

LodgingNews

CANADA'S LODGING BUSINESS NEWSPAPER \$5.00

PKF Outlook Forum cautiously optimistic **P.3**

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Best Western looks at hotel descriptors **P.18**

Residence Inn Whistler rebrands as Coast **P.20**

Hoteliers waiting for the Olympic party



TORONTO The pace of hotel bookings for the Olympic games in Vancouver and Whistler is slow, Beth Walters, Vancouver director for Canada told the 10th Annual PKF Outlook

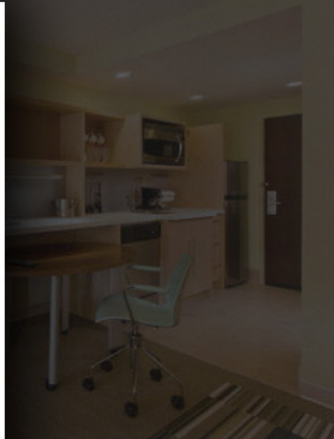
Forum held at the Hyatt Toronto on King Street on October 8. Seattle had positive pre-event bookings and Beijing had the desire of the world, but for some people still think the Olympic party atmosphere will kick in, so far it's not happening. "VANOC [the Vancouver Organizing Committee] has let the first hotels in the [Fraser Valley] go," Walters said. Blocks of meeting space

WORLD'S FIRST BIOFEEDBACK SAUNA



The world's first biofeedback infrared sauna, the mPulse from Sunlight Saunas, is available in January 2010. Sunlight Saunas use Solocarbon infrared technology, creating the same healing energy naturally released by the sun, to heat the body directly. The new mPulse infrared sauna is the first sauna to include a biofeedback monitor programmed to wirelessly send heart rate, calories burned, and core body temperature data into a wellness website for personal use. Sunlight Saunas, www.sunlight-saunas.com/mpulse

The Home2 Suites "working wall" creates three distinct work zones while providing plenty of storage



Home2 Suites Canada

Developers regarding the Home2 brand, introduced by Hilton in late August. A second developers meeting was held in Calgary on Oct. 15. So why a new brand? "We started the Home2 Suites brand for two reasons," Duncan says. "First was the tremendous performance of Homewood extended stay in the upscale sector, with significant market share growth and strong customer loyalty gains. We've grown distribution by 25 per cent in the past two years alone."

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mid-tier long-term stay sector. And the international hotel company sees Canada as a very promising market. "The country is our oyster. We're very excited about it," says Bill Duncan, global head of brand management for Homewood Suites by Hilton and Home2 Suites by Hilton. Duncan visited Toronto Oct. 14, where he met with 60



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