

HOTEL PROPERTY SPECIALISTS

Arabian Gulf

INCISIVE
STRATEGIES,
TOTAL CAPABILITY
AND A RESEARCH
LED APPROACH

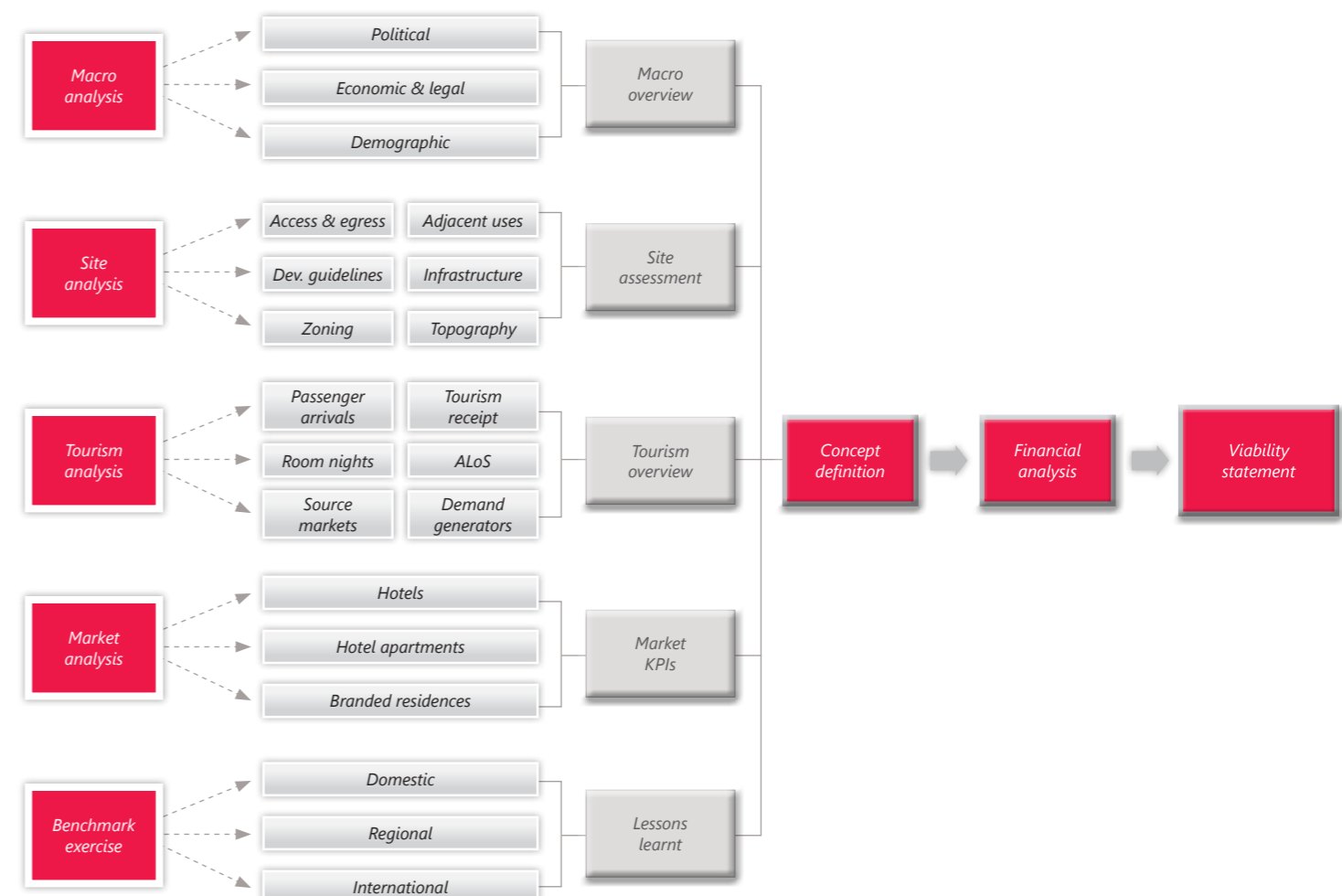
OUR SERVICES

Our hospitality real estate team is well versed to support you in pursuing your investment strategy as well as in developing hospitality and mixed-use real estate projects.

INVESTMENT	DEVELOPMENT CONSULTANCY	ASSET MANAGEMENT
OUR SERVICES		
<ul style="list-style-type: none"> • Investment strategy • Asset selection • Due diligence 	<ul style="list-style-type: none"> • Market entry strategies • Highest & best-use • Development recommendations • Financial feasibility 	<ul style="list-style-type: none"> • Valuations • Operator selection • Management contract negotiation • Lease negotiation

Consultancy process

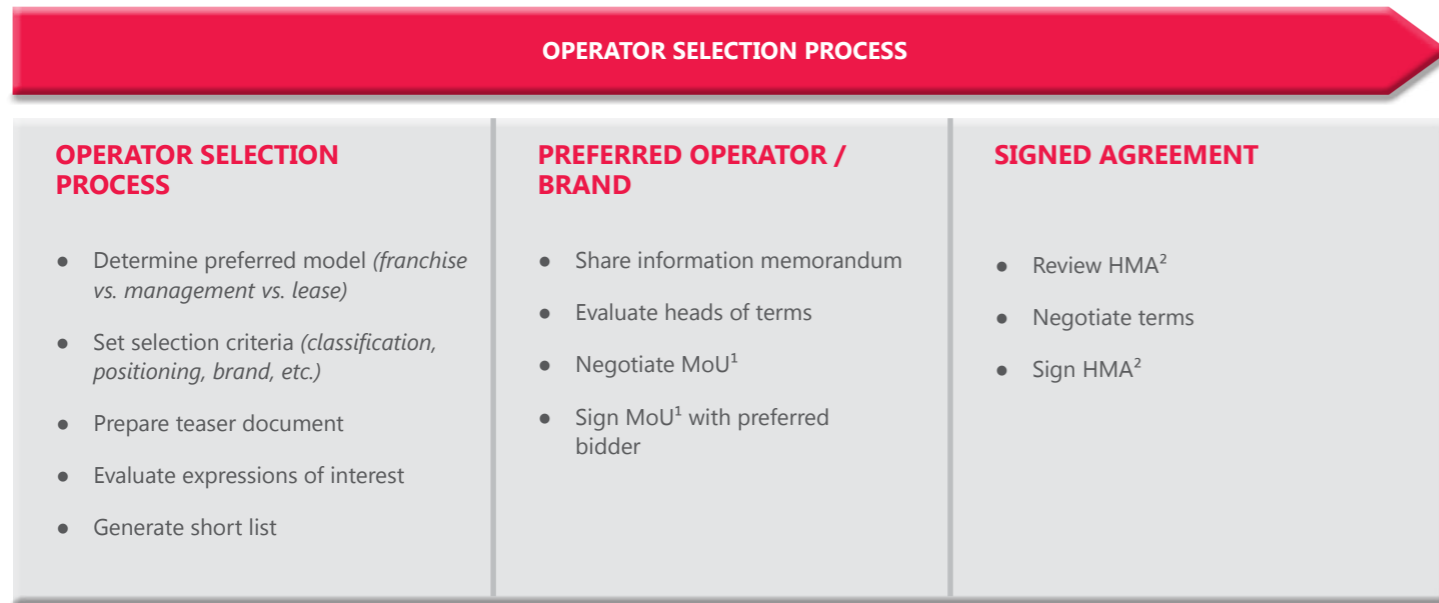
We provide development strategy recommendations for a wide range of hospitality and mixed-use real estate projects, typically advising on development mix, market positioning, and target markets. As such we ensure that the concept is aligned with the future market situation while maximising the owner's returns.



Operator selection process

Virtually all hotel management and franchise agreements are drafted by operators. Contracts are rarely transparent and as such do not tend to benefit the project owner or investor.

At Knight Frank, our professionals will assist in mitigating any potential pitfalls whilst aiming for fair reciprocity, resulting in a higher capital value for your property.



1) MoU: Memorandum of Understanding
2) HMA: Hotel Management Agreement

DETAILED MARKET ANALYSIS

The main focus here is on primary research. We undertake in-depth interviews with key industry experts to gain market intelligence relevant to your project. Interviews are commissioned with the likes of hotel general managers, airport representatives, developers of competing properties, cost consultants, municipal planners and tourism authorities.



OUR KNOWLEDGE-BASED APPROACH

Based on the project's location and our market findings we recommend a competitive market positioning for the project to minimise development risks and enhance returns.

Moreover, we recommend on the optimum mix in terms of number of keys by room type, room sizes, facilities and amenities.

If required, we can test a number of scenarios for the project including, but not limited to the following concepts:

- Branded residences
- Sale & leaseback
- Fractional ownership



The feasibility report, based on the co-developed concept between the client and Knight Frank, provides an independent and bankable document for the purpose of raising finance. This report comes with a return analysis per component including IRR, NPV, payback period and ROI. In addition, we run break-even and sensitivity analyses on key variables such as development cost, occupancy and average daily rates (ADR).

"The Knight Frank research team helped save millions and debunked our assumption and decisions to proceed with the project".

Roger Heong
Weatherford Real Estate
Manager

RESEARCH

We combine property and financial expertise to provide you with timely, accurate and relevant information. Our offices provide in-depth local market knowledge of the hospitality, commercial, residential and retail markets. We produce regular research reports and market insights which demonstrate real market knowledge.

OUR TRACK RECORD

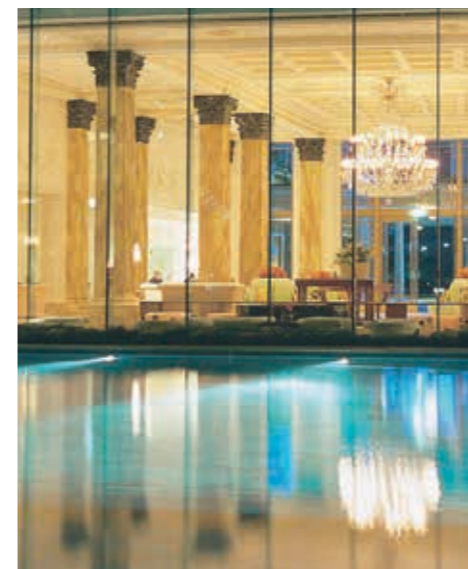


Beach Hotel Dubai Marina - UAE

The client owned a prime piece of beach-front land in Dubai Marina and was looking to develop an iconic hospitality development including hotel and serviced apartments.

Our role

In addition to recommendations pertaining to the facility and room mix/count, a fully-fledged financial feasibility assessment was conducted. This included sensitivity analyses on development costs, average rates and occupancy levels and was inclusive of hotel P&L and cash flow statements.



Yas Island Abu Dhabi – UAE

The Yas Island development is envisioned to become a vibrant mixed-use project including a residential and an office section, a retail strip along the water-side and a boutique hotel.

Our role

The client required advice on the project's development strategy as well as an assessment of the business case for each component.

D1 Tower & Palazzo Versace Dubai – UAE

The National Bank of Abu Dhabi requested us to carry out commercial due diligence to consider a finance package on two assets in Cultural Village, D1 Tower and Palazzo Versace.

Our role

We undertook a comprehensive review of the high end residential market on behalf of the client and benchmarked competing high end residential schemes.

Hotel Portfolio Review Dubai – UAE

The client owned a portfolio of hotels and required an understanding on whether the assets were performing on par relative to its competitive set, plus an overall review of asset and hotel operator performance.

Our role

Inspections and interviews were conducted to identify the hotel's KPIs. Deliverables included: property SWOT assessments, portfolio review, hotel lifecycle assessment and recommendations going forward.

Marina Zayed Abu Dhabi – UAE

Marina Zayed will be a world-class, mixed-use community, featuring state-of-the-art boating and marina facilities situated alongside diverse residential, retail, office and hotel uses.

Our role

Development strategy recommendations were provided as well as a professional opinion on the financial feasibility of the project.



**Pearl Dubai
Dubai – UAE**

Situated at the base of The Palm Jumeirah on a prominent circular site, Dubai Pearl will consist of office towers, high rise apartments, branded residences, six hotels and mall.

Our role

We were instructed to provide detailed valuation and consultancy advice on the value of the land. Details were provided on improvements, along with forecasts on potential selling prices for the residential elements.

**Mixed-use
Jeddah – KSA**

The client was looking to develop a tract of land located in the heart of the commercial district of Jeddah which was to include: high-end retail, residential, office, hotel and serviced apartment components.

Our role

After assessing the state of the relevant real estate sectors and the expected synergies between them, a number of development options were presented to the client, which took into consideration the site's development regulations and our market intelligence.

**Heart of Sharjah
Sharjah – UAE**

Located on the west side of Sharjah Creek, the project aims to link Sharjah's heritage areas, transforming it into a tourist and trade destination, whilst in accordance with the principles of sustainable development.

Our role

We provided market research and sector analyses covering: hospitality, retail, offices, residential and "heritage". Concept designs were reviewed taking into account: unit numbers and sizes, component mix, benchmarking and financial viability.

**Al Jabal Resort, The Chedi
Khorfakkan – UAE**

Scheduled for completion in 2015, this five-star development is located on a private bay and features a fort and 100 suites. The resort won the 'GCC Hospitality and Leisure Project of the Year' at the 5th annual Middle East Architect Award.

Our role

The client required a full-fledged financial feasibility study for the purpose of sourcing a suitable lending and/or equity partner.

**Project Aftaelqaat
Salalah – Oman**

A mixed-used development near Salalah in the Dhofar region of Oman. The project included residential villas, 2 five-star hotels, destination spa and golf course.

Our role

The highest and best-use of the plots were assessed. From this a development strategy was recommended that included a feasibility statement for the project.

**Yenkit
Muscat – Oman**

Located 25 km from Muscat this prime coastal site was originally envisioned as an integrated upmarket hotel mixed-use development featuring 3 hotels, residential villas, spa, golf course and club house.

Our role

In addition to assessing the overall financial feasibility, an ideal facility mix for the hospitality and leisure components were recommended. Moreover, premiums the residential component could derive from the hospitality brands and facilities were estimated.

**The Wave
Muscat – Oman**

A unique public and private venture between the Oman Government and the client. This mixed-use community comprises: luxury residential properties, retail, dining, marina and golf course.

Our role

Proposed components were reviewed and a repositioning of the hotels was suggested, resulting in a more diversified hospitality offering. The market segments covered by the respective hotels were defined and less conflicting, whilst a room count reduction was proposed enhancing profitability.

**One Bahrain
Manama – Bahrain**

Jumeirah was to operate the property and required a due diligence on the project owner. The project included a luxurious 50 storey tower, with furnished and freehold apartments, sky villas (with their own pools), marina and additional swimming pools.

Our role

The due diligence included a site appraisal, financial strength of the project owner and the reputation among its lenders, evidence of title to the land and other items related to development risk.

A PARTNERSHIP APPROACH

Knight Frank's four distinctive components comprise our global network, our independence, and our commercial and residential platforms. These set us apart from the competition.

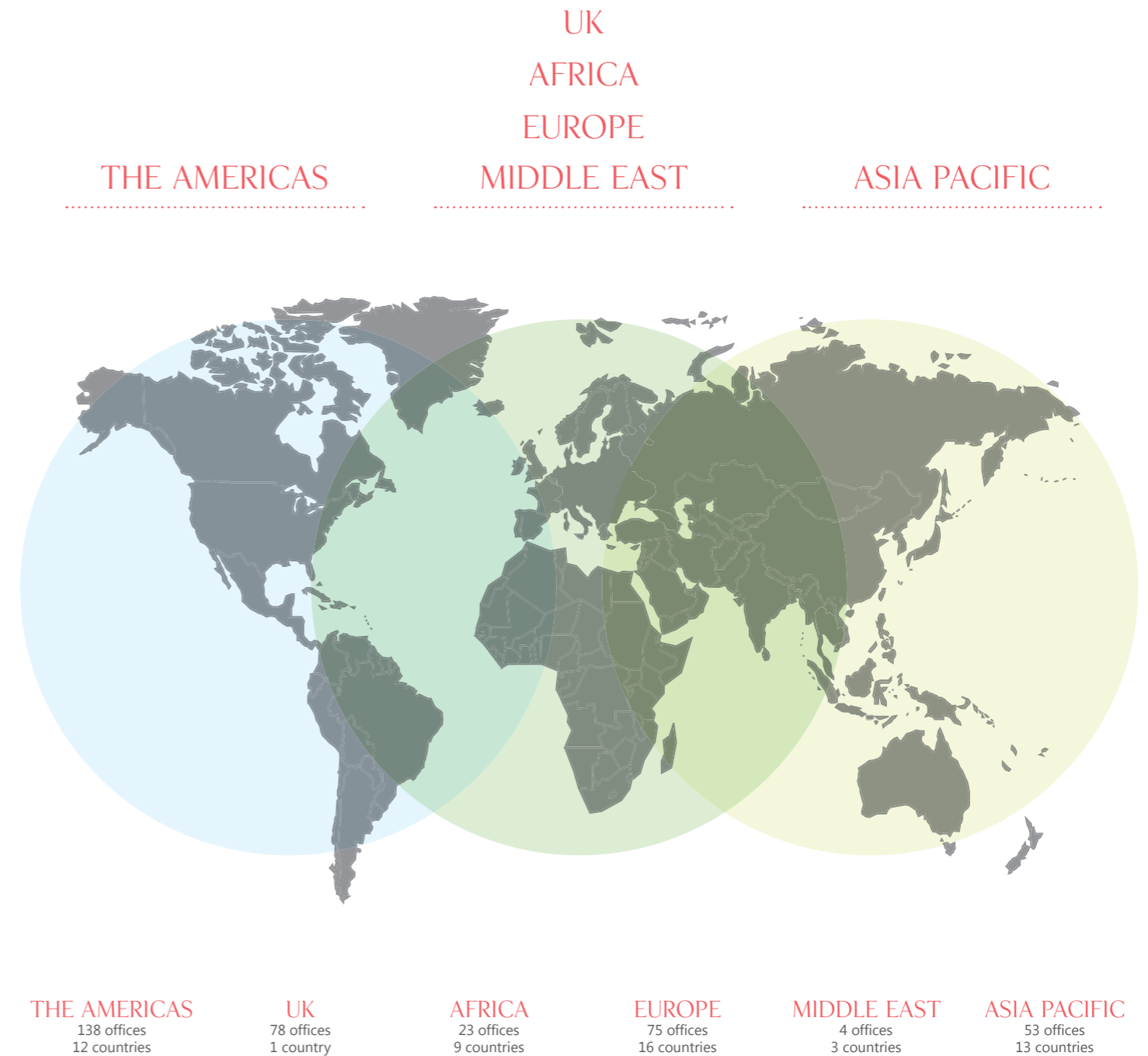
Together with our US alliance partners, Newmark Grubb Knight Frank we have grown to a group of over 12,500 property professionals, in more than 371 offices in 54 countries.

Being a partnership allows us to put our clients first, we focus on giving them the best advice and putting long term relationships ahead of short term wins. Trust and integrity are everything.

Working with private individuals, developers, investors, banks, corporate occupiers and public sector bodies we provide a range of agency, investment and professional consultancy services which are supported by our dedicated market research teams.

The combination of our people, research and technology has helped us grow our enviable track record and that is why clients come back to us for their property solution.

OVER
370
OFFICES
IN
55
COUNTRIES



OUR PEOPLE

Knight Frank employs professionals who are experts in their respective real estate sectors. Depending on the nature and scope of the assignment, the relevant expertise is brought in to the consulting team.

Further details are available on our website at knightFrank.ae



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