



OWNER EQUITY BY [CHAD CRANDELL](#)
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More answered prayers: Hilton jumps on cancellation bandwagon

(The views and opinions expressed in this blog are strictly those of the author.)

In my most recent blog post, [“Answered prayers on cancellation fees?”](#), I commended Marriott for instituting a 48-hour advance cancellation policy, a valid attempt to preserve revenue and thwart last-minute cancellations that leave hotels high and dry. I am now pleased to report that Hilton also has jumped on the 48-hour cancellation bandwagon.

In a letter to owners issued yesterday, Hilton highlighted a trend in rising cancellation rates and its intent to update cancellation policy guidelines in an attempt to better serve guests, hotels and owners. Effective July 31, the default house cancel policy will be 48 hours (72 hours in select locations). This is a mandatory update for all Hilton managed properties, while franchise properties are eligible to opt out. These changes will be made centrally within the central reservations system and with third-party channels.

I continue to remain optimistic to what adding one day to these cancellation policies will bring in terms of increasing control, reducing the practice of constant trade downs in rate and frequent cancellations.

My only question now is, who’s next?

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