

EXCURSIONS

motorways the latest news in travel dining and retail from HMSHost

New from the ground up:

A new generation of travel plazas is transforming the image of “rest stops” along our highways and byways.



Offering a blend of popular national restaurant and shopping brands, the new Delaware Welcome Center will create some 250 jobs and will host more than three million travelers per year.

They started popping up some fifty years ago — travel plazas along America’s new system of open highways, created during the Eisenhower administration with the original purpose of increasing mobility of military troops around the U.S. Now, the Interstate infrastructure and its travel plazas serve as rest areas and connection points for families and friends who might be on the way to the beach, the mountains or the city. Through the years, these public facilities have been expanded, improved and updated — and now they’re being totally recast to suit modern travel realities.

One such reality begins before store mix is even considered. It starts with actual building specifications, and brings into play modern sensibilities for use of recycled building materials, efficient energy use, and the handling of robust traffic patterns for cars and customers. In the 1950s, these considerations weren’t on the radar.

A major next-generation plaza is planned by world travel service leader HMSHost, as part of a 35-year contract with the Delaware Department of Transportation (DelDOT). The new 42,000 square foot Delaware Welcome Center travel plaza on Interstate 95 is scheduled to open in the summer of 2010. The design, both inside and out, will be “miles ahead” of its vintage predecessors.

HMSHost has been in the concession business for more than 110 years and no other company can match the breadth of experience in providing new and exciting concession services that offer well-known, trusted brands to the consumer. From overseeing the design and construction of new state-of-the-art service plazas to assuming operations of a new contract in a seamless manner, the company’s expertise lies in the ability to be a forward-thinking master developer, from concept to development to construction to grand opening.

DELAWARE WELCOME CENTER BRANDS >

- Baja Fresh
- Bijoux Terner
- Brioche Doree
- Brookstone
- Burger King
- Cinnabon/Carvel
- Famous Famiglia Pizza
- Postcards from Delaware
- Starbucks
- Z Market

“Now, more than ever, it’s important to create a service stop that makes the traveler’s day better. We believe the new Delaware Welcome Center will be a destination stop in the travel plans of commuters, business and leisure travelers, motorcoaches, and truckers alike,” says Michael Jones, Vice President of Business Development, HMSHost.

The flagship facility will incorporate many elements of Leadership in Energy and Environmental Design (LEED) standards in design and construction. Energy and water conservation equipment and fixtures will be used throughout, in conjunction with local stone and recycled materials.

“Our goal was to create a facility that meets or exceeds the needs of the traveling public by providing essential travel services that lead to increased safety on our roadways, while showcasing all that our great state has to offer,” says DelDOT Secretary Carolann Wicks.

Plans include a dynamic mix of local and national food and retail brands that will invite travelers to linger longer, not because they have to stop, but because they want to. □

North America

More than 100 HMSHost Travel Plaza Locations in the U.S. and Canada



hmshost.com

Maryland is famous for crabs, and travelers who stop at the Maryland House on Interstate 95 can enjoy some of the world's best crab cakes at Phillips Seafood Express.



Phillips Seafood Express combines contemporary design with its authentically famous Chesapeake style recipes.



What state are we in, anyway?

If states and highways and landscapes all look different, why should travel plazas all look the same?

The most dynamic new trend in travel dining is serving up local and regional brands mixed with recognized national names. The idea is to remind travelers where they are, and to extend a “sense of place” to the rest stop environment.

“When you’re traveling, you’re looking to have a new experience,” says Brian Gallant, Senior Vice President, Motorways at HMSHost. “By blending in local and regional brands at our new travel plazas, we’re simply extending the region’s personality to the rest stop. Our intention is to make each plaza as inviting and interesting and unique as it can be. We want travelers to stop, stay awhile and enjoy some locally-inspired cuisine and shop.”

HMSHost’s approach is simple: Listen to our customers needs and respond to these needs with a market-driven, service-oriented mentality.

This approach has benefits for all involved — from the local chambers of commerce to the state economic development officer. “We’re essentially making the rest stop a part of someone’s travel experience, not interrupting it,” says Gallant. “When you’re traveling through Pennsylvania, you should be able to sample the local flavor and order a cheese steak at Philly Steak & Gyro.” □

Fresh produce on the pike

Find authentic, local farm flavor on one of the busiest highways in the United States.

Call them roadside stands, farm markets or produce tents. Since there have been cars on country roads, the roadside stand has been a most welcoming part of America’s motoring culture. Who can resist stopping to pick up some fresh corn, home-baked pies or jellies on the way to the shore?

Donio Farms, in partnership with HMSHost, opened two produce stands in May 2007, where you might not expect to see them: on the Garden State Parkway, at the Forked River and Atlantic City rest areas. Donio Farms has operated a stand at the Frank S. Farley Service Plaza on the Atlantic City Expressway for three years.

“Travelers are pleasantly surprised to find fresh produce for sale in season from local New Jersey farms. Our partnership with Donio Farms gives HMSHost the opportunity to provide a bit of added-value in a traveler’s stop, making their day better,”

said Greg Dion, Vice President of Operations, New Jersey region.

As travel plazas continue to evolve, offering more diverse food and shopping options, it’s reassuring to rediscover an old familiar friend where you least expect it. □



A tent, some tables, stacks of straw baskets and friendly local folks with delicious, fresh produce. Some ideas never get old.

SPOTLIGHT ON HIGHWAYS

The Pennsylvania Turnpike: changing the way people stop.



America’s first turnpike is still leading the way. Stretching approximately 530 miles, the Pennsylvania Turnpike opened officially on October 1, 1940.

In the spring of 2008, three new service plazas opened as part of the Turnpike’s ambitious six-year modernization effort. Spearheading this program is HMSHost, who will invest approximately \$100 million to modernize 17 service plazas throughout Pennsylvania’s venerable turnpike system over the next five years.

The three totally renovated facilities include the North Somerset, Allentown and Sideling Hill service plazas. All three are larger and marked by natural, ambient lighting, more spacious food court style layouts, additional food and snack selections, and larger restroom facilities with increased lighting. Other plaza improvements include outdoor dining areas, landscaped grounds with pet walking paths, new Sunoco fueling stations and an A Plus convenience store. The first HMSHost-redeveloped facility, Oakmont Service Plaza, opened in May 2007.

Says Turnpike CEO Joe Brimmeier, “These bigger, brighter facilities were built without spending one cent of toll earnings or any other public money. Our partnership with HMSHost allows us to concentrate Turnpike resources on critical highway safety enhancements while using private funding to greatly improve the customer experience at our travel plazas.” □

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Plazas continually improve to meet transportation demands.