



## From the Editor

*Another great article from The Rooms Chronicle® the #1 journal for hotel rooms management! \*\*\*Important notice: This article may not be reproduced without permission of the publisher or the author.\*\*\* College of Hospitality and Tourism Management, Niagara University, P.O. Box 2036, Niagara University, NY 14109-2036. Phone: 866-Read TRC. E-mail: editor@roomschronicle.com*

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We have nearly made it through 2009, a year wrought with depressed profits, reduced occupancies, and general uncertainty for most in the lodging industry. And that's the good news....we made through the calendar year!

The coming year is no less uncertain, but it will be far more manageable for veteran hoteliers who have proven to themselves and others that even significant economic challenges as we have weathered the past 16 months will not deter motivated individuals from persevering. As we get set to ring in the new year, it is appropriate to look back at what we have accomplished and what has changed in the lodging industry and anticipate what we will be foreseeable challenges in 2010.

With this in mind, this year-end issue of *The Rooms Chronicle* is centered on the theme of persevering under adversity and recognizing the need to change with the new challenges and opportunities that are currently prevalent. Maintaining rate integrity, finding untapped and expanding into underserved market segments, and employing new incentives that can drive up group business are just a few foci of the articles presented here for your review.

But, as Peter Ricci reminds us, nothing is quite as important as maintaining an optimistic outlook, both personally and within the workplace. All recessions are cyclical and there will be an upturn in the future. It is just a matter of time before we will be riding a halcyon wave again.



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Executive Editor