



HEINRICH FERSTEL

Expertise

DEVELOPMENT, ARCHITECTURE, F & B (INCLUDING CONCEPTS AND DESIGN) ROOMS, SALES AND MARKETING, HUMAN RESOURCES AND WELLNESS

Scope of Support

Including but not limited to:

- Creation of hotel chains
- Evaluation of hotels
- Operational Reviews
- Privatisation-, Modernisation- und Marketing programmes
- Reconstruction planning
- Feasibility Studies for Financing Purposes
- Development and Pre-opening Procedure Plans

Professional Experience

1991–PRESENT World Wide / Private Consultant

- A resort hotel in Puerto Rico
- The creation of Marco Polo Hotels and Resorts in Vienna, Austria for hotels in the former USSR
- The World Bank / International Finance Corporation, Washington, DC - an evaluation of three hotels in Uzbekistan
- A hotel chain in the Middle East
- A hotel owner in the Middle East for an operational review
- A hotel developer in Chicago for projects in Vietnam and in the USA



- A Spa Region in Southern Russia
- A hotel in Poland for a Reconstruction plan and new Marketing program
- A hotel developer in Harare, Zimbabwe for a feasibility study for financing purposes of a new hotel
- ITT Sheraton Corporation for the acquisition of three management contract in Moscow, St. Petersburg and Tbilisi / Georgia
- Santika - a hotel owning and operation company in Indonesia for a development- and pre-opening procedure plan
- The Sha Hu hotel in Yinchuan, Ningxia, China for an operational review.

1987–1991 VMS - Real Estate Holding CHICAGO

Asset Manager

- For 28 hotels
- Owner Representative for the entire portfolio's construction and renovation programs, among them two Westin Hotels in Hawaii, two Hyatt Hotels in Chicago and Key West/Florida and numerous Holiday Inns

1980–1986 Registry Hotels/Hospitality Mgm Corp. DALLAS

Managing Director

Construction of Hotels in Texas, Florida and California

1977–1980 Hyatt International

Executive Vice President of Operations

1970–1977 Penta Hotels

Chief Executive

Five European Airlines and Five European Banks asked him to become the first Chief Executive of a Hotel chain-to-be. In a little over five years he grew the "Penta Hotels" to 13 hotels and 6000 rooms

1967–1970 Hilton

Area Director for Spain and Portugal and General Manager of Castellana Hilton in Madrid

1965–1967 Hilton

Opening General Manager of Rabat Hilton in Morocco

1963–1965 Hilton

General Manager of Acapulco Hilton in Mexico