

ULI Hospitality Market Update

Wednesday April 18, 2012 // 12pm-1:30pm
CBRE, 101 California Street, 44th Floor, San Francisco

Moderator: **Rick Swig**, President, RSBA & Associates

Panelists:

Tom Callahan, Co-President & CEO - West, PKF Consulting

Joe D'Alessandro, CEO, San Francisco Travel Association

Thomas Klein, Regional VP & General Manager, Fairmont Hotels and Resorts

The ULI Hospitality Market Update features expert panelists with great insight and knowledge into the San Francisco hospitality and tourism industry. The panelists will give an update on current and future market conditions and speak to two of San Francisco's recent or on-going projects: the Fairmont San Francisco redevelopment proposal and the Moscone Center expansion project.

The panelists will also address key topics, such as:

- Current investment activity and development opportunities: Who is doing them and how are they getting done?
- Expectations for 2012 and next five years: Where are the opportunities in the short-term and longer-term?
- Market comparisons: How do conditions differ in the various submarkets of San Francisco (e.g. North of Market vs. South of Market)? How do conditions compare to the greater Bay Area region and the nation?
- Convention center, tourism businesses and the hospitality industry: What is the status of the Moscone Center expansion project and impact on the tourism/hospitality industry?
- Example of a recent hotel project: What are the lessons learned from the Fairmont San Francisco redevelopment proposal?

This event is free, for members only.

Rick Swig, ISHC founded RSBA & Associates in 1986. Since that time, the firm has worked in support of hotel owners, management companies and chains to provide strategic advisory services related to hotel operations management, hotel real estate portfolios, marketing/global distribution and litigation support. Rick Swig is a member and past Chairman of both the International Society of Hospitality Consultants (ISHC) and the Hospitality Asset Managers Association. Prior to the formation of RSBA & Associates, Rick Swig worked in his family's business, the Fairmont Hotels, where he rose to be the Vice President and Managing Director of the Fairmont Hotel Management Company. Along with his consultancy and asset management work associated with RSBA & Associates, he is also an investor in hotels, including currently the Harvest Inn in St. Helena, California.

Thomas E. Callahan, CPA, CRE, FRICS, MAI, is Co-President and Chief Executive Officer - West with PKF Consulting USA. He is in charge of the firm's consulting practice in the Western United States as well as its San Francisco office. He is a recognized authority on the hospitality and real estate industries, for which he has conducted numerous market, economic, financial, management, and valuation studies. As a Member of the Appraisal Institute (MAI), he has appraised the market value of all types of complex income-producing properties, including hotels, resorts, casinos, vacation ownership projects, ski facilities, golf courses, and other types of hospitality properties. He has conducted market and economic feasibility studies for hotels and resorts in the United States, Europe, the Pacific, and Asia, including master-plan studies for multi-use real estate projects in the U.S., Singapore and the Republic of China.

Joe D'Alessandro was appointed president and CEO of the San Francisco Travel Association (formerly the San Francisco Convention & Visitors Bureau) in July 2006. SF Travel, founded in 1909, is San Francisco's official visitor promotion agency, working to enhance the city's economy by promoting and selling San Francisco as a site for conventions and tradeshow and as a destination for pleasure travelers. With more than 1,800 members and an annual budget of \$25 million, the association is one of the largest membership-based tourism promotion agencies in the country and employs a staff of 90 in San Francisco, Washington DC and Chicago. Previously, he was the president & CEO of the Portland Oregon Visitors Association (POVA), Oregon's largest destination marketing organization for ten years. Prior to joining POVA, D'Alessandro served as executive director of the Oregon Tourism Commission and as international program manager for the California Office of Tourism. He serves on numerous boards, including the US Travel Association, the California Travel and Tourism Commission and the Wells Fargo Community Advisory Board, among others.

Thomas A. Klein brings nearly three decades of hospitality leadership to his position as regional vice president, California for Fairmont Hotels & Resorts and general manager of the brand's flagship property, The Fairmont San Francisco. In addition to managing The Fairmont San Francisco, he oversees all Fairmont Hotels and Resorts in California; including The Fairmont Sonoma Mission Inn & Spa, The Fairmont San Jose, The Fairmont Newport Beach and The Fairmont Miramar in Santa Monica. In his previous leadership roles with international hotel companies, including Swissôtel Hotels and Resorts and Raffles International Limited, he developed operational standards for these brands and was pivotal in the acquisition of new properties and management contracts. Having operated premier hotels around the world, Klein brings keen insight into the services and amenities most prized by the global traveler.