that offers travelers a trifecta of centrally located, reasonably priced and less traditional lodging that provides a one-of-a-kind experience,” Hilton chief customer officer Jon Witter said.



Render: Clarion Pointe

Choice Gives a Higher-End Option for Clarion

Choice Hotels is adding a new “extension brand” for its Clarion brand: Clarion Pointe, which will aim to help guests have optimal trip experiences with “focal points.”

The touches include murals in guest rooms and the lobby that reflect local points of interest, modern fitness centers and premium food and beverage offering such as higher-end coffees and teas, craft beers, wines and small bites. Rooms also will offer connectivity so that guests can stream content on their mobile devices to the rooms’ television screens.

“As expectations for more affordable premiums continue to grow, the Clarion Pointe brand is ready to deliver for travelers seeking the essentials, elevated to a new level,” Choice Hotels VP of brand management and design Anne Smith said. Choice reports more than 50 Clarion Pointe franchise agreements in its pipeline. The first hotel will open in Florence, Mississippi, later this year, and other hotels are on tap for Medford, Oregon, and Gatlinburg, Tennessee.



ABC Global Services and La Quinta partnered from June 1 to August 31 2018 to award agencies with the largest percent increase in bookings on the ABC rate code with a brand new 40" Samsung LED TV.

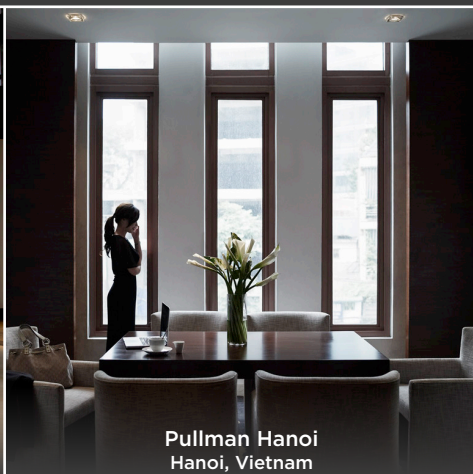
Congratulations to our Agency Winners

Hotel Planner, West Palm Beach, FL
Hotel Connections, Miami, FL
JTB USA, Torrance, CA

Trip Actions, Palo Alto, CA
National Travel, Charleston, WV



Pullman Paris La Défense
Paris, France



Pullman Hanoi
Hanoi, Vietnam



Pullman San Francisco Bay
San Francisco, USA

COSMOPOLITAN · IN STYLE · AMBITIOUS · INSPIRED

As part of the AccorHotels portfolio, Pullman Hotels and Resorts welcomes modern-day adventurers and explorers, traveling on their own or with like-minded companions and associates, for business or pleasure.

Find Pullman Hotels & Resorts on the GDS under chain code PU
www.accorhotels.com

WHEN A BIG IDEA LEADS TO BIG RETURNS.

Marriott
INTERNATIONAL

SUCCESS. MADE HERE.

At Marriott International, we're committed to providing you with the scale and flexibility you need.

With an unparalleled collection of 30 brands and 6,500 properties spanning 127 countries, our goal is to set you and your business up for success.



6001 Broken Sound Pkwy NW, Suite 340
Boca Raton, FL 33487

Get to know the new **La Quinta**[®]
We're now part of **Wyndham Hotels & Resorts**



Book now with rate code ABC

