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# Traditions Why, Not How

As a kid growing up in the nineties, my Friday evening mirrored that of most at that time. On the way home from school, we would stop by Blockbuster to explore the isles and scour the shelves of styrofoam-filled VHS boxes to find the perfect movie. The absolute elation felt when your first pick still had one of the six available copies on the shelf to this day is seldom matched. One final stop to pick up pizza, and it was off to the house for Family Movie Night. Blockbuster was my tradition, or so I thought.

Like Blockbuster, hotels have been responsible for many traditions over the years. Expectations of specific processes and amenities have become the litmus test for travelers as they book their accommodations. These traditions have been significantly challenged over the past few years. Daily housekeeping, expansive F&B offerings, and in-room amenities have all fallen prey to the disruptors we have faced. Public health and supply chain issues have created operational nightmares and altered what had become a tradition for years in our industry.

My Friday night tradition went through similar struggles when disruptors challenged their operating model. Blockbuster had the choice to stick to how it operated or to adapt to the changes and challenges that would come with redefining what in-home entertainment looked like. They chose their how and the future no longer includes them.

While different, Friday night for my kids is reminiscent of my own despite Blockbuster's demise. Picking up pizza is the only stop on the way home before we explore the rows of entertainment options among multiple providers without worrying if it's in stock. Blockbuster wasn't the tradition; the gathering of family and unwinding from the week was. Traditions are often associated with how things are done when ultimately, there is a why behind the action. As you continue to deal with the disruptors that have hit our industry, allow yourself not to succumb to how it has always been done but focus on why it must be done and take charge of redefining hospitality for the future.