

MODERN LUXURY
MIAMI

LOOK WHO'S TALKING

INN TOUCH

As he reveals the latest Miami property in Trust's vast hotel portfolio, company President and Chief Operating Officer Patrick Goddard is determined to change hospitality for the better.

*By Riki Altman-Yee
Photography by Nick Garcia*

GODDARD'S HOTS
Indonesian-Indian cuisine, El Tucán, Essentialism by Greg McKeown

GODDARD'S NOTS
Edison lightbulbs, synthetic rooftop, lawns, entitlement, hotbeds

ON PROPERTY
Trust Hospitality's Patrick Goddard takes in the view at The Langford hotel.

Born, raised and educated in Ireland, Patrick Goddard clearly recalls why he moved to the States after graduating with a degree in hotel management from the Dublin Institute of Technology: “One morning, it was 5AM and the rain was coming in sideways as I was traveling to work on the bus. I decided there had to be a better way to make a living.” He applied for positions around the globe and landed at the Loews Hotel in D.C., and eventually the Loews Miami Beach in 2004, then left to open Acqualina in Sunny Isles Beach and, ultimately, worked as an independent boutique hotel consultant. In 2011, his company merged with Tecton Hospitality—which was running The Betsy and Sagamore at the time—and they rebranded to become Trust Hospitality, which now owns and operates hotels in more than 10 countries and 22 markets. Its mission: to create unforgettable guest experiences.

“Hospitality really is an art form,” says Goddard. “There are so many ways to experience a hotel—art, architecture, interior design, music, uniforms, food—it’s difficult to come up with that formula. What is in the DNA, the soul? Creating that is fun for me.”

When Goddard is not with his wife or coaching his two young boys’ soccer team, he can be found heading up sales, marketing and operations for Trust’s 30-plus projects around the world. As president and COO of the company, he travels constantly, yet his newest client, The Langford, is a mere 15-minute drive away from Trust’s Coral Gables headquarters. A 1925 beaux-arts structure that once housed the Miami National Bank, it is now a 126-room boutique hotel (with rates from \$167) in the heart of Downtown. “We’re trying to create a youthful, vibrant community to provoke and inspire,” says Goddard. “We’re making a bold statement with this one.”

Out of the gate, Trust secured The Langford serious cred by engaging José Mendín, Sergio Navarro and Andreas Schreiner (known collectively as The Pubbelly Boys), who committed to a restaurant and a rooftop lounge at the property. “As a rule, our company doesn’t do pedestrian food and beverage. We look for somebody regional who knows the neighborhood and is on point from a service and quality perspective,” says Goddard. “One of our core beliefs is that people experience our hotels through all the senses, and one of the most important is taste.”

And, while he still never hungers for inclement weather, Goddard is determined to proliferate Trust’s vision worldwide. “People all over are starving for experiential hospitality,” he adds. “We’re just trying to save one city at a time.” trushospitality.com; langfordhotelmiami.com