

# Hotel Business®

THE NEWSPAPER FOR LODGING DECISION MAKERS®

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## BRIEFS

### Red Lion taps Carlson as sr. vp, development

Red Lion promoted Richard Carlson to senior vice president, Lodging Development. Carlson was formerly the vice president, Lodging Development. He has 20 years of franchise, development and capital investment experience, with an emphasis on the Western United States.

### Expedia Inc. plans to separate Trip Advisor

Expedia, Inc., plans to separate into two publicly-traded companies: Expedia, Inc., and Trip Advisor. The proposed spin-off is expected to be completed in the third quarter of the year.

### Morgans names new executive team

Morgans Hotel Group has named Michael Gross to be CEO and Daniel Flannery to be COO. Gross has been on the board of directors, while Flannery comes to Morgans from Marriott International, where he worked on the Edition brand. Also joining Morgans is Yoav Gery, who becomes chief development officer.



## Summit/Choice impasse to net 11 conversions

By STEFANI C. O'CONNOR

NEW YORK—When it comes to franchisors, Summit Hotel Properties Inc. apparently no longer wants to have a Choice.

HOTEL BUSINESS® has learned the Sioux Falls, SD-based company, in the middle of arbitration with Choice Hotels International over 11 Choice-branded products, including four Cambria Suites, is taking five of those hotels and reflagging them as AmericInns, a largely Midwest brand which recently set in motion an aggressive expansion strategy.

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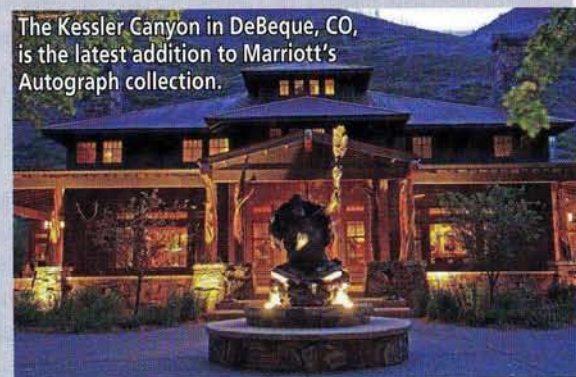


## Kessler ups Autograph commitment by adding 8th property

By TONI MCQUILKEN

ORLANDO—One of the driving forces behind the rapid growth of Marriott's Autograph Collection has been The Kessler Collection, which produced the first seven properties to bear the new name. And it seems that The Kessler Collection's chairman and CEO Richard Kessler, is pretty pleased with the way it's worked out, so much so that the company has agreed to add the

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The Kessler Canyon in DeBeque, CO, is the latest addition to Marriott's Autograph collection.

## Sonesta to join luxury lifestyle segment with newly launched Kept Hotels

By BRUCE SERLEN

BOSTON, MA—With the economy strengthening and industry fundamentals rebounding, hotel companies are coming up with new growth strategies, some traditional and others more non-traditional. As

an example of the latter, the Sonesta International Hotels Corp. earlier this year entered into a partnership with veteran designer and developer Dodd Mitchell to launch a brand called Kept Hotels & Resorts. Unlike other brand launches, Sonesta International will manage Kept Hotels separate and distinct

from its existing branded hotels.

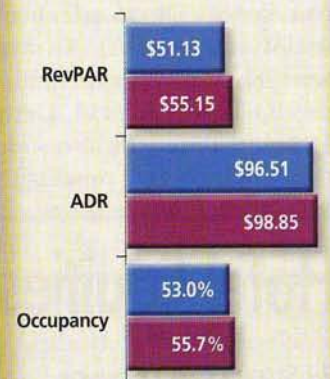
As envisioned by Dodd Mitchell Design & Development and Sonesta International executives, Kept Hotels will be 80-300 room luxury lifestyle hotels, located in gateway cities and prime resort destinations in the

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### Overall U.S. Hotel Performance

February 2010 vs February 2011

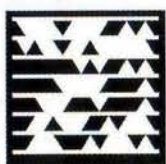
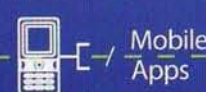
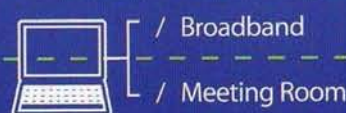
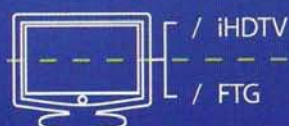


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# Desert Makeover

JW Marriott Camelback undergoes \$50 million redo

BY TONI MCQUILKEN

When it comes to renovating any property, owners and designers have to decide how much of the past look and feel they want to preserve, while providing the amenities that guests have come to expect. For a property like the JW Marriott Camelback Inn Resort & Spa, located in Scottsdale, AZ, that balance was even more difficult since they didn't want to lose the historical elements associated with the hotel. Owned and operated by Marriott International, the \$50 million renovation was spearheaded by architectural firm Hill Glazier Architects.

The 74-year-old resort just completed the 18-month renovation, which extended to every aspect of the property. The property's 453 guestrooms and suites got new flat-screen televisions, artwork, bathroom fixtures, beds and carpeting, all designed to highlight Arizona's history and the surrounding desert.

The greatest changes and challenges, however, were in the public spaces. The biggest undertaking for the resort was bringing in Arizona Repair Masons to reclaim all of the adobe bricks from the areas being renovated. Those bricks were broken down, remixed, and reshaped using the same methods masons used when the property was first built in the 1930s. This included

hand-shaping each brick and leaving it to dry in the sun for up to two weeks.

In the lobby, in addition to the reclaimed adobe bricks, there are a variety of vintage photographs, highlighting some of the high-profile guests who stayed there, as well as what the resort looked like in that time period. Some of those guests included John F. Kennedy, Bing Crosby, Clark Gable and Bette Davis, and books and other reference materials about the area's history are also in the lobby and adjacent Arizona Discovery Room for guests to explore.

Other areas that saw upgrades were the outdoor spaces, which now feature organic herb gardens designed by Camelback Inn's Director of Beverage Trudy Thomas, as well as a number of new food and beverage venues, ranging from BLT Steak and Starbucks to Rita's Kitchen and R Bar.

All in all, the goal of the comprehensive renovation was to open the resort up to embrace more of the local surroundings, while preserving the history and Southwest look and feel. "Our \$50 million renewal blends reverence for the past with relevance for the future," said general manager Jim Rose. "The end result has struck a perfect balance between showcasing the best of the resort's storied past while setting a visionary course for the years to come." **HB**

