# International Hotel Advisory Services

Professional advisory services to hotel owners, investors and operators

2009



# Background to Christie + Co

## A Member of Christie Group plc.:

- + Partnership founded in 1935
- + Publicly listed on Alternative Investment Market (AIM)
- + Group turnover £87m in 2007/08

# Specialists in the Leisure and Licensed Sectors:

- + Hotels, restaurants, public houses, bars
- + Retail, care and nursing homes
- 17 Offices in the UK
- 12 International Offices
  - + Barcelona, Berlin, Düsseldorf, Hamburg, Helsinki, Frankfurt, London, Madrid, Marseilles, Munich, Paris and Rennes





# International Hotel Advisory Services

Hotel Agents, Valuers and Advisors for over 70 years 350 hotel sales and 450 hotel valuations each year All hotel types in all locations Specialist Valuers, Consultants and Property Advisors acting for:

- + Virtually all UK lending banks
- + Many international lending and investment banks
- + Virtually all major hotel operators
- + Many international developers and investors
- + Very many local and regional owners and investors

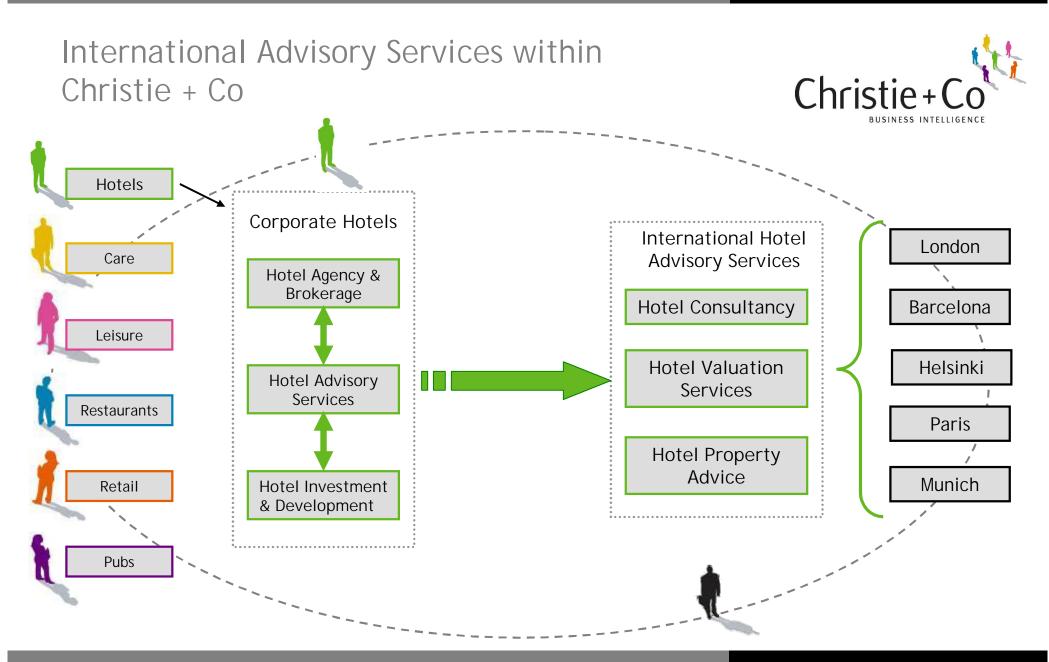
Dedicated Consultancy and Valuation teams in the UK, France, Germany, Scandinavia and Spain

Fully integrated with Hotel Agency and Hotel Investment & **Development Teams** 

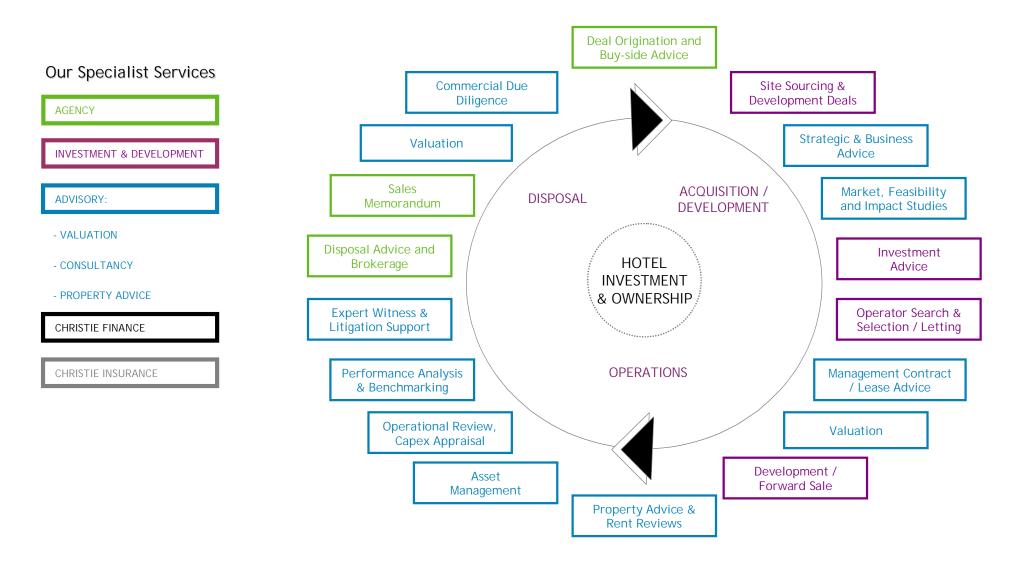




London Bridge Tower, UK: Operator Search



# Christie + Co Services throughout the Hotel Lifecycle



# Scope of Work

# Hotel Valuation, Consultancy and Property Advice:

- + Fully RICS and IVSC compliant valuations
- + Market and feasibility studies, and development advice
- + Property advice on leases, management contracts, rent reviews
- + Investment appraisals and asset strategy
- + Operator Search and Selection (lease and management contract)
- + Detailed cash flow forecasts
- + Acquisition and disposal advice High quality IMs and Due Diligence
- + Performance benchmarking, asset management, advice on nonperforming assets
- + Specialist Bank Support and Business Recovery Solutions
- + Resort, urban destination and regeneration development advice
- + Expert witness and litigation support
- + Strategic advice Corporate and portfolio business planning and strategy





Hilton Metropole, London and Birmingham, UK: Information Memorandum and Agency

# **Property Types and Markets**

# Extensive Advisory Team Experience:

- + Christie + Co experience
- + Individual team members' experience
- + Map shows cumulative advisory experience in Europe

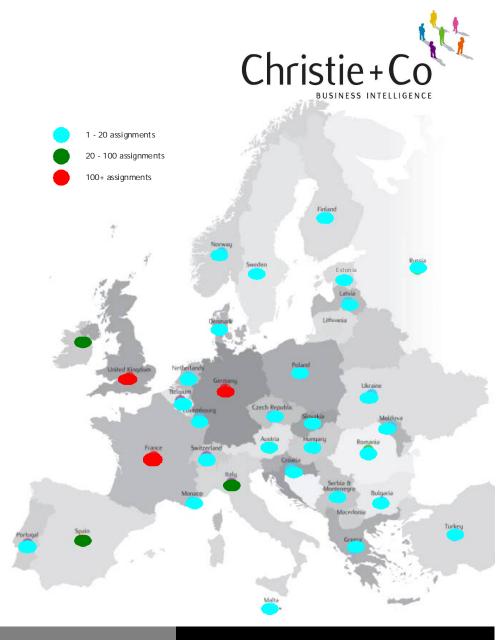
# All Hotel Property Types:

- Full service hotels
- Boutique, design-oriented and niche hotels
- Limited service hotels
- Resorts and holiday villages

- + Mid-market hotels
- Serviced apartments and condominium hotels
- + Conference hotels

## Markets Covered:

- Christie + Co 'home territories' UK, Germany, France,
   Scandinavia, Spain
- + Western Europe
- + Central and Eastern Europe
- Middle East and Africa



# Approach, Methodology and Reporting



- + Fully 'bank-able' valuations RICS, IVSC compliant
- + Focus on hotel property issues
- + Full diligence field and desk research
- + Analysis of current and historic marketwide trends
- + Forecast marketwide supply and demand
- + Subject property recommendations/assumptions
- + Market positioning and penetration analysis
- + Full analysis of historic performance
- + Detailed projections Uniform System of Accounts
- + Concise, transparent reporting Assumptions clearly stated
- + In English, French, Finnish, German, Spanish or Swedish language as appropriate





# Why Christie + Co

- + Experienced team of hotel specialist valuers and consultants
  - + No 'entry level' consultants
  - + International team UK, France, Germany, Spain and Finland
- + Blend of agency and advisory services
  - + Real life experience real deals, real data
  - + Understanding of investor and developer objectives and requirements
  - + Access to very substantial transactional databases
  - + Balanced view on valuation and investment appraisal
- + Accessible and practical professionals
- + Network of UK and international offices
  - + Local knowledge, global expertise
  - + Largest dedicated hotel team in Europe
- + Complete range of services to support investors and developers throughout the hotel investment lifecycle
  - + Market and feasibility studies, development advice
  - + Operator search and selection, lease and management contract negotiation
  - + Investment deal structuring, forward funding
  - + Valuation and property advice
  - + Asset management, business recovery solutions and brokerage
  - + Financing and insurance brokerage (Christie Finance and Christie Insurance)
- + And, finally, a superior value proposition





Proposed Boutique Hotel, Glasgow, UK: Operator Search and Selection, and site disposal



The Royal York Hotel and Events Centre, York, UK Investment Disposal

# Experience - Hotel Valuations



## Portfolio Valuations

7 InterContinental Hotels in Europe for MSREF
24 Macdonald Hotels in the UK
9 Branded Hotels in Germany on behalf of Citibank
15 Menzies Hotels in the UK
40 Belambra VVF Resort Hotels and 15 Timhotels, France
62 IHG branded hotels the UK for LRG
10 Hilton Hotels in Europe
39 Shearings Hotels in the UK
19 Kew Green Hotels, UK
9 Rezidor Hotels and 19 Bonsai Hotels, France

## Single Asset Valuations

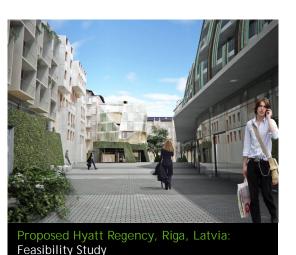
Hilton Caledonian, Edinburgh
Four Seasons George V, Paris
Sofitel Cannes Mandelieu and Nice
Crowne Plaza London-The City, London
Great Eastern Hotel and Sofitel St James, London
K Club, Ireland
Kasbah Tamadot, Morocco
Hotel Don Carlos, Marbella
Courtyard by Marriott, Neuilly - Paris and Düsseldorf
Gran Hotel La Florida, Barcelona
Marriott Prague







# Experience - Hotel Consultancy



## Market and Feasibility Studies

Feasibility and Market Studies for proposed hotels in many UK and European markets

Proposed hotels in Bulgaria, Latvia, Poland, Portugal, France, Italy, Switzerland, Greece, Montenegro, Germany, Austria, Spain, DR Congo, Romania, Morocco

Market Research - the UK's branded budget hotel market, the aparthotel market in Europe

## Acquisition and Investment Advice

Portfolio of 6 Marriott Hotels 7 InterContinental Hotels Great Eastern and SAS Radisson Portman Hotels, London

## Agency Support

Information Memoranda for portfolio and single asset disposal (see slide Experience - Intelligent Documentation)

Sector Due Diligence for Menzies Hotels, Kew Green Hotels and European **Hotel Portfolios** 

# Lease and Management Contract Advice

Proposed Hotels, Greater London

Proposed Five-Star Hotel in Riga, Latvia

Proposed Four-Star Hotel in Newcastle, UK

Le Meridien Hotel, Hamburg, Germany

73 UK Holiday Inns for LRG

24 Former Macdonald Hotels - now Mercure, UK







Aparthotels in Europe: Market Research



# Experience - Investment & Development Christie+Co



Investment Sale of Premier Inn, Glasgow
Site Disposal - Proposed 85-room boutique hotel, Glasgow
Site Disposal - Proposed hotels in Derby, Luton, Hayes, Warrington,
Midlands

## **Completed Instructions**

The Tannery, Canterbury - Development site for Hotel du Vin Sale-and-Lease-Back of the Radisson SAS Hotel Nice, France Sale of Investment Interest in the Maritim Hotel Reichshof Hamburg to Blackstone, Germany

Sale of Three-Star Hotel Investment in Barcelona, Spain Sale/Acquisition of Travelodge investments in Leeds/Walsall, respectively.

Acquisition of the Radisson SAS Portman Hotel in London, UK

Development of Staybridge Suites Hotel, Liverpool, UK

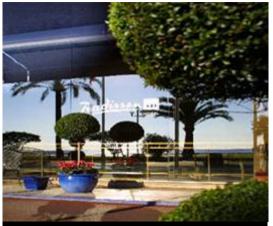
Operator Search and Selection

# (Letting and Management Contract)

Identification and Selection of Operator/Lessee for many hotel developments in the UK, Germany, France, Spain

Proposed Hotels in London, Manchester, Glasgow, Southport, East Midlands Airport

Battersea Power Station and London Bridge Tower, London 24 Macdonald Hotels subject to management with Mercure



Radisson SAS Hotel Nice, France: Sale-and-Leaseback



King's Waterfront, Liverpool, UK: Development of Staybridge Suites Hotel

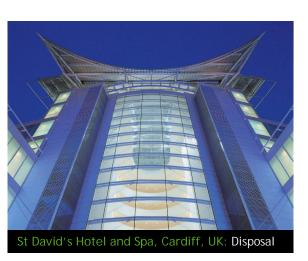






Fair Grounds, Frankfurt, Germany: Identification and Selection of Operator/Lessee

# Experience - Hotel Agency



# **Current Instructions**

Le Meridien Nice, France 5 Barceló Hotels, Balearic and Canary Islands Two Hotel and Golf Resorts, Andalucía Columbus Hotel, Monaco Novotel Cannes Montfleury, France Hôtel Les Roches, Le Lavandou and Grimaldi Hotel Nice, France Budget Hotel Portfolio, Germany Airport Hotel, Hamburg, Germany

## **Completed Instructions**

Hilton Metropole Hotels in London and Birmingham The Dylan Hotel, Amsterdam Sofitel Nice Centre, France Four Pillars Hotel Group, UK 8 Thistle Hotels for CIT Le Meridien Phoenicia, Malta St David's Hotel & Spa, Cardiff 10 Acorn International Hotels, Balearic Islands 8 German hotels on an unencumbered basis for Accor Le Meridien Hotel, Hildesheim 10 Jardin de Paris Hotels, France The Scotsman Group - Paris, Leeds, Edinburgh 7 Holiday Inns, 7 Hilton Hotels, 9 QMH Hotels Oakley Court Hotel, Windsor One Devonshire Gardens, Glasgow Four Branded Hotels, Cologne, Dusseldorf and Kassel







Columbus Hotel, Monaco: Sales Instruction



# Experience - Intelligent Documentation Christie+Co



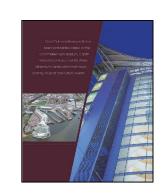






# High Quality Information Memoranda

Two Hilton Metropoles, London + Birmingham
Portfolio of 6 Principal Hotels, UK
Rocco Forte Hotels - The Lowry + St David's Hotel and Spa
Portfolio of 10 Acorn International Hotels, Spain
Portfolio of 4 Alias Hotels, UK
Oakley Court, Windsor for Queens Moat House
St Olave's at Tower Bridge, London
Le Meridien Phoenicia, Malta
Le Meridien Nice, France
One Devonshire Gardens, Glasgow
Columbus Hotel, Monaco
The Dylan Hotel, Amsterdam
Proposed Boutique Hotel, Glasgow











# **Operators Trust Us**

- Accor, Ascott/Citadines,
   Alternative Hotel Group
- + Barceló, Boscolo, Bespoke Hotels
- + Carlton Hotel Collection
- + Derby, Dorint, De Vere, The Doyle Collection
- + Four Seasons, Furlong Hotels, Frasers Hospitality
- + Golden Tulip
- + Hilton, Husa, Hotusa
- + Hyatt, Hoteles Catalonia
- + InterContinental Hotels Group
- + Jarvis, JJW, Jolly, Kew Green
- + Lindner, Louvre Hotels

- + Maritim, Marriott, Mövenpick, Macdonald
- + Malmaison / Hotel du Vin, Le Méridien, Marston
- + NH, Orient Express
- + Principal Hayley, Pestana, Prestige Hotels, Premier Inn
- + Queens Moat Houses, QHotels
- + Rocco Forte Collection, Rezidor, Raffles, Rafael Hoteles
- + Starwood, Sol Meliá, Steigenberger, Shire
- + Thistle, Travelodge, Virgin Hotels
- + Warwick, Westmont, Whitbread





Alias Hotels, UK: Information Memorandum and Agency



Kasbah Tamadot, Morocco: Valuation

# Investors and Lenders Trust Us

- + Allied Irish, Apollo Real Estate, aAIM
- + Bank of Ireland, Barclays
- + Calyon, Credit Suisse
- + Co-Operative Bank, Citi
- + Deka, Deutsche Bank, DKW
- + Eurohypo
- + Farnsworth, Goldman Sachs (Whitehall / Westmont), Generali
- + HSBC, HBoS, HVB, Hudson **Advisors**
- + IKB, JER Real Estate Advisors

- + Kingdom Hotel Investments
- + La Caixa, Lehman Bros, Lloyds Banking Group, LRG, Lonestar
- + Morgan Stanley, Merrill Lynch, MWB, MSREF, Moorfield
- + Nomura, Northern Rock, NatWest
- + RRFFF
- + Pandox, RBS
- + SBC Warburg, SSSB, Société Générale, Strategic Hotel Capital
- + UBS
- + Yorkshire Bank







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# Corporate Hotels Team

In the ever-changing and fast-paced international hotel market, you need to rely on a company with experience and enthusiasm, which can deliver accurate and timely advice. Christie + Co's corporate hotels team offers unrivalled market intelligence and a comprehensive package of transactional, advisory, investment and development services to a broad range of business owners, operators, investors, financiers and developers in the UK and across Europe.

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# International Hotel Advisory Team



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