

Malcolm Kerr – Partner, Asset & Hotel Services



Malcolm is a British national, residing in Hong Kong since 1993 and a dedicated hospitality development consultant. In addition to being a partner to The Golf Group Malcolm also heads up Kerrwood Ltd, a respected hotel and hospitality brokerage and professional advisor .

With core disciplines including strategic planning for investors and operators of hospitality real estate Malcolm is a significant resource in our early stage feasibility, concept and development activity and through to hotel operator selection.

Summary

- Held senior regional development roles with major hotel groups, including as Vice President, Development Asia Pacific for Le Meridien, Starwood and Movenpick Hotels & Resorts.
- Managed over 100 advisory assignments for clients worldwide, establishing an extensive and successful track -record over two decades.
- In addition to feasibility assessment for all categories of hotel accommodation, experience has included research and analysis of an extensive variety of products including branded residential, time share, MICE facilities, restaurants, theme parks, theatrical shows, retail, retirement communities, casinos and golf courses.
- Strategic planning of greenfield hotel and major mixed-use resort developments, in collaboration with multi -disciplined project teams.
- Has successfully led multiple hotel management and franchise agreement negotiations worldwide.
- Acted as owner representative through all stages of hotel and resort planning, development, operation and divestment. Liaising on the owner's behalf with third party consultants, operators and stakeholders to ensure delivery of commercial objectives.

Feasibility & opportunity evaluation
Planning support
Positioning & concept character

Project technical services
Management strategy
Marketing & sales

Pre-opening services
Management services
Business reviews & audits

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