

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?“

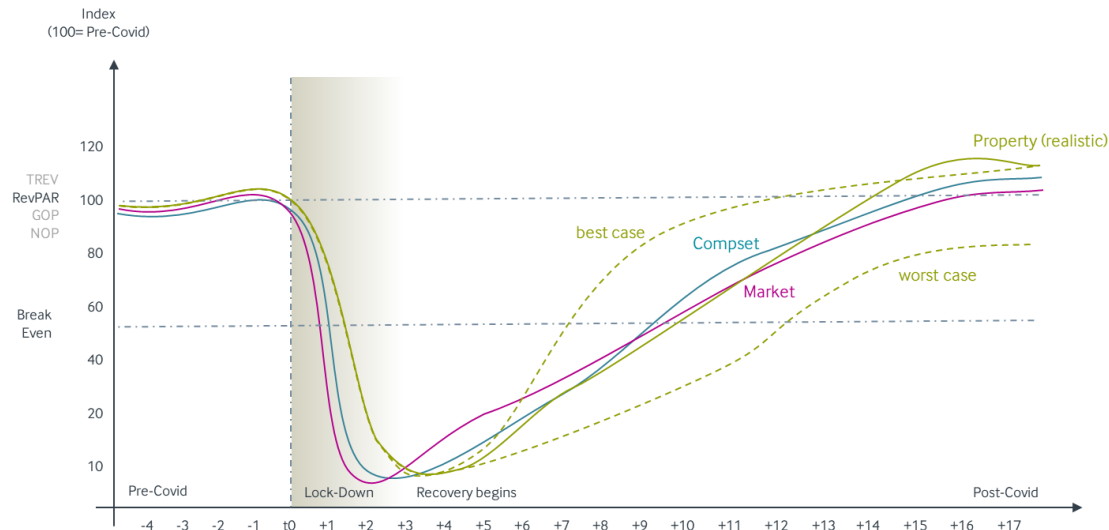
„How capable is the management of the hotel?“

„Are the contractual obligations & rent cover sustainable?“

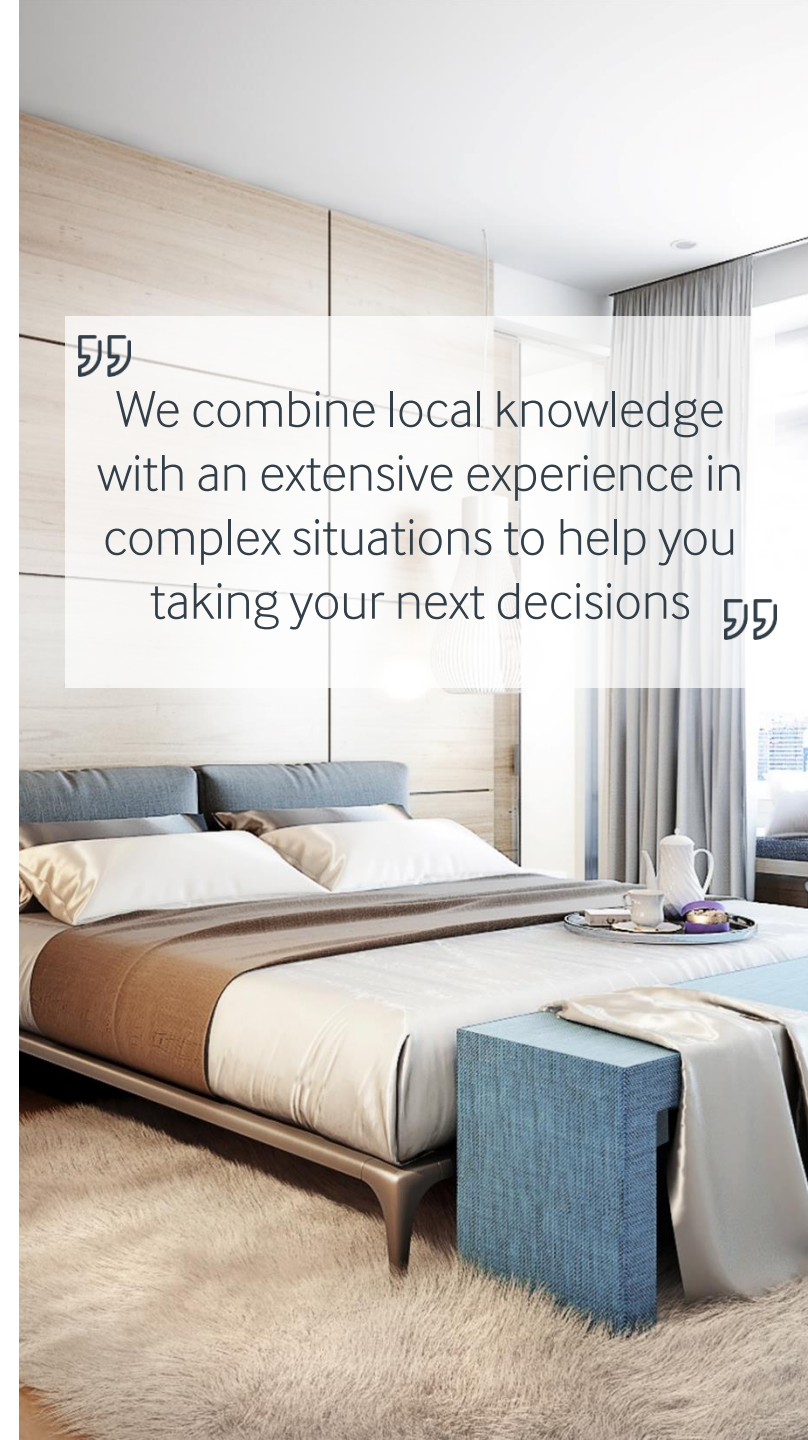
„How have COVID-19 related travel bans, lock-downs, forced closures, etc. impacted the business?“

„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



**Hilton Hotel, Tallinn –
Contract Negotiations**

Management agreement negotiations on behalf of Olympic Entertainment Group



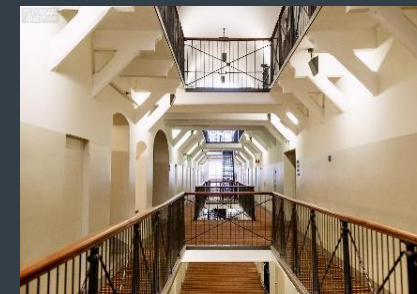
**St George Hotel, Helsinki –
Commercial Due Diligence**

Acting on the behalf of Deka Immobilien reviewing proposed lease contract, financial forecasts and overall opportunity



**First Hotels Portfolio, Denmark &
Sweden - Price Advice**

Pricing advice for debt acquisition of a 7-hotel portfolio on behalf of a European investor



**Hotel Katajanokka, Helsinki –
Repositioning and Branding**

On behalf of Prime Hotels, assisting in repositioning through branding the 100-room hotel



**Radisson Blu Hotel Portfolio,
Finland – Strategic Advice**

Review of positioning and branding of Sokotel's portfolio of Radisson Blu franchise and selected Sokos hotels in six Finnish cities.



**Proposed WTC Hotel, Tallinn –
Feasibility Study & Operator Search**

Appointed by the shareholders of World Trade Center to maximise the value of the redevelopment of the centre



**PK Ilmarine, Tallinn & PK Riga –
Disposal**

Sale of the two hotels to a Baltic investor on behalf of Pro Kapital



**Hotel Amaranten, Stockholm –
Valuation**

Valuation of the property for financing purposes on behalf of an investment fund

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.

+80

Years of Expert Advice

500

Valuations per Year



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

29

European Offices

400

Live Selling Mandates

280

Experts

>1,700

Corporate Clients across
the UK & Europe



Contact Us



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