



Is your hotel performing
as well as it could be?



Unlike the conventional commercial real estate market, ownership in the hotel real estate market can often bring about significantly more complex challenges. What makes it different to the office and residential real estate market is the fact that the hotel's ability to retain value very much depends on the performance of the operator as well as the operator's fulfilment of service and maintenance obligations. Now more than ever, the operator's ability to react to changes and developments on the market is of crucial importance. Recent developments affecting the real estate market have created a new urgency to address how efficiently assets are managed, and indeed how they could be better managed:

- Am I making the best possible use of the opportunities my property offers me?
- Does the operator increase the value of my investment?
- Fixed lease: Can I afford to simply sit back and relax, or is the operator not acting in the best interests of my property?
- Does my contract hedge against all potential risks?
- Does my contract offer me any controlling rights as an investor?
- Do I know everything about the operator's agenda?
- How do I measure the operator's performance?
- Is the operator implementing appropriate measures in view of the current economic situation?

The above points call for a swift and appropriate course of action as well as specialists offering a broad range of expertise. The PwC Real Estate team offers qualified experts who are ideally positioned to offer solutions that are tailored to your own individual needs and circumstances.

Our services:

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| 1 | Identification of risks and opportunities | Analysis of current contractual obligations – identification of risks as well as opportunities for profit maximisation purposes (liability, duty of care, allocation of risk, etc.) |
| 2 | Analysis and evaluation of risks and opportunities | Assessment of contractual foundations, provisions and processes in relation to technical, financial, operational, economic and legal aspects |
| 3 | Successful implementation | Illustration of the weaknesses identified in the analysis, implementation of corrective measures, maximisation of synergies and assistance with control systems |
| 4 | Creation of value | Continuous support with the implementation of set measures through regular issue reports and performance tests with a focus on the creation of added value for owners and stakeholders alike |

Contact

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