

# Hotel Recovery

Assisting you in developing a strategic plan for your property or hotel company to maintain, recover and create value



# Introduction

Lenders, buyers, owners and operators need to know where their asset sits in the „cycle“ and how their property compares to the market. A thorough assessment allows to make the right decisions in order to maintain, recover or create value.

**Internal** and **external** factors impact the value of your asset and your company. Our team of professionals will help identifying them prior any strategic decision has to be taken:

*„Does the quality and safety of the property meet guest's expectations?“*

*„Do concept and positioning give a competitive advantage?“*

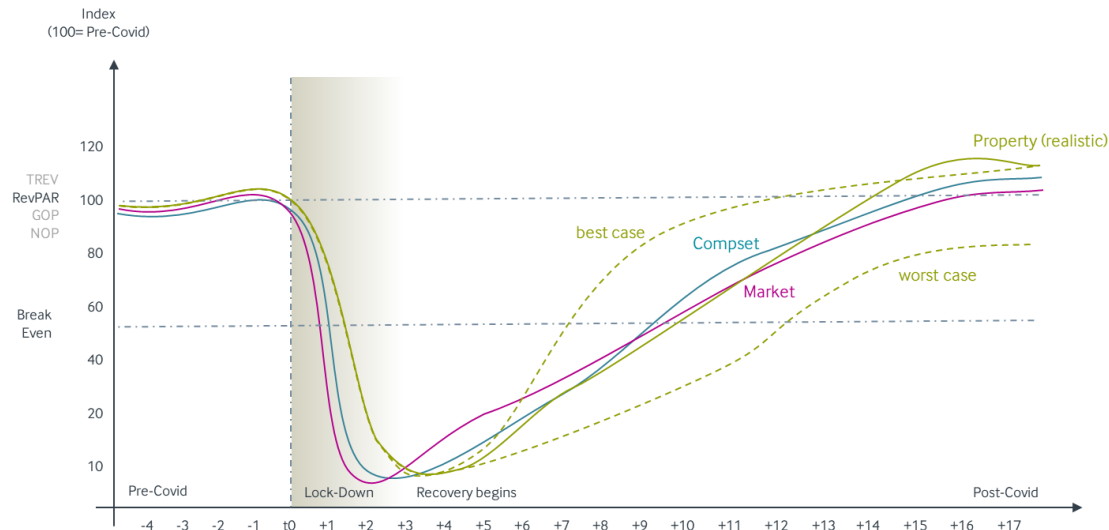
*„How capable is the management of the hotel?“*

*„Are the contractual obligations & rent cover sustainable?“*

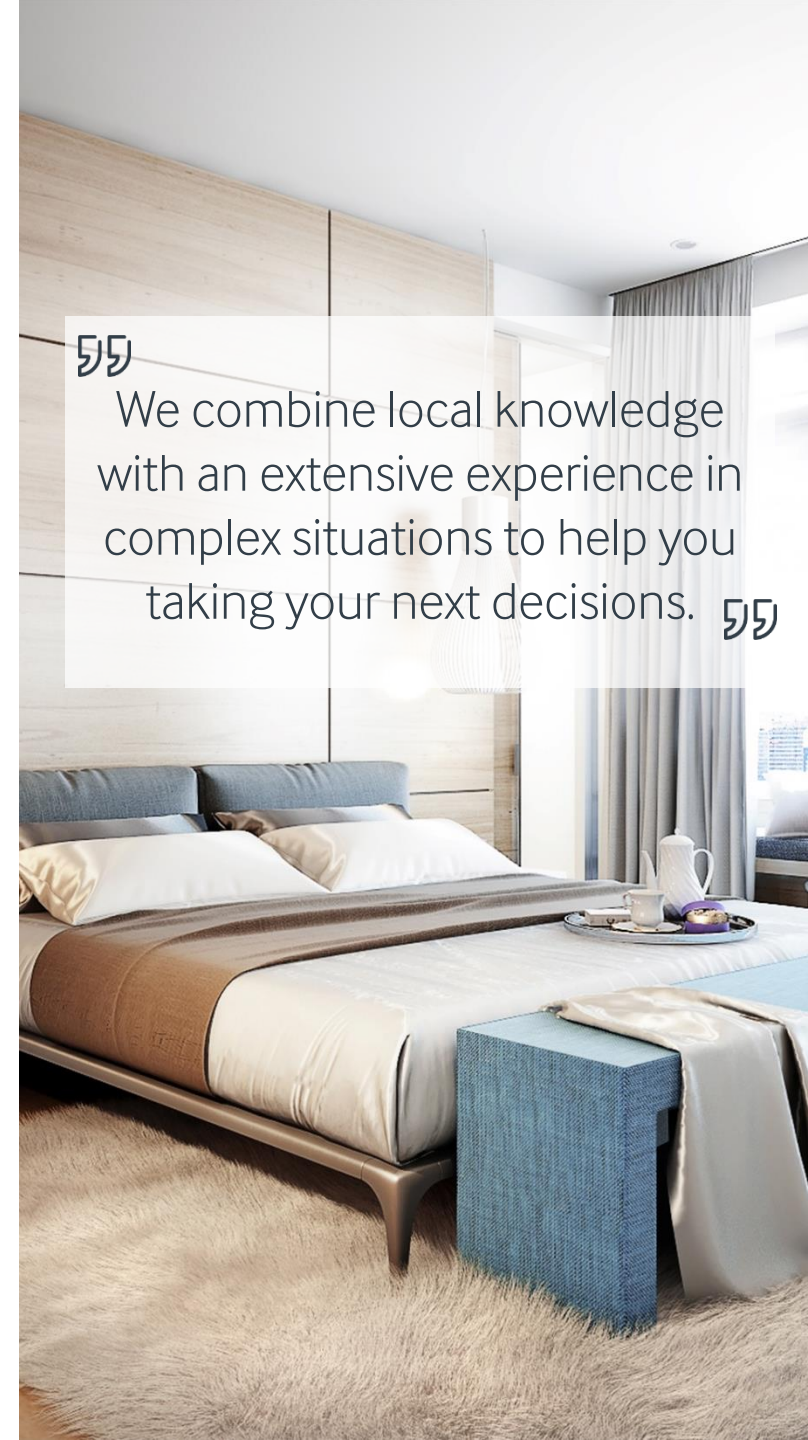
*„How have COVID-19 related travel bans, lock-downs, forced closures, etc. impacted the business?“*

*„How have lower disposable income, corporate cost cuttings, fear of infections, etc. impacted the business?“*

*„How will closures and re-openings of hotels impact the business?“*



We combine local knowledge with an extensive experience in complex situations to help you taking your next decisions.



# How can we assist?

Through its 85-year expertise of the hotel investment landscape, Christie & Co can provide you with accurate expert advice to re-formulate your strategic business plan in the new post-COVID-19 situation.

*"How do I have to adjust my hotel strategy to recover profitability in the short/medium term? How have my revenue, cost and return metrics changed in the new context?"*

With significant experience in strategic consultancy, finance restructuring, valuation advisory and investment, Christie & Co offers to assist in the following fields:

## Business Continuation

### **Securing continuity:**

Our team can help you assess your hotel's operations, identify key concerns and create a roadmap for the long-term sustainability of the business

## Negotiation / Mediation

### **Reviewing contracts:**

Our team can support you in the review and renegotiation of contracts, including lease agreements and management contracts, to ensure fair terms for both parties

## Strategic Advice

### **Looking for upside potential:**

With our understanding of the market, our team can assess your business through a wider lens to help determine a plan to capture market recovery

## Operator Search & Selection

### **Finding brands and tenants:**

We can help you to find the right hotel operating company and negotiate the best possible terms maximizing your hotel's value

## Disposal / Sale & Lease Back

### **Turnaround / hold / sell strategy:**

Understanding your objectives, we can assist you in formulating and executing the appropriate exit strategy even in these challenging times

## Valuation

### **Valuation or Price Advice:**

Amid a great deal of uncertainty, our team can support you with desktop opinions as well as full valuation reports by RICS qualified professionals.



# Credentials



**Sun Gardens Dubrovnik**  
**Sales process**

Support for a leading Austrian bank in the realisation of a 5-star hotel with over 400 rooms from a "non-performing" loan



**B&B Hotels**  
**Portfolio evaluation**

Evaluation of 32 hotels with almost 3,000 rooms in Germany on behalf of the owner



**Luxury hotel in Vienna**  
**Strategic advice**

Assessment of the concept and the expected income and costs as a refinancing basis on behalf of the bank



**Business hotel in Bavaria**  
**Strategic advice**

Analysis of 3 scenarios (rebranding, increase, expansion) in consideration of the expected market development



**Hotel Excelsior Lübeck**  
**Sales process**

Implementation of a structured sales process for a privately managed 3-star hotel with 81 rooms in Lübeck. Buyer was a French fund



**Aldiana Bad Mitterndorf**  
**Sales process**

Support of the developer or insolvency administrator in the sale of a leading leisure property in the Salzkammergut (hotel and spa)



**Amistat Hostels**  
**Business plan review**

In the course of the acquisition, the business plan of the Amistat hostel group (approx. 1,600 beds) was examined in detail and value enhancement options were determined on behalf of BlackRock Real Estate



**Luxury hotel in southern Germany**  
**Strategic advice**

Development of a decision basis for the renegotiation of the lease contract in the course of the renovation of a 5-star hotel with almost 300 rooms on behalf of the owner

# About Christie & Co

## MAKING THE RIGHT CONNECTIONS

**Our team has established a market leading reputation for providing Innovative, high-quality advice across Europe.**

With 29 offices throughout Europe and the UK, our network is wide-reaching, and we are able to offer in-depth local knowledge. Christie & Co's high-calibre professionals have an extensive range of analytical, financial, operational and property-based skills. We are fully integrated with our valuation, brokerage and investment teams and provide comprehensive data-driven solutions to help our clients maximise the potential of their business and investments.

85

Years of Expert Advice

500

Valuations per Year

29

European Offices

400

Live Selling Mandates

280

Experts

>1.700

Corporate Clients across Europe



Christie & Co's Investment and Consultancy proposition is unique. We pride ourselves on being able to respond quickly and deliver advice which is bespoke, innovative, high quality and adds real value to our clients.



# Contact Us



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