ASK THE EXPERTS

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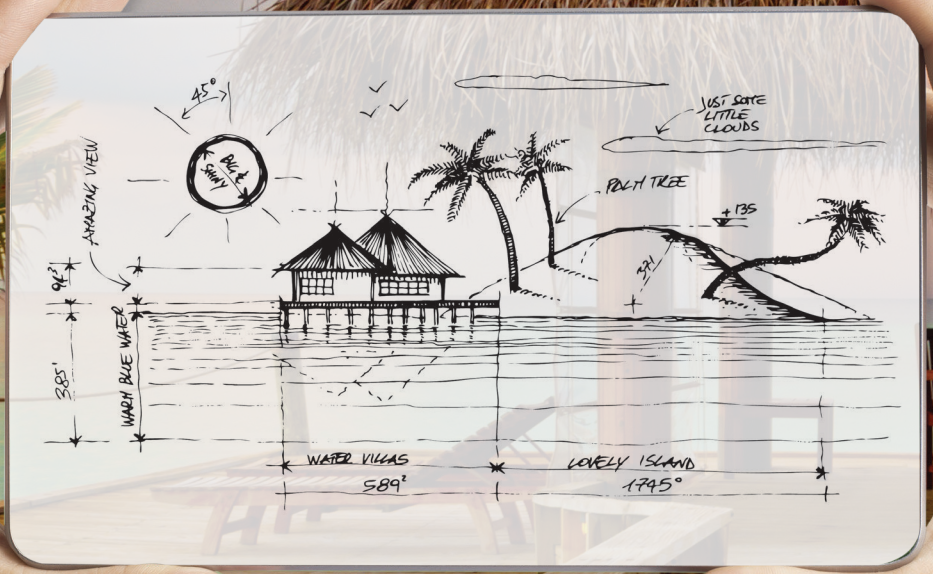
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ARDA

THE VOICE OF THE VACATION OWNERSHIP INDUSTRY

Developments

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CONSTRUCTION & DESIGN

PLUS What's Trending: "Musts & Busts"

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Behind the Scenes

What do ARDA experts in this space have to say about the latest and greatest in the world of interior design, general contracting, renovations, soft furnishings, and more? Perhaps more than any other side of the vacation ownership business, these professionals are responsible for the physical touch-points for each owner's experience of his/her vacation.

Here's a bit of insight into what they are seeing as "musts and busts" for today's timeshare resorts and a few tips for success.

Design

Emerging Trends in Hospitality

BY DEIDRE A. SCHWARTZ, LEED AP,
DIRECTOR OF MERCHANDISING,
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Most agree the industry trends of today revolve around social responsibility, technology, and wellness. When we drill down, we see that transparency is key to benefitting from all three. Transparency provides access to data, processes, and values. Transparency shows respect and earns credibility. Where transparency is available, solutions become a collaborative effort and stakeholders own both the input and the outcome.

Social responsibility is all about taking care of our environment and each other. We want to do business with people who share this same "caring" commitment. We want to take our sustainability practices to a higher level. With more accountability, we will see more concrete information about eco-friendly products. With clear certifications and attributes, we can better

determine whether a product meets our sustainability goals.

As a primary tool of transparency, technology offers consumers access to all types of information. Their demand for transparency requires a proactive response. As an example, we can use technology to provide consumers with data that outlines and verifies every step of a renovation project. This kind of trust is what builds partnerships.

Transparency is just as essential in a wellness market that—according to *The Next Trillion* by Paul Zane Pilzer—will surpass the $1 trillion healthcare industry within the next 10 years. With the increasing corporate emphasis on health and wellness, consumers will insist on clarity.

By integrating transparency into everything we do, unique challenges can be transformed into outstanding opportunities for all of us in the hospitality industry.

Adding Value to Furniture Manufacturing

The market is moving! New construction and renovation projects are in full swing. However, according to Javed Bhaghani, president of Biscayne Hospitality, "If we do what we have always done, we will get what we have always gotten."

Bhaghani feels the collaborative approach is the best way to capture the marketplace and ensure client and guest satisfaction; a team approach also allows projects to move through the process smoothly with less potential for issues. The days of linear communication where the manufacturers are the last to know is changing.

As a manufacturer of case goods and soft seating, Biscayne involves the manufacturer from the project onset.

Bhaghani says: "As manufacturers, we have insight on how to enhance products without compromising quality and design. We achieve this by taking the time to encourage our clients to bring us in on the front end. What does this mean? It means we want to talk with the housekeeping throughout the whole process. It also means we want to understand how the product will be used in its environment.

"As part of the team, we can create and develop products without compromising design or functionality, while enhancing the guest experience. For example, we had a project where we were manufacturing all the headboards. The headboards were upholstered, so we came back to our client with an operational and cost-saving idea: to design the upholstered part into removable sections. That way, if one part of the headboard were to get damaged, we could easily replace the single panel, rather than the entire piece. Therefore, the headboard in a room would always look fresh and new for the guest."

Collaboration works!

Construction

Trends to Watch in the GC Space

As a segment of timeshare owners and vacation resort guests grows older, property managers are finding the need to remodel or update their facilities not only to remain ADA-compliant but also to continue attracting an aging clientele, year after year. Remodeling projects can involve the common areas of the property or specific aspects of a condominium or hotel room.

Contrary to conventional wisdom, a large contractor like FARROW Commercial Construction has the ability to bid competitively on any size job.

According to John Farrow, president and CEO, making changes for more mature guests is a guideline that crosses over into numerous areas of resort renovations—from bathrooms and kitchens to floor finishes and lighting.

Conferring with an expert contractor early in the process will help resorts and HOAs save money in the long run, especially with pre-planning, detailed scope of the work order, and organized schedule. A common misconception is that cheaper is always the better option, but some contractors end up adding on costs along the way instead of looking at the big picture and preparing an overall affordable bid.

Inside Story

BY ANTONI CZUPRYNA, PRESIDENT, ABAT BUILDERS, INC.

Over the years, resort renovation has been both challenging and rewarding. However, just like in any industry, there are nuances that require some adjustment. For instance, although room downtime is not ideal in a hotel, it is critical to minimize downtime in most timeshares during a renovation—as it requires very strict and tight schedules, and exceptional communication with the client.

Having a well-prepared client like the one we had for our first project in the vacation ownership space (Wyndham Vacation Ownership) was very helpful. They came to the table with a fully developed scope, drawings, and a timeline which started things off on the right foot. They also rewarded projects early enough so as to avoid any sort of issue with permits or backordered materials.



CHAIRMAN'S LEAGUE SPOTLIGHT

Javed Bhaghani

President
BISCAYNE HOSPITALITY



Biscayne Hospitality focuses on using the five senses—sight, hearing, touch, smell, and taste—as well as a "sixth sense" in furniture manufacturing to collaborate, create, and succeed. We checked in with Mr. Bhaghani to ask a few questions.

Why did you join ARDA's Chairman's League?
I joined to be a part of a great network within the industry where we can all collaborate, create, and succeed in the marketplace together.

What do you do for fun?
I enjoy spending time with the family, especially chasing around my two children. I also like riding my bike, working out, reading biographies, and every now and then, a handiwork project around the house.

How would you describe your special niche in the industry?
We are a custom case goods and soft seating manufacturer. We create a product and ensure that it meets the design intent, keeps within the client's budget, has the best ROI for the operator, and enhances the guest experience. We specialize in both timeshare and boutique hotels. These two markets have a lot in common—a residential product feel with hospitality grade standards. Also, these markets sometimes have smaller production runs that require them to be done in phases. By anticipating and understanding these needs, we can collaborate with our client to ensure the project runs smoothly. We truly enjoy what we do! ■

Listed in alphabetical order by company as of June 1, 2014

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