

Winter/Spring 2020

INN

TOUCH

The Management Magazine of Wisconsin's Lodging Professionals

**2019
Wisconsin
Lodging
Conference
Recap**

**Educational
Spotlight**

**2020
Wisconsin
Lodging
Directory**

**WH&LA CHAPTER
HIGHLIGHTS**

**See a special note
on page 4 about the
COVID-19 pandemic**



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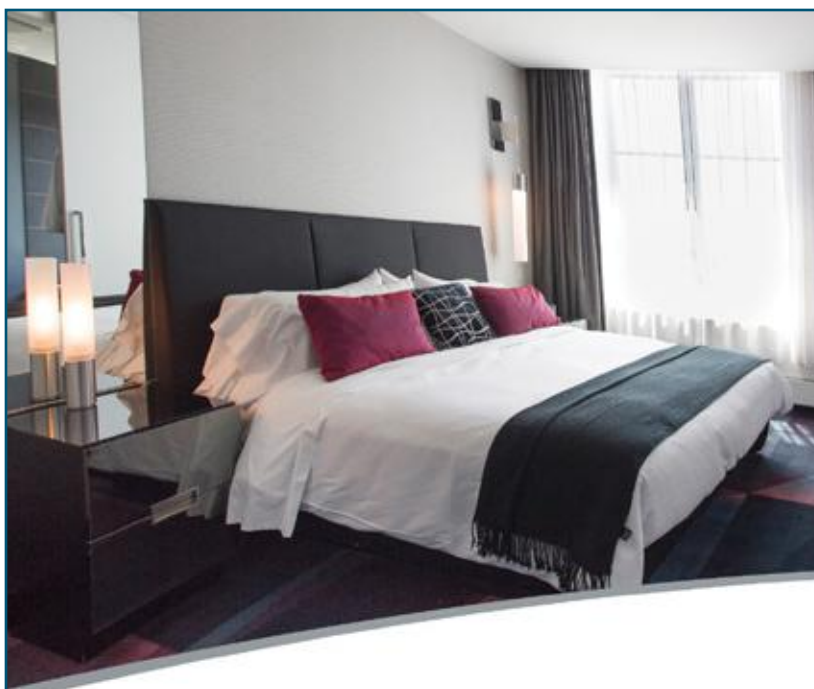


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INN TOUCH

Volume 43, Issue 1

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CHAIRMAN'S FORUM

INNTOUCH ISSUE NOTE FROM THE INTERIM CEO

When re-joining the team at WH&LA in early February as the Interim CEO, we faced a lot of significant prioritizing of projects and services to move forward in delivering what our leaders and members expect and deserve. Within a few short weeks, all of this needed re-evaluation due to the COVID-19 pandemic and its havoc on the country, people in our state, and Wisconsin's lodging industry.

While the 2020 Wisconsin Lodging Directory was able to be published and distributed recently thanks to the wonderful talents of Monica Goeke, Lexie Mallary, Jazmyne Queen, and Brian Garrity, plus our contracted designer and printer, this issue of InnTouch was delayed to enable us to help our industry work through a maze of challenges, communications, lobbying, analysis, and more communications, as each of you faced incredible challenges of your own.

We have and will continue to provide timely communications to our Lodging members through *WH&LA's Capitol Insider*, *WH&LA's Lodging Insider*, and our *Three-Minute Survey* results. These real-time communications are more effective in reaching you as developments happen than a print magazine by definition can possibly achieve.

This issue is leaving all the COVID-19 news and updates to our other communication vehicles, and instead is focusing on WH&LA's leaders, member engagement examples, services, the Year End through February STR data, and more.

You can count on the WH&LA to do our best for you. It is an honor to contribute to bridging the organization into the hands of your next President & CEO when finalized.

Trisha A. Pugal, CAE
Interim CEO

STEP UP AND GET INVOLVED

Becoming a member of the Wisconsin Hotel and Lodging Association is the first step in getting involved... but it is only a first step. Membership provides an opportunity to network and stay connected with industry influencers, access to invaluable educational and training resources, invitations to conferences and a lodging specific trade show, and advocacy on issues and legislation directly impacting the lodging industry.

Exclusive Educational Resources

One of the great things that is available to members, that is often overlooked, are educational and training resources. Through our affiliation with the national lodging association, AH&LA there are many topical educational and training materials at our disposal. WH&LA also has partnerships with state institutions of higher education with hospitality programs providing opportunities with students interested in a career in hospitality.

Annual Lodging Conference and Trade Show

Members have an opportunity to attend the Lodging Conference and Trade Show. This year the conference will take place on November 8 -10 at the KI Convention Center and Hyatt Regency in Green Bay. This is a lodging focused conference. The conference covers current topics that impact your day to day business. The conference schedule is put together by a committee of state lodging professionals and addresses relevant issues and themes. It is also the only lodging specific trade show in the state. You have the opportunity to review and learn about a variety of goods and services in most cases directly from the individuals you will be dealing with in the future. The conference organizers listen to suggestions and feedback from attendees and make every effort to provide programming that best benefits our members. The dates of the conference are set taking into consideration a time of the year that lodging professional should be available to attend an efficiently scheduled conference without taking too much time away from day to day operations. There are also networking opportunities with other industry professionals.

Hotel Advocacy

WH&LA keeps our members informed about issues and legislation that are impacting the lodging industry. The Board of Directors is made up of a diverse group of individuals representing a variety of properties and businesses from all parts of Wisconsin. Members are welcome to participate in one of our standing committees that have direct impact on the Association's course of action. The Legislative Committee has a pulse on current legislative actions at both the state and national level. There are also regular opportunities to meet with legislators about items impacting the lodging industry. Get involved. You can make an impact and you can make a difference.

Now that you have taken the first step of becoming a member...what is your next step?

Greg Stillman
2020 Chairman of the WH&LA Board of Directors



Greg has been an active member of WH&LA since 1991 and since that time has served as the Chairman on numerous committees, and served as a member of the Board of Directors and Executive Committee. He is also a member of the Door County Visitor Bureau, currently serving on the Board of Directors. Greg was awarded the WH&LA's Corporate Champion of the Year Award in 2018.

Together with his wife, Denise, the Stillmans own and operate Foremost Management Services, Inc., a hospitality operations & consulting firm specializing in Condominium Hotels. For over 23 years, the Stillmans have managed all aspects of the properties, providing exceptional experiences for guests and quality work for 75 employees.

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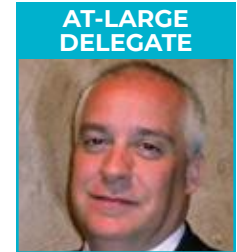
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2019 CONFERENCE RECAP

Lodging industry professionals from across the state gathered at the Kalahari Resort in Wisconsin Dells on November 3-5, 2019 for the Wisconsin Lodging Conference and Trade Show. WH&LA members came to learn, connect, and engage with their industry peers for over two days of educational programming and networking events.

CONFERENCE EVENTS

Opening Reception

The event kicked off on Sunday night at the Opening Reception where attendees enjoyed food and drinks while participating in games staffed by hospitality students from WH&LA member colleges and universities (learn more about our educational institution members on page 12).

Chairman's Reception

2019 WH&LA Board Chairman Kim Vele welcomed conference attendees and trade show vendors to the Chairman's Reception. Attendees enjoyed appetizers, drinks, and the \$100 Club prize drawings.

Dinner & Live Auction

On Monday evening, attendees sampled food and beverage options while participating in the Live Auction featuring regional getaways.

Board of Directors Recognition Breakfast

The 2019 Board of Directors was honored on Tuesday morning at the first ever Board of Directors

Recognition Breakfast. WH&LA's volunteer leaders were recognized for donating their time and expertise to continue the important work of the association.

Women in Lodging Luncheon

After the closing session of the 2019 Wisconsin Lodging Conference, over 100 women and men attended the WWIL luncheon and panel discussion. Panelists shared how they gained the confidence, ability, and passion to thrive within the ever-changing hospitality industry. Panelists: Shawn Dortman (Destination Kohler), Erin Lezvow (Marcus Hotels & Resorts), Brooke Turner (North Central Group), & Peggy Williams-Smith (VISIT Milwaukee).

EDUCATIONAL SESSIONS

Straight Talk on the Industry

Our panel of industry experts discussed the most impactful issues affecting lodging properties including hotel development, human resources, generational trends, and more! Panelists: Skip Harless (Hilton Madison Monona Terrace), Dr. Lynea LaVoy (Madison College), Brandon McConnell (IDM Hospitality), and Jonathan Webster (Geronimo Hospitality Group).

Hospitality Law Update

Popular speaker and employment law expert Attorney Andria Lure Ryan from Fisher & Phillips provided updates on

industry legislation and human resources best practices. Attendees agreed that this was the most valuable educational session again this year!

Legislative Advocacy "Lessons with the Experts"

Panelists Travis Cutler (Marriott International), Troy Flanagan (American Hotel & Lodging Association), Kathi Kilgore (contract lobbyist for WH&LA), and Scott Nowak (Hilton Hotels) discussed legislative hot topics and shared advocacy tips.

Wisconsin Department of Tourism Update

Secretary Designee Sara Meany presented facts about the state of the Wisconsin tourism industry, her goals for the Department of Tourism and the state of Wisconsin, and how she is leveraging her background to raise Wisconsin's profile as a travel destination.



STRAIGHT TALK PANEL

2019 CONFERENCE RECAP

Active Shooter Training

In this breakout session, Protective Security Advisor John Busch shared insight on preparing for active-shooter scenarios and training employees to cope with these incidents.

Superior Hotel Customer Experience

In this breakout session, Paul Cardis provided tips for understanding the hotel industry from the perspective of the Customer Journey.

Company Culture

Dan Ritter and Stephen Utech from Illumyx presented research and team building tips during their session "Breaking the Hierarchy: Building a Team of Culture and Respect".

THE 2019 TRADE SHOW

Attendees browsed a great lineup of products and services tailored to the lodging industry at the 2019 Trade Show! With 78 exhibitors, attendees were able to meet new suppliers and catch up with valued vendors. In addition to the innovative networking opportunities, attendees enjoyed a variety of desserts and bid on the Silent Auction.

AWARDS

The **2019 Innkeeper of the Year** Award was presented

to **John Chastan** of the Kalahari Resort in Wisconsin Dells. Under his leadership, Kalahari has launched more than ten successful employee training, retention, and job satisfaction programs. Kalahari Resorts and Conventions was also recently the recipient of the Wisconsin Focus on Energy 2018 Energy Efficiency Award. He has served on the WH&LA Board of Directors since 2008. Chastan's commitment to his property, staff, and community is unmatched.

The **2019 Corporate Champion of the Year** award was presented to **Mike Patel** of MoveMent Hospitality.

In his position, Patel oversees hotel operations and property management. An active member of the WH&LA for the past seven years, Patel currently serves on the WH&LA Board of Directors. He is also an active member with the Asian American Hotel Owners Association (AAHOA) where he serves in an Ambassador position.

The **2019 Associate of the Year** award was presented to **Dr. Lynea LaVoy** from Madison College. Dr. LaVoy is the Program Director & Instructor of the Madison College Hospitality Management Program. She works to increase awareness, advocacy, and promotability of incumbent workers in the Greater Madison area tourism and hospitality industry. Thanks to her work with partners at Madison College, over 300 incumbent hospitality workers have completed the Service

Champions and Hospitality Academy Program.

The **2019 Hero of Hospitality Award** was presented to **Christina Siebert**, Front Desk Manager at the Clarion Suites at the Alliant Energy Center in Madison. Christina's quick thinking and hospitable training allowed her to assist an elderly woman in a time

of crisis. This award was established in 2018 to recognize employees who save a life or prevent serious injury while on the job.

The **2019 Spirit of Hospitality Awards** were presented to front line and "heart of the house" staff for their "Spirit" and service to hotel guests. 2019 Awards were presented to:

- **Bernice Anderson**, Breakfast Hostess Hampton Inn Appleton
- **Erin Jacob**, Guest Services Representative, Delafield Hotel
- **Dale Jensen**, Maintenance Manager, Atlantis Hotel
- **Annette Jordan**, Comfort Inn & Suites DeForest
- **Sue Kolden**, Housekeeping Supervisor, Ironworks Hotel
- **Wilton Martin**, The Audrey Kitchen & Bar Server, Hilton Madison Monona Terrace
- **Shannon Schulist**, Assistant Head of Housekeeping, Country Inn & Suites Stevens Point
- **Casey Van Pelt**, Guest Services Representative, AC Hotel Madison



**SECRETARY-DESIGNEE
SARA MEANY**



John Chastan (left)



Mike Patel (right)



Dr. Lynea Lavoy (left)

Special thanks to our 2019 Conference Sponsors:

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WH&LA



CHAPTER HIGHLIGHTS

WH&LA members are invited to join an official WH&LA local chapter! Each chapter is run by a local board and hosts several events and meetings to discuss region-specific needs & issues and promote industry engagement and camaraderie. Email your area chapter contact directly for more information.

CHAPTER OVERVIEWS

The **Greater Green Bay Area Lodging Association** is comprised of member properties in the Green Bay, Algoma, Mishicot, Kewaunee and Two Rivers area. The Association's member properties will set the standards by which other hotels will measure themselves through percentage of occupancy, average daily rate, revenue and guest satisfaction. Its purpose is to promote mutually shared ideas as an association to enhance the general economic conditions within the hospitality industry of the Greater Green Bay area. greenbaystays.com

The **Greater Madison Hotel & Lodging Association (GMH&LA)** is a non-profit trade association representing hotels and other lodging establishments in the greater Madison, Wisconsin area. The Association serves the lodging industry by providing information, education, marketing, governmental affairs and networking opportunities to lodging property members. GMH&LA is a proud Chapter of the Wisconsin Hotel & Lodging Association (WH&LA). contact@greatermadisonlodging.org

The **Greater Milwaukee Hotel & Lodging Association (GMHLA)** is a non-profit trade association representing the interests of Milwaukee-area properties, as well as the Associate members who provide valued services to our lodging members and their guests. The GMHLA exists to promote the growth of the Greater Milwaukee hospitality partners through education & advocacy. gmhla@wisconsinlodging.org

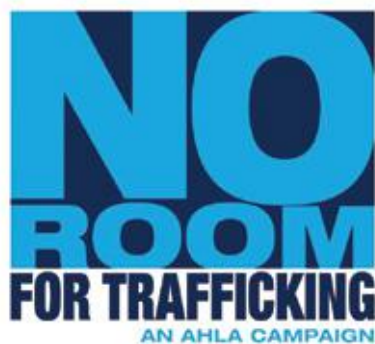
CHAPTER SPOTLIGHT

Greater Milwaukee

The greater Milwaukee area is buzzing with anticipation and busy with preparation for the major events this summer including the **Democratic National Convention** and the **Ryder Cup**. 2020 has been off to a busy start for the Greater Milwaukee Hotel & Lodging Association (GMHLA)! With a growing number of hotel properties in membership—over 45 hotels currently—and strong partnerships with community organizations like VISIT Milwaukee, the Wisconsin Center District, Milwaukee BID #21, and more, the GMHLA Board of Directors has planned a number of events to keep the lodging industry connected and engaged.

No Room for Trafficking Day

June 17 at the Hyatt Regency
Milwaukee Downtown



Sponsored by GMHLA, WH&LA, and the American Hotel & Lodging Association. This event—**complimentary for all WH&LA and GMHLA lodging members and employees**—features participation from law enforcement and elected officials as well as on-site human trafficking prevention training. ahla.com/nrft-training-events-across-country



WOMEN in Lodging

The Wisconsin Women in Lodging (WWIL) is a female-based organization and chapter of the WH&LA and state affiliate of the American Hotel & Lodging Association. WWIL gives female hoteliers and their allies, the opportunity to connect with industry leaders, gain career momentum and be inspired to continue contributing to the Wisconsin Lodging Industry!

Established in 2013, WWIL membership continues to grow, now boasting over 200 members.

WWIL membership is free to anyone employed at a WH&LA member property, company, or chamber/CVB, as well as students and instructors at WH&LA member colleges & universities. Member benefits include invitations to WWIL events, inclusion in WH&LA communication, invitation to the WWIL members only Facebook group, and use of the WWIL logo.

Our volunteer team of leaders works with WH&LA staff to coordinate motivational and relevant events! Plan ahead to attend these great informational events in 2020.

WWIL & HSMAL-WI Luncheon & Keynote - Balance is BS with Alicia Jacobson

Fall 2020 | The Edgewater, Madison

WWIL is teaming up with HSMAL-Wisconsin for the first Joint Scholarship Luncheon. The \$1,000 WWIL & HSMAL-WI scholarship will be presented to a hospitality student. Special guest Alicia Jacobson will deliver a keynote entitled Balance is BS. In this talk, life coach Alecia Jacobson will discuss how you can stop searching for balance and start living a life of passion and purpose. Discover why the constant pursuit of balance is making you miserable.

It is time to give yourself permission to live a life free from how you think you "should" be living, and live the way you actually want to!

WWIL Leadership Luncheon

November 10, 2020

KI Convention Center, Green Bay

After the closing session of the Wisconsin Lodging Conference, join WWIL to connect with your industry peers for lunch and a panel discussion. Grow your connections while being inspired to propel your career in the hospitality industry. Speaker information coming Summer 2020.

Email Monica Goeke at service@wisconsinlodging.org to join the WWIL membership list.

WISCONSIN WOMEN IN LODGING 2020 LEADERSHIP

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Linda Gulrajani
(Marcus Hotels & Resorts)

Membership Task Force Co-Chair

Kristina McConnell
(Aimbridge Hospitality)

WWIL Founding Member

Amy Simchak
(North Central Group)

WH&LA Staff Support

Monica Goeke



EDUCATIONAL SPOTLIGHT

Hospitality is Wisconsin’s 2nd largest industry, and our WH&LA educational institution members are teaching the future leaders of our industry!



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WAUKESHA COUNTY TECHNICAL COLLEGE
Pewaukee, WI
wctc.edu

FEATURED WH&LA MEMBER COLLEGES

Fox Valley Technical College

Fox Valley Technical College (Fox Valley Tech) is an accredited, nationally recognized 2-year college located in beautiful Appleton, WI. FVTC offers Culinary Arts and Hospitality Management degree programs. Students experience practical, hands-on, real-life training. Small class sizes provide you with the personalized, one-on-one training that will help you get the job of your dreams.

Hospitality Management students will learn to create memorable guest experiences while gaining the necessary customer service, room operations, and operations skills needed for a career in the lodging industry. FVTC's degree program will also teach you to sell to convention organizers and businesses, and coordinate tourism efforts for communities. In addition, you will

learn about catering and special event planning, convention and business sales, and hospitality law and liability.



Madison College

Taught by award winning faculty with real world experience, the Hospitality Management program at Madison College will propel you to the next level in the hospitality industry. This program is designed to increase your skills in leadership, problem solving, communications, cost control, motivation, team-building, human relations, and life skills. Through a combination of classroom and on-the-job experiences, you will learn about lodging, food service, resort operation, sports facility operation, tourism marketing, special events, and meetings and conventions. Hospitality Management credits transfer from Madison College to UW-Stout toward the Hospitality and Tourism Management degree.

At Madison College, Hospitality Management is on a career pathway that includes this associate degree and two technical diplomas – Hospitality Assistant and Hospitality Specialist. Also offered are dual credit

courses with area high schools so students can earn college credit. Certificates can be earned by taking tests from the American Hotel and Lodging Association's Educational Institute (AHLEI). Learn at your own pace and increase your earning potential with credentials that keep you moving on your career path.

Milwaukee Area Technical College

Milwaukee Area Technical College has a Hospitality Associate degree program with an emphasis on hotel operations. The associate degree has an embedded diploma, called Foundations of Lodging and Hospitality Management diploma. Through this program it prepares students and current industry employees to move into management roles in either a hotel setting or other hospitality sectors. Embedded in the associate degree and the diploma are certifications and certificates students earn while moving to earn their degree.



MATC also has an Event Management Associate degree program with an emphasis on meetings and events. The associate degree has an embedded diploma, called Special Event Management diploma. Through this program it prepares students and current employees to work either in the event, meeting, or hospitality industry. Similar to the Hospitality program this program too has certificates and certifications embedded that students earn while pursuing their degrees.

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LODGING

DIRECTORY

The 2020 Wisconsin Lodging Directory has been enhanced for 2020! As the go-to guide for travelers looking for lodging in Wisconsin, 150,000 copies of this publication are distributed year-round throughout Wisconsin, Illinois, Minnesota, Michigan, Indiana, Ohio, and beyond.

In September 2019, WH&LA's Board of Directors approved a partnership with Vector & Ink for the production of the 2020 Wisconsin Lodging Directory. After implementing this partnership, WH&LA staff and the team at Vector & Ink began work on refreshing the publication to provide a new experience for travelers. Feedback from readers indicated the structural layout—which was entirely alphabetized by city alone—was not very user-friendly and could pose challenges for travelers wanting to target an area rather than just a specific town within the state. Concerns were heard, and WH&LA staff went to work executing creativity from all angles.

With a fresh design, the 2020 Directory was reorganized into nine geographical regions (Central, The Dells, Door County, East Central, Northeast, Northwest, South

Central, Southeast, and Southwest) in order to create a more directed and enhanced, traveler-friendly experience. These regions are further enhanced by an articulate regional spread. Each left-hand page of the spread showcases a property or location within the particular region of the state as well as a list of all the towns within that region. On the right-hand page you will find an intriguing article painting a picture of what it is like to travel in the area, while highlighting favorite places and spaces in Wisconsin.

The upgraded experience does not stop there. With an increased size and page count, this year's directory is a “must keep” consumer travel magazine. Each chamber and CVB ad was given an enhanced format reflecting the color of the specific region where they are located. This distinguished feature provides readers with the opportunity

to more easily locate area information as opposed to misidentifying it due to its blended nature with the lodging properties of past publications.

Read closely and you will notice enhancements including advertorials and fun facts about the great state of Wisconsin, which are sprinkled throughout the directory. WH&LA staff's favorite fact involves a record-breaking musky catch! Each of these fun facts was handpicked by WH&LA in order to design a traveler-friendly experience inspiring tourists to discover the variety of small-town charms and big-city amenities offered in Wisconsin.



With all of the exciting changes, WH&LA knew certain aspects of this long-standing publication needed to remain consistent. One item in particular was the popular Cover Contest! Twenty-eight photo entries were submitted for first-round judging, where twelve Cover Finalists were chosen. Mock covers were designed for each finalist and displayed at WisconsinLodging.org/covercontest from April 9 through May 5 for the public to vote on their favorite cover. Finalists were also featured in a special edition of the Wisconsin Getaways email, sent to more than 8,000 subscribers. Additionally, finalists were heavily promoted via WH&LA's Facebook and Twitter accounts throughout the voting period.

Over 5,000 votes were cast—which was an increase of 153% over the previous year—and the winner of the 2020 Cover Contest was High

Point Inn of Ephraim! The bright red roof and soft white of the property ultimately created the inspiration for the playful, inviting nature within every page inside the directory.



ABOUT THE WINNER

High Point Inn Resort is located a short drive north of Ephraim, centrally located on the beautiful Door County Peninsula. Here you can relax in a 1, 2, or 3 bedroom non-smoking suite complete with a fireplace, in-room whirlpool bath, full

kitchen, and living room/dining area. Resort amenities include free wifi, indoor pool and whirlpool, outdoor pool, exercise and game rooms, BBQ grills, a children's playground, and the finest customer care around. This beautiful property is just a short walk to shops, restaurants, and a day spa.

As one of the top 5 picked up travel publications in Wisconsin, travelers are sure to find your property in this newly upgraded publication! If you have viewed the 2020 Directory, share your thoughts on the improvements by messaging WH&LA on one of our social media accounts (@WisLodging) or emailing WH&LA's Lexie Mallary at communication@wisconsinlodging.org. Ensure tourists continue to discover your property by contacting Brian at sales@wisconsinlodging.org to reserve your ad space in the 2021 Wisconsin Lodging Directory today.

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920/498-9200 114 rooms



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920/338-9000 64 rooms



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Stevens Point, WI 54481
715-341-5110 78 rooms



Hideaway Resort

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715/720-7367 6 rooms



Staybridge Suites Milwaukee West

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Oconomowoc, WI 53066
262/200-2900 128 rooms



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608/339-3344 23 rooms



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Janesville, WI 53545
608/898-4200 87 rooms



Hampton Inn Downtown Green Bay

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Green Bay, WI 54301
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612-827-1744
www.furnitureindustries.com

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Supply..... 651-452-0872
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Tri-North Builders..... 608-271-8717
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Lakeshore Technical
College..... 920-693-1000
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Technical College..... 608-243-4034
MATC - Milwaukee
Campus.....414-297-6969
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College.....715-803-1414
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College - Green Bay.....920-498-5444
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School of Hospitality.....715-232-5464
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Window Coverings Co.....773-431-5512
MolsonCoors.....414-931-4930
NaceCare Solutions.....262-497-4944
Pineapple Hospitality636-922-2285
PORT-A-STORE.....414-761-2300
Reliable Water Services...414-546-9299
Southern Aluminum.....800-221-0408
Standard Textile.....847-772-5819
Sustained Flowers..... 262-343-4744
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Washburn Machinery...800-245-8425
Wisconsin Hospitality
Linen Service.....414-482-0840
World Amenities.....847-309-9729

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Hausmann-Johnson
Insurance.....608-257-3795
KLB Insurance Services...651-730-9803
Robertson Ryan &
Associates.....414-221-0308
Rural Mutual Insurance
Company.....608-220-6147
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Expedia.....312-348-5763
Heartland Payment
Systems.....888-798-3133
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Location	Occupancy %		Avg. Daily Rate		RevPAR	
	2019	% Chg	2019	% Chg	2019	% Chg
Wisconsin						
Milwaukee						
Madison						
Wisconsin North						
Wisconsin South						
Green Bay						
Wisconsin North Area						
Appleton/Oshkosh						
Wausau/Stevens Point						
Eau Claire/Menomonie						
Janesville/Racine						
La Crosse						
Wisconsin South Area						

YTD - DECEMBER 2019						
Occupancy %	Avg. Daily Rate		RevPAR			
	2019	% Chg	2019	% Chg	2019	% Chg

JANUARY 2020						
Location	Occupancy %		Avg. Daily Rate		RevPAR	
	2020	% Chg	2020	% Chg	2020	% Chg
Wisconsin						
Milwaukee						
Madison						
Wisconsin North						
Wisconsin South						
Green Bay						
Wisconsin North Area						
Appleton/Oshkosh						
Wausau/Stevens Point						
Eau Claire/Menomonie						
Janesville/Racine						
La Crosse						
Wisconsin South Area						

YTD - JANUARY 2020						
Occupancy %	Avg. Daily Rate		RevPAR			
	2020	% Chg	2020	% Chg	2020	% Chg

FEBRUARY 2020						
Location	Occupancy %		Avg. Daily Rate		RevPAR	
	2020	% Chg	2020	% Chg	2020	% Chg
Wisconsin						
Milwaukee						
Madison						
Wisconsin North						
Wisconsin South						
Green Bay						
Wisconsin North Area						
Appleton/Oshkosh						
Wausau/Stevens Point						
Eau Claire/Menomonie						
Janesville/Racine						
La Crosse						
Wisconsin South Area						

YTD - FEBRUARY 2020						
Occupancy %	Avg. Daily Rate		RevPAR			
	2020	% Chg	2020	% Chg	2020	% Chg

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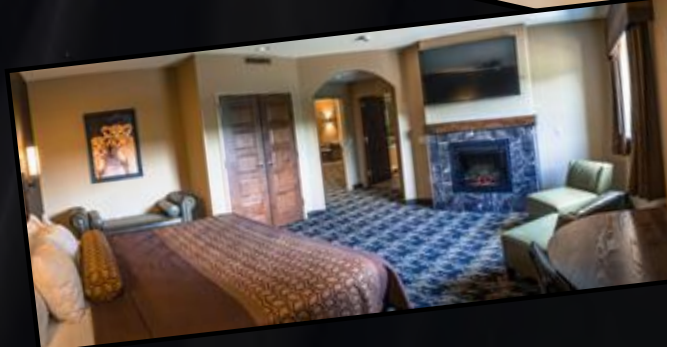
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