Training course on Hospitality Real Estate Investment and Management

Professional Development Training Course Outline

Category	Real Estate Institute	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The global Hospitality Real Estate sector, encompassing a diverse range of assets from luxury hotels to boutique properties and extended-stay accommodations, represents a dynamic and compelling avenue for real estate investment and management. Training Course on Hospitality Real Estate Investment and Management is meticulously designed to equip real estate investors, fund managers, developers, hotel owners, asset managers, hospitality operators, and financial professionals with the specialized knowledge and strategic frameworks. This is necessary to identify, analyze, acquire, develop, finance, and effectively manage hospitality properties across various markets. Beyond conventional real estate considerations, this specialized discipline demands a deep understanding of the cyclical nature of the tourism industry, operational intricacies, brand dynamics, and evolving guest expectations, blending in-depth knowledge of market segmentation, valuation methodologies, sophisticated lease and management agreements, and revenue optimization techniques, and the leveraging of strategic asset management and robust operational oversight to drive superior financial performance and enhance guest satisfaction. This comprehensive 5-day program delves into nuanced methodologies for understanding the unique characteristics and demand drivers of hospitality real estate, mastering advanced techniques for conducting market feasibility studies, performing rigorous due diligence for acquisitions, and structuring complex hotel deals, and exploring cutting-edge approaches to optimizing property operations, leveraging technology for enhanced guest experiences, and implementing sustainable practices. A significant focus will be placed on understanding the interplay of different hotel operating models (e.g., owner-operator, management contract, franchise), the impact of global travel trends and technological disruption (e.g., OTAs, AI), and the importance of brand positioning and reputation management. By integrating global industry case studies, analyzing real-world investment strategies and management challenges in diverse hospitality markets, and engaging in intensive hands-on financial modeling exercises, performance metric analysis, management agreement reviews, and expert-led discussions, attendees will develop the strategic acumen to confidently identify lucrative opportunities, execute sound investment decisions, and manage high-performing hospitality real estate portfolios, fostering unparalleled value creation, operational excellence, and securing their position as indispensable leaders in the dynamic global hospitality industry.

Programme Curriculum

Training Course on Hospitality Real Estate Investment and Management

Introduction:

The global **Hospitality Real Estate sector**, encompassing a diverse range of assets from luxury hotels to boutique properties and extended-stay accommodations, represents a dynamic and compelling avenue for real estate investment and management. Training Course on Hospitality Real Estate Investment and Management is meticulously designed to equip **real estate investors, fund managers, developers, hotel owners, asset managers, hospitality operators, and financial professionals** with the specialized knowledge and strategic frameworks. This is necessary to **identify, analyze, acquire, develop, finance, and effectively manage** hospitality properties across various markets. Beyond conventional real estate considerations, this specialized discipline demands a **deep understanding of the cyclical nature of the tourism industry, operational intricacies, brand dynamics, and evolving guest expectations**, blending **in-depth knowledge of market segmentation, valuation methodologies, sophisticated lease and management agreements, and revenue optimization techniques**, and the leveraging of **strategic asset management and robust operational oversight** to drive superior financial performance and enhance guest satisfaction.

This comprehensive 5-day program delves into **nuanced methodologies** for **understanding the unique characteristics and demand drivers of hospitality real estate,** mastering **advanced techniques for conducting market feasibility studies, performing rigorous due diligence for acquisitions, and structuring complex hotel deals**, and exploring **cutting-edge approaches** to **optimizing property operations, leveraging technology for enhanced guest experiences, and implementing sustainable practices.** A significant focus will be placed on understanding the interplay of **different hotel operating models (e.g., owner-operator, management contract, franchise), the impact of global travel trends and technological disruption (e.g., OTAs, AI), and the importance of brand positioning and reputation management.** By integrating **global industry case studies,** analyzing **real-world investment strategies and management challenges in diverse hospitality markets,** and engaging in intensive hands-on **financial modeling exercises, performance metric analysis, management agreement reviews, and expert-led discussions**, attendees will develop the **strategic acumen** to confidently identify lucrative opportunities, execute sound investment decisions, and manage high-performing hospitality real estate portfolios, fostering unparalleled **value creation, operational excellence**, and securing their position as indispensable leaders in the **dynamic global hospitality industry.**

Course Objectives:

Upon completion of this course, participants will be able to:

1. **Analyze core principles and strategic responsibilities** of **hospitality real estate investment and management**.
2. **Master sophisticated techniques** for **understanding the diverse asset classes and market segments** within hospitality real estate.
3. **Develop nuanced strategies** for **conducting comprehensive market and feasibility studies** for hospitality properties.
4. **Implement effective due diligence processes** for **hotel acquisitions and development projects**.
5. **Manage complex financial modeling and valuation methodologies** specific to hospitality assets (e.g., RevPAR, ADR).

6. **Apply robust strategies** for **structuring various hotel operating and management agreements**.
7. **Understand the deep integration of operational performance** with real estate value in hospitality.
8. **Leverage knowledge of key revenue management and distribution strategies** for hotels.
9. **Optimize strategies for asset management and maximizing long-term property value**.
10. **Formulate specialized investment strategies** for **different hospitality asset types** (e.g., resorts, boutique hotels).
11. **Conduct advanced risk assessment and mitigation** for hospitality real estate investments.
12. **Navigate challenging situations** such as **market cycles, technological disruption, and evolving guest expectations**.
13. **Develop a holistic, data-driven, and strategically adaptive approach** to **investing in and managing global hospitality real estate assets**.

Target Audience:

This course is designed for professionals involved in Hospitality Real Estate Investment and Management:

1. **Real Estate Investors and Fund Managers:** Seeking to acquire or manage hospitality assets.
2. **Hotel Owners and Developers:** Planning to develop new hotels or redevelop existing properties.
3. **Hospitality Industry Executives:** Seeking to understand the real estate and investment aspects of their business.
4. **Hotel Asset Managers:** Responsible for optimizing the performance and value of hotel portfolios.
5. **Financial Analysts and Appraisers:** Specializing in hospitality valuation and financial modeling.
6. **Lenders and Investment Bankers:** Involved in financing hospitality real estate transactions.
7. **Real Estate Consultants and Advisors:** Providing expertise to the hospitality sector.
8. **Property Managers (with a focus on hotels):** Looking to deepen their understanding of asset value drivers.

Course Duration: 5 Days

Course Modules:

- **Module 1: Introduction to Hospitality Real Estate & Market Dynamics**
    - Defining **Hospitality Real Estate**: hotels, resorts, serviced apartments, extended-stay, boutique properties.
    - **Key drivers of demand**: tourism trends, business travel, leisure travel, events, economic indicators.
    - Understanding **hotel cycles** and their impact on investment performance.
    - Overview of **global hospitality markets** and regional differences.
    - **Case Study:** Analysis of a global hospitality market (e.g., a major city like New York, London, Dubai) and its performance indicators.
- **Module 2: Hospitality Asset Classes & Operating Models**
    - Detailed look at **different hotel types**: full-service, limited-service, luxury, economy, lifestyle, independent.
    - **Hotel operating models**: owner-operator, management contracts, franchise agreements, leases.
    - **Key stakeholders** in hospitality real estate: owners, operators, brands, lenders.
    - Understanding **brand impact** vs. independent operations.
    - **Case Study:** Comparing the financial implications of a management contract versus a franchise agreement for a hypothetical hotel.
- **Module 3: Market & Feasibility Studies for Hospitality Properties**

    - Conducting **demand analysis**: understanding guest segments, occupancy rates, average daily rates (ADR).
    - **Competitive set analysis** and market positioning.
    - **Feasibility study components**: market conditions, financial projections, operational assumptions.
    - Identifying **highest and best use** for hospitality sites.
    - **Case Study:** Performing a high-level feasibility assessment for a new resort development in an emerging tourist destination.
- **Module 4: Valuation & Financial Modeling of Hospitality Assets**
    - **Key performance indicators (KPIs)**: RevPAR (Revenue Per Available Room), GOPPAR (Gross Operating Profit Per Available Room), EBITDA.
    - **Valuation methodologies**: income capitalization (direct capitalization, DCF), comparable sales, cost approach.
    - **Financial modeling**: projecting hotel revenues, operating expenses, capital expenditures, and debt service.
    - Analyzing **return metrics**: IRR, Equity Multiple, Cash-on-Cash.
    - **Case Study:** Building a simplified financial proforma for a hotel acquisition, focusing on revenue and expense drivers.
- **Module 5: Acquisition Due Diligence & Transaction Structuring**
    - **Comprehensive due diligence process**: financial, operational, legal, environmental, physical.
    - Reviewing **hotel management agreements, franchise agreements, and lease terms**.
    - Understanding **title and survey issues** specific to hospitality properties.
    - **Negotiating and closing** hotel transactions.
    - **Case Study:** Identifying critical red flags during the due diligence phase of a distressed hotel acquisition.
- **Module 6: Hotel Asset Management & Value Creation**
    - Role of the **asset manager**: bridging owner and operator interests.
    - **Revenue management strategies**: dynamic pricing, channel management, demand forecasting.
    - **Cost control and operational efficiency improvements**.
    - **Capital expenditure planning and renovation management** to enhance asset value.
    - **Case Study:** Developing an asset management plan to improve RevPAR and GOPPAR for an underperforming hotel.
- **Module 7: Technology, Innovation & Sustainability in Hospitality**
    - Impact of **PropTech and emerging technologies**: AI, IoT, mobile check-in, personalized guest experiences.
    - **Online Travel Agencies (OTAs)** and direct booking strategies.
    - **Sustainability (ESG) considerations**: green building certifications, energy efficiency, waste management, social impact.
    - The role of **data analytics** in optimizing hotel operations and investment decisions.
    - **Case Study:** Exploring how a hotel chain is implementing sustainable practices and leveraging technology for competitive advantage.
- **Module 8: Risk Management & Future Trends in Hospitality Investment**
    - **Market risks**: seasonality, economic downturns, geopolitical events, oversupply.
    - **Operational risks**: labor shortages, brand reputation issues, cybersecurity threats.
    - **Mitigation strategies**: diversification, hedging, robust insurance.
    - **Future trends**: experiential travel, wellness tourism, mixed-use developments, serviced residences.

- **Case Study:** Discussing the strategies for navigating a crisis event (e.g., a pandemic, natural disaster) as a hospitality real estate investor.

Training Methodology

- **Interactive Workshops:** Facilitated discussions, group exercises, and problem-solving activities.
- **Case Studies:** Real-world examples to illustrate successful community-based surveillance practices.
- **Role-Playing and Simulations:** Practice engaging communities in surveillance activities.
- **Expert Presentations:** Insights from experienced public health professionals and community leaders.
- **Group Projects:** Collaborative development of community surveillance plans.
- **Action Planning:** Development of personalized action plans for implementing community-based surveillance.
- **Digital Tools and Resources:** Utilization of online platforms for collaboration and learning.
- **Peer-to-Peer Learning:** Sharing experiences and insights on community engagement.
- **Post-Training Support:** Access to online forums, mentorship, and continued learning resources.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- Participants must be conversant in English.
- Upon completion of training, participants will receive an Authorized Training Certificate.
- The course duration is flexible and can be modified to fit any number of days.
- Course fee includes facilitation, training materials, 2 coffee breaks, buffet lunch, and a Certificate upon successful completion.
- One-year post-training support, consultation, and coaching provided after the course.
- Payment should be made at least a week before the training commencement to Fineskill Training Center account, as indicated in the invoice, to enable better preparation.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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