







Annual Hospitality Management Conference 2011

Making the right decision in choosing a hotel operator

September, 15th 2011 - Legend Hotel Saigon, Ho Chi Minh City

A Hospitality Management Conference designed
for Hotel Owners | Investors & Operators

-  **Learn From Industry Experts**
-  **Discuss Hotel Values Today**
-  **Explore Most Updated Topics**
-  **Understand Major Trends**
-  **Enjoy Dynamic Speakers**
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■ Making the right decision in choosing a hotel operator

Quality hotel management requires experience and market understanding, and for many new entrants achieving international standards is difficult target. Many investors commence hospitality projects only to later discover that their project may not be feasible in the current market. Whether it is overestimating revenue projections or room rates, or simply executing decisions in the wrong way, these lead to lost time and capital.

A wide range of Hotel & Resort Management Companies offer advices and solutions to take much of the hassle away from hotel investors by providing partial or full hotel management and operational packages. Contracting with a hotel management company requires a long commitment from both sides, both acting with the same objectives.

- *Which management company to choose?*
- *What is the likely return on investment?*
- *How much do I need to pay a hotel management company?*
- *What are the roles of management company and property owners?*
- *How will our property operate when management company leaves?*
- *What are the pitfalls?*

This one day in-depth conference focuses on the practical side of working with Hotel & Resort Management Companies. It is a comprehensive conference aimed at enhancing your hospitality assets.

■ Key points

- Overview of Vietnam hospitality market: current situation and next opportunities.
- The roles of property owner & management company: options and packages?
- Understanding management contracts in practice.
- Assigning a new management company to operating hotels & resorts: expectations & considerations.
- Future of Hospitality Management in Vietnam: what is coming next?
- Structuring hospitality investment for better tax planning on operation.

