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JULY/AUGUST 2017

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## THE NEWS

### AHOY! RITZ-CARLTON DIPS INTO YACHTS

[hotelsmag.com/RitzYachts](https://www.hotelsmag.com/RitzYachts)

More than four and a half years in the making, The Ritz-Carlton Hotel Co. entered into the luxury yachting and cruise arena with plans to sail three cruisers under The Ritz-Carlton Yacht Collection starting in Q4 2019. According to brand President and COO Herve Humler, Ritz-Carlton will provide sales and marketing expertise to the cruise venture, along with revenue management and reservations. "We will do 100% of the hospitality side," Humler says. "All I need to do is fill up the ship with 12,000 guests per year to run 90% occupancy."



## THE BLOG

### TRUMP'S CUBA POLICY SHIFT

[hotelsmag.com/TrumpCubapolicy](https://www.hotelsmag.com/TrumpCubapolicy)

In June, U.S. President Donald Trump issued a presidential memorandum on Cuba, a new policy will have mixed effects on the American hospitality and travel sectors. What initially sounded like a bomb is really more bust, writes HOTELS blogger Ivar Yuste. American policies to allow U.S. travelers to enter Cuba remain virtually unchanged, a plus for the hospitality industry.



## THE HOT

### HOSPITALITY DISRUPTION: SCHRAGER'S PUBLIC NYC

[hotelsmag.com/SchragerPublic](https://www.hotelsmag.com/SchragerPublic)

Ian Schrager's at it again. The man who brought you Studio 54, Morgans and Delano, among others, has turned his attention to Public, a brand of one that started and stopped in Chicago, and sprouted new roots in Manhattan. No plans have been announced yet for others. Schrager's smart: The 367-room Public on the Lower East Side has all the luxury hipster trimmings without the price (rooms start at US\$150). But whether Public stands firm as a brand remains to be seen.