



CONSULTING AND MANAGEMENT SERVICES


For projects in the hotel, tourism & restaurant sector.

- LOCAL KNOWLEDGE & INTERNATIONAL KNOW-HOW
- CREATING AND MANAGING SUCCESSFUL HOTELS

SOLUTIONS **IHI**
HOTEL INDUSTRY STRATEGIES

WHAT

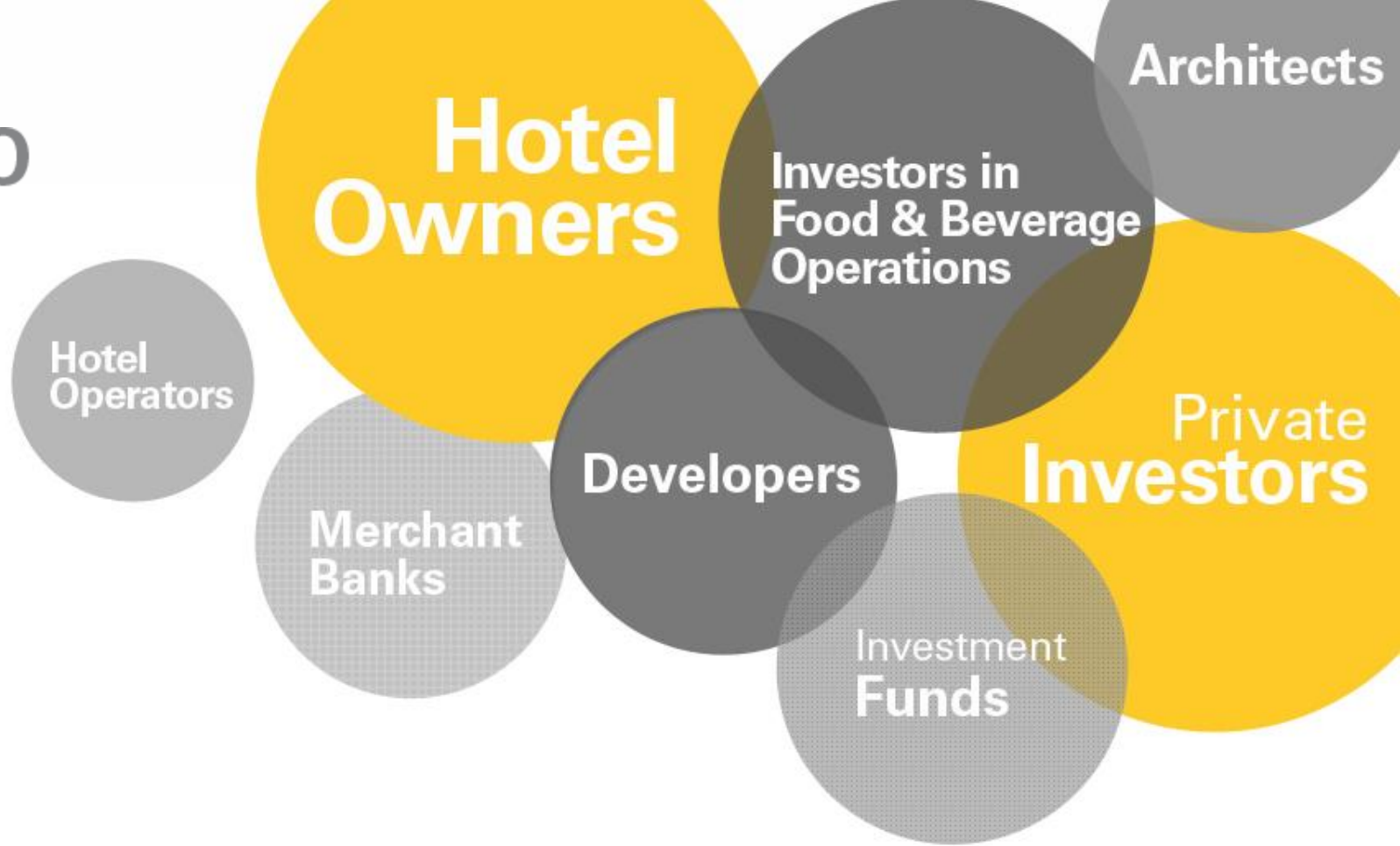
WE KNOW HOW TO
TURN UNIQUE PROJECTS...
INTO PROFIT
OPPORTUNITTIES.



You will get a strategic alignment of the project, detailed planning for the future management and a well studied positioning & marketing plan.

Our local know-how and international experience combined with a dynamic and result driven management of hotel, apartment & restaurant assets can significantly improve the profitability of the project for the investor.

WHO



For over fourteen years we have been extending our services from market studies and project supervision to concept development and full hotel & restaurant management.



CREATIVE, DYNAMIC AND PROFITABLE SOLUTIONS FOR THE SUCCESS OF YOUR PROJECTS!

We create successful projects linked with planning and a long-term vision.

We differentiate ourselves from our competitors since our team has 100% practical operational experience as managers and strategic consultants in various dynamic markets.

We understand the win-win opportunities in each market for project leaders, investors and banks.

We are a highly qualified executive team and our experience in various markets and our drive to deliver results set us apart from our competitors.



WHERE OFFICES



With offices in **Madrid**, **Berlin**, **Moscow** and **Tbilisi**, SolutionsHI achieves a symbiosis of international experience and local know-how necessary to carry out successful projects in dynamic markets for our customers.


Opened a new representative office in **Munich** in November 2017

WHERE PROJECTS



Our project portfolio ranges from hotels of international hotel chains to independent and niche hotels in various markets and segments with key focus in Spain and Central/Eastern Europe, Northern Mediterranean, Germany, Georgia, Russia & CIS. Also we have developed projects in U.K., the Netherlands, the United States (Los Angeles, Atlanta) and China (Shanghai).

COMBINING CLIENT ADVANTAGE



Distinguished
by our profit /
asset focus
and long-term
vision

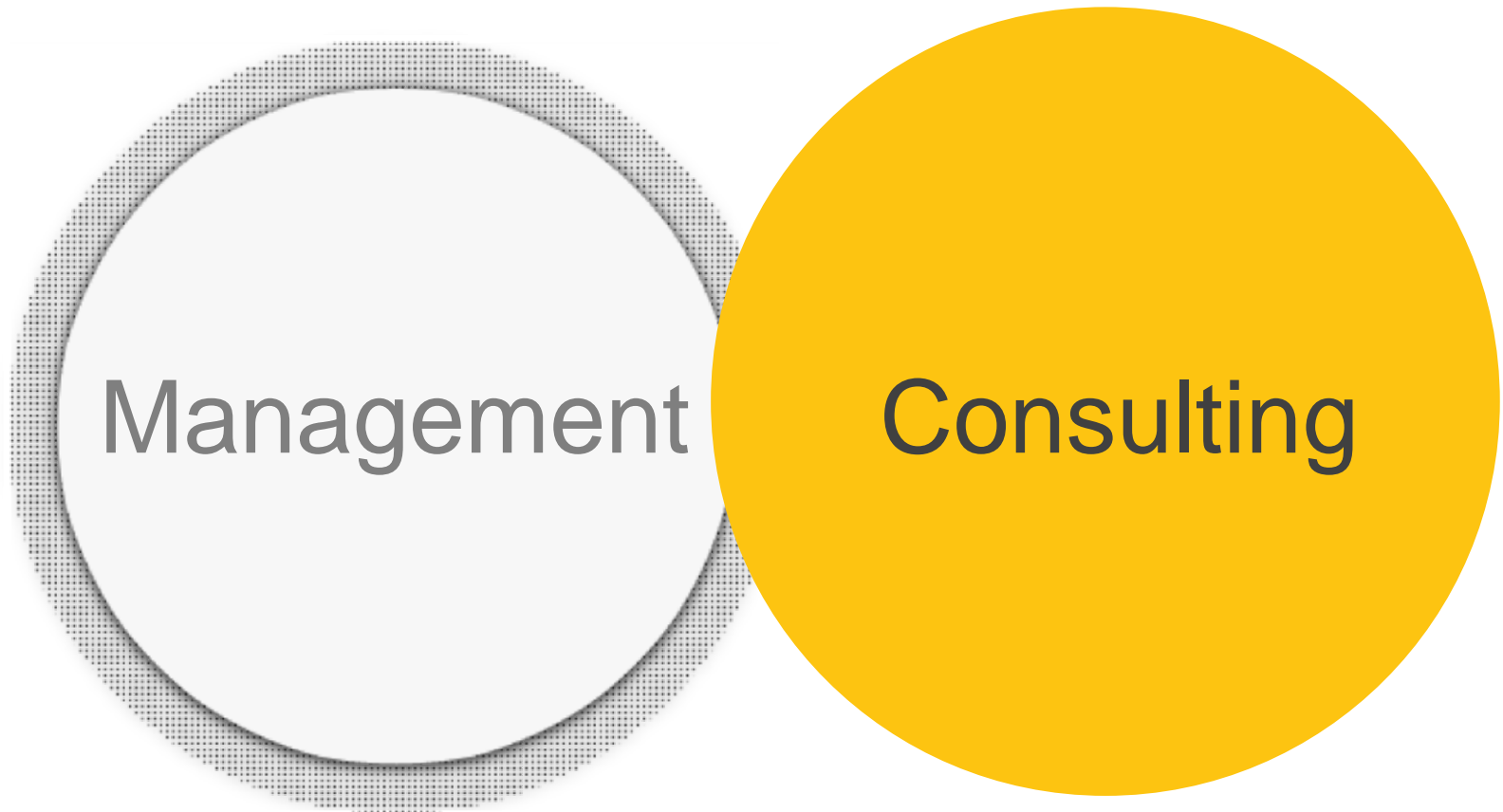
HI

Strategic
alliances and
important
partnerships
with quality
collaborators

STRATEGIC CONSULTANCY AND MANAGEMENT
SPECIALIZING IN THE HOSPITALITY INDUSTRY.

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COMBINING KNOWLEDGE



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COMBINING KNOWLEDGE



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CONSULTING SERVICES

ANALISYS OF THE MARKET SITUATION

Competition study.

In-depth feasibility & market studies.

Identification of new market trends & needs.

Analysis of socio-economic and socio-cultural values.

Concept development and positioning proposal.

PRE-OPENING SUPPORT

Positioning strategy.

Sales & Marketing Plan.

Support with the selection of suppliers of all areas (FF&E, OSE, IT, etc.)

Selection & training of highly qualified staff.

Support with the design of the corporate image & web site.

BUSINESS PLAN & PROJECT DEVELOPEMENT

Financing of hotel projects-investor & project research.

Project concept development & adaptation of the existing hotel project.

Advising in the selection of franchise & management company/international hotel brand vs. niche.

Specialized also for development and repositioning of F&B concepts.

CONSULTING SERVICES

Also we collaborate
with the UNWTO
(World Tourism Organization)
for global market trends

PROJECT MANAGEMENT

Snagging control.

Project Coordination of all
hotel aspects.

Quality Control during the
construction process.

Coordination with operator,
technical team & hand-
over.

Support in selection,
negotiation and delivery of
hotel equipment.

OPERATIONAL SUPPORT & ADVICE

Quality control.

Consulting for web design.

Analysis of the Sales &
Marketing status.

Driving revenue: Revenue &
E-commerce management.

Advising in changes of
design and style of the point
of sale/outlet.

TRAINING STUDENTS & INTERNAL TRAINING IN HOTELS



MANAGEMENT SERVICES

WE OFFER SOLUTIONS BASED ON ASSET TYPE

SINGULAR PLACES

singular-places.com
(individual boutique hotels)

PEARL
MANAGEMENT



Management

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MANAGEMENT SERVICES



- Analysis of the financial situation
- Development of the operational matrix
- Development of strategic programs
- Daily operational management
- Adaptation of international standards to the local market
- Maximization of distribution channels
- Repositioning & Re-Branding
- Emergency & interims management
- Development of profitable F&B concepts

MANAGEMENT SERVICES



we
FOR YOU!
...

- ...generate high revenues resulting in better return on investment
- ...prioritize the maximum feasibility of the property before imposing any brand
- ...offer hybrid management contracts highly linked to outcomes and transparent costs
- ...maximize cost savings due to our large number of projects and our extensive network of contacts

MANAGEMENT SERVICES



we
FOR YOU!

- ...conduct local and individual hands-on management with the support of our corporate offices
- ...operate successfully since 2010 small and boutique properties
- ...have created in 2016 the new management platform “Pearl-Management”
- ...drive niche hotels and projects into the profit zone (luxury, health, resorts, mixed-use)
- ...bring in additional experts for the new trends in SPA & health travel and upscale developments

TEAM PROFILES – BOARD



Lars VON DER WETTERN

Lars is certified by the Cornell University in Real Estate, Development and Hotel Investment and in Business Economics by the Open University in UK, and holds various Diplomas in Project and Change Management and Strategic Marketing.

Expert of the hotel sector with ample experience of over 15 years in Executive Management as well as working as an external Consultant. He speaks at various conferences and further holds seminars for senior professionals with schools and hotel associations in Europe (Spain, Germany and Russia).

Enjoying the dynamic world of hotels he set-up in 2004 the strategic hotel consultancy SolutionsHI with an ample international network.

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skype **solutionshi1**



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TEAM PROFILES



Christian HOLLWECK

Christian is a passionate hotelier who combines perfectly the traditional career with the ambition to create new ideas and services in our industry. He worked for restaurants like the Königshof in Munich or the Ritz in Paris passing later through the Adlon in Berlin and the Victoria Jungfrau in Interlaken covering various positions.

After four year with Kempinski in Budapest and St. Petersburg he moved as Hotel Manager to one of the best resorts in Spain (St. Regis Mardavall - Mallorca) which he led for 5 years to many awards.

His last two positions moved him closer to his home town and into upscale niche products opening the Lanserhof Tegernsee as a General Manager and later moving on to a placement to head the operation of three hotels and a two Michelin star awarded gourmet restaurant for the Geisel Group Munich. Now looking after the families business in Aying (Germany).

In 2017 he joins our board for the new developments in our portfolio and to head the Munich office.

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MANAGEMENT

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TEAM PROFILES – BOARD



Thomas **WURZINGER**

Thomas is a real service expert. The Ritz-Carlton Hotels in Berlin and Wolfsburg saw him evolve from the position of hotel manager to general manager, overall working 11 years for the The Ritz-Carlton.

In 2008 Thomas started serving as Managing Director for Tangua luxury trains. 2010 brought a new journey to the vibrant city of Bangkok where Thomas joined GOCO Hospitality, a consulting and operating company specialising in wellness hospitality, as a founding member and Group Director - Operations.

From 2010 to 2011 he found himself immersed in the perfect combination of operating and wellness when, when he took on the role of General Manager at SHA Wellness Clinic in Alicante, Spain.

With over 25 years of experience in the international luxury hotel industry he supports companies in their quest for greater employee and customer loyalty with his own company vision.

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TEAM PROFILES – BOARD



Alf WAGENZINK

Alf has a very dynamic CV throughout the world to grow his knowledge of various kitchen styles and hotel types. His career took him from small restaurants to finally head one of the largest F&B operations in Germany at the InterContinental Berlin.

He has seen the lean structure and learned the multi-tasking jobs of a chef in golf clubs, boutique hotels and French fine dining but also did run very large kitchen teams in resorts like the Sanur Beach in Bali and branded hotels with large banqueting spaces like the Sheraton Frankfurt or the Kempinski Budapest.

His believe in people and close monitoring of the youngest in the team made him win the recognized “Chef’s Trophy” 2016 as best educator in the field in Germany.

In 2017 he takes the decision to start his own venture and we are proud to have him as our culinary advisor on board.

PEARL
MANAGEMENT

TEAM PROFILE



Otar **BOKERIA**

Otar graduated from the Texas State University with a BBA in Finance and received his Master of Business Administration/MBA from the University of Buckingham. He holds various Diplomas in Strategy Planning and Development; Certificates in Business Modeling and Financial Analysis.

Otar is a strategic business development professional with over 10 years experience in various fields. Entrepreneur in spirit he has strong strategic and analytical vision. Otar started his career in banking industry where he managed multimillion portfolios of Georgia's leading corporations. His keen interest in strategic project management and business development skills led him to a lead role in one of the largest M&A deals in Georgian IT & telco industry. Otar later served as Head of Business Development for a Private Equity Company. Otar was widely involved in a 5-star hotel Development Project with its overall investment and development initiatives.

He joined the team of SolutionsHI Georgia in 2017 as an expert in Finance & Investments.

TEAM PROFILE



David KIKNADZE

David holds a Master's Degree in Project Management from the George Washington University; Diplomas and Certificates in General Management, Finance, Contracts Management, Negotiation and etc.

He is a dynamic, results oriented Project Management professional with more than 17 years of experience in various fields and companies. He has experience of executive work responsibilities (performance) in international and local Georgian companies alike, as well as for government authorities.

David was lead project manager in a 5 star Hilton-Tbilisi hotel development project, widely involved in areas covering project initiation, roll-out, team set-up and construction.

David has joined SolutionsHI in Georgia in 2017 as an Associate Partner with the clear target to expand company operations by allowing the company to provide a wider range of services and bringing solid leadership project knowledge to the team.

TEAM PROFILE



Elena **LEKHANOVA**

Elena has a degree in Business Administration from the State University of Commerce and Economics in Moscow, Russia. Later, she specialized in Foreign Trade in the Cesma Business School, Madrid, Spain.

In Russia, combining studies at the University at the age of 20 years, she began working as Director/Manager of a commercial establishment. Years later, she continued her career with a wholesale company with over 100 employees, as Head of Sales Department.

Since her incorporation in SolutionsHI in 2009, she is our main coordinator at our head office in Madrid.

EXTRACT OF PROJECTS



LOCATION

Berlin / Germany

CONCEPT

Luxury Boutique Hotel (new brand)

MILESTONES DELIVERED

- Negotiation during acquisition
- Take-over of operation
- Three year Interim Management support
- Sales & Marketing review
- Affiliation (Relais & Chateaux)
- Restructuring and new operational standards
- Refurbishment support



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EXTRACT OF PROJECTS



LOCATION

Berlin / Germany

CONCEPT

5 F&B outlets and ADLON Day SPA in building of luxury hotel in the very heart of Berlin which is currently managed by Kempinski

MILESTONES DELIVERED

- Continuous support to the management team (since 2008)
- Wine Outlet & Club launch
- Revised Sales & Marketing strategy
- New outlet developments (French Restaurant)
- Driving profit increase measures
- New budget and performance review system



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EXTRACT OF PROJECTS



LOCATION

Madrid / Spain

CONCEPT

Ancient guest house built in 1768 converted into a singular hotel of 27 rooms and a well-known restaurant in the area, La Antoñita

MILESTONES DELIVERED

- Market study
- Concept & project development
- Sales & Marketing strategy
- Supervision during the construction period
- 20-year Management Contract
- Concept based on the history of the city
- Restaurant concept for local food and wines
- Top 40 (of 4.000 in Madrid) in Tripadvisor



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EXTRACT OF PROJECTS



LOCATION

Madrid / Spain

CONCEPT

Travellers ancient guest house of the XVII th century converted into a boutique hotel of 17 rooms, restaurant and bar

MILESTONES DELIVERED

- Market research
- Development of the concept
- Project Management
- Sales & Marketing Strategy
- Consultancy services to the owner and team during the rehabilitation process
- Full pre-opening & opening management (2 years)
- Co-Management function in General Management, Revenue and Sales Management (since 2011)

EXTRACT OF PROJECTS



**PRINCIPE
FORTE DEI
MARMI**

LOCATION

Forte dei Marmi / Italy

CONCEPT

Luxury Boutique Hotel

MILESTONES DELIVERED

- Positioning and Financial Review
- Operational Review (Standards)
- Affiliation & Quality (Leading Hotels of the World) review
- Operational re-planning and profit analysis
- Training planning
- Sales & Marketing Review



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OF THE WORLD®



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EXTRACT OF PROJECTS



LOCATION

Heiligendamm/ Germany

CONCEPT

Luxury 5-star resort hotel in the Baltic Sea at the German coast & member of LHW

MILESTONES DELIVERED

- Market studies and positioning reviews
- Analysis of the Sales & Marketing status
- Feasibility study for expansion including the SPA and the residences
- Support during taking over of the management from Kempinski



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EXTRACT OF PROJECTS



LOCATION

Russia & CIS markets

CONCEPT

Exclusive consultant for IHG (InterContinental Hotels Group) for Russia and CIS market – mandatory for F&B concept / new openings

MILESTONES DELIVERED

- Concept and past performance F&B review
- Customer and Trend analysis in the Russian and CIS markets
- Market studies and positioning reviews for existing units
- Adaptation of global concept to the local market
- Creation of new manuals with the local teams
- Launch support to new hotels (3 openings in 2015/2016)



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EXTRACT OF PROJECTS



LOCATION

Mukhrani / Georgia

CONCEPT

Project Management to launch the hotel and gastronomical areas of the Chateau Mukhrani

MILESTONES DELIVERED

- Market studies and positioning reviews for all areas
- Analysis of different demand segments
- Operational structure review
- Detailed concept planning and international benchmark standards
- Strategic planning and launch support (since 2015 ongoing)



EXTRACT OF PROJECTS



LOCATION

Mallorca / Spain

CONCEPT

Luxury Hotel & SPA complex

MILESTONES DELIVERED

- Market review of the local luxury hotel market (2014-2015)
- Performance estimation
- FF&E standard review and brand benchmarking



EXTRACT OF PROJECTS



SHOTA
@RUSTAVELI
Boutique Hotel

LOCATION

Tbilisi / Georgia

CONCEPT

Boutique Hotel

MILESTONES DELIVERED

- Market study
- Concept & project development
- Sales & Marketing strategy
- Supervision during the construction period
- Project- & Opening Management Contract (opened January 2017)
- Concept of a modern style with clearly local features
- Handed-over in FEB 2017 with 9.7 booking.com rating and over budget performance on the books



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EXTRACT OF PROJECTS



LOCATION

Tbilisi / Georgia

CONCEPT

Design Hotel

MILESTONES DELIVERED

- Market study
- Concept & project development
- Sales & Marketing strategy
- Supervision during the construction period
- Pre-opening and Opening Management Contract
- Restaurant concept for surprising food entertainment and prime spirits
- Opened in May 2017; handed-over in February 2018 with 9.0 booking rating



EXTRACT OF PROJECTS



LOCATION

Prague/ Czech Republic

CONCEPT

Boutique Hotel & SPA / Upscale Living quarter (200+ units) and village concept

MILESTONES DELIVERED

- Market study & Positioning review
- Concept & project development for all (5) F&B outlets
- Sales & Marketing strategy in all areas
- SPA concept and logistics feedback
- Feasibility Study and work-force planning
- Infrastructure review for all village and hotel areas

EXTRACT OF PROJECTS

Dilijan Resort



LOCATION

Dilijan / Armenia

CONCEPT

Boutique Hotel & SPA

MILESTONES DELIVERED

- Market study & Positioning analysis
- Concept & project development with international design team
- Sales & Marketing strategy
- Restaurant & SPA concepts
- Feasibility planning
- Villa concept introduction



LET US GIVE YOU SOLUTIONS.

**Please contact us to get to know us & our
philosophy and request a personalized proposal**

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Developing unique hotels

Team of experts

**creating
added value**

innovative ideas

Knowledge

Partnerships

assuring succes