



# HOTEL PARTNERS

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## AFRICA

In Africa,  
We Guarantee You  
The Big Four



**Trevor Ward**  
W Hospitality Group



**David Harper**  
Leisure Property Services



**Vernon Page**  
W Hospitality Group



**Mark Martinovic**  
Hotel Spec

# About Us

Hotel Partners Africa is an alliance of three leading hospitality consultancies, with considerable expertise throughout Africa: W Hospitality Group, Hotel Spec and Leisure Property Services. Between them, they have:

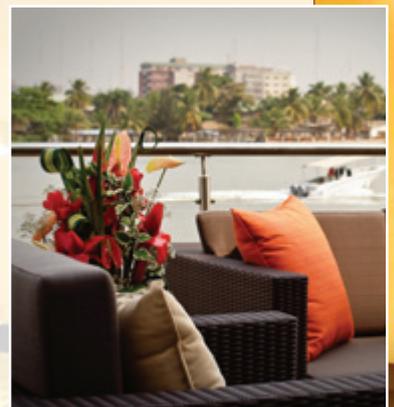
- Won Ai Tourism Investment Advisor of the Year 2008 & 2011;
- Produced myriad reports on the prospects of hospitality investments in Africa;
- Arranged finance for dozens of hospitality projects;
- Advised on every aspect of hotel design, development and operation;
- Advised on every aspect of hotel ownership for a very wide range of property owners;
- Valued and sold numerous hotels;
- Satisfied clients including Auspex Properties, Barclays, Beneficial Life, Crowne Plaza, DEG, Kingdom Hotel Investments, Hilton, HSBC, IDC, IFC, InterContinental, Marriott, NAMA, Park Plaza, Premier Inn, Opulent, Radisson, Royal Bank of Scotland, Sonarwa IG, Starwood and Standard Life amongst others.

This collaboration was a natural evolution of the founding partners, Trevor Ward, Mark Martinovic, David Harper and Vernon Page, working together for many years, and the requirement of existing and future clients for a complete turn-key solution.

In the complex world of hotel development and management, balancing a client's specific needs with all the processes and requirements to satisfy funders, manage risk, oversee cost efficient and fit for purpose construction, negotiate contracts with operators, actively portfolio manage investments to enhance value, valuations, sales and acquisitions, Africa has conspicuously lacked a professional and integrated, complete-solutions provider with integrity, experience and proven track record to provide a seamless service throughout the lifecycle of a hotel project.

In creating this 'one-stop shop', Hotel Partners Africa has established a highly proactive team to build long-standing relationships with major players, particularly: branded chains, developers, fund managers and property owners.

**"The integrity and professionalism shown by them added such great value to the project from quality of all products, pricing and asset and inventory management"**





**Vernon Page, CEO**

has over 15 years experience of funding hotel developments, sourcing equity and debt for various projects, building hospitality investment funds, and managing their returns.



**Trevor Ward, Head of Consultancy Services,**

is the leading authority on hotel development in Africa, with over 20 years' experience. He has advised on over 3,000 prospective schemes on the continent.



**Mark Martinovic, Head of Design & Construction,**

has been involved in the development of over 40 hotels across Africa. Prior to this, he grew up in a hotel, has a degree in Hotel Management and managed hotels in Africa and the UK for 16 years. Mark is a member of the International Society of Hospitality Consultants and a Professional Member of Foodservice Consultants Society International.



**David Harper, Head of Property Services,**

has over 15 years' experience in the property industry and has been instrumental in over €30 billion of hotel transactions. He is the author of the only comprehensive book on hotel valuation, "Valuation of Hotels for Investors", and provides advice to the Royal Institute of Chartered Surveyors (RICS) on how hotel valuations should be carried out.

## Feasibility

When planning to construct a hotel expert advice is essential. The market and financial feasibility study is the very first step in the process, after securing the site, and at Hotel Partners Africa we specialise in the preparation of such studies.

There are five main reasons to carry out a feasibility study: first, to ensure full understanding of the risks and rewards of the project; second, to determine the most appropriate facility provision for a given site and market; third, to brief the architect as to what the market requires in terms of facilities; fourth, to attract the attention of an operator and form the basis for contract registration and fifth, to support submissions to debt and equity providers.

## Funding

It is virtually impossible to purchase a development opportunity or hotel without suitable funding in place. We have unrivalled access to various sources of funding to buy or develop hotels, including:

## Equity

- Both minority or majority equity for development projects, new or partially completed;
- Additional equity for operational assets.

## Debt

- Construction debt;
- Operational debt;
- Refinancing of existing debt;
- Mezzanine instruments.

## Valuation

To secure finance it is essential to ensure that the project is sound and that is where a valuation becomes vital. Bank funding is usually predicated upon loan to value ratios and the ability to make scheduled repayments. At Hotel Partners Africa we can provide formal secured lending valuations, stock market valuations and more informal internal valuations.

Our team has carried out valuations for most Banks who are active in funding hotels. We even provide advice to the Royal Institution of Chartered Surveyors (the valuers governing body) on how hotel valuations should be carried out.





## Development Management

When assessing the value of a site, it is usual to review the likely completed value. Look at all the costs involved in construction and then decide whether the project is feasible. As such it is essential to be able to review likely building costs. Hotel Partners Africa has a team of experts who can analyse the likely cost, as well as help review potential designs, to help ensure the most cost effective method of construction is undertaken. Our development and technical services are delivered by a team of in-house development managers and hotel professionals who draw on their collective expertise to ensure that schemes meet the relevant functional, legislative and standards requirements. We also consider alignment with your branding standards.

Hotel Partners Africa provide complete development management services from contract negotiation to handover of the finished product. Our complete hotel development management services have been refined over 25 years in the business. Our professional teams provide advice and recommendations; handle negotiations; co-ordinate projects; manage budgets; assess and report on programme and quality; provide co-ordination points between operator requirements and all other services; oversee design and finishes; manage contractual conditions and manage the budget from inception to completion.



## Procurement & Installations

The strength of our procurement services is a reflection of the strength of the relationships we have built with key global manufacturers and suppliers. Through these relationships we cut out the middle man to contain costs and elevate quality. We manage the entire process of procuring furniture, fixtures and equipment (FF&E) and operating supplies and equipment (OS&E), ensuring we achieve both the intended visual identity and the Operator's Brand standards.

Our project teams receive and install all FF&E in the correct locations, with unfailing attention to the design specifications; testing; training staff and preparing asset registers for the entire development.

## Hotel Asset Management

When asked by clients to help enhance their investments, we see our role as helping to maximize the operating return and long-term asset value on behalf of the owner by undertaking the following:

- Property, operational and budget reviews;
- Ensuring contract compliance;
- Sales and marketing reviews;
- Planning, review and monitoring of capital expenditure.

We will also review the hotel operational structure, renegotiate contracts, find new operators, undertake rent reviews, or look at development / expansion options on an on-going or one off basis.

## Disposal

At some stage, it is likely every owner will consider disposing of even the finest hotel. We recommend early in the ownership process considering the likely program for disposal, to ensure the right strategies are put into place. Hotel Partners Africa can provide comprehensive and strategic ownership advice, and, at the right moment, will help to dispose of the asset in the most productive way, to suit our client's particular investment goals.

Our team has an unrivalled track record of hotel disposals in Africa, generating exceptional sales prices from our comprehensive network of hotel investors from around the world.



## Why Choose Hotel Partners Africa?

Hotel Partners Africa is unique in providing a one stop shop to cover the full range of consulting services for a hospitality project on the African continent.

Our extensive experience and unrivalled network of contacts, both local and international, ensure our clients receive the very best advice.

**“Their technical know-how and attention to detail was amazing to observe and their focus and dedication to the project was exemplary.”**

*Peter Halpenny - Director, Commercial Projects*





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## AFRICA

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