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Brands pin success, goals on finding right niche

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A look back at profiles of hotel brands over the first half of 2017 reveals some similarities in strategy.



(Photo illustration: Annamarie Hudson)

By [Audrey Peters](#)

GLOBAL REPORT—The unique components of hotel brands are what draw guests to visit and return.

In a series of brand profiles over the past six months, Hotel News Now has featured those distinctive atmospheres, design elements and other characteristics of brands aimed at catering to guest demographics. Here's a look at some that have stood out.

[Canyon Ranch](#), a hotel and wellness brand, accommodates guests seeking a space to reset their minds and bodies. While the majority of guests range in age from their 30s to mid-40s, they are generally united in the goals of their stay.

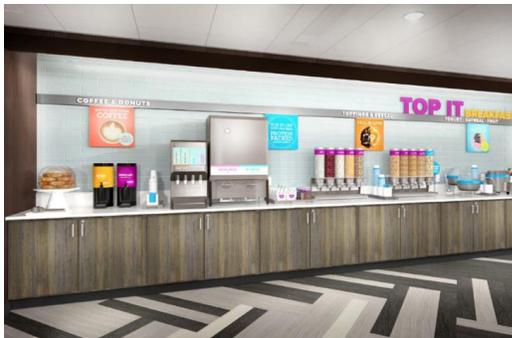
"Whether (for) weight loss, or just to reset mind, body and soul, (Canyon Ranch is) a place of tranquility," said COO Tom Klein. "Some people call it a safe haven. ... They're coming for a really transformational experience.""

Langham Hospitality Group's [Cordis](#) brand seeks to give guests a fulfilling experience through wellness programs, wine tastings and elite programming. Combining concepts of wellness and luxury, the brand hopes to attract a "new consumer [...] looking for something more fulfilling than the average amenities" by showcasing indulgence and health, Langham CEO Bob Warman said.

[Travelodge](#), which has brands in both the U.S. and U.K., is focused on attracting leisure guests with locations that invite exploration.

Travelodge hopes to be "the base camp for adventure" for guests that aren't necessarily looking to stay in a hotel, but rather are seeking a place to stop and recharge before the next parts of their trips, said Keri Putera, VP of Travelodge brand operations at [Travelodge U.S.](#)

Travelodge has also evolved into "a truly iconic brand in the UK, one that makes travel affordable and easy," said [Travelodge U.K.](#) CEO Peter Gowers.



Opting for a different approach within the midscale brand market, the [Tru by Hilton](#) brand seeks to create an "all-new build (and) fresh experience ... developed to account for how guests changed over the years," said Alexandra Jaritz, global head of the brand for Hilton.

The brand showcases a contemporary style at a more affordable price point, and designed for shorter stays, removes excessive room space and lowers development costs to minimize the cost to guests. The first Tru property grand [opening on 25 May*](#) took place in [Oklahoma City](#).

Simple and modern, the midscale brand [Yotel](#) expands with the help of business travelers. Strategically placed around airports and in city centers, the brand is looking to expand from a portfolio of five properties. Providing guests with "efficient, cool, well-priced experiences," the Yotel brand sees growth opportunities particularly with corporate bookings, said Hubert Viriot, the Yotel CEO.

*Correction, 7 June 2017: A previous version of the story gave the incorrect date for the hotel opening.