



Big Four Launch Hotel Partners Africa

Four pre-eminent consultants to the hotel industry in Africa have joined forces to launch Hotel Partners Africa (HPA), a new consultancy offering a comprehensive range of services to hotel owners, operators and investors, from initial feasibility to sale and exit.

The consultants are: W Hospitality Group, an award-winning hospitality consultancy based in West Africa, which has advised on over 3,000 projects, Leisure Property Services, a leader in hospitality valuations and transactions, whose founder has been instrumental in over €30 billion of hotel transactions and has written an acclaimed book on hotel valuation, Hotel Spec, a South Africa-based hospitality development manager and procurement agent with over 20 years' experience bringing new developments to completion and Vernon Page, a global expert with a 15 year track record in asset management and the procurement of finance for hospitality projects.

Hotel Partners Africa offers unparalleled advice and a seamless service throughout the lifecycle of a hotel venture in Africa, covering feasibility & market studies, sourcing funding & finance, development management, procurement, asset management and sales.

The founders bring a potent set of credentials and collectively have: won Ai Tourism Investment Advisor of the Year (2008 and 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, and valued and sold numerous properties.

The combined client list includes many of the biggest names in the hospitality industry in Africa: 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 has been a natural evolution of the founding partners, Trevor Ward, Mark Martinovic, David Harper and Vernon Page, who have often worked together on different aspects of a client's business and have observed an increasing appetite for a complete turn-key solution.

HPA, Director, Vernon Page said: "Africa has conspicuously lacked a professional, integrated, complete-solutions provider with the credentials to provide a seamless advisory service throughout the lifecycle of a hotel project. By creating this 'one-stop shop', Hotel Partners Africa is filling that gap in the market. Our aim is to build long-standing relationships with major players, particularly the hotel chains, developers, fund managers, contractors and property owners and to provide them with a comprehensive and highly proactive service."

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Further Information

HPA is also releasing a **report on the state of the hotel development pipeline in Africa** under embargo until 5th March. For further information, including interviews at IHIF in Berlin and high resolution images, please contact: David Tarsh on +44 (0) 20 7602 5262, +44 (0) 7770 816 070 or email: David@Tarsh.com.