



**Richey International**

**Introduction**



Richey International is the global expert in guiding the world's leading hotel and resorts through the vital relationships between brand integrity, the guest experience, and employee behavior.

We are based in Washington, D.C. and Geneva, Switzerland, and currently work in over 90 countries with a staff of over fifty professionals.

We are a private organization, dedicated to long-term relationships with a few valued clients whose brands are synonymous with great service and execution.

### **OUR VALUES**

Precision

Truthfulness

Loyalty

Creativity

### **OUR PURPOSE**

To maximize the value and strength of our client's brands

To achieve this, we dedicate ourselves unreservedly to a few clients around the world

We will have achieved success when our clients:

- Achieve superior cachet – known as “best in breed” by industry and media
- Achieve strong and growing brand recognition and rewards
- Achieve superior results in REVPAR, RGI and market share
- Obtain the best new management and development contracts

## **THE RICHEY TEAM**

The company consists of our professional consulting staff supported by our skilled editorial team.

We believe the basis of every exceptional service enterprise is the quality, character and experience of its staff. A vital part of this is finding and keeping the right people. The average tenure of our consulting team is over ten years, whilst the average tenure of our editorial team is over six years.

The role of the professional consulting staff is firstly to conduct meticulous field research. Using that analysis, they add insightful thinking to develop comparisons, contrasts, conclusions and concepts. A typical Richey consultant:

- Has worked in the hotel and resort field for twenty years
- Has achieved positions on the executive committee of well known luxury hotels
- Has lived and worked in multiple countries, and speaks their languages
- Has degrees from prestigious hotel or culinary schools

The role of the editorial team is to ensure the integrity of every document, and to prepare our reports in an accessible and stimulating manner. Every editorial professional:

- Has language or literature degrees from leading universities
- Has years of experience in editing, communications or publishing
- Works in close partnership with the consultants and with editorial colleagues to manage all final reports



## **MANAGEMENT**

**Managing Director:** David Richey founded the organization in 1979 after years of experience with leading hotel companies in various countries. Today, Mr. Richey works closely with clients to ensure that every Richey service is fully directed towards the long-term vitality of our client's brands.

**Co-Managing Director:** Kyle Richey has been with the company over twenty years, following a career in key positions with internationally recognized hotel groups. Ms. Richey directs the global research and consulting activities to ensure that every Richey service is well resourced and executed.

**Director of Operations:** William Winfield has been with Richey for over ten years, bringing deep experience in administration and technology management. Mr. Winfield oversees the editorial, publishing and website functions of the company, as well as general administration and technology development.

## **RICHEY CLIENTS**

Richey clients are the world's top hoteliers, as recognized by media sources and amongst their peer group. All have a strong corporate culture of delivering superb service. All have long-term, deep value propositions with their guests and with their owners. Many, but not all, are multi-national brands.

Most relationships between Richey and its clients enjoy duration of fifteen years or longer, reflecting mutual steadfast commitment.

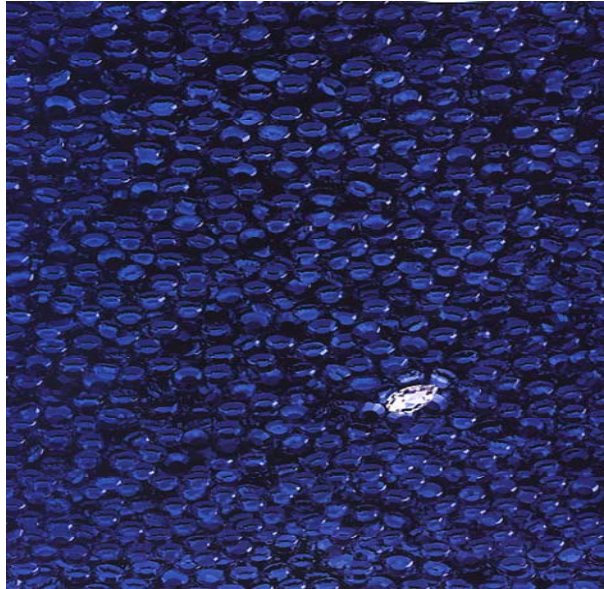
Richey works exclusively with hotels and resorts and their component elements, including spa, golf and leisure operations. We do not typically work with service businesses outside the hospitality world, believing that our attention must remain keenly focused.

As a confidential partner dealing with brand-sensitive data, we do not generally publish lists of clients. Please see "Awards" to learn more about our clients.

Because of our steadfast commitment to a few clients, we do not often seek new relationships. Please contact us to discuss whether or not, and how, a vibrant partnership might be possible. We sometimes pursue relationships with new clients when we feel we can have genuinely beneficial impact, and when it is additive to our cumulative competency, and thus helpful to all our clients.



## WHAT MAKES RICHEY DIFFERENT?



**We only serve hotels and resorts and their internal businesses**

No grocery stores, no auto dealerships – we are focused experts in our chosen field

**Our Clients**

Have a look at our clients... who do you want to be associated with?

**Our only business is to support brand-defining behaviors**

No guest satisfaction assessments, no executive recruitment – we know what we do best and don't try to sell you anything else

**Our Professionals**

Compare the curriculum vitae of our team – we share a common background in senior level hotel management and speak your language

**We speak plainly**

You won't hear techno-speak or hackneyed phrases or mysterious acronyms



## **AWARDS**

The awards of importance to Richey International are those achieved by its clients in recognition of great service. It's about our clients.

### **INSTITUTIONAL INVESTOR**

60 of the worlds "top 100" hotels are Richey clients

### **CONDE NAST TRAVELER GOLD LIST**

31 of the world's "top 50 hotels and resorts"

### **TRAVEL & LEISURE**

16 of the world's "top 25" hotels and resorts

### **HARPER'S HIDEAWAY REPORT**

17 of the "Top 25 U.S. City Hotels"

12 of the "Top 20 International City Hotels"

9 of the "Top 20 U.S. Resorts"

### **ZAGAT SURVEY**

38 of the world's top 65 achievers

### **GALLIVANTER'S GUIDE**

4 of the 6 "Best Hotels in the World"

6 of the 9 "Best Hotels in America"

5 of the 6 "Best Hotels in Europe"

10 of the 14 "Best Hotels in Asia"

3 of the 4 "Best Spas in the World"

### **AAA FIVE DIAMOND**

68% of five diamond recipients are Richey clients

### **MOBIL TRAVEL GUIDE FIVE STAR**

67% of five star recipients are Richey clients

### **MICHELIN**

Many of the world's one, two and three star restaurants are operated by Richey clients

Our clients appreciate our status as a confidential and private consulting firm. Therefore we do not issue press releases or publish lists of our clients. If they choose to make our association known, we will accept media interviews, but only on their behalf.



## **OUR METHODS**

Meticulous research

Insightful thinking

Innovative service solutions

Steadfast commitment

Our service program for each client is custom-designed and includes a variety of methodologies, reports and services.

## **HOW OUR CLIENTS BUILD BRAND EQUITY**

Through personal, emotional connections with each guest

## **CONTACT**

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