

Conference

Spotlight Hotel Investment Poland

Room for development!

2 June 2014, Golden Tulip Warsaw

Do hotels offer a promising alternative to traditional real estate developments and investments? This conference brings together investors, developers, hotel chains and finance providers to discuss the facts of entering the market, developing, financing, managing and selling hotel projects. Participants will benefit from both strategic insights and exceptional networking opportunities.

10:30 **Registration**

11:00 **Polish Hotel Market – Introduction**

- The socio-economic and political background – impact on hospitality and tourism.
- Hotel market in Poland – new projects, occupancy, rates, etc.
- Is Poland a homogeneous market – hotel and tourism map of Poland.
- Who stays in Polish hotels – trends, threats and prospects.
- The MICE market in Poland.

12:00 **Development Session**

- What and how to build to maximize return and minimize the risk.
- Means to ensure long term flexibility in use of a hotel project.
- Construction cost of hotel project in comparison with residential and office projects.
- Conversion – hotels in old office and industrial buildings.
- Mixed-use projects – hotels by shopping centres, railway station and office parks. Possible synergies?

13:00 **Networking buffet lunch**

14:00

Chain Session

- Development plans of hotel chains in Poland and CEE. New concepts, new chains, new trends.
- Is Polish market ready for new products such as Kempinski, Raffles or Four Seasons?
- What are the different types of management contracts, how do chains adjust to developers' and financial institutions' expectations.
- Franchise vs. affiliation agreement.

15:15

Coffee break

15:45

Investment Session

- Hotel investment introduction – yields, contract forms and guarantees, who are the investors, what are they looking for?
- Prospects for the market – will there be more transactions?
- When earning in PLN and paying rent in EUR – how do you hedge against the F/X risk?
- Why don't Polish funds invest in hotel projects? What would encourage them?
- What role does an operator or a franchisor play in maximizing ROI?
- DEVELOPMENT ROAD MAP – What are the key steps to ensuring a smooth journey from business plan to operating and beyond?

16:45

Financing Session

- Financing for hotel development projects – who is on the market, what requirements should we expect in terms of LTV, DSCR, margins, products?
- Accessibility of financing for investors interested in purchasing existing projects.
- There are more and more investors buying with equity – in longer term, will that restrain the banks from dictating terms?
- What projects would banks like to see in their portfolios – in terms of location, size, type of agreement, etc.

18:00

Networking express

19:00

Cocktail party