



"IN THE YEAR 2020"

CHUCK PINKOWSKI, PANEL MODERATOR

***International Society of Hospitality
Consultants***

***"Partnering for success . . . the next 20
years"***

Charles G. Pinkowski, ISHC Pinkowski & Company



- ✓ *Provides consulting services for clients nationwide*
- ✓ *Development planning, investment analysis, market feasibility work & chain/brand evaluations*
- ✓ *Managed PKF's Hospitality Industry Consulting Practice for the Southeastern U.S. in early 80's*
- ✓ *Former V.P. Development Planning, Holiday Corp. in the mid 80's*
- ✓ *Charter member, founding Chair, International Society of Hospitality Consultants*

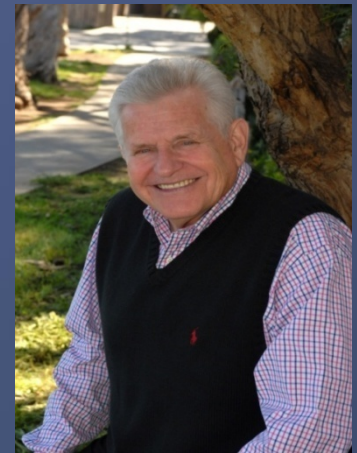
Tom Morone, ISHC Warnick + Company



- ✓ *Principal of Warnick & Company in the Los Angeles office*
- ✓ *Vice President and Manager of Colliers International Hotel Realty, Los Angeles*
- ✓ *Vice President, Corporate Development with Omni Hotels*
- ✓ *Director of Development with Doubletree Hotels*
- ✓ *Consultant with Pannell Kerr Forster, Los Angeles*
- ✓ *On the opening teams for the Westin Peachtree Plaza Hotel in Atlanta and the Westin Bonaventure Hotel in Los Angeles*
- ✓ *Co-authored CapEx 2007 for ISHC*

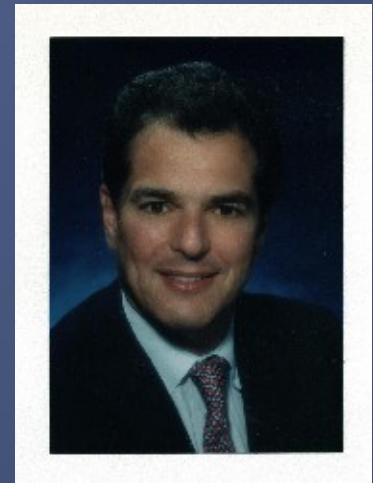
David M. Brudney, ISHC

David Brudney & Associates



- ❑ Completing 30th year as a sole practitioner
- ❑ Advisor on hotel sales & marketing “Best Practices”
- ❑ Author, speaker, facilitator, teacher & mentor
- ❑ Lecturer @ UCLA’s Anderson School of Management
- ❑ Former Hyatt, Westin and Marriott Sales & Marketing professional
- ❑ First recipient of the Pinkowski ISHC Service Award
- ❑ Charter member, Chair Emeritus, Marketing Committee, International Society of Hospitality Consultants

*Rick Swig, ISHC
President, RSBA & Associates*



- ✓ *Founder RSBA & Associates in 1986*
- ✓ *Investor in several Northern California hotels & inns*
- ✓ *Provides strategic advisory services related to hotel operations management and hotel real estate portfolios*
- ✓ *Board Chair, San Francisco Convention & Visitors Bureau, 2005-2006*
- ✓ *Former Vice President & Managing Director of Fairmont Hotel Management Company*
- ✓ *Past Chair, International Society of Hospitality Consultants*

Bernard Delomenie, ISHC Horwath Hospitality & Leisure



- ✓ *CEO, Horwath Hospitality & Leisure Ltd., London*
- ✓ *Previously senior Partner, PricewaterhouseCoopers*
- ✓ *30 years of international experience in the hospitality, leisure and tourism sector*
- ✓ *Extensive experience in emerging markets, particularly Central & Eastern Europe, Africa & the Middle East*
- ✓ *Developed the first European network of hospitality, leisure & tourism practitioners within Coopers Lybrand*
- ✓ *Past president & chair, International Society of Hospitality Consultants*

Peggy Berg, ISHC, CPA, CHA

The Highland Group



- ✓ *President, Highland Group, Atlanta, GA*
- ✓ *Industry expert in evaluating hotel markets and hotel financial performance*
- ✓ *A leader in addressing impact issues between franchisors and franchisees*
- ✓ *Written manuals and articles setting the standard for hotel market studies*
- ✓ *Former Partner with PKF*
- ✓ *Charter member, past chair, International Society of Hospitality Consultants*

“IN THE YEAR 2020”

***INSPIRED BY THE ZAGER & EVANS SONG OF
THE LATE 60’S***

“IN THE YEAR 2525”

In the Year 3535

Ain't gonna need to tell the truth, tell no lies

Everything you think, do and say

Is in the pill you took today

In the year 6565

You won't need no husband, won't need no wife

*You'll pick your son, pick your daughter too
From the bottom of a long glass tube*

*Now it's been ten thousand years
Man has cried a billion tears
For what, he never knew
Now man's reign is through*

*But through eternal night
The twinkling of starlight
So very far away
Maybe it's only yesterday*

- 1. What will the hospitality industry look like in 2020?***
- 2. What will our consulting profession be in 2020?***

DID YOU KNOW

- ❑ The 25% of the population in China with the highest IQs is greater than the total population of North America
- ❑ China will soon become the #1 English speaking country in the world
- ❑ During the course of my comments, 60 babies will be born in the US, 244 babies born in China and 351 babies born in India
- ❑ China is the largest contributor to global economic growth today

DID YOU KNOW

- According to former Secretary of Education Richard Riley, the top 10 jobs that will be in demand at the end of 2010 did not exist in 2004
- We currently are preparing students for jobs that do not exist, using technologies that have not yet been invented, in order to solve problems we do not even know are problems yet

DID YOU KNOW

- ❑ There are more than 106 million registered users of MySpace as of 2006. If MySpace were a country, it would be 11th largest in the world between Japan and Mexico
- ❑ It is estimated that 1.5 Xabytes (1.5 times ten to the 18th power) of unique new information will be generated worldwide this year
- ❑ The amount of new technical information is doubling every two years

DID YOU KNOW

- ❑ 3rd generation fiber optics recently have been tested by both NEC and Alcatel, that pushed 10 trillion bites per second down a single strand of fiber
- ❑ That is 1,900 CDs or 150 million simultaneous phone calls every second
- ❑ Predictions are that by 2013 a superconductor will be built that exceeds the computation capacity of the human brain

Tom Morone

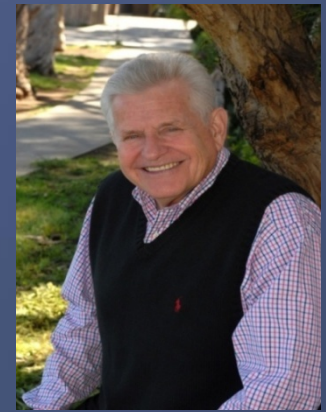
25 Word Statement



“Having failed to adapt their legacy brands to the sensibilities of post baby boomer consumers, and no longer holding significant advantages in terms of market access, brand oligarchies face stiff competition from consumer-focused small chains and independent hotels.”

David Brudney

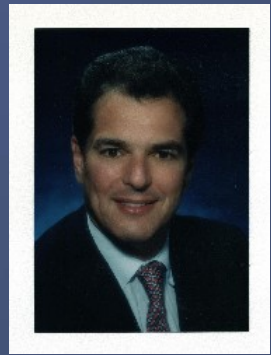
25 Word Statement



“Surviving brands master developing guest relationships (CRM) and delivering memorable experiences. Independents will be fewer in numbers, but will satisfy demands of control driven consumers.”

Rick Swig

25 Word Statement



“Based on technology evolution and next generation lifestyle changes, there is little ability to anticipate the look and feel of hospitality products and services even 10 years from now. Consultants will be valued not necessarily for their specialty areas of expertise, but also for the ability to have the relationships with individuals who have the answers and resources to satisfy clients’ questions and needs.”

Bernard Delomenie

25 Word Statement



“In 2020 the hospitality industry realizes that its success depends mainly on the quality of service, and will be much dependent on two factors:

- The quality of the people, and therefore all matters relating to HR; and
- The new department of “Experiences” which will create *tailored experiences* for their guests to feel during their stay.”

Peggy Berg

25 Word Statement



“More variety in lodging product. More diversity in customers. More travel for pleasure. More professionalism in operations. Better careers for employees.”

QUESTIONS

REBUTALS

COMMENTS



Chuck Pinkowski, Panel Moderator

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