

# HOTEL INVESTMENT CONFERENCE ASIA PACIFIC



## GET MORE FROM THE HICAP EXPERIENCE

HICAP has remained the unequalled annual gathering for Asia Pacific's hotel investment community attracting the most influential industry executives from around the globe for over 30 years. The event in 2023 featured an extensive array of sessions and panels led by over 130 industry leaders across all sectors of the hotel investment and tourism industries. The overriding focus was "looking ahead to the future and what evolution is on the horizon".

Networking is always the most important reason many attend "to come together to get together".

The conference had networking; boy they had lots! From a quick exchange of business cards at Quick link..... to crowds at the Gala Opening Reception hosted by Accor. Tuesday night's offsite reception at the brand-new Pan Pacific Orchard hosted by Pan Pacific Hotels Group. Wow! what a great innovative venue perfect for a Singapore property for even though it was very hot and humid; the hotel had a unique outdoor cooling system making it easy to mingle and chat.

## BUZZ WORDS FROM AT SPEAKERS ON THE STAGE AT HICAP

- a) Relationships are the heart of hospitality.
- b) If staffing was no issue, then, AI would not be an issue now. It is a perfect storm: no staff and here comes the robots
- c) Covid Innovation is an opportunity to reinvent themselves.

- d) Empathy for what we are.
- e) Having a heavy lens to our next generation of new brands.
- f) Some headwinds along the way
- g) A lot of uncertainty leading to change and the constant attitude to risk, is the right attitude.

### **TAKE ALWAYS FROM THE SPEAKERS FROM HYATT, ACCOR, ASCOTT & OAKWOOD**

**Hyatt, Hilton and Marriott stated “they have largest pipeline of new properties and conversations in all of their brands in their company’s history”!**

1. Accor said; mixed use properties are good for owners; this reduces risk and compression rate for the investor.
2. Hyatt on segments. We are segmental more about guests travel who combine leisure with business or lifestyle in all 3 sectors
3. Ascott’s proof of concept, “we build in our brands, as we do know what owners think of us”.
4. Accor has 225 hotels in the pipeline. 15,000 keys signed in mid brands, all who want more sustainability and less carbon footprint.
5. Hyatt’s agile environmental attitude allows us to be flexible on where and who we do deals, and compete with. A big part of the deals we do is based on the as wellbeing of owners and customers. We are be mindful of that across the board.
6. Ascott, “we have strong responsibility with hospitality touches, everyone continues to be environmentalists”.
7. The best was this response to a question about current development strategy .... “Cash combined with courage in this market place is priceless”