

The Prevalence of Longevity Among Leading Brands

Bradford Hudson, Ph.D.

The longevity of brands is embedded in scholarship involving brand processes that evolve over time such as brand equity, loyalty, nostalgia, and lifecycle. It is also an important conceptual element in the emerging topic of brand heritage. This paper offers new insight regarding the prevalence of brand longevity in a variety of industries, based on historical research about 148 leading brands ranked in prior studies by the consulting firm Interbrand. The author finds that a significant proportion (64 brands representing 43% of the total number) are aged 100 years or more. The oldest brands are grouped in the food industry, while some of the youngest brands are grouped in the hospitality industry. The author applies the principles of scale and scope from the work of business historian Alfred Chandler to explain the timing of this industry emergence. The advanced age of many leading brands suggests the need for stewardship to preserve and protect the equity that resides in historic brands, and supports the argument that further attention should be directed toward the study of brand heritage effects.

Re-imagining The Hotel Guestroom for The Millennial Business Traveler

Alexis Oliver

Almost every major brand in the lodging industry has allocated considerable resources toward capturing the attention and loyalty of this new breed of guest, the Millennial Business Traveler. Room design, furniture, functionality and connectivity are all part of the growing needs of this generation.

European River Cruising On The Rise Among American Tourists

Melinda Jászberényi, Ph.D.

River cruising is one of the most attractive and rapidly developing areas of international tourism. Beyond the beautiful natural environment of the rivers, architectural attractions along the riverside enrich the experience, providing historical and cultural background that deepens tourists' connections to the city. This article provides an overview of Danube river cruise tourism among American tourist experts. It also showcases Budapest, an increasingly important and internationally recognized port of the Danube and capital of Hungary, as a popular tourist destination.

Building A Spirit of Inclusion: Pan Am and The Cultural Revolution

Mirembe Birigwa

The legendary Pan American World Airways remains a bastion of nostalgia and cultural significance and serves as a case study in how airlines adapted their hiring practices to reflect the social movements of the 1960's and 70's. To maintain a competitive advantage, top companies thriving today are tasked with conveying a message of inclusion that matches the expectations of the traveler. Mirembe Birigwa interviews her mother, Sheila Nutt, about what it was like to be one of the first African American flight attendants.