

Case Study 1

Services Provided: (1) Strategic Review
(2) Branding Review

Location: Spain, Resort Hotel

- Prepared a detailed Strategic Review on behalf of Owner
- Carried out a detailed assessment of current Brand Solution and Hotel Operator (International Hotel Management Company)
- Prepared an analysis of other Branding options, assessing the strengths and weaknesses of each and ranking each brand under a number of pre-determined assessment criteria
- Made recommendations on future Branding of the Hotel
- Reviewed terms of existing Management Contract and prepared commentary on same highlighting strengths and weaknesses
- Set-out requirements for re-positioning of Hotel including Capex requirements and Re-branding



Case Study 2

Services Provided: (1) Feasibility Assessment
(2) Advise on Hotel Branding
(3) Provide Hotel Specification for Architects
(4) Ongoing Project Management

Location: Mid-Price Hotel, Caribbean Island

- Carried out full Feasibility Assessment on behalf of Hotel developer
- Provided Advice on Branding options and alternatives
- Engaged with short-listed International Hotel Companies on Branding costs and terms and Negotiation of terms of management agreement with International Hotel operator
- Provided detailed specifications for Hotel architects
- Extensive financial modelling of project including preparation of 15 year pro-forma Trading Projections and Project IRR's.
- Ongoing project management during construction



Case Study 3

Services Provided: (1) Full Hotel Management

Location: Four Star Hotel [Ireland]

- Assumed full management of Hotel in May 2010
- Installed new General Manager on day one of Takeover
- Prepared initial 13 week Turnaround Plan
- Implemented immediate cost savings program focused on payroll and discretionary spending
- Achieved a Bottom-line turnaround of €40k per month
- Operation now highly profitable
- New Sales strategies around precise market segmentation and correct pricing
- Strong sales and profitability growth projected going forward



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Case Study 4

Services Provided: (1) Investment Appraisal

Location: 4-Star Hotel, Central London

- Carried out detailed Investment Appraisal on behalf of Purchaser
- Provided Advice on Branding options and alternatives
- Preparation of detailed Capex Appraisal
- Extensive financial modelling of project including preparation of 10 year pro-forma Trading Projections and Projected IRR's



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Case Study 5

Services Provided: (1) Hotel Feasibility Assessment

Location: West Indies

- Carried out detailed Feasibility Assessment on behalf of Developer
- Provided Advice on Branding options and alternatives
- Preparation of detailed Investment Appraisal
- Extensive financial modelling of project including preparation of 10 year pro-forma Trading Projections and Projected IRR's



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Case Study 6

Services Provided: (1) Independent Business Review (IBR)
(2) Ongoing Asset Management
(3) Implementation of Marketing & Sales Systems

Location: City Centre Hotel, Ireland

- Hotel had been substantially loss making
- Carried out IBR on behalf of Bank
- Appointed by Bank and Owner as Asset Manager
- Mentoring and developing on-site management team
- Implemented detailed marketing and sales systems and mentored the Hotel sales manager through the process
- Implemented best practice reporting procedures and MIS systems
- Hotel now returned to profitability with strong growth projected



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Case Study 7

Services Provided: (1) Group Internal Audit

Location: UK

- Developed bespoke Internal Audit Program for Hotel Group
- Carried out twice yearly audit of all Hotels
- Monthly reporting to Group Management
- Helped Group achieve substantial savings through outsourcing



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Case Study 8

Services Provided: (1) Independent Business Review
(2) Advise on Re-positioning of the Hotel
(3) Advise on Capital Restructuring

Location: Full Service Hotel, Ireland

- Carried out IBR on behalf of Bank
- Provided detailed advice on re-positioning of Hotel
- Provided detailed advice on Capex requirements as part of re-positioning
- Carried out detailed analysis of the financial returns from re-positioning the Hotel including Financial Modelling of Investment Returns
- Provided advice to Lender on Capital restructuring

