



The investment case for the emerging accommodation segments

3 February 2015

The Hotel Alternatives Event – 2015 Programme

- 8.30 – 9am** **Registration and coffee**
- 9 – 9.15am** **Welcome and opening remarks**
Andrew Sangster, editorial director, Hotel Analyst Group
- 9.15 – 9.35am** **Session 1 – Investment returns**
Moderator: Mark Weedon, IPD
How do hotels compare to other real estate asset classes and are they still an alternative asset class? What are hotel alternatives and what metrics to measure “buildings with beds” are available? How do these metrics look alongside hotels?
- 9.35 – 10.20am** **Session 2 – Across the spectrum**
Moderator: Andrew Sangster
What is the appeal of alternative accommodation assets? How do the returns compare? What are the challenges of investing in the different segments? Are there commonalities that could offer overhead savings? Specialise or generalise: what delivers the best return?
Panel: Ryan Prince, Realstar
Navneet Bali, Meininger
Simon Champion, easyHotel
Sean Worker, Bridgestreet
- 10.20 – 10.50am** **Break**
- 10.50 – 11.30am** **Session 3 – Serviced accommodation**
Moderator: Chris Bown, Hotel Analyst
Serviced apartments: are they extended-stay, branded residences, corporate housing or aparthotels? How does the blend of residential real estate and hotel work in reality? How does the profile of long-let accommodation differ from short-stay offers?
Panel: John Wagner, Cycas Capital
Russell Kett, HVS
Tom Walsh, Staycity
Jason Wischhoff, Accor
- 11.30 – 12.10pm** **Session 4 – The disruptors**
Moderator: Katherine Doggrell, Hotel Analyst
The new business models tapping into specific types of demand for hotel accommodation: pod hotels, festival accommodation, hostels and more. How much of this driven Millennial demand? How broad is the appeal and how big can these businesses grow?
Panel: Joanne Owen, DLA
Tim Helliwell, Barclays
Hans Meyer, Zoku
Carl Michel, Generator Hostels
- 12.10 – 12.30pm** **Session 5 – A demand perspective**
Moderator: James Bland, BDRC
A tour of UK travel. How business compares to leisure travel, how staycations compare to the short-break market and what motivates travellers.
- 12.30 – 1pm** **Session 6 – Who is winning the battle for the leisure guests?**
Moderator: Piers Brown, Boutique Hotel Media
How much more pressure are traditional hotels facing from other segments tapping into demand previously the preserve of hotels?
Panel: Tom King, CBRE
James Bland, BDRC
Geoff Cowley, Wyndham
- 1 – 2pm** **Lunch**
- 2 – 2.45pm** **Session 7 – Rise and rise of alternative demand**
Moderator: Peter O'Connor, Hotel Analyst
Peer -to-peer networking by the likes of Airbnb has brought a wider reach for alternatives to traditional hotel accommodation. By breaking out of historic silos, hitherto under exploited supply can be matched with newly enabled demand. Is this the turning point for awareness of the segments?
Panel: Alan Clarke, Homestay.com
Erica Chang, Homeaway
Severine Obertelli, Maxxton
Frank Reeves, Avvio
- 2.45 – 3.25pm** **Session 8 – Branded residences, buy to let and the rest**
Moderator: Lee Mallett, Urbik
Can the UK PRS emulate the success of multi-family in the US? What can PRS learn from how hotels provide services? Is the buy-to-let room model viable in the long-term?
Panel: Archie Hunter, Go Native
Andrew Pratt, Patrizia Immobilien AG
John Walker, Westminster AG
Ian Merrick, Essential Living
- 3.25 – 3.55pm** **Break**
- 3.55 – 4.35pm** **Session 9 – Panel: Specialist demand: student accommodation and healthcare**
Moderator: Lee Mallett, Urbik
Institutional sectors already? With successful REITs in student accommodation and healthcare (and none focused on hotels) what can hotels learn from how these segments attract investors?
Panel: Mark Quigley, Barclays
Tom Morgan, CBRE
Irina Stamate-Rocha, Patron Capital
- 4.35 – 5.15pm** **Session 10 – Debate: Hotels versus the rest**
Moderator: Simon Allison, Hoftel
Debaters: Shane Harris, Jupiter Hotels
Marc Jongerius, Zoku
Marcel Lindt, Frasers Hospitality
Philip Lassman, IHG
- 5.15 – 5.20pm** **Closing remarks**



Simon Allison, *Chairman, HOFTEL*

Simon is chairman of HOFTEL, the leading global association for hospitality real estate investors spanning different operators, with members' portfolios now well above US\$ 80 billion. Members include REITs like Host Hotels, Ashford and CDL; funds such as LaSalle Investment Management and Blackstone; hotel specialist investors including Algonquin and Harilela Hotels; property developers like Tonstate & Sun Hung Kai; and owner-operators like HR Group, 4C, Aimbridge and Interstate. HOFTEL holds Members' Summits annually in Europe, Asia and the Americas and multiple networking events, as well as publishing the Hotel Owners Journal.

Simon has widespread hotel industry experience, having been CDO at Onyx Hospitality in Thailand from 2009 – 2013 and, prior to that, CFO of both Six Senses and hotel ownership company Hospitality Europe. Before that he headed up JP Morgan's EMEA hotel practice.



Navneet Bali, *CEO, Meininger Hotels*

Navneet Bali took over as CEO of Meininger Hotels following its acquisition by Holidaybreak in the UK. He joined Holidaybreak in May 2012 as Group Finance Director and Head of Corporate Development from Duet Group. At Duet he created and headed a joint venture with Intercontinental Hotels, to build Holiday Inn Express Hotels.

Previous assignments include CFO and Head of Corporate development at ebookers, and Director of HVS International. He has more than 28 years of experience in the hotel, travel and ecommerce industry.



James Bland, *Head of Hotels & Hospitality Research, BDRC Continental*

James is head of hotels and hospitality research at BDRC Continental, an independent research agency spanning London, Singapore, Sydney, Beijing and Jakarta. He oversees the team that produces annual market reports in over 30 territories, detailing market size, buyer behaviour, demand profile and brand health. In addition to these, the team undertakes bespoke research projects on behalf of global hospitality clients.

Further to that, as global director of the VenueVerdict programme, James oversees BDRC's extensive customer experience, feedback and mystery shopping benchmarks.



Chris Bown, *Deputy Editor, Hotel Analyst*

Chris Bown trained as a journalist on weekly architecture and property publications, and has spent the last 30 years in communication and the built environment. Along the way, he took time out to complete an MBA, and to launch a hotel and restaurant furniture business. Today he combines editorial roles commentating on planning, rented housing, and as deputy editor of Hotel Analyst. As someone who has seen his copy turn to content, and publications migrate from paper to the web, he is an eternal student of all that is new and disruptive in business.



Piers Brown, *CEO, Boutique Hotel Media*

Piers is CEO of Boutique Hotel Media and holds an MBA, ISMM and IDM Diplomas and has held senior positions in the national media, retail and private members club sectors.

The company publishes the industry leading Boutique Hotel News and Serviced Apartment News websites and cares passionately about the growth of niche sectors within the hospitality industry. The company organises the annual International Boutique and Lifestyle Hotel Summit and the Serviced Apartment Summit inc Extended Stay events.

In November 2014, with industry support Piers successfully launched Hostel and Budget Traveller a new business to business conference and exhibition for the burgeoning Hostel and Budget Hotel sectors.

Piers will be hosting the annual Leisure Real Estate and Vacation Rental Summit next week here in London.



Simon Champion, *Chief Executive, easyHotel plc*

Simon Champion is CEO of easyHotel plc, a group with 20 "super budget" owned and franchised hotels largely across the UK and mainland Europe. Simon worked directly for the founder of easyHotel, Sir Stelios Haji-Ioannou, for a year as a private company, before the group's IPO on the UK Stock Exchange in June 2014. The group's strategy is to focus principally on owned asset roll-out through major European cities, and franchising outside Europe. Prior to joining easyHotel, Simon worked for 16 years as an equity analyst following the hotel and leisure industry – Simon spent 14 years at Deutsche Bank, where he was a Managing Director in charge of European Consumer Equity Research. Simon is a Chartered Accountant, having qualified with KPMG.



Erica Chang, *Senior Regional Director, HomeAway UK*

As Regional Director of HomeAway UK, Erica is responsible for overseeing the company's two UK businesses, HomeAway.co.uk and OwnersDirect.co.uk.

Prior to joining HomeAway, Erica worked in Strategic Planning in the online luxury retail industry for Net-A-Porter and Richemont. Over the years, she has gained expertise in operations management, online marketing and product, strategic planning, and project management.

Before obtaining an MBA from INSEAD Business School in France, Erica worked in management consulting for Deloitte on various international projects for large fortune 500 companies across various industries.



Alan Clarke, *CEO, Homestay.com*

Alan Clarke brings a decade of e-commerce management experience for both listed and privately held technology companies. Prior to Homestay.com, Alan was Head of Games at online gaming company PaddyPower.com in Dublin and also held roles at Yahoo! in San Francisco and McKinsey & Company in London. He has travelled to nearly 40 countries and stayed in all types of accommodation from hotels and hostels to yurts in outer Mongolia, enjoying local experiences along the way.



Geoff Cowley, *Managing Director, Wyndham Vacation Rentals*

Geoff Cowley, Managing Director of Wyndham Vacation Rentals, has 25 years experience within the domestic and outbound travel sector. He began his career working with direct-sell specialist Portland Holidays, before joining cottage holiday agency Country Holidays in 1991. After a series of acquisitions and spells as Director in Business Development, Operations, IT and eCommerce Geoff has led WVR's UK self-catering business since 2009, driving growth organically and through further acquisition. Today he is responsible for some of the UK's leading travel brands including Hoseasons, James Villas, Cottages4you and Cumbrian Cottages, and takes an active role in the promotion of domestic tourism and self-catering holidays. When not work Geoff is an occasional cyclist and tennis player.



Katherine Doggrell, *Editor, Hotel Analyst Distribution & Technology*

Katherine Doggrell is a journalist with over 15 years' experience, the last decade of which has been in the hotel sector, joining Hotel Report on September 11, 2001 and now editing Hotel Analyst Distribution & Technology.

During her career she has worked for publications including the Financial Times, The Guardian, Q, Mojo and Business 2.0, meeting such luminaries as Steve Jobs, the Queen and a group of reclusive cowboys who pretend it's 1850 in a field in Essex.



Shane Harris, *CEO, Jupiter Hotels*

Shane Harris is Chief Executive Officer of Jupiter Hotels which own and operate 32 multi branded hotels in the UK. Well known in the hospitality and leisure industry as a dynamic, persuasive and transformational business leader, his wealth of experience and willingness to challenge the status quo has enabled him to build a multi-faceted career working with some of the biggest brands in the business. Highlights include creating the Holiday Inn Express brand for EMEA, taking it from zero hotels to 150 new-build properties and growing profits from £10m to £200m as VP of Business Development and Strategy for IHG.



Tim Helliwell, *Head of Hotel Finance, Barclays Bank plc*

Tim Helliwell heads the Barclays Hotels Team, with responsibility for the Bank's hotel clients within the UK and Western Europe. The hotels team is an integral part of the Barclays Hospitality & Leisure business with key relationships in the travel, restaurant, pub, gaming, health & fitness, leisure operators and sports sectors.

As Head of Hotels for Barclays, Tim focuses his time on ensuring the Bank maintains a cohesive approach to the market place both in terms of our funding strategies and our long term relationships with our clients and advisors. Tim has been a hospitality lender for 15 years and is a frequent writer and speaker on the international hotel industry. The Barclays Hotels Team covers all aspects of funding from development to investment loans, equity & debt capital markets and wider banking needs.



Archie Hunter, *Portfolio Development Director, Go Native*

Archie joined Go Native in August 2014 as Portfolio Development Director. His focus is on expanding Go Native's footprint across the UK through a combination of leases and management agreements.

Prior to this he spent a number of years in the Hotel Agency Team at Savills where he established a specific focus on serviced apartment development and acquisition opportunities.

Archie started his career in Eastern Europe working on syndicated real estate investment funds.



Marc Jongerius, *Co-Founder and Managing Director, Zoku*

Marc Jongerius is co-founder and managing director of Zoku, a re-invented apartment hotel concept, facilitating global living and working for the independent travelling professional. Launching in 2015 in Amsterdam, Zoku will create a new category in the hotel industry – a home-office hybrid, with the services of a hotel and the social buzz of a thriving neighbourhood. Marc is responsible for international roll-out (acquisition + development), strategic partnerships and asset management for this new international hotel chain.

Realising the value- and growth potential of companies is his passion and was Marc's focus as one the partners of a Netherlands based buy-out fund; he has been active in the private equity sector for more than 10 years. Prior to that, Marc worked for PricewaterhouseCoopers (PWC) as auditor and M&A transaction services consultant. His clients were mainly large international enterprises.



Russell Kett, *Chairman, HVS - London Office*

Russell Kett is Chairman of the London office of HVS, the leading global specialist hotel valuation, consulting, asset management and brokerage firm which was founded in 1980. HVS operates from thirty-five offices worldwide, with the London office responsible for work carried out throughout Europe, the Middle East and Africa. Russell serves on the worldwide Board of HVS and celebrates his 20th anniversary with the firm in January 2015.

Russell has almost forty years' specialist hotel consultancy, investment and real estate experience, focused on providing valuation, feasibility, shared ownership, property, brokerage, investment, asset management, strategy and related consultancy services, advising hotel companies, banks, developers and investors on all aspects of their hospitality industry related interests, throughout the EMEA region.



Tom King, *Director, CBRE – Specialist Markets*

Tom King is a Director in the CBRE Specialist Markets Team, focusing on Leisure and Annuity Investment. He is involved in advising on a variety of sectors, specializing in urban leisure, holiday parks, marinas, golf courses, and stadia. In his current role, Tom has managed the disposal, acquisition and valuation of a variety of operational leisure assets and portfolios and provided advice to operators, investors and banks on assets across both the UK and Europe.



Philip Lassman, *Development Director, UK & Ireland, IHG*

Philip joined the development team at IHG in 2008 and concentrates on growing IHG's brand distribution in the UK & Ireland through franchising and management contracts. Prior to joining IHG, for the past 10 years, Philip worked in the following disciplines for other major international hotel brands, Sales & Marketing, Revenue Management, Distribution and E-commerce. Philip holds a BA(HONS) degree in Economics and Public Policy from Leeds Metropolitan University where he was also active in student politics. He is married and lives in Hertfordshire with his wife and 2 young children



Hans Meyer, *Co-Founder and Managing Director, Zoku*

Hans Meyer is co-founder and managing director of Zoku, a re-invented apartment hotel concept, facilitating global living and working for the independent travelling professional. Launching in 2015, Zoku will create a new category in the hotel industry – a home-office hybrid, with the services of a hotel and the social buzz of a thriving neighbourhood. He is responsible for concept development, branding, marketing, operations and strategic partnerships.

A firm believer of value creation and innovation for the international hospitality industry, Hans founded HotelsAhead in 2003, an Amsterdam-based consultancy that develops new hotel concepts and business models.

Hans is the initial creator and a former founding partner of the award-winning citizenM hotel concept. As COO, he was responsible for concept, creativity, design and development for this new international hotel chain.



Marcel Lindt, *Director Business Development EMEA, Frasers Hospitality*

Marcel heads up business development in the EMEA region at Frasers Hospitality, the hospitality arm of Frasers Centrepoint Limited. Frasers is a leading operator of serviced apartments with Gold-Standard residences across Asia, Europe, Middle East and Australia. Since inception in 1998, the company has grown from an initial 412 residences in Singapore to more than 16,000 residences worldwide. Marcel holds an MPhil degree in Real Estate from Cambridge University and a Bachelor's degree from the Lausanne Hotel Management School.



Carl Michel, *Executive Chairman, Generator Hostels*

Carl joined Generator's Executive Team in August 2011 after extensive experience in the travel and aviation industry for companies such as British Airways, where he was Commercial Director, Opodo and Holidaybreak, where he was CEO. With an MA from St. John's College Oxford and MBA from the Harvard Business School, Carl has strong analytical abilities and is a strategic thinker. Clear communication, sound intuition and appreciation for the 'softer skills' have enabled Carl to transform many businesses by adding to their brand identity and value. His key focus and speciality lies in acquisitions and strategic brand development with a proven track record and he follows the constant developments and trends in the digital world.



Lee Mallett, *Director, Urbik*

Lee is a journalist, chartered surveyor and urbanist. His company Urbik provides strategic business, communications, and urban regeneration advice to developers, architects and urban regeneration agencies. He is co-publisher of Planning in London magazine and publisher of Westminster and City Planning newsletters. He is former editor of Estates Times (now Property Week) and Building Design. He has just completed an MA in Spatial Planning and Urban Design.



Tom Morgan, *Senior Director, Healthcare Advisory, CBRE*

Tom leads the Healthcare Advisory team at CBRE having joined from Edward Symmons LLP in 2007. His experience at CBRE has focused on healthcare investment advisory, assisting clients on corporate acquisitions and disposals, real estate strategy and loan advisory instructions. Clients include Advent International, Bank of Ireland, Barclays Corporate, Care UK, Ideal Care Homes, Legal & General, Lloyds Banking Group, M&G and RBS. Tom forms part of CBRE's Global Healthcare Advisory team, working alongside counterparts in the US and AsiaPac to support international clients in the UK and EMEA healthcare markets. In the last three years Tom has advised on most major healthcare transactions and has been at the forefront of bringing international investors into the UK market. He has also provided valuation advice on portfolios as diverse as Barchester Healthcare, Priory Healthcare, Median Kliniken (Germany) and Orpea (France).



Ian Merrick, *Operational Director, Essential Living*

Ian has 35 years' experience in property and hospitality including managing a 5* boutique hotel and the UK operations division of a worldwide serviced apartment company. During his time as General manager of both Hyde Park Residence and Oakwood, he earned a reputation for delivering excellent standards of service. Recognised for operational excellence, Ian was invited to become a Master Innholder in 1997. His unique skill set will assist in the delivery of exceptional customer service within Essential Living's portfolio and his appointment is part of the company's commitment to raising standards in the emerging private rented sector.



Peter O'Connor, *Professor of Information System, ESSEC Business School, France IMHI*

Peter O'Connor is Academic Director and Professor of Information Systems at Institute de Management Hotelier International (IMHI), an MBA program specialising in international hospitality management administered by ESSEC Business School, France. He received his Doctorate in hospitality e-commerce from Queen Margaret University College, Edinburgh, holds a Master's degree in Management Information Systems from Trinity College, Dublin and a Bachelor of Science degree in Hotel and Catering Management from the Dublin Institute of Technology.

Dr. O'Connor's primary research, teaching and consulting interests focus on the use of technology in the hospitality and tourism sectors. He has developed expertise on the use of electronic channels of distribution in tourism, and on how information technology can be used to enhance both the management and operational effectiveness of hospitality organisations.



Séverine Obertelli, *Head of Sales and Marketing - Europe, Maxxton*

Séverine, Head of sales and Marketing - Europe at Maxxton, an international IT service provider and consultancy firm specializing in providing ERP solutions to the broader hospitality sector: Holiday Rentals, Holiday Parks and Resorts, Tour Operators, Serviced Apartments and Hotels.

She is a chartered marketer with years of experience in sales, sales management and international business development. Séverine is actively committed to promote education and best practise within the complex and fragmented reality of accommodation providers in hospitality and collaborates with sector associations. Séverine is working closely with the European Holiday Home Association (EHHA) which is driving quality and awareness of the sector, with the Vacation Rental Managers Association (VRMA) and is chairing the Resort Marketing Advisory Board in cooperation with the HSMAI, the global organisation of sales and marketing professionals from the hospitality industry.



Joanne Owen, *Partner, Global Co-Chair and Head of Hospitality & Leisure Sector EMEA, DLA Piper*

Joanne is Global Co-Chair of DLA Piper's Hospitality & Leisure practice, a dedicated sector which comprises a global team of lawyers who specialise in hospitality and leisure related projects covering all disciplines. Joanne acts for owners, operators and investors advising on a range of matters including hotel acquisition, joint venture arrangements and day to day operational matters. Joanne is based in London and is a partner within the real estate group. Joanne's clients include The Maybourne Hotel Group, Marriott, Center Parcs, Blackstone and various high net worth individuals.



Andrew Pratt, *Residential Investment Consultant, PATRIZIA Immobilien AG*

Joined Patrizia in July 2013 to establish and expand the Company's in-house residential investment and asset management capabilities in the UK.

Formerly with Grainger plc, as UK Residential Managing Director, where he was principally responsible for acquisitions, identifying new areas for investment and the fund and asset management of the UK operations driving performance from assets and portfolios of in excess of £2bn.



Ryan Prince, *Vice Chairman, Realstar International*

Vice Chairman of Realstar International, part of the Realstar Group, a property investment and management firm focused on the hospitality, residential and healthcare sectors. Realstar is currently the co-owner of over 40 Holiday Inn and Crowne Plaza hotels across the UK. It is also the previous owner of Delta Hotels & Resorts (sold to Fairmont) and owns the master franchise rights to Days Inn and Motel 6 and Studio 6 in Canada. It's UK operation also owns a national portfolio of GP surgeries. Leveraging experience from its Canadian multifamily platform of 30,000 residential rental units, Realstar has recently launched Realstar Living, a UK Private Residential Sector platform which has nearly reached 1,000 units in London. Prior to Realstar, aged 21, Ryan co-founded iGabriel Ltd, an early stage venture capital firm.



Mark Quigley, *Director, Head of Real Estate, Eastern Region, Barclays Bank*

Mark Quigley has been at Barclays for 30 years and is a Director within the Real Estate Team in the Corporate Bank. In 2012 he was appointed Head of Real Estate for the Bank's East of England Region. Mark also has responsibility for Barclays' student accommodation mandate and over the past 15 years has funded most of the main operators in the sector. Mark has worked in property finance since the mid-1990s and in addition to being an Associate of the Institute of Financial Services and having a Financial Studies Diploma, Mark also has an MBA.



Frank Reeves, *Founder & CEO, Avvio*

Since founding Avvio in 2002, Frank and his team have consistently broken new ground with cutting-edge technologies that enable hotels to drive considerable growth in direct bookings and reduce their dependence on OTA channels.

Avvio's advanced booking engine is exclusively designed to match the ever-evolving requirements of hotels and serviced-apartment operators. It is supported by best-in-class website design and digital marketing services, where the unyielding focus centres around improving booking conversion rates on the hotel's website and delivering traffic that is inclined to 'book direct'. Frank's specialist focus on conversion optimisation is what has ensured Avvio's technology platform leads the field, helping hotels to truly compete, strengthen their direct sales channel and increase profits in an increasingly complex digital landscape.



Andrew Sangster, *Editorial Director, Hotel Analyst Group of Titles*

Andrew Sangster launched Hotel Analyst just over 10 years ago and it has grown into a publishing business that now encompasses the original title and Hotel Analyst Distribution & Technology. Andrew has been a journalist for his entire career, starting out on trade press titles before joining the national press and a brief spell at the BBC. He launched his own business focused on providing high level information on a subscription basis after despairing at the quality of what the old business model of selling advertising space was producing.



Irina Stamate-Rocha, *Vice President, Patron Capital*

Ms. Stamate-Rocha joined Patron in 2011, with responsibilities in deal sourcing, execution, structuring, financing, due diligence and asset management of healthcare investment opportunities. Since joining Patron, she has focused on the deal execution and asset management of the Badby Park and Gracewell Healthcare platforms, the latter subsequently exited to Health Care REIT and Sunrise Senior Living. Before Patron, she worked in investment banking at Rothschild, Macquarie Capital Advisers and Fortis Bank (Brussels) across a wide range of private equity and infrastructure transactions.



John Wagner, *Director, Cycas Hospitality*

John is Partner in Cycas Hospitality with 30+ years' extended stay hotel experience with knowledge of marketing, operations and development having lived and worked in the US, Paris, Prague, London and Amsterdam.

In 2003 John was hired by IHG, as VP responsible for Staybridge Suites in the EMEA. He was tasked to research, plan and then develop Staybridge for EMEA and was responsible for the adaptation of the brand to meet European expectations and to implement a roll-out of the brand.

Before coming to Europe John was Marriott VP for Residence Inn responsible for the brand's first 125 hotels.



John Walker, *Operational Director, Development Planning, Westminster City Council*

John Walker is a member of the RTPI, Major Developers Group and the Planning Officers Society. He has a vast amount of knowledge on the West End having worked in Westminster for over 30 years.

John is the Operational Director for Development Planning overseeing the busiest planning authority in the UK. The pressure for development is intense with nearly 13,000 applications handled every year.

Planning in Westminster is rarely out of the news with headline development sites such as Chelsea Barracks, Middlesex Hospital, Victoria Nova, Admiralty Arch, Marble Arch and the Paddington regeneration schemes.

In April John will become the Council's Director of Planning as part of a Council wide restructuring.



Tom Walsh, *CEO, Staycity*

Dublin-based Staycity is one of Europe's fastest growing serviced apartment operators, with over 1,000 apartments in eight European cities. The company was founded in 2004 by Tom Walsh and his brother Ger who realised there was a gap in the market for a mid-market, user-friendly alternative to hotel accommodation. Tom was previously an engineer, working as plant manager of Henkel Loctite Ireland, a high-tech chemical and biomedical manufacturer. He holds a primary degree in engineering (Dublin) and a first class honours business degree from UCD. Staycity has a development pipeline of 500 apartments due to open over the next 18 months, with a target of reaching 5,000 apartments in the next five years.



Mark Weedon, *Head of UK Alternative Real Estate, IPD*

Mark is head of UK alternative real estate at IPD, responsible for the complete service to IPD's UK residential, healthcare, rural and forestry investor clients. Since joining IPD as a graduate trainee in 2005, he has worked within Performance Analysis, team management and training functions prior to heading up their UK residential service and most recently taking on the brief to develop core services across non-core property sectors in the UK and Europe.

Mark's background is in Economics which he studied at the University of Kent.



Jason Wischhoff, *VP Development, Accor UK & Ireland*

Jason Wischhoff joined the Accor UK development team in 2012. As part of this role, he has contributed to a vast number of hotel developments throughout the UK for the long term growth plan of Accor in pursuing the asset light class strategy from upscale to budget brands.

Jason joined Accor from Wyndham Hotel Group where he spent 5 years as a Senior Development Manager for UK, Spain & Portugal with a focus on franchise and management contracts.

Jason holds a BA Honors in Marketing & Management from London University.



Seán Worker, *President & CEO, BridgeStreet Global Hospitality*

Seán Worker is President and Chief Executive Officer of BridgeStreet Global Hospitality. Sean has the pleasure of leading a vibrant Hospitality Company that specializes in delivering Aparthotel and Serviced apartment experiences across 6 brands with 50,000 apartments across 60 Countries, Sean joined BridgeStreet in 2009.

Prior to joining BridgeStreet, Sean served as Managing Director and Executive Vice President, International Operations for Wyndham Hotel Group, London, United Kingdom, where he was responsible for managing a portfolio of over 650 franchised and managed assets throughout EMEA, India and Asia Pacific and was a board member of CHI Hotels & Resorts.

Sean holds a BA in Business with a specialty in Hotel & Hospitality Management from Galway-Mayo Institute of Technology and is a patron of the school. He is a native of Galway, Ireland.



Sponsor Profiles



Avvio

Since founded in 2002 by Frank Reeves, Avvio has consistently broken new ground with cutting-edge technologies that enable hotels to drive considerable growth in direct bookings and reduce their dependence on OTA channels.

Avvio's advanced booking engine is exclusively designed to match the ever-evolving requirements of hotels and serviced-apartment operators. It is supported by best-in-class website design, a superior analytics and reporting system and cutting-edge digital marketing services.

www.avvio.com



BDRC Continental

BDRC Continental is the market leader in providing insight to the Hotels, Meetings and Hospitality sectors. We have been helping brands get closer to their customers, improve guest experience and drive positive impact on the bottom line for more than three decades. No one knows the market quite like us.

www.bdrccontinental.com



BridgeStreet Global Hospitality

With over 50,000 apartments in 60 countries, BridgeStreet Global Hospitality is the leading international provider of serviced apartments for travellers seeking an alternative to hotel accommodations. BridgeStreet's brands combine the luxuries of apartment living and benefits of hotels with accommodations ranging from six-star to two-star options.

www.bridgestreet.com



DLA Piper Hospitality and Leisure Sector

Hospitality and leisure represents a multibillion-dollar global industry, covering a broad range of services with inter-related requirements. Our exceptional global reach and industry specific experience means we have local sector lawyers with regional and global experience who understand the complexities involved.

Ours was one of the first law firms to develop a dedicated global hospitality and leisure group. With years of experience and a proven track record in the sector, we help investors, developers, owners and operators with their hospitality and leisure opportunities.

www.dlapiper.com



HVS

HVS was founded in 1980 and operates from thirty-five offices worldwide. For the last 25 years, HVS London has provided valuation, feasibility, brokerage, investment, asset management, strategy and related consultancy services, along with executive search, advising hotel companies, banks, developers and investors on all aspects of their hospitality industry related interests, throughout the EMEA region.

www.hvs.com



HOFTEL

HOFTEL is an organisation that brings together hotel owners and investors from around the world who pay management or franchise fees to, or get rent from, the brands. Our members control around US\$80 billion of hotels and serviced apartments and are located in every continent around the world.

www.hofotel.com



Maxxton

Maxxton is a global technology consultancy organization providing a unique and customized ERP (Enterprise Resource Planning) solution for the broader hospitality sector including Holiday Parks and Resorts, Tour Operators, Serviced Apartments, Vacation Rentals, Hotels and Hostels. Our cloud-based solution, Newyse ERP is flexible and scalable and covers more than 20 modules from one central database including reservations and property management, activities, online bookings, POS, CRM, online distribution, private owner management and much more. Newyse ERP facilitates faster and less costly implementation, lowers overall IT costs, enables you to easily exploit new technology and takes your business into the online world.

www.maxxton.com



Meininger Hotels

Meininger provides the service and comfort of an international budget hotel with a combination of regular and multi-bedded rooms, guest kitchens and game zones. The central location, high quality furnishings and good value appeal to a variety of business and leisure customers. With innovative design and an enthusiastic team supporting it, Meininger hotels provide a unique hotel experience that has proven popular with guests from across the world.

The bedrooms range from traditional double rooms through to rooms with multiple beds and dormitories, and are tailored and adapted to the particular target market the hotel is catering to in a specific location.

www.meininger-hotels.com

Organiser and host



Hotel Analyst

Hotel Analyst is different from all other news and information products for the hospitality sector. It is designed to focus purely on the information needs of the hotel investment community.

A subscription to Hotel Analyst comprises of three things: a newsletter published six times a year (Hotel Analyst newsletter), a daily email summarising the news (HA Daily) and a weekly web-based online news service (HA Perspective Online). Both are supplied within the one subscription price of £595.

www.hotelanalyst.co.uk



Serviced Apartment News

ServicedApartmentNews.com is the only online news and information resource exclusively for serviced apartments, extended stay and apart-hotels. We keep our readers up to date with what's happening in the industry worldwide, as well as delivering thought-provoking opinion pieces from industry leaders and a weekly e-newsletter. We host the annual Serviced Apartment Summit inc Extended Stay conference and exhibition which attracts owners, operators and investors from around the world.

www.servicedapartmentsummit.com



Hostel and Budget Traveller

www.hostelandbudgettraveller.com is conference and exhibition aimed at developers, investors, owners, operators and service providers of hostels and budget hotels and the wider budget travel sectors. The standalone event, held in November, provides a forum for the industry to make new business contacts, share best practice and benefit from the knowledge of an unrivalled collection of international industry experts.

FAQ on the Hotel Alternatives Event

What is the point of Hotel Alternatives?

The event is addressing two important trends: firstly, the hunt for yield by real estate investors comfortable with investing in operating assets and their pursuit of ever more adventurous segments; and secondly, the rise in the ability of these alternative segments to tap into the same customer base as hotels.

Why are some investors looking beyond hotels?

Yield compression across all forms of real estate is driving the trend towards hotel alternatives. In a world of low or even negative inflation and ultra-loose monetary policy, asset prices are rising ever higher and investors are working harder to maintain returns.

That hard work is leading to a rising interest in operating assets of which hotels have been a major beneficiary. Many institutional investors such as insurance firms and pension companies now regard hotels as a mainstream property asset class.

The Investment Property Databank includes hotels alongside office, retail, industrial and residential in its indexes. This interest from institutional investors has meant hotel yields have come under pressure and caused investors seeking higher yields to broaden their horizons to adjacent segments of properties that have "buildings with beds".

How have hotel alternatives become more prominent?

These other "buildings with beds" have widened their reach to customers thanks to web-based platforms. Innovation from online travel agents such as Priceline's Booking.com and Expedia has seen many of these alternative accommodation segments listed alongside hotels.

In addition, the rise and rise of peer-to-peer networking sites such as Airbnb and Homeaway have brought another route to market for alternative accommodation providers.

Does this mean hotels are doomed?

No, not at all. Much of the demand being sated by the new internet distribution is incremental. But there is overlap. The conference will explore people's views on just how big this overlap is.

Should I forget about investing in hotels?

Again, no. Hotels remain an attractive property asset class, usually yielding better than most other institutional quality asset classes. But investors needing higher returns are looking elsewhere as well and these hitherto often hidden segments deserve greater exposure. And all investors need to be able to compare and contrast what is going on.