



Robert Jaeger, CHA

Senior Advisor

Mr. Robert S Jaeger has over three decades of Executive Experience in the Hospitality Industry. His experience spans from working for the Loews Corporation, Warwick International Hotels, Hilton Hotels, and Ramada.

Experience

Jaeger has experience as a Hotel Industry Consultant working on various projects in New York, Philadelphia, California, Florida as well as the Caribbean. He has worked on projects from concept to feasibility to budgets and worked on construction cost analysis and budgets. In the last 18 years Jaeger has served as Vice President and General Manager of V & H Hotel Associates with overall responsibility for the Best Western Center City Hotel in Philadelphia Pa. Jaeger has worked in New York City, Stamford Ct, Princeton NJ, Washington DC, Philadelphia Pennsylvania and has Managed Diverse Hotels ranging from 183 rooms to 600 rooms.

Professional, Corporate, Civic Leadership

Jaeger's professional experience is complimented by his participation in Philadelphia's Hospitality Industry. He currently serves on the Executive Committee of the Board of the Philadelphia Convention and Visitors Bureau (PHLCVB), Executive Committee of the Board of the Greater Philadelphia Hotel Association (GPHA) and serves as Chairman of the International Sales Committee. Jaeger serves as a committee member of the Hospitality Initiatives Committee of Greater Philadelphia Tourism Marketing Committee. Jaeger has served as Past Vice Chairman and Officer of PHLCVB as well as Officer of GPHA.

In addition to Jaeger's Philadelphia Hospitality involvement, he serves as a Regional Governor for Best Western International overseeing 26 Best Western Hotel Properties in Delaware and New Jersey. He is Chair of the Best Western Member Marketing Advisory Committee working with Senior Staff overseeing a \$ 65 million dollar budget of advertising and marketing. He has also served on the Member Sales Advisory Committee and served as Chair for two years. Jaeger is a member of Philadelphia Board of Realtors and is a Real Estate licensed Sales Person.

Areas of Expertise

Revenue Analysis

Fiscal Budgeting

Real Estate

Hospitality and Hotel Analysis

Education

BS Psychology,
Brooklyn College

Certified Hotel Administration,
American Hotel & Lodging Educational Institute

Contact

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