

## Addressing Challenges

Hospitality industry business sectors are highly sensitive to economic and competitive market conditions and are capital, management, marketing, personnel, energy, maintenance and technology intensive.

Our professionals offer vast experience with the following hospitality sectors: lodging, gaming, food service, convention centers, timeshare/interval ownership, cruise, tourism, sports arenas, theme parks and other public assembly and leisure real estate entities.



## Providing Solutions

With more specialists dedicated to the hospitality and leisure industry than any other firm, PricewaterhouseCoopers teams provide advice and expertise to hospitality and leisure owners, franchisors, management, lenders, investors, creditors, government entities, and product and service providers. Our professionals offer in-depth market and financial analysis, economic and statistical research and analysis, performance improvement, due diligence, intellectual property, valuation, litigation and dispute services, and technology advisory services.

The following are examples of our Hospitality & Leisure specialties:

### **Economics & Statistics**

We assist clients in understanding past and future lodging industry trends, and the correlation of these trends to macroeconomic developments and implications for specific businesses. Our specialists excel at translating complex issues into concise and simply understood conclusions by applying advanced statistical and econometric techniques and interpreting the results for decision makers.

### **Business Strategy**

Our professionals offer transaction, performance improvement, technology, transition services and other strategy and business planning services to effectively focus the direction and resources of our clients.

### **Transaction Support/Due Diligence**

Our approach, whether for single asset purchases or a portfolio, is to study the market property condition, competitive positioning and threats, repositioning potential, reporting integrity and value.

### **Litigation**

Our professionals provide advisory and expert witness services related to management contracts, franchise/license agreements, purchasing, bankruptcy, information technology, fraud and other issues. We have been involved in many of the largest and most precedent setting matters. Our clients often call upon the experience and insight of our specialists to assist them in pre-empting litigation or in creating unique settlement recommendations to avoid the litigation process.

## Valuation

Our professionals perform valuations and appraisals for single assets to large-scale, full-service resort and luxury properties, to entire portfolios of assets. We are able to guide our clients in strategizing or enacting physical and operational improvements that can enhance entity values. Our valuation and appraisal specialists hold MAI and other professional designations.

## Market Analysis

Understanding existing and changing supply and demand market situations are critical to many of our clients. Whether placing debt, investing equity or entering into a franchise or management relationship, understanding the underlying dynamics of a market is a critical component to making an informed decision. Our experienced hospitality and leisure professionals provide numerous related services, including: site selection and analysis, market research, supply and demand analysis, facility programming and financial evaluation.

## Performance Improvement

By examining performance with both comparable and standard costs, our operational specialists can identify areas for improvement in revenue enhancements and cost reductions, and develop and jointly implement actionable recommendations. Our teams include analysts and those with senior management operational experience.

## Technology

Our professionals offer industry focused information technology services. The information technology team specializes in evaluating emerging technologies as well as maintaining and advancing “core and enabling” infrastructure-related technologies, establishing comprehensive plans, selecting vendors, planning security and maintenance and technology management.

## Realized Value

Continual economic analysis combined with professional guidance can be the difference between a profitable organization and a highly profitable one. Realizing the maximum value of your assets equates to increased profits and shareholder value.

[www.pwc.com/hospitality&leisure](http://www.pwc.com/hospitality&leisure)

By providing creative solutions and ideas that increase value to clients during critical periods, we enable our clients to redefine their future.

**Please contact us for more information:**

**Bjorn Hanson, Ph.D.**  
646-471-5706  
[bjorn.hanson@us.pwc.com](mailto:bjorn.hanson@us.pwc.com)