



Operator & Brand Selection

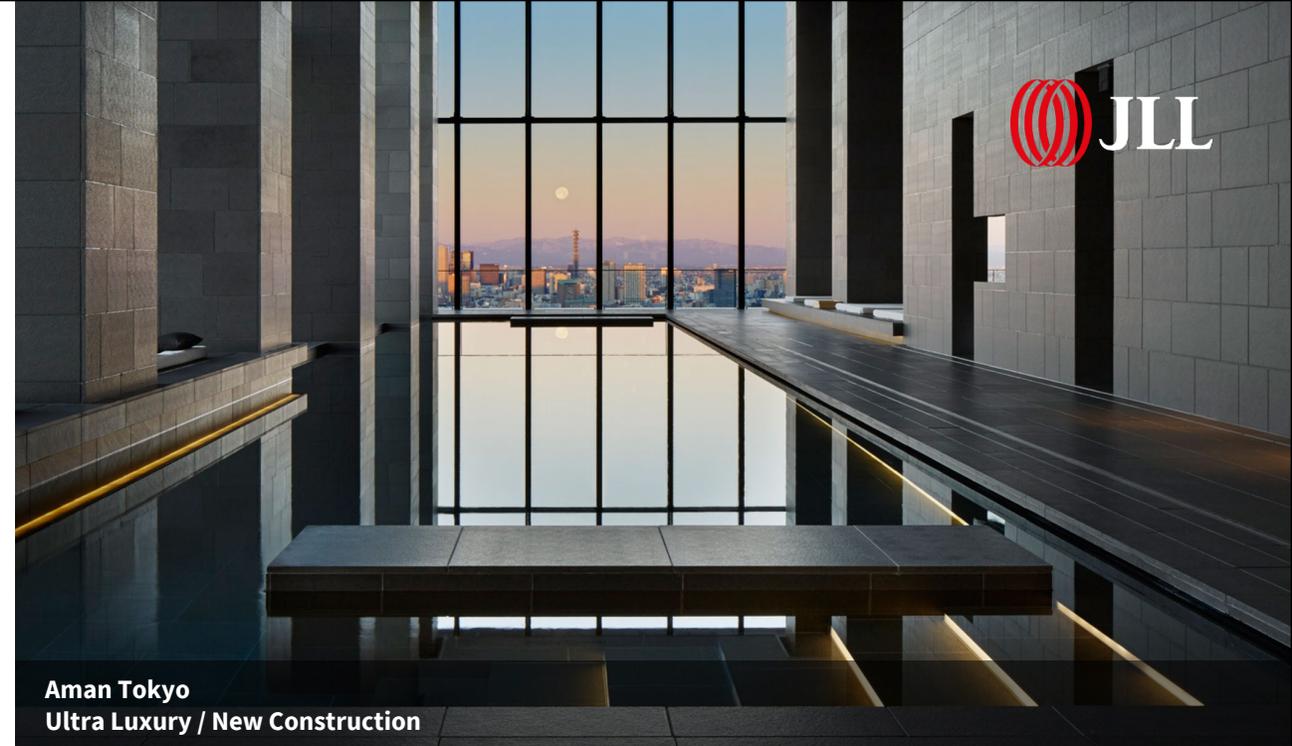
EMEA

JLL Hotels & Hospitality

Leading Hospitality advisor worldwide for over 30 years

Our hotel valuation, brokerage, asset management and consultancy services have helped more hotel investors, owners and operators achieve high returns on their assets than any other real estate advisor globally.

Our professionals are in constant communication with parties in all facets of the industry, including lenders, owners, brands, operators, legal experts, public and private entities, alongside domestic, regional and global capital, ensuring our clients are working with the most holistic, connected and experienced hotels advisory team in the world.



Aman Tokyo
Ultra Luxury / New Construction

JLL Hotels & Hospitality

350

Global hotels and
hospitality advisors

48

Global hotels and
hospitality offices

#1

Market share
worldwide 2021*

200+

Operator & brand
selection mandates**

7,350+

Advisory, valuation &
asset management
assignments**

* RCA rankings 2021

** over the last five years

Unparalleled in Operator & Brand Selection



Raffles Maldives Meradhoo
Resort / New Construction



JLL's track record

JLL as leading hospitality expert specializing in matching operators and brands with hotels, resorts and residences. Over the last five years, JLL has advised clients on 200+ operator & brand selection assignments worldwide.



Proven strategy in negotiating best terms

Our keen understanding of branding, franchising, management and lease structures allows us to deliver the ideal operator and brand on the best possible terms through a well-structured competitive process.



Extensive relationships with hotel operators / brands

JLL has built a very broad network of relationships with hotel operators and brands and has an in-depth knowledge of the brands, their performance, regional experience and loyalty programs as well as their strategy, criteria, and terms.



Deliver results that align with your strategy

As a global, multidisciplinary team, we work towards selecting a partner that aligns with client's long term strategic goals for the asset.

Unique platform

with global presence and local reach



Collaborative, global real estate operator selection platform, delivering strategic advice combined with realtime local market knowledge



Over 20 experts located in key global cities across the planet with the sole role of selecting the best suitable operators and brands of the most established players as well as new kids on the block



One dedicated, fully integrated operator and brand selection team with longstanding, strong relationships with key decision makers

Our Team

JLL Hotels & Hospitality has 350 dedicated Hospitality professionals in over 20 countries and 48 cities around the globe

The **Global Operator & Brand Selection team** is present in the most thriving destinations worldwide



EMEA region

A highly experienced and connected team you can trust



Heidi Schmidtke
Managing Director
EMEA



Greg Childs
Executive Vice President
London



Sandra Rubio
Executive Vice President
Spain + Portugal



Felix Balladur
Executive Vice President
France



Claudia Bisignani
Executive Vice President
Italy



Wayne Godwin
Executive Vice President
SSA



Aboudi Asali
Senior Vice President
MENA



Andreas Wurm
Senior Vice President
DACH + Benelux



Eva Castellani
Senior Vice President
France



Michele de Marco
Senior Vice President
Italy



Pauline Li
Vice President
UK



Anina Pira
Vice President
Spain + Portugal



Eva Ostermair
Vice President
DACH



Fiona Craw
Senior Associate
SSA

A dedicated, fully integrated group of experts **serving all corners of the EMEA region**

Unlocking value

through a holistic and strategic approach



Extensive Experience & Insights

- Dedicated operator & brand selection platform – sector specialist
- Undisputed global and regional track record
- Real-time market knowledge and expertise
- Extensive knowledge of leading operators and best practices



Targeted Marketing

- Robust branding / operating strategy in line with your objectives
- Real marketing strategies to unlock high opportunities
- Thoughtful, targeted and transparent marketing process



Holistic Approach

- Holistic approach from objectives setting to contract executions
- Risk-adjusted and well-informed decision-making process
- Main point of contact for owner, operator, lawyer and other stakeholders
- Thorough understanding of hotel operations, their dynamics and implications on contract negotiations
- Securing operator's (financial) commitment through key money, investment subsidiaries, guarantees structures, JV or equity interest, debt or credit enhancements etc.



Six Senses New York
Luxury / New Construction

The **selection** of the ideal operating partner and brand as well as the **negotiation** of the best contractual terms drive **profitability**, **value** and **liquidity** of the assets.

Experienced negotiators

supported by Global Data Intelligence and led by experienced JLL team members

Key considerations



The Chancery Rosewood London
Ultra Luxury / New Construction

Our research team has tracked **10,000+** hotel transactions since 2000. At JLL we house **24,000+** hotel profit and loss statements and **400+** operating agreements.

With these proprietary data points, we are able to benchmark commercial terms and asset management mechanisms and negotiate the most suitable deals for our clients.

EMEA region

Unparalleled Track Record



We have executed **100+ mandates** since 2010



EMEA region

Unparalleled Track Record



Mantis Masai Mara Kenya
Luxury / New construction

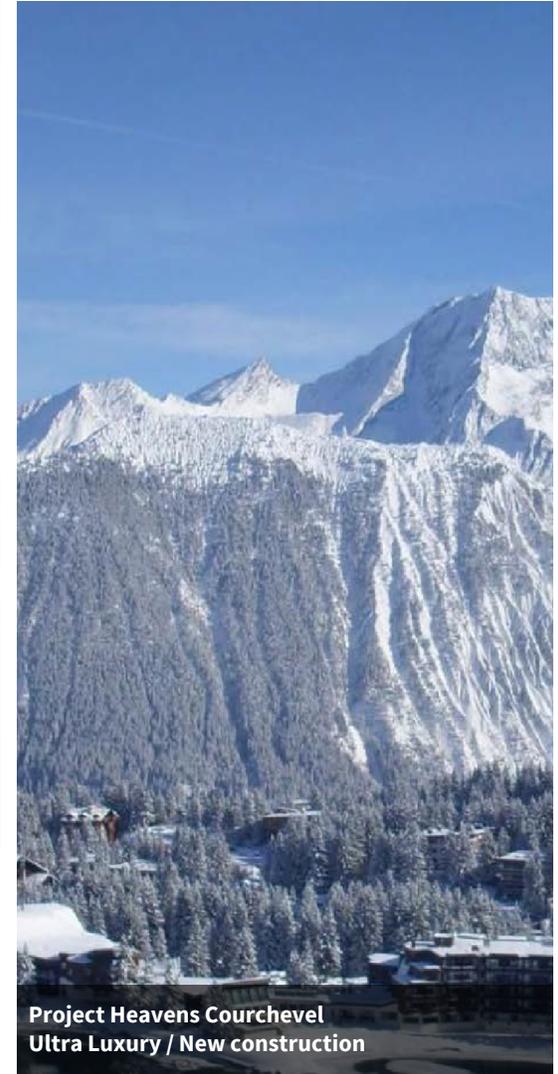


Andaz Amsterdam
Lifestyle Luxury / Rebranding



Kimpton and Hyatt House Frankfurt
Lifestyle Luxury and Serviced Apartments / New construction

We have **signed 21,900+** keys in EMEA region in the last 5 years



Project Heavens Courchevel
Ultra Luxury / New construction

EMEA region

Unparalleled Track Record



Park Hyatt Vienna
Ultra Luxury / Conversion



Steigenberger Wiltcher's Brussels
Luxury / Renovation

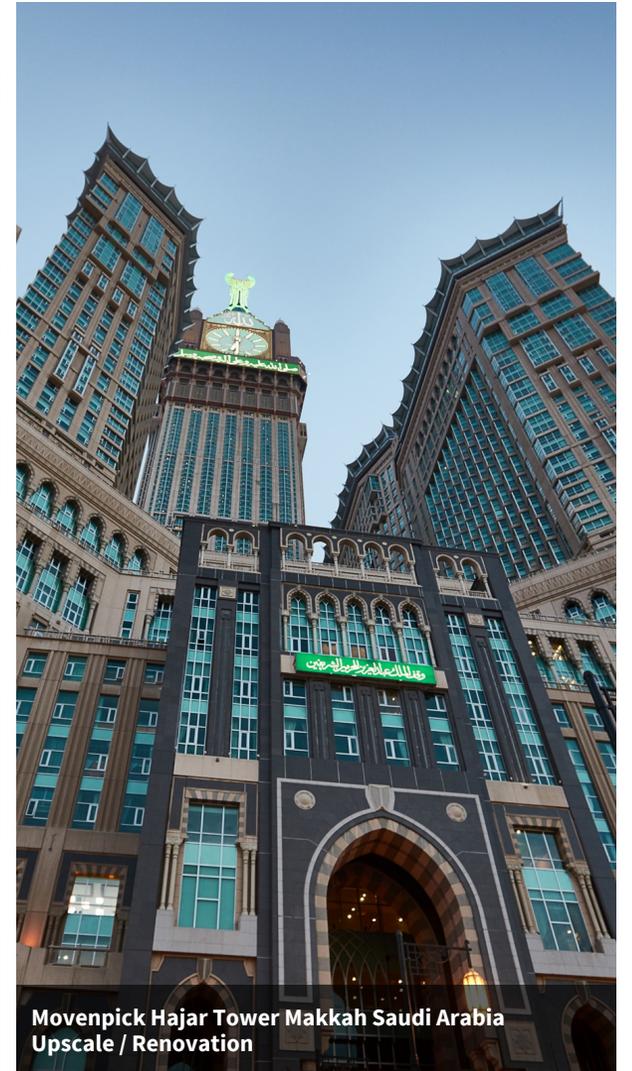
From classic urban city center hotels to high-end resorts through budget, lifestyle and luxury **concepts** – we know them all



Rocco Forte Hotel de Russie Rome
Ultra Luxury / Renovation



25hours Bikini Berlin
Lifestyle / Conversion



Movenpick Hajar Tower Makkah Saudi Arabia
Upscale / Renovation

EMEA region

Unparalleled Track Record



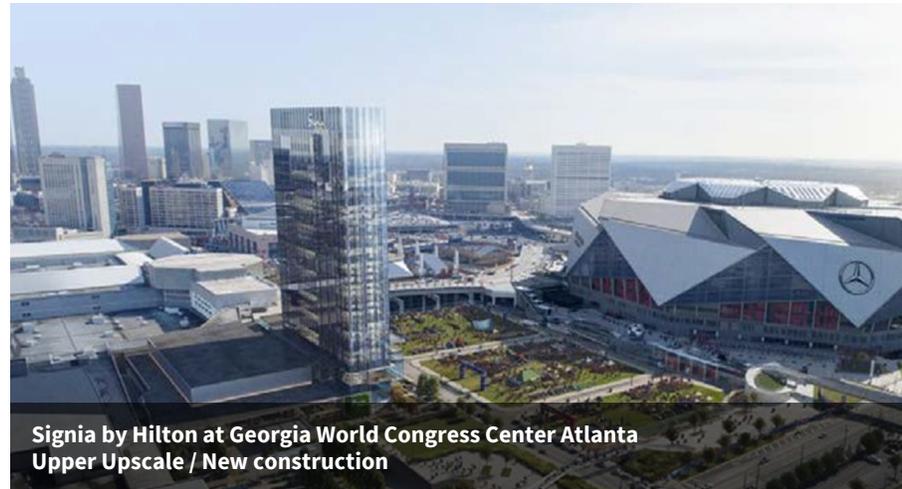
We have led negotiations with **all major operators & brands**



Americas



Tempo by Hilton at TSX Broadway New York
Upscale / New construction



Signia by Hilton at Georgia World Congress Center Atlanta
Upper Upscale / New construction



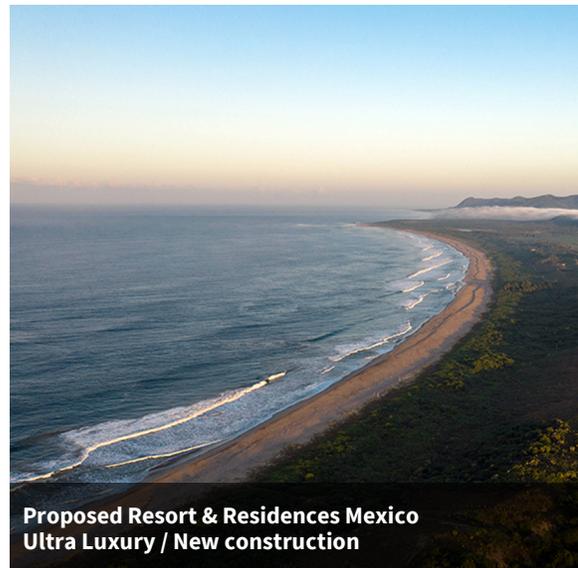
The Asbury / The Ocean Club Hotel Asbury Park New Jersey
Independent Lifestyle Luxury / Conversion



Kimpton Hotel Salt Lake City
Lifestyle Luxury / New construction



Proposed Hotel & Residences Nashville
Independent Lifestyle Luxury / New construction



Proposed Resort & Residences Mexico
Ultra Luxury / New construction



Proposed Resort & Residences Mexico
Lifestyle Luxury / New construction



Rosewood Hotel Bangkok
Luxury / New construction



Sheraton Beijing Lize
Upscale / New construction



Kimpton Kitalya Koh Samui
Luxury / New construction



Andaz Singapore
Luxury / New construction



Proposed Luxury Resort Bali
Luxury / New construction

Get in touch

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