

# Consumer Revolution

## Seven trends shaping the hotel of the future



Consumer values and behaviors continue to shift faster than hospitality design. The current recession has exaggerated these trends, and to stay relevant the hospitality industry must evolve. What can you do to gain competitive advantage?

Join Paul Breslin, Sam Barry and Ann-Marie Lima to learn what the seven consumer trends are, and to find ways to satisfy and delight today's increasingly demanding consumer.

**Paul is the managing partner of Panther Hospitality**, a hotel consulting company that he founded in 2005. **Sam leads the Lifestyle Practice Group in Atlanta**, and **Ann-Marie is the Hospitality Practice Area Leader of Gensler Atlanta**, a global architecture and design firm that helps hospitality clients all over the world create compelling experiences for their guests.

**When** Thursday, November 5th from 5 - 7 pm. Light food and beverages will be served.

**Where** Gensler, Centennial Tower, 101 Marietta Street, 30th floor  
Parking will be validated

**RSVP** By October 21st to [gensler\\_atlanta@gensler.com](mailto:gensler_atlanta@gensler.com) or 404-507-0987  
Space is limited!

The event will also feature a wine auction to raise money for the Wine to Water non-profit aid organization focused on providing clean water to needy people around the world.

**Gensler**



In conjunction with Georgia State University's J. Mack Robinson College of Business, The Cecil B. Day School of Hospitality Administration