

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 hardware of the property meet guest's expectations?“

„Do concept and positioning give a competitive advantage?“

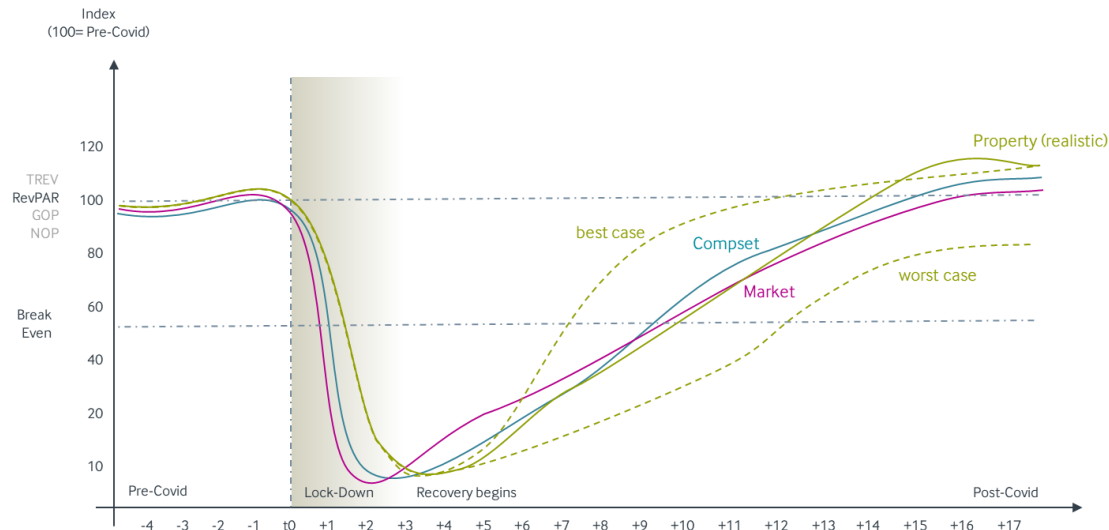
„How capable is the management of the hotel?“

„Are the contractual obligations & rent cover sustainable?“

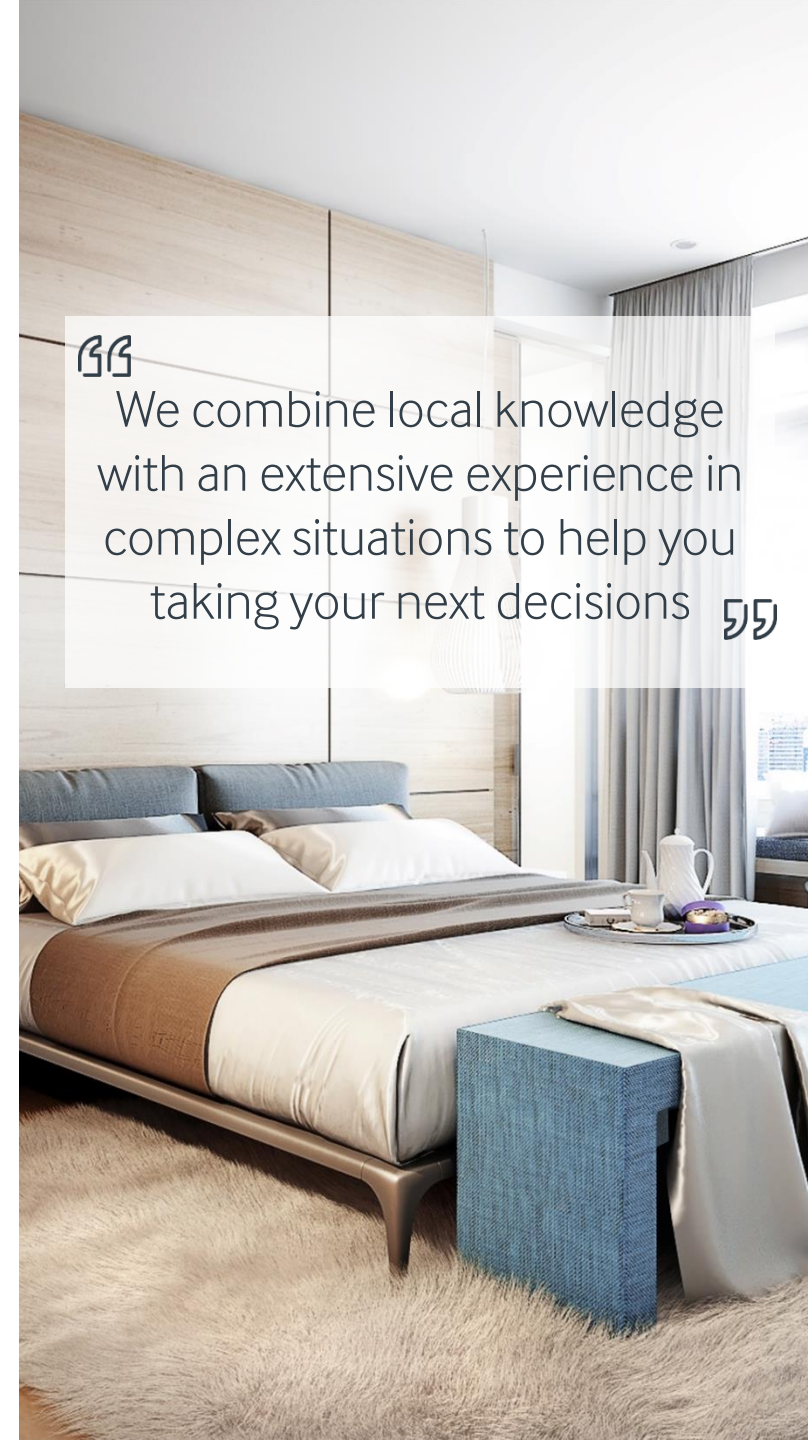
„How are Covid-19 related travel bans, lock-downs, forced closures, etc. impacting the business?“

„How will lower disposable income, corporate cost cuttings, fear of infections, etc. impact the business?“

„How will new supply as well as hotel closures impact the business?“



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



How we can 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 situation.

"When and how do I have to re-open my hotel? 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:

Debt restructuring

Refinancing assets:

Taking into consideration the updated market conditions, Christie & Co can help you to renegotiate the term and conditions of all your credit positions

Strategic Advice

Looking for upside potential and areas of opportunity:

We can assess a business, operational and trading performance review to help determining a recovery plan to capture market recovery

Contract renegotiation

Rent review:

Our team can support you in the renegotiation of contracts, including lease agreements, to ensure a fair and sustainable result for both parties

Equity funding

Raising new equity:

In a market with high liquidity levels, finding a new partner/investor among a global market may be the best way to finance the recovery and the future value growth

Disposal / Sale&Lease Back

Turnaround/hold/sell strategy:

Understanding your objectives, we can assist you in formulating and executing the appropriate strategy, from individual assets to large portfolios on a WholeCo or breakup basis

Valuation

RICS Valuation or Price Advice:

Our team of professionals can provide desk top opinions and updates with the option to upgrade to full reports once lockdown restrictions are lifted

Credentials



Serviced-Apartments, Madrid, Lease Advice

Rent review in a lease agreement on behalf of the Spanish REIT Silcius, managed by the family office Mazabi



Hilton Valencia, Valencia, Disposal

Sale of the 304 rooms hotel after its bankruptcy. CCo acted as advisor to the bank owning the debt.



15-hotel Portfolio, Spain, NPL - Price Advice

On behalf of Davidson Kempner CM, NPL portfolio (2,900+ rooms) across urban and holiday destinations.



Silken Hotels Portfolio, Spain, RICS Valuation (ongoing)

on behalf of Pygmalion Capital LLC and CBRE Global Investors, 9-hotel portfolio (c. 1,600 bedrooms)



Hotel Le Méridien, Barcelona Lease Advice

Analysis of the rent levels for the potential renegotiation of the contract signed between the landlord (Deka Immobilien) and the tenant.



Denia Marriott La Sella, Alicante Disposal

Appointed by the shareholders and two investment funds owning the debt, CCo advise the sell of the asset to the private equity fund Alantira.



Amistat Hostels, Spain, Business Plan Review

On behalf of BlackRock Real Estate on the hostel chain Amistat (c.1,600 beds), review of the portfolio, business plan and price advice to support acquisition underwriting .



Four-hotel Portfolio, Spain Price Advice in Disposal Phase

On behalf of an American investment fund, four hotels (320+ bedrooms), part of a NPL portfolio sale, CCo provided individual prices and estimated overall CAPEX needs.

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 the UK and Europe, 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 Advise

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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