



## **PASSIONATE HOTEL AND REAL ESTATE VETERANS LAUNCH “HOSPITALITY ADVISORY ASSOCIATES” FIRM TO GUIDE CLIENTS THROUGH THE PANDEMIC AND BEYOND**

**DALLAS – September 10, 2020** – A group of talented and passionate hotel and real estate veterans have launched [Hospitality Advisory Associates](#) (HAA) to help hospitality companies navigate every stage of the hospitality investment life cycle. With over 240 years of combined experience in the industry, the diverse team is led by Dinesh Chandiramani and has a presence in Los Angeles, Phoenix, Dallas, Atlanta, Philadelphia and Tampa.

“The owners, developers, managers and brands are being forced to revise their business model because of the daunting challenges that hotels are facing,” said HAA founder and CEO Dinesh Chandiramani. “Adaptation is critical for them to survive in the lingering post COVID-19 era. While the current pandemic has fundamentally changed the hospitality industry, strategies can be implemented to safeguard profitability. The HAA team’s passion, diverse skillset and national presence can help clients not just survive these tumultuous times, but to thrive.”

According to a recent analysis by the [American Hotel and Lodging Association](#) on the economic and human struggle of the hotel industry six months into the COVID-19 pandemic, millions of employees are still furloughed or laid off and travel demand still lags far behind normal levels. The prominent association said the prolonged economic impact of the pandemic has taken an incredible toll on the hotel industry.

That is why HAA was formed. Its team includes experts Mike Amaral, Mike Dickersbach, Stephen Nass, Eric Neri, Will Pfister, Jeff Stone, Wayne Susser, Alan Tallis and Ryan Wall.

HAA can help clients with:

- Operational Optimization Program
  - Technology Cost Structure Review
  - Staffing Efficiency Analysis, Training and Task Force Placement
  - Sales and Marketing Strategic Planning
  - Food and Beverage Consulting
  - Revenue Management
  - Strategic Planning

- Recovery Occupancy, ADR and Net Income Forecasts
- Brand/Management Search and Selection
- Strategic FF&E Planning, Budgeting, and Brand Negotiations
- Renovation Construction Management Services
- Debt and Equity Restructuring
- Expert Testimony for Foreclosure and Bankruptcy

HAA also formed a special division, “[Hospitality Tech Experts](#)”, which focuses on integrating cutting edge technology into the hospitality industry.

“Now more than ever, technology is critical to the hospitality industry,” said Chandiramani. “That’s why we created a special division to help the industry adapt. Used wisely, the right technology platform can enhance operational efficiency for maximized profits while simultaneously improving the guest experience and safety.”

Those interested in leveraging the passion, wisdom and expertise of [Hospitality Advisory Associates](#) can contact them at [www.haassoc.com](http://www.haassoc.com) or call (214) 932-9182, extension 0.

#### **About Hospitality Advisory Associates**

Hospitality Advisory Associates (HAA) offers clients over 240 years of combined experience in all areas related to hospitality operations management, asset management and financial services. HAA’s experts help clients discover unrealized value in their property or portfolio by leveraging their multi-disciplinary backgrounds to develop realistic and actionable solutions to today’s complex problems. Based in Frisco, Texas, the company has a Advisors in Arizona, California, Florida, Georgia, Pennsylvania and Texas. Additional information about HAA is available at [www.haassoc.com](http://www.haassoc.com).

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