



## Bavaria Hotels International

### **Bavaria Hotels International – Developing Partnerships for the Future**

#### **Selecting a Management Company to meet long term Owner Objectives**

*October 2007:* **Bavaria Hotels International** is an established dynamic German hotel company, with the vision to become one of the leading specialists for profitable planning, development and management of hotels worldwide. More than a management company, Bavaria Hotels International partners with owner/developers from a very early stage in the hotel construction to ensure delivery of a premium product to benefit owners, operators and guests.

Responsible for global business operations and development Thomas H F Gertz is the driving force behind BHI and its guiding principles. With over 20 years experience in international hospitality, much of it in the region, and several years of owner/developer relations, he is responsible for the development of the largest all-suite hotels in the Middle East, North Africa and European region, the 2,100 suite hotel, ***Bavaria Executive Suites Dubai***, plus ***Bavaria Executive Suites Sharjah*** and ***Bavaria Corniche Hotel Sharjah***, as well as a number of ongoing discussions to manage several developments of similar scale in the Middle East and Asia.

For the owner/developer of a large scale tourism project, selection of a partner to manage and operate the development is key to long term success. According to Mr Gertz, there are several key issues to be addressed in this process:-

“There are many successful international, regional and even local hotel management companies with exemplary track records in the management of successful tourism projects. Selecting the right one for your particular



## Bavaria Hotels International

project can be confusing and possibly disastrous if mistakes are made in the early stages. Management companies are often selected on the basis of a strong brand name alone, but the appropriateness of the existing brands for the property should also be considered, as well as services offered by the management company, previous performance, technical and service fees and so on.

As more regional investors emerge, there are also increasing cultural considerations and often differing long term objectives. A management company should therefore be able to demonstrate sensitivity and responsiveness to the goals of owners and developers in the region, be flexible in the negotiation of contractual agreements, and understand the performance objectives required by the owner.

For example, in the Middle East, social and family relationships are of high importance when conducting business; the development of a tourism project may have more to do with providing local employment or 'giving back' to the community than short term profit objectives. A management company therefore needs to understand and share common philosophies for long term agreements to succeed.

Companies operating in the Middle East should be cognizant of Islamic laws and customs, which may translate into a hotel not serving alcohol or having live music but this should not be seen as having a negative impact; an owner/developer should find out if potential operators have prior experience in the development and management of such hotels, if these operational policies are addressed in a positive way and whether the



## Bavaria Hotels International

marketing strategy is flexible enough to seek out new markets or overcome perceived objections from traditional markets.

It is therefore of paramount importance that owners identify their own principles and objectives, clearly discuss them with potential partners and select a company who shares and understands their driving principles.”

Upon the recent signing of a management contract with Bavaria Hotels International to develop and operate a new all-suite property under the Executive Suites brand in Sharjah, Mr Nadir Badruddin, Chairman of Doha Real Estate Company explained his choice of partner:

“There are many international and regional hotel operators offering management services, but we selected BHI for its combination of European quality and hospitality expertise combined with an in-depth understanding of regional cultures as well as its flexibility to incorporate the individual identity and character of each of the properties it operates. This is more than a management agreement; it is a partnership between owner/developer and developer/operator, where the management company actually offers underlying minimum performance guarantees and demonstrates a cultural understanding of our long term business principles. We are experienced in construction and management of differing projects, but for our hospitality developments we required an operator who could also offer technical expertise and guidance in the early stages to ensure costly mistakes were not made. BHI offers exactly what we need.”

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### **Notes for the Editor:-**

#### **About Bavaria Hotels International**

**Bavaria Hotels International** is an established German Hotel Company with headquarters in Munich, Germany, specializing in the development and management of hotels and resorts.

***Bavaria Executive Suites Dubai*** operated by **Bavaria Hotels International**, will be the largest all-suite hotel in the Middle East, North Africa and European region with 2,100 luxury designer suites, multi-purpose meeting rooms for up to 1000, offices and extensive business centre, plus an Angsana Spa, Kid's Club and two fitness clubs, strategically located on Sheikh Zayed Road within the Dubai Technology and Media Free Zone, minutes from the Jumeirah beaches, world-class golf courses and newly opened luxury shopping malls.

***Bavaria Executive Suites Sharjah***, is under construction just minutes from Dubai International Airport, and will incorporate the Bavaria Hotels International brands *Café Haus*, *Lifestyle Fitness* with two roof top pools, *Personal Assistant* and *Business Club*, in addition to spa and meetings facilities. The project consists of 20 guest floors, plus Penthouse and Health Club floor. With a strong technical and IT infrastructure, **Bavaria Executive Suites Sharjah** will deliver the ultimate high performance living and working environment.

***Bavaria Corniche Hotel Sharjah*** belongs to the Bavaria City Hotel brand portfolio of **Bavaria Hotels International** and will offer excellent leisure facilities located in a prime centre, catering for both companies and individuals.

Additional projects will be announced shortly in the Middle East and Asia.

For further information, please visit [www.bhihotels.com](http://www.bhihotels.com)

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