



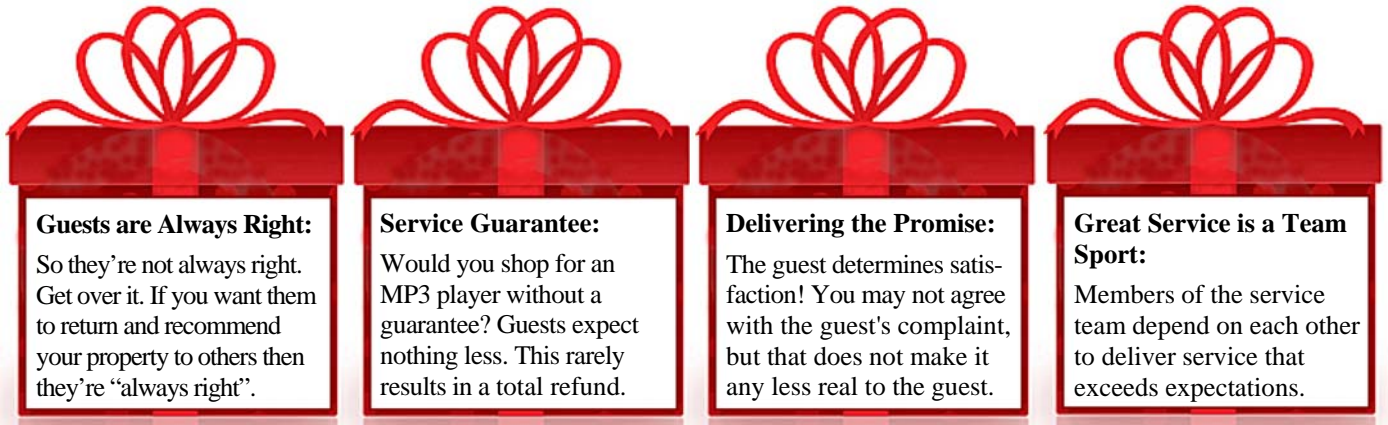
## Happy New Year! ...or is it? Part II

2010 begins with a challenging business environment. To fight for declining market share, many of our hotels focused on rate to chase room nights that simply did not exist. The result: falling sales and declining RevPAR. DO SOMETHING ABOUT IT!

It's time to focus on best practices that will help you rebuild rate and RevPAR.

### Rebuild Guest Satisfaction. Exceed guest expectations and they will return... and multiply!

Our gift to you: Eight more suggestions that will make this a happy New Year!



**Web-Based training** is a powerful tool to help you accomplish your training goals in a cost and time efficient fashion. **WeTrainHotels.com** programs emphasize greater guest care, and improved property RevPAR.



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