

Readers' Comments: Your Opinions Are Solicited



1. VIEW POINT BRAND BLURR - DO WE HAVE TOO MANY BRANDS

Greg Mount, President and CEO of RLH Corporation, is concerned about the hotel industry. He is concerned travelers don't understand the difference between the brands that already exists in the hospitality space and he is concerned that hotel companies continue to introduce new brands despite acknowledging this fact. That's why, at this year's RLH Corporation brand conference at the Hard Rock Hotel & Casino in Las Vegas, so much of his team's decision was centered on this "brand blur" and how to fight it.

2. NICOLAS FRANGOS – FORWARD THINKING HOTELIER

We share his views on 2018. Do you agree?

While generally the view on the market is positive for 2018 this does not mean the coming year will be easy for investors. The investment context is changing – monetary tightening, political flux, technological disruption, and sustainability challenges will each bring their own set of opportunities and risks.

Sharply higher inflation might force central banks to aggressively tighten their monetary policy.

Geopolitical shocks could emerge from North Korea's nuclear weapons testing or political instability in the Middle East, China could mismanage its rising debt, leading to a greater than expected economic slowdown.

Technological development won't let up. Main opportunities being in digital data, automation and robotics, and electric and driverless cars.

Sustainability will attract investors. Environmental and social challenges will keep coming in 2018, and investors could have an important role to play in the solution.

As per Hospitality Industry, I believe, the next big thing will be wellness – well bring – fitness, with owners, developers, Operators planning to capitalize on the huge swell.

May I have your comments to be added to our Article on this topic.