Travel Experience and Trends Council
12:00-3:00pm EDT
Council Day Agenda – October 20th, 2020

12:00 PM-12:05 PM Welcome & Agenda Overview
Brief welcome and review of agenda for the day.

Moderator: Chris Fair
President, Resonance Consultancy Ltd
Vancouver, BC

12:05 PM-12:40 PM State of the Hospitality Industry
In this session Jan Freitag, STR Vice-President of Lodging Insights, will share their latest data on where and what travellers are booking in terms of accommodations with a view towards what the path to recovery for hotel and lodging might look like.

Moderator: Chris Fair
President, Resonance Consultancy Ltd
Vancouver, BC

Speaker: Jan Freitag
Senior Vice President, STR
Hendersonville, TN

12:40 PM-1:00 PM Roundtable Breakouts - What’s Up? What’s Down? What’s Next?
In these breakouts, council members will have the chance to visit and discuss the market trends they see and the key issues and opportunities for travel and tourism as an industry in the months and years to come.

1:00 PM-1:30 PM What’s Next for Restaurants & Retail
Travel, dining and retail have been the hardest hit sectors in this crisis. But even prior to the pandemic, many restaurateurs and bricks-and-mortar retailers were struggling. This panel will discuss key issues and ways to support current tenants in the short term, along with their thoughts on what successful mixed-use development, in both urban and resort settings, might look like in the future.

Moderator: Jay Lambiotte
Panelists: Tish Beckman
Steven Palmer
1:30 PM-1:50 PM  
**Roundtable Breakouts - Disrupting the Disruption**
There's no telling how many businesses will be lost over the course of the next year. But there are bright spots. In this roundtable, members will share and discuss examples of innovation they've seen in the delivery of goods, services and experiences today. Many of these may be temporary in response to the pandemic, but are there ideas or trends emerging that could disrupt the way we live, work and play long-term?

1:50 PM-2:00 PM  
**BREAK**
10-Minute Break

2:00 PM-2:30 PM  
**Destination Resorts - The New Zoom Towns?**
In stark contrast to the fallout of the financial crisis in 2008, demand for vacation homes in many resort destinations has never been higher. Will the current desire and demand to live in these destinations translate into a long term trend of increased remote working and living in these communities? This panel will discuss what they are seeing in their respective markets and the types of homes they think buyers are looking for today and what they might want in the future.

**Moderator:**  
Becky Zimmerman

**Panelists:**  
Harry Frampton  
Pat Fitzgerald  
Michael Coyle

2:30 PM-2:50 PM  
**Roundtable Breakouts - Where & How Will You Travel in 2021?**
In this round of breakouts, members will discuss how the pandemic has impacted their own travel planning, where they want to go next when the time is right, and how the pandemic may affect the demand and desire for destination resorts in the future.

2:50 PM-3:00 PM  
**Survey Says & Wrap-Up**
We will wrap up with a survey to see what our members think on a variety of topics and compare the results with some of the questions we asked in the Spring.
ULI’s Mission

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI is committed to:

- Bringing together leaders from across the fields of real estate and land use policy to exchange best practices and serve community needs;
- Fostering collaboration within and beyond ULI’s membership through mentoring, dialogue, and problem solving;
- Exploring issues of urbanization, conservation, regeneration, land use, capital formation, and sustainable development;
- Advancing land use policies and design practices that respect the uniqueness of both the built and natural environments;
- Sharing knowledge through education, applied research, publishing, and electronic media; and
- Sustaining a diverse global network of local practice and advisory efforts that address current and future challenges.

ULI’s Content Pillars

The ULI Content Pillars provide a bridge between our broad mission and the programs that deliver it. The Pillars represent the timeless topics or concerns of the organization, within which the program of work must fit.

Housing and Communities

This pillar is firmly grounded in the founding of the organization in 1936. References to housing products and policy, and specifically to the provision of affordable housing, are included in ULI’s Articles of Incorporation. ULI fundamentally believes that housing is a fundamental underpinning of healthy and thriving communities.

Real Estate Finance and Investment

A great deal of ULI’s value to our members and ability to meaningfully deliver our mission relates to our activities in real estate capital markets, including providing a forum for the providers and users of capital to convene. ULI’s traditional focus has been on connecting capital to real estate through the creation of value. This pillar also encompasses the market and economic factors that affect the supply and demand forces that drive land use change.

Sustainability and Economic Performance

Specifically referred to in ULI’s mission, and embedded in ULI’s dedication to the creation of long-term value, sustainability is more than energy efficiency or adaptation to climate change. It encompasses environmental, social, and governance issues as they relate to efficient use of resources and creating and maintaining a sustainable and resilient built environment.

Innovation in Development Practice

ULI’s applied research and education programs are based principally on best practices, on “what works,” and the process of real estate development remains central to the mission and to our members’ activities. We foster innovation, but look to practical experience and knowledge sharing to advance the state of the art. This pillar refers primarily to activities, at various scales, that are considered site-specific. ULI traditionally takes a case study approach, using real-world examples to illustrate broadly applicable principles and practices.

Shaping Successful Cities and Regions

Site-specific development occurs within a broader physical and policy context shaped by numerous actors and decision-makers. This larger context, from neighborhood to metropolitan region, is the subject of this pillar. Here, activities and issues transcend property boundaries and encompass land use planning and development policy, infrastructure, metropolitan growth strategies, and transportation issues.
ULI Council Member Expectations

Council membership is a privilege desired by many ULI members and the value of the Council experience is determined by the quality and participation of its members. Each Council member is therefore expected to be a committed and participating part of the Council, contributing as much value to the Council experience as they take home.

OPEN, HONEST, SPECIFIC INFORMATION AND EXPERIENCE: Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.

CONFIDENTIALITY: Everything discussed within a Council is kept completely confidential by all Council members. This is the foundation that makes open and honest sharing of detailed information and experience possible. Violation of confidentiality will result in immediate expulsion from your Council.

REAL DEALS, REAL NUMBERS: The key to truly valuable interaction between the Council members is the sharing of real deals and real number, successes as well as lesson learned.

RESPECT FOR OTHERS: Help make discussions productive and high value by engaging your fellow council members respectfully with your most relevant information and experience.

NO SELF PROMOTION: Councils members are all highly successful real estate professionals. Self promotion and pitching do not add value for your fellow council members. Keep your presentations and discussions aimed at delivering real take home value for your peers, not your business.

NO CELL PHONES OR BLACKBERRIES: It should go without saying that you cannot be fully engaged in your council while checking your email. Most Councils have breaks designed to allow members to check in and stay connected a few times during the day.

ATTEND EVERY MEETING AND ATTEND ALL DAY: Each Council member has been chosen for the value that their unique background and experience brings to the Council. Missing a Council meeting or part of a Council meeting reduces the value for every other member of your Council. Your empty seat could easily be filled by someone else who has value to bring to the table.

RECRUIT THE BEST AND BRIGHTEST: Council members often come into contact with new leaders in the industry. ULI members and non-ULI members, with exciting new products, ideas and best practices that will add greatly to the value of their Council. Bring these new leaders as guests to your Council, sponsor them for Council membership and work with your Council leadership to help them become future members of your Council.

PARTICIPATE IN ULI AND ULI LEADERSHIP: Council members are expected to be active participants in ULI’s mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment:

• Attend and participate as speakers and panelists at ULI Spring Council Forums and Fall Meetings.
• Attend and participate as speakers and panelists at Council meetings.
• Serve as panelists at Project Analysis Sessions held at Spring Council Forums and Fall Meetings.
• Serve as panel member for Advisory Services assignments scheduled throughout the year.
• Contribute to ULI publications through the contribution of articles and papers.
• Contribute to the ULI Foundation.
• Participate as Committee/Subcommittee/Task Force members.
• Participate in research and education programs.
• Participate in District Council programs in each member’s area.