

# Hotel Consulting as Part of Sustainable Hotel Asset Management

The development in the hospitality sector increasingly shows a separation between property ownership and operational management. In addition to international hotel chains, financial investors, private equity funds, and institutional investors are seeking flexible contractual models for collaboration.

For successful hotel asset management, hotel-specific expertise is essential. Our experienced hotel consultants support owners and investors in securing the financial performance of their hotels and addressing the following key questions:

- Are the owner or landlord interests adequately considered in the existing operator contract?
- Does the financial performance of the operator reflect the potential of the hotel property?
- Is the cost and expense structure of the operator, including management fees and hidden costs, appropriate?
- How does the hotel's economic performance compare to the market and competitors?
- Are the planned and budgeted values realistic, and are there risks of budget deviations?
- Are there untapped revenue growth or cost-saving opportunities?
- Does the investment planning reflect current trends and relevant market developments?
- Is there a clearly defined exit strategy for the hotel property?

Unlike traditional asset management of leased properties, which primarily involves controlling and accounting activities, hotel asset management requires detailed knowledge from hotel consulting. The value of a hotel property depends directly on the profitability of the hotel operations and the ability to generate sustainable cash flows. Our Hotel Asset Management Services Include:

- **Investor/Owner Representation:** Acting on behalf of the property owner in interactions with operators
- **Contract Management:** Analysis of existing contracts and support in new agreements or renewals
- **Negotiation Support:** Advice during contractual negotiations and management agreements
- **Monitoring and Performance Review:** Operational strategies, statistics, budget control, guest satisfaction
- **Regular Reporting:** Budget vs. actual comparisons, benchmarking analyses, management reports
- **Investment Planning and Control:** FF&E plans, renovation supervision, budget alignment

Our project-based approach ensures that hotel operations are managed efficiently and sustainably, while the long-term value of the hotel property is maximized.

Discover the benefits of our hotel asset management services. Contact us via our contact form or by phone at +49 176 4884 62 90.