

For Immediate Release

**Opportunities, Threats, Strengths & Weaknesses within the Western
Canadian Hotel and Recreational Real Estate Market
October 2010**

Western Canadian Hotel & Resort Investment Conference

October 18 - 19, 2010

Vancouver Convention Centre

August 25, 2010, Vancouver, B.C. – Western Canada’s leading hoteliers and resort developers, advisors as well as marketers and recreational real estate trendsetters will have their annual dialogue this year at the Vancouver Convention Centre, October 18 - 19, 2010.

The conference is designed to provide attendees with critical new information affecting the tourism and recreational real estate development industries within Western Canada, while providing invaluable networking opportunities. After just one and a half days, delegates leave with insider knowledge and background needed to continue planning for the years ahead. The tightly managed program has been created to provide in depth analysis and to allow for discussion among the delegates, as information sharing has been identified as a critical success factor for the popularity of this annual event.

“This event relied on an advisory panel from within the industry to recommend sessions and speakers in order to attract the leading recreational real estate and hotel investment players in western Canada,” says Lyle Hall, managing director of HLT Advisory, one of two co-hosts for this year’s Western Canadian Hotel & Resort Investment Conference.

Speakers this year include:

- Michael Adams, president of Environics Research Group Inc. and author of best selling books *Sex in the Snow: Canadian Social Values at the End of the Millennium* (published in 1997), *Better Happy Than Rich? Canadians, Money and the Meaning of Life*, (2000) and *Fire and Ice: The United States, Canada and the Myth of Converging Values*, (2003), and *American Backlash: The Untold Story of Social Change in the United States*, (2005). Michael has also just launched a new book *Stay’in Alive*.
- Betsy MacDonald, HVS International
- Michael Beckley, Senior VP of Development, Marriott Hotels & Resorts Canada.
- Henry Delozier, Global Golf Advisors, Inc.
- Rob O’Neill, Chairman O’Neill Hotels & Resorts.
- Ed Romanowski, President & CEO Bellstar Hotels & Resorts and Bellstar Developments.

Topics of discussion include:

- **Western Canadian Hospitality Performance Update**
A review of occupancy and room rate trends (to date in 2010 and an outlook for 2011) in major western Canadian urban (Vancouver, Victoria, Edmonton, Calgary, Regina, Saskatoon) and resort (Whistler, Vancouver Island, Okanagan, Rocky Mountains) markets.
- **Western Canadian Hospitality Transaction Update**
A review of 2010 transactions to date as well as a supply inventory update of major urban and resort projects under construction, in development and rumored/planned.

- **The Impact Of China On Western Canadian Recreational Real Estate And Hotels**
Approved Destination Status (ADS) for Chinese travelers is expected to generate immediate and sustained interest by Chinese tourists, but what impact will increased Chinese visitation and enhanced visibility from the Olympics have on western Canada on recreational real estate? This session examines the product and marketing challenges to reach this marketplace as well as the logistical and contractual issues of selling to international (Chinese) purchasers.
- **Hotel & Resort Development 101**
A “lessons learned” interactive session with western Canadian hotel and resort developers who found out the hard way how to plan, finance, build and operate in western Canada.
- **Financing Hospitality Projects In 2011 And Beyond**
Hotels, let alone resorts, have proved to be one of the toughest asset classes to finance whether for acquisition, expansion or new build. Join this panel of influential users and providers of capital to see what the future holds for adequacy of capital.
- **Beyond The Boomers...**
Boomers have set the product, design and pricing agenda for recreational real estate for much of the last two decades. How will the emergence of GenXers, Gen Ys and Millennials affect the resort of the future? How will product change? How will the marketing approach need to change? What research will be required? Join Michael Adams as he examines the resort of the future.

About the Western Canadian Hotel & Resort Investment Conference

The Western Canadian Hotel & Resort Investment Conference aims to provide a year-end perspective on both resort and urban lodging, with a western Canadian focus. Hosted by [CBRE Hotels Canada](#) and [HLT Advisory](#), the Conference is a superb vehicle for delegates to reflect on the various issues impacting the lodging industry and discuss future opportunities and trends through in-depth, interactive sessions. Whether you are involved in the development and/or operation of recreational/resort real estate or active in the urban hotel investment market, this conference is a must! Independent and multi-property developers/operators, hotel franchisors and recreational amenity providers will benefit from interactive sessions and timely insights into investment activity and the potential within the Western Canadian market. This event will also provide a unique opportunity for lenders/investors, architects, designers, hospitality consultants, lawyers and investment advisors to gain better perspective on this rapidly evolving industry.

The conference is produced by [Big Picture Conferences \(BPC\)](#). BPC is dedicated to the production of annual conferences and networking events for the Canadian hospitality industry. In addition to the Western Canadian Hotel & Resort Investment Conference, BPC's events include the [Hotel Association of Canada's Annual Conference](#), [Canadian Hotel Investment Conference](#), [Canadian Restaurant Investment Summit](#), [Online Revealed Canada](#), and the soon to be launched [Canadian Tourism Marketing Summit](#).

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