

# BLACK LABEL

HOSPITALITY





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# Reinventing the hotel experience

BEING TRUE TO OUR OWN VALUES

# Introduction

BLACK LABEL HOSPITALITY

Black Label Hospitality is a trustworthy hotel operator and has secured Multi Site Development Agreements with the world's most renowned hotel chains.

Our strategic partners are: Marriott, Intercontinental, Hilton, Accor and Wyndham





# Introduction

## OUR BUSINESS

- \ True hotel operators. We will not outsource the hotel management to a third party
- \ Trustworthy hotel operator and lease co
- \ Long term fixed leases
- \ Strategic partnerships with AAA partners (Extendam, R+V Versicherung, etc)
- \ Netherlands based company
- \ European growth
- \ Current position: 8 hotels, 500 keys / Secured pipeline in excess of 1.000 keys
- \ Fast decision making process. 100% of ownership. No Investment Committees.

## Growth Ambition

- \ Growth to 6,000 keys secured pipeline 2029





# Black Label Hospitality's Management

## CEO MARTIN HENDRICKS

Hotel Management School Maastricht, Acquisition & Development background at Dolce International (Wyndham Hotels & Resorts).

Winner of the 2023 "Hotello of the Year Award". The most prestigious award for hospitality professionals in The Netherlands.

## CFO ERIC BESSEMS

Strategist in its purest form. With over 20 years of experience with CFO-ship in large Dutch companies.

## COO MARCEL VAN DE VIN

15 years experience in management of The Netherlands largest chain. He Has brought them from 26 to 105 hotels. And since March 1st 2022, the COO of Black Label Hospitality.

Black Label Hospitality's management holds 100% ownership and can therefore act fast in the decision making process.

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# Black Label Hospitality's Strategy

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# Growth Strategy

Strategic partnerships with worlds most renowned hotel chains. Solid lease guarantees backed by our partners R+V Insurance or the hotel chain.

## Turnkey leases

- \ Minimum of 100 keys per project (except for AAA cities in center locations)
- \ Asset Light balance sheet
- \ Long term fixed leases. Minimum of 20 years.
- \ Focus on tier 1 and 2 cities
- \ Partnership with one of the leading hotel chains

## Hotel Management

Hotel Management for the owner of the Opco / Propco.

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Our label?

Stay exclusive



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Let's connect

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