

Q2 2023

Established Luxury Hotel

Singapore Consulting



CBRE

CASE STUDY



Established Luxury Hotel

PROJECT DESCRIPTION

Revamping a popular 5-star hotel located near Marina Bay

PROJECT SCOPE



Market Analysis



Competitor Analysis



Workshops with
Stakeholders



Hotel
Positioning



Place
Making



Recommendations on
Hotel Renovation

SERVICES RENDERED

**Stakeholder engagement,
Site and Market Analysis,
Competitive case study,
Benchmarking, Market
Positioning, Place Making,
Recommended uses**

THE CHALLENGE

A popular and well-established luxury hotel was keen on a revamp, and appointed CBRE to confirm if this was necessary, and if so, to recommend appropriate upgrades. The hotel's owner required an independent and objective assessment to make an informed decision on the way forward.

HOW WE HELPED

Working with the CBRE Hotels team, CBRE Consulting provided a holistic assessment in a bid to revitalize the hotel. The analysis included:

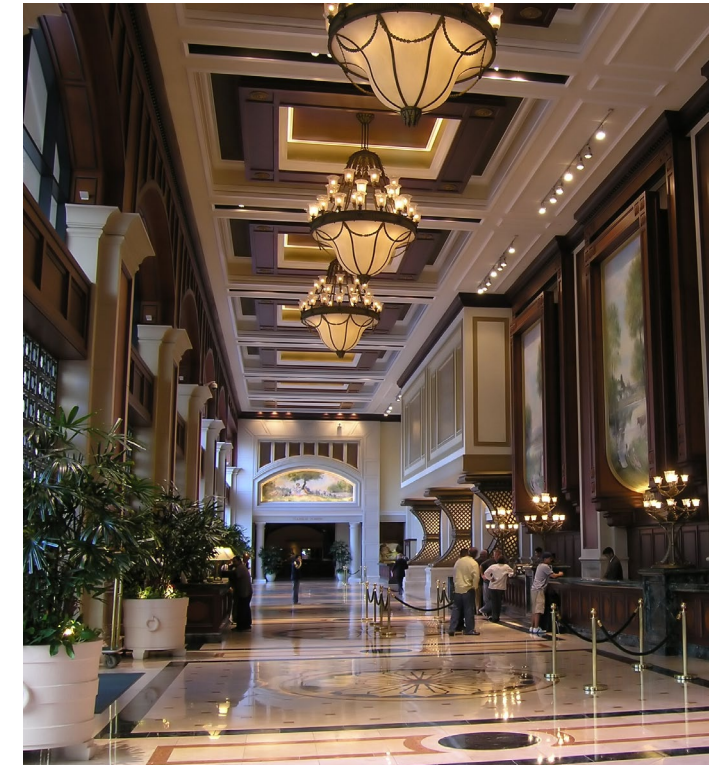
- Micro-market analysis, market trends, strategic developments in Singapore, and government strategies.
- Workshops and visioning exercises carried out with the Client to understand their SWOT, competitive advantages, brand identity, vision, and aspirations.
- Potential tourism trends and the impact of Covid -19 to tourism in Singapore.
- Likely future market for the hotel, hotel's competition and their offerings.
- Target market options and corresponding key concepts the hotel could pursue.

OUTCOME

The project took place during the Covid-19 pandemic when international travel was affected. Therefore, we recommended strategies that took care of the short, medium, and long-term demand separately.

For example, as part of the recommendations, the team recommended place-making strategies that the hotel could implement immediately to increase the footfall of the hotel, mainly from the domestic market. This allowed the hotel to tide over the short-term challenges while it prepared for the longer-term transformations. Detailed recommendations were made for specific areas of the hotel according to the strategic timeline. These included recommendations on both the public areas, as well as room configurations.

Many of the recommendations have since been incorporated into the hotel's renovation strategy as it embarks on its revamp to position itself for continued success in a post-pandemic landscape.



Consulting At A Glance

- **What we are good at:** Strategic studies
- **Who do we serve?** Investors, developers, landlords - from Singapore and overseas
- **Our partners:**
 - The Big Four
 - Master Planners and Architects
 - Cost consultants
 - Other CBRE teams across expertise and geographies
- **Value-added services:** Our CBRE leasing and transaction networks can follow through to bring the projects to the market

