

Current Issues and Challenges in Hotel Management Agreements

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- 1) Deal Structures; Management Agreements vs. Leases
- 2) What Does it Take to Win a Deal; Skin in the Game
- 3) Alignment of Risks and Rewards
- 4) Termination Issues, Rights and Provisions
- 5) Financing Matters; COVID 19 Related Cash Flow Issues
- 6) Employment Matters
- 7) Guest Profiles/Customer Data
- 8) Technology/Social Media/Artificial Intelligence
- 9) Brand Issues; Franchises; Licenses and Celebrity Chefs