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Hotel Executive

YOUR VIEW FROM THE TOP

Monday August 24, 2020



HOTEL BUSINESS REVIEW

Best Practices in Hotel Management & Operations

CYBERHITEC LIVE: Oct 27 – 29, 2020
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Presented by **HFTP**



Premises Liability Concerns as Hotels Re-Open in the Wake of COVID-19

By *Jennifer Smith Thomas*, Partner, RumbergerKirk

Over the past few months, COVID-19 has ravaged the economy, leaving hospitality industry feeling especially compromised. As travel resumes, hotel ownership and management are left with various and continually evolving premises liability concerns. Among those concerns, owners must take precautions to avoid personal injury liability for negligent exposure claims, and employment liability claims.



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New Technologies Enhancing the Guest Experience for Hotel Food & Beverage

By [Kathryn Vallier](#), General Manager, 907 Main

Technology has always been one of our main focuses throughout the planning process of opening a new boutique hotel and with the development of COVID-19, it has been brought back to the very forefront of our minds. While technology is already becoming an integral part of both the hotel and restaurant world, it is even more important to implement it into the guest experience.



Three 'New Normal' Innovations in Hotel F&B

By [Michael Cheng](#), Dean, Chaplin School of Hospitality & Tourism Management, Florida International University

Food and beverage service at hotels as we know it is either shutdown or re-inventing itself daily. Mandated stay at home orders, travel bans and customers afraid to fly or travel have resulted in a staggering revenue shortfall. What can the hotel F&B industry do during this crisis? Michael Cheng, dean of the Chaplin School of Hospitality & Tourism Management at FIU, analyzes the problem and offers some innovative ways for Hotel F&B to adapt to the "new normal".

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The Current – and Future State of Hotel F&B

By [Rick Garlick](#), Vice President, Strategy Consultant, Magid

The hotel industry is expected to see declines in room occupancy of 29% over the next 12 months, leading to over \$75 billion in losses, as consumers are hesitant to return to travel and hotel stays. Given the current state of the industry, companies have to consider all of their options. However, rather than trying to be innovative, hotels and their associated restaurants should take a "back-to-basics approach" to bringing in customers during the pandemic.

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You're Opening, Now?!

By [Elizabeth Blau](#), Founder & CEO, Blau & Associates

Now what? You are in the process of opening or in some stage of developing a new restaurant in your hotel, but there is an unprecedented global pandemic happening, causing tragic consequences and bringing hotel occupancy to single digits. Blau & Associates Founder and CEO Elizabeth Blau offers immediate, value optimizing and revenue enhancing tactics for operators at each of time-based phases of the project development process.

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COVID-19 UPDATE: *Hotel Newswire is providing free news distribution and coverage for the Hotel Industry.* [CLICK HERE](#)

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Doubletree by Hilton Hotel Conversion Opens August 24th in the St. Louis Market

Porter & Sail Acquires Competitor Futurekey

The Annapolis Waterfront Hotel Reemerges from Multi-Million Dollar Renovation and Brand Refresh

Matt Bailey Appointed General Manager of Montage Kapalua Bay

Starhotels appoints Antonio Ducceschi as Chief Commercial Officer and Gaetano Gatti as Chief Operating Officer

Brush Creek Luxury Ranch Collection Appoints Jacob Staffin as Director of Food & Beverage

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Biomimicry: Exploring Ways Hotel Spas Can Thrive in Hard Times

By [Camille Hoheb](#), Managing Director, Wellness Tourism Worldwide

When in a crisis, where can hotel spas look for practical business strategies to survive and thrive? It's the same place mankind has looked for inspiration – Mother Nature. A relatively new field called biomimicry has emerged that looks towards nature's engineering to solve modern-day problems. The genius in biomimicry extends to learning how to adapt during a crisis. Since the Industrial Revolution, humans have approached work in terms of areas of specialization, independence, and siloed thinking rather than organically working together as a system. Biomimicry can give insights into a variety of topics relevant to hotel spas from cultivating resilience, creating cooperation with peers to pivoting quickly in changing markets.

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Ancillary Hotel Revenue Streams and Why They Work During Slow Seasons

By [Lily Mockerman](#), Founder, Total Customized Revenue Management

Every hotelier has struggled with a dreaded slow season. Many have struggled through years of an economic downturn only to come out victorious on the other side - if weathered and savvy from the experience. The secret weapon to beat these downtimes is ancillary revenue streams. With more than 15 years of experience helping hoteliers combat market challenges and drive revenue, Lily Mockerman, founder and CEO of Total Customized Revenue Management, LLC (TCRM), shares her hard-won advice to help hoteliers innovate when times get tough and reach rock star status in ancillary revenue.

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