

The image is a split-screen composition. The left side shows a large, modern swimming pool with a light blue tint, reflecting the sky and surrounding landscape. The right side shows a similar pool with a vibrant blue tint, featuring several lounge chairs lined up along the edge, overlooking the ocean and mountains under a clear blue sky.

HOTELLECT

HOTEL INVESTMENT ADVISORY

Hotel Investment Advisory

Turning intellect into action

Founded by Nikos Hadjos, Hotellect is a dynamic firm specializing in the hospitality industry. We take an individual approach to each project we take on, while maintaining our most important values. We are dedicated to helping our clients achieve their short-term and long-term goals. Change is a continuous challenge. We feel proud for being proactive and a step ahead, making even hard transitions smoother.

The mutually beneficial and most efficient relationships are synergistic and goal-oriented, thus honesty and integrity are fundamental values for Hotellect. We believe that ideas and information should flow openly, based on mutual trust and respect for one another's expertise.

Our team consists of highly qualified and internationally experienced industry professionals that are passionate and committed to our clients. Our international experience in hotel operations, franchise and operator affiliations, brokerage of leasehold and/ or freehold hotel assets, debt/ equity financing, and asset management ensure a smooth process and a successful outcome.



ABOUT US

We are a dynamic advisory firm with an exclusive focus on the hospitality industry.

WHO WE ARE

Our international experience and expertise spans from hotel operations to franchise and operator affiliations, brokerage of leasehold and/ or freehold hotel assets, to debt/ equity financing and to asset management.

As a result, our team is well-versed to provide a bespoke and diverse array of advisory support to hotel companies, operators, developers, owners, investors and financial institutions.

Nikos Hadjos has over 25 years of hospitality experience spread across four continents, spanning from hotel operations, to consulting and acquisitions & development.

He is the Founder & Managing Director of Hotellect, offering clients, which include international hotel companies, owners as well as investors global advisory services.

Prior to starting Hotellect, Nikos worked in leading corporate roles in Marriott International, first being the head of Business Analysis for Middle East & Africa and subsequently becoming the head of development in Southeastern Europe, leading successfully the expansion of Marriott's brands in Greece, Cyprus and Malta.

His impressive track record spans also in the international hotel investment arena, where amongst other senior roles in the Middle East, he also served as Vice President Acquisitions & Development for Kingdom Hotel Investments (KHI) in Riyadh, S.A. and Dubai, U.A.E. and contributed to the growth of KHI's portfolio Middle East, Africa and Southwest Asia.

Nikos's foundation in advisory work was established in New York, USA, when after deciding to leave hotel operations, he worked as a consultant for HVS International, conducting numerous feasibility studies, valuations and operational analyses for a diverse array of branded as well as independent hotels around the country.



Nikos Hadjos

Founder & Managing Director

Nikos Hadjos has over 25 years of hospitality experience spread across four continents, spanning from hotel operations, to consulting and acquisitions & development. He is the Founder & Managing Director of Hotellect, a hospitality-specialist firm, offering clients, –which include international hotel companies, owners as well as investors– global advisory services.

Prior to starting Hotellect, Nikos worked in leading corporate roles in Marriott International, first being the head of Business Analysis for Middle East & Africa where he led the evaluation potential hotel projects valued in excess of USD 300 million in fees. This role led him to subsequently becoming the head of development in Southeastern Europe, successfully leading the expansion of Marriott’s brands in Greece, Cyprus, and Malta, where he negotiated/ signed hotels deals in excess of 2,000 rooms with capital investment value in the region of EUR 240 million and in excess of EUR 40 million in management/franchise fees. He left Marriott having managed to make it the top international hotel company in Greece for new signed deals between 2017 and 2020.

His impressive track record spans also in the international hotel investment arena, where amongst other senior roles in the Middle East, he also served as Vice President Acquisitions & Development for Kingdom Hotel Investments (KHI) in Riyadh, S.A., and Dubai, U.A.E. where he managed acquisition/ development mixed-use and hotel projects under the brands of Four Seasons, Movenpick, Raffles, Fairmont and Swissotel within Middle East, Africa and Southwest Asia, in the excess of USD 900 million.

Nikos’s foundation in advisory work was established in New York, USA, when after deciding to leave hotel operations, he worked as a senior consultant for HVS International, conducting numerous feasibility studies, valuations and operational analyses for a diverse array of branded as well as independent hotels in more than 25 states, exceeding USD 500 million in value.

NIKOS HADJOS IS THE OFFICIAL CONSULTANT OF



OUR TEAM



Ahmer Naushad

Over 20 years of a globally diverse career in real estate/ hospitality strategy, investments, work out & asset management in major developed markets of the Americas and Europe & the emerging markets of the Middle East, Africa, Asia, Caribbean & Indian Ocean. Has held senior-level positions with ownerships and operations groups including Gencom Group, Miral Asset Management, Lehman Brothers, Kingdom Hotels Investment, Istithmar World, InterContinental Hotels & Hilton.



Ramzi AlNajjar

Ramzi is a highly skilled Architectural Engineer with over 35 years of experience in the building industry with expertise in Architecture, Interior Design, Project and Construction Management and Contracting and a proven record in overseeing design development and construction of various project types from inception to operational handing-over. Last 7 years were focused on delivering hospitality projects as a Senior Project Director with Marriott International.



Tonia Fouseki

As a successful Strategic Communication Consultant with more than 20 years of experience, Tonia founded SO FINE!, a boutique communications & branding agency with clients from diverse fields in 2006. In 2017 So Fine! her company was designated as a Marriott-approved Branding Agency for Europe and currently is the only approved Branding Agency functioning in Greece and Cyprus. In early 2019 So Fine! became a Marriott-approved Branding Agency for the USA and Caribbean and has worked on projects in Greece, Cyprus, Italy, France, and USA.

OUR TEAM



Socrates Tsamoutalis

A carrier-oriented sales & Marketing senior executive, Socrates was leading successfully the Sales & Marketing division of Grecotel Hotels & Resorts, the largest Greek hotel chain, for a number of years (among other international hotel brands), before he went on establishing himself as an independent Sales & Marketing specialist. He has a long association with Major Tour Operators and Luxury Travel Agents around the world and has a long and successful track record of signed trade agreements with many of them.



Mandy Triliouri

A veteran in the finance field with over 35 years career in the hospitality industry, Mandy has held key finance positions with companies including, ASTY SA – Hotels & Tourism Enterprises as a CFO and Marriott International Hotels & Resorts –as a Director of Finance for 13 years and Chairman of the Board of the Marriott Management Company in Greece.

OUR TEAM



Focal Project Managers

Focal PM is recognized as a market leader in Greece in delivering successful technical solutions to 4- and 5-star hotel and leisure operators, developers, and investors with coverage in Greece as well as overseas. Focal functions as the owner's agent, managing design consultants and construction contractors on the owner's behalf. The company's successful track record includes hotels such as the Athens Academias – an Autograph Collection hotel, the Nikki Beach Porto Heli, Ikos Olivia Resort, Amanzoe Porto Heli, and Wyndham Nicosia.



Signature Europe

Signature Europe is an international leader in hotel service & sales training solutions, entrusted by some of the most prestigious Greek as well as international hotel groups & luxury brands, including Greccotel, Daios Cove, Cavo Tagoo, in Greece and Ritz Carlton, Dorchester Collection, Four Seasons, Bulgari and Accor overseas. Operating in 65 countries, Signature's global experience with over 6,000 clients, has enabled in-depth insight of the evolving demands of hotel operations and discerning travelers, whether the client is a 20-room ultra-luxury beach resort or a 600-room convention urban hotel in a metropolitan city.

OUR VALUES

INTEGRITY

Acting with uncompromising honesty & truthfulness while operating ethically, in full transparency at all levels. Meeting commitments and obligations committed to doing what's best for our clients, so as to build trust and a better company.



AGILITY

We comprehend that every project is unique, with different needs and varying requirements to adhere to; our team values agility in decision-making and planning. We respond quickly and meaningfully to unexpected changes as well as to new growth opportunities, focusing to succeed in a rapidly changing environment.

PASSION

We simply love what we do, so consequently we are on a continuous journey of excelling the quality of our services and as a result there are no compromises or cutting corners in delivering our services.



EXCELLENCE

We abide to the dogma "under-promise and over-deliver" and we are committed to serve our clients in the timeliest manner possible, delivering exceptional and consistent results while always complying to the strictest business ethics.

BRAND & OPERATOR SELECTION AND CONTRACT NEGOTIATION

Our focus is to guide and assist our clients throughout the process of identifying and selecting the best-suited hotel brand, franchise and/ or operator for their property. We represent their interests and lead negotiations concerning operator and franchise contracts.

Market Evaluation

We conduct location and market analysis. We analyze the market where the specific site and/ or hotel is located, the competitive environment, its current as well as its future outlook.

Assessment of the specific site and/ or hotel

Appraising hotels and/ or sites by subdividing the overall property worth into its individual components.

Alternatives

Examination and analysis of alternative hotel brands and/ or operators under consideration. We establish selection criteria for potential operators that will add the most value to your investment.

Contract Negotiations

We provide full support in contract negotiations to ensure that a fair and balanced contractual relationship between the owner and the brand and/ or operator is established.

MARKET & FEASIBILITY STUDIES AND VALUATIONS

Our studies provide a commercial investment grade instrument which can be used by our clients towards their investment decisions in development, acquisition, or financing of a hotel asset, and is recognized and highly regarded by banks, financial institutions, investors developers and hotel brands/ operators.

The scope of our Market & Feasibility Studies includes, but is not necessarily limited to, the following:

- **Analysis and economic evaluation** of the market area, which includes interviews with local hotel owners and/ or operators, business and government officials.
- **Conduct inspections of the local competition** – both existing and under construction or proposed hotels – to determine the competitive set of the proposed investment, including assessing the advantages and disadvantages of each competitive hotel.
- **Comment on the facilities of the proposed investment** that can offer a competitive advantage against the competition.

- **Produce projections of marketwide occupancy and average room rate** as well as of the proposed investment and in parallel, create a 5- or 10-year profit & loss statement for the proposed hotel, leading to a stabilized GOP and EBITDA.
- **Perform a ROI analysis**, by using the net cash flows from operations against the budgeted development and/ or acquisition cost, to arrive at an expected return of investment for the client. Upon client's request, we can produce a valuation based on the results of the feasibility study and ROI analysis, which can confirm the current value of the proposed investment and is a document that is accepted by banks, financial institutions and investors.
- **Determination of the current and the future overall market demand dynamics**, which will have a direct influence on the performance of the local hotel competitive set and of the proposed investment.
- **Inspection of the site and surrounding area** to evaluate the suitability for the proposed investment, taking into account the current as well as the future outlook of the neighborhood and of the local market.

BROKERAGE SERVICES

Through a continuously growing network of hotel owners, as well as of local and international investors who trust us in helping them identify investment opportunities, our team offers a wide range of brokerage services to both sellers and buyers of hotel assets.

For hotel owners who seek to sell their assets we offer a full range of services which include:

- Evaluation of the asset and estimation of a reasonable sales price
- Identification of value-added and repositioning strategies that will help in enhancing the asset's current market value
- Compilation of marketing material and preparation of hotel sale brochure
- Tax-efficient deal structuring, based upon the seller and/ or the buyer needs

Alternatively, we offer our services to hotel owners who prefer to find suitable tenants to lease their properties, thus removing themselves from the day-to-day operations and the inherent risks, while securing an annual lease income and improving their hotel's value.



DEBT & EQUITY FINANCING SERVICES

Our team is diligently working on building a continuously growing network of major capital providers/ financial institutions in Greece and abroad to provide our clients with thoughtful, unbiased financing advice and support with a view to secure the highest amount of debt and/ or equity funding and at the lowest possible cost while achieving the best commercial terms possible.

The types of debt and/ or equity financing wherein we offer our advisory services, include acquisition, construction, mezzanine, renovation, refinancing.

As part of the financing process, we advise and support our clients in negotiating the terms of their debt and/ or equity funding, including:

- Assisting our clients to set their desired debt and/ or equity funding goal
- Identifying the best sources of financing
- Assessing and optimizing the capital structure and cost of capital
- The desired debt and/ or equity amount
- Rates and fees and other financial covenants
- Repayment obligations
- Permitted capital expenditures
- Permitted distributions to shareholders

Our dedicated financing advisors coordinate every element of the transaction to relieve the stress and burden from the client while saving significant time until we achieve our clients' desired goal.



TECHNICAL SERVICES / OWNER'S TECHNICAL REPRESENTATIVE

The general purpose of these services shall be to act on behalf of the Owner on all technical matters, to drive the overall process of design development, construction, permits and handing over while ensuring compliance with the Operator's and authorities requirements and regulations.

The scope, which can be tailored to meet the Owner's requirements, includes the following tasks:

- Assessment of the potential of existing properties for conversion.
- Preparation of a project improvement action plan (PIP) to bring a property to compliance with the designated brand standards.
- Advise on and appoint and manage the consultants, vendors, contractors and service providers.
- Ensure good communication and facilitate meetings and exchange of information with all parties involved in the project.
- Ensure authorities' and Operator's permits and approvals are received in a timely manner.
- Review, advice on and monitor the design process and operational functionality of the hotel design at every stage of development from an architectural, interior design and landscape perspectives.
- Evaluate the performance of all contracted parties and take corrective action where necessary.



- Anticipate and mitigate potential issues that may adversely affect the project.
- Advise on and manage the construction bidding process.
- Monitor the work progress to ensure the project meets the agreed schedule, budget and quality requirements and the standards of the Hotel Operator.
- Oversee Value Engineering process and Change Control.
- Conduct regular site visits and highlight to the project manager, consultants and contractors any observed issues.
- Provide regular reporting outlining the status of the project.
- Maintain proper project's records and documentations.
- Assist in the transition from construction phase to hotel operation, including testing and commissioning, snagging of works and handing over to operations team.

ASSET MANAGEMENT

Acting on behalf of hotel business owners, we offer integrated services, to ensure that all aspects of the relationship with the operator and/ or franchisor are optimized. We continually monitor owners' interests to generate greater value for their assets. Our key focus is to grow our client's investment value over time while mitigating risk.

Our services include but are not limited to the duties listed below:

- Operational reviews
- Liaising between financial owner and operator
- Ongoing monitoring of financial and operational performance
- Oversight of budget process
- Pre-opening and opening support
- Oversight of capital expenditure and investment projects
- Advice on optimum operational and investment strategies
- Cash Flow and working capital optimization
- Monitoring of the competitive and macroeconomic environment

TRANSACTION ADVISORY & SUPPORT

Through our extensive network of operators, property owners and investors and our in-depth market knowledge, we are able to identify hotel investment opportunities that meet specific geographic, market level and return on equity requirements and accelerate development aims & objectives for our clients. Our target is to simplify the sales or purchase process by providing in-depth analysis, risk assessment and valuations.

When we have sourced an investment opportunity for our client and our client requests our assistance, we offer thorough due diligence and an array of transaction support services.

Our services include but are not limited to the duties listed below:

- Investment opportunity's identification and appraisal
- Operational/ financial assessment of a selected property
- Coordinating third party (e.g. legal, technical & operational) due diligence
- Support on securing of debt financing from local or international banks
- Brand and/ or operator selection
- Investment analysis
- Strategy formulation



HOTELLECT

HOTEL INVESTMENT ADVISORY

HOTELLECT DUBAI OFFICE:



Business Center 1, M Floor, The Meydan
HotelNad Al Sheba, P.O. Box 9305, Dubai,
United Arab Emirates



www.hotellect.eu



Email: contact@hotellect.eu



Tel: +971 4 519 4640
Mob.: +971 50 539 5858

HOTELLECT ATHENS OFFICE:



44, Parthenonos street, Athens
Attika, Greece P.C. 17562



www.hotellect.eu



Email: contact@hotellect.eu



Tel: +30 213 028 3824
Mob.: +30 6977 088934

