

## Conference Recap

*Lee Hunter, COO, Hunter Hotel Advisors*

Our 25th Silver Anniversary year turned out to be the best Hunter Hotel Investment Conference yet, and we thank all of you for attending and for your wonderful remarks. While we enjoyed a record gathering of approximately 1,000 attendees, Hunter is most proud of the high quality of our executive attendees and the ideal size of our conference where face-to-face interactions and real business gets done. This year was no exception.

We had more hotel owners, decision makers and senior management on our roster than ever before. From Private Equity to REITS and from regional investors to brands, every group was represented. Lenders including GE and Wells Fargo had a strong presence this year. There were attendees from 36 states representing every region on the map. As a result, Jeff Higley summed up the Hunter Conference most eloquently in his March 27th blog remarking, "the Hunter Conference is among my favorites, mainly because it attracts more owners from Main Street than any of the other conferences I attend ... the majority of people who attend Hunter own a dozen or two hotels and are the hotel industry's heartbeat."

Over 100 of our industry's most influential leaders and experts knocked it out of the ball park with fresh programming. We're confident that Hunter Conference attendees left with a clear competitive edge in real estate, financing and lending, and gained valuable expertise in what lies ahead politically and economically. In particular, Arne Sorenson, President and CEO of Marriott International, provided an empowering message to hoteliers on ways to counter misperceptions of our industry. The four CEOs on our "President's Panel" including Wayne Goldberg from La Quinta, Steve Joyce from Choice, Richard Kessler from the Kessler Collection, and Mark Laport from Concord Hospitality also armed attendees with essential news from the industry's heaviest hitters.

Our first *Finance Friday* was extremely popular. Attendees heard from top lenders including RockBridge and Goldman Sachs as well as experts from IREFAC. We were also thrilled and honored to present Jack DeBoer, Chairman, Value Place LLC, with the Hunter Conference Award for Excellence and Inspiration. Jack is a role model for every industry owner. With your feedback in hand, we are already planning next year's conference that will take place again at the Atlanta Marriott Marquis Wednesday, March 26 to Friday, March 28th, 2014. We hope to see you there!