

HMA

Hospitality
Management
Advisory



Preserving and maximising stakeholder worth



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ABOUT US



Our Director, Ivor McBurney, has worked in the Hospitality Industry for 30+ years across 4 continents in both operator and ownership environments. Prior to moving to the Middle East in the late 1990's, he worked in the UK, US and Europe in a wide range of finance positions for Hilton Worldwide at unit, regional, area and corporate office levels.

From 2000 to 2005, Ivor was Finance Director – Middle East for Hilton as the regional portfolio expanded from 18 to 35 hotels. Subsequently, he spearheaded the expansion effort for Hilton as VP Development with the brands represented in the Middle East expanding from 2 to 5 and 20+ additions to the development pipeline.

In 2010, he joined Kingdom Hotel Investment as VP Development Finance leading that function on a US \$ 1bn Development program that resulted in 6 luxury and upper upscale hotels with residential and commercial real estate components across Middle East, Africa and Asia.

From 2015 to 2020, Ivor was SVP – Asset and Development Finance where, in addition to being Asset Manager of 9 hotels across the Middle East and Africa, he supervised Risk Management activities and was responsible for the financial oversight of major capital expenditure projects for the company.

His range and depth of experience across multiple geographical locations of the business in both operator and ownership environments is unparalleled. He is frequently consulted as an industry expert to advise owner and operator management teams.

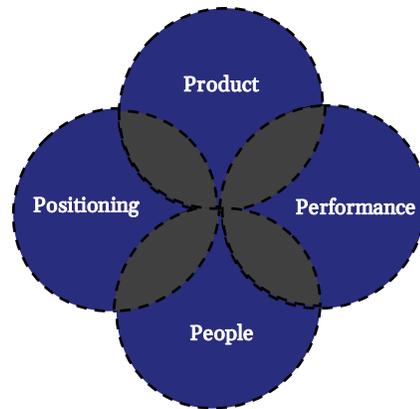
We provide Asset and Risk Management services to a range of clients with hotels in the luxury and upscale sectors in Europe, UK, Middle East and Indian Ocean.

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OUR APPROACH

As Hotel Management Companies have moved to an asset-light business model and become brand rather than investor focused, their strategies and priorities have clearly changed.

At HMA, we seek to understand an Owner's ultimate goals and objectives and translate these into Operator deliverables by meaningful and measured targets focused on 4 key metrics.



With our in-depth knowledge of both Operator and Owner perspectives, we are uniquely equipped to navigate through the challenges in this relationship to achieve positive outcomes.

We provide client centric and situation specific advice in an independent and impartial manner.

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OUR SERVICES

Asset Management:

Asset Management Services

We deliver solutions to the complete range of Owner interests including performance enhancement, operator due diligence checks, budget reviews and pre & post spend capex reviews, all supported by regular property specific analytical reports and updates.

Operator Engagement

Working closely with the Owners team from the outset, we lead the process through project scoping, market and financial studies and the Operator contracting process to management agreement execution.

Development, Construction & Pre-Operational Planning

Starting at the definition of the space program and facility set, we engage closely with the project team to deliver an effective product within agreed budget costs and timelines.

Through the pre-operational phase we monitor and confirm the Operator's strategies, plans and budgets ensuring that commencement of operations is delivered in an efficient and cost-conscious manner.

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OUR SERVICES

Risk Management:

Operational Risk Evaluation

Most operators maintain generic PPP templates for use in times of turbulent trading however rarely are they truly tested. We work with the operator and stress test the plans and the hotel team's ability to implement them in advance against specific event scenarios.

Insurance Portfolio Evaluation

Conducted typically annually, prior to the renewal of insurance cover, this matches proposed terms and covers to loss history and risk inspections using Risk Matrixes and Heat Maps. Objective is to ensure that the renewal terms meet the needs of the business with the most cost-effective conditions of cover.

Operational Risk Management

Taking the holistic approach of ERM, we develop and instil an organisational consciousness to the benefits of an active culture of risk management within the ethos of the company or business.

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