

Market & Financial Feasibility Studies



Ⓜ

To make sound decisions, it is independent analysis of the market and a proposed project that is most important. We give you the detail you need to make excellent and informed decisions.

Ⓜ

OUR SERVICES

We provide market and financial feasibility studies for all types of hotel and resort properties, from:

- › Budget to five star luxury
- › City centre to rural locations, to beach and ski resorts
- › Corporate hotels to integrated mixed-use resorts with hotels, spas, residential and rental pools, fractional ownership, golf and marinas
- › Locations in Europe, Middle East, Africa, the Americas, Caribbean and Asia

We provide feasibility studies and valuations for all types of requirements, including:

- › Assessing financial viability, and making recommendations for improving it
- › Operator selection and contract negotiations
- › Loan security purposes
- › Traditional sources of financing
- › Investment purposes

Our clients include developers, private equity and venture capitalists; major international banks; and private and corporate hoteliers.

WHY CHOOSE US?

- › Service – we know that our clients require more than just a set of financials. Our reports are tailored to your requirements with a detailed commentary on the market, the proposed property and its likely performance.
- › We place a strong focus on understanding our clients and delivering personalised responses. Frequently we are also requested to make recommendations for improving the performance of proposed projects.
- › Our team has produced feasibilities for more than 600 hotels. This means we have very broad experience of different projects and markets.
- › Our team has very wide ranging geographical experience; and we are also able to utilise the vast global Colliers business to bring together local knowledge with our specialist expertise.
- › We are a multi-lingual and highly experienced team, including ex-hoteliers, developers and surveyors.

HOW CAN WE HELP YOU?

Marc Finney
+44 20 7344 6601
marc.finney@colliers.com

Mark Phillips
+44 20 7487 1913
mark.phillips@colliers.com

Cherise Cochrane
+44 20 7344 6723
cherise.cochrane@colliers.com



MARKET & FINANCIAL FEASIBILITY STUDIES

EXAMPLES OF OUR EXPERIENCE

PROPOSED HOTELS, DUNDEE, SCOTLAND, UK



Commissioned by the financial backers of two proposed hotel projects in Dundee, we provided market and financial feasibility studies for the restoration and conversion of a former Jute Mill complex for hotel and aparthotel use. Having formed the basis of the overall investment decision, our study helped to secure traditional debt financing and underpin ongoing discussions with potential operators. Work is now underway on a Hotel Indigo, due to open in 2018 and a 81-unit Staybridge Suites has been approved.

PROPOSED HOTEL IN A HERITAGE BUILDING, MALTA



We were commissioned to assess the market and financial feasibility for a luxury hotel and wellness centre to be developed in a major historical building in Valletta, the capital of Malta. Our work also included assistance regarding an appropriate layout and the technicalities to be considered. This enabled our client to have complete knowledge of not only the commercial opportunity but also the aspects of developing within a signature heritage environment.

PROPOSED RADISSON HOTEL, TBILISI, GEORGIA



Colliers International was instructed to undertake a feasibility study, management contract review and investment analysis for a proposed convention centre and second Radisson Blu hotel in Tbilisi, close to the first. Our comprehensive report enabled our client to secure financing and to move forward with the project. The \$60-million hotel will be converted from the former post office Telegraph building and is due to open during 2017.

RADISSON RED, GLASGOW, SCOTLAND, UK



Located only 300m from Scotland's largest exhibition centre, our market and financial feasibility study for a client's site identified a clear opportunity for hotel development and recommended the market positioning. We were subsequently commissioned to undertake an operator search and achieved a successful signing with Rezidor for Europe's first new-build Radisson Red. The hotel is now under construction.

PROPOSED EXTENSIONS TO MARSTON'S PUBS, UK



We are retained by Marston's Inns and Taverns, one of the UK's largest pub retailing businesses, to explore the potential of developing new-build lodge accommodation adjacent to selected properties. This has involved several summary market feasibility studies to determine the operational and financial viability of proposals for various sites across the UK. We are also advising regarding the strategic rollout of the Marston's Inns accommodation brand.

HILTON CAPE SIERRA, SIERRA LEONE, AFRICA



Amongst several feasibilities that we have undertaken for hotel projects in Africa, we have worked on a number of projects in Sierra Leone. This has included due diligence reviews and feasibility studies for the Hilton Cape Sierra hotel in Freetown on a number of occasions in relation to funding partners. The hotel is currently in construction and is due to open in 2018.