



asset management
& hospitality consulting



Corporate Profile



hotelworks

asset management &
hospitality consulting



Contents

➤ Introduction	2
➤ Hospitality Consulting	3
➤ Asset Management	4
➤ Residential Planning and Development	5
➤ Clients	6
➤ Executive Profile	7
➤ Contact Us	8



hotelworks

asset management &
hospitality consulting



Introduction

C9 Hotelworks is an internationally recognized hospitality consulting firm specialising in the Asia Pacific region, strategically based in Phuket, Thailand.

The company is led by Founder and Managing Director Bill Barnett, who has over 23 years of "on the ground" experience in the region and the core business focus is tourism, hotel and property development. C9 Hotelworks represents the best interest of owners with hospitality assets through independent consultation and advice which assists owners when evaluating hotel operations, management and returns.

Analyzing research, forecasting and advising C9 Hotelworks have the skill set and background to focus on key issues, evaluate complex ones and assist their clients in achieving solid results.

C9 Hotelworks Services:

- 👉 Hospitality Consulting
- 👉 Asset Management
- 👉 Hotel and Resort Development
- 👉 Dispute Resolution and Independent Expert Arbitration
- 👉 Project Feasibility and Analysis
- 👉 International Hotel Brand Selection and Negotiation of Agreements
- 👉 Mixed Use Hotel and Residential Planning
- 👉 Acquisition and Transaction Due Diligence

Experience:

Working with leading institutional and private investment firms, international hotel operators and private developers, C9 Hotelworks has developed a solid reputation for assisting owners in hotel branding negotiations, market research and feasibility studies and has extensive experience in resort destination and mixed use hotel and residential projects.



Bill Barnett, Managing Director, has worked in virtually every Asian hotel market and has a wide range of experience from key corporate roles with a number of international hotel management chains and asset management roles for significant hotels located globally.

A Brief Selection of Clients and Projects:

- 👉 LaSalle Investment Management
- 👉 Jumeirah Private Island Resort
- 👉 The Yamu
- 👉 Kingdom Hotel Investment
- 👉 Sofitel Silom Hotelent
- 👉 Thai Muang Redevelopment
- 👉 Similan Beach, a Ritz-Carlton Reserve
- 👉 Outrigger Serenity Terraces Resort
- 👉 Novotel Nathan Road Kowloon
- 👉 Sheraton Krabi Beach Resort
- 👉 Evolution Capital
- 👉 Laguna Resorts and Hotels



hotelworks

asset management &
hospitality consulting



Hospitality Consulting

C9 Hotelworks consulting services cover a full range of activities and services within the hospitality industry.

The company's resources and capabilities can be allocated and directed to meet the special needs of each client in the most cost efficient and effective manner. Our management services are available as a complete package or individually tailored to specific projects or operations.

Each client is kept thoroughly informed through timely individualized reports on all aspects of the nominated activity.

Hospitality Consulting Services Include:

- Project Development and Planning**
Examine and advise on project conceptualized development and operating concepts for hotels/resorts, function areas and food and beverage outlets and other facilities.

Offer advisory services on design development and strategic planning.

Development coordination service consulting.

Financial review and return on investment analysis reports and recommendations.
- Feasibility Studies**
Provide market analysis and financial studies assessing opportunities, market conditions and trends.

Research targeted areas locally and regionally for hospitality and developments to maximize market penetration.
- Operational Performance Analysis**
Preparation of operational and organisational reviews with a view to maximize productivity and profit performance.

Appraise, evaluate and report on operational techniques, leadership strategies and management performance to ensure each property achieves its full potential and optimum asset value.
- Brand Management Affiliation**
Review international hotel operator options and brand alternatives to meet the needs of a specific property.

Evaluate each properties characteristics that can determine the most appropriate chain affiliation.

Assist in securing branding and marketing alliances.Coordinate contract negotiation for management, or franchise agreements.
- Profit Improvement Assessment**
Analyse existing operational methodology and practices to seek improvements in management efficiency.

Initiate revenue generation programs and profit engineering to improve bottom line performance
- Due Diligence**
Participation in due diligence teams to advise specifically on hotel operations, manpower and related issues.
- Property Workout / Interim Management**
Provide short/medium term executive interim management services.

Develop workout strategies with comprehensive planning and strategy designed to improve operational viability.
- Vacation Ownership**
To provide developers and investors with information and advice who are looking to enter the vacation ownership industry

Provide core vacation ownership and fractional ownership consulting services including market analysis, feasibility studies, cash flow models, financial projections, appraisals, industry research and surveys, business strategies and assistance in securing affiliations.



hotelworks

asset management &
hospitality consulting



Asset Management

Asset management and owner representation services are provided to maximize returns and enhance asset value in hospitality properties.

We are able to assist ownership in improving asset value through working with hotel management companies, managing cash flow, and controlling FF and E and capital expenditure.

With a full understanding of the investment cycle we can advise our clients on what the best investment options are.

The Key Asset Management Activities Are:

- 📌 **Property Inspections and Owners Meetings**
Attend meetings with the hotel operator to review current and forecasted results and proposed management plans. Major issues include key result area variances, actions to address trading shortfalls, sales and marketing issues, manning, capital improvements and legal matters.
- 📌 **Capital Expenditure Planning**
Oversee and supervise capital and FF and E reserve expenditures.
- 📌 **Hotel Management Company Contract Compliance**
Conduct routine reviews to ensure the hotel management company is complying with contractual obligations.
- 📌 **Monthly Operational and Financial Review**
Review and assess the regular monthly management report and financial statements. Provide a written analysis of the report for proactive follow up.
- 📌 **Legal and Regulatory Compliance**
Advise ownership on potential liabilities related to the asset such as appropriate legal actions, insurance, environmental issues, labor unions and guest safety.
- 📌 **Annual Business Plan and Asset Strategic Plan**
Examine and advise on the hotel annual business plan with a view to establish realistic management goals, anticipated returns, and consistent strategies which will benefit the ownership. Ensure there is an agreement between owner and operator on goals.



hotelworks

asset management &
hospitality consulting



Residential Planning and Development

With extensive experience in the field of residential planning and development C9 Hotelworks is able to provide accurate and professional services to assist developers in the complicated process of planning coordinating and ensuring a suitable return on investment is made.

Our Services Include:

Market Analysis

Analyze and report on proposed residential development market viability and opportunities. Detailed analysis on market trends and conditions, forecasting growth and recommendations on potential growth areas/ segments.

Mixed Use Developments

Identification and research on opportunities to develop residential properties together with hotel/resort and leisure components. Work in developing product briefs for master planning and large scale tourism projects.

Condominium / Estate Management

Evaluate and report on management strategies and forecasting operational expenditures. Assist developers in set up of structures which comply with statutory regulations and enhance value to prospective purchasers. Assist in the establishment of condominium or estate juristic persons including documentation of deed restrictions, rules and regulations.

Property Use Planning

Assess land use options with products and facilities which meet market demands.

Marketing Services

Provide advisory to residential developments for marketing strategies. Assistance in the selection of suitable local and international real estate firms. Preparation of a marketing plan and budget for new and planned projects.



hotelworks

asset management &
hospitality consulting



Clients

Highly respected and active in the Thailand market, C9 Hotelworks has in the past assisted a significant number of developers, institutional clients and hotel chains on projects ranging from market research, project feasibility, branding, negotiating agreements with international operators and asset management of operating properties.

Here Is A Partial List Of Our Clients:

LaSalle Investment Management

Hong Kong
www.lasalle.com

Pacific Century Premium Developments Limited

Hong Kong, SAR
www.pcpd.com

Golden Land Property Development Plc

Bangkok, Thailand
www.goldenlandplc.com

LVMH Hotels

Paris, France
www.lvmh.com

Taj Hotels, Resorts and Palaces

Mumbai, India
www.tajhotels.com

Laguna Resorts and Hotels Public Company

Bangtao, Phuket, Thailand
www.lagunaphuket.com

Evolution Capital

Bangkok, Thailand
www.evolution.co.th

Kingdom Hotel Investments

Dubai, United Arab Emirates
www.kingdomhotels.com

LimeTree Capital Partners Limited

Hong Kong
www.limetreecapital.com

HKR International

Hong Kong, SA
www.hkri.com

MBK Public Company Limited

Bangkok, Thailand
www.mbk-center.co.th

Lewis Trust Group

London, United Kingdom
www.ltg-group.com

RECAP Investments

Singapore

Club Med

Singapore
www.clubmed.com

HKR International

Hong Kong, SAR
www.hkri.com

Sheraton Krabi Beach Resort

Krabi, Thailand
www.sheraton.com/krabi

Club Med

Singapore
www.clubmed.com

Langham Hotels International

Hong Kong, SAR
www.langhamhotels.com

Similan Beach, a Ritz-Carlton Reserve

Phang Nga, Thailand
www.ritzcarlton.com

The Yamu

Cape Yamu, Phuket, Thailand
www.theyamu.com

Novotel Nathan Road Hotel

Kowloon, Hong Kong, SAR
www.novotel.com/asia

Sofitel Silom Hotel

Bangkok, Thailand
www.sofitel.com

Outrigger Panorama Resort and Spa

Bali, Indonesia
www.outrigger.com

Holiday Inn Express Sukhumvit 11

Bangkok, Thailand
www.hiexpress.com

Royal Phuket Marina

Phuket, Thailand
www.royalphuketmarina.com

Andara Resort and Villas

Kamala, Phuket, Thailand
www.andaraphuket.com

Radisson Suites Sukhumvit

Bangkok, Thailand
www.radisson.com

Sheraton Krabi Beach Resort

Krabi, Thailand
www.sheraton.com/krabi

West Sands Phuket

Mai Khao, Phuket, Thailand
www.west-sands.com

The Pavilions Phuket

Layan, Phuket, Thailand
www.thepavilionsresorts.com

Serenity Resort H Residences

China Beach, Danang, Vietnam
www.serenityphuket.com

AnVie Resort and Residences

China Beach, Danang, Vietnam
www.ipa.com.vn

Jumeirah Private Island Resort

Ao Po, Phuket, Thailand
www.jumeirah.com

Sava Luxury Villas

Natai Beach, Phang Nga, Thailand
www.sava-natai.com

The Residence

Bangtao, Phuket, Thailand
www.richmondth.com

Frosundaviksparken

Stockholm, Sweden
www.frosundaviksparken.se



hotelworks

asset management &
hospitality consulting



Executive Profile

Bill Barnett

Managing Director



Bill Barnett is the Founder and Managing Director of C9 Hotelworks, a leading hospitality consulting firm specializing in the Asia Pacific region, based in Phuket, Thailand. With over 23 years of "on the ground" experience within key and developing markets, he has considerable experience and the relevant background to draw from.

Previously, as Deputy Managing Director of the publically listed leading Asian destination integrated resort development Laguna Phuket, he was instrumental in establishing a branded hotel managed residential property division into a prominent real estate operation. Prior to this he was Chief Operating Officer - Asia/Pacific for Millennium and Copthorne Hotels in Singapore, where his responsibility covered 43 operating and hotel assets. As an executive with Century International Hotels in Hong Kong, he played a key role in the expansion of the chain for 9 years with Vice President positions in operations, development and asset management.

With vast experience in asset management, he has acted in ownership representation on significant hotels such as the Four Seasons New York, Regent Beverly Wilshire, Ritz Carlton Hong Kong, Grand Hyatt Taipei, Hilton Seoul, Westin Philippine Plaza and Sofitel Silom Bangkok. In 1991 he was the first American hotel executive to manage a property in post war Vietnam. He attended executive education courses at Cornell University School of Hospitality Management and is currently a member of ISHC (International Society of Hospitality Consultants) and was awarded a prestigious PATA Gold Award in 2007.

He has his own popular property columns in a leading tourism and property based newspaper Phuket Gazette and The Nation which is Thailand's Biggest Business Daily. In addition he's made appearances on CNBC, BBC, CNN and in international news and financial publications. His popular blog, thephuketinsider.com, is the authoritative source of all Phuket hotel and real estate issues and trends.



asset management
& hospitality consulting



Awards And Membership:

C9 Hotelworks is currently a member of ISHC (International Society of Hospitality Consultants) and was awarded a prestigious PATA Gold Award in 2007.

Winner Of



Founded in 1951, the Pacific Asia Travel Association (PATA) is the recognized authority on Asia Pacific travel and tourism. PATA provides leadership and advocacy to the collective efforts of nearly 100 government, state and city tourism bodies, more than 55 airlines and cruise lines, and hundreds of travel industry companies.

Member Of



ISHC is the source for worldwide hospitality consulting, giving you access to a global network of hospitality professionals who provide a wide variety of consulting services.

C9 Hotelworks Company Limited
9 Lagoon Road, Cherngtalay,
Thalang, Phuket, 83110, Thailand

(Office located at the entrance of Laguna Phuket)
T: +66 (0)76 271 535
F: +66 (0)76 271 536

www.c9hotelworks.com
info@c9hotelworks.com