

HAMA EUROPE
STUDENT PRIZE
2021-2022

4th Edition

Concept
Presentation





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The purpose

- HAMA is an association of professional individuals dedicated to the enhancement of hotel and hospitality asset values.
- HAMA is committed to support schools who inspire students to pursue careers in this field. Fostering and recognizing future talented Asset Managers is what the HAMA Europe Student Prize is all about.

Who can and should participate?



Students of Ecole Hoteliere de Lausanne (EHL) and the Glion Institute of Higher Education (GLION), NHTV Breda University of Applied Sciences and Les Roches International School of Hotel Management



It is a unique opportunity for schools to showcase the quality of their academic asset management programs.



Groups of up to 5 students studying Asset Management are allowed to participate.

WHY?



The winning team will have the opportunity to participate at the HAMA meeting in Berlin (if it takes place)



Each member of the winning team will receive a personalized award certificate.



The flights to Berlin from Geneva or Amsterdam, accommodation will be free of charge for the winning team (up to a maximum budget of 1.500 Euros).



Unique experience and a great opportunity to become a part of a global network.



Students: Unique opportunity to receive a decisive boost at the outset of their career.

Schools: The HAMA Europe Student Prize is one of the best opportunities to strengthen their image and attractiveness internationally.

Content

- ▶ The case must tackle an **Asset Management Question** (E.g. space optimization in an existing hotel, a repositioning exercise, the rebranding of a hotel or similar).
- ▶ The PowerPoint presentation should be in correct **English**
- ▶ The project must be written from the **perspective of hotel ownership**. It should clearly outline the contractual and financial implications for the ownership and if applicable, also for to the operator
- ▶ The level of complexity and the clarity of the presentation are important factors
- ▶ The presentation has to be done in corporate style - as if it is a presentation of the Asset Management team to the Investment Committee.
- ▶ **Legal aspects** (if any) must be addressed.
- ▶ **All financials** will have to be correct and backed up with worksheets, clearly showing the calculation methodology used
- ▶ All sources of external data sources (STR, market data, etc.) must be clearly indicated
- ▶ **Corporate Social Responsibility and sustainability**. Any positive impact of the project on people (**society**), planet (**environment**) and economic (**profit**), including measurable results (e.g. reduced energy consumption, staff & neighborhood impact) must be included in the presentation.

The Jury and the Grading system

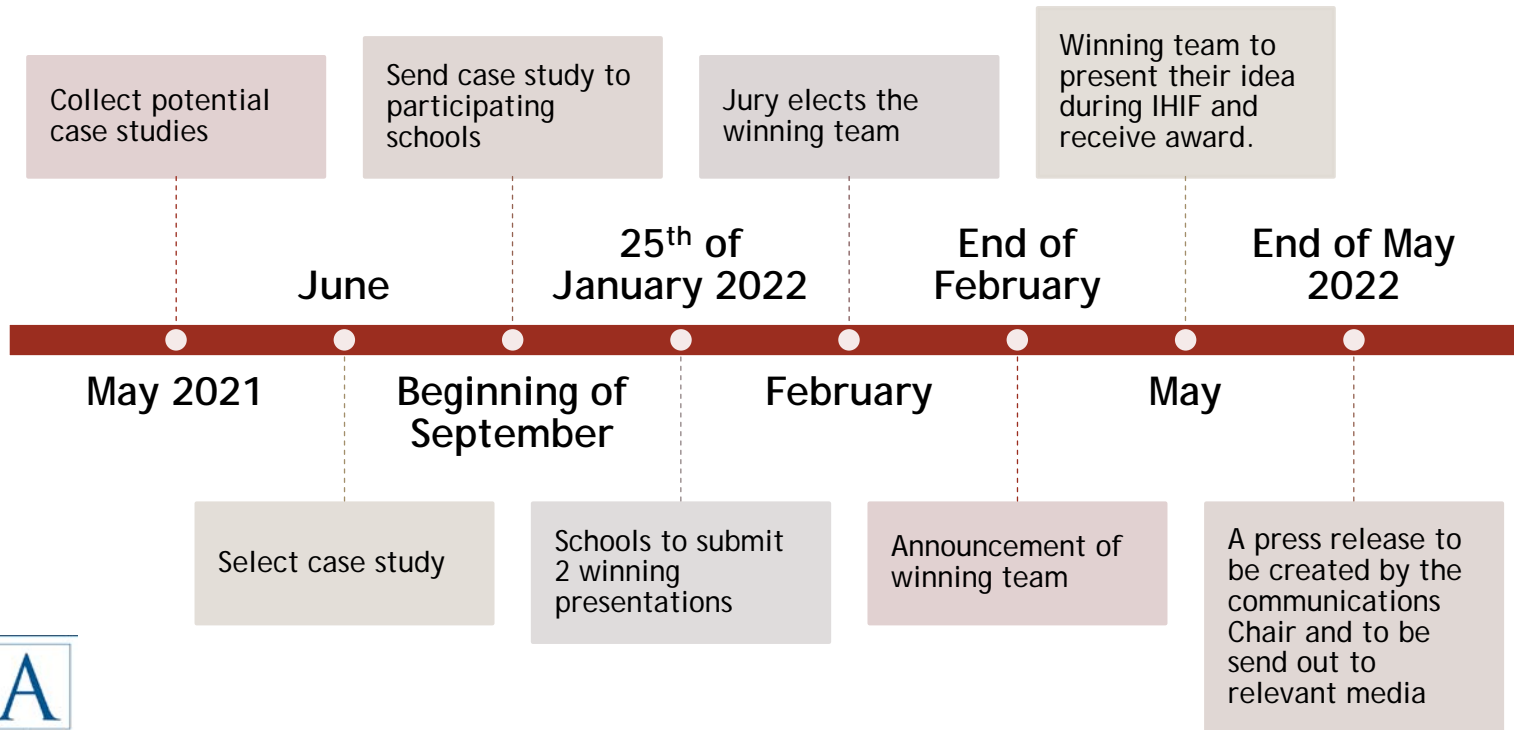
- ▶ Typically, the case study is provided by a company with active HAMA Europe members.
- ▶ A selection of the 2 best teams/presentations will be submitted to the jury which is constituted by 5 jury members who are all active members of HAMA Europe, including members who are Certified Hotel Asset Managers (CHAM). The sponsor of the case study will have at least 2 votes.

Grading Grid

HAMA EUROPE Student Prize 2021 2022 Grading Grid (to be shared with the Students upon request)			
	Weight	Grading Range 1 (Min) -5 (Max)	Overall Score
1. Overall quality of the presentation	20%	<input type="text" value="5"/>	1 <i>Comment: to the point slides; good use of appendix; no conclusion</i>
<i>Clear and structured presentation of the project description and background</i>	25%	5	
<i>Investment committee style</i>	25%	5	
<i>key objectives & deliverables</i>	25%	5	
<i>Mention of sources. Correctness of English.</i>	25%	5	
2. Asset Management Initiative(s)	35%	<input type="text" value="5"/>	1.75 <i>Comment: very good ideas, however did not make best use of all public spaces; Sky Bar too expensive not easy</i>
<i>Specific initiatives from an ownership perspective</i>	25%	5	
<i>innovative & creative tactics</i>	25%	5	
<i>brand and/or operator implications impacting owner's financials</i>	20%	5	
<i>risks</i>	10%	5	
<i>space utilisation and capital expenditure requirements</i>	20%	5	
3. Value Enhancement Results	30%	<input type="text" value="3"/>	0.9 <i>Comment: good amount of financial information provided, occupancy growth optimistic given no</i>
<i>Accuracy of the financials including operating KPI improvements</i>	25%	3	
<i>Market penetration/positioning</i>	25%	3	
<i>P&L, Balance sheet (if specifically requested)</i>	25%	3	
<i>Valuation metrics showing the value uplift (incl. supportive evidence)</i>	25%	3	
4. ESG:	15%	<input type="text" value="5"/>	0.75 <i>Comment: identified as important point, Good slide on sustainability, inclusion of external guests and communicate, no mention of sustainability during construction</i>
<i>Positive impact of project on people (society), planet (environment) and economic (profit), including measurable results (e.g. reduced energy consumption, staff & neighbourhood impact).</i>			
TOTAL	100%	88%	4.40

Timing

Note: Often the teams of the participating school like to have the opportunity to present their work to the case study sponsor. This usually takes place in the beginning of December and/or in January.





Questions?

- ▶ Please contact
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