

## Press Release

### **The 10<sup>th</sup> Anniversary of the Australian, New Zealand and Pacific Hotel Industry Conference opens with Pre-Conference Event on Fractional Real Estate**

**Sydney July 7<sup>th</sup>, 2010**

The 10<sup>th</sup> Anniversary of the Annual Australian, New Zealand and Pacific Hotel Industry Conference (ANZPHIC) kicked off today in Sydney, Australia with a one-day pre-conference event – *Fractional Real Estate Essentials*, which was held at the office of Blake Dawson in Grosvenor Place, Sydney.

Given increasing interest in the area of fractional real estate ownership, this limited-seating event was well attended by 160 participants from the real estate industry, legal services, hotel management companies, owners and developers with a keen interest in the Pacific. The key focus of this pre-conference event was to introduce the concept of fractional real estate ownership and to discuss its benefits and weaknesses.

Various experts of the field, including from Ragatz Associates and Private Residence Resorts, shared with event participants the criteria for successful fractional real estate projects, such as broader market reach, high consumer profile, higher occupancy and resulting ancillary income, and asset appreciation. Experts also made special care to differentiate fractional real estate ownership from timeshare.

According to research conducted by Bergent Research, about two-thirds of its sample respondents have shared a holiday home, and the most important perceived benefits of shared real estate ownership are the appreciation of property values, minimal maintenance hassles and, with regards to location, access to a beach. Quality fittings are considered most important in terms of interior furnishings. Major holiday destinations, such as Queensland, Gold Coast and the Sunshine Coast, appeal the most for fractional real estate. The pre-conference event then closed with a cocktail function sponsored by the Hilton Sydney.

Over 400 hotel owners, investors, developers, operators, lenders, advisers and other stakeholders are expected to join over 40 Sponsors, Exhibitors and Supporters in attending *ANZPHIC 2010* to hear from industry experts, share experiences, and build and reinforce networks. The 2-day conference will be held from July 7-8 at the Hilton Sydney, during which the Deal of the Year and the inaugural Hotel Legends Hall of Fame will be announced.

## **About the Conference**

ANZPHIC is an "all industry" event that services the needs of a diverse group of senior executives in the hospitality industry – ranging from CEO's, General Managers and Department Heads of hotel companies, through to similar functions within hotel ownership groups, investors, developers, lenders, consultants/advisors, lawyers, suppliers, government and industry bodies and other industry stakeholders.

Attendees range from the most senior global, regional and local industry executives to new management entrants to the industry. Industry sectors covered include: hotels, resorts and serviced apartments, from luxury to backpacker standard.

## **About Horwath HTL**

Horwath HTL is a member of Crowe Horwath International, a professional association of accounting and management consulting firms founded in New York in 1915. Crowe Horwath International is currently ranked among the top ten international professional service groups with offices in close to 400 cities in 88 countries.

Horwath HTL (Hotels Tourism and Leisure) is one of the pre-eminent consulting specialists in the hotel, tourism and leisure industries, providing unequalled experience and expertise for client projects around the world through a combination of detailed local knowledge and international understanding. Horwath HTL is currently the world's largest consulting organization specialized in the hospitality industry, with 47 offices in 37 countries.

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