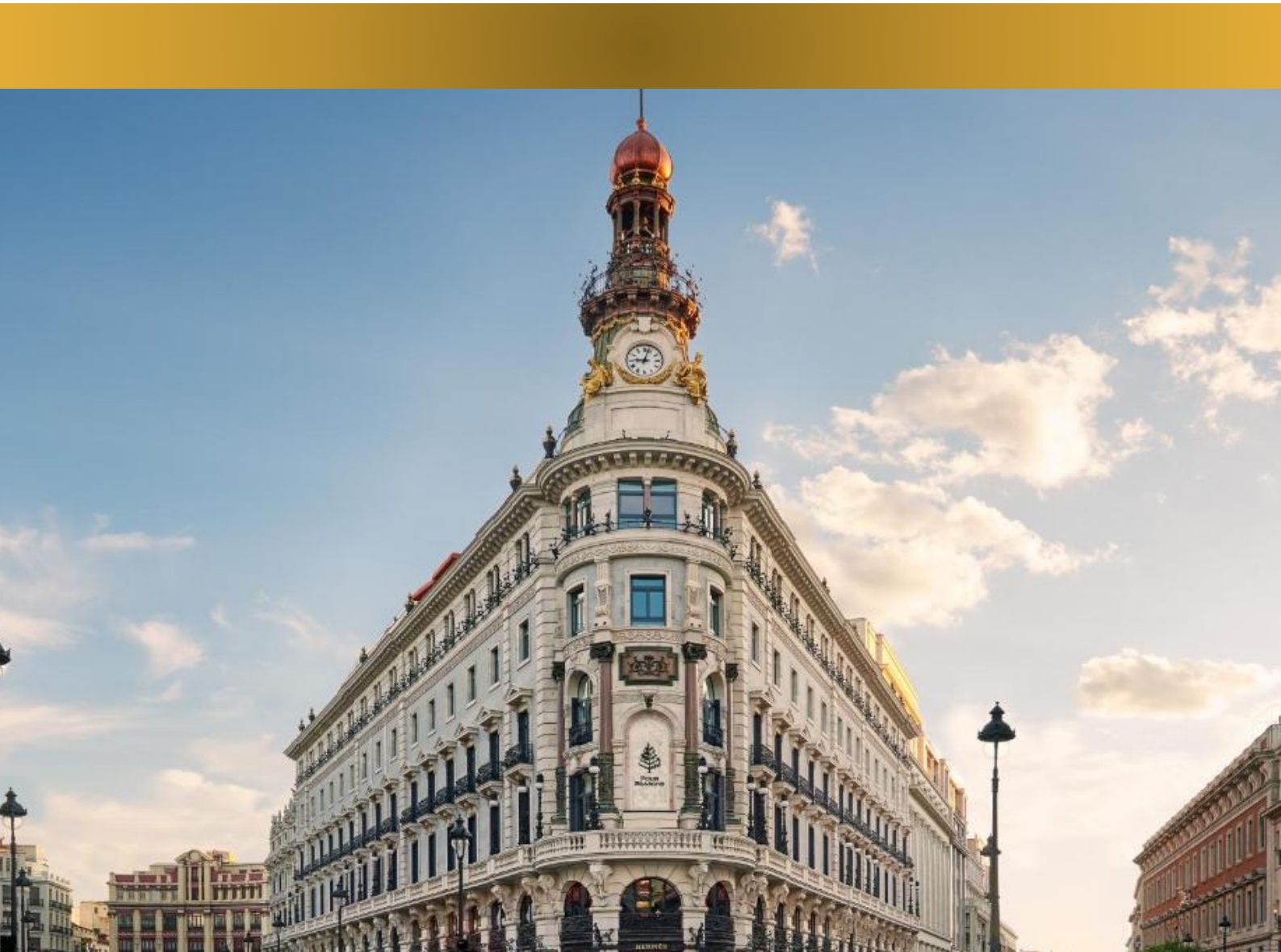


# HOTEL ASSET MANAGEMENT

## ONLINE COURSE

Created by Global Asset Solutions and certified by the International Luxury Hotel Association



# Course Overview

This certificate is designed for hospitality professionals and students and was initially created for a business school MBA in Hotel Management. It draws on the real-world experiences of the team at Global Asset Solutions, who have asset-managed over 120 luxury hotels around the globe.

## Focus:

- Real-Life Scenarios:
- Practical Approach to Asset Management

## Effort:

- 40 hours + Final Assessment (10 hours)

## Language:

- English (international)

## Content:

- Online Classes
- Webinars
- Case Studies
- Additional Self-authored material (e.g., published articles)
- Podcast on Hotel Asset Management

## Evaluation:

- Quiz per chapter
- Final Sales Pitch
- Final Case Study

Certified by:



# Chapter 1

## Introduction to Hotel Asset Management

The opening to this course in asset management takes you through the **growth of asset management** and the changing role of the asset manager.

We look at how it has evolved to become an essential part of every hotel's operations and how it contributes to the strategy of both the hotel and the investor. We will also discuss the **relationships with operators** and the critical role the asset manager plays in simplifying the complex and maintaining a focus on profitability.

In reviewing the growth of the sector, we will look at the **major players and how they have expanded** as this dynamic product grows around the world.

# Chapter 2

## Tools and techniques used by asset managers

Now that we've introduced asset management, we'll explore its **practical application**—starting with how to approach a new assignment. We'll cover the key information needed to understand a property's operations and goals, and the tools used to analyse financials, approve budgets, and develop an asset management plan.

## Case Study: Commercial side of Asset Management

We'll also examine Sales, Revenue Management, and Marketing—**critical functions** that drive demand, optimise pricing, and convert interest into bookings—since asset managers must align closely with these teams to maximise value and respond swiftly to market shifts.

# Chapter 3

## Real-life asset-management scenarios

In this chapter, we will put you in the middle of **real-life asset-management scenarios**, helping you address the various stages of asset management during the lifecycle of a hotel.

We will consider hotel openings and the implications of M&A, with the asset playing a role as part of a wider platform and part of an investor's strategy, looking at long-term aims and the asset's role in them. Should you buy, hold or sell? And what capital structure works best? We will also **debate how and when to invest**, looking at the hotel's positioning and whether it is pitched perfectly to its location and audience.

# Evaluation method

Each chapter will be individually evaluated by a quiz that you will have to obtain at least 60% to pass to the next step of the course.

## Final assessment:

When you are finished studying, you will have to prepare these assignments in this order:

- Sales Pitch for Hotel Asset Manager
- Case Study Presentation
- Final Quiz

We will review each one of these assessments and, if successfully presented, validate you to move to the next step.

At any time during the process, you can contact one of our asset manager experts (in finance, revenue management/sales, project development, or investment), who will assist you in successfully completing your training.

Upon successful completion and approval of the three steps, you will earn the prestigious Hotel Asset Management Certificate, endorsed by both Global Asset Solutions and the International Luxury Hotel Association (ILHA).

## Pricing:

### Students

**1.500 €**

Get a 25% discount by presenting a student card

### Professionals

**2.000 €**

### Company

**Upon request**

Get in contact to receive a custom quotation

By subscribing you will get full course access for a 3-month period.

# Why studying with Global Asset Solutions?

Global Asset Solutions is Europe's leading independent hospitality asset manager and advisor.

We have collectively asset-managed over 120 luxury hotels, collaborated with more than 20 international brands, and individually, our team has contributed to over 1,000 hotel projects worldwide. We possess global experience matched with localized expertise.

We offer a wide range of specialised services aimed at aiding hotel owners and operators, including operational oversight acquisition support; development, capex and projects management; and financial and corporate strategy.

What distinguishes our Hotel Asset Management Course is its foundation in real-world experience. Participants gain access to practical, up-to-date solutions that reflect the challenges and opportunities hotel owners face today, ensuring the knowledge is both actionable and effective.

This certification not only validates your expertise but also enhances your career prospects by equipping you with the practical knowledge and skills recognized by leaders in the hospitality industry. With this endorsement from top industry authorities, you'll be well-positioned to advance your career in hotel asset management, opening doors to new opportunities in the luxury hotel sector.

*Get ready to boost your career in the Hotel Asset Management industry.*

*Enroll in the course [here](#).*

For more information, contact: [info@globalassetsolutions.com](mailto:info@globalassetsolutions.com)

