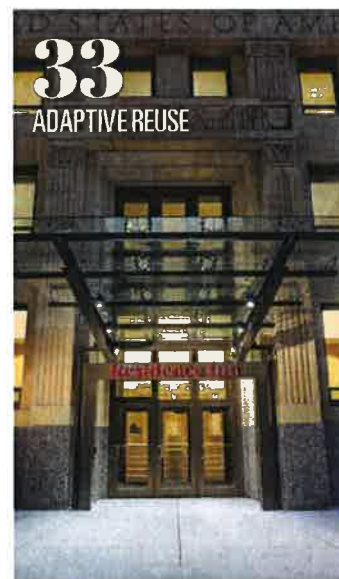


WHAT'S HOT



WITH OUR FINGERS CONTINUALLY ON THE PULSE OF THE WHO, WHAT AND WHERE OF THE GLOBAL HOTEL BUSINESS, HOTELS UNVEILS ITS ANNUAL HOT LIST IDENTIFYING THE PEOPLE AND THE TRENDS IN DESIGN, F&B AND TECHNOLOGY THAT MATTER MOST RIGHT NOW.



Richard Born (left) and Ira Druckier

RICHARD BORN IRA DRUCKIER

CO-FOUNDERS, BD HOTELS, NEW YORK CITY

Business partners for 25 years, Richard Born and Ira Druckier quietly and very successfully continue to buy, redevelop and operate some of the best hotels in New York City. BD Hotels, with some 25 hotels and 5,000 rooms in New York City, plans to grow its Pod brand in major U.S. gateways and perhaps even Europe and South America.

While the chic Greenwich and Mercer hotels gain the most attention, it is the techy, intelligent Pod concept that captures Born's imagination. "I said, 'Can I deliver a comfortable environment and sell that room for US\$200 a night?'" he explains. "And the answer is, 'I can do it in 125 square feet (12 sq m) instead of 250 square feet (23 sq m).'" Do the math.

DAVID BURDEN

FOUNDER AND CEO, TIMBERS RESORTS, CARBONDALE, COLORADO

Luxury mixed-use developer/manager Timbers Resorts has realized critical acclaim for its most recent hotel-residence projects, The Sebastian – Vail in Colorado and Castello di Casole in Tuscany, Italy.

Burden and his team have developed some 13 properties since 1999. Today, some properties sit with different

owners under the Timbers Collection while the group manages five.

Burden wants to grow Timbers' hotel-residence business (fractional and whole ownership) that has been averaging up to US\$100 million in annual sales, and he has multiple sources of institutional capital. He is also asset-managing some of the properties in

the Collection and developing 14 more residences at Castello di Casole.

Burden says he is close to acquiring a luxury property in Florida as well as considering others in the Caribbean and Europe. "We prefer specialty, high-end resort properties that can stand on their own without leaning on a brand," Burden adds.



EDMOND IP

VICE CHAIRMAN, ARTYZEN
HOSPITALITY GROUP, HONG KONG



The long-time IHG executive and co-founder of Banyan Tree Hotels & Resorts has taken on a new role to establish Artyzen's lifestyle Zitan brand and launch the company's CitizenM franchise for Asia.

Ip created Zitan in 2007 and will now have the opportunity to develop it as an original Chinese brand.

Artyzen also has a partnership to establish CitizenM hotels in major gateway Asian cities. A joint venture operating company, Artyzen CitizenM Asia Ltd., has the perpetual rights to the brand in Asia exclusively and will grow the brand distribution through hotel management agreements with owners and investors.



CRAIG REID

PRESIDENT AND CEO, AUBERGE
RESORTS, MILL VALLEY, CALIFORNIA

After Auberge founder Mark Harmon accepted an equity infusion from Friedkin Capital Partners, he hired former Four Seasons executive Reid to lead an aggressive expansion plan to grow from nine properties concentrated mainly in the western United States to 20 around the world within five years.

Reid says a priority is the development of an urban model, and the first markets earmarked for expansion include New York City and Miami as well as Hawaii. Latin America, South America, Africa and Europe are among other key areas.

"Our plans are to organize ourselves to harvest this cycle, be prepared for the next downturn and really be super-ready for the next uptick beyond that," Reid says.

OLIVIER JACQUIN

CEO, MANGALIS MANAGEMENT GROUP,
BARCELONA, SPAIN



Funded primarily by West African investors and with a European operational base, Mangalis recently named Jacquin to make

an impression in what is becoming one of the hottest destinations in the world.

In the four years since the company's inception, Mangalis has launched two brands with a third to debut soon. The company's brands — Seen and Seen+ in the economy segment and Noom Hotels and Noom Résidences in the upper-midscale segment — now have an 18-hotel pipeline in 13 African countries including locales with insider appeal.

Jacquin, formerly with Rezidor, is concentrating now on Senegal to Sudan and Chad to the Democratic Republic of Congo. Between 2017 and 2020 he wants to expand to the EMEA region, especially cities like London, Paris, Madrid and Barcelona.