



Expanding the Trump Brand

An Interview with Ivanka Trump,
Executive Vice President, Real Estate
Development and Acquisitions, The Trump Organization



EDITORS' NOTE In 2005, Ivanka Trump joined The Trump Organization, where she currently serves as Vice President. Prior to becoming a member of the real estate team, Trump served as Project Manager for Forest City Ratner Companies in the Retail Development division and worked as a fashion model part time. She partnered with Dynamic Diamond Corp in 2007 to launch the Ivanka Trump Collection, the line of jewelry she designed and introduced at her flagship retail store on Madison Avenue. Trump received her bachelor's degree in real estate from The Wharton School of Finance at the University of Pennsylvania.



Ivanka Trump

COMPANY BRIEF Launched in October 2007, TRUMP HOTEL COLLECTION™ (www.TRUMPHOTELCOLLECTION.com) is the next generation of luxury hospitality – one that is raising the bar in the top-tier travel experience with a level of customized service unrivaled in the market today. Presided over by internationally renowned developer Donald J. Trump and his three grown children – Donald Jr., Ivanka, and Eric – the prestigious portfolio includes the highly acclaimed Trump International Hotel & Tower® New York, Trump International Hotel & Tower® Chicago, Trump International Hotel™ Las Vegas, Trump International Hotel™ Waikiki Beach Walk®, Trump SoHo® New York and the newly opened Trump Ocean Club® International Hotel & Tower Panama. Joining TRUMP HOTEL COLLECTION on January 31, 2012 will be Trump International Hotel & Tower Toronto®.

Would you provide an overview of the properties in the Trump Hotel Collection and the strength of the hotels in their markets?

Our flagship hotel, Trump International Hotel & Tower New York, is the only Forbes Five-Star, AAA Five Diamond Hotel with a Five-Star, Five Diamond, and Michelin Three-Star restaurant, Jean Georges, in New York. It continues to outperform the aggressive top-tier hotel market with greater gains following a recent \$30-million renovation, which I designed and oversaw. It also has breathtaking views of Central Park from its floor-to-ceiling windows.

Trump International Hotel & Tower Chicago has been receiving rave reviews since its grand opening in January 2008. *Travel + Leisure*

rated it the best city hotel in the U.S. and Canada; AAA awarded it Five Diamond status; and it has quickly emerged as the number one RevPAR yielding hotel in Chicago among its competitive set including Four Seasons, Ritz-Carlton, Peninsula, and Park Hyatt. The hotel is home to the first Spa at Trump, and at 23,000 square-feet, it is our largest. Guests who are interested in a complete spa experience can book one of our 53 spa guest rooms – the most in the world for a city location – for quick access to the spa, healthy snacks in the mini-bar, and TechnoGym free weights in-room.

The non-smoking, non-gaming Trump International Hotel Las Vegas continues to show significant RevPAR and market share gains. The hotel is ideal for families as they won't be exposed to the cigarette smoke and slot machines as soon as they walk into the hotel. The suites also feature either a European or full-sized kitchen, with a refrigerator, microwave, oven, and stove that allows for home-cooked meals while traveling.

Trump International Hotel Waikiki Beach Walk is a gorgeous hotel in a beautiful location. It was the first new luxury hotel to be built on the island in over 20 years and now the other hotels in the area are trying to compete with us by doing extensive renovations. We were fortunate enough to have a blank slate and to get every detail that we wanted, from the sky lobby on the sixth floor that has unobstructed views of the Pacific Ocean to the individual lanais in each of the rooms and suites. In just over two years, it has emerged as the best luxury hotel in Waikiki and has received top ranking on TripAdvisor's list of top hotels in Oahu. It also has a healthy ADR premium over the competition.

Trump SoHo New York is a hotel that I was fortunate enough to have a hand in designing from top to bottom. Since it's April 2010 opening, it has quickly emerged as the top-performing luxury hotel in the neighborhood with a terrific market share. It has been a huge hit with the affluent crowd, including celebrities and business and leisure travelers. The hotel also enjoys a healthy ADR premium over its primary competitive set.

Trump Ocean Club International Hotel & Tower Panama opened on July 6, 2011 and is

our first international hotel. In just four months, it achieved 100 percent market share with a commanding ADR that significantly outperforms the market – reflective of its superior market quality and immediate guest satisfaction.

Trump International Hotel & Tower Toronto, the collection's second international hotel, will open on January 31, 2012. It's located in the heart of the city's financial and entertainment district and will be the best hotel in the country for affluent travelers. The attention to detail and the high-quality finishings are unlike anything else in the country. The hotel has a 31st floor restaurant, STOCK, which has unrivaled views of the city and Lake Ontario.

How have you been so successful with your restaurant product?

A world-class dining experience is a cornerstone of Trump Hotel Collection that started with Jean Georges opening his eponymous restaurant on the lobby level of Trump International Hotel & Tower New York. We continued the tradition of exquisite dining with Sixteen at Trump International Hotel & Tower Chicago, where the menu changes daily, and with the other restaurants in our hotels. We also look to create unique and fun packages that incorporate the dining experience. At Trump New York, we have the Jean-Georges Culinary Master Course that includes a one-hour cooking class with Chef Jean Jorge Vongerichtgen.

How important is the spa component to the Trump brand and do you partner with your spas or operate them yourselves?

A great spa is integral to a true luxury property. All seven of our hotels have spas, and Chicago, Las Vegas, Waikiki, and SoHo feature our signature spa brand, The Spa at Trump, that is managed by an outside operator. While designing our SoHo property, I was frequently going back and forth to Istanbul on business and fell in love with the Hammam experience, and knew I had to bring it back to the States. Trump SoHo now has the East Coast's only traditional, luxury Hammam, and the positive feedback we've received from the guests has been overwhelming.

What are your key priorities for the Trump Hotel Collection for the future?

Expansion. We want to have a Trump hotel in every major city and own a majority share of the market. ●

Living room of a Trump International Hotel & Tower New York suite (left); Trump International Hotel Las Vegas (right)