

## The 10 Major Issues in Contemporary Hotel Management Agreements

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Our lawyers spend a lot of time negotiating hotel management agreements in many jurisdictions and particularly in the Asia Pacific region. In fact, we have been doing this solidly in our Australian offices for about 20 years.


One senior industry executive has commented that over this period the only innovation impacting on the hotel industry is that somebody decided that it would be a good idea to fold the top sheet on toilet rolls in hotel rooms into an arrow shape.

It strikes us that even less innovation than this has occurred as regards hotel management agreements and the underlying dynamics which drive the commercial relationships governed by the agreement.

Now that we are well into the 21st century, and given the unprecedented volume of management agreements being negotiated currently, we felt it's about time to at least throw out a few ideas and observations to try to challenge conventional wisdom, and see if there is a way to build a better mouse trap.

So, at the recent JLLH Hotel Investment Conference in Singapore we analyzed what we consider to be the truly big issues. To keep things at a high level, we restricted ourselves to 10 topics. We are sure that there will be hot debate on what we have decided to focus upon (and perhaps even hotter debate on what we have decided to exclude).

This newsletter shares with you the substance of our analysis.

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