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C-SUITE

MAGAZINE



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POWERED BY ASIA CEO COMMUNITY
& CSUITE XCHANGE



OVERVIEW

COULD YOU PROVIDE AN OVERVIEW OF INSPIRE ADVISORY GROUP'S MISSION AND THE SERVICES IT OFFERS TO CLIENTS IN THE LUXURY PROPERTY AND HOSPITALITY SECTORS?

Inspire Advisory Group (IAG) is a boutique Advisory service provider focused primarily on the Hospitality and Residential Development sectors. Providing a complete "end to end" project development support service. From location sourcing, financing, pre-feasibility, to development planning, contractor sourcing and engagement, property branding, operational management, and sales support.

The mission is to support developers in South East Asia (SEA) through 20 years of industry leadership experience, to deliver the highest quality projects, with an outlook to ensure a sustainable outcome for all stakeholders.

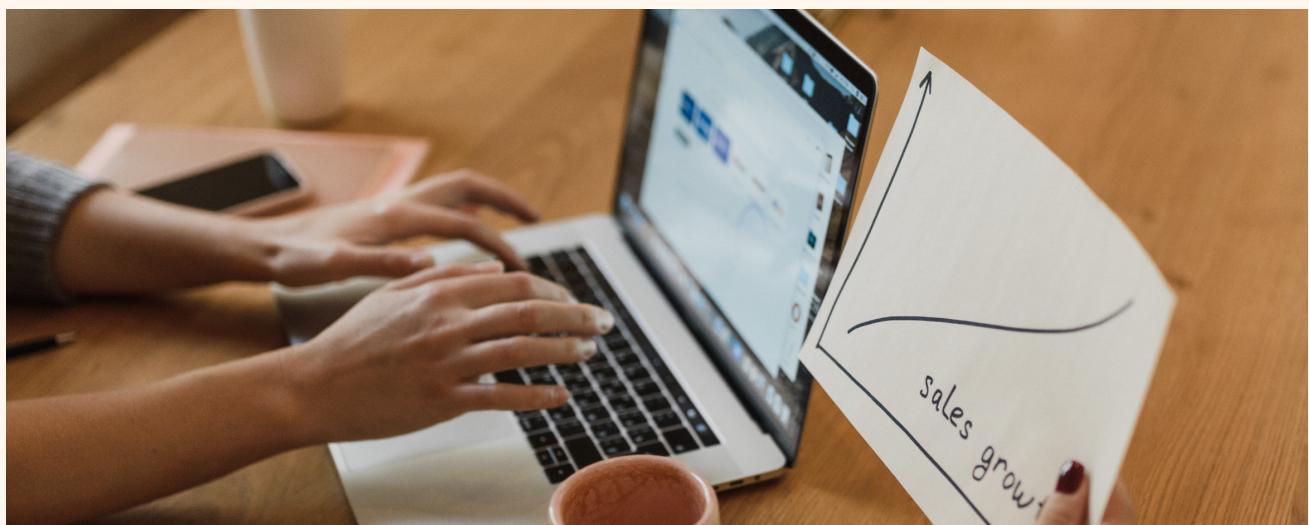


WHAT SETS INSPIRE ADVISORY GROUP APART FROM OTHER ADVISORY FIRMS IN THE INDUSTRY?

Through our extensive experience in the region, specifically in the Vietnam market, we have developed a comprehensive understanding of property development processes, and strong business relationships, to ensure the optimal approach to delivering a quality outcome, on time, and on budget for our clients.

This is coupled with over 20 years of International Luxury Residential, Integrated Resorts and Casinos development, pre-opening, and operational experience.

Therefore, given the extensive experience, and strong market relations Inspire Advisory Group is perfectly positioned to support any property development requirement.



NAVIGATING CHALLENGES



AS A CORPORATE STRATEGY SPECIALIST FOR LUXURY BRANDED PROPERTY DEVELOPMENTS, COULD YOU SHARE SOME INSIGHTS INTO THE UNIQUE CHALLENGES AND OPPORTUNITIES THAT EXIST IN THIS INDUSTRY ACROSS SOUTHEAST ASIA?

The challenges and opportunities that the luxury branded property development sector across SEA has seen several challenges post COVID with increases in global inflation, recessionary, and political issues, making for a much slower than anticipated recovery.

This has provided an opportunity for organisations to adapt to the challenging environment and be responsive to customer needs, both the end customers and developers needs, which we at IAG are positioned to support clients to navigate through times of challenge and change.

Having said that, all key indicators and economic forecasts are projecting a positive outlook for SEA and the Vietnam residential and hospitality development market in the coming years, so we are very positive about the future, and importantly working with clients in developing their plans to ensure they can maximise opportunities over coming years.

One area of opportunity that we are receiving a considerable amount of interest is from foreign investors outside of the region looking to break into the SEA and Vietnam markets, with Asia representing one third of branded residences globally, and SEA representing 90% of the development pipeline we are well positioned to ensure foreign investment and development support is fast-tracked through our extensive understanding of regulatory requirements, and business relations.

*Charmaine
Cheung*

EDITED BY

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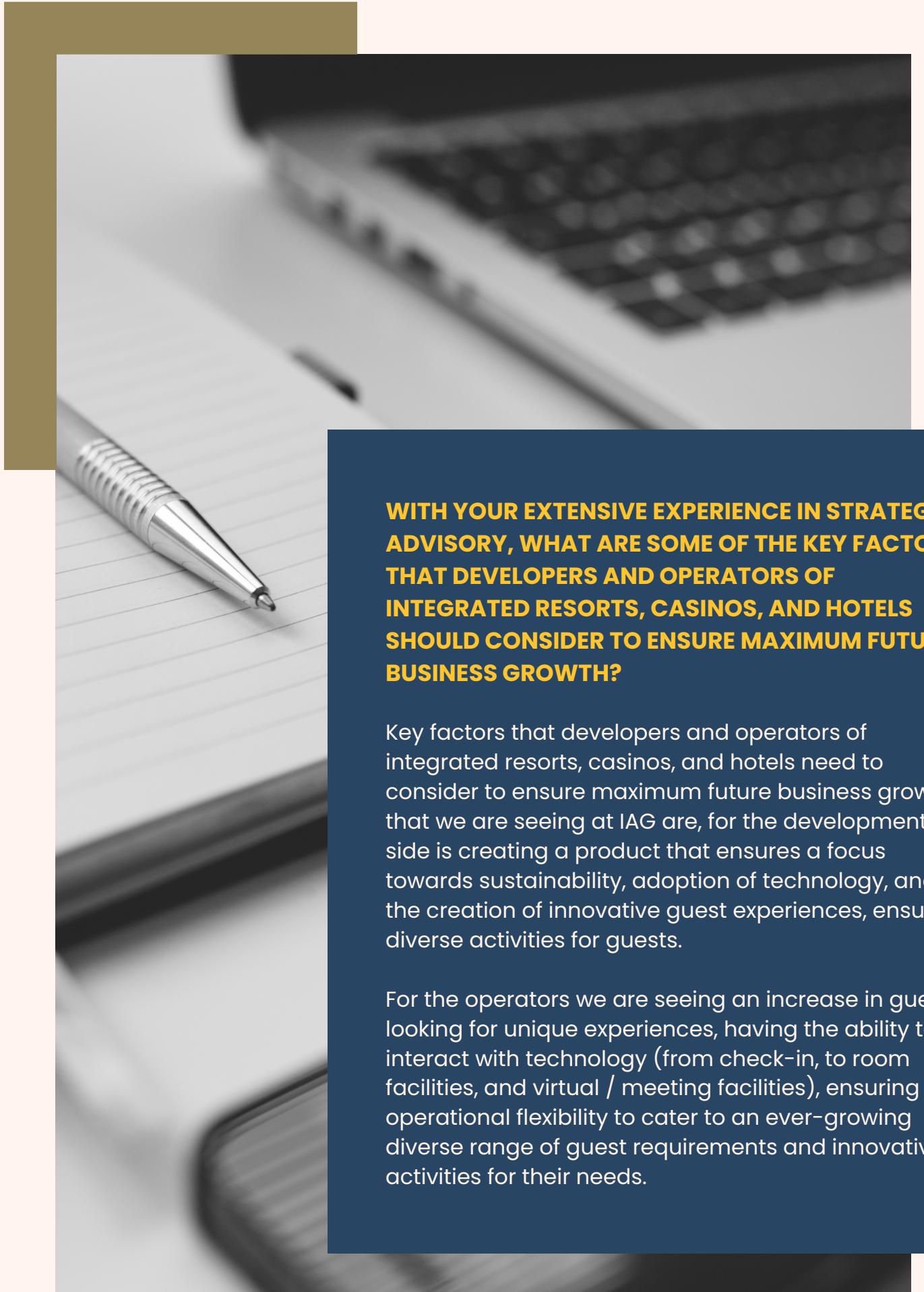
UNLOCK OPPORTUNITIES

Some specific examples of challenges that we are currently supporting our clients with are the timing and phasing of new developments, financing, impact of slow returns of the tourism markets on hotel occupancies, training of new employees. Having the solutions to the challenges for our clients it becomes an opportunity to ensure future success for our clients.

As for the opportunities, there are several new opportunities being created, such as development of a light hotel model, increase in sustainability expectations, ability to offer guests with a unique experience, which through our extensive research and market knowledge we are able to fast track identification of opportunities for our clients.

In summary, IAG is here to support investors and developers to manage risks, overcome challenges, and ensure clients can make the most of presented opportunities through our development support processes.





WITH YOUR EXTENSIVE EXPERIENCE IN STRATEGIC ADVISORY, WHAT ARE SOME OF THE KEY FACTORS THAT DEVELOPERS AND OPERATORS OF INTEGRATED RESORTS, CASINOS, AND HOTELS SHOULD CONSIDER TO ENSURE MAXIMUM FUTURE BUSINESS GROWTH?

Key factors that developers and operators of integrated resorts, casinos, and hotels need to consider to ensure maximum future business growth that we are seeing at IAG are, for the development side is creating a product that ensures a focus towards sustainability, adoption of technology, and the creation of innovative guest experiences, ensuring diverse activities for guests.

For the operators we are seeing an increase in guests looking for unique experiences, having the ability to interact with technology (from check-in, to room facilities, and virtual / meeting facilities), ensuring operational flexibility to cater to an ever-growing diverse range of guest requirements and innovative activities for their needs.



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COULD YOU SHARE A SUCCESS STORY OR CASE STUDY WHERE YOUR STRATEGIC ADVISORY SERVICES HAVE MADE A SIGNIFICANT IMPACT ON THE BUSINESS GROWTH AND SUCCESS OF A CLIENT?

A common success story where IAG have made a significant impact on the business growth and success of a client was something that we deal with quite regularly with our clients that are “Family Office” in nature and may not have a background in residential or hospitality development, however see the return-on-investment (ROI) opportunity but do not know how to go about / what to do with property development projects. So this is when the client engages with IAG to support the development process.

First, we sit down with our clients and look to develop our relationship, exploring an understanding about the client’s ideas, desires, and expectations. From there we develop the road map to success:

- Site location sourcing
- Pre-Feasibility planning & budgeting
- Design contractor support
- Construction contractor support
- Branding support
- Operational Pre-Opening planning and budget
- Operational processes and budgets
- Operational management agreements

IMPACT ON CLIENT SUCCESS

As a result of providing an end to end solution for our clients we were able to develop clear timelines, pull their budgets, development expectations, clear identification of areas of responsibility on delivery, all designed to ensure an efficient, on time and on cost project, that enables the client to maximise both short term and ongoing returns.



BALANCING CULTURE AND COMPLIANCE



**HOW DO YOU
NAVIGATE THE
CULTURAL AND
REGULATORY
DIVERSITY IN
DIFFERENT MARKETS
TO PROVIDE
TAILORED STRATEGIC
ADVICE THAT ALIGNS
WITH LOCAL
REALITIES AND
MARKET DYNAMICS?**

Navigating the cultural and regulatory diversity in different markets to provide tailored strategic advice that aligns with local realities and market dynamics is a challenge, that is why at IAG we ensure we are cognisant of the non-market forces that are in play within each jurisdiction, it is about taking time to develop relationships on multiple levels to gain insights into political, cultural, and individual client desires and requirements, and engage with the IAG team that supports through their SEA experiences, conducting in-depth research into market diversity, and consult with industry experts for specific markets.

Part of the competitive advantage that IAG brings is the insights we can provide with our clients on some of the emerging trends we are seeing shaping the future of the luxury property and hospitality industries in SEA, some of the recent trends we are seeing are the repurposing of existing / older properties and developing into luxury branded properties, the advantage is that there are numerous sites that are in wonderful locations, and well positioned for redevelopment.

We are also seeing an increase in demand (through branded residences) in serviced apartment living, including meeting room / shared work space facilities, increased emphasis on green spaces and exercise / wellness facilities, valet, personal shopping, grocery, and cleaning services.

We are seeing the luxury hospitality sector having forecasted growth from 2022 of USD 128 Bill, to USD 293 Bill by 2030.

Some of the specific trends we are working with in hospitality are:

- Health, wellness, and wellbeing markets
- Digitization
- Shared working spaces
- Renewable energy, environmental, and sustainability considerations
- Creating unique guest experiences

So, through IAG's support we can provide these types insights to our clients, and develop strategies together to ensure our clients can best provide guests with memorable experiences, and maximising visitation, repeat business, referrals, and bottom-line growth.

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AS A STRATEGIC ADVISOR, WHAT ARE SOME OF THE EMERGING TRENDS OR DISRUPTIVE FORCES THAT YOU SEE SHAPING THE FUTURE OF THE LUXURY PROPERTY AND HOSPITALITY INDUSTRY IN SOUTHEAST ASIA?





STRATEGIC NETWORKING

Approaching industry stakeholders regarding networking and exploring potential collaboration opportunities to create synergies and drive mutual growth can be challenging for some people, as not everyone is a natural communicator and comfortable in social situations. The simple answer is “practice”, you just need to get out there.

To make it easier for those who find it a challenge being in social situations, especially post covid, as people had become used to meeting virtually / online, I would recommend that you create a plan, plan out exactly what you

HOW DO YOU APPROACH NETWORKING AND COLLABORATION WITH INDUSTRY STAKEHOLDERS, GOVERNMENT BODIES, AND OTHER RELEVANT ORGANIZATIONS TO CREATE SYNERGIES AND DRIVE MUTUAL GROWTH?

would like to achieve, then create a map / plan for how to achieve it, who you need to collaborate with to provide a greater chance of success (identify target), build your network through mutual relationship introductions.

As part of your development, attend industry networking events, this will enable you to develop stronger and broader network relationships. Ensure you understand what it is that others need support with ie what value can you provide to them / what is your value proposition. This will support the development of mutual benefits, trust, shared visions through regular open and honest communication, developing a mutual “win win” relationship.

INFORMED ADVISORY

HOW DO YOU STAY UPDATED WITH THE LATEST TRENDS, MARKET INSIGHTS, AND CONSUMER PREFERENCES TO PROVIDE VALUABLE STRATEGIC ADVICE TO YOUR CLIENTS?

Staying updated with the latest trends, market insights, and consumer preferences to ensure we are providing clients with what is new in the market can be a full-time job in its own right, staying current is so crucial to ensure you can make informed decisions and be best positioned to support clients with their real estate development needs.

Tools that we use to ensure we keep updated are both online and offline. Through reading industry journals, newsletters, online articles, social media, following key industry influencers, attending professional networking events and being part of industry communities / associations, also online webinars to keep active with international industry colleagues.

While all of this is time consuming it is a highly valuable investment to ensure clients have access to the best of international market advice.



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**LOOKING AHEAD, WHAT ARE
SOME OF THE KEY GOALS AND
ASPIRATIONS FOR INSPIRE
ADVISORY GROUP?**



PIONEERING EXCELLENCE

Our key goals and aspirations at Inspire Advisory Group is to support residential and hotel / resort developers deliver successfully on their projects.

Ensuring that our clients provide above expectation experiences that will ensure repeat / return customers, from buying real estate, to taking a holiday at your hotel.

To see the broader growth and success of developers and operators throughout S.E.A. through providing the best of International standards, and to setting higher levels of standards that the world will come to accept that S.E.A. as the benchmark for global standards.



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