



Roger Bloss, Vantage
Hospitality

HB ON THE SCENE: Rapid Growth Continues For Americas Best Value Inn

Thursday, December 06, 2007-2:12:25 PM

DENNIS NESSLER

LAS VEGAS— Americas Best Value Inn's (ABVI) President/CEO Roger Bloss put the brand's recent growth and future prospects in perspective during the ongoing brand conference at the Monte Carlo Resort and Casino here by noting "our potential for success is unlimited."

According to Bloss, the brand, which now has 768 properties in its system, grew by more than 27% in 2007, adding some 9,600 rooms. The company now ranks at number eight in number of hotels worldwide and grew its marketing budget by \$400,000 last year as a result of its expansion.

Reservation growth for the brand jumped 28% during 2007, while revenue growth increased 17% overall.

Bloss said looking ahead for 2008, member initiatives include making customer service a priority and having members invest in their assets.

The brand, which has also expanded into Canada and China, also will be ramping up its marketing efforts using the slogan "The Stars Come Out At Night." ABVI produced a recent spot in New York's Times Square and has a pending national radio campaign as well.

In addition, at the ABVI membership meeting several issues were to be put to a vote, such as raising the brand's QA rating scores, increasing member reward opportunities, and a \$1 per room/per month increase to the current fee structure for three consecutive years.

The conference led off with the opening session for Vantage's upscale Lexington brand, which has 15 properties open and seven more under construction. The brand's President/CEO Steve Belmonte said the "the time is right for Lexington." He added that he would be "shocked" if the brand didn't add at least 30 properties domestically and 15 internationally in 2008.

Belmonte also made a commitment to philanthropic efforts by urging Lexington members to agree to add \$1 per day, per stay to guests' bills for Plan USA, an organization to help poverty-stricken children throughout the world.