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GREEN BOOK
DIRECTORY & MARKET GUIDE
2015

18TH
ANNUAL

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 **RAMADA**
WORLDWIDE

 **BAYMONT**
INN & SUITES

 **Days Inn**

 **Super 8**

 **Howard Johnson**

 **Travelodge**

 **Knights Inn**

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It certainly has been a good year for designers and architects, as renovation and new-build projects continued to materialize. For 2013 whose year-end results determine our rankings, list leader HBA/Hirsch Bedner Associates' dollar volume of total hospitality design fees came in at \$106 million, the first time that any firm has reported surpassing \$100 million since the 2010 *Green Book*. In that year's entry, the top five firms reported over \$100 million: HKS, Inc. at \$415.8 million; RTKL Associates at \$279 million; Leo A Daly at \$191 million; Callison at \$185 million; and WATG at \$110.8 million. (HBA ranked sixth that year, with \$70 million in hospitality design fees.)

Meanwhile, the makeup of the top 10 has altered from last year's list, with Chicago-based voa associates incorporated and Philadelphia-based Daroff Design Inc moving into the three and seven spots, respectively. In addition, Baltimore-based RTKL Associates has moved back into the top five (it was sixth last year), while San Francisco-based SB Architects and Atlanta-based Cooper Carry, Inc. made the top 10 at eight and 10, respectively. (It should be noted that both Dallas-based Wilson Associates and Omaha, NE-based Leo A Daly, which ranked third and fifth last year, declined to submit their dollar volume of hospitality design fees for 2013.)

SB Architects moved up the most spots, an impressive jump from 22 to eight. In 2012, the company reported a dollar volume of total hospitality design fees at \$5.9 million; in 2013, SB Architects more than doubled that.

Other significant jumps included Rockville, MD-based Jonathan Nehmer + Associates, Inc (19 to 15); Chicago-based DLR Group (25 to 20); Atlanta-based CMMI, Inc. (39 to 32); Rockville, MD-based HVS Design (40 to 35); Fargo, ND-based Lightowler Johnson Associates, Inc. (47 to 38); Dallas-based waldrop+nichols studio (46 to 39); Frederick, MD-based Cauhaus Design (49 to 40); and Jackson, MS-based Barrett Design Studio/Celia Barrett Design (54 to 48).

D Nicole Carlino

Top 10 Design Firms*

1. HBA/Hirsch Bedner Associates
2. WATG | Wimberly Interiors
3. voa associates incorporated
4. HKS, Inc.
5. RTKL Associates
6. Hnedak Bobo Group
7. Daroff Design Inc
8. SB Architects
9. DiLeonardo
10. Cooper Carry, Inc.

* Based on Hotel Business Green Book 2015

"Boutique design is becoming more distinctive and mirroring a more imaginative residential experience. We are eliminating the traditional desk and providing an alternative work surface. We are creating a more friendly check-in experience by using technology, and repurposing the lobby to include gathering spaces to increase more communal interactions."

*—Jacqueline McGee
CBT Architects*



"We see each market remaining stable with a slight growth, in comparison to 2014. Within the U.S., we are seeing a few more major project conversions and new-builds vs. renovations... We feel the major opportunities still reside in the Middle East, China and Africa. The market in the U.S. remains steady and continues to proceed; however, fees and the demand for great design are limited."

*—James Lehouiller
DiLeonardo*

"We're seeing expansion across the board in the coming year. I think the biggest thing we're seeing is architecturally based or influenced interior design, which is really redefining how spaces are designed. The other big thing is lifestyle-focused design with an emphasis on the Millennial traveler. Every major hotelier is working to capture that and to build that market share."

*—Brad Richards
Baskervill*

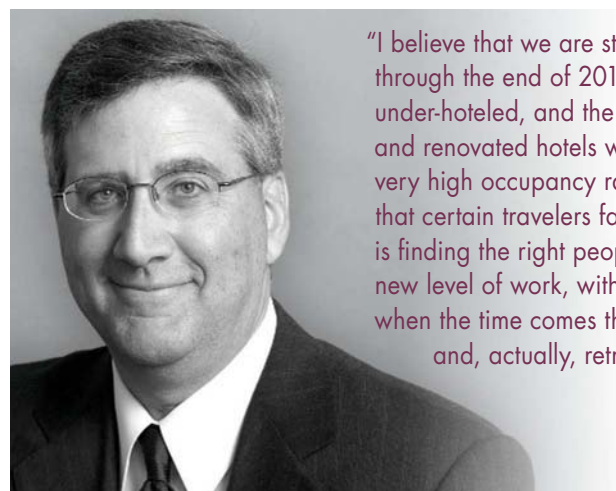


"We're seeing that our three primary project types—hospitality, multifamily residential and mixed-use—are merging now more than ever. It's all about creating a vision for the destination. There are so many trends in hospitality, such as: experiential travel—authentic experiences are the new luxury; multi-generational travel—this has important implications for resort design, suite layouts, amenities, restaurants and programming; urban resorts—in cities such as San Francisco, New York and Miami, the urban fabric is the resort amenity; mixed-use destinations; and modern resort design—the appetite for this has grown in the past five years."

*—Scott Lee
SB Architects*



programing; urban resorts—in cities such as San Francisco, New York and Miami, the urban fabric is the resort amenity; mixed-use destinations; and modern resort design—the appetite for this has grown in the past five years."



"I believe that we are still in a growth mode through the end of 2015. Many cities are under-hoteled, and the recent wave of new and renovated hotels will help abate the very high occupancy rate and sell-out nights that certain travelers face... The challenge is finding the right people to grow into this new level of work, without being caught when the time comes that growth abates and, actually, retracts."

*—Michael F. Kaufman
Goettsch Partners, Inc.*

top architects & designers

All firms are listed according to dollar volume of total hospitality design fees (\$M) for 2013

Company, Location	Top Executive	\$ Vol. Total Fees 2013 (\$M)*	# Of Projects Completed 2013**	Recent Project
1. HBA / Hirsch Bedner Associates, Santa Monica, CA	Ian Carr, co-CEO	106.0	120	The Alpina Gstaad, Switzerland
2. WATG Wimberly Interiors, Irvine, CA	Michael R. Seyle, president and CEO	69.7	n/a	n/a
3. voa associates incorporated, Chicago, IL	Michael Toolis, CEO and chairman	61.4	147	n/a
4. HKS, Inc., Dallas, TX	Nunzio DeSantis, EVP	53.2	47	Omni Nashville, Nashville, TN
5. RTKL Associates, Baltimore, MD	Lance Josal, president & CEO	19.8	n/a	n/a
6. Hnedak Bobo Group, Memphis, TN	L. Kirkpatrick Bobo, principal	14.1	14	Winstar World Resort, Oklahoma
7. Daroff Design Inc, Philadelphia, PA	Karen Daroff, president /lead design principal	13.4	48	Marriott, China
8. SB Architects, San Francisco, CA	Scott Lee, president	11.9	3	Dorado Beach Resort, Puerto Rico
9. DiLeonardo, Warwick, RI	James Lehouiller, managing partner/CEO	11.8	n/a	InterContinental Hotel, Lagos, Nigeria
10. Cooper Carry, Inc., Atlanta, GA	Pope Bullock, Bob Neal, Keith Simmel, Rob Uhrin, principals	10.9	5	Embassy Suites Springfield, Springfield, VA
11. Stonehill & Taylor, New York, NY	Paul Taylor, president	10.7	7	Marriott Residence Inn, New York, NY
12. The Gettys Group, Chicago, IL	Roger Hill, chairman/CEO	10.3	n/a	The Godfrey Hotel, Chicago, IL
13. KNA Design, Los Angeles, CA	Kirk Nix, president	9.8	20	Solaire Resort and Casino, Manila, Philippines
14. Baskervill, Richmond, VA	Carole Hochheiser Ross, principal & EVP	8.2	215	Gettysburg Hotel, Gettysburg, PA
15. BBGM, Washington, DC	Nick Giordano, president	7.8	n/a	n/a
Jonathan Nehmer + Associates, Inc., Rockville, MD	Scott P. Rosenberg, SVP	7.8	50	Loews Regency, New York, NY
Perkins Eastman, New York, NY	Shawn Basler, principal/executive director	7.8	14	the Quin, New York, NY
ReardonSmith Architects, London, UK	Patrick Reardon, executive chairman	7.8	n/a	Four Seasons, St Petersburg
19. FRCH Design Worldwide, Cincinnati, OH	Tom Horwitz, EVP/partner	7.7	124	Hampton "Forever Young" Brand Initiative Multiple Locations
20. DLR Group, Chicago, IL	Griff Davenport, CEO	7.3	n/a	The Curtis Hotel Denver, Denver, CO
21. HFS Concepts 4, Long Beach, CA	John Wong, CEO	6.4	22	Pere Marquette Marriott, Peoria, IL
22. Rottet Studio, Houston, TX	Lauren Rottet, founding principal	6.3	35	The Benjamin Hotel, New York, NY
23. CBT Architects, Boston, MA	Jacqueline McGee, principal, director of hospitality design	6.1	n/a	Hotel George, Washington, DC
24. EDG Interior Architecture and Design Inc., Novato, CA	Jennifer Johanson, president/CEO	6.0	88	Fairmont Hotel, Singapore
Looney & Associates, Dallas, TX	James Looney, president	6.0	13	Sheraton Lake Buena Vista, Orlando, FL
26. ForrestPerkins, Dallas, TX	Deborah Lloyd Forrest, president	5.5	n/a	Nashville Hilton
Goettsch Partners, Inc., Chicago, IL	James Goettsch, chairman/CEO	5.5	2	The Langham, Chicago
28. Smallwood, Reynolds, Stewart, Stewart & Associates, Inc., Atlanta, GA	Howard H. Stewart, president	5.1	11	PPM Conrad Hotel, Dubai, UAE

** total number of projects completed is the sum total of the number of new-builds, renovations and conversions completed for each year listed
 * represents combined fees for all real estate project types
 n/a—not available or not applicable

Company, Location	Top Executive	\$ Vol. Total Fees 2013 (\$M)*	# Of Projects Completed 2013**	Recent Project
29. Kirkpatrick & Associates, Inc., Albuquerque, NM	Susan Kirkpatrick, president	4.5	7	Hampton Inn, Calgary, AB, Canada
30. GSB, Inc., Oklahoma City, OK	Ronald G. Smith, president	4.3	n/a	n/a
31. GH2 Hospitality Architects, Tulsa, OK	Cara Shimkus Hall, principal	4.0	n/a	Wichita Marriott, Wichita, KS
32. CMMI, Inc., Atlanta, GA	James Culpepper, senior principal	3.3	n/a	The Anza Hotel, Calabasas, CA
33. C2 Limited Design Associates, Fairfield, CT	Craig J. Smith, partner/co-creative director	2.4	n/a	The Cloisters, Sea Island, GA
34. Thomas Hamilton & Associates, Richmond, VA	Thomas W. Hamilton, president	2.3	62	Rockville Hilton, Rockville, MD
35. Degen & Degen Architecture and Interior Design, Seattle, WA	Jeffrey S. Degen, principal-architecture	2.0	n/a	Los Angeles Marriott at LA Live - Residence Inn + Courtyard
HVS Design, Rockville, MD	Christine Shanahan, managing director of design	2.0	31	Marriott Griffin Gate, Lexington, KY
37. Peter Fillat Architects, Washington, DC	Peter Fillat, principal/owner	1.7	6	Eilan Hotel, San Antonio, TX
38. Lightowler Johnson Associates, Inc., Fargo, ND	Steve Goldade, VP, architectural department head	1.6	71	Residence Inn by Marriott, Kansas City, KS
39. waldrop+nichols studio, Dallas, TX	Reggi Nichols, president	1.1	6	Omni Chicago 676 Restaurant, Chicago, IL
40. Cauhaus Design, Frederick, MD	Tobin Schermerhorn, principal	0.8	7	Edmonton Renaissance, Edmonton
HDC Interior Architecture+Design, Los Angeles, CA	Michael Stelea, president/principal designer	0.8	n/a	St Regis, NY
IDEA Inc., Portland, OR	Tracey Simpson, principal	0.8	15	DoubleTree Hotel, Rosemead, CA
Pahl Architecture, Denver, CO	Robert G.H. Pahl, president/principal	0.8	4	Hampton Inn and Suites/Homewood Suites, Denver, CO
Studio 11 Design, Dallas, TX	Kellie Sirna, principal	0.8	35	Best Western Haiti, Petionville, Haiti
45. Glave & Holmes Architecture, Richmond, VA	Randy Holmes, president	0.6	n/a	Washington Duke Inn, Durham, NC
Studio3877, Washington, DC	David Shove-Brown, partner	0.6	n/a	Hampton Inn, Arlington, VA
47. ThenDesign Architecture, Pittsburgh, PA	Robert Fiala, partner	0.5	n/a	n/a
48. Barrett Design Studio/Celia Barrett Design, Jackson, MS	Celia Barrett, principal designer/CEO	0.2	9	Holiday Inn, Guin, AL
Natalie Sheedy Interiors, Inc., Chicago, IL	Natalie Sheedy, president	0.2	14	Hyatt Place Harper Court, Chicago
50. Caruso Design Group, Evans City, PA	Dina Caruso, owner	n/a	n/a	JW Marriott Caracas, Caracas, Venezuela
dash design, Long Island City, NY	David Ashen, principal	n/a	4	The Lexington Hotel, New York City, NY
Leo A Daly, Dallas, TX	Pat Miller, corporate director of hospitality	n/a	n/a	n/a
MatchLine Design Group, Dallas, TX	Lesley Hughes Wyman, partner/principal	n/a	3	n/a
Virserius Studio, NY, NY	Therese Virserius, owner	n/a	n/a	Sheraton Brussels, Brussels, Belgium
Wilson Associates, Dallas, TX	Olivier Chavy, president & CEO	n/a	n/a	Sofitel Bali Nusa Dua Resort, Bali, Indonesia