

Rick Swig [REDACTED]

Rick Swig operates RSBA & Associates, which was founded in 1986. Since that time, Mr. Swig has provided advisory services to both major hotel management and operating companies, as well as owners of individual hotels and portfolios. RSBA & Associates is a consultancy firm for the hospitality industry with focus on asset management, hotel operations reviews, asset strategy development, and acquisition due diligence.

Rick Swig is past President of the Hospitality Asset Managers Association (HAMA) and past Chairman and member of the International Society of Hospitality Consultants (ISHC). Rick was the 2005-2006 Chairman of the San Francisco Travel Board of Directors and still serves in an ex-officio position. In 2008 Mr. Swig was Chairperson of the San Francisco Tourism Improvement District (SFTID) committee, which resulted in the creation of the San Francisco Tourism Improvement District, and he continues to serve on the San Francisco Tourism Improvement District Management and Moscone Expansion District (MED) Corporation Board of Directors, serving as President in the 2018/2019 fiscal year. He has also served currently on the Board of Directors of Visit Napa Valley and Our Town St. Helena, an affordable housing special interest group. He is past Chairman of the Napa Valley Tourism Corporation and past President of the St. Helena Tourism Improvement District. After serving multiple terms as a Commissioner for the San Francisco Redevelopment Agency, he is currently a Commissioner of the San Francisco Board of Appeals, and he is a member of the San Francisco Airport Hotel Advisory Panel at the San Francisco International Airport. His non-professional passion is serving as Staff Photographer at the SFJazz Center. He is a native San Franciscan and graduate of Stanford University.