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BRIEFS

Choice promotes Lewis

Choice Hotels International, Inc. has appointed Kevin Lewis as president, upscale and extended-stay brands, after the franchisor combined its Cambria Suites and extended-stay brands under one division. Lewis will lead the operational strategies for the Cambria Suites, Suburban Extended Stay Hotel and MainStay Suites brands. He will continue to report to David Pepper, svp/ franchise development and emerging markets. William Edmundson, Cambria Suites' president, has left the company.

Starwood Capital acquires Golden Tulip

Starwood Capital Group Global LP has announced the purchase of some 240 hotels from Golden Tulip Hospitality Group, which includes Golden Tulip, Tulip Inn and its related brands. Starwood Capital is planning a strategic alliance between Louvre Hotels, which it controls through an affiliate, and the Golden Tulip businesses in an effort to increase both brands' distribution.

Diversity Report

Clockwise from top left: Sueños LLC principals John C. and Patricia Lopez; Evens Charles, Martinsville Hospitality, LLC and Mehul (Mike) Patel, Newcrest Corp.

Minority entrepreneurs find new opportunities in hotels

By Stefani C. O'Connor

NEW YORK—Amid the struggles of the established lodging industry to get its arms around the ongoing financial crisis, several entrepreneurs who are representational of diverse groups are seizing opportunities in the sector with both hands, looking to benefit and profit as they navigate new markets, and in some cases, uncharted territory.

The entrepreneurs range from a first-time owner acquiring his

continued on page 14

Baymont incorporates AmeriHost

By Bruce Serlen

PARSIPPANY, NJ— With the industry coming off a period of explosive growth in the number of new brand launches, the first sign of a possible retrenchment may be in the making. This spring, Wyndham Hotel Group completed the merger of its AmeriHost Inns into its larger Baymont Inn & Suites brand.

Of roughly 100 AmeriHost sites, slightly more than half have converted to the Baymont flag, a number have become part of other Wyndham Hotel Group brands, and a handful have opted to exit

continued on page 40

Patrick Breen
Baymont Inn & Suites

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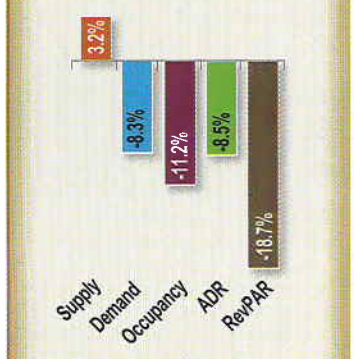
U.S. Hotel Industry At A Glance
—year-to-date-May 2009



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Champion joins Benchmark as COO

By Bruce Serlen

THE WOODLANDS, TX— Like other lodging industry players, management companies have suffered in the current downturn, under pressure from their properties' owners to generate revenue and streamline operations in the face of steep declines in travel demand. Yet the crisis also presents an opportunity for successful management companies, pointed out industry veteran Greg Champion, who was named last month to be COO of Benchmark Hospitality International, a 29-year,

continued on page 24

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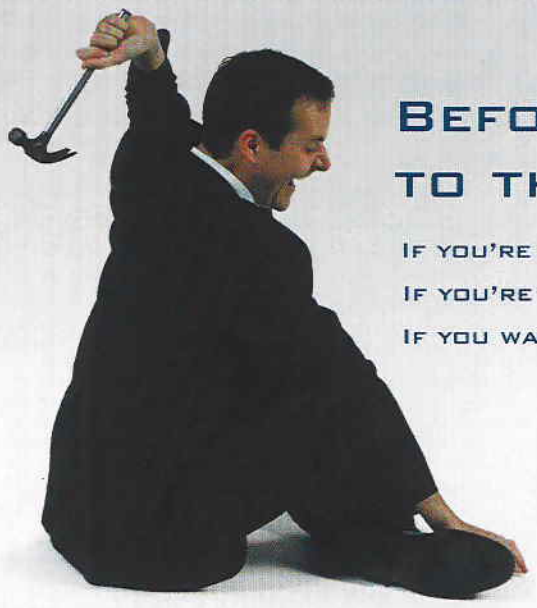

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