

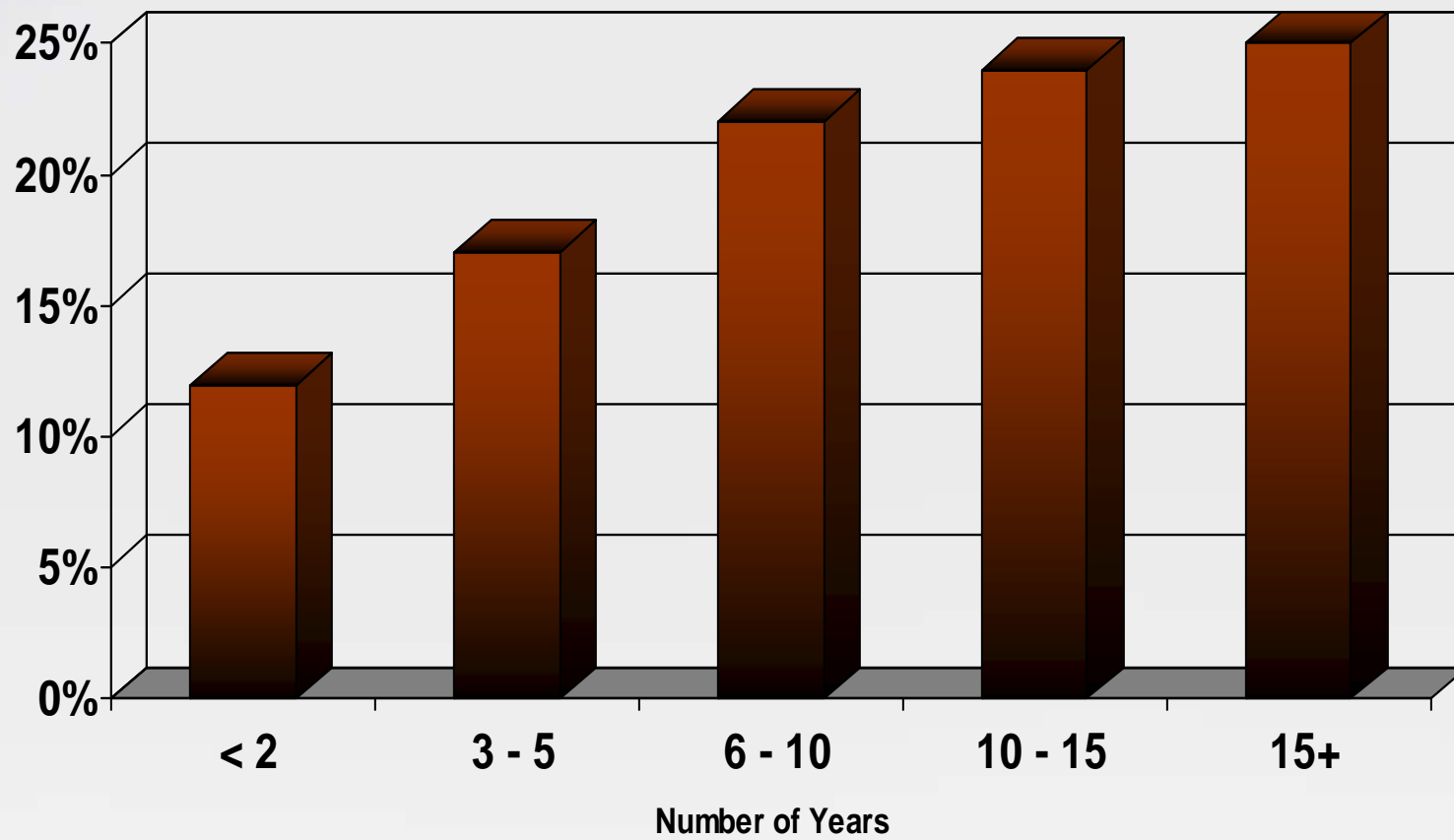


International Society of Hospitality Consultants: Who We Are, What We Do, & Who We Do It For

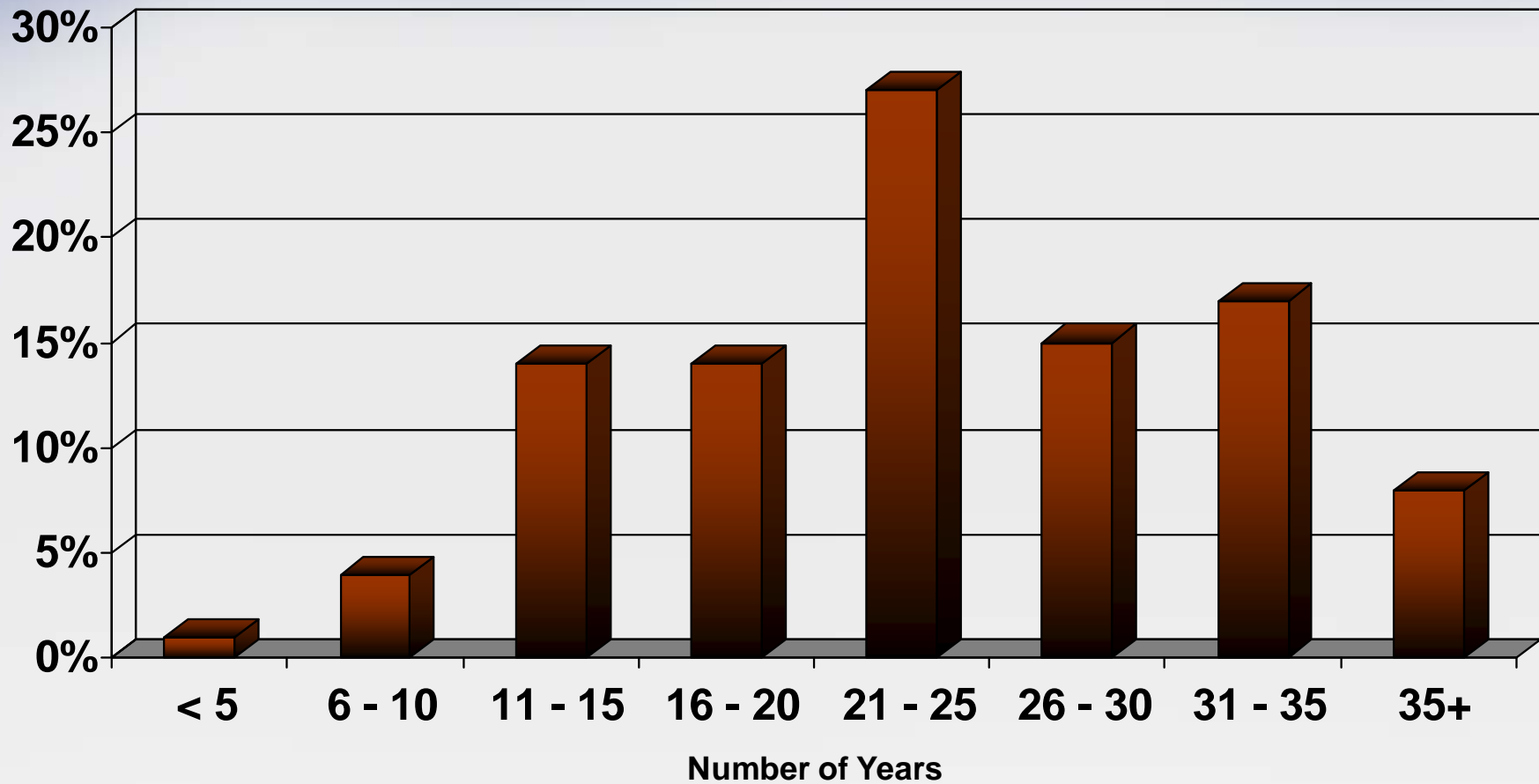
**Presented by: Rick Pastorino
October 2009 ISHC Conference**

ISHC
INTERNATIONAL SOCIETY OF
HOSPITALITY CONSULTANTS

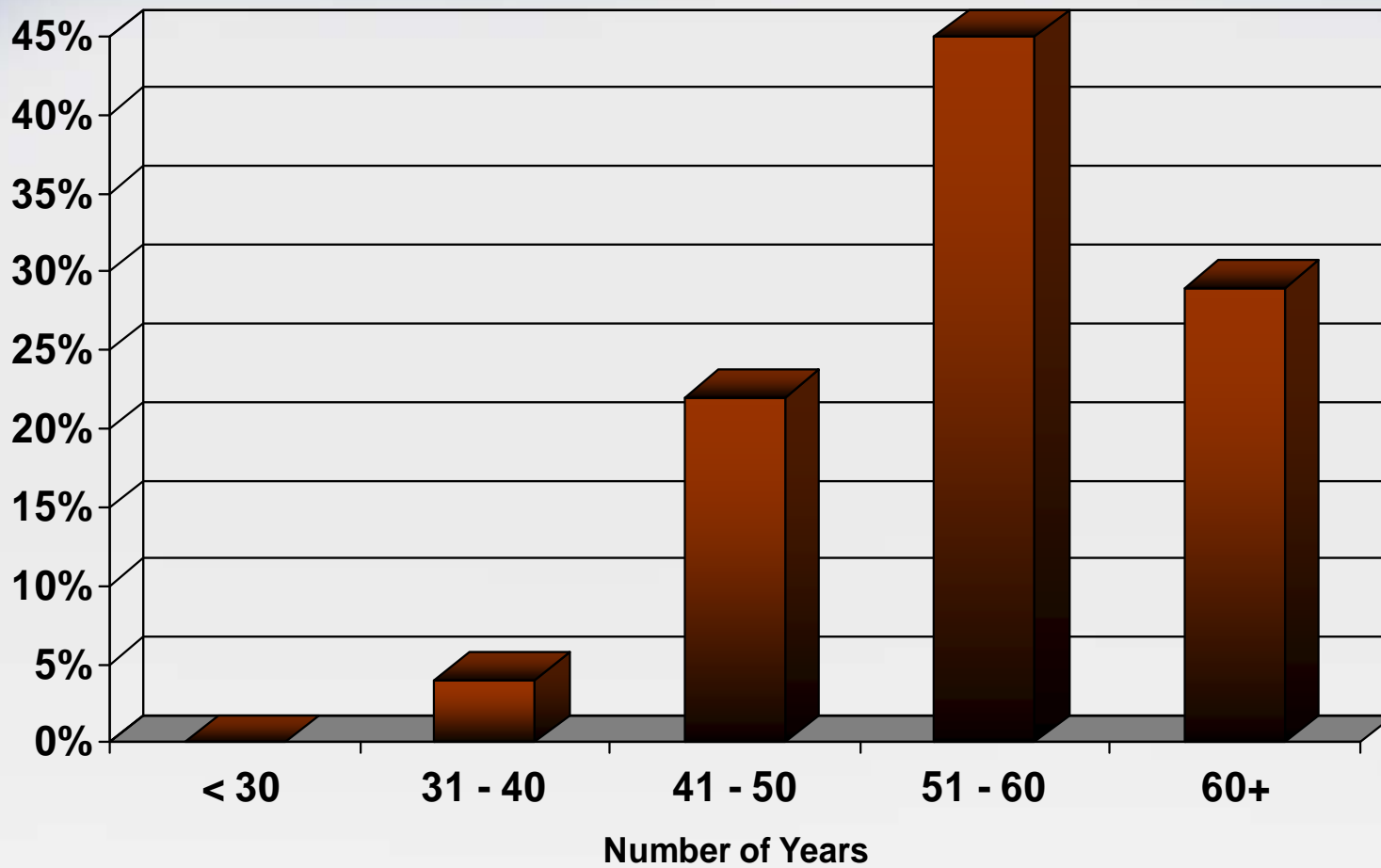
How Long You Have Been a Member



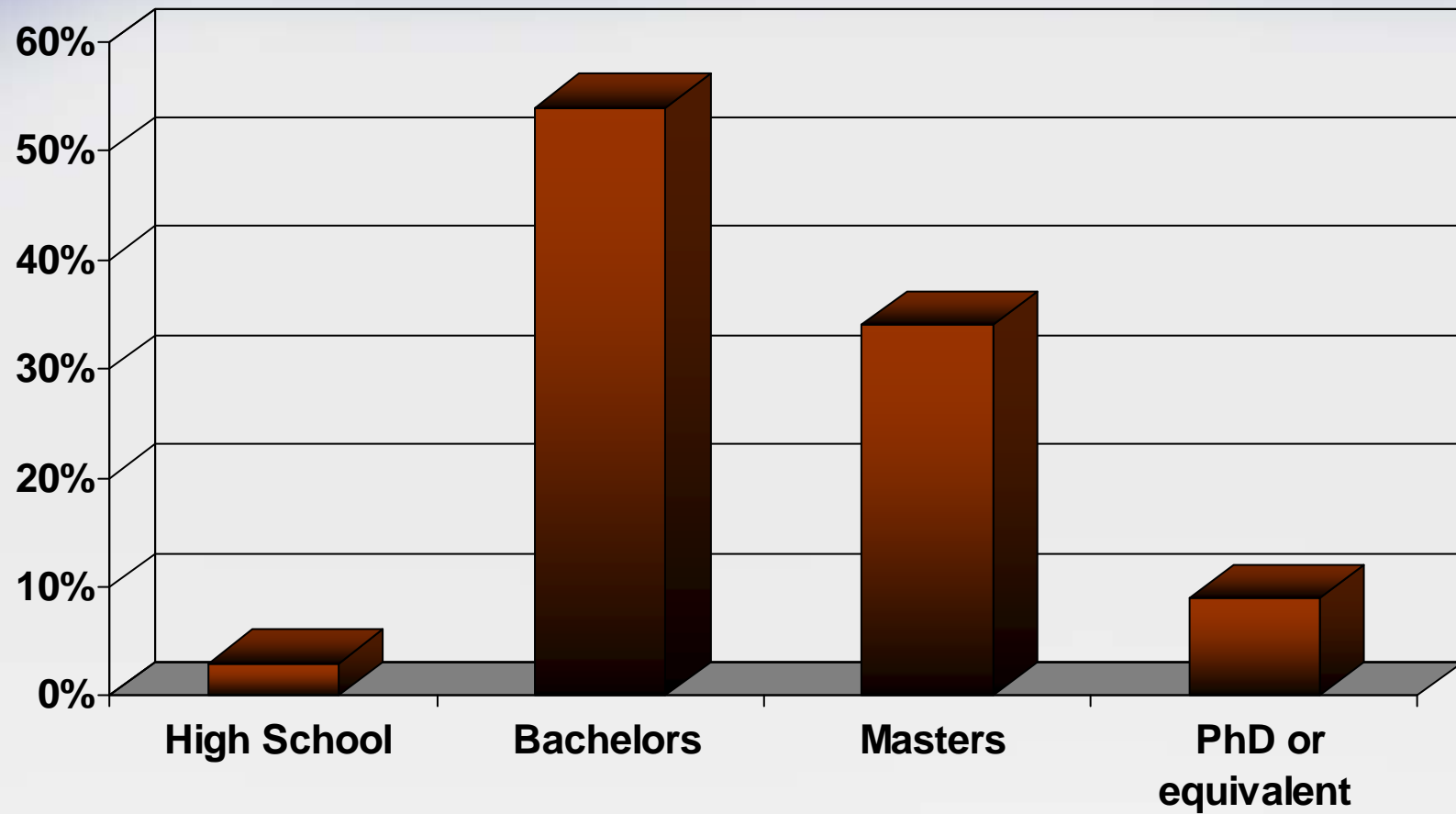
How Many Years of “Consulting Advisory” Experience



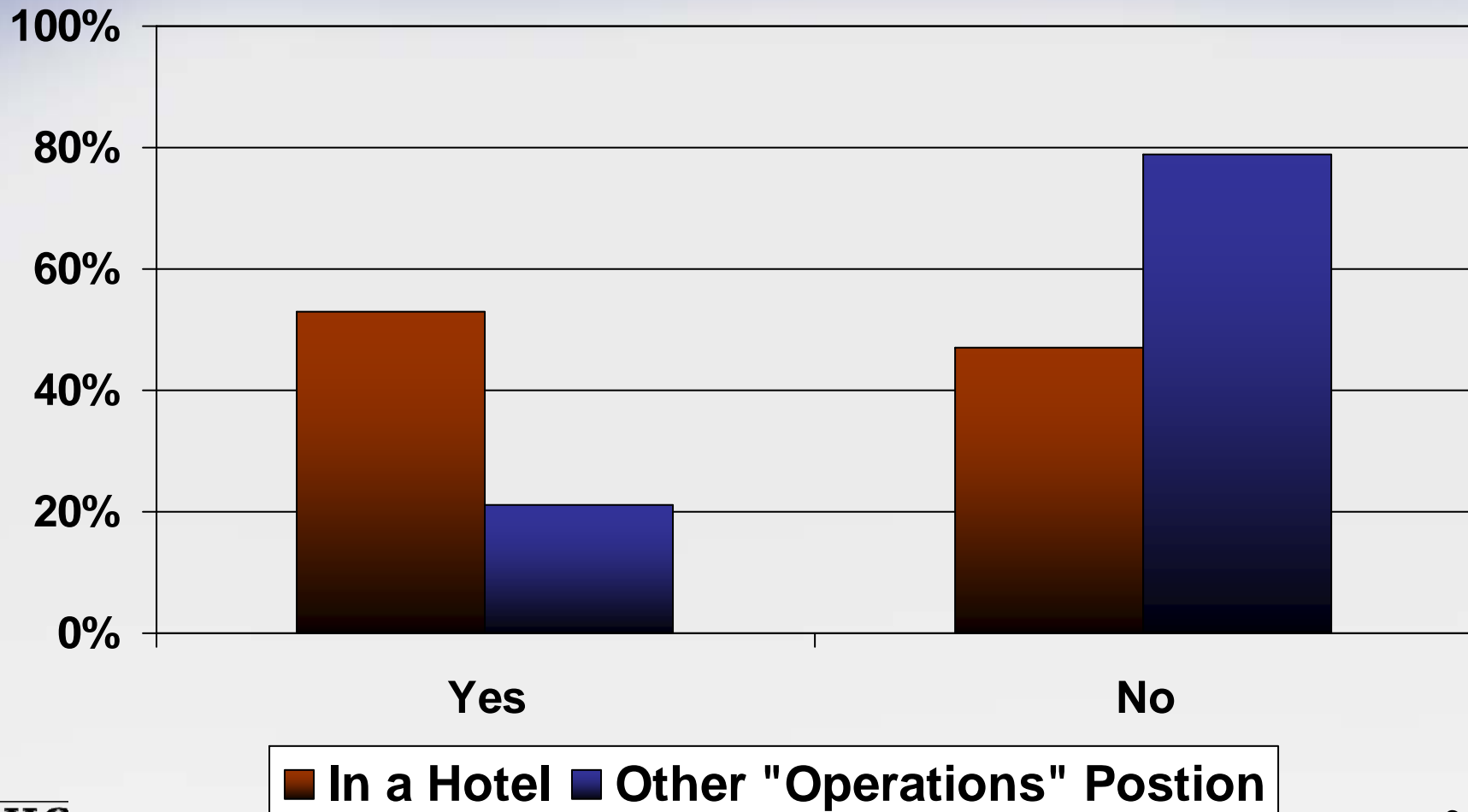
Age of Members



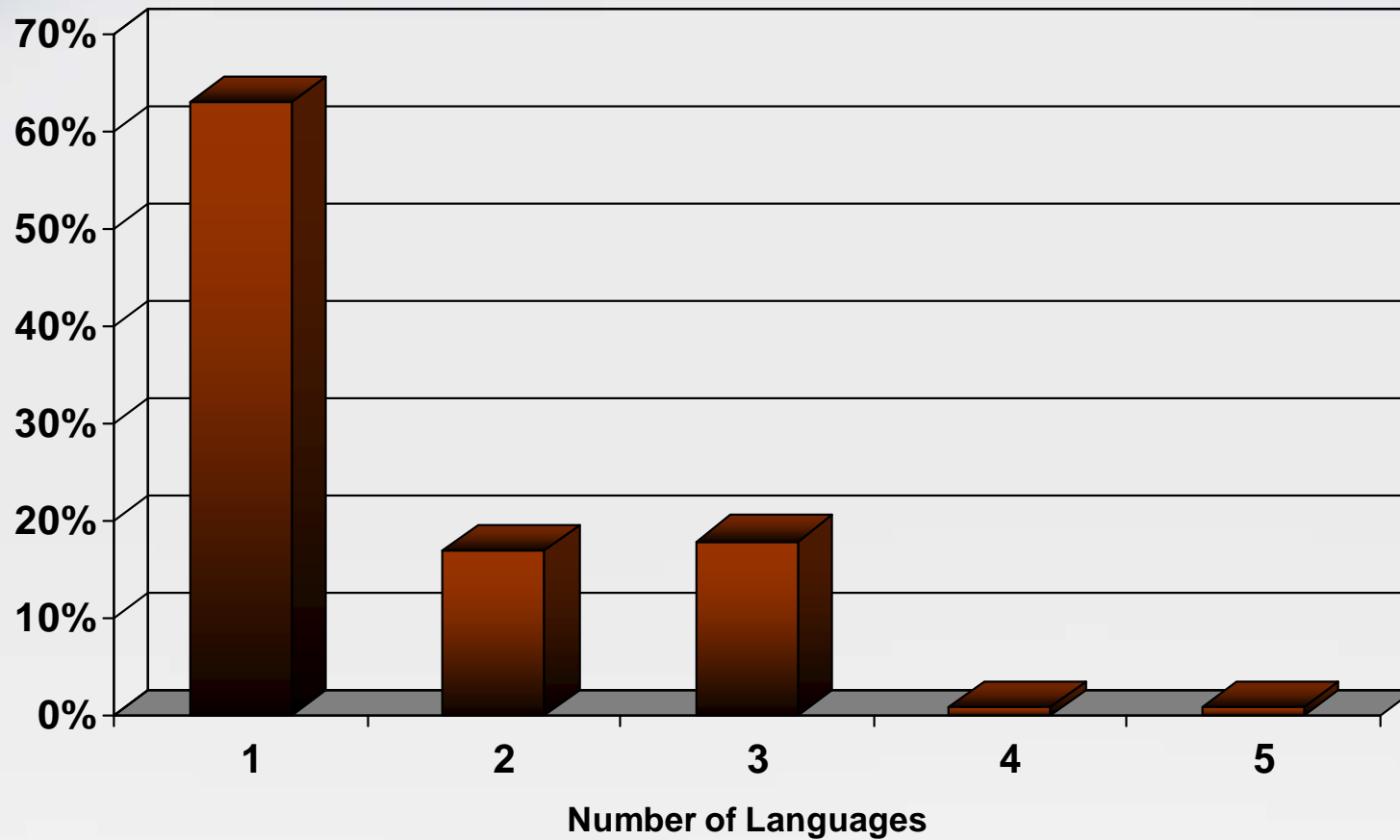
Education Level



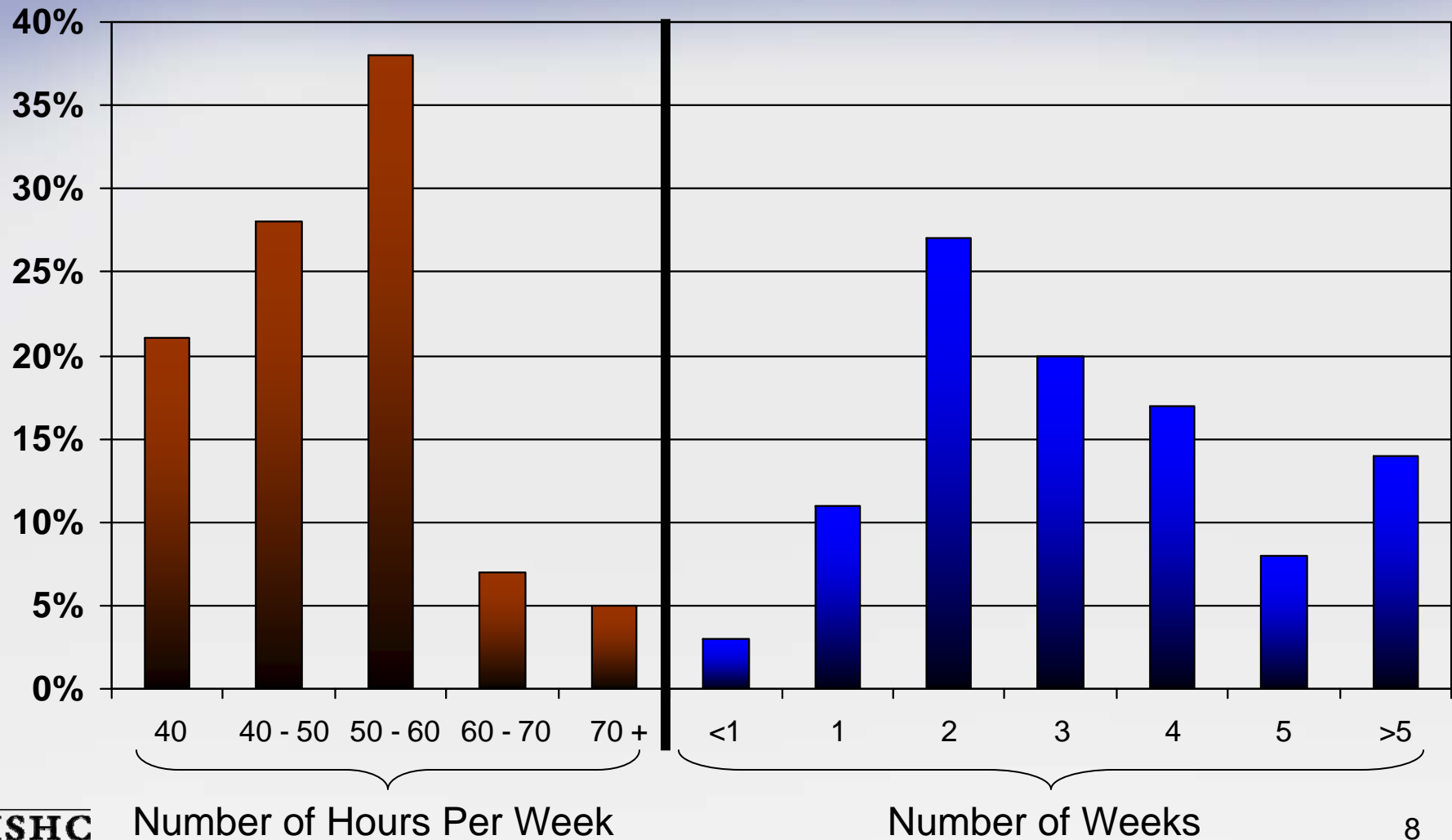
Where We Worked AFTER College



Languages Spoken

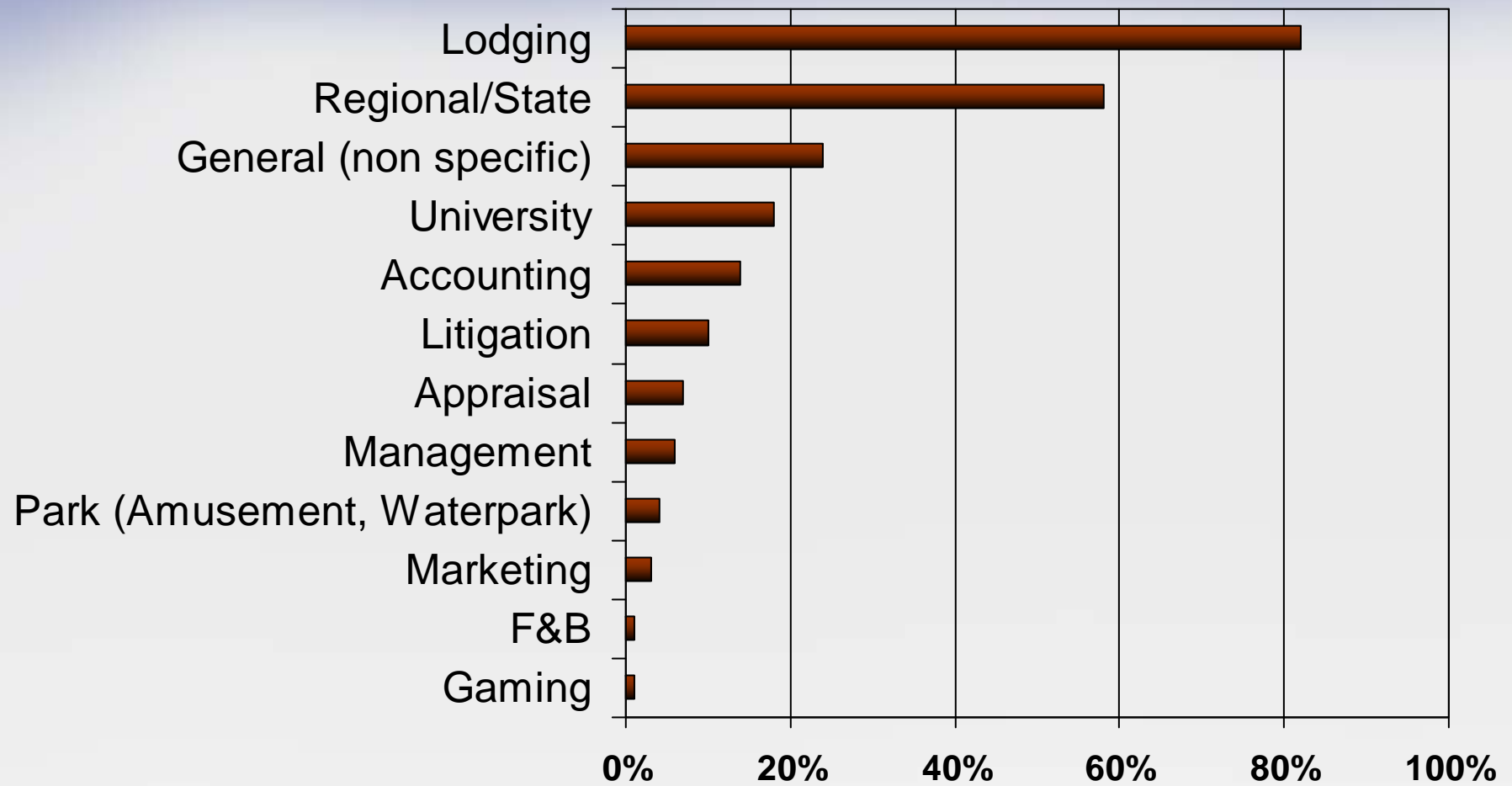


How Much We Work & Vacation We Take





Types of Associations



Top 5 Associations Members Belong To



AH & LA

Urban Land Institute (ULI)

Cornell Hotel Society

Hospitality Sales and Marketing Association International
(HSMIAI)

Hospitality Asset Managers Association (HAMA)

The Most Unusual Associations We Belong To



Friends of Hawaii Robotics

Cuban Society of Tourism Professionals

Mensa

The Actors Group

Sustainable Hospitality Consultants

Slow Food Society/Assoc

Barbershop Harmony Society

Annual Conferences We Attend



ALIS (American Lodging Investment Summit)	54%
NYU International Hospitality Industry Investment Conference	41%
The Lodging Conference Phoenix	22%
Hunter Hotel Investment Conference	18%
IH/MRS (International Hotel/Motel Restaurant Show New York)	14%
International Hotel Investment Forum Berlin	14%
CHTIC (Caribbean Hotel & Tourism Investment Conference)	10%
International Hotel Conference Italy	8%
ULI (Urban Land Institute) Resort Conference	8%
CATHIE (Central America Tourism & Hotel Investment Exchange)	4%
CHRIS (Caribbean Hotel & Resort Investment Summit Miami)	3%
CRE (Counselors of Real Estate Annual Convention)	3%
HICAP (Hotel Investment Conference Asia Pacific)	3%
Hotel Investment Forum India	1%

Boards of Directors, Company Committees/Chairs or Educational Positions Held



ISHC members are influencing every aspect of our industry and services at the highest levels - from education of future leaders - to the Board rooms of hotel companies - to the most influential national and international associations representing our interests. Examples include:

Advisory Board Hotel/Restaurant Assoc

AH&LA BoD

HFTP BoD

Mayor's Advisory Board

Chairman of Major International Architecture and Design Firm

NYU Tisch Center

State, City and Local Lodging and Hospitality Associations BoD and Committees

College--Boards of Trustees

High School Hospitality Academy Board Chair

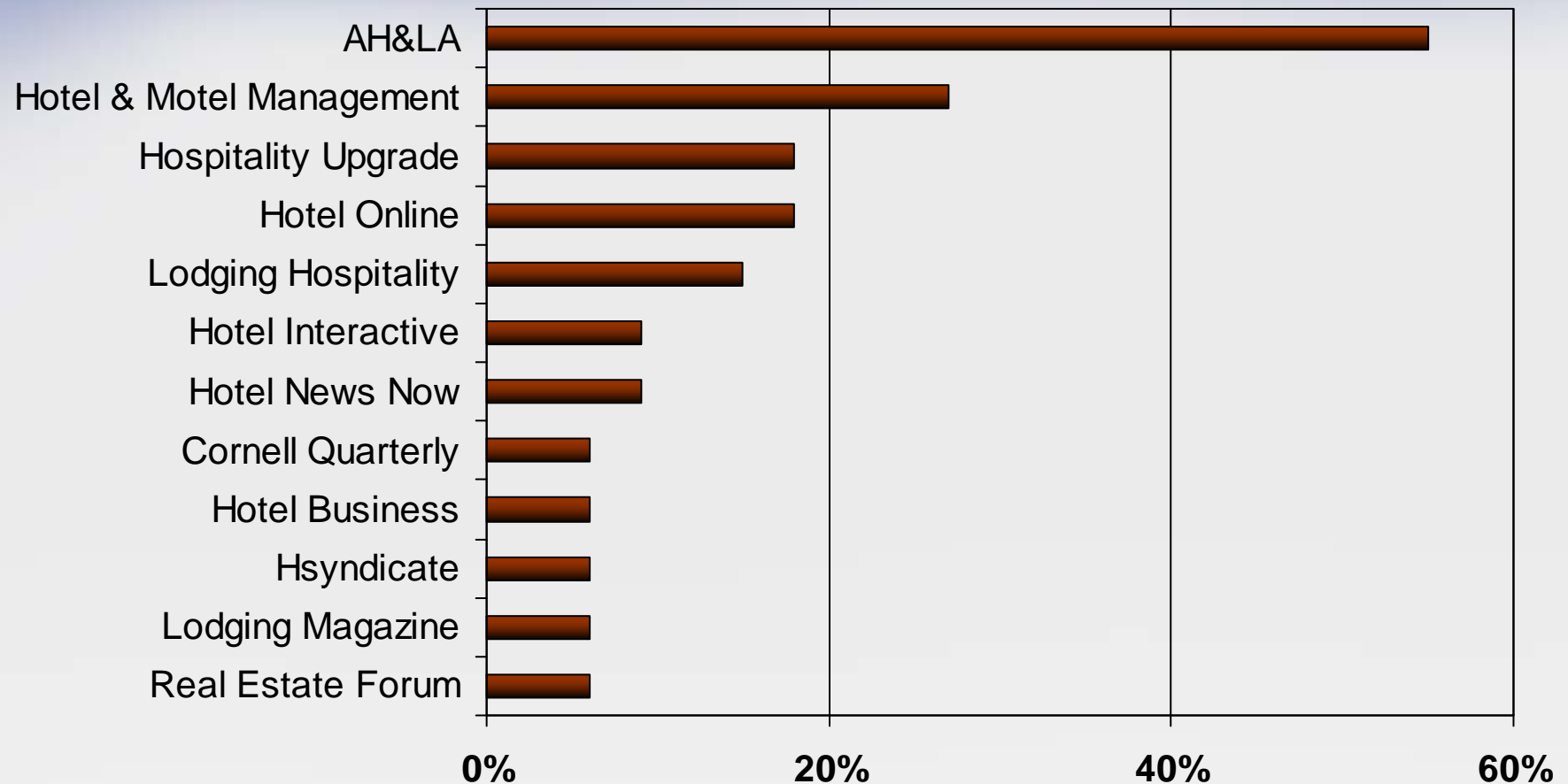
What We've Published



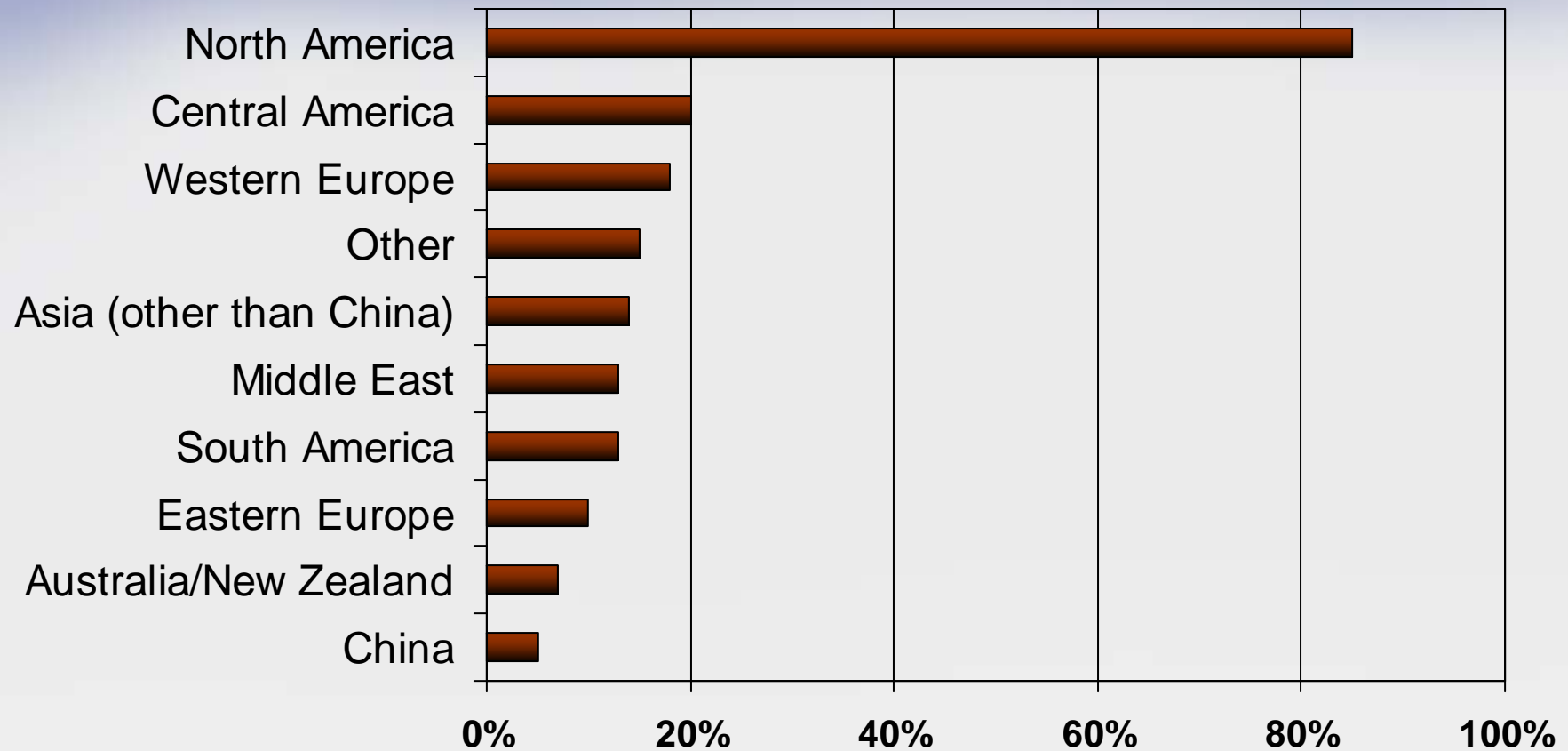
48% of us have published something

- 8% - Capex-related articles/books
- 13% - Contributed to Hotel Investment
- 15% - Asset management-related articles/books
- 80% - Have published too many articles/books to list!

Who Published Our Articles, Books, etc.

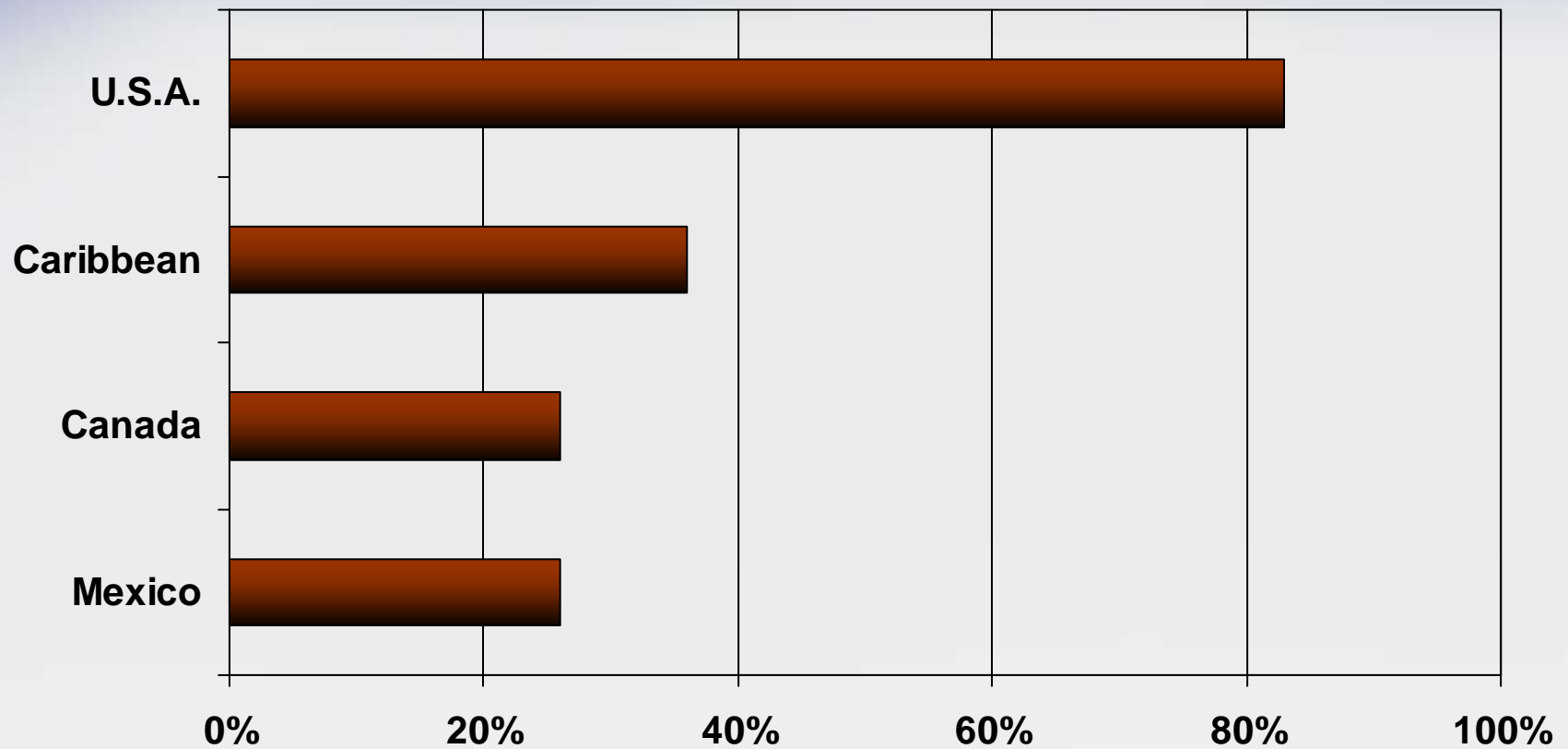


Where We Work -- Internationally

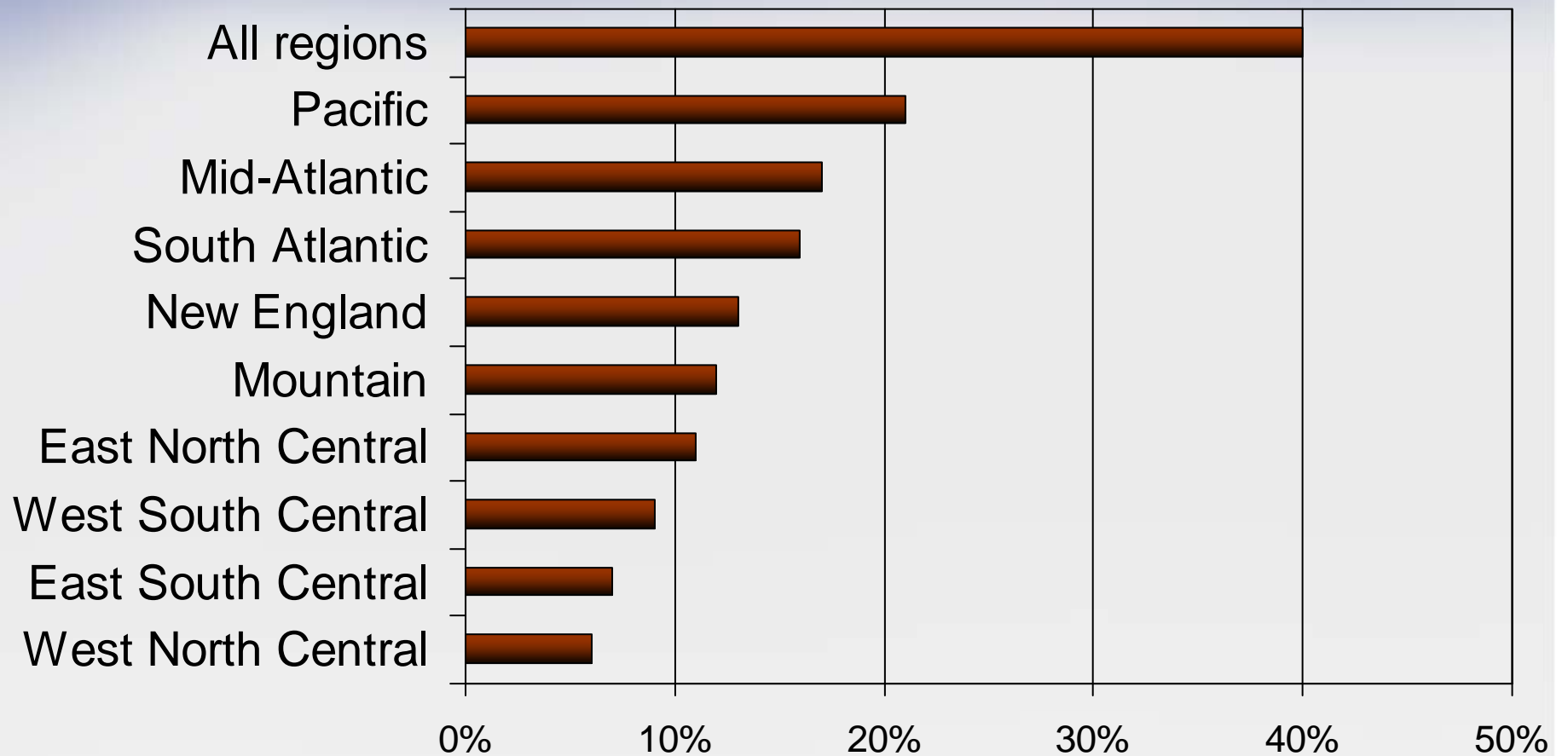


Other: Africa, Caribbean, BVIs, Jamaica, Canada, Cyprus, Japan, Mexico

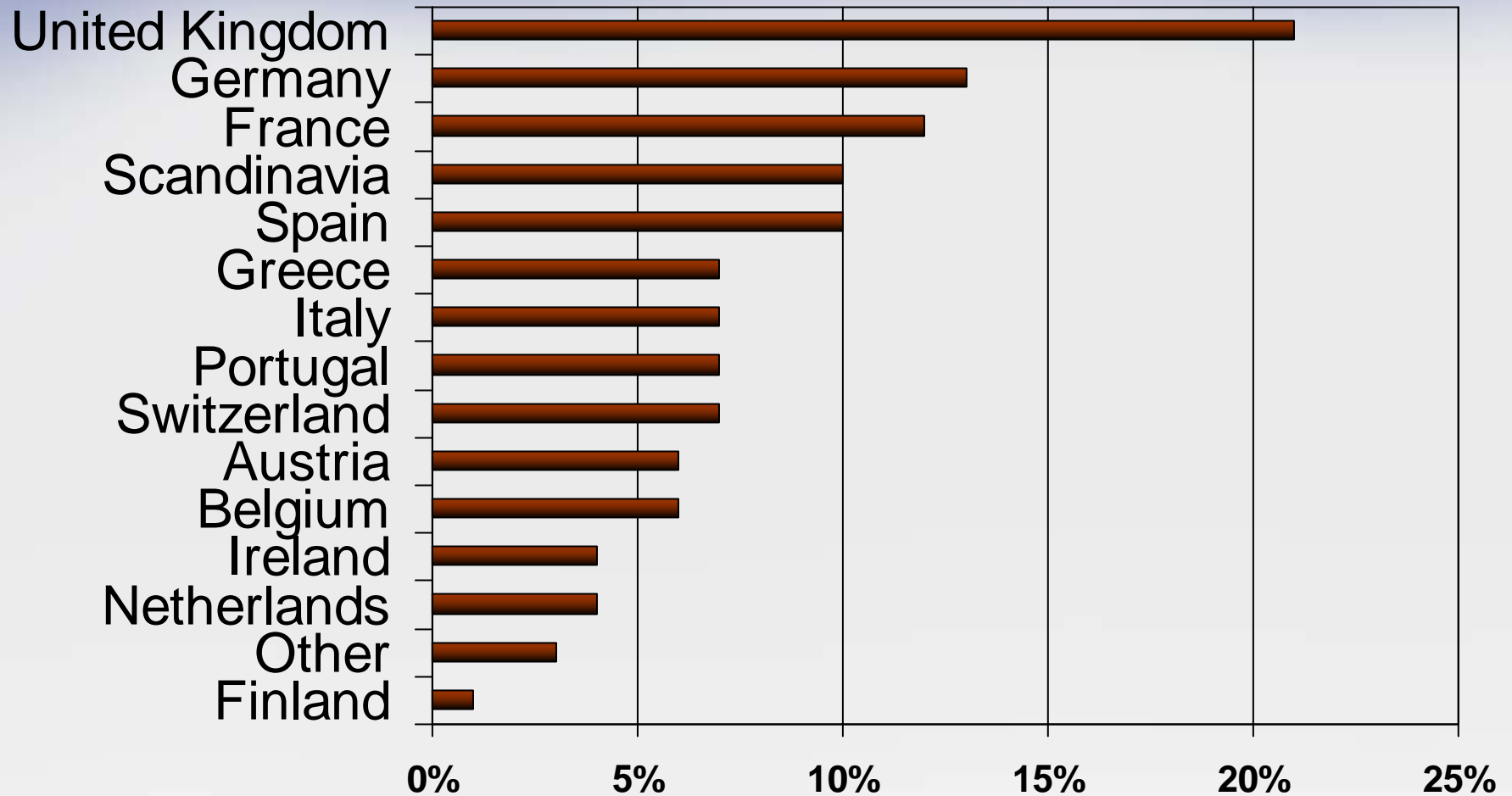
Where We Work in North America



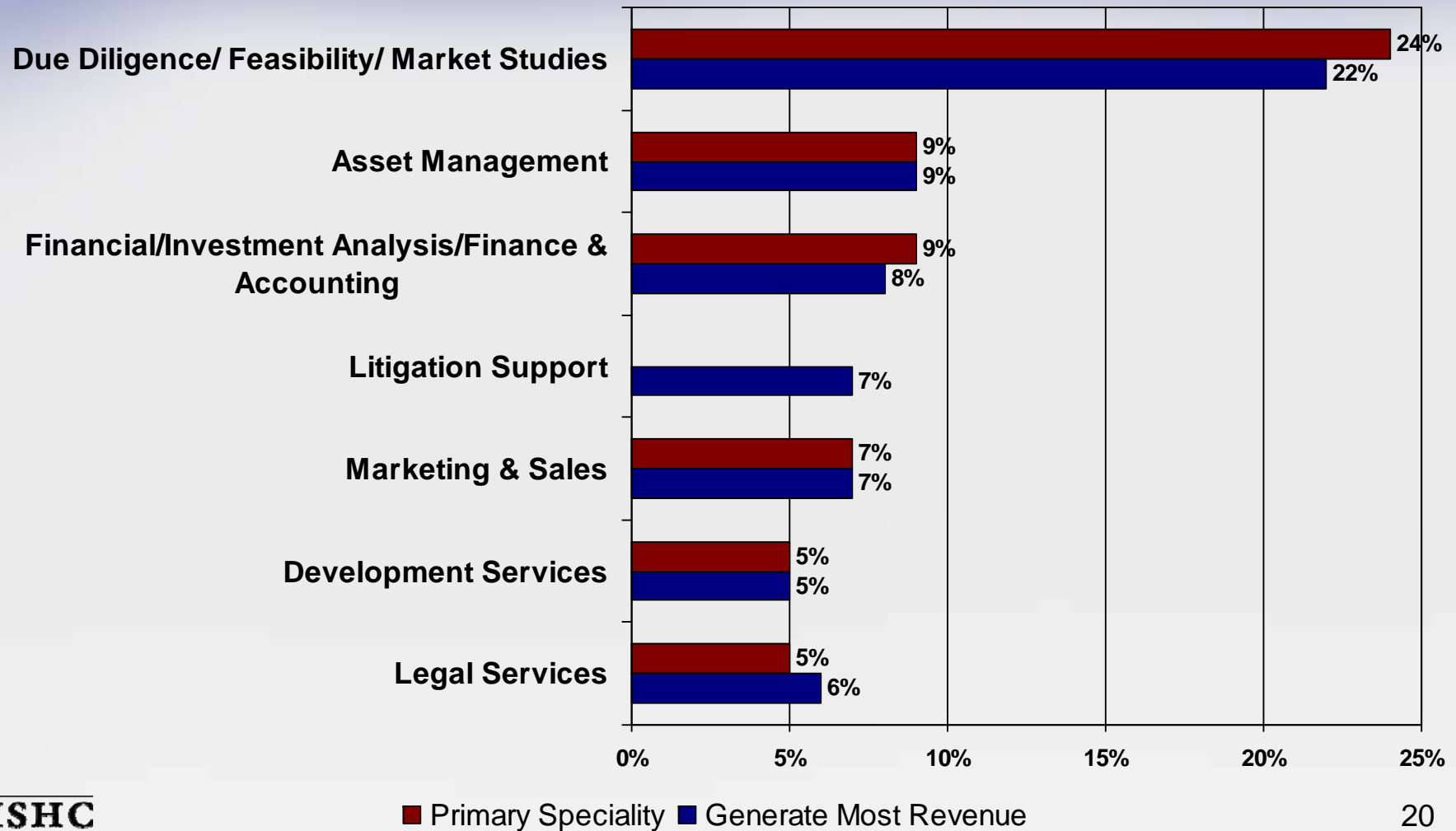
Where We Work in United States



Where We Work in Europe



Primary Industry Specialties



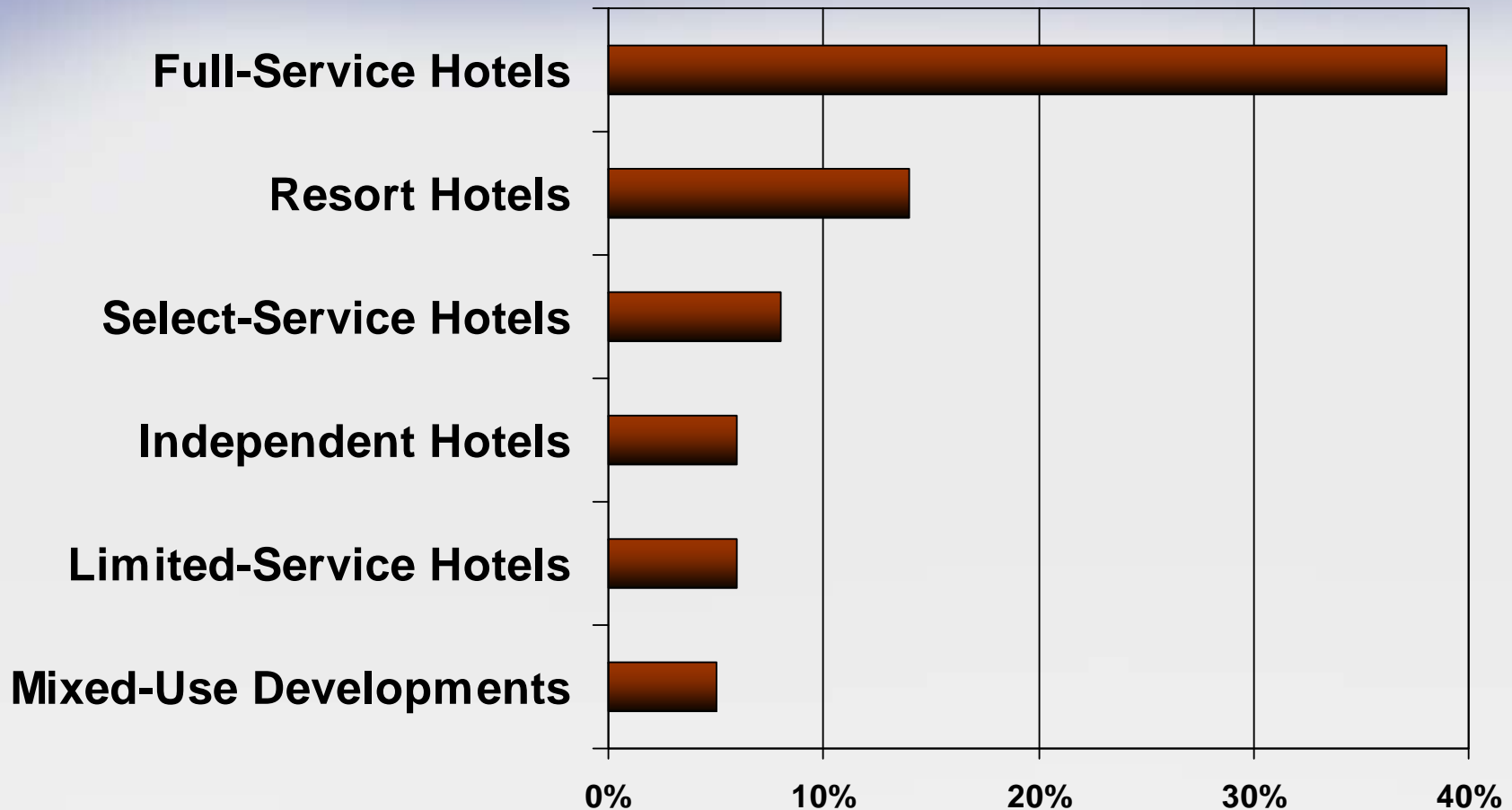
The Industry Specialties

No One Selected



Ad Valorum/Real Estate tax	Labor Relations Management
Alternative Dispute Resolution	Loan Underwriting
Appraisals	Management Education
Building Facility /Room Management Systems	Mystery Shopping
Casinos/Gaming	Ownership Transition Support
Corporate Board Expertise	Privatization
Customer & employee surveys/guest satisfaction	Recreational Facilities (golf, tennis)
Facility & Interior Design	Restaurants
Family Entertainment Centers	Timeshare/Vacation Ownership
Franchise Expertise	Tourism Research and Consulting
Human Resources	Turnkey Development Services

The Types of Properties That We Primarily Consult/Work

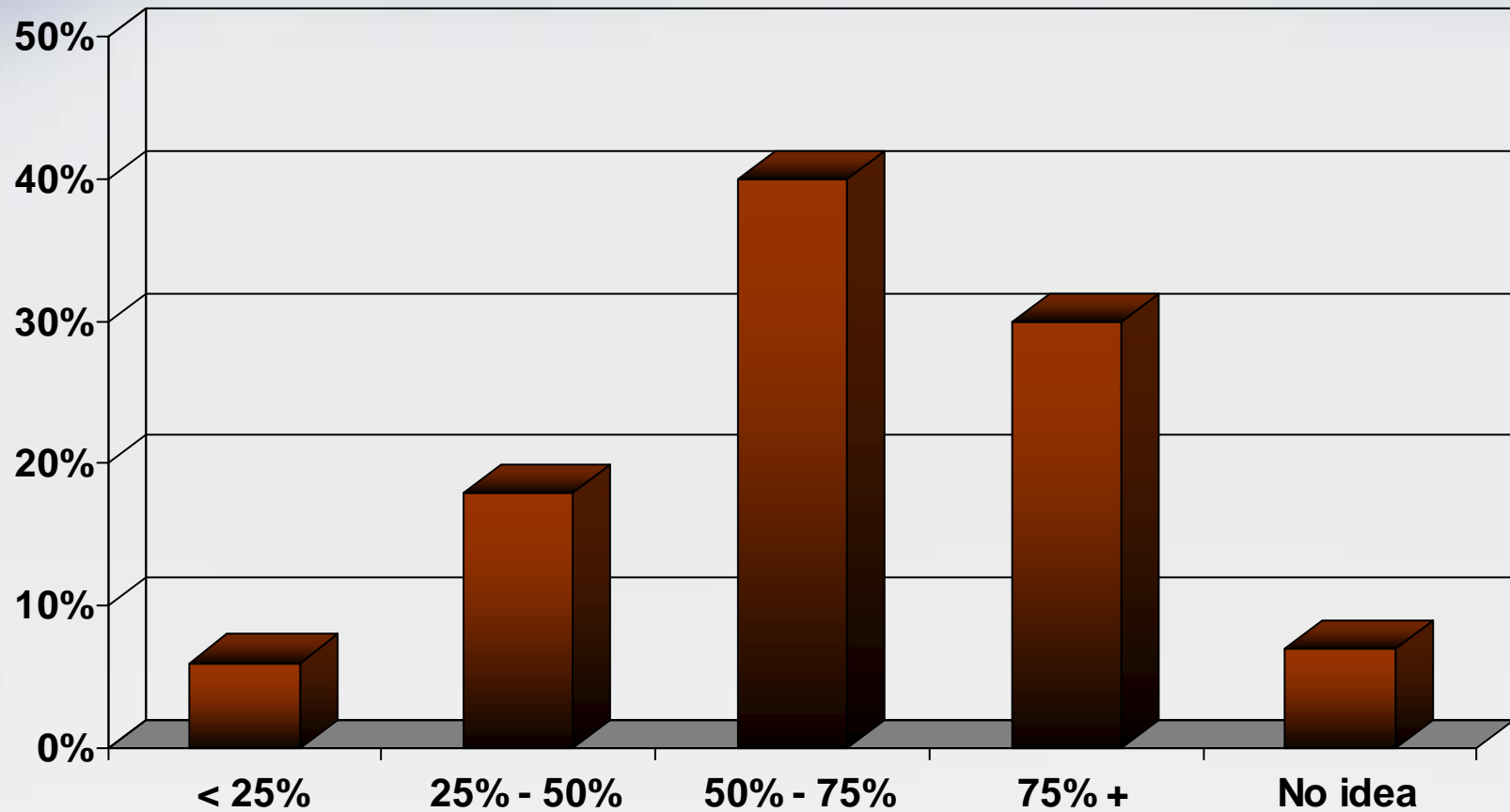


The Types of Properties That No One Selected



Arenas/ Convention Centers
Cruise Lines Casino Hotel/Resorts
Conference Centers
Extended Stay Hotels/Corporate Apartments
Golf Clubs/Properties/Courses
Green Hotels
Holiday Villages
Marinas
Spas
Time Share/Vacation Clubs

“Hit Rate” on Bidding Projects



The Unusual or Non-Traditional Project



- Central reservation system for pet hotels
- Central reservation system for pilgrims traveling to Mecca & Medina for the Islamic Hajj
- Coffee farm in Hawaii
- Conceptually develop and design virtually themed event spaces and F&B venues
- Conversion of a funeral home to a luxury hotel
- Cotai Strip - largest hotel/building under construction at +14 million square feet and 7,000 keys
- How to attract Japanese tourists to Cyprus
- Tourism industry training in central Siberia for the Russian Federal government

Off the Beaten Path

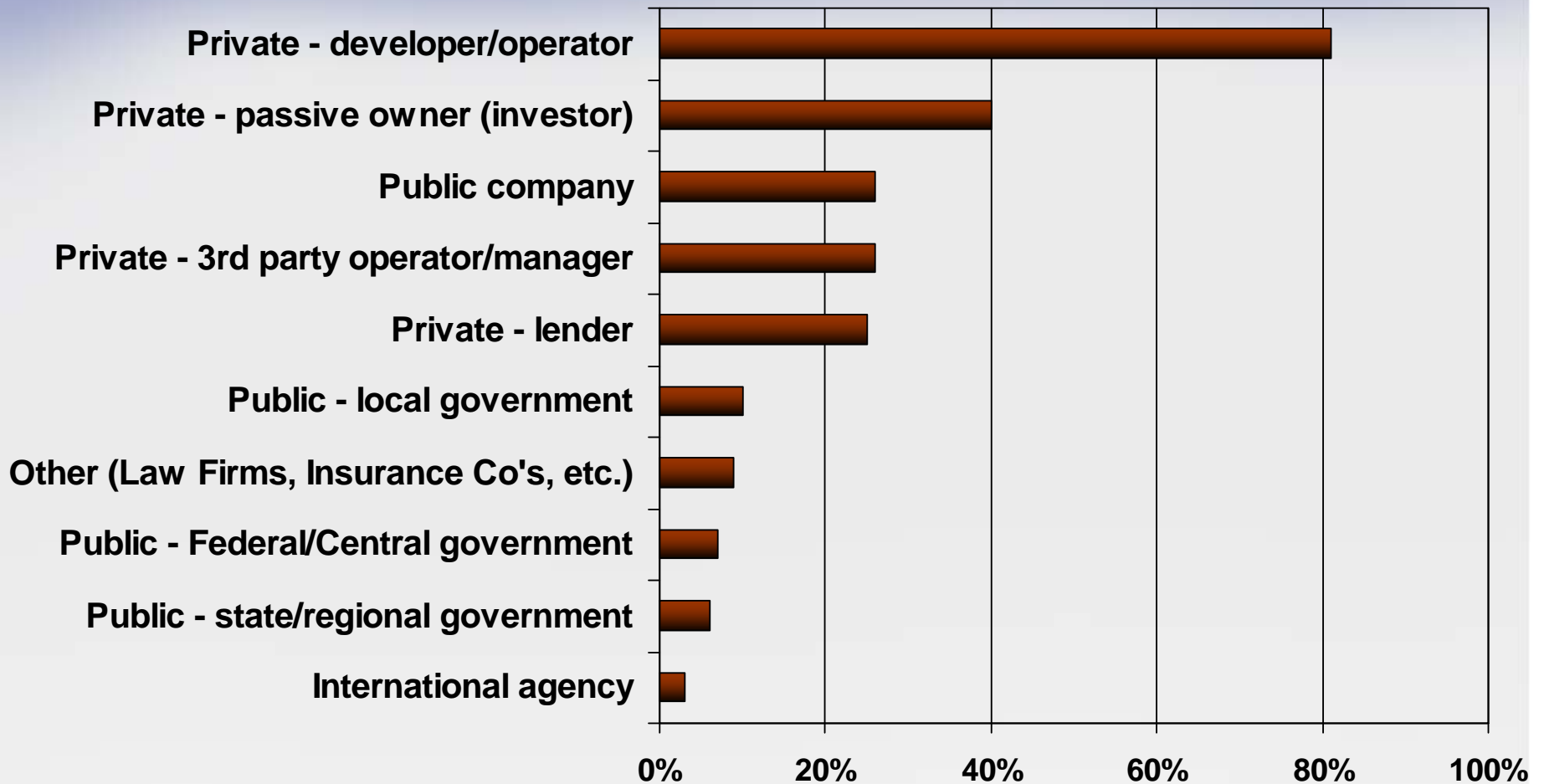
Location of Assignments



- Almaty, Kazakhstan
- Angola, Africa
- Oil fields in eastern Utah and Southwest Pass, Louisiana in the Gulf of Mexico
- New Caledonia
- French Polynesia
- Outback Australia
- Rain forest along the San Juan River, Nicaragua
- Greenville, SC and Evansville, IN,



Our Clients



Top Attributes of Our Best/Favorite Clients



Values My Experience and Knowledge	15%
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Pays Promptly and Fairly	15%
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Provides repeat engagements / long term relationship	10%
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Client who knows he/she needs help & values our advice	7%
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Capital to work with / Financially capable	7%
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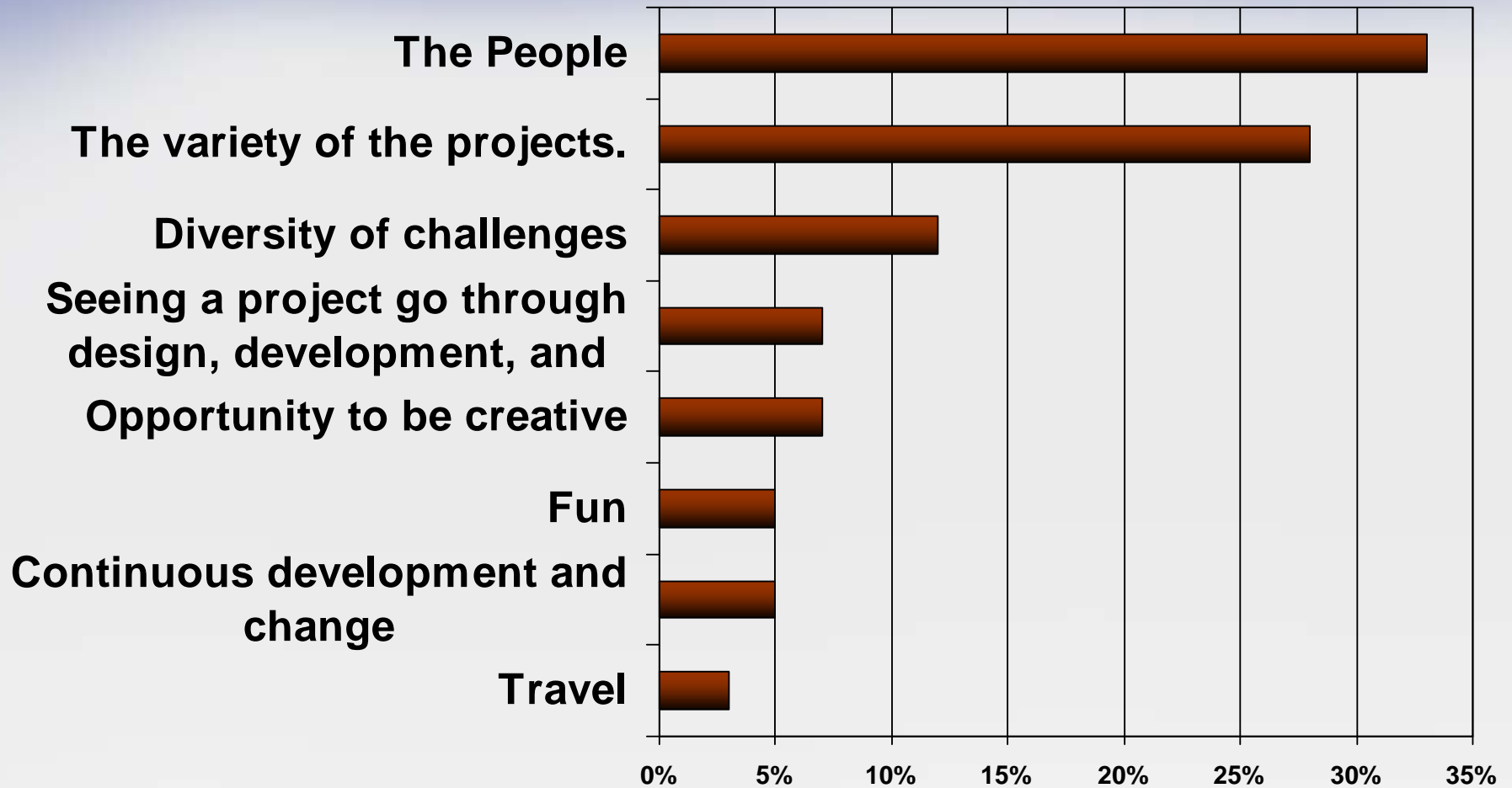
Open to ideas and acceptance of recommendation	5%
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Biggest Complaint About Our Industry

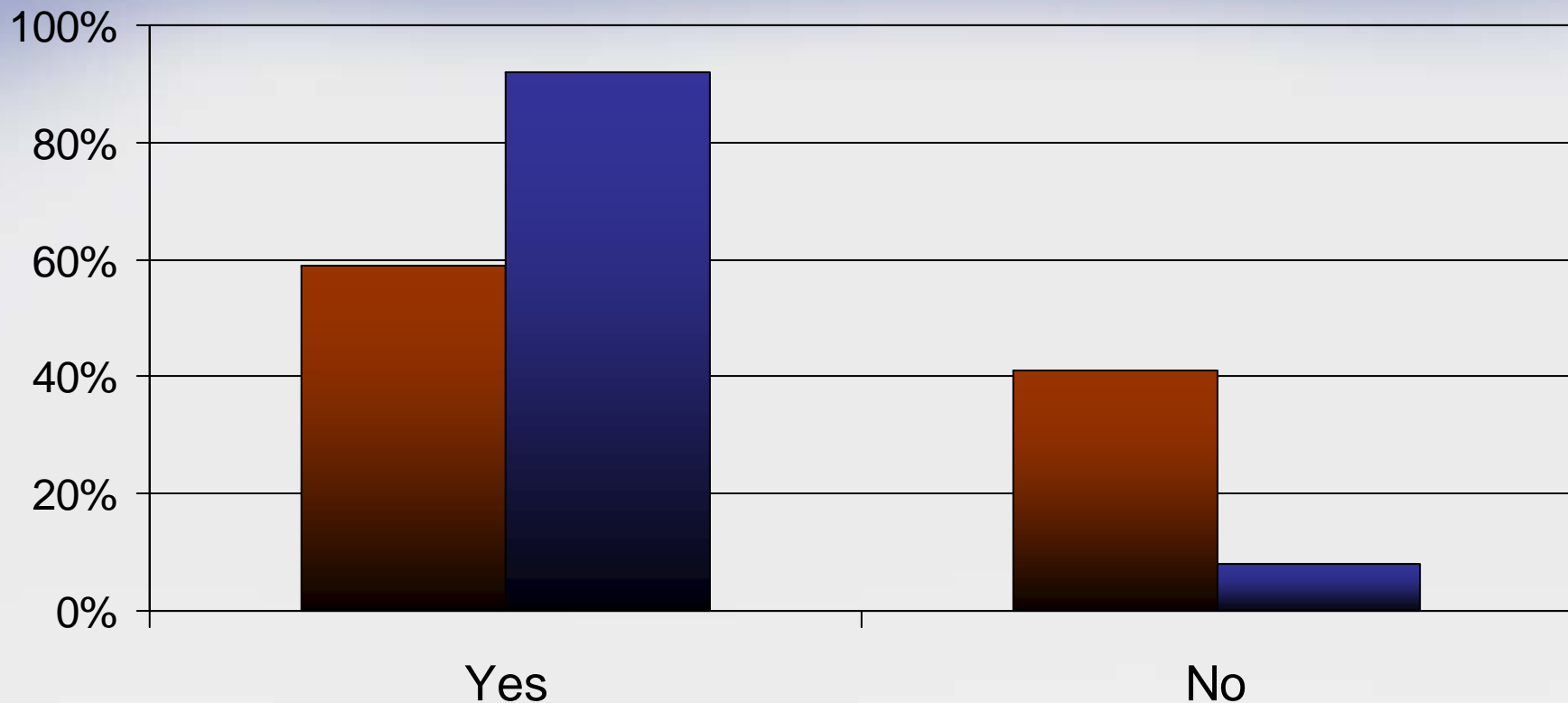


Cyclical nature	11%
Deteriorating expertise & lack of professionalism	10%
Fees too low; competitors under price	6%
Lack of "real" industry knowledge	4%
Hospitality has been replaced by Wall Street mentality	4%
Slowness in adopting technology	4%
Unrealistic expectations	4%
Lack of independent thinking	3%
Too many brands	3%
Complacency	3%

What We Love About Our Industry



ISHC Recruitment and Teaming Efforts



■ How Many of Us Have Successfully Recruited New ISHC Members

■ How Many of Us Have Brought Another ISHC Member into a Consulting Gig or Recommended One to Your Client

Our Most Famous Clients



Arch Stokes

Peter Angelos – Baltimore Orioles

Donald Trump

Robert Redford

Fess Parker
(played Daniel Boone & Davey Crockett)

Ross Perot

Herb Alpert

Royal Family of Thailand

Ian Schrager

Sumner Redstone

Jean-Michel Cousteau

The inventor of Tylenol

Johnny and June Carter Cash

Tommy Hilfiger

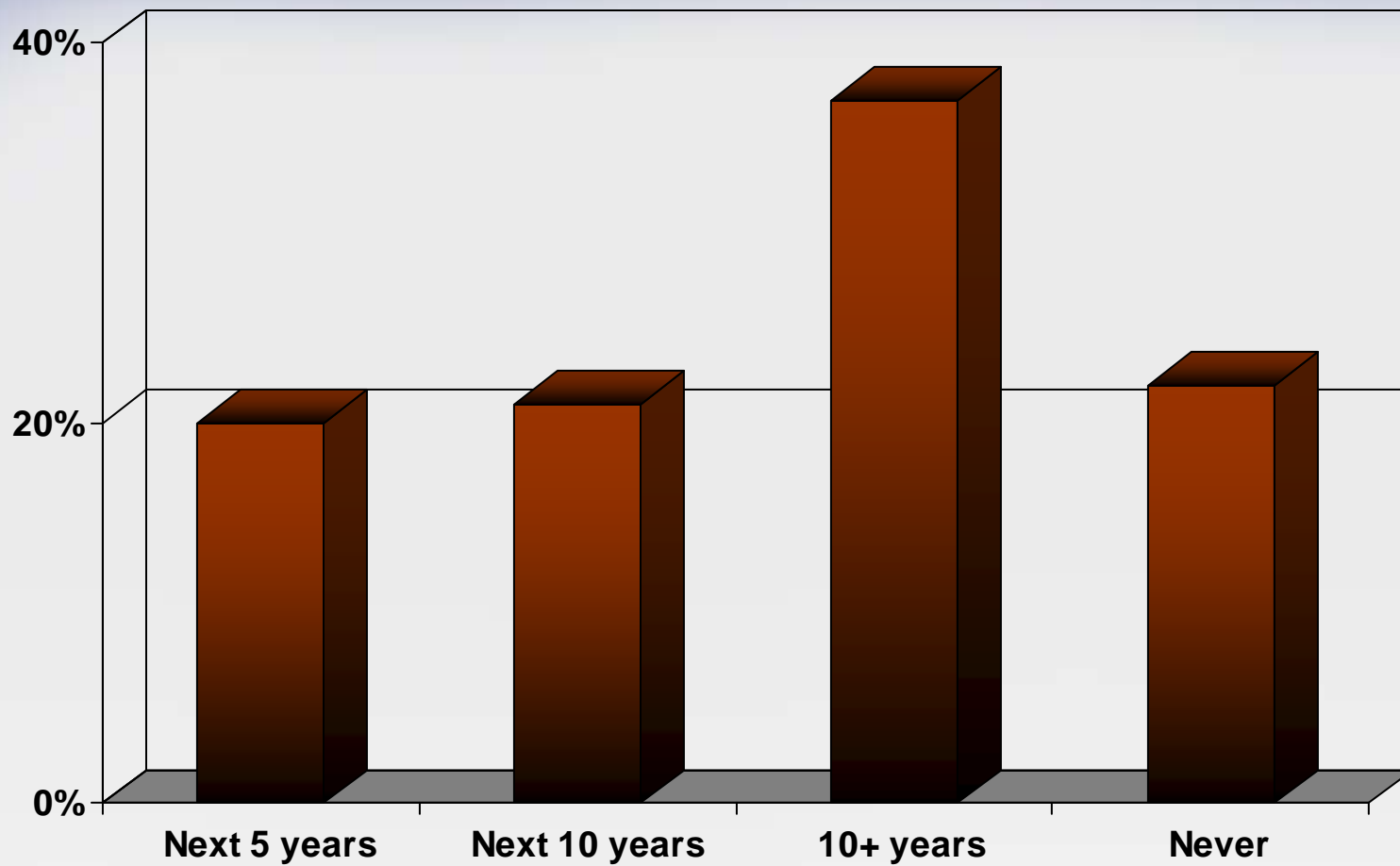
Jon Tisch

Ty Warner
“a real down to earth billionaire”

Miguel Aleman, President of Mexico

US Senate

Retiring Soon?



As a child, was this your dream job?

