

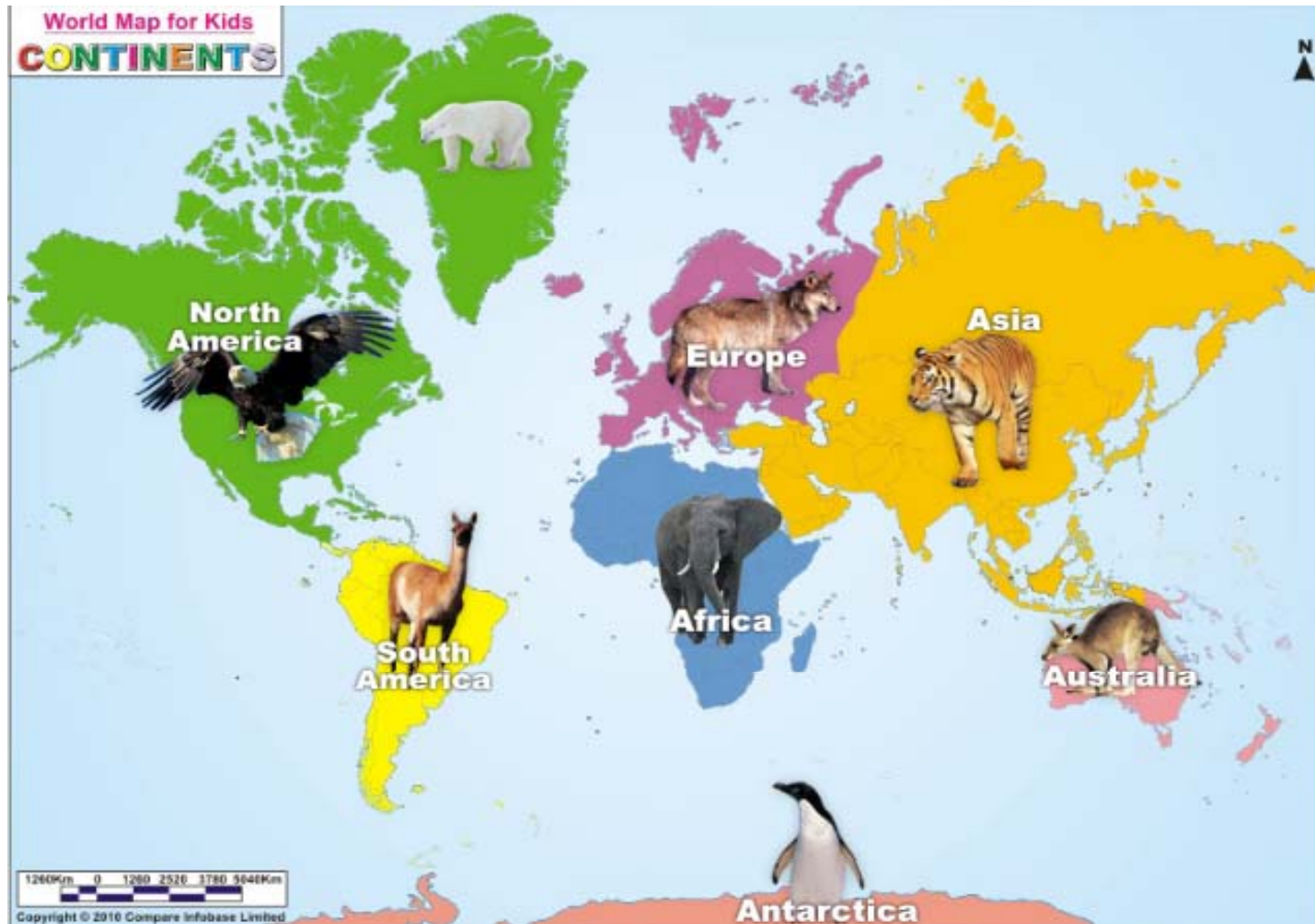
A REGIONAL UPDATE

or

**TREVOR HAS FUN
WITH MAPS!**

Sweet, but...!

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This one's for Kevin...

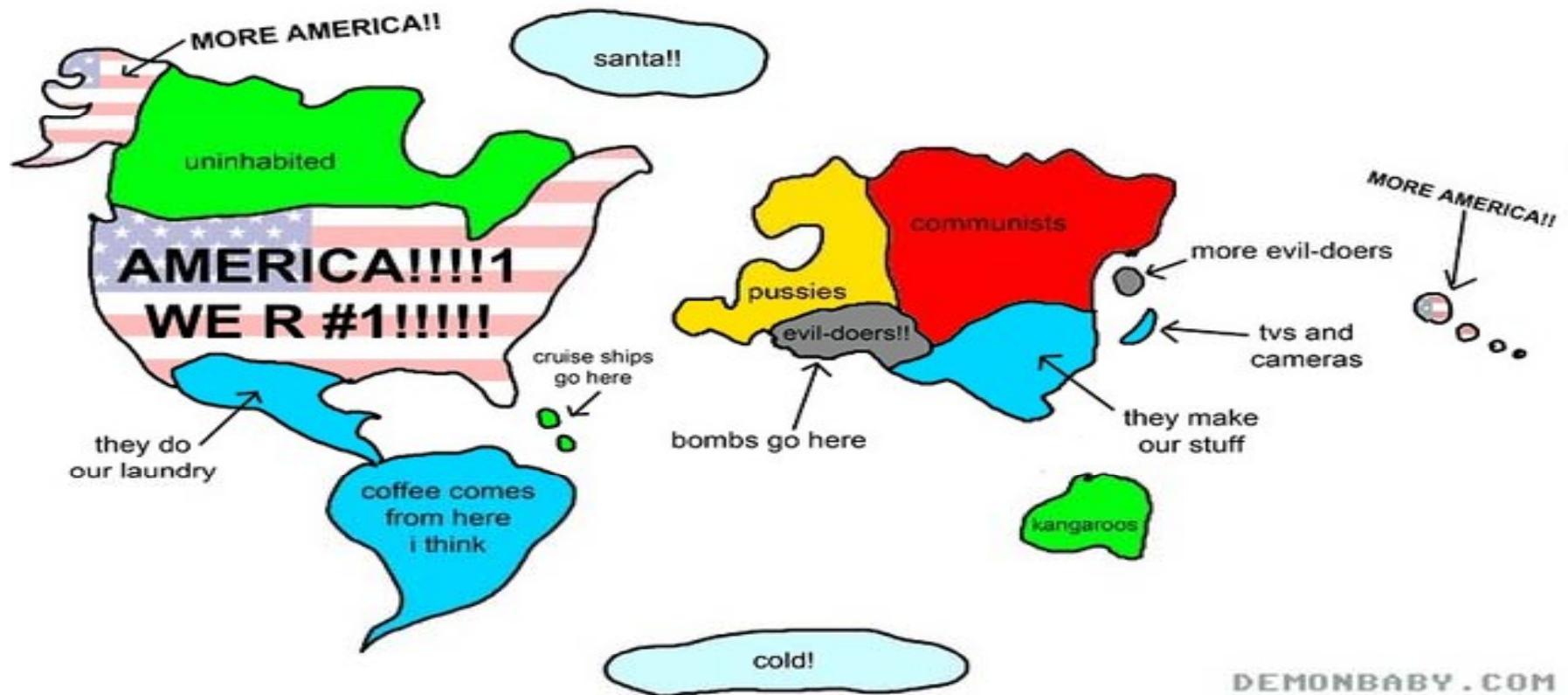
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A Little Simplistic, Maybe?!

THE WORLD ACCORDING TO AMERICANS



Here be Dragons!

THE WORLD ACCORDING TO AMERICANS

designed by alphadesigner.com
2010 edition



You're Welcome!

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Your Round!

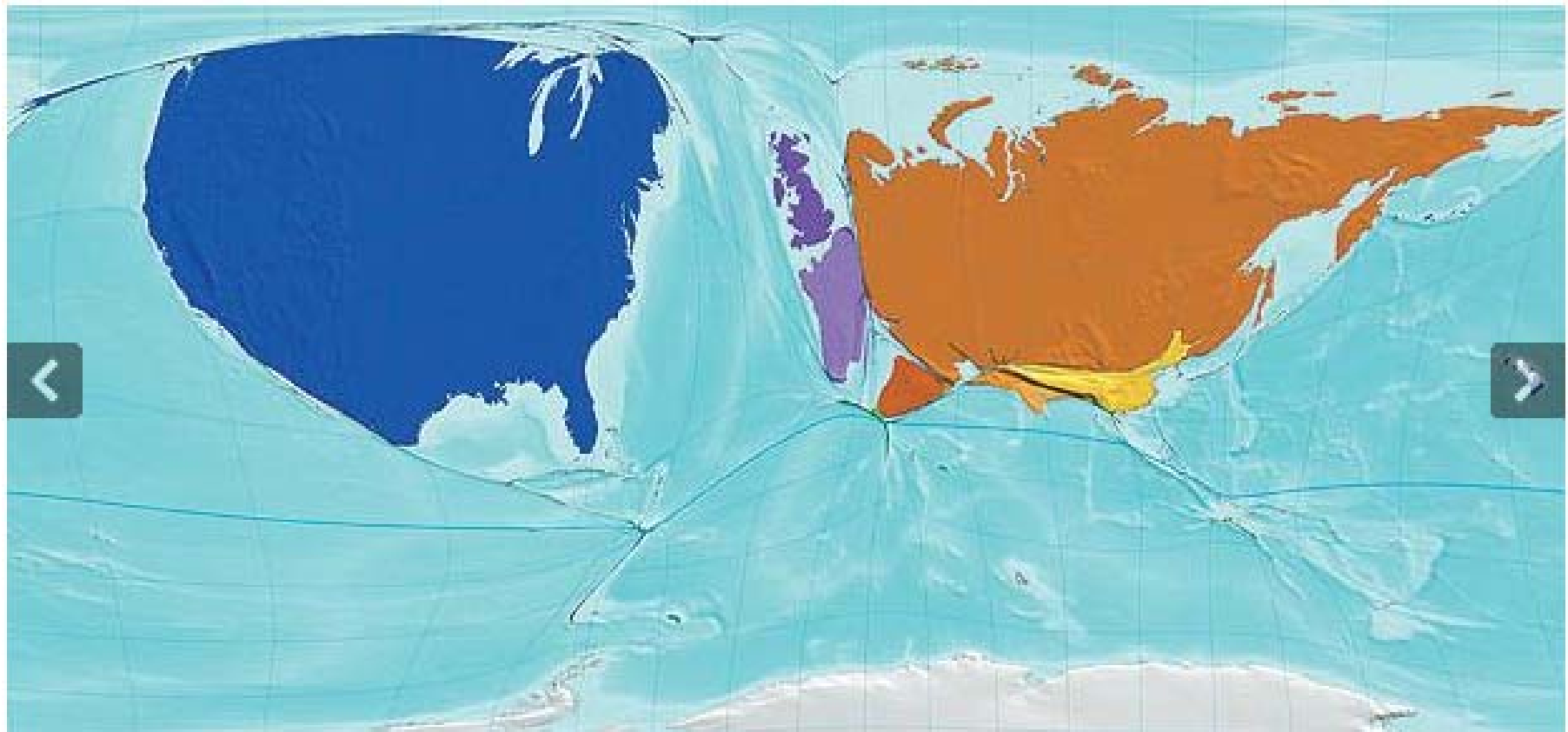
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What about N Korea?!

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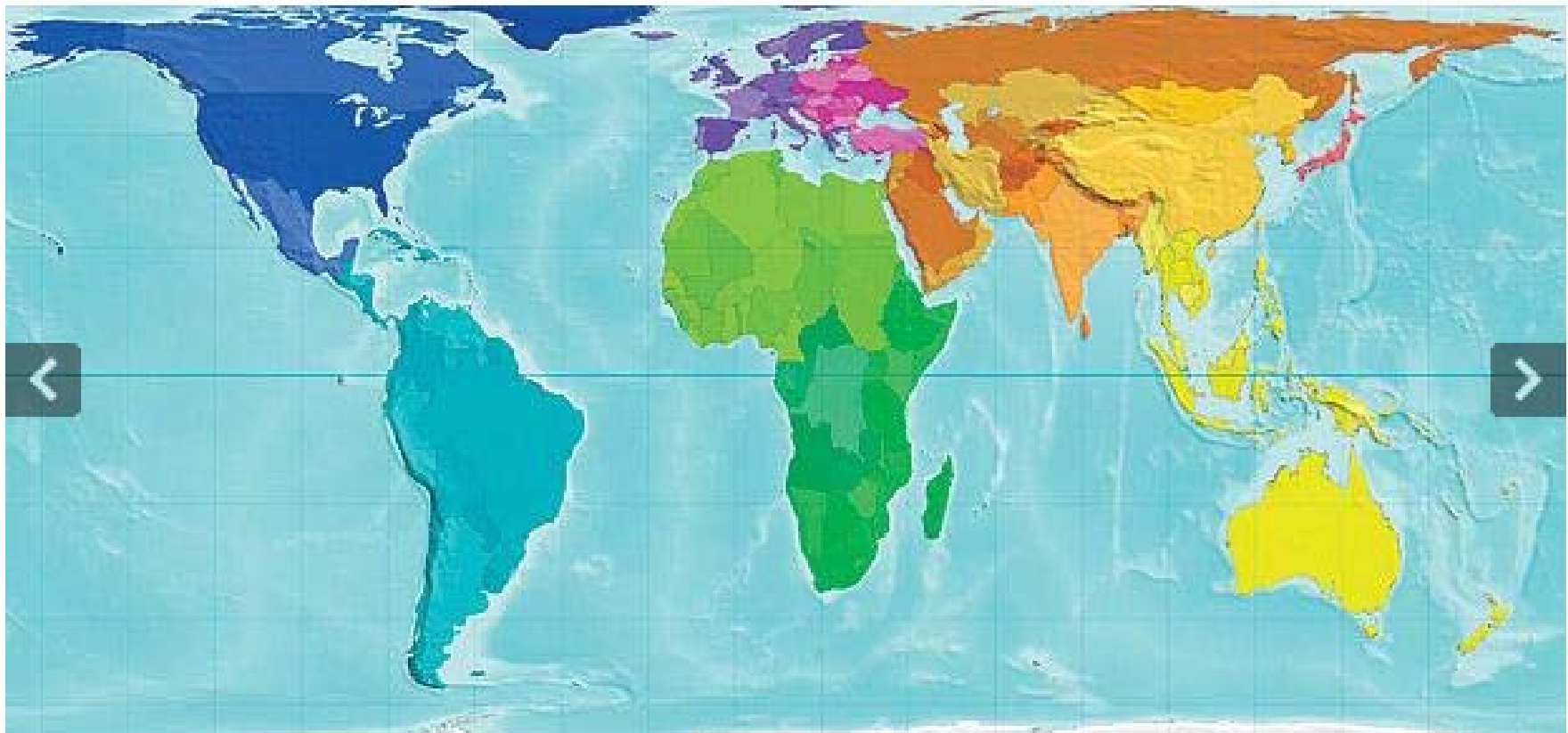
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Pretty Normal, but.....



...this is more accurate.

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Do Concentrate, Purr-lease.

Derivation of the projection

Assume a spherical Earth. (It is actually [slightly flattened](#), but for small-scale maps the difference is immaterial. For more precision, interpose conformal [latitude](#).) We seek a transform of longitude-latitude (λ, φ) to Cartesian (x, y) that is "a cylinder tangent to the equator" (*i.e.* $x = \lambda$) and conformal, so that:

$$\frac{\partial x}{\partial \lambda} = \cos \varphi \frac{\partial y}{\partial \varphi}$$
$$\frac{\partial y}{\partial \lambda} = -\cos \varphi \frac{\partial x}{\partial \varphi}$$

From $x = \lambda$ we get

$$\frac{\partial x}{\partial \lambda} = 1$$
$$\frac{\partial x}{\partial \varphi} = 0$$

giving

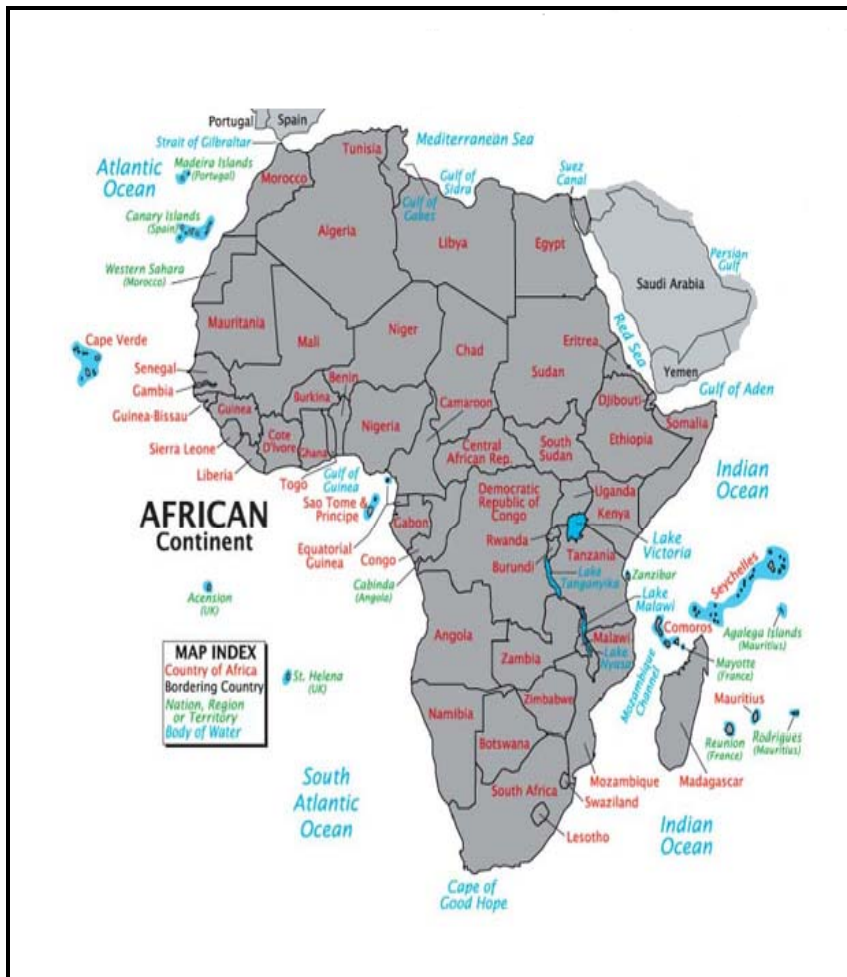
$$1 = \cos \varphi \frac{\partial y}{\partial \varphi}$$
$$0 = \frac{\partial y}{\partial \lambda}$$

Thus y is a function only of φ with $\frac{dy}{d\varphi} = \sec \varphi$. By reasoning explained in detail at [Integral of the secant function](#), this implies:

$$y = \ln |\sec \varphi + \tan \varphi| + C.$$

It is convenient to map $\varphi = 0$ to $y = 0$, so take $C = 0$.

Africa



Hot picks:

- Morocco
- Libya
- Algeria
- Nigeria
- Ghana
- And almost anywhere with minerals and oil!

Keep an eye on:

- Zimbabwe
- Ethiopia

Asia



Hot picks:

- China & India – of course, but in midscale inventory not being built to numbers needed
- Indonesia – in new build, resorts
- South Korea – new build, new cities from 2012
- Japan – current inventory
- Vietnam – resorts and midscale - but it's torturous!
- Near & long term:
- Thailand, & Myanmar
- Laos & Cambodia
- Pacific islands, Philippines
- Risks : Title, Tenure, Transparency

Caribbean



Europe



Hot picks:

- Very resilient up-market in key cities (London, Paris, Munich, Milan)
- Neighboring Countries benefit from solid German economy (The Netherlands, Switzerland, Austria, Denmark)
- Selected East European countries are still under supplied : Baltic states, Poland, South East Europe (Romania, Bulgaria) especially in branded economy lodging
- Greece, Spain, Portugal and Ireland are still a concern

South America

Brazil: development opportunities due to World Cup (2014) and Summer Olympic Games (2016). New projects USD **7Bn**

Argentina: 2010 tourist arrivals (5.3 m) surpassed Brazil!!!, New projects USD **4^(E)Bn** L&USC pipeline 600 rooms (16%)

Colombia: new projects USD **2.5Bn** (till 2014) L&USC pipeline 700 rooms (37%)

Peru: new projects USD **1.5Bn**. L&USC pipeline 1,000 rooms (100%)!!!!!!

L & USC: Luxury and Upper Scale in the capital cities till 2014

Sources: HVS, Sociedad Hoteles Peru, KRAFT & Associates

