

A low-angle photograph of the Eiffel Tower in Paris, France, set against a dramatic sunset sky with soft, golden clouds. The tower's intricate iron lattice structure is silhouetted against the bright light. In the foreground, the branches of a cherry blossom tree with delicate white and pink flowers are visible, framing the top and right sides of the image. A large, semi-transparent blue diagonal shape overlays the left side of the image, serving as a background for the text.

HOTEL INVESTOR & DEVELOPER SERVICES

EMEA HOSPITALITY GROUP



**CUSHMAN &
WAKEFIELD**



CONTENTS

HOSPITALITY SERVICES AT CUSHMAN & WAKEFIELD	2
HOTEL DEVELOPMENT & OPERATOR SELECTION	3
INVESTOR & DEVELOPER SERVICES TEAM HIGHLIGHTS	5
• DEVELOPMENT BROKERAGE	7
• OPERATOR SELECTION	10
• HOTEL DEVELOPMENT ADVISORY	11
CONTACTS	13

HOSPITALITY SERVICES AT CUSHMAN & WAKEFIELD

From disruptive technology to the shifting definition of what a hotel can be, hospitality advisers require not only real estate and operational expertise, but insight into the future. Our dedicated team is here to prepare you for 'What's Next' through the following services:



**INVESTOR & DEVELOPER
SERVICES**



**CAPITAL
MARKETS**



**VALUATION
& ADVISORY**



**HOSPITALITY
RESEARCH**

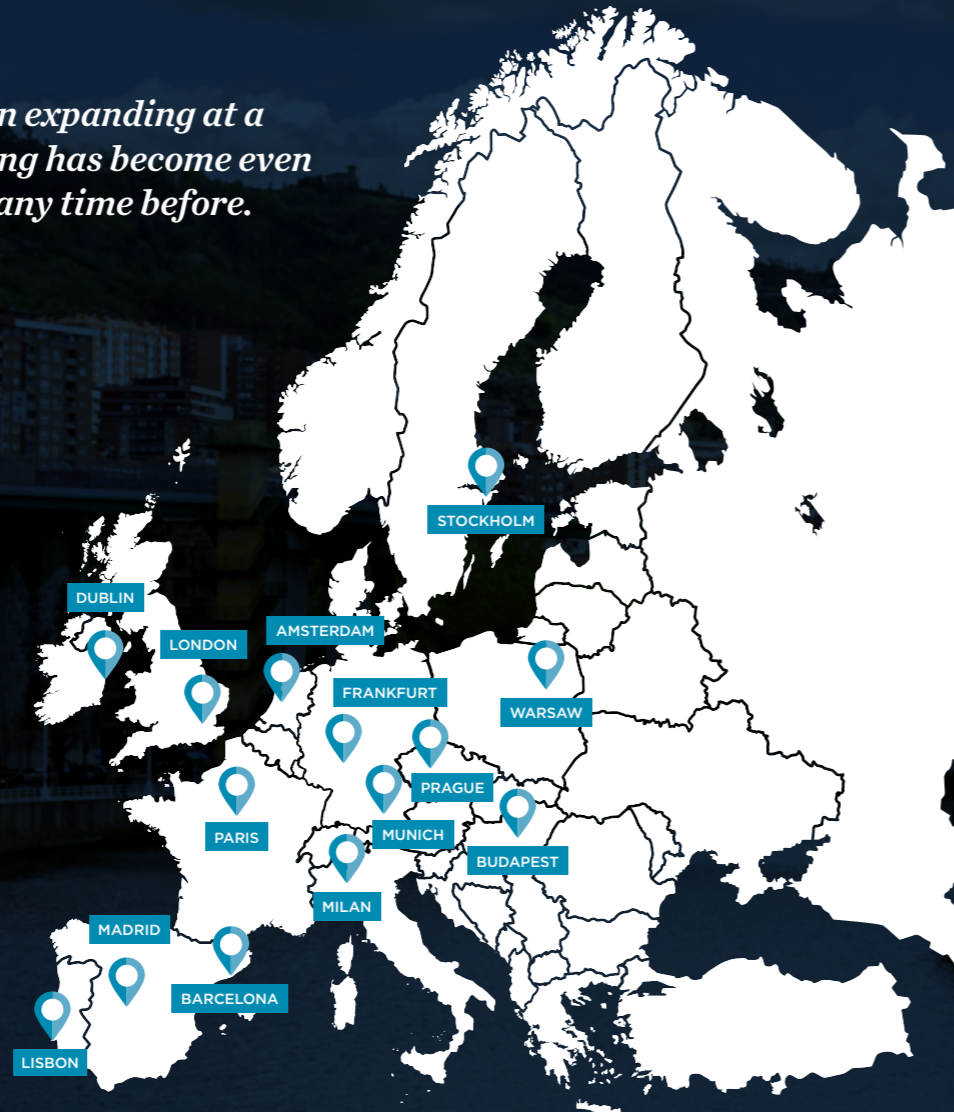
The team has extensive experience in all market segments covering:

- Full and limited service hotels
- Boutique/lifestyle hotels
- Destination resorts
- Extended stay
- Mixed use developments with a hotel component
- Conference centres and venues

HOTEL DEVELOPMENT & OPERATOR SELECTION

The hotel sector globally has been expanding at a significant rate and hotel branding has become even more complex to fathom than at any time before.

The hotel development market is more dynamic than ever before with 'white label' management companies now offering owners an alternative to direct operation or branded management, often working in partnership with the franchise brands. Add in a more complex funding environment and owners and developers face a myriad of options in how to structure the optimal hotel solution. Whether it's a new development or an asset repositioning, it is essential that informed, in-depth advice is taken as early as possible in the process.



TEAMS IN
14CITIES



BROWNFIELD SITES



OFFICE CONVERSIONS



MIXED-USE SCHEMES



DESTINATION RESORTS



INVESTOR & DEVELOPER SERVICES TEAM HIGHLIGHTS

Advised on more than

68
PROJECTS
over the last
12 MONTHS



Advised on assets with a GDV of over

€3.5B

Contributing to more than

29,000 keys



Creating over **2.3M SQM** of hotel space

equivalent

to **125**
Ritz London
Hotels



Advised on projects in

17 COUNTRIES

&
53 CITIES



throughout
EMEA

We have worked with

48
INTERNATIONAL BRANDS
which is

75%

of the 7 largest hotel groups



Additionally, we have dealt with more than

65%

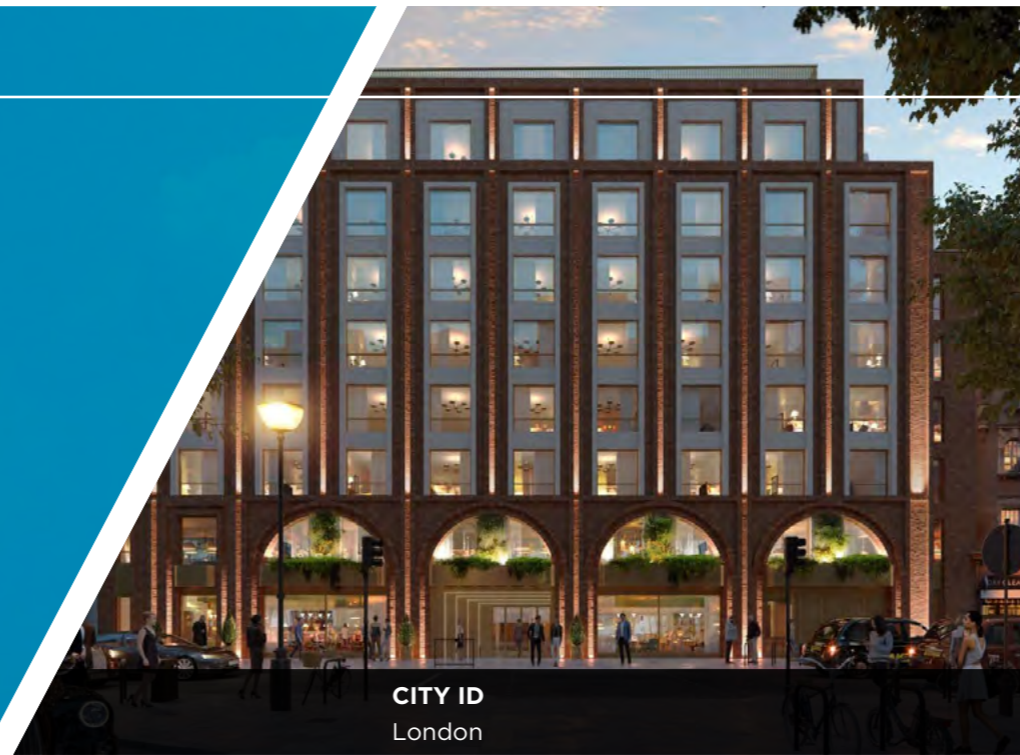
of the independent hotel brands in Europe

INNOVATION
VALUE CREATION
LUXURY
GLOBAL
LIFESTYLE
PLACE MAKING
CREATIVITY
INDIVIDUAL

DEVELOPMENT BROKERAGE

Often the best hotel opportunities are not operating as existing hotels but are properties that could be redeveloped to become great hotels.

The team is skilled at analysing and executing on development options having regard to hotel supply and pipeline, operational performance, brand requirements, future marketability and the inherent value of hotels. The team has extensive experience in transacting properties that have been redeveloped into hotels. We have worked on properties that have become select service, lifestyle and luxury hotels throughout Europe.



CITY ID
London



W HOTEL
Amsterdam



PREMIER INN & ADINA
Stuttgart



COURS DES NOUES
Paris Photo credit: Harel Le Bihan



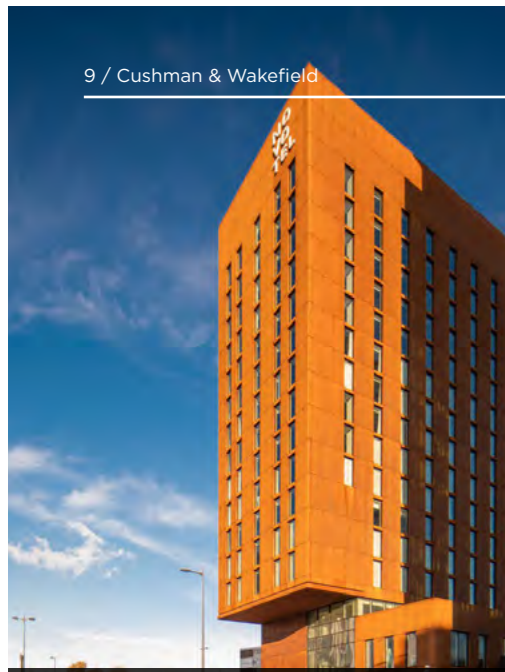
HOLD UTCA 16
Budapest

OPERATOR SELECTION

We represent a varied client group, from commercial developers to hotel owners seeking to maximise the value of their assets.

Whether it is advising on a hotel forming part of a mixed-use scheme or an individual asset our skill and ability in identifying the optimal occupational solution is key. We take time to fully understand our client's goals so that our efforts are aligned in achieving a successful outcome.

We negotiate occupational leases, hotel management contracts, franchise agreements and advise on joint venture deal structuring. We understand development funding and assist in structuring ground rents as well as the required debt and equity.



NOVOTEL PADDINGTON VILLAGE
Liverpool



FAIRMONT GOLDEN PRAGUE HOTEL
Prague



GATESHEAD QUAYS
Newcastle



**PARK PIOLETS MOUNTAIN HOTEL & SPA BY
PREFERRED HOTELS OF THE WORLD** Andorra



POSTILLION HOTEL WTC ROTTERDAM
Rotterdam



BENDOR ISLAND
French Riviera

HOTEL DEVELOPMENT ADVISORY

Much of the data, information and analysis required to determine the correct form, type and size of development is held within the team. Our experience stems from the team's involvement in previous successful projects.

However, it is often necessary to undertake more detailed analysis in arriving at the correct development advice. We therefore provide bespoke advisory reports to assist our clients in making the right decisions.

Our Hospitality Research function works on strategic research reports and provides additional analytical support helping coordinate Hotel Development Advisory work across Europe.



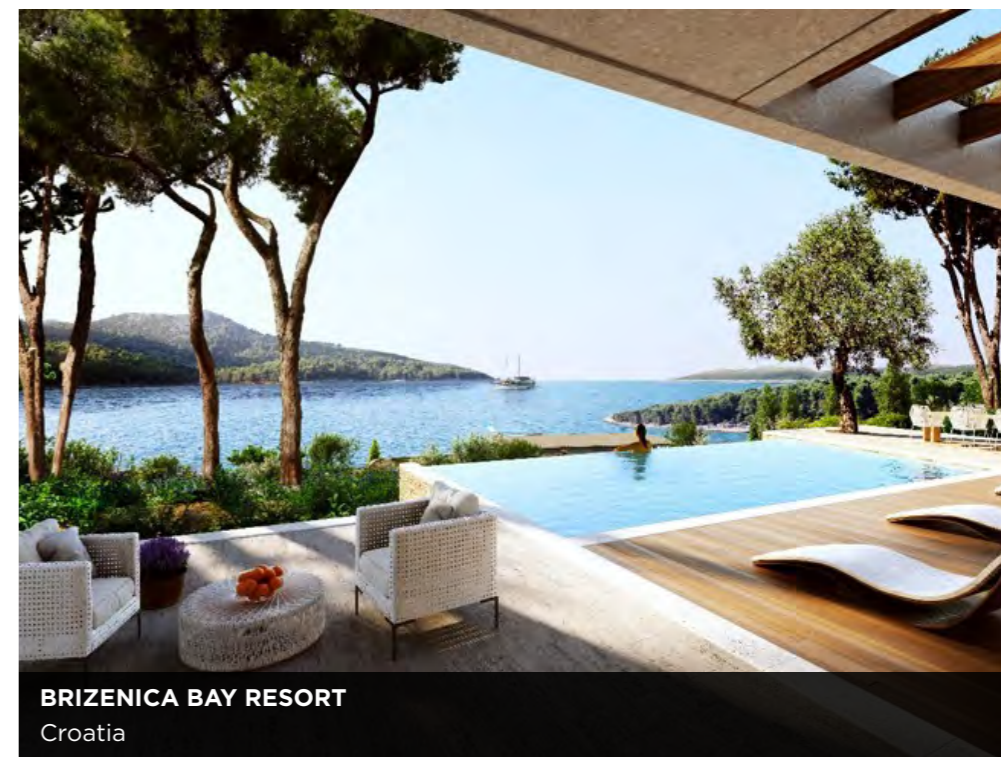
BANKSIDE YARD EAST
London



HOTEL BENIDORM EAST BY PIERRE & VACANCES
Benidorm



PRAGUE OAKS HOTEL & SPA
Prague



BRIZENICA BAY RESORT
Croatia

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