

# Key Strategies

One Of The  
Fastest  
Growing, Most  
Dynamic Hotel  
Companies In  
EMEA

## DEVELOPMENT – KEEP THE PACE

Continue Asset-light Growth With Focus On Emerging Markets and Conversions

## BRANDS – QUALITY, PROFITABLE GROWTH GLOBAL ALIGNMENT

Grow Pure, New Breed, Profitable Hotels

## REVENUE – LEAVE NO STONES UNTURNED

Grasp Every New Business Opportunity

## Z-FACTOR – FULL THROTTLE

Innovation – Work Smarter!