

Budget & Mid Market Hotels WORLD USA

October 28-29, The Princeton Club, NYC

Budget & Mid Market Hotels World USA will explore opportunities in the economy, budget, mid market, upper mid market and extended stay sectors. It will cover all the latest developments in the US select service market. Opportunities in urban & suburban markets, growing regions of the US, as well as Latin America, Canada, India and China will be uncovered. Hotel brands, private equity firms, portfolio managers, REITS, individual investors, lenders, developers and management companies will examine industry trends and investment opportunities in the select service market.

Day One: Tuesday October 28, 2009

THE BIG PICTURE

9:00 Consultant keynote address: Select service market forecast

- Understanding capital market trends
- How will the current state of the economy impact the select service market?
- Will it get worse before it gets better?
- How long will this cycle last?

9:30 Hotel executive keynote address: The direction of REVPAR during uncertain economic times

- The global value hotel market: Past, present & future
- Top challenges & opportunities for 2009
- Growing the market if the value hotel sector

WHERE IS THE MONEY?

10:00 Lenders panel: Financing availability, structures & trends

- Are there still deals getting done?
- Availability & pricing of financing on acquisitions, renovations, etc.
- Optimal deal structuring: What do lenders look for?
- How much equity is enough?
- The role of mezzanine finance
- Cross border financing- Is it the way of the future?

10:30 Morning refreshments

11:00 Panel: New sources of capital from abroad

- The US is on sale
- Accessing capital from abroad
- What types of investments are foreign investors looking for?

ATTRACTING INVESTORS AND KEEPING THEM SATISFIED

11:45 Panel: US Investor perspective: REITs, hedge funds and private equity firms

- What attracts investors?
- Brand & site preferences
- Dealing with increased franchise & management fees
- Buying vs. building

12:30 Lunch

COST EFFECTIVE & EFFICIENT OPERATIONS

2:00 Panel: Understanding the emerging expectations of clients & keeping them loyal

- Creating & implementing an effective cost structure
- Amenity creep
- Distribution systems: Reaching your client & filling your rooms
- Measuring and maintaining client loyalty

2:45 Panel: Bridging the gap between owners & brands

- What do brands look for from/in owners & developers?
- What do owners & developers look in brands?
- What should owners & developers consider when selecting a brand?
- What gets the brand excited?

3:30 Speed networking & afternoon refreshments

4:20 Panel: Marketing & brand identity

- Building a brand identity that differentiates your business
- Keeping your clients loyal
- The changing face of the value offering
- Changing patterns of distribution

5:05 Panel: Access to labor

- Attracting and sustaining staff

5:50 Conclusion of day one

Day Two: Wednesday October 29, 2009

DEVELOPMENT

9:00 Panel: Finding sites

- Is freehold preferable to leasehold?
- Can standard, institutional FRI leases work for budget hotels?
- What buildings can & cannot be converted to budget hotels?

9:45 Panel: Reducing the cost of construction

- Where & when to build
- When to renovate
- Cost effective strategies
- Financing construction

10:30 Morning refreshments

MARKET PENETRATION

11:00 Panel: Big cities & urban markets

- High population density & occupancy rates
- Increased cost of real estate
- Increased competition

11:30 Panel: Opportunities across the Sun Belt

- Population shift
- Lower entry costs
- Less competition

12:15 Panel: Close up on Canada

- Investment hotspots: Ontario & Alberta
- Functioning in a commodity driven market place & managing risk
- Access to labor

1:00 Lunch

WELCOME: FOREIGN BRANDS & INVESTORS

1:00 Panel: Foreign brands entering the US market

INTERNATIONAL INVESTMENT OPPORTUNITIES

1:40 Panel: US brands entering overseas markets

- Bringing your brand abroad
- Financing projects off shore & structuring partnerships
- Pitfalls to avoid
- Uncovering geographic growth areas & preferred product types

2:20 Panel: Opportunities in Latin America

3:00 Panel: Opportunities in India

- What are the key factors to entering the market?
- Understanding the current competitive landscape
- Structuring finance to make it a reality
- Who is the target demographic & what is their price point

3:40 Afternoon refreshments

4:00 Panel: Opportunities in China

5:20 Panel: Opportunities in Russia

6:00 Conclusion of conference

Workshops:

For owners & management companies: Negotiating hotel management agreements

- Equitably distributing responsibility & control between managers & owners
- Maintaining the owners ability to control costs & influence profits
- Management fees
- Terms & renewal rights
- Budget & financial reporting
- Termination rights
- Mortgagee protection rights
- Chain services
- Employee of manager vs. owner
- Non-compete provisions
- Insurance

For marketing executives: Distribution for budget & mid market hotels

- Developing a distribution strategy that achieves ownership of the costumers
- Effective ways to lower your distribution costs
- Accessing the business traveler
- Growing your business
- Reaching new clients & new markets