



Global hotel consultants





## 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.



A photograph of a modern hotel lounge. The room features walls clad in vertical wood panels. In the foreground, a large, plush brown leather sofa sits on a patterned rug. A black metal coffee table with a white cylindrical object on it is positioned in front of the sofa. To the right, a light-colored armchair and a dark leather sofa are visible. In the background, a built-in wooden bookshelf is filled with books. A large potted plant with long, thin leaves hangs from the ceiling. The overall atmosphere is warm and sophisticated.

We work with you to make your hotel project a success



## Main services

- Hotel transactions and leases
- Feasibility and market studies
- Operator/Franchise search, selection & implementation
- Hotel asset management
- Business strategy definition and execution





## Who are our clients?

- Hotel owners and investors
- 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. Previously, he was Director of Business Development in EMEA with Wyndham Worldwide. Ivar Yuste has also worked in business and operations development functions for companies such as SITA, Sabre, Spanair and Continental Airlines. He is fluent in French, Spanish and English. He holds an MBA from The University of Chicago Booth School of Business and has undertaken the Hotel Investing and Financing Program at Cornell University. Ivar is a member of the International Society of Hospitality Consultants (ISHC). [www.ishc.com](http://www.ishc.com) .



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