

Wedlake Bell

**Top Tips from the 6th Annual
International Hotel Conference 2008**

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Hotel Design, Renovations & Innovations To Gain A Competent Edge & Improve Your Bottom Line

- Be clear what is your market segment – the needs of a business traveller are different to a leisure traveller
- Be Innovative - Go for something which your guests do not have at home; the hotel experience is about giving your guests something to aspire to! 60% of a guest's active time in the room is spent in the bathroom so pay close attention to those amenities e.g. lighting, heated mirrors and built in televisions
- Think about the practicalities associated with your design – this should not only work for your guests (taking into account their cultural differences and requirements) but also your housekeeping staff
- The longevity of your design should last between 5 to 7 years because consumer needs change – invest in technology
- Nature and sustainability is the way forward

Maximising Hotel Performance and ROI

- Align your vision/strategy with turnover and costs
- Focus on your yield management by reviewing your distribution channels and cost – typically, top line is reduced by 25% to 45 % in sales through advertisements and travel agents and 17% to 30% through your global distribution system – dropping your margins can improve your top line
- Review your procurement strategy as 20% of costs is down to distribution – when purchasing for supplies, look for efficiency, quality, availability and competitive edge. Work with your suppliers to reduce your labour costs.
- Invest in revenue management technology
- Consider cut backs in back of house and where appropriate, front of house without impacting on your service delivery
- Improve on your guests relations

Building a Successful Mixed-Use Project: Hotel, Timeshare, Office, Retail, Residence and Spa Components

- Remember that an urban mixed use property is different to a resort mixed use property – focus on your USP
- When dealing with time shares, bear in mind the sales perspective and legal perspective
- Financing devices for developers depends on how the property is going to be marketed – buying a property for investment or for a lifestyle reason does not go hand in hand. It is important to educate buyers at the point of sale to manage their expectations on ROI
- Always consider how to apportion use within a mixed-use property to maximise your ROI – strike a balance between the needs of your guests and tenants
- When sourcing for funding, look for the right hotel brand to manage your property with anchor tenants

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