

40+ OFFICES ACROSS FIVE CONTINENTS

60,000+ ASSIGNMENTS WHERE WE ADDED VALUE

6,000+ MARKETS HAVE BEEN ANALYZED

350+ INDUSTRY SPECIALISTS HELP YOU MAKE
INFORMED BUSINESS DECISIONS



HVS

**SUPERIOR RESULTS THROUGH
UNRIVALLED HOSPITALITY
INTELLIGENCE. *EVERYWHERE.***



ACHIEVE SUCCESS FOR YOUR HOSPITALITY ASSETS

Do you strive to increase the value of your assets? Increase profitability? Lower expenses? Time your acquisitions and dispositions? Optimize your compensation structure? Perhaps you require litigation support, hotel management contract negotiation guidance, or brand determination in your part of the world? **With HVS, you receive cutting-edge insights and solutions for your hospitality-related challenges.**

Network and build your business at our global symposiums and conferences. Rub shoulders with the world's leading authorities and industry experts. Benefit from the timely and reliable data exclusive to the HVS Research and Articles Library. **Succeed with our strategic advisory and local market knowledge.**

SERVICES & SOLUTIONS



HOTEL VALUATIONS & APPRAISALS

- Offer a highly credible opinion of value that assists you in making informed decisions
 - Ensure confidence in valuation analysis and reporting via depth of experience and expertise
 - Provide value opinions that are delivered on time and tailored to each client's specific needs
 - Expertly handle portfolios of all sizes, in any location, even on an expedited timeline
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MARKET & FINANCIAL FEASIBILITY STUDIES

- Perform feasibility and ROI studies for hotel and mixed-use projects – can also incorporate a valuation to help determine viability
 - Conduct market demand studies – for developers and brands
 - Prepare market and financial feasibility reports – demonstrate viability along with "bankable," third-party validation of your project's investment potential
 - Provide reliable comparable information, including financial statements, for benchmarking potential performance of the hotel
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BRAND & MANAGEMENT SELECTION AND CONTRACT NEGOTIATIONS

- Select the optimal hotel brand, franchise and/or operator for your asset
 - Improve asset value
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ASSET MANAGEMENT

- Deliver concise and forward-looking reporting to identify issues early on
 - Represent owners in negotiations with franchisors and/or operators
 - Manage the operator for inexperienced owners
 - Provide one point of contact for all hospitality service needs
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FINANCING

- Handle all transactions day-to-day at the Director-level
 - Identify the highest and best value with an upfront analysis
 - Provide access to arguably the world's most extensive hotel database
 - Maintain up-to-date access to financial institutions on a truly global basis
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INVESTMENT SALES

- Offer exclusive sell-side brokerage
 - Handle all transactions day-to-day at the Director-level
 - Provide access to arguably the world's most extensive database of hospitality and real estate executives
 - Maximize value using a highly analytical and detail-oriented approach
 - Use innovative approaches to produce the best results for clients — we'll never run a standard sale process
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HOTEL MANAGEMENT

- Provide expertise in all phases of hotel marketing, sales, revenue management and operations based on extensive experience
 - Leverage the most comprehensive database of market and hotel operating data, agreements and hospitality-industry related contacts including lenders, owners, developers, hotel companies and related professionals
 - Enable expedited and cost-effective access to the extensive resources of HVS — the world's largest hospitality-focused consulting firm
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SERVICES & SOLUTIONS



EXECUTIVE SEARCH

- Executive Search: C-suite, VP and Director-level roles across all functional disciplines
- Mid-Management Recruitment: Regional, Area and Property-level operations and functional specialists
- Organizational Development: Retention Strategy, Succession Planning and Executive Coaching

RISK MANAGEMENT SERVICES

- Offer risk management and insurance strategies from professionals who intimately understand hotels
- Deliver fixed premium savings
- Craft a solid loss control and safety program that helps lower employee and guest injury claims
- Ensure Occupational Safety and Health Administration (OSHA) compliance

ENERGY & SUSTAINABILITY SERVICES

- Deliver understandable and actionable information for immediate, confident decision making
- Administer a wide range of ROI and capital projects for HVAC and MEP systems

- Routinely deliver utility line item reductions in the range of 5% – 30%, correlating to tangible increases in operating profitability and improving the underlying valuation of assets
- Act as an outsourced solution for effective facilities management when internal resources are not available

HOSPITALITY INTERIOR DESIGN SERVICES

- Assist with new construction, renovation and historic restoration
- Offer interior design and space planning
- Provide furniture, fixtures and equipment (FF&E) specifications

TESTIMONY & LITIGATION SUPPORT SERVICES

- Offer expert opinions and support that help win cases
- Provide expert witness designations in multiple hospitality property types
- Employ industry-standard valuation methodologies
- Assure extensive depth of research and knowledge of major hotel markets worldwide

TAX ADVISORY

- Purchase price allocations upon transaction for purposes such as transfer tax, real property tax, and personal property tax for buyers and sellers
- Identify tax incentives for new construction
- Provide real property tax review and representation for appeals to reduce property tax expenses
- Provide personal property tax review and representation for appeals and county/state audit programs
- Perform cost-segregation studies for internal accounting purposes upon acquisition
- Prepare business valuations for additional asset leverage
- Identify intangible value-related brand and management contracts, leading to reduction in real property tax
- Offer assessor services to help improve the accuracy of valuations, thus limiting appeals and maximizing tax revenues

NETWORKING & CONFERENCES



CARIBBEAN HOTEL INVESTMENT CONFERENCE & OPERATIONS SUMMIT (CHICOS) provides a two-day forum to address issues pertinent to the current needs of the Caribbean hospitality sector and to discuss the various complex but rewarding investment opportunities for hotel and resort development and acquisition in the region. HVS uses part of the proceeds from this conference for hospitality and tourism education and training of Caribbean residents.

hvschicos.com

CENTRAL FLORIDA HOTEL MARKET REVIEW, presented by Florida-based team of HVS professionals, is a half-day event attended by owners, operators and everyone else who has a development interest in the Greater Orlando market. Discussion topics include a review of trends and forecasts, Orlando MSA hotel values and cap rates, recent foreign capital investment, new projects and their anticipated impact, in addition to investment sentiments.

cfhmr.hvsconferences.com

SOUTH FLORIDA HOTEL MARKET REVIEW, presented by Florida-based team of HVS professionals, is a networking event focussing on building our community through interactive presentations and engaging conversations at roundtables with hotel owners, lenders, and investors. This event provides a detailed review of trends in supply, demand, average rate, hotel values, and cap rates in the greater market area. The event also features panel discussions on a variety of topics that may range from new development projects and challenges, brand offerings and requirements, operational trends and issues, and broker perspectives on the current marketplace.

Coming Soon

HOTEL INVESTMENT CONFERENCE - SOUTH ASIA (HICSA) is globally recognized as the premier conference to discuss the growth and investment opportunities both within and outside India. The conference attracts hoteliers, investors, bankers, developers, designers and architects, providing one of the largest and most popular networking events in South Asia.

HICSAconference.com

HOTEL OPERATIONS SUMMIT INDIA (HOSI) is the only dedicated forum for hotel professionals in the region, offering valuable perspectives on improving operational efficiencies, enhancing service standards, optimizing revenues and increasing bottom lines. It brings together industry specialists, senior leadership, management teams and operations heads.

HOSIconference.com

HVS HOTEL MARKET CONNECTIONS is an HVS global event; seminars focusing on the local hospitality market are held in multiple cities around the world, all on the same day. Presentations include local valuation and feasibility trends, capital expenditure, supply and demand information, and much more—for each respective event destination.

hotelmarketconnections.com

NETWORKING & CONFERENCES



MEXICO HOTEL & TOURISM INVESTMENT CONFERENCE (MEXHIC) engages attendees in the many challenges and opportunities of the Mexican and Central American lodging landscape. This event provides a forum for interaction between market participants focused on defining market drivers and visualizing a path for sound industry growth.

MexHIC.com

TOURISM, HOTEL INVESTMENT & NETWORKING CONFERENCE (THINC) SRI LANKA, hosted by HVS, aims at attracting global attention to Sri Lanka and creating unparalleled value for all industry stakeholders with business interests in the country. Sri Lanka, a key emerging destination in South Asia, presents tremendous opportunity for regional and global investors, owners, operators, lenders, developers, and other industry players. The conference will bring to fore the country's strong tourism potential by showcasing its growth and investment opportunities, while also addressing some of the critical challenges in the region.

THINCSriLanka.com

TOURISM, HOTEL INVESTMENT & NETWORKING CONFERENCE (THINC) INDONESIA, co-hosted by HVS, the Indonesia Investment Coordinating Board (BKPM) and the Ministry of Tourism and Creative Economy Republic of Indonesia, is a two-day conference creating immense value for all participants and delegates who stand to gain vast knowledge, exchange ideas, share best practices, explore the latest industry trends, identify opportunities and foster new partnerships with their regional and international counterparts.

THINCIndonesia.com

THINC AFRICA Southern Africa is rapidly gaining significance in the global tourism industry, establishing itself as a must-see destination as well as a valuable investment playground. THINC Africa aims to provide a unique platform to discuss the future of the tourism and hotel industry in this region. The event will bring together key decision makers, from across hotel development and investment markets, to explore the tremendous opportunities that this region presents and deliberate on how to mitigate the potential risks of hotel development in Africa.

thincafrica.hvsconferences.com

INSIGHTS & PUBLICATIONS



MARKET RESEARCH

Every year HVS performs thousands of market studies in hundreds of different markets throughout the world. Select a region, country, or city below to access some of our insights.

[HVS.com/marketresearch](https://www.hvs.com/marketresearch)

Browse research content that is organized by location and quickly get to articles that matter to you.

Africa	29
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ARTICLES & PUBLICATIONS

HVS relentlessly trains our people to educate people like you with unrivalled hotel intelligence. We have written thousands of articles about all aspects of hospitality, including hotel valuations, investing, lending, operations, asset management, and much more.

[HVS.com/publications](https://www.hvs.com/publications)

Search articles All Topics -- All Regions --

HVS/STR HOTEL VALUATION INDEX

HVS, the world's leading hospitality consulting and valuation firm, in collaboration with STR, is pleased to deliver the 2016 Hotel Valuation Index (HVI). The HVI offers critical information on 70 U.S. hotel markets and the nation, including:

- Hotel value changes and projections through 2019
- Intelligence on market dynamics for primary, secondary, and tertiary hotel markets

[HVI.HVS.com](https://www.hvi.hvs.com)