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# Outperformance in the Lodging Industry - Five Financial Signals to Watch

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OUTPERFORMANCE IN THE LODGING INDUSTRY - FIVE FINANCIAL  
SIGNALS TO WATCH

**Nan Hua, Khaldoon Nusair and Arun Upneja**

ABSTRACT

Economic tides fall and rise, as everyone with any amount in a 401K plan can attest. So how does a lodging firm stay ahead of the pack when many get drifted away? Clearly there are some firms that stay the course and thrive in periods of adversity. This study identifies five financial signals for lodging firms to keep a close eye on for a better future.