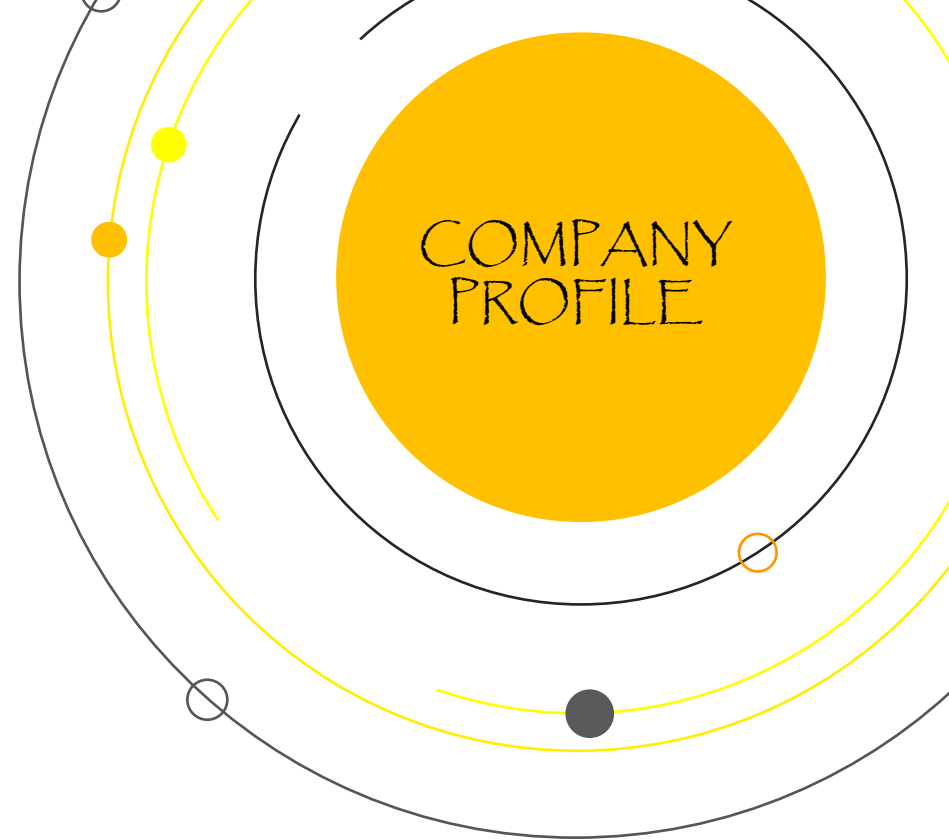




TIERRA

HOSPITALITY PARTNERS



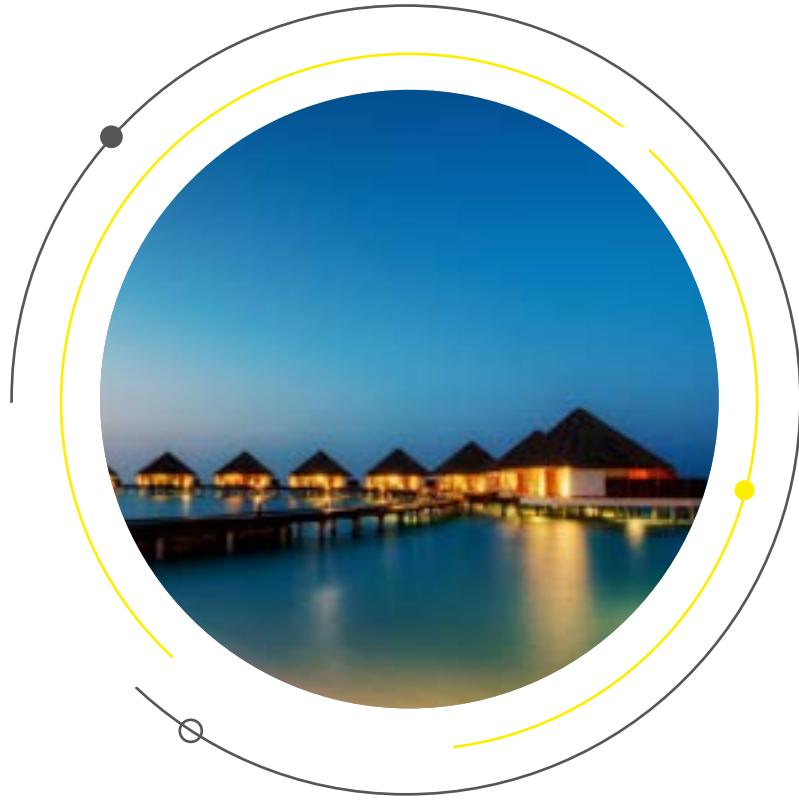
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PO 4422 Fujairah U.A.E.



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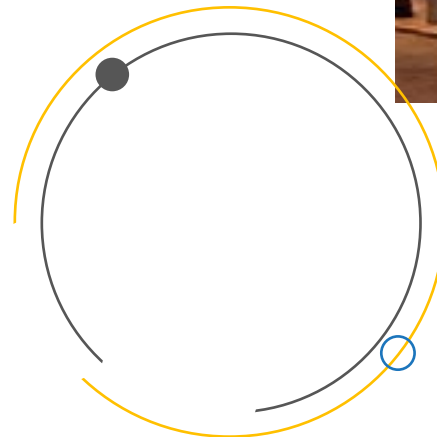
Leading advisory in the conception, development and management of exemplary properties and leisure destinations

Tierra Hospitality Partners FZ LLE operates as a service provider for other consultants and occasionally direct to clients.

Our client-based spans to various project types, each of which demands unique and customer-centric solutions.

We take most pride in providing innovative and ground-breaking solutions.

.....



Our
Company

“

Building a business is knowing how to do something, being proud, is to create something that will make a real difference in other people's lives. - Richard Branson

Our Mission



Our Vision



We strive to be high value added advisors synergizing and providing genuine solutions to businesses and organizations in the hotel, leisure and tourism industry.

The largest hotel development advisory and asset management group based in the MENA region.

We strive to deliver innovative solutions through our wide range of expertise to the hotel, resort, hospitality, leisure and tourism industries.





Development Advisory

We reduce your burden of establishing a new business or running an existing business by assisting you in the decision-making process. We handle the research and evaluation so we can provide you concise facts to help you make the right decision.

CONCEPT

- A well planned, articulated project concept;
- Advisory on total project planning from day 1 providing developer guidance;
- Detailed examination on financial feasibility, location, design and configuration;
- A comprehensive evaluation of third party feasibility studies

DESIGN

- The initial concept
- Continuing during the schematic design
- Expressed as the detailed design
- Ending with construction documentation

APPOINTING ARCHITECTS

- From contract appointment through preparation of mock up rooms to operational hand-over, Tierra n simplifies the process by managing contractors, consultants and specialist sub-consultants, while overseeing the progress and viability of the hospitality component.

CONSTRUCTION & HANDOVER

- The architecture alignment with the design ensures that the client's objectives can be achieved. The right architecture will define and develop the project positioning through intelligent space usage for critical facilities such as food and beverage concepts, health club, business center, conference areas and green spaces.



Hospitality Advisory

The heart and soul of our services are the hotels, resorts, restaurants, leisure destination properties, and tourism industry. We proactively stay ahead of the market trends to ensure that the solutions we provide are at par from the standards and norm.

PRE-OPENING CONSULTANCY

- Assist with definition of entire pre-opening program process
- Review of pre-opening budget, projected financial forecasting
- Manage compilation of projected financial projections
- Review and analysis for Year One operational budget

PUBLIC SECTOR

- Concept development and master design review
- Impact and retail usage studies
- F&B strategy including recommendations on offering mix
- Development of standard operating procedures (SOP's)

F&B/RESTAURANT

- Overseeing market research and initial concept development
- Location appraisals, review of feasibility studies and advice on market trends
- Space identification
- Oversee development of business plan
- Assistance, advice and monitoring of interior design

OPERATIONAL EVALUATION

- Revenue and expense benchmarking
- Competitive positioning
- Pricing strategies
- Operating costs and financial results



Asset Management

Our strategic approach on hotel management is to ensure that both the financial and non-financial goals of hotel owners are met.

HMO (HOTEL MANAGEMENT OVERSIGHT)

- Ongoing financial performance
- Owner's investment performance
- Capital expenditure
- Overall asset

HOTEL OPERATOR SELECTION

- Hotel operator selection is a key factor in the overall success of an investment both in terms of selecting the right partner and putting in place the right terms and conditions. Agreements have to be balanced to permit operators to perform whilst allowing owners to oversee their investments.

MERGERS & ACQUISITIONS

- At all stages of the M&A process, Tierra seeks to maximize the value of the asset, whether it is a disposal of a hotel property that may be underperforming, or an acquisition of a new opportunity that presents a high value interest.

REAL ESTATE ADVISORY

- Real estate development strategy
- Real estate marketing, sales, pricing and leasing strategy
- Real estate product positioning
- Appointment of property managers
- Asset appraisal and valuation



Tourism Strategic Planning

We will create a strategic plan to lay the foundation of the tourist destination.

Destination assessment

- identifying key stakeholders, and determining the touristic potential of any destination.
- comprehensive destination assessment report

Tourism Master Plans

- Addresses three important questions: “Where are we?” “Where do we want to go?” “How do we get there?”
- comprehensive look at all of the destination’s assets, where are the biggest opportunities for growth, what are the main roadblocks, and how can they be overcome.
- Blend of in-depth research and personal consultation with local businesses, government officials, and residents.
- 10- to 20-year strategic vision, strategy, and action plan for developing tourism in a sustainable manner for the benefit of local residents, investors, and tourism operators.

Land Use Planning & Eco-lodge Architecture

- create an eco-plan or eco-design that have never been created before
- plan and design in response to the local context: physical, metaphysical and cultural.

Marketing Strategies

- develop tourism marketing strategies designed to increase marketing efficiency by aligning every activity around clear goals and utilizing the best platforms to reach high-value target markets
- best available travel market research in order to create a valuable, actionable tool that can be put into use right away.

Tourism & Conservation Planning

- comprehensive understanding of the direct and indirect threats to biodiversity
- strategies that directly link sustainable tourism to on-the-ground biodiversity conservation efforts



Tourism Development

Planning and implementation of strategies with the objective to develop the tourist destination.

Destination Management

- vision for the destination—an exciting picture of the destination's desired future
- create revenue-generating business plans that will provide the financial resources needed for the continued management of the destination.

Investment Promotion

- assist with attracting investments in infrastructure to meet demand and achieve the clear growth potential that exists.
- end-to-end investment promotion solutions, including prospectus development and production, investor recruiting, and sourcing debt and equity financing

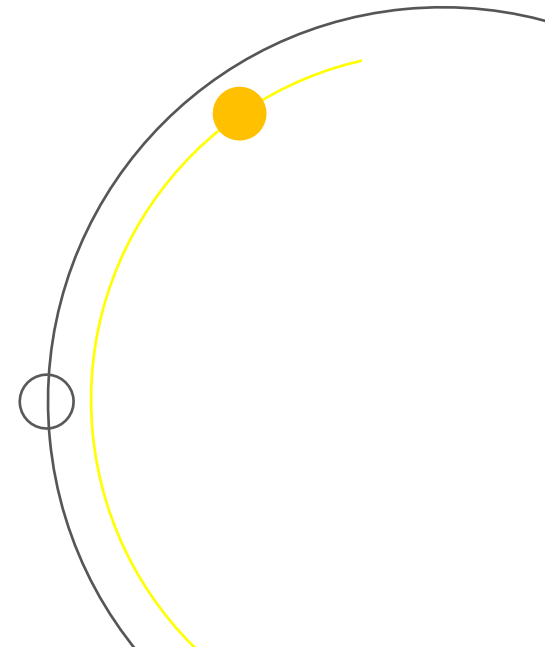




Our Projects

We have a reputation for delivering complex and challenging projects with skill and innovation

Our people work collaboratively to create value to our projects and our clients





Oud Metha

Mixed Used Hotel
and Serviced
Apartment Complex
with 300 keys

Al Ghandi Investments Project
Dubai, United Arab Emirates



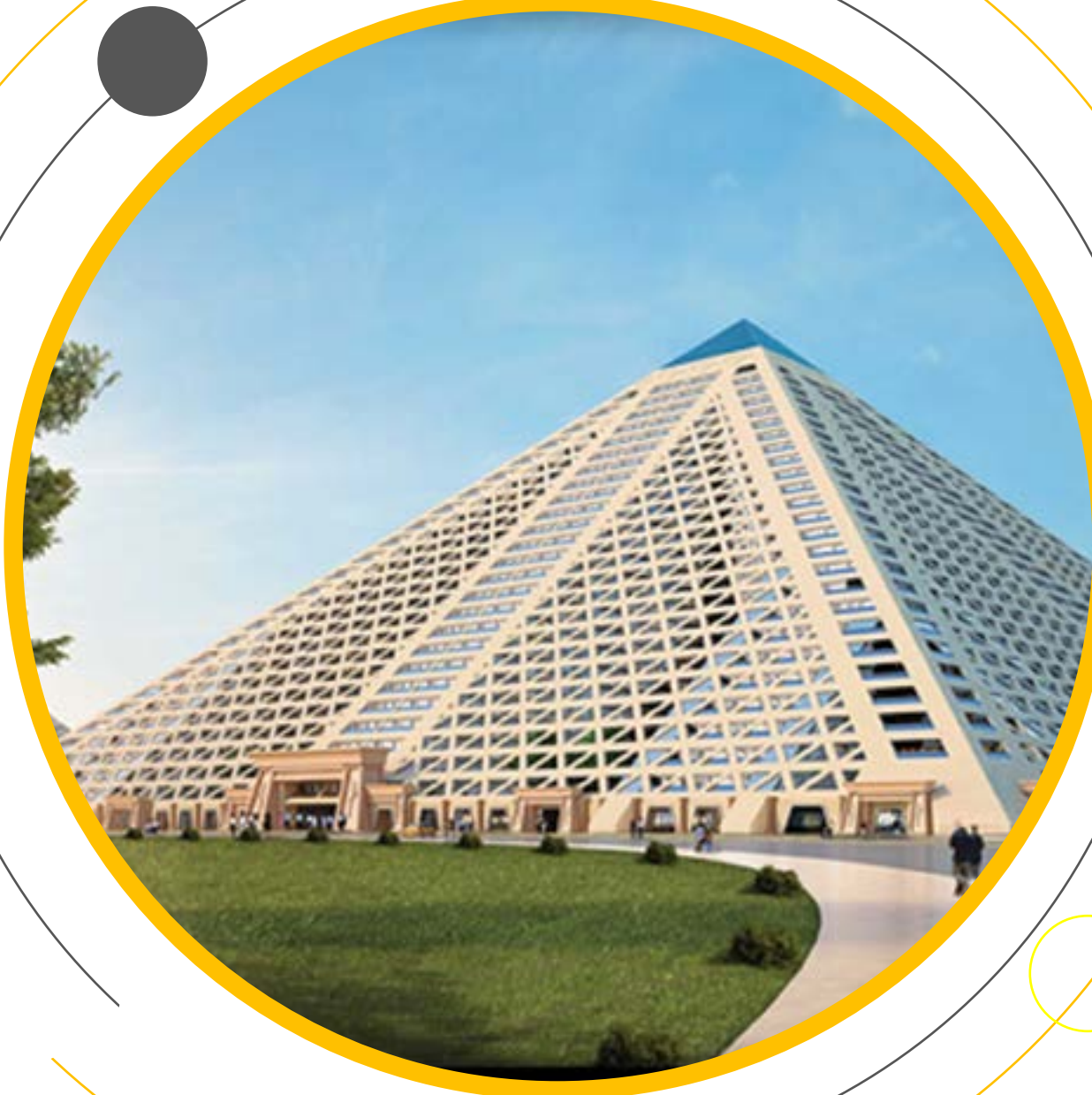
Falcon City of Wonders

Al Moosa Investment
Dubai, United Arab Emirates

Falcon City of Wonders

Grand Pyramid

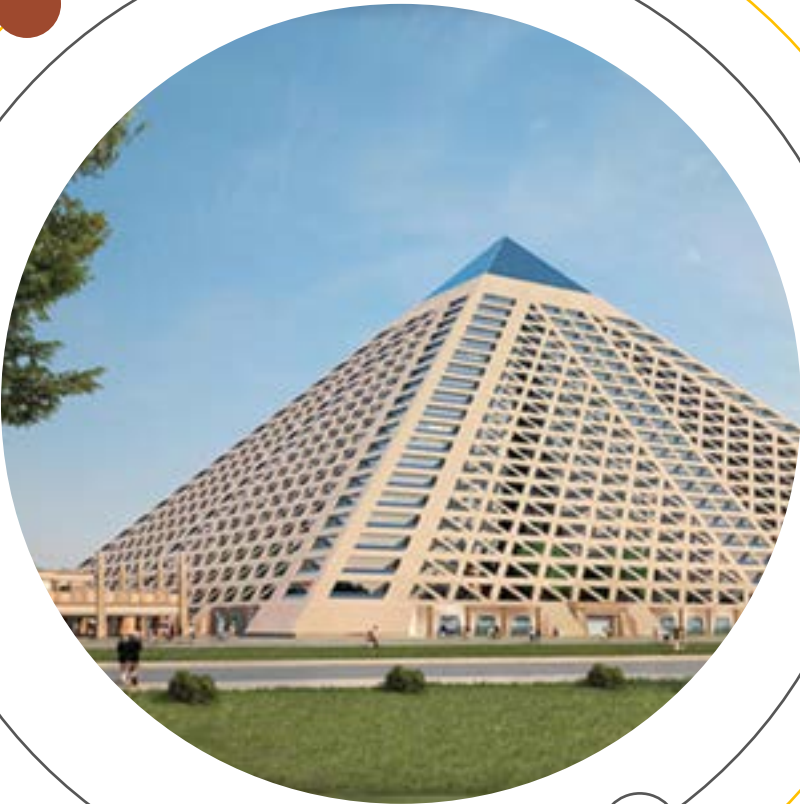
SAM Antares will have a total of 2,859 branded and furnished residential apartments with associated leisure, F&B and retail offerings.



Falcon City of Wonders

Medium Pyramid

SAM Polaris will have a total of 1,502 branded and furnished residential apartments with associated leisure, F&B and retail offerings.



Falcon City of Wonders

Small Pyramid

SAM Vega will have a total of 290 branded and furnished residential apartments with associated leisure, F&B and retail offerings.





Clients & Works



We work with A TRUSTED
TEAM OF REPUTABLE
PROFESSIONALS

These are projects members of
our team have worked and han-
dled collectively over our years of
experience in the industry

> ASSET MANAGEMENT

JUMEIRAH
Dubai, United Arab Emirates

ATLANTIS THE PALM
Dubai, United Arab Emirates

PULLMAN
Deira City Center, Dubai

WESTIN
Bahrain

THE HONG KONG AND SHANGHAI HO-
TELS, LIMITED

MANDARIN ORIENTAL
New York

PORT TARRACO- TARRAGONA
Spain

> INVESTMENT MANAGEMENT

CITY CENTER DC
Unites States of America

RAFFLES SINGAPORE

ST REGIS BAL HARBOUR
Miami, United States of America

SHERTON
Mall of Emirates, Dubai

> DEVELOPMENT MANAGEMENT

MADINAT JUMEIRAH
Dubai, United Arab Emirates

GRAND HYATT
Dubai, UAE

DUBAI WORLD TRADE CENTER
Dubai, UAE

KEMPINSKI
Mall of Emirates, Dubai

THE BURGENSTOCK SELECTION
Luzern; Bern; Lausanne, Switzerland

THE ROYAL ATLANTIS RESORT AND
RESIDENCES
Dubai, United Arab Emirates

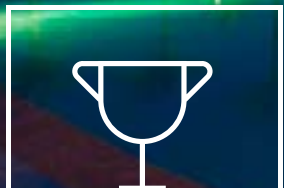
IBIS NOVOTEL PORT SAIED
Dubai, United Arab Emirates

AL HOUARA
Tangiers, Morocco

CROWNE PLAZA
Kuwait

PENNINSULA
Hong Kong, Shanghai

JABAL OMAR DEVELOPMENT
Jeddah, KSA



PROCESS

How do we do it?

It's not just what we do, it's how we do it.

We treat each project as a new opportunity to be part of a great work, a chance to help our client materialize their vision. Our strong foundation process applies to all our projects, regardless of size and purpose.

#01 Discover

We start all our projects with thorough research and analysis. We examine the values, strategies, processes, and culture which contribute to your uniqueness. We then build the framework where the project will be based upon including budget and key milestone.

After research and analysis, the key findings help us devise strategic direction and conceptual design that mirror your objectives and serve as the project's outline. We can now start to build an accurate and efficient concept based on the factual information.

#02 Design

A great concept is just a waste without proper implementation, that's why we collaborate with our network of experts and work closely with you to ensure that the proposed solutions are being carried out efficiently and effectively, to satisfy your requirements and exceeds your expectations.

#03 Develop

#04 Deploy

The most rewarding part of our job is deploying the project and sharing end-results to the public. Our accomplishment is the appreciation we receive from you, our clients, and your end-users. At the end of the day, satisfied clients are testaments to our handwork and commitment.



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Tierra Hospitality Partners. FZ LLE

