

# PANOS PALEOLOGOS

PRESIDENT & FOUNDER OF HOTELBRAIN

SELECTED ENDEAVOR GLOBAL ENTREPRENEUR

HOTELBRAIN: RECENTLY AWARDED AS EUROPE'S LEADING HOTEL MANAGEMENT COMPANY

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An aerial photograph of a white motorboat on the water, with a coastline and islands in the background under a blue sky. The boat is in the lower foreground, and the water extends to the horizon. The text is overlaid on the image.

**GREECE**

**CURRENT ENVIRONMENT & FUTURE OPPORTUNITIES**

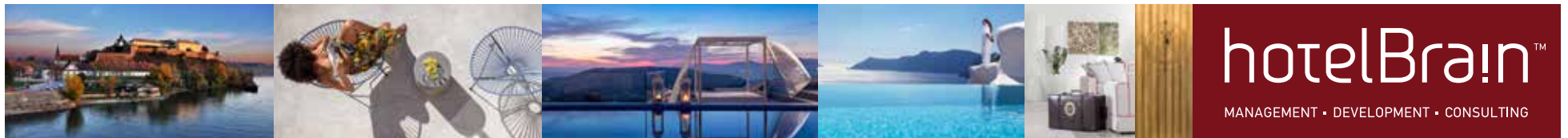
# GREECE: CURRENT ENVIRONMENT & FUTURE OPPORTUNITIES

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## PRESENT

- \_ SATISFACTORY BASIC HOTEL INFRASTRUCTURE
- \_ EXCELLENT POTENTIAL FOR IMPROVEMENT OF HOTEL PRODUCT & EXPERIENCES

**BUT**



# GREECE: CURRENT ENVIRONMENT & FUTURE OPPORTUNITIES

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## A PATHOGENIC & INEFFECTIVE DEVELOPMENT MODEL

- \_ OVER DEPENDENCE ON THE MASS TOURISM MODEL / TOUR OPERATORS
- \_ CHEAP PRODUCT-SERVICE MIX AND LOW HOTEL RATES
- \_ LACK OF MANAGEMENT KNOW-HOW, PROFESSIONALISM AND SUFFICIENTLY TRAINED EMPLOYEES
- \_ EASY ACCESS TO FINANCE  
(BANK LOANS & GOVERNMENTAL SUBSIDIES)

## HAS LED TO

- \_ EXTREMELY COSTLY AND HIGH LEVERAGED HOTEL PROJECTS
- \_ HOTEL INVESTMENTS WITH LOW RETURNS



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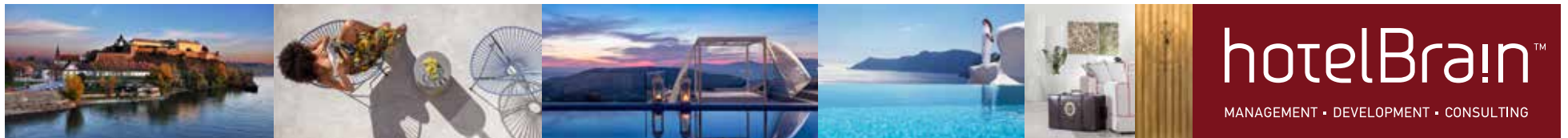
## WHAT IS NEEDED?

### NEW INVESTMENT CAPITAL

TO SUPPORT THE REPOSITIONING OF THE GREEK HOTEL ASSETS

## WHY?

- \_ AT THE MOMENT, GREEK BANKS CANNOT FINANCING THE IMPROVEMENT & REPOSITIONING OF THE GREEK HOTEL ASSETS
- \_ DISTRESS FUNDS USUALLY HAVE A SHORT-SIGHTED INVESTMENT APPROACH WHICH IS BASED ON AN EVENT-DRIVEN STRATEGY. NOWADAYS THE MAIN EVENT IS THE ADMINISTRATION OF THE RED LOANS (NPLS) BY THE BANKS – DISTRESS FUNDS CANNOT SEE THE REAL OPPORTUNITY



# GREECE: CURRENT ENVIRONMENT & FUTURE OPPORTUNITIES

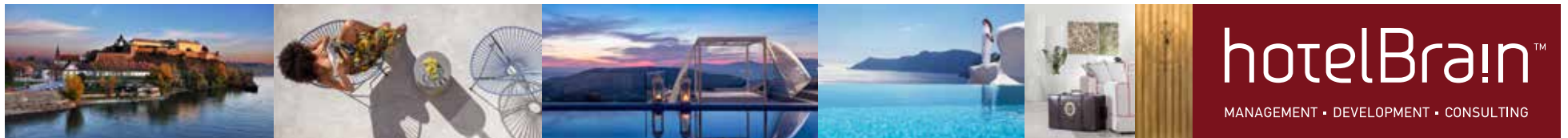
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## THE SOLUTION

### PROFESSIONAL MANAGEMENT

## WHAT IS THE OPPORTUNITY?

THE HIDDEN VALUE LIES ON THE FULL UTILIZATION  
OF THE GREEK HOTEL ASSETS WITH  
A NEW DEVELOPMENT & OPERATIONAL MODEL



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## HOW?

### 1. REPOSITIONING

UPSCALE & UPPER UPSCALE HOTELS FOR AN EXISTING BUT UNTAPPED MARKET RATHER THAN MASS DEVELOPMENTS

### 2. BRANDING

BRAND AWARENESS & RECOGNITION = HOTELS OF THE WORLD

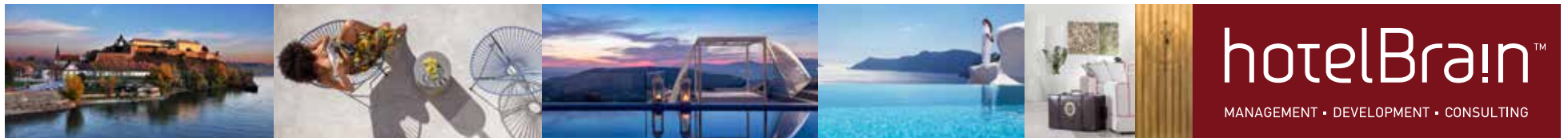
### 3. PEOPLE

THE REAL ASSET!

TRAINING BASED ON SERVICES & EXPERIENCES

### 4. MANAGEMENT KNOW-HOW

EFFECTIVE PLANNING - SALES & REVENUE MANAGEMENT -  
OPERATIONS - ADMINISTRATION - COST CONTROL



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1+2+3+4 =

- \_ QUALITY & REPUTATION
- \_ PROFITABILITY
- \_ LOWER RISK
- \_ HIGHER RETURNS
- \_ INCREASED COMMERCIAL VALUE OF THE ASSET



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A scenic view of a coastal town at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, a large, dark tree stands on a white terrace overlooking a swimming pool. The pool's surface is calm, reflecting the tree and the sky. In the background, a hillside is covered with white buildings, some of which are lit up with warm lights. The sea is visible on the left side of the image.

THANK YOU

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