



Global hotel consulting





## About PHG Hotels & Resorts

PHG was founded in 2009 with the objective of delivering a personalised and pragmatic consulting service in the hospitality space, as opposed to the prevalent more generic service coming from the big generalist firms.

Our consultants have held executive positions in hotel chains and hence can offer down-to-earth solutions based on first-hand experience acquired during decades of working in hotels operations and hotel asset management.

So far PHG has participated in projects in Spain, Mexico, United States, France, UK, Cuba, Morocco, Brasil, Mexico, Dominican Republic and Colombia. Prior to founding PHG, Ivar Yuste has worked in projects in Ukraine, Russia, Romania, Turkey, Greece, Malta, Tunisia, India, Pakistan, Sri Lanka, Saudi Arabia, Qatar, UAE, Kenya, Mauritius, South Africa, Lebanon and Jordan.





We work with you to make your hotel project a success



## **Our services**

- Hotel transactions and leases
- Feasibility and market studies
- Hotel operator search & selection
- Hotel asset management





## Who are our clients?

- Hotel owners
- Banks and other financial institutions
- Investment funds and REITs
- Insurance companies
- Family offices
- Private investors and high net worth individuals
- Real estate and hotel groups
- State-owned companies



## **Ivar Yuste, Managing Partner**

Prior to founding PHG, Ivar has held several business development roles in the travel & hospitality space in Europe, North of Africa, Middle East, Asia and Latin America. He was Managing Director of Corporate Development and Member of the Executive Committee at BlueBay Hotels & Resorts, the hospitality division of the Marsans Group, the largest tourist conglomerate in Spain. In his development role, Ivar was instrumental in the growth of the 4 & 5-star brand BlueBay Hotels & Resorts in the Mediterranean and Latin America as well as in the creation of the vacation club, BlueBay Vacation Club, in America and Europe. Previously he was Director of Business Development in EMEA with RCI (Resorts Condominium International), NorthCourse Leisure Real Estate Solutions and Hotel Dynamics, three companies under the Wyndham Worldwide umbrella.



Wyndham Worldwide is the world's largest hotel franchisor. In his position as Director of Business Development with RCI in EMEA, Ivar Yuste has supervised the largest resort operations in Europe. He has also performed consulting work for the evaluation of vacation ownership business models with established hotel chains and real estate groups in Spain and France. Ivar Yuste has also worked in business and operations development functions for companies such as SITA, Sabre, Spanair and Continental Airlines. He is a speaker at hospitality events and is fluent in French, Spanish and English. From an academic perspective, Ivar holds an MBA from The University of Chicago Booth School of Business and has undertaken the Hotel Investing and Financing Program at Cornell University. Moreover, Ivar is a member of the International Society of Hospitality Consultants (ISHC). This American institution is the leading source of independent hospitality consulting services globally [www.ishc.com](http://www.ishc.com) .



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