

Hotel Investors Masterclass

Overview

Africa's diverse and rapidly developing markets offer significant potential for hotel investments, but they also require specialised knowledge and nuanced approaches to maximise returns and minimise risks.

First-time hotel investors in the region often lack access to the essential knowledge, expert advice and reliable guidance needed to manage the complexities of hotel development.

This gap has led to widespread challenges, including an increase in stalled hotel projects across the continent, which represent wasted resources and missed opportunities.

The lack of structured support and insights has significantly affected hotel development completion rates, particularly in West Africa, limiting the growth and potential of the hospitality industry in this region.

Learning Objectives and Benefits:

This programme is designed to guide hotel investors and developers through the key phases of planning, asset management, and investment analysis in hotel development.

Participants will gain a deep understanding of feasibility analysis, development planning, financial forecasting, asset management strategies, and investment valuation specific to the African hotel industry.

By the end of this programme, participants will be equipped with practical tools and knowledge to effectively:

- Conduct feasibility analyses, macro and microsite assessments, and SWOT analyses to determine the viability of hotel developments.

- Create a comprehensive project plan, including space planning, development briefs, and facility recommendations tailored to market needs.
- Evaluate the financial viability and forecast finances of hotel projects with a clear understanding of capital raising for hotel developments.
- Understand the importance of hotel asset management in optimising investment returns and achieving long-term profitability.
- Develop a toolkit to assess hotel initiatives, evaluate performance metrics, and align hotel operations with investor goals.
- Identify and apply key terms and methods in hotel investment valuations, including understanding debt and equity structures.

Structure and Curriculum

The programme is designed as fully asynchronous, self-paced and online, allowing participants to access content at their own pace, with a modular structure for flexible learning.

- Hotel Market Assessment
- Complex and Diverse Market Landscapes
- Adaptation to Local Contexts
- Regulatory and Financial Complexities
- Sustainable Development and ESG Imperatives
- Return on Investment in Underdeveloped Markets
- Asset Management for Longevity

Who Should Attend:

- Hotel Investors
- Hotel Developers
- Hotel Owners
- Investment Advisors with a focus on African markets.

 Mode of Delivery:
Self-Paced Online

 Date:
TBA

 Fee:
TBA

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