

Greg Duff

Principal

1111 Third Avenue Suite 3000 Seattle, WA 98101

T 206.816.1470 F 206.464.0125 greg.duff@foster.com



Throughout Greg's 25+ year career working in the hospitality industry, he has dedicated himself to helping clients solve the range of legal issues associated with operating a modern hospitality operation – from negotiating management and other operational agreements to advising on the myriad of issues associated with sales distribution and online travel.

Greg is Chair of the firm's national Hospitality, Travel & Tourism practice, which is directed at the variety of matters faced by hospitality and travel industry members, including purchase and sales agreements, management agreements, sales and marketing, distribution, privacy and data security, procurement and technology.

His clients include owners, operators and franchisors of hotels and resorts, airlines, cruise lines, tour operators and restaurants.

Greg has served as counsel to many of the hospitality industry's local, state and national trade associations and trade groups, including the American Hotel & Lodging Association (AHLA), Hospitality Sales and Marketing Association International (HSMAI) and Hospitality Financial and Technology Professionals (HFTP).

Prior to his career in private practice, Greg served in-house legal and business roles with the Westin Hotel Company/Starwood

Services

Commercial & IP Transactions Hospitality, Travel & Tourism

Admissions

Washington, 1994 Oregon, 2012



Hotels and Resorts, Homegrocer.com/Webvan Group and Columbia Hospitality.

Greg publishes Online Travel Update, a weekly digest offering a global perspective of key trends and issues impacting the hospitality and online travel industries. His Online Travel Update posts appear on Foster Garvey's Duff on Hospitality Law blog and are syndicated by JD Supra. Since 2019, Greg has been recognized among JD Supra's Top Authors in its annual Readers' Choice Awards, and in 2021, he was recognized as the content platform's #1 Author in the Transportation category.

Education

- J.D., Seattle University School of Law (magna cum laude), 1994
 - University of Puget Sound Law Review, Editor-in-Chief, 1993-1994
- B.S., Pepperdine University (magna cum laude), 1991

Honors & Recognition

The Best Lawyers in America®, Leisure and Hospitality Law, 2024-present

Chambers USA (Nationwide) Leading Individual, Leisure & Hospitality, 2022-present; 2017

Washington Super Lawyer list

Seattle Met magazine, "Top Lawyer"

Transportation, 2021-present
Airlines/Aviation, 2019-2020

Professional Activities

American Hotel & Lodging Association (AHLA), Member

Distribution Community of Interest Board

JD Supra Readers' Choice Awards, "Top Author"

General Counsels Committee

Foster Garvey, Firm Co-Chair, 2019-2020

Garvey Schubert Barer, Firm Chair, 2016-2019

Hospitality Sales and Marketing Association International (HSMAI), Member

Global Distribution Advisory Board

Oregon Restaurant and Lodging Association (ORLA), Member

University of Washington School of Law, Hospitality Law, Part-time Lecturer



Washington Lodging Association (WLA), Member

Experience

GSB Represents Evolution Hospitality in Sale

GSB represented the sellers of Evolution Hospitality in its sale to Aimbridge Hospitality. Aimbridge is the nation's second largest independent hotel investment and management firm. GSB advised the sellers in all aspects of the transaction, including structure, documentation, buyer due diligence (purchase price included an equity component in buyer), and broad seller due diligence.

Integrated celebrity signature restaurants

Integrated celebrity signature restaurants and/or spas into existing hotel, resort and convention center facilities.

Prepared form global group sales and catering contracts

Prepared form global group sales and catering contracts and supporting materials.

Reviewed and negotiated franchise agreements

Reviewed and negotiated franchise agreements with national franchisors Hilton, Marriott, Intercontinental Hotel Group, Starwood, Carlson, Choice, Jimmy John's, Black Bear Diner and Quiznos.

Reviewed and negotiated global distribution, meta-search, daily deal/private sale and on-line marketing agreements

Reviewed and negotiated global distribution, meta-search, daily deal/private sale and on-line marketing agreements with Expedia, Priceline, Booking.com, Orbitz, Agoda, Ctrip, Alpharooms, Destinations of the World, Hotelied, Google, TripAdvisor, Kayak, Roomkey, American Express, Gullivers Travel Associates, Travelclick, Gilt/Jetsetter, Rue La La and Travelzoo.

Reviewed and negotiated global vendor agreements

Reviewed and negotiated global vendor agreements for the purchase and/or licensing of a variety of goods and services, including in-room entertainment (PPV, FTG); property-management systems (PMS), point of sale (POS), and central reservation systems (CRS); merchant card and payment processing; application development and hosting; and telecommunications (data and voice).

Reviewed and negotiated management contracts

Reviewed and negotiated management contracts for full service, select service, limited service and extended-stay hotels, condominium hotels, resorts, conference centers, timeshare resort homeowners' association, golf courses and restaurants in Arizona, Washington, Oregon, Nevada, California, Colorado, Montana, Hawaii, New York, Louisiana, Nebraska, Tennessee, Massachusetts, Ohio and Texas.



News

65 Foster Garvey Attorneys Selected to The Best Lawyers in America® 2025, Three Named 'Lawyer of the Year'

Foster Garvey Newsroom, 8.15.24

Greg Duff Named 'Top Author' in 2024 JD Supra Readers' Choice Awards Foster Garvey Newsroom, 3.4.24

57 Foster Garvey Attorneys Recognized Among the 2024 Best Lawyers in America; Two Portland Attorneys Named 'Lawyer of the Year'

Foster Garvey Newsroom, 8.17.23

Foster Garvey Receives Honors in 2023 *Chambers USA* Guide; 21 Attorneys and 10 Practices Featured

Foster Garvey Newsroom, 6.1.23

Greg Duff Awarded Top Honor at 2023 Readers Choice Awards Foster Garvey Newsroom, 3.7.23

Foster Garvey Recognized Among Nation's Leading Law Firms in 2022 *Chambers USA* Guide; 21 Attorneys and 10 Practices Featured

Foster Garvey Newsroom, 6.1.22

Larry Brant, Greg Duff and Josh Bloomgarden Named 'Top Authors' in 2022 JD Supra Readers' Choice Awards

Foster Garvey Newsroom, 3.7.22

Greg Duff Discusses the State of Face-to-Face Meetings in Insurance & Financial Meetings Management

Insurance and Financial Meetings Management, 2.24.22

Foster Garvey Named 'Top Firm' in 2021 JD Supra Readers' Choice Awards; Greg Duff, Larry Brant and Peter Evalds Selected as 'Top Authors' 3.31.21

Greg Duff Shares Post-COVID Insights for Planners in *Insurance & Financial Meetings Management*

Insurance & Financial Meetings Management, 3.2.21

Greg Duff and Ruth Walters Highlight Potential Legal Issues of Post-COVID Social Media Efforts in *Hotel Executive*

Hotel Executive, 2.7.21



Greg Duff Quoted in *Hospitality Upgrade* About Security of Hotel Guest Data *Hospitality Upgrade*, 12.11.20

Greg Duff Shared Important Best Practices on Hotel Guest Communications in the COVID-19 World at the Virtual Hospitality Law Conference

Hotel News Now, 10.9.20

Foster Garvey Recognized as 'Top Firm' in 2020 JD Supra Readers' Choice Awards; Greg Duff and Larry Brant Named 'Top Authors'

Foster Garvey Newsroom, 4.29.20

Greg Duff Quoted in *Hotel News Now* on Hoteliers Seeking to Make Up Revenue Losses from COVID-19

Hotel News Now, 3.27.20

Greg Duff Quoted in *Hotel News Now* on Indie Hotel Response to COVID-19 Fallout *Hotel News Now*, 3.25.20

Foster Garvey and COVID-19 - Safety and Service

Foster Garvey Newsroom, 3.13.20

Lynn and Mike Garvey Donate \$50 Million Toward Brain Health Research to the University of Washington

Foster Garvey Newsroom, 10.3.19

Foster Pepper and Garvey Schubert Barer Combine to Create Mission-Driven Firm, Expand Reach and Services

Foster Garvey Newsroom, 10.1.19

Foster Pepper and Garvey Schubert Barer Announce Combination to Create Mission-Driven Firm, Expand Reach and Services

Foster Garvey Newsroom, 6.17.19

"Northwest Firms Combine To Create Regional Powerhouse," Law360 Foster Garvey Newsroom, 6.17.19

Greg Duff and Larry Brant Recognized for Thought Leadership Achievement; Named 'Top Authors' in 2019 JD Supra Readers' Choice Awards

Foster Garvey Newsroom, 4.2.19

Stacy Marchesano and Greg Duff Moderated Two Panel Sessions at Bisnow Summit on How the Hot Seattle Tourism Market Is Impacting the Hotel Industry

Foster Garvey Newsroom, 2.25.19



Greg Duff Quoted in *HowStuffWorks* About the Limits of Guest Privacy in Hotels and Motels *HowStuffWorks*, 1.17.18

Greg Duff Quoted in *The Wall Street Journal* Regarding Hotel Guest Privacy *The Wall Street Journal*, 1.3.18

Speaking Engagements

The 2024 Hospitality Sales and Marketing Association International (HSMAI) Commercial Strategy Conference Speaking Engagement Charlotte, North Carolina, 6.25.24

"Are Robots Fixing Prices?" 2024 AHLA Global Technology 100 Meeting Speaking Engagement 6.24

"Legal Focus: Key Topics Shaping the Venue Industry Landscape," International Association of Venue Managers Region 4 Conference Speaking Engagement Tacoma, WA, 4.30.24

"Legal Views on Distribution," HEDNA Global Distribution Conference Speaking Engagement New Orleans, LA, 1.17.24

Greg Duff Speaks at HSMAI Chief Sales Officer Executive Roundtable Speaking Engagement Long Beach, CA, 11.8.23

"Hospitality Mergers and Acquisitions Marketplace," Oregon Restaurant and Lodging Association Webinar Speaking Engagement Webinar, 7.18.23

"Legal Lens: Building a Future Proof and Compliant Distribution Strategy" HEDNA Global Distribution Conference 2023
Speaking Engagement
Seattle, WA, 1.25.23

"Headlines & Headwinds on the Legal & Regulatory Landscape," 2022 HSMAI Revenue Optimization Conference (ROC) Americas Speaking Engagement Orlando, FL, 6.29.22



"Contracts: Tales from the Trenches," MPI Cascadia Educational Conference Speaking Engagement Virtual Event, 3.8.22

"Food Service Contracting 101," Hospitality Lawyer's Legal & Risk Challenges in Contract Food Service Management Virtual Seminar

Speaking Engagement

Virtual Event, 12.8.21

"Contracts: Tales From the Trenches," MPI Oregon Chapter November Education Program Speaking Engagement

Portland, OR (In-Person & Virtual Event), 11.2.21

"Avoiding Post-Pandemic Legal Landmines," 2021 HSMAI Marketing Strategy Conference Speaking Engagement

Dallas, TX, 9.28.21

"The New Paradigm – Vaccines, Health Passports and other COVID-Related Operational and Contracting Challenges," The CIO Summit

Speaking Engagement

Atlanta, GA, 9.9.21

"Legal & Privacy," Executive Vendor Summit by Hospitality Upgrade Speaking Engagement Nashville, TN, 6.10.21

"The Post Pandemic Legal Landscape," HSMAI Industry Webinar Speaking Engagement Virtual Event, 5.25.21

"Traveler Expectations for Post-Pandemic Travel," Puget Sound Chapter Business Travel Association's April General Meeting Speaking engagement

Virtual Event, 4.21.21

"Chief Digital Officer (CDO) Management Company Roundtable," HSMAI Executive Roundtable Speaking Engagement

Virtual Event, 2.25.21

"Chief Digital Officer (CDO) Brand Roundtable," HSMAI Executive Roundtable Speaking Engagement Virtual Event, 2.23.21



"Chief Sales Officer (CSO) Roundtable," HSMAI Executive Roundtable Speaking Engagement Virtual Event, 2.11.21

"Hotel Management Company (HMC) Sales & Marketing Executive Roundtable," HSMAI Executive Roundtable

Speaking Engagement

Virtual Event, 2.4.21

"COVID-19 Communications: Necessary Changes in Guest Communications," The Virtual Hospitality Law Conference Speaking Engagement

Speaking Engagemen

Virtual Event, 10.7.20

"Legal Headlines or Headwinds for Digital Marketers," HSMAI Virtual Chief Digital Officer

Executive Roundtable

Speaking Engagement

Virtual Event, 10.7.20

"Behind the Scenes of Group Contracting," Puget Sound Economic Summit Speaking Engagement

Virtual Event, 9.16.20

Bi-Weekly COVID-19 Conference Call, HospitalityLawyer.com

Speaking Engagement

Virtual Event, 9.14.20

"Vendors, Distributors and Celebrity Chefs 101," Hospitality and Tourism Law Program at American University Washington College of Law

Speaking Engagement

Virtual Event, 6.20

"Hospitality Employment Law Challenges: Returning Employees to the Workplace"

Webinar

Virtual Event, 5.27.20

"Legal Headlines or Headwinds for Digital Marketers," HSMAI Chief Digital Officer Executive

Roundtable

Speaking engagement

New York, NY, 1.23.20



"Managing Hospitality Contracts for Compliance," Greater Puget Sound Hospitality Finance and Technology Professionals' November Meeting

Speaking engagement

Seattle, WA, 11.19.19

"Distribution Update," American Hotel & Lodging Association's General Counsel Meeting Speaking engagement

Washington, D.C., 11.14.19

"Best Practices in Contracting," Seattle Southside Regional Tourism Authority Speaking engagement

SeaTac, WA, 10.28.19

"Distribution 101," Academy of Hospitality Industry Attorneys Fall Meeting 2019 Speaking engagement St. Louis, MO, 10.17.19

"A Focus on Privacy — California Consumer Privacy Act and GDPR," The CIO Summit Speaking Engagement Cambridge, MA, 9.5.19

"Key Legal Issues in Hospitality," 2019 Visit Seattle Hotel Symposium Speaking Engagement Seattle, WA, 6.17.19

"The Digital Marketing Legal Landscape," The Hospitality Law Conference Series 2.0 - Houston Speaking engagement Houston, TX, 4.9.19

"Lessons Learned: Experiences from the Group Sales Trenches," MPINCC Annual Conference & Expo

Speaking engagement

San Francisco, CA, 2.26.19

"Portland & Puget Sound's Increase In Development, Investment, & Supply," Bisnow's 2019 Pacific Northwest Hotel Summit

Panel Discussion

Seattle, WA, 2.19.19

"Industry Challenges Panel," HEDNA Global Distribution Conference Moderator

Los Angeles, CA, 1.30.19



"Legal Headlines and Headwinds for Digital Marketers," HSMAI Digital Marketing Strategy

Conference

Speaking engagement

New York, NY, 1.23-24, 2019

"Dealing with the Unexpected," The CIO Summit

Panel discussion

Seattle, WA, 9.6.18

"Key Legal Issues in Hospitality," 2018 Visit Seattle Hotel Symposium

Speaking Engagement

Seattle, WA, 7.31.18

"Distribution 201: An Update on the Changing Distribution World," HLC Series 2.0 - Houston

(The Hospitality Law Conference)

Speaking engagement

Houston, TX, 4.13.18

"Kitchen Confidential: Structuring the Celebrity Chef Relationship," HLC Series 2.0 - Houston

(The Hospitality Law Conference)

Speaking engagement

Houston, TX, 4.12.18

"Headlines or Headwinds: Legal Lessons for Every Digital Marketer," HSMAI Chief Digital

Marketing Officer Roundtable

Speaking engagement

New York, NY, 2.22.18

"Slips, Trips and Falls: Managing the Inevitable Risks of Any Sports Event," Oregon Sports

Summit

Speaking Engagement

Eugene, OR, 2.2.18

"Governmental Regulation – a blessing or a curse for innovation," HEDNA Global Distribution

Conference 2018

Speaking Engagement

Austin, TX, 1.31.18

"December Breakfast: Tourism & Hospitality," The Commercial Real Estate Development

Association, NAIOP Washington State

Panel Discussion

Seattle, WA, 12.13.17



"The War Rages: Hotels vs. The Distribution Disruptors," Washington Lodging Convention Speaking engagement

Seattle, WA, 10.22-10.24.17

"Hey Alexa, book me a room at..." 2017 CIO Summit by Hospitality Upgrade Speaking Engagement Denver, CO, 9.7.17

"Key Legal Updates and Issues," 2017 Visit Seattle Hotel Symposium Speaking Engagement Seattle, WA, 7.18.17

Tackling New Challenges in Asset Management While Maximizing Property Values Panel Discussion
Seattle, WA, 6.8.17

"Unintended Consequences," 2017 Choice Hotel Convention Speaking Engagement Las Vegas, NV, 5.9.17 - 5.11.17

"Unintended Consequences," The Hospitality Law Conference 2017 Speaking Engagement Houston, TX, April 24-26, 2017

"The Evolution of Contract Negotiations," PCMA/PNW Chapter Speaking Engagement Seattle, WA, 5.18.16

"Nuts and Bolts of Drafting Management and Franchising Contracts," Hospitality & Travel Law Symposium

Speaking Engagement

Seattle, WA, 4.15.16

"Keeping Things on the Down Low: Evolving US and EU Privacy Laws", Executive Vendor Summit

Seminar

March 30-April 1, 2016

"Distribution and the World of Parity," and "Service Charges," Hospitality Law Conference 2016 Speaking Engagement Houston, TX, 2.22.16

"Rate Parity," Digital Marketing Strategy Conference Speaking Engagement New York, NY, 2.17.16



"HSMAI Lodging Chief Digital Officer Executive Roundtable," The Hospital Sales and Marketing

Association International (HSMAI)

Speaking Engagement

Washington, D.C., 12.8.15

"What's Hot and What's Not in Group Contracting," MPI Oregon Chapter

Speaking Engagement

Oregon Convention Center, Portland Ballroom 251, 10.20.15

"Lodging Law Forum," Wyndham World Conference

Speaking Engagement

Las Vegas, NV, 4.1.15

"Why You Should Care About Distribution," Hospitality Law Conference

Speaking Engagement

Houston, TX, 2.10.15

"Contract Review for IT," HITEC 2014 Conference

Speaking Engagement

Los Angeles, CA, 6.23.14

"Legal Corner: Successful Contracting in the Lodging Industry," Hospitality Upgrade's Executive

Vendor Summit 2014

Speaking Engagement

New Orleans, LA, 3.25.14

"Hotel & Restaurant Relationships," Hospitality Law Conference

Speaking Engagement

Houston, TX, 2.10.14

Group Sales Contracts: Critical Contract Principles

Speaking Engagement

Portland, OR, 12.16.13

"On-Line Distribution: Overview, Issues, Tips," AHIA Fall Meeting

Speaking Engagement

Los Angeles, CA, 11.8.13

"Do You Know What Your People Are Signing When You Are Sleeping?" HFTP Finance

Exchange

Speaking Engagement

Dallas, TX, 10.16.13



"The Shifting Landscape in Hotel Management Contracts," Choice Webinar Series Presentation Speaking Engagement

Seattle, WA, 10.9.13

2013 TNT - Travel & Technology Conference

Seminar

Bell Harbor International Conference Center, Seattle, WA, 10.1.13

Best Western Owners' Fall Marketing Meeting

Speaking Engagement

Silverdale, WA, 9.17.13

"Legal Corner: Do You Know What Your People Are Signing When You Are Sleeping?"

Hospitality Upgrade's CIO Summit

Speaking Engagement

Washington D.C., 9.5.13

"The Shifting Landscape in Hotel Management Contracts," Choice Hotels International Annual

Conference 2013

Speaking Engagement

Los Angeles, CA, 5.15.13

"Hotel Management Agreements," 32nd Annual Real Property Law Section Retreat

Speaking Engagement

Napa, CA, 4.27.13

2013 Northwest Hospitality Forum: Time to Build

Seminar

Seattle, WA & Portland, OR, 3.5.13

"The Rising Significance of Guest Information," MPI Cascadia Educational Conference 2013

Speaking Engagement

Portland, OR, 3.3.13

"Perspectives on Non-Traditional Online Distribution Channels," 2013 Hospitality Law

Conference

Speaking Engagement

Houston, TX, 2.12.13

TNT-Travel & Technology Conference

Seminar

Four Seasons Hotel, Seattle, WA, 10.24.12



"Contracting in the 21st Century: The Rising Significance of Guest Information and Intellectual Property," HFTP's Annual Convention & Trade Show Speaking Engagement

Orlando, FL, 10.18.12

"The Power of Brands," Washington Lodging Association's Annual Convention & Trade Show Speaking Engagement

Tulalip, WA, 10.1.12

"Contracts: The Current Trend, Interesting Case Studies and Looking Ahead," 11th Annual PCMA/MPI 2012 Industry Summit

Speaking Engagement Seattle, WA, 9.27.12

"Group Sales Contracts: Current Trends and Interesting Case Studies," 2012 MPI World

Education Congress Speaking Engagement St. Louis, MO, 7.28.12

"The Evolution Continues: Contracting in the Cloud," The Vendors Summit

Speaking Engagement Scottsdale, AZ, 4.12.12

Hospitality Forum: Playing Your Cards in 2012 - Portland, OR

Seminar

Garvey Schubert Barer, Portland, OR, 3.1.12

Hospitality Forum: Playing Your Cards in 2012

Seminar

Garvey Schubert Barer, Seattle, WA and Portland, OR, 2.29.12

"Group Sales Contracts: Current Trends and Critical Contract Principles," Smart Fam Tulalip

Resort Casino & Spa Speaking Engagement Seattle, WA, 12.1.11

"Venue Contracts: The Current Trend, Interesting Case Studies, and Looking Ahead," MPI-OC

November Monthly Meeting Speaking Engagement North Plains, OR, 11.15.11

"Hotels and Resorts: Time to Check In?," Appraisal Institute's Fall Real Estate Conference

Speaking Engagement Seattle, WA, 10.27.11



"State of the Industry: Benchmarks and Trends," Washington Lodging Association Speaking Engagement Seattle, WA, 10.3.11

"Whose Property Is It? Practical Guidance for Handling Third Parties' Music, Images and Brands," Oregon Restaurant & Lodging Association Speaking Engagement

Portland, OR, 9.25.11

"Hospitality, Food and Travel Panel," ZINO Zillionaire Investment Forum Speaking Engagement Seattle, WA, 9.13.11

"Understanding and Negotiating Leisure Sales Agreements," The 2011 Hospitality Law Conference

Speaking Engagement

Houston, TX, 2.9.11

"Where Do We Go From Here? Event Contracting in the New Norm," MPIWSC and PCMA Northwest 9th Annual Meetings Industry Summit Speaking Engagement Seattle, WA, 2011

"Group Sales," the Hyatt Team at the Grand Hyatt Speaking Engagement Seattle, WA, 2009

"Mixed-Use Components of Hospitality Development," The Annual Hospitality Construction Expo

Speaking Engagement Orlando, Florida, 2009

Speaking Engagement

"Where Do We Go From Here? Group Contracting for a Challenging Economy"

Seattle, WA, 2009

"Thriving in the Recession," NEWH, Inc. Northwest, the Hospitality Industry Network Speaking Engagement Seattle, WA, 2009

"Contracts Revealed: Understanding Your Event Contract," International Association of Conference Centers 28th Annual Conference
Speaking Engagement
Braselton, GA, 2009



"Survival of the Fittest - Preparing to Thrive in the New Economy," Washington State Hotel & Lodging Association
Speaking Engagement
Seattle, WA, 2009

"Contracting 101 for People with Better Things to Do," Greater Puget Sound Chapter of Hospitality Financial & Technology Professionals Speaking Engagement Seattle, WA, 2009

"Buying & Selling Hotels; Successfully Navigating the Landscape of Hotel Deals," Speaking Engagement Seattle, WA, 2008

Legal Alerts

FTC Advanced Notice of Proposed Rulemaking Regarding Junk Fees and Drip Pricing; January 9, 2023 Comment Deadline Client Alert, 11.22.22

City of Seattle Releases Rules for Hotel Employee Protections 5.18.20

Congress Passes CARES Act: Stimulus Package Includes \$349 Billion for SBA Guarantees of Forgivable Loans for Small and Medium Sized Businesses 3.27.20

Publications

Minimizing Hotel Liability in a COVID-19 World *Today's Hotelier*, January 2021

The Potential New Normal for Restaurants *Cheers*, 5.13.20