



## ***GHN Corporate Snapshot: American IDEA™ Hotels***



*Eric A. Danziger  
Chief Executive Officer  
Trump® Hotel Group*



Imagine this scenario: As CEO of one of the world's premier hotel brands, global expansion is top on your list. Then you're tasked to create a 4-8 year forecast which would take into consideration: No new foreign deals, transactions or contracts<sup>1</sup>.

What do you do?

Ask Eric Danziger, CEO of Trump® Hotel Group. When President Trump took office in January, the company not only braced for the loss of the founder's personal involvement —as well as former Executive Vice President Ivanka Trump—but also the addition of new self-imposed regulations none of its competitors has to deal with.

In our 2012 [GHN Executive Profile with Donald Trump](#), the billionaire real estate mogul predicted:

“There are countries that are booming – China, India, Brazil – and there are many countries, like the United States, that are still hurting. We were conservative during the boom, which puts us in a better position than most of our competitors right now. The United States is very slowly coming back – and with that, more travel – but I've always said it's going to take a long time. The

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<sup>1</sup> Morgan, Lewis & Bockius LLP. (2017, January 11). White paper: Conflicts of interest and the President. Retrieved from <https://www.dropbox.com/s/a2k3xr77a1vwx41/MLB%20White%20Paper%20%201.10%20pm.pdf?dl=0>



price of gas is slowing growth right now. There is definitely a strong demand for luxury, and our hotels are a luxury product, which bodes well for us.”<sup>2</sup>

Donald Trump saw a hurting country. So he set aside his successful company to fight for growth and opportunity for the working people—little imagining the restrictions on growth and opportunity he’d be placing on his own company.

But now as President Trump works to *Make America Great Again*, Trump® Hotel Group is perhaps the only company of its kind to be exclusively operating within the boundaries of *Made in America* before America starts booming again.

As President Trump turned over the family business to sons Don Jr. and Eric and seasoned hotelier Eric Danziger, Trump Hotels™ faced a new landscape of opportunity—one Danziger had already begun to envision. In his earliest interview conversations with the family, Danziger strategized creating Trump® Hotel Group, adding brands to an already impressive portfolio.

Restricted to expansion from coast to coast, visionary Eric Danziger—nicknamed ED within Trump Tower—along with Don Jr. and Eric Trump began scouring the 50 states to explore potential new markets. The President’s famous exhortation to “think big” would now need to be coupled with “think deep.” Alongside other seasoned hospitality executives at Trump® Hotel Group, namely Kathleen Flores, EVP Brands and Innovation, Eric Danziger began leading the charge on developing the SCION and IDEA brands.

That’s when they got this idea. An American IDEA™. Why not provide a better, more interesting hotel experience in markets where the hotel product is tired and homogenous?

While on the campaign trail for their father, the Trump brothers had recognized untapped potential in the heartland of America and an opportunity to do something remarkable. Much of the product throughout the secondary and tertiary markets they visited were without differentiation in their sameness. Having built a highly successful luxury hotel brand focused on the details and incredible service, the brothers believed that Trump® Hotel Group could create something truly special and memorable in those markets.

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<sup>2</sup> Trump, D. J. (2012). GHN executive profile. Retrieved from [http://www.globalhotelnetwork.com/resources/columns/executive-profiles/DonaldJTrump\\_GHN\\_2012.pdf](http://www.globalhotelnetwork.com/resources/columns/executive-profiles/DonaldJTrump_GHN_2012.pdf)



Now how to go about doing exactly that...Wait. Don Jr. has an idea. What about that gentleman he'd met on the campaign trail just a few short months before? Don can't remember his name. But he does remember his story:

Decades before, Asian American immigrant V.K. Chawla, was exploring entrepreneurial opportunities to create a family hotel brand in Mississippi. But he needed help—advice from someone who'd actually made it big-league. So V.K. put out calls, letters, feelers to successful business leaders across the country. No one responded. Until Donald Trump picked up the phone.

Today Chawla Management, Inc., owns and operates 18 properties throughout Mississippi. And on June 5, 2017, at a private reception in Trump Tower during the *NYU Investment Hotel Conference*, Trump® Hotel Group announced the signing of three American IDEA™ hotels in the Mississippi Delta.

The next day GHN's CEO & Publisher Robert G. Harp sat down with Eric Danziger to discuss in more detail what Trump® Hotel Group has in store for America—as the sons of the aforementioned gentlemen partner together with a truly American IDEA™. Who better to navigate the brand's than Eric Danziger—the bellman turned CEO of one of the world's most renowned brands.

With over four and a half decades of hotelier experience working his way up to the helms of leading brands such as Starwood Hotels, Carlson Hotels Worldwide and Wyndham Hotel Group, the CEO of Trump® Hotel Group is no stranger to crafting and spearheading bright ideas. It doesn't matter at what star-level he's working on, Danziger is always brainstorming and serving up new ideas—as he did with the Double Tree cookie—to leave guests with a memorable experience they'll want to repeat.

Now as he steers Trump® Hotel Group, Danziger is up to the challenge. As he once related in a [GHN Executive Profile](#):

“I've always tried to live and work by the idea to always try to do right—not just when it comes to right and wrong, but as in always trying to do the right thing. Many have heard me say ‘doing the right thing is always right!’”<sup>3</sup>

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<sup>3</sup> Danziger, E. A. (2013). GHN executive profile. Retrieved from [http://www.globalhotelnetwork.com/resources/columns/executive-profiles/EricDanziger\\_GHN\\_2013.pdf](http://www.globalhotelnetwork.com/resources/columns/executive-profiles/EricDanziger_GHN_2013.pdf)



An avid fan of President John F. Kennedy, Danziger is walking in the footsteps of JFK, quoting<sup>4</sup>:

“One person can make a difference and every person should try.”<sup>5</sup>

That’s what Danziger is trying to do today—no matter what obstacles, political or professional, stand in his way.

“I’ve have always had an unwavering passion for the hotel business – I can’t think of a more interesting or more rewarding business to be in because we work to enrich people’s lives...to give them something special to remember. I enjoy the fact that this business continuously gives you new experiences, allows you to be creative and challenges you to perform at your best each day.”<sup>6</sup>

Donald Trump’s advice in 2012 to aspiring hoteliers is perhaps what he values most in his employees—and what he saw when he hired Danziger:

“If you’re just getting into the business, you have to have an unwavering commitment to quality and service. You have to do whatever it takes. Keep excellence your standard. Stay passionate and always keep the guest in mind...My father always told me to ‘know everything you can about what you’re doing.’ He was very thorough and was a great example. He’s the businessman I most admire. He taught me about integrity, discipline, and focus. He was a hard worker but he loved what he did, which I believe is the number one necessity for success—you have to be passionate or it won’t work. Passion will get you through the tough times.”<sup>7</sup>

Passion sees opportunities instead of problems. And thinks outside the box even when handed a checklist of things that can’t be done.

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<sup>4</sup> Ibid.

<sup>5</sup> Kennedy, J. F. Retrieved from <https://www.jfklibrary.org/About-Us/About-the-JFK-Library/History/Role-of-Jacqueline-Kennedy-Onassis.aspx>

<sup>6</sup> Danziger, E. A. (2013). GHN executive profile. Retrieved from [http://www.globalhotelnetwork.com/resources/columns/executive-profiles/EricDanziger\\_GHN\\_2013.pdf](http://www.globalhotelnetwork.com/resources/columns/executive-profiles/EricDanziger_GHN_2013.pdf)

<sup>7</sup> Trump, D. J. (2012). GHN executive profile. Retrieved from [http://www.globalhotelnetwork.com/resources/columns/executive-profiles/DonaldJTrump\\_GHN\\_2012.pdf](http://www.globalhotelnetwork.com/resources/columns/executive-profiles/DonaldJTrump_GHN_2012.pdf)



Meet American IDEA™.

*Trump Hotel Group is a long-standing member of GlobalHotelNetwork.com and Danziger is a member of [GHN's Advisory Board](#).*

# TRUMP®

## HOTEL GROUP

### About Trump® Hotel Group

Trump® Hotel Group is the world-renowned hotel brand and management company home to Trump Hotels™, SCION™ Hotels and Resorts and American IDEA™ Hotels. Having started as a luxury hotel brand with a mission of providing extraordinary customer experiences in iconic destinations, the Hotel Group recently announced the expansion of its portfolio into the upscale and midscale segments. Led by seasoned hotel industry veteran Eric Danziger, Trump® Hotel Group is part of The Trump Organization, helmed by Donald Trump Jr. and Eric Trump.

### About American IDEA™

American IDEA™ Hotels will be an alternative, for both guests and hotel developers, looking for an answer to the run-of-the-mill offerings currently in the midscale space. Its properties will be places to relax, to have fun and to experience gracious hospitality. Guests will enjoy local flavor and genuine service in an environment that pays respect to the unique culture of each destination.

### About the Author



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