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HORIZON PRESIDENT, CYNTHIA OLCOTT, PANELIST AT NEW CONSTRUCTION AND DEVELOPMENT CONFERENCE

COST-EFFECTIVE SOLUTIONS

Panelists at the 2018 IMN New Construction & Development Conference discuss strategies and solutions to address rising development costs.



"With the cost of land, more development is going towards select-service and limited-service hotels. You want to be able to get more revenue-producing square footage on a lot than you would normally get by building extra meeting rooms or food-and-beverage facilities. Developers are looking towards smaller hotels, more defined products, and controlling costs by going with a brand."

CYNTHIA OLCOTT
President & CEO,
Horizon Hotels