



Strategic Management and Planning

Horwath HTL assists hotel owner, investment and management groups in developing customized, actionable strategic plans. Such services generally fall into two major areas: corporate reorganization and strategic development.

Corporate Reorganization

Rationalize existing property portfolio and branding, optimize corporate structure and develop internal and external resources to achieve targeted growth and corporate objectives under a specified implementation program based on a thorough review of internal structure, culture, and attributes, and a comparative analysis of competitive company and industry best practices.

Strategic Development

1. Evaluate branding and/or property ownership strategies and opportunities in specific markets;
2. Prioritize markets in terms of hotel performance, industry outlook, strategic value and deal potential;
3. Identify potential new-build, investment and/or conversion opportunities by product/brand;
4. Recommend specific projects and action steps and
5. Rationalize existing property portfolio and branding.

Our involvement can range from providing a one-time comprehensive review with action recommendations, to plan implementation on an extended engagement.