ULI Fall Meeting 2015

Resorts Reimagined: From Urban to Destination

Eron Ashley, Principal | Hart Howerton

October 8, 2015
ACCESSORY TRENDS WILL CHANGE AT LEAST 30 TIMES BEFORE A HOTEL REACHES ITS B.E.P.

APPAREL TRENDS WILL CHANGE AT LEAST 10 TIMES BEFORE A HOTEL REACHES ITS B.E.P.

PHONE TRENDS WILL CHANGE AT LEAST 2 TIMES BEFORE A HOTEL REACHES ITS B.E.P.

AUTOMOBILE TRENDS WILL CHANGE AT LEAST 1 TIME BEFORE A HOTEL REACHES ITS B.E.P.

MAJOR TECHNOLOGY WILL CHANGE AT LEAST ONCE BEFORE A HOTEL REACHES ITS B.E.P.

IT TAKES A HOTEL AT LEAST 3 TO 5 YEARS TO REACH ITS FINANCIAL BREAK EVEN POINT (BEP).

Trending Cycles (credit: Related Co.)
Yellowstone Club / Big Sky, Montana
• ‘Address’ α Potential

• ‘Psychographics’... not demographics (the ‘who’ not the ‘how old’)

• A complete ‘food story’ is a minimum requirement

• Sell an ‘experience’... every night, every room...

• ‘Local’ has real value

• Authentic connections to the ‘who’ and ‘what’ of a place... and to ‘one another’
Thank You