

Southern Gateway to Arlington Heights

Presentation to the Village of Arlington Heights

Our Hotel Community

- 7 hotels; 7 brands; 700 ft. radius
- 983 rooms
- 257 jobs
- \$15,000,000 investment
- \$ 1,000,000 in annual occupancy tax



Current Arrival Experience



Future Trends: Generation Y (1977-1995)

In the U.S. alone, Gen Y represents 33% of all hotel guests; by 2020 gen Y will reach 50%; by 2025 gen Y will account for 75% of the entire workforce (2014 study by Deloitte)

Opportunities to Improve Southern Gateway to Arlington Heights

- Brand it around Mitsuwa and Guitar Center: Y = Authentic local experience with story to share
- Provide safe memorable passage: Y = Will post a picture that can easily reach thousands
- Intelligent dining planning: Y = Fast casual restaurants that provide quality food
- Sidewalk experience signage: Y = walking generation (and biking...)
- Wayfaring signage: Y = Grew up surrounded by technology
- Festival style Flags & Banners: Y = Visual story telling
- Running Trail: Y = Health and exercise is important
- Arlington Heights Gen Y Directory:



- Hard cover
- Gloss quality magazine style
- Pictures – minimum wording
- Selling experience – get out and be with other people
- Bleeding green
- Turning visitors into residents

