

## **TOP HOTEL EXPERTS**

Your hospitality professionals



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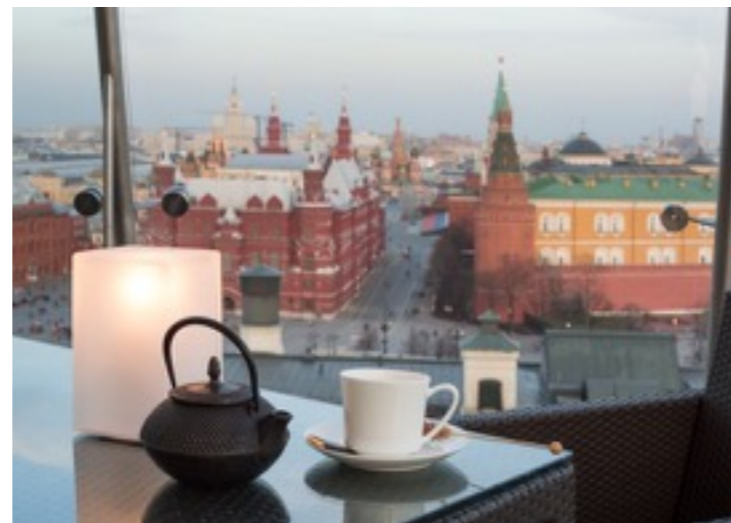
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+7 (903) 765 03 91

top@tophotelexperts.ru • tophotelexperts.ru

## About us

- Top Hotel Experts — a team of hospitality professionals providing a full range of services in hotel industry. We use our knowledge and experience to help our clients deliver superb hotel projects and improve operational performance of their hotel business. Starting from development support and market research we provide clients with professional consulting up to the stage of hotel operations.
- With over 10 years of experience in the hospitality market, Top Hotel Experts have successfully completed numerous projects in various parts of the Russian Federation as well as in Kazakhstan, Armenia, Belorussia, in the Ukraine.
- We have built strong relationship with most leading Russian and international hotel operators, architects and designers and involve third parties if it is needed for the hotel owner and project team.
- Working in close collaboration with property owners and managers we manage to achieve highly efficient results in maximizing revenues from operating hotels.
- Top Hotel Experts team has completed assignments in hotel management and development involving hospitality real estate of various types and size — from smaller hotels and hostels to large branded hotels and mixed-use developments.

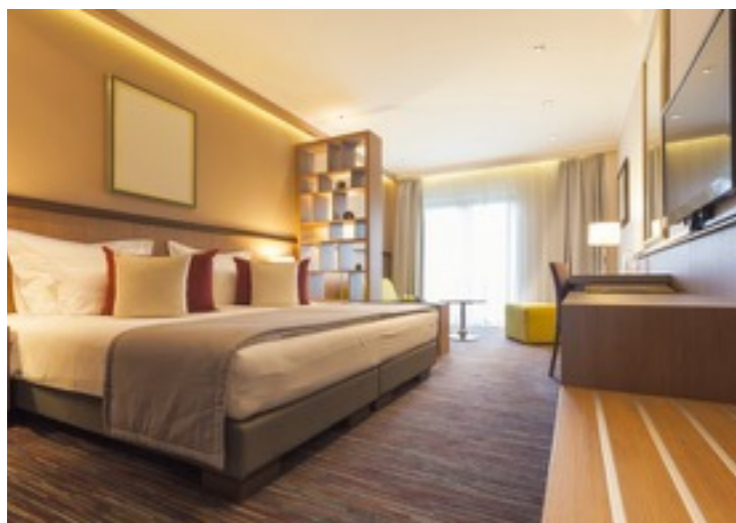


# TOP HOTEL EXPERTS

Your hospitality professionals: Our services

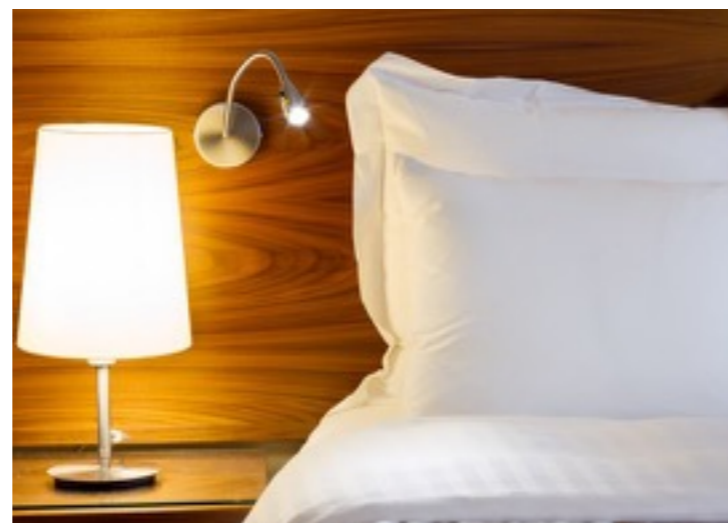
## Creating efficient hospitality projects

- highest & best use analysis
- in-depth market and spot analysis
- hotel or mixed-use development concept design
- financial modelling
- preparation of technical assignment and project coordination
- negotiation, appointment and liaison with managing company and operator
- assistance in creating own managing company
- pre-opening coordination
- providing integrated IT solutions for hotel management process



## Improving operational performance of existing properties

- services and sales & marketing analysis
- analysis and improvement of business processes for more effective operational performance
- identifying missed opportunities in hotel sales & marketing
- improvement of business processes through integrated IT solutions
- KPIs development and implementation
- guidelines for preparing management statements for hotel managers and owners
- representation of owners in hotel management



## Supporting successful transactions in the hospitality market

- assessing market opportunities
- hotel asset valuation
- operational due diligence of hotel properties while change of ownership
- delivering strategic development plan and improving business processes
- improving operational performance of the hotel after the ownership change
- preparing materials for the property sale





# TOP HOTEL EXPERTS

Your hospitality professionals: Track record

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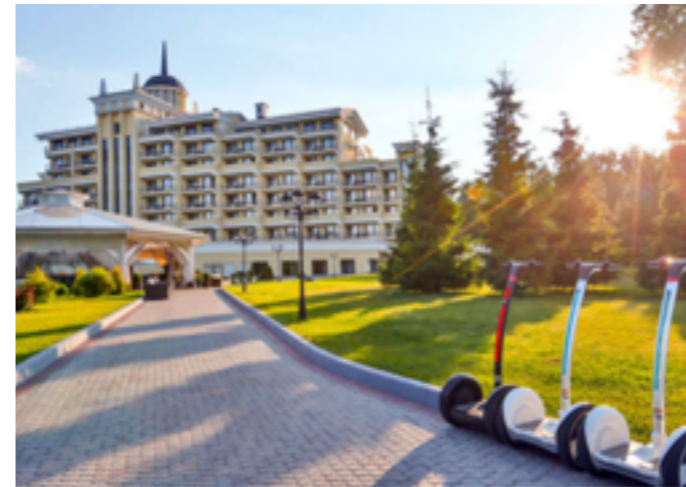
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Top Hotel Experts team has worked in close collaboration with Russian and foreign hotel operators, independent hotels, private and state investors.

- Private and state investors and developers: investment funds and investors, RozOEZ special economic zones, VTB Bank, PhosAgro Group, Gazfond, Pioneer Group, Absolute Group, Intourist, Planeta Gostepriimstva.
- Hotel operators and hotel management groups: Azimut Hotels, Cronwell, Turris Hotel Management Group, Holiday Inn Hotels & Resorts, Hilton Hotels & Resorts, Marriott Hotels & Resorts, Best Western.
- Supporting operating hotels in the enhancement of operational performance: Welna Eco Hotel & Spa, M'Istral Hotel & Spa, Cosmos hotel, Yes apart-hotel, Aghveran Park Hotel (Armenia) and others.
- Providing large Russian banks with hotel management consultancy for their non-core assets, i.e. analyzing budgets and performance of operating hotels at Krasnaya Polyana resort.
- Preparing marketing research reports in various hospitality sectors — hotels, healthcare resorts, hostels, apartments, recreation, in various geographical areas — from Central Russia to Siberia, Kazakhstan, Belorussia, Ukraine, Armenia.

## Our team has taken part in the implementation of the following projects:

- renovation concept for RosOEZ special economic zones at Altai — Biryuzovaya Katun and Altaiskaya Dolina,
- marketing research for Azimut Hotels,
- market analysis for various cities in Russia and neighbouring countries for Pioneer Group,
- concept development for hotel assets of Phosagro Group,
- analysis of budgets and performance of hotels at Krasnaya Polyana ski resort,
- concept development for state-financed hotel and mixed-use developments in Tula and Ryazan.



M'Istral Hotel  
Moscow region, Istra area  
Auditing of operations





**NAME** Natalia Rozenblyum

**POSITION** Managing Partner,  
CEO in Top Hotel Experts

**PASSION** Hospitality business,  
investments and development in  
commercial real estate, marketing,  
traveling and active sports

## Managing Partner — Natalia Rozenblyum

### Education

- Moscow State Lomonosov University, Faculty of Economics, Bachelor and Master's Degree in Economics. Area of interest — International economics and Project management,
- Russian State University for the Humanities, Cultural Studies,
- US Cornell University, Hotel development,
- Institute for practical psychology in the Moscow Higher School of Economics.

### Working experience

- Natalia started her career in banking when joining the marketing team of the Russian Development Bank in 2005.
- In 2006 she joined Gektar company as project manager being responsible for the development of country mixed-use projects with hotel, residential and recreational elements.
- In the early 2008 Natalia joined Gleden Invest company as hospitality projects manager and was involved in all hotel developments in the Moscow region. She was responsible for concept design, marketing research, financial modeling, liaison with managing companies and tendering.
- From 2009 till late 2015 Natalia was partner and co-founder in Hospitality InCome Consulting where she was managing hotel development and operation projects and was also responsible for business development.
- In the end of 2015 Natalia founded her own consulting business — Top Hotel Experts.

### Additional Information

- In 2012 she was listed among most promising hospitality industry leaders according to Hotel Management Magazine (USA).
- Co-organizer and Member of the Committee of My Planet Prize (Tourism and traveling).

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