

## Hospitality and Tourism



## Experience

We have hotel operational and asset management experience and therefore know both from an owner's and an operator's point how hotels work and should perform. Therefore we can assist in maximizing profit, minimizing risk and enhancing the management of the asset(s).

We continuously monitor every major hotel market and track the latest economic trends. This gives you access to market information and best practice.

We advise in the development of new hotels, and work with developers, architects and other development team members to conceptualize the optimal lodging product for a particular site and to find the rights brand be it for management or franchise.

We have the expertise to deliver strategic hotel advisory services for smaller one-off assignments to large scale, highly specialized projects.

Our senior partner was the Managing Director of Marco Polo Hotels & Resorts the first international hotel chain in the former Soviet Union, who developed, built, was a shareholder, initially provided the operative management and later the asset management for its hotels which now operate as Sheraton, Hyatt, Radisson and Corinthia

We are advising owners, investors, funds, managers and operators on feasibility, concept, development, operation, sale & purchase, financing & refinancing of hotels, establishment of hotel fund(s), operator search, recommendation and selection of management, franchisees, lessees and negotiation of these agreements in Austria, CEE, CIS and Georgia, Germany and the UK for amongst others:

- Aaeral Bank
- Accor
- Aedificium Capital
- Bank Austria-Creditanstalt
- Choice
- Compass
- Corinthia
- Foremost Hospitality
- Hilton
- IHG
- IKEA
- Kempinski
- Marriot
- OEKB
- Pandex
- Prime Income Asset Management
- Raifeissen
- Regus
- Rezidor
- Salans
- Scandic
- Shiva Hotels
- Starwood
- Wyndham
- Georgian Co-investment Fund
- Axis
- Arci
- KBN Property
- Median Group
- Redix

# Remarkable Projects

## Developed, Managed, Sold

- Sport Hotel Gudauri, Gudauri (120 rooms 3\*)
- Sheraton Metechi Palace Hotel, Tbilisi (343 rooms 5\*)
- Park Inn Beresta Palace Hotel, Novgorod (226 rooms 4\*)
- Marco Polo Presnaja Hotel, Moscow (68 rooms 4\*)
- Eurohotel Vienna Airport, (120 room limited service hotel 2\*)
- Sheraton Nevsky Palace Hotel, St Petersburg (282 rooms 5\*)
- Sheraton Palace Hotel, Moscow (221 rooms 5\*)
- Hyatt Rachat Palace Hotel, Almaty (295 rooms 5\*)

## Pre-Opening Services

- Intercontinental Hotel, Jericho (185 rooms 5\*)
- Park Inn Hotel, Vienna (136 rooms 3\*)
- Resort Hotel, Hammamet Sud (280 rooms 5\*)
- Resort Hotel, Crown Plaza, Borjomi (100 rooms 5\*)

## Development & Asset Management

- 200 seat Beer Garden in Tbilisi
- 50 seat Music Shop and Coffee House in Stockholm,
- 80 seat Restaurant in Vienna
- 100 room hotel in Gudauri
- 100 room hotel in Borjomi

## Brokerage

- 80 room 4\* Wellness, Health & Spa Resort in Austria
- 160 room 5\* Hotel in Poland
- 400 room 4\* Hotel in Germany
- 80 room 3\* Hotel in Vienna, Austria

## Feasibility Studies, Technical Service

- 300 room 3\* Hotel in Moscow
- 150 room 4\* Hotel Tbilisi
- 30 room 3\* Hotel in Georgia
- 100 room 3\* limited service hotel with serviced offices in Tbilisi
- Conversion of a 40,000 m<sup>2</sup> building into Student Housing, Tbilisi
- 7,000 m<sup>2</sup> land mixed (incl. hotel) use development, Tbilisi
- 2,000 m<sup>2</sup> land hotel driven development, Tbilisi
- 35 room hotel conversion project, Tbilisi, Georgia
- 130 room hotel Bakuriani, Georgia
- 150 room hotel chain development in Tbilisi, Georgia
- 55 room hotel in Tbilisi, Georgia

## Master Planning

- Master plan Bakuriani, Georgia
- Master Plan Krasna Poljana, Russia
- Master Plan Shavsopeli, Tbilisi, Georgia

## Brand Selection

- 160 room 5\* Hotel in Poland
- 400 room 4\* Hotel in Germany
- 80 room 3\* Hotel in Vienna, Austria
- 80 room 3\* Hotel in Tbilisi, Georgia
- 250 room 5\* Hotel in Tbilisi, Georgia
- 55 room 3\* Hotel in Tbilisi, Georgia

## Miscellaneous Projects

- Tbilisi Hotel & Office market overview for private investor(s)
- Establishment of a Hotel School for a Georgian University
- Condo-hotel concepts for Batumi
- Regional hotel preopening plan
- Review and advice on Management and all related agreements for a 5\* hotel in Tbilisi and a 5\* hotel in Batumi

Radisson

Marriott

IHG  
InterContinental Hotels Group

Pandex

SHIVA  
HOTELS

Scandic

starwood  
Hotels and  
Resorts

Kempinski  
HOTELS & RESORTS

WYNDHAM  
Hotels and Resorts

# Recent Assignments

## Preopening services for a branded hotel in Borjomi

NAI REA Caucasus provided preopening services for a 100 room full service hotel encompassing a 2,000 m<sup>2</sup> spa, spacious meeting rooms and luxury dining facilities. in Borjomi, Georgia.

## Feasibility study for a mixed use hotel driven development in Tbilisi

NAI REA Caucasus provided a highest and best use, market and feasibility study, hotel operator and brand search for a private investment fund for the development on 2,000 m<sup>2</sup> of land in central Tbilisi. .

## Brand and operator search and selection

NAI REA Caucasus analyzed and made recommendation on different brands and operators, reviewed and recommended on them memorandum of understanding and hotel management agreements for a planned 250 room 5\* hotel in Tbilisi, Georgia..

## Feasibility study and pricing advice on a hotel property in St. Petersburg

NAI REA Caucasus provided feasibility and pricing advice to the client as part of their due diligence and decision making process regarding the viability of the project. The client intended to acquire and operate the asset.

## Investment search for a hotel property in Vienna

NAI REA Caucasus on behalf of a private investor has searched, identified, verified the feasibility and pricing.

## Feasibility study for a 3 star hotel portfolio in Germany

NAI REA Caucasus provided feasibility and pricing advice on 10-hotel portfolio with more than 1,000 rooms in Germany. This was provided to the client as part of their due diligence and decision making process regarding the viability of the project, with the intention to acquire the asset and operation

## Investor search for a portfolio of 3 star hotels in Germany

NAI REA Caucasus on behalf of a private owner is selling a portfolio of 3 hotels in Germany.

## Establishment of 4 star hotel portfolio in the UK

NAI REA Caucasus provided feasibility and pricing advice on a 8-hotel portfolio plus development pipe line in total around 1,500 rooms. This was provided to the client for the decision making process regarding the viability of the project.