

# A HOTEL LIFE

## AHL Insider: ROB MCKINLEY

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### WHAT DO YOU DO?

I'm a creative director, designer, artist and hotelier.

### DO YOU HAVE A FAVORITE HOTEL IN THE WORLD?

I don't have one, its like trying to pick ONE favorite song. I can give you my top three. The Carlyle in NY, Hotel San Jose in Austin, and Ruschmeyer's in Montauk.

### WHY THE HOTEL BUSINESS?

There is something so special about working together with a team to create an environment where people come to eat, sleep, drink and escape from their everyday life. Watching them smile and inquire about where to go and what's next on their adventure.

### HOTEL ANECDOTE YOU'D LIKE TO SHARE?

Hmm....Well, I remember when we finished The Surf Lodge it was at 4:30 on a Friday afternoon Memorial Day weekend and my partners and I were hoping people would come... Friday night was mostly friends and family in the restaurant and rooms and it was a healthy turnout, Saturday night came and there were cars lined up a mile in each direction and we ran out of food and drink! The rest is history.

### BIGGEST CHANGE YOU'VE SEEN IN THE INDUSTRY?

I see a change in people's definition of luxury. I feel healthy and active lifestyles drive the programs offered at hotels now. Yoga, farm to table cooking and local ingredients and well as organic products and sustainable luxury are the focus.

### DREAM JOB?

I kinda have it. :)

### FAVORITE MINI BAR ITEM OR HOTEL AMENITY?

The smores kits at Ruschmeyer's.