



Horwath HTL Contributes Six Articles to the 2011 Hotel Yearbook

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Horwath Hotels, Tourism and Leisure (HTL), the world oldest and largest hospitality consulting network, have produced two extensive regional market pieces for the 2011 Hotel Yearbook.

Twenty offices in total collaborated to write articles on the European and Asian markets. Each regional report contained specific country articles, with a 'Situation Report' looking at the current status quo, examining market conditions and the general economic situation before presenting the outlook for the year ahead. A copy of the report is available at www.horwathhtl.com

The European article, under the title 'Picking up Steam, How will 2011 play out for the key hotel markets in Europe?' How will 2011 play out for the key hotel markets in Europe? To get an idea of the current situation and varying pace of recovery across the continent, The Hotel Yearbook asked HORWATH HTL for an assessment. Nine different offices contributed to this extensive regional outlook, which examines markets from Spain and Ireland to Russia and Montenegro. The article contained reports from The Balkans (Bulgaria, Croatia, Montenegro, Romania and Serbia) written by Miroslav Dragicevic, France, written by Philippe Doizelet, Germany, written by Rudiger Knospe, Ireland, written by Alexandra van Pelt and Erlend Heiberg, the Netherlands, written by Ewout Hoogendoorn, Russia, written by Michael O'Hare, Scandinavia, written by Erik Myklebust, Spain, written by Victor Marti and the United Kingdom, written by Alexandra van Pelt and Erlend Heiberg.

The Asia article, entitled 'Patchwork Recovery' - Even for economic powerhouses like China and India, the road has been bumpy these last couple of years. To find out how these and several other Asian markets will likely fare in 2011, we turned to Horwath HTL, whose consultants jumped into high gear to produce this situation report and outlook, covering eleven countries.' The article contained reports from Australia, written by John Smith and Vasso Zographou, China, written by Damien Little, India, written by Vijay Thacker, Indonesia, written by Rio Kondo, Japan, written by Koji Takabayashi, Malasia, written by Robert Hecker, New Zealand, written by John Smith and Vasso Zographou, The Philippines written by Jerome Siy, Singapore, written by Robert Hecker, Thailand, written by Ho Shyn Yee and Vietnam written by Steve Baek.



Woody Wade, founder and Editor of Hotel Yearbook said, “Horwath HTL are in a unique position to write these reports because of their market coverage and industry expertise. We feel the reports have tremendous depth and value for the Year Book and stay true to our goal of providing the best quality information to the market for the year ahead”

Robert Hecker, Chairman of Horwath HTL said, “We are happy to contribute to Hotel Yearbook, which in our experience has consistently produced information of the highest quality over a number of years. We look forward to working with Woody and his team again to provide interesting and informative articles that comes from our local expertise.”

About Horwath HTL

Horwath HTL (Hotels Tourism and Leisure) is one of the world’s 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 organisation specialised in hospitality, with 50 offices in 39 countries.

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 586 cities in 108 countries.

If you have any questions, please contact James Chappell, Global Marketing Director at jchappell@horwathhtl.com or second contact here.