

MERCHANTS



HOTELS AND RESORTS





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Merchants Hotels and Resorts is an Australian company providing transactional and advisory support to global clients with interests in the Australian hotel, resort, pub and leisure markets.



Through its strategic alliance with Parker Travel Collection, Merchants Hotels and Resorts has assembled a multi-disciplined team of professions with over 60 years experience in management and promotion of Australian Hotels and Resorts to domestic and international investment and travel markets.

Merchants Hotels and Resorts' team is led by Managing Director, Simon Merchant. Simon has over 20 years experience in business and commercial property transactions and advisory in Australia. Simon's career has allowed him to focus on the delivery of brokerage services to eco-tourism enterprises in Tropical North Queensland and Tasmania.

Supporting Simon is Todd Parker - our Lead Industry Advisor, and Managing Director of Parker Travel Collection. Parker Travel

Collection is a fully integrated Tourism Business Development operation offering consultancy and implementation solutions for all facets of tourism sales, marketing and distribution, servicing many of Australia's most iconic hotels and resorts.

Merchants Hotels and Resorts' strategic alliance with Parker Travel Collection provides a critical portal into Australia's historical, current and future positioning within the highly competitive global hotels, resorts, and travel markets. Client recommendations are supported by relevant statistical data, enhancing the delivery of transactional and advisory services.



Client Services



Transaction Services

Merchants Hotels and Resorts has a database of qualified buyers and sellers.

Merchants Hotels and Resorts has extensive experience on both the buy-side and sell-side of hotel and resort real estate and business transactions.

In depth market knowledge combined with our operational and branding experience allows us to position and/or re-position a hotel or resort asset to achieve maximum market value in preparing for a sale or to realise its full potential as an acquisition investment vehicle.

Transaction services include:

- Investment sales services for single asset, portfolio, structured and entity level dispositions
- Market appraisal and pricing, including property due diligence
- Buy-side market analysis
- Buyer/seller negotiations including Brand and Management

Financial Services

Merchants Hotels and Resorts has direct relationships with all major Australian Banks as well as specialist finance brokers. Merchants can assist the client through the appraisal of the Asset Life Cycle and positioning in context of the client's expectations and objectives; together with all value added options considered to achieve the best market pricing and terms.

Merchants Hotels and Resorts Financial services can support:

- Financing for new construction projects, or other capital expenditure.
- Refinancing of stabilised assets.
- Acquisition/reposition financing for projects in transition.



Asset Management

Merchants Hotels and Resorts, through its strategic alliance with Parker Travel Collection is uniquely positioned to provide hands-on operational and asset analyses, having been directly involved in the management and marketing of Australian Hotels and Resorts over the past 20 years.

The team has expertise in maximising value inclusive of detailed operational involvement, resolving franchise/operator issues and providing renovation/expansion oversight.

Asset management services include:

- Owner representation
- Operational reviews
- Hold/Sale Analyses
- Contract negotiations
- Lease or rental negotiations
- Franchise/Operator/Manager, review and selection





Advisory Services

Merchants Hotels and Resorts offers a distinctive range of advisory skills developed through direct experience as owners, developers, operators, brand leaders, buyers, sellers, and asset managers.

Merchants Hotels and Resorts has a significant track record of success in creating strategies for its clients through the identification of risks, the exploration of alternatives and the formulation of optimal, reasonable and achievable solutions.



Advisory services include:

- **Development:** The Merchants Hotels and Resorts team has been involved in numerous ground-up hotel and resort developments and building conversions across all market segments. From site selection and design review, through construction oversight, Merchants Hotels and Resorts provides value-added advisory services throughout the development process.
- **M&A:** Merchants Hotels and Resorts assist clients in meeting growth objectives through identified mergers and portfolio acquisitions. Inclusive services include appraisal, operational

review, joint venture structuring, and contract negotiation.

- **Strategic Planning:** Merchants Hotels and Resorts has experience in delivering strategic initiatives including organisation growth, brand expansion, asset allocation, capital preservation and start-up business planning.

Mission Statement

The Merchants Hotels and Resorts Mission Statement encompasses the business philosophy and best practices of its management and staff.

Our Mission is to:

- Promote the core values of being an accredited Helper Agent ® - Integrity, Empathy, Respect, Honesty, Ethical, Caring, Transparency, Acceptance, Professionalism.
- Create wealth for our clients through the provision of a broad range of high quality, fully integrated, research-driven real estate and business transactional and advisory services, to Australian hotel, resort, pub and leisure business owners, developers and operators.
- Always place our client's needs and objectives first.
- Strive to achieve maximum value, and negotiate the optimum terms and conditions available to the client.
- Exceed our client's expectations.



Simon Merchant

Managing Director and Licensee

Simon is Managing Director of Merchants Hotels and Resorts, personally managing all transactional and

advisory client services. The agency and advisory company was founded in Hobart, Tasmania in 2006. In mid 2008 Simon established a second office Cairns, Tropical North Queensland (now Head Office), allowing Simon and his team to service clients with assets across Australia - North to South, East to West.

Simon began his commercial property and business broking career at the age of 17, becoming an inaugural Real Estate Institute of Tasmania Scholarship Holder in 1989. As Assistant to the Managing Director of a successful, independent commercial agency in Hobart, Simon was from an early age exposed to transactions bridging Property Development, Commercial Property Investment as well as Hotel and Pub Broking, whilst he undertook his studies.

At 21, Simon was the youngest licensed Real Estate Agent in Tasmania; and went on to manage a number of major franchise offices in his formative years.

Simon's energy and willingness to always challenge personal and market barriers, has forged his reputation for consistently delivering sales results beyond market expectations through the creative and dynamic marketing solutions. Simon has a very high client retention rate.

Simon prides himself on direct marketing, and relationship building. Merchants Hotels and Resorts, as an independent agency has earned the respect of the institutional market.

Simon is husband to Georgie, a Co-Director in their company, and is father to Joseph and Eleanor.



Todd Parker

Lead Industry Advisor

Todd is Lead Industry Advisor to Merchants Hotels and Resorts. Todd is

founder and current Managing Director of Parker Travel Collection, Out of the Way Experiences and Air Australia Charters and Tours.

Todd and his companies' expertise and operational advisory services are available to Merchants Hotels and Resorts clients through our strategic alliance with Parker Travel Collection.

Commencing his tourism training at the Queensland Tourist and Travel Corporation (known today as Tourism Queensland), Todd gained experience in the retail, wholesale and marketing divisions of Tourism Queensland.

Moving to Cairns in 1987 as the Sales & Marketing manager for the Cairns Colonial Club Resort, Todd travelled extensively to make the Colonial Club the face of Cairns in the formative years of North Queensland's international marketing drive. This position lead to his appointment on the Rihga Royal Hotels sales and marketing board with international sales responsibility for Rihga Royal Hotel Miri, the Royal Mulu Resort and

involvement in the 16 hotels based in Japan for the parent company.

Looking for new challenges, Todd became co-manager for the development and construction of the 150 room resort Palm Royale Cairns in 1993, and led its sales and marketing team in the resort's early years.

Todd conducted his first international sales trip at 21 and has 'called' on tourism operators in the UK, Europe, North America, Asia, India, NZ and Australia for the last 20 years, building an extensive and influential range of industry stakeholders.

Energetic and dynamic, Todd's experience and passion for the industry and his expertise in tourism management is widely respected throughout the Australian and International Travel Industries.

Industry representation includes:

Board Member of Far North Queensland Promotion Bureau (1995)

Board Member of Tourism Tropical North Queensland (2006-09)

Chairman, Marketing Committee of Tourism Tropical North Queensland (1995)

Board Member of Australian Tourism Export Council (ATEC) North Queensland (1994-98)

Advisory panelist for Tourism Tropical North Queensland, Tourism Queensland and Tourism Australia.

Todd is husband to Diana, and father to their children, Layla and Zac.

Contact Details

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Industry Affiliations of Merchants Hotels & Resorts and Parker Travel Collection



www.pata.org



www.qtic.com.au



www.cairnsgreatbarrierreef.org.au



www.verygoldcoast.com.au



www.atec.net.au



www.brisbanemarketing.com.au



www.pddt.com.au