

## Hotels as Global Explorers

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All over the world, people are traveling internationally as never before. And major hotel chains are aggressively planting the flags of their various brands in cities and suburbs around the globe - so that a Chinese traveler who likes the Holiday Inn in Guangzhou, for example, might be inclined to stay at a Holiday Inn on a trip to Los Angeles.

The idea is to 'create brand loyalty, which requires brand presence' in a global marketplace where travel is surging, said Bjorn Hanson, the head analyst at the hospitality division of PricewaterhouseCoopers. This explains, for example, why Hilton Hotels recently announced a plan to open 25 of its Hampton and Garden Inn hotels - familiar brands on American highways - in Russia and across Eastern Europe.

'The Internet and low-cost airlines have been massive enablers of travelers' worldwide, said Stevan D. Porter, the president of the Americas division of InterContinental Hotels, which, with more than 560,000 rooms in 3,800 hotels, has the most rooms of any hotel chain in the world.

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