

Melvin Gold Consulting Ltd

Specialist consultants to the hotel industry

Melvin Gold Consulting Limited was formed in April 2004 and offers a specialist service to those involved, or seeking to become involved, in the hotel industry.

The hotel sector: a land of opportunity

The hotel industry, and tourism generally, is one of the world's main growth industries. Recent global events have shown that the industry is still cyclical and can be hard hit by economic and political events. However the industry has also demonstrated its resilience and has bounced back after every setback.

The 21st century hotel industry is facing up to a number of issues including the following:

- A changing capital structure which sees increasing separation of owners, operators and debt financing arrangements;
- The internet and its impact on consumers and operators along with the advent of new intermediaries;
- Globalisation, consolidation and branding;
- Planning and regulation, including the frequent request to include a hotel as part of a multi-component development;
- Finding and evaluating suitable sites;
- Alternative uses for property, and the opportunities to brand existing hotels.

The hotel industry has recently experienced a resurgent and strong trading environment in most countries, but is now amid a marked downturn in fortunes. This is caused by the economic downturn, which has developed into recession in many countries, and the impact of the 'credit crunch'. The bounce-back will come, as it always has in the past, although the timing is uncertain and is largely dependent on the economic environment. First hoteliers will seek to build occupancy back, no doubt using competitive pricing as a tool, and ultimately RevPar growth will resume. Although trading is currently subdued and development financing is difficult, it is worth bearing in mind that hotel projects take a significant time to materialise and now may be the time to plan for the next cycle.

This sector is a land of opportunity and if this is a journey which you are keen to take, whatever your level of past experience in the sector, Melvin Gold Consulting Limited is well equipped to assist you on your exciting next steps in the hotel sector.

About Melvin Gold

Melvin Gold's career to date has encompassed a blend of hotel industry operations, consultancy and advisory work, and the commercial world.

One of the European hotel industry's best known and respected advisers, Melvin resigned his position as managing director of PKF's hotel consultancy services in late 2003. He had returned to PKF in September 1996 having previously been a senior consultant with the firm from 1989 to 1992. During his time with PKF Melvin brought the benefit of this operational experience to a wide range of consultancy assignments throughout Europe, Middle East, Africa and the Caribbean and was involved in some of the sector's largest transactions as well as leading the production of a market leading range of industry research.

In his four years away from PKF in the mid-90s Melvin honed his commercial skills with major global commodity trader, Glencore. Having initially joined to work on the development of the company's real estate portfolio Melvin ultimately became involved in the core commodity business, especially related to oil projects and on aspects of said projects including pre-feasibility, financing, risk management and contract negotiations.



Earlier in his career Melvin had graduated with an HND in Hotel and Catering Administration in 1981 and spent periods in hotel operations with InterContinental Hotels, Thistle Hotels and Metropole Hotels.

Melvin is a frequent commentator on hotel industry matters at conferences and in the media.

Melvin Gold Consulting Limited: your ideal partner for the hotel sector

Melvin Gold Consulting Limited is a specialist hotel industry advisory firm with Melvin working as the principal consultant on behalf of his clients. Melvin has a wide range of industry contacts and his reputation in the sector has meant that a range of clients have utilised the services of Melvin Gold Consulting Limited.

As well as marketing activity, Melvin is an active networker with a significant number of relationships with other professionals. From time to time it is necessary to field a larger or multi-disciplinary team to satisfy a client's requirements. In other situations these relationships can be brought to bear to assist clients who require a different hotel sector skill-set or discipline to those which we have ourselves. We are happy to make introductions which add value to our clients and meet their industry objectives.

Melvin Gold Consulting Limited is a small company with big ambitions! It works effectively with large or small companies, whether new to the sector or well established. As your specialist partner in the hotel sector, we will together achieve your business objectives.

Our services

Naturally our services are tailored to your precise requirements but our specialist areas include:

- Industry strategy, direction and advice
- Hotel owner support services, which may include asset management
- Market demand studies
- Litigation support
- Operational reviews
- Hotel industry research and background reports
- Market entry strategy – for new hotels, new owners or new operators
- Site finding and evaluation
- Branding and franchising advice and assistance
- General advice and assistance for those new to the hotel sector – our industry knowledge complements your own skills and experience

Working with other professionals we are able to offer: recruitment and executive search, funding and financing arrangements, accounting and transaction due diligence, valuations and access to a variety of other specialist hotel industry services.

How to contact us

Contact us in whatever way best suits you. We always return phone calls and e-mails.

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Initial exploratory meetings are offered in the London area on a free of charge basis. If you are outside London or even outside the UK then we'll cover as much as possible by telephone and agree a way forward.

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