

# LODGING HOSPITALITY

## Democracy at Work

By Ed Watkins  
February 2008

Vantage Hospitality and its brands, Americas Best Value Inn and The Lexington Collection, are the best examples of democracy at work in the lodging industry. At the group's recent dual conferences in Las Vegas, members discussed and voted on a variety of topics that will set the brands' directions in the coming year.

The 700-property-strong ABVI contingent considered six voting topics and several non-binding discussion points. Among the issues discussed and considered by the membership:

- After several votes, the membership agreed to raise the brand fee by 50 cents per room per month and the advertising fee by \$1 per room per month.
- A revision to the chain's QA rating system, which some members believed was too complex, was voted down but sent to the ABVI advisory board and ad council for review and simplification.
- Members with significant participation in the chain's marketing programs will receive special recognition, following a vote of the members. The ad council will create new rewards for those properties achieving high scores on the ABVI marketing checklist.
- Several mostly minor changes in the brand's shampoo, lotion and soap amenities were approved.

