

HVS Renews Partnership with Cornell Center for Hospitality Research

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HVS, one of the world's foremost hospitality consulting practices, has renewed its partnership with Cornell's Center for Hospitality Research. Suzanne R. Mellen, managing director of HVS, will continue as a member of the center's advisory board.

'Creating and sharing information has been a key element of the HVS practice, and Cornell's School of Hotel Administration has raised the bar on hospitality studies with the Center for Hospitality Research,' said Mellen, who is based in the HVS San Francisco office and is also managing director of the HVS gaming service division. 'In addition to the many reports that the center makes freely available, the center has expanded its reach with an ambitious series of Industry Roundtables and participation in industry conventions and symposia.'



Left to right: Betsy MacDonald, managing director, HVS of Vancouver, British Columbia; David Sherwyn, academic director, Center for Hospitality Research; and Suzanne Mellen, managing director, HVS of San Francisco

As a center partner, HVS has a seat at all roundtables which allows its senior-level executives the opportunity to meet and interact with university researchers. "HVS's participation has been a great asset to Cornell," said Joseph Strodel, Jr., director of corporate relations for the School of Hotel Administration. "HVS offers a depth of international experience in hospitality real estate consulting and asset valuation, and has made considerable contributions to our research agenda," Strodel added. "We are delighted that HVS is renewing their partnership with the Center for Hospitality Research."

With offices in more than 20 cities worldwide, HVS is a full-service consulting and valuation firm that specializes exclusively in hotel and related properties.

About HVS

HVS Global Hospitality Services was established in 1980 by Stephen Rushmore. HVS is a consulting and services organization focused on the hotel, restaurant, shared ownership, gaming and leisure industries. The firm has provided financial and valuation consulting services for over 8,000 hotels in all 50 states and more than 60 foreign countries. With more than 20 offices and 200 consultants worldwide, HVS performs more than 1,500 assignments per year for virtually every major industry participant. For more information about HVS, please visit: www.hvs.com.

About The Center for Hospitality Research

A unit of the Cornell School of Hotel Administration, The Center for Hospitality Research (CHR) sponsors research designed to improve practices in the hospitality industry. Under the lead of the center's 71 corporate affiliates, experienced scholars work closely with business executives to discover new insights into strategic, managerial and operating practices. The center also publishes the award-winning hospitality journal, the Cornell Hospitality Quarterly (formerly the Cornell Hotel and Restaurant Administration Quarterly). To learn more about center and its projects, visit www.chr.cornell.edu.

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