



Owner Focus

Guaranteed financial confidence

Unique to Pearl Hospitality's' Hotel Asset Management services is that we combine over 20 years of experience as hotel operators, advisors and asset managers. This means we provide practical solutions with real profit impact.

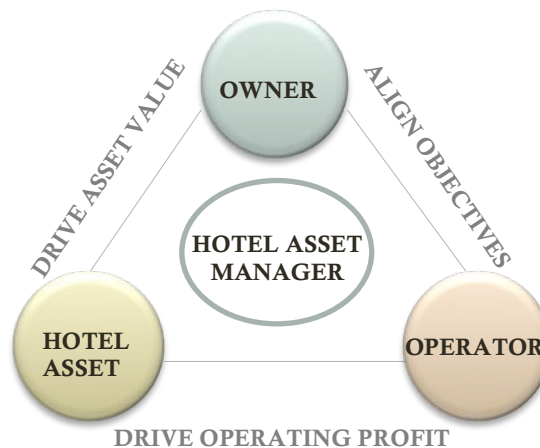
As Asset Managers for owners of Four Seasons, St Regis, Kempinski, Hyatt, Hilton, Chiva-Som and many others, our involvement has returned an 18% operating profit improvement for our owners, in addition to uplifting capital value of the asset.

The key to our achievement is our seamless integration of deep industry and functional expertise with tools and capabilities to support execution and make change happen.

Hotel Integrity

Hotels are specialist assets and require active management in order to generate optimal returns. This, along with the differing objectives of asset owners and the hotel operator, has led to the need for owners to obtain specialist hotel asset managers advice to help them optimize investment returns.

Pearl Hospitality has been the entrusted asset manager for global investors with assets in Austria and Europe. Our role is a fiduciary responsibility of managing the lodging investment to meet the specific objectives of ownership.



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Pearl Hospitality

HOTEL ASSET
MANAGEMENT



Case Study

A private owner of a city hotel in Munich, branded by a renowned global flag, endured sustained net loss on his investment since acquisition. The key reason behind dismal performance was poor revenue management practices exercised by the operator, which led to 45% occupancy levels. In short, the operator focused more on maintaining a high ADR, to protect the brand, over maximizing investment yield for the owners.

In 2012, Pearl Hospitality was appointed as Asset Managers and swiftly began undergoing thorough operational, legal and financial due diligence. Within 16 months from our appointment, the hotel was returned to profitability and currently averages 75% occupancy and 39% GOP.

In this case, our efforts were driven by analytics where we developed a new revenue management model with an emphasis on profit optimization. However, elevating our success was our ability in working with harmony instead of disruption, with the operating team.



“Custom Tailored Solution for each Owner & Property”

Optimizing investment yield through analytics and leadership.

Our comprehensive scope requires us to manage the performance of the operator on a daily, weekly or monthly basis. We accomplish this in full adherence to hotel management agreements and in spirit of leadership and teamwork collaboration. The following list contains our typical services for our Hotel Asset Management specialists:

Administrative

- Accountability Review
- Client Surveying
- Chair Owners Meetings
- Corporate Structure
- Contract Compliance
- Deliver Reporting to Ownership
- Lease Agreement Review
- Litigation Support
- Manage Key Relationships
- Monthly Reporting to Owners
- Represent Owners Interests
- Renegotiation of Hotel Agreements

Financial

- Audits
- Budgeting Process Review
- Capex Review
- Cash Flow Management
- Competitive Benchmarking
- Cost Management
- Cost vs Benefit Analysis
- FF&E Cost Management
- Mezzanine Financing
- Monitor all Refurbishments
- Pricing Strategy
- Profit Optimization
- Re-Financing
- Revenue Management
- Vendor Cost Negotiations

Operational

- Assessment of Management
- Best Practice Analysis
- Compliance with Standards
- Compliance with S&M Plans
- Handover management
- Independent Expert Advice
- Management Oversight
- Operational Review
- Owner Representation
- Pre-opening Assistance
- Physical Property Review
- Profit Optimization
- Review of Facilities Program
- Sales & Marketing
- Selection of Key Personnel
- Visual Site Inspections

Strategic

- Brand Conversion
- Branding Review
- Branding Strategy
- Competitive Strategy
- Manage Relationships
- Outsourcing Strategy
- Repositioning Strategy

