



## CAPABILITY PROFILE

UHL Hospitality is a highly experienced independent specialist firm of consultants to the hospitality industry. UHL is an accredited hotel and hospitality development strategy consultant in Asia Pacific. We provide fast response comprehensive services to developers and owners of hotel and resort projects that are backed by substantial experience and know-how.

Your major benefit by us working with you on your hospitality sector investment is securing maximum earning capacity and reducing operating costs while gaining growth potential.

Because our extensive industry background puts us unequivocally as a foremost accredited hotels and hospitality development strategist group in Australia you can be confident in utilizing our expertise for new ventures or existing operations.

UHL, unlike many consultants and advisors, actually has operational, human capital selection and training, pre-opening and capital development experience. This is evidenced throughout the capability statement and with the caliber, experience and resumes of the UHL Associates. UHL holds a CHIA Certificate (Certificate in Hotel Industry Analytics).

## UHL Hospitality – Capability Profile (continued)

### Services – it's about expertise & solid track record experience

The scope of our value to you includes:

- Market Research
- Development of an Operating Philosophy
- Preliminary Feasibility Studies and Reports
- Hotel Operator Selection
- Marketing Franchisor Selection
- Hotel Pre-opening Services
- Management and Franchise Agreement Negotiation
- Owner Representation
- Silent Hotel Inspections
- Hotel Management Services
- Franchise Management Service
- Redevelopment and Conversions
- Hotel Development Services & Hospitality Project Management
- Management Contract Vs Franchise
- Project Management Support
- Furniture, Fixtures & Equipment (F F & E) Procurement Consulting
- Design Briefing
- International Branding Compliance
- Operational/Financial/Energy Audits
- Asset Management
- Communications, IT & Hospitality Technology advice
- Energy Management Services advice
- Specialist Back-of-House and Front-of-House design services

### Leading by Example – Meet the Team

**Andreas Pilz** has more than 50 years' experience working in the hotel industry in Australia, Asia and Europe, starting with Hilton in Berlin. He was on the opening team of the Wentworth Hotel in Sydney and opened the Wentworth Melbourne (now Sofitel). He founded his independent hospitality company JBA Hospitality in Australia with 11 international offices in 1980 to develop the company as the largest hospitality services company in the Southern Hemisphere. It merged with a leading US based company in the early 1990's. He began his own international hospitality company 30 years ago and has advised clients such as Accor France, Savoy Hotel Group, Holiday Inn, Marriott, IHG, Greenwood Whitley Brewery, De Vere Hotels, Stakis Inns and ITT Sheraton. In Australia he has been actively involved in a wide range of hospitality assignments.

#### UHL Hospitality – Capability Profile (continued)

Andreas' key strengths include advising hotel project developers on how to best maximize their returns and in conducting operational design briefs to enhance financial viability.

**Chris Kogler** (Project Assessment and Feasibility) has been involved in the property industry since 1978 and brings this experience to UHL in the role of Project Research, Assessment, Feasibility, Valuation and Project Management. As a Registered Valuer in Australia since 1984 and having operated his own Project Management firm from 1992, Chris also widened his interest in Hospitality by specializing in this field since 2002. Chris holds a CHIA certificate (Certificate in Hotel Industry Analytics).

**Richmond Paynter** has been involved in property development and construction in NZ for more than 25 years. In 1980 he purchased the family building business, and is a public company since 1986. He has been instrumental in the development and construction of projects, including Edgewater Resort – Hotel, Wanaka.

## UHL Hospitality – Capability Profile (continued)

### **How we work for you – Strategic Planning**

Every project has its individual characteristics and peculiarities, so we approach your property's investment goals with a focus on what you are seeking to achieve, not what's convenient for us. Your needs always come first. Hereunder we explain generally how we go about our work, depending of course on the individual assignment.

### **Preliminary Market Studies**

We determine base parameters of the location, project site, competition and demand analysis. Assessing guest facility requirements and efficient internal layout are critical factors needed for the success of your development.

### **Hotel Management Company Recommendations and Selection**

We evaluate brand awareness, distribution methods and sales effectiveness in the key feeder markets then review fee structures, contract conditions and whether the operator is appropriate for the development.

We prepare appropriate requests for proposals to hotel management companies. We determine potential hotel operators based on hotel positioning, requirements and capabilities.

We provide a high level of support to owner in management agreement negotiations. This covers fee structures, terms and conditions, roles and responsibilities undertakings, inducements, and conditions of termination. We then work in parallel with Hospitality Lawyers to finalize formal agreements.

### **Managed Investment Act**

This encompasses guidelines in Strata Hotel Developments.

### **Facility Components**

#### ***Accommodation***

We provide the brief and/or input to architects into the number and size of accommodation units appropriate for the development, including internal layout and guest facilities. Room configuration and design to be based on target market expectations.

#### ***Food and Beverage***

We provide input into the type and theme of the food and beverage facilities to be provided for the hotel or resort based on sound practices and market information. This includes the food & beverage briefs to the designers and working closely with the designers to ensure that the intent of the design is realized.

### ***Back-of-House***

Working closely with architects we ensure back-of-house facilities are adequate for the hotel operator to provide expected level of service, and layout provides a cost-effective operation.

### ***Design Layout***

By working with the interior designers and appointed consultants we help achieve sensible, efficient, comfortable and operationally sound layouts that reflect the design statement. We also undertake kitchen and laundry layout reviews.

### **Pre-Opening Support**

- Acting as the principal interface between the owner and manager during the planning and preparation activities we perform regular reviews of progress and ensure that agreed timelines and budgets are met.
- We review management company budgets, executive staff and employee selection.
- It's essential we ensure pre-opening marketing activities undertaken by the operator are appropriate and will give the required exposure necessary under the circumstances.

### **Preparation of Hotel Operating Equipment Lists**

We prepare in conjunction with hotel manager detailed hotel operating equipment lists for purchasing all hotel operating equipment such as televisions, guestroom safes, kitchen utensils, linen, loose furniture, etc. Ensuring the owner achieves optimum pricing, service and warranties are what exceptional client service is all about.

### **Communications, IT & Hospitality Technology**

This requires us to assess the IT and communications infrastructure needs of the property and assist in the sourcing and evaluation of the latest products and services available.

### **Product Positioning Reviews**

We determine the appropriate positioning of the hotel in terms of facility, amenities, service level, competition and pricing.

### **Competitive Analysis**



We review the current and potential competitive set, evaluation strengths and weaknesses and identifying market gaps and opportunities.

UHL Hospitality – Capability Profile (continued)

### **Owner Representation**

UHL can provide you with a valuable service in monitoring and reporting on the trading efficiency of the hotel. This service is important, particularly when the management company has been engaged to operate a property. *We protect the owner's interests.*

### **Management Contract vs Franchise?**

Should an owner consider a full service Management Contract or enter into a Marketing Franchise Agreement, UHL can explain the benefits and shortcomings of each type of agreement and how they impact the operating results of your investment. UHL will use its extensive practical experience with both agreements to provide advice on the best options to meet your specific goals.

## UHL Hospitality – Capability Profile (continued)

### Our Track Record of Service

#### Australia

116 Miller St, North Sydney, NSW (Hotel Development)  
TRYP by Wyndham, Southport, Gold Coast, QLD  
Byron Bay Hotel, 106 Johnson St, NSW  
Imperial Square Hotel, Southport, QLD  
Sea Caloundra, QLD  
The Westin Coolum Resort & Spa, Coolum, QLD  
4 Point by Sheraton, Sydney Central Park, NSW  
Aloft by 'W' Starwood, Adelaide, SA  
Byron Bay Development, QLD  
Imperial City Southport, QLD  
4 Point by Sheraton, Brisbane, QLD  
Adelaide Airport Hotel, SA  
Boutique Hotel, Surfers Paradise, QLD  
Felicity Hotel Mary Street, Brisbane, QLD  
Mission Beach Spa Resort, QLD  
Colvid, Melbourne, VIC  
Azzura Corporation / Construction, QLD  
Keppel Bay Marina Resort, QLD  
Royal Pines Resort, Gold Coast, QLD  
Azzura Greens, Hope Island, QLD  
Elston Grandsurf, Surfers Paradise, QLD  
Shores, Port Macquarie, NSW  
Hervey Bay Hotel, Hervey Bay, QLD  
Ramada Plaza Seaview, Townsville, QLD  
Ramada Resort, Gold Coast, QLD  
Orana Residential Resort, Townsville, QLD  
Metro Group, Australia  
Aquatic Resort, Tweed Heads, NSW  
Dubbo International Hotel, NSW  
Ramada Resort, Hervey Bay, QLD  
Silverwater Resort, San Remo, VIC  
Greenway Suites, Canberra,  
Mean Fiddlers, Windsor, NSW  
Pradella Group, Brisbane, QLD  
Crown Plaza, Royal Pines Resort, QLD  
Tropicana Inn, Broome, NT  
Metro MI Hotel, Maroochydore, QLD  
Grand Hotel, Gladstone, QLD  
Australian Hotel, Townsville, QLD  
Sunset Cove, Adelaide, SA  
Prestige Resort Developments, Cairns, QLD  
Riverway Apartments, Thuringowa, QLD  
Palm Chalet, Magnetic Island, QLD  
Metropole Hotel, Townsville, QLD  
Bluecare – Suncoast / Hinterland Region, QLD  
Batemans Bay Hospitality Development, QLD  
Smart Property Group Hotels & Resorts  
Lake Hume Resort Albury, NSW

## UHL Hospitality – Capability Profile (continued)

### Australia (continued)

Centrepont, Mackay, QLD  
 Prince Consort Hotel, Brisbane, QLD  
 Ramada, Ballina, NSW  
 Beachside Apartments, Ballina, NSW  
 Reed Cover Resort, Cairns, QLD  
 Coolangatta Resort, NSW  
 Ramada Riverside Apartments, Ballina, NSW  
 Lewis Land Corporation  
 Rockingham Resort, Perth, WA  
 Ephraim Island, Gold Coast, QLD  
 Ramada Pelican Waters (Golf), QLD  
 Windsor International, BNE  
 Virginia Palms International, BNE  
 Cabarita Beach, Northern NSW  
 St Bees Island, QLD  
 Lakeside, The Entrance, NSW  
 Ipswich, CBD, QLD  
 Mackay, CBD, QLD  
 Country Heritage Hotel, Bowral, NSW  
 Oyster Cover Golf Resort Hotel, GC, QLD  
 Riverfront, Fremantle, WA  
 Broadwater Hotel, Gold Coast, QLD  
 Darling Harbour, Sydney, NSW  
 Hope Island Resort, Gold Coast, QLD  
 Holiday Inn Hope Island, Gold Coast, QLD  
 Rainbow Shores, Fraser Island, QLD  
 Jessica Haven Resort, Sun. Coast, QLD  
 Harbour Cove Marina Resort, GC, QLD  
 Brisbane Cruise Port Development, QLD  
 Cypress Gardens, Surfers Paradise, QLD  
 Francis Street, Sydney, NSW  
 King Edward Towers, Brisbane, QLD  
 Regency Esplanade, Cairns, QLD  
 Heritage Lodge, Hervey Bay, QLD  
 Coomera Waters Village Resort, QLD  
 Oasis Apartments, Hervey Bay, QLD  
 Whitsunday Village, Airlie Beach, QLD  
 Hamilton Island, QLD  
 Day Dream Island, QLD  
 Gold Coast International, Surfers Paradise, QLD  
 Ocean Lodge Broome, NT  
 Joondalup Resort Hotel, WA  
 Vines Resort Hotel  
 Mindarie Keys Resort, WA  
 Broadwater Resort Busselton  
 Elephant & Wheelbarrow, Melb., Syd., Brisb  
 Bride O'Reillys, Melbourne, VIC  
 Rorke's Drift Bar & Café, Darwin, NT  
 Rosie O'Grady's Fremantle, WA  
 Sheraton 4 Point Portofino, Hope Island, QLD



## UHL Hospitality – Capability Profile (continued)

### **New Zealand:**

Remarkables Park, Queenstown, NZ  
Lake Takepo Resort, NZ  
Woodsmill Hotel Dev., Christchurch NZ  
Peterborough Hotel Dev, Christchurch NZ  
McArthur Ridge, NZ  
The Stadium Hotel, Auckland, NZ  
The Perron Group, NZ  
Queenstown, Bendemeer, NZ  
Albert Street Hotel, Auckland NZ  
Norwich Properties, Auckland NZ  
Hyatt Auckland, NZ  
Pradella Auckland, NZ  
Pradella, Wellington, NZ  
Timaru, NZ  
Sheraton, Auckland NZ  
Huntley Lodge, Christchurch NZ  
Sofitel, Queenstown NZ

### **Middle East:**

Sheraton Group  
Oberoi Group  
Hilton International  
Intercontinental Hotel Group  
In Cairo, Dubai, Abu Dhabi, Tel Aviv

### **Europe:**

Thistle Group, UK  
Dorchester, UK  
Penta Hotels, UK  
Stakis Inns, UK  
Holiday Inn, UK  
Moat House Hotels, UK  
Greenwood Whitley Brewery, UK  
De Vere Hotels, UK  
\*Gleneagles, UK (Golf)  
Selfridge Hotel, UK  
Savoy Group, UK (Savoy, Connaught, Berkley, Claridges)  
Trust House Forte, UK  
Grand Hotel, Brighton, UK  
Caledonian, Edinburgh, UK  
Norfolk Resort Hotel, UK  
St Francis, Jersey  
Royal Evian, France  
Casino Royal, France  
Accor Group, France  
PLM, France

## UHL Hospitality – Capability Profile (continued)

### Europe (continued)

Abella Hotels, France  
Hotel Gray D'Albion, France  
Hotel Beach Regency, France  
Hotel Martinez, France  
\*Royal Inter-Continental, Germany  
Park Hotel, Germany  
Hilton Berlin, Germany  
Intercontinental Berlin, Germany  
Melia Castilla Group, Spain  
Reid's Palace, Madeira  
Royal Windsor, Belgium  
Baron Hotels, Netherlands  
Amathus Beach Hotel, Cyprus  
Paphos Beach Hotel, Cyprus  
The Sardinia, Sardinia

### Asia Pacific:

Hilton International  
Shangri-La  
Excelsiors  
Western International Hotel  
Wyndham Hotel Group

### Pacific Islands:

Sunlover, Nadi, Fiji  
Fijian  
Breakas Riverfront Resort Rentapau, Vanuatu  
Rentapau Resort, Vanuatu  
Ramada Breakas Beach Resort-Pango, Vanuatu  
Tonga

## UHL Hospitality – Capability Profile (continued)

### Our Island Track Record of Service

#### **Australia**

Dunk Island, QLD  
Palm Chalet, Magnetic Island, QLD  
Ephraim Island, Gold Coast, QLD  
St Bees Island, QLD  
Rainbow Shores, Fraser Island, QLD  
Hamilton Island, QLD  
Day Dream Island, QLD  
Hayman Island, QLD  
South Molle Island, QLD  
South Stradbroke Island, QLD  
North Stradbroke Island, QLD  
Kangaroo Island  
Keppel Island

#### Bays:

Keppel Bay Marina  
Airlie Beach  
Shute Harbour  
Port Macquarie  
Nelson Bay

#### **Europe:**

St Francis, Jersey Island  
Reid's Palace, Madeira Island  
Amathus Beach Hotel, Cyprus  
Paphos Beach Hotel, Cyprus  
The Sardinia, Sardinia

#### **Pacific Islands:**

Sunlover, Nadi, Fiji  
Fijian  
Breakas Riverfront Resort Rentapau, Vanuatu  
Rentapau Resort, Vanuatu  
Ramada Breakas Beach Resort-Pango, Vanuatu  
Tonga

## UHL Hospitality – Capability Profile (continued)

### Architects:

- BVN, Sydney
- Kris Kowalski, Architects
- Foster & Partners
- D'Cruz Design Group
- Hassell Architects
- Woods Bagot
- DBI
- Vorkas Architects
- Edge Architecture
- Oracle Architects
- NRA – Noel Robinson Architects
- Plus Architecture
- CCC – Crosson, Clarke, Carnachan Architects
- AB&M
- Kowalski Architects
- Harley Graham Architects
- TVS
- Crone
- The Rice Daubney Group
- Micor Jezer
- Alex Enborisoff
- Allen Jack & Cottier
- Garry Hunt & Partners
- Old Field Knott
- Phonan O'Brien
- Peddle Thorp / Agenti
- Paul Uhlmann
- Cottee & Parker
- Bligh Voller Neild
- LBP Architects
- Vision 1
- Ferro Muller Partnership
- Thomson Adsett
- Kevin Hayes
- Duc Associates
- Bruce Robinson & Associates
- DKO Architecture Pty Ltd
- MullArch Pty Ltd
- Buchan Brisbane Pty Ltd
- ML Design
- Design Inc
- Colab Architecture
- Alleanza Architecture
- O.G.E. Group Architects

## UHL Hospitality – Capability Profile (continued)

## More Recent Projects

“C” (Under construction).

“G” (Greenfield)

“OR” (Operating Hotel Redevelopment / Expansion)

“D” (In Development Process)

“O” (Operating)

- 4 Point Sheraton Portofino, Hope Island, QLD “PM” - Peragrin (collapsed)
- Holiday Inn Hope Island, Hope Island QLD “PM” - Bob Hill “OR” - Ramada
- Ramada Riverside Apartments, Ballina NSW – 2003 “O” - Hutchison
- Ramada Pelican Waters, Caloundra Qld – 2004 - Reeds Construction “O” Sebel
- Ramada Ballina Hotel & Suites, NSW – 2006 – Henzell “G” “O” Ramada
- Silverwater Resort, San Remo VIC – 2007 - Brian Rule Builder “G” “O” Ramada
- Greenway Hotel & Suites, ACT – 2007 “G” “O”
- The Stadium, Auckland New Zealand – 2007 “G” “O”
- Elston Resort, Surfers Paradise, QLD ° 2009 - Azzura Construction “G” “O” Wyndham
- Ramada Hotel & Resort, Hervey Bay, QLD – 2009 “O” Ramada
- Castaway Resort, Mission Beach, QLD – 2010 in progress “OR”
- Felicity Hotel, Brisbane, QLD – 2011 under construction “G” “O” 4 Point by Sheraton
- The Westin Coolum Resort & Spa, Coolum, QLD– 2014 “D”
- 4 Point by Sheraton, Brisbane – 2014 “O”
- Aloft by ‘W’ Starwood, Adelaide, SA – 2015 “D” – Watpac

- 4 Points by Sheraton, Central Park, Sydney, NSW – 2015 – “C” opening Aug 2018
- Sea Caloundra, Sunshine Coast, QLD – 2018 – “C”
- Byron Bay Hotel, 106 Johnson St, NSW – 2019 – “D”
- TRYP by Wyndham, Southport, Gold Coast QLD – “D” – opened Dec 2024
- 116 Miller St, Nth Sydney Hotel Development NSW 2026 – “D”

## UHL Hospitality – Capability Profile (continued)

### UHL Management

**“PM”** (*Project Management Support*)

**“P”** (*Pre-Opening*)

**“O”** (*Opening*)

**“M”** (*Management*)

- TRYP by Wyndham, Southport Gold Coast, QLD – “PM, P, O”
- 4 Points by Sheraton, Central Park, Sydney, NSW – “PM, P, O”
- Points by Sheraton Portofino, Hope Island, QLD – “PM”
- Ramada Hope Island, QLD – “PM, O, M”
- Ramada Riverside Apartment, Ballina, NSW – “PM, O, M”
- Ramada Ballina, NSW – “PM, O, M”
- Ramada Hervey Bay, QLD – “PM, O, M”
- Greenway Suites, Canberra – “PM, O, M”
- Ramada Tropicana, Broom – “PM”
- Ramada Pelican Waters, Caloundra, QLD – “PM, O, M”
- Virginia Palms, Brisbane, QLD – “PM, M”
- Windsor International, Brisbane, QLD – “PM, M”
- Mackay CBD, QLD – “PM”

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