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Hotel ROI: Midwest-Chicago Helps Hoteliers Leverage Assets to Maximize Returns

CHICAGO, Aug. 10—Hotel ROI, a fast-paced education series created to inform and inspire hospitality industry professionals with actionable insight, will take on the Windy City and surrounding area today. The event will be held at the Wyndham Grand Chicago Riverfront from 8:30 a.m. – 5 p.m.

The panels and education sessions held during the one-day event are moderated by local industry experts who can offer insider facts and figures specific to the area’s local market—invaluable information for small business owners who are trying to beat the competition. Here’s a quick list of topics to be discussed:

- Brokerage transactions and the current relationship between buyers and sellers
- How to increase profitable revenue using a multifaceted approach
- Labor issues including wage/hour class actions and union/management relations
- Minimizing costs from every angle
- Where to look for the next big deal and where to build next
- Exit strategies

“In 2016, Chicago contributed about \$15 billion in direct tourism spending, with a record number of 54.1 million people visiting,” said Chip Rogers, CEO and president of the Asian American Hotel Owners Association. “With a solid pipeline, a transportation infrastructure that is among the best in the nation and annual tourism numbers expected to reach 55 million by 2020, the city is poised for growth. Now is the time to take action.”

Midwest-Chicago is the third Hotel ROI event in the seven-city tour that began in Houston on April 24. The conference heads to Pittsburgh and Atlanta in September and closes out with Baltimore and Charlotte, North Carolina, in October.

Hotel ROI is the result of a new partnership between AAHOA, the nation’s largest group of hotel owners, and Hotel Management magazine.

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AAHOA is the largest hotel owners association in the world. The more than 16,000 AAHOA members own almost one in every two hotels in the United States. With billions of dollars in property assets and hundreds of thousands of employees, AAHOA members are core economic contributors in virtually every community in the United States. As an association, AAHOA is a proud defender of free enterprise and the foremost current-day example of realizing the American Dream.