



UNITED HOSPITALITY MANAGEMENT







PINE CLIFFS HOTEL
★★★★★

CONTENT

02 Who is UHM?

16 Our Partners

06 Our Portfolio

18 Our Services

14 Milestones

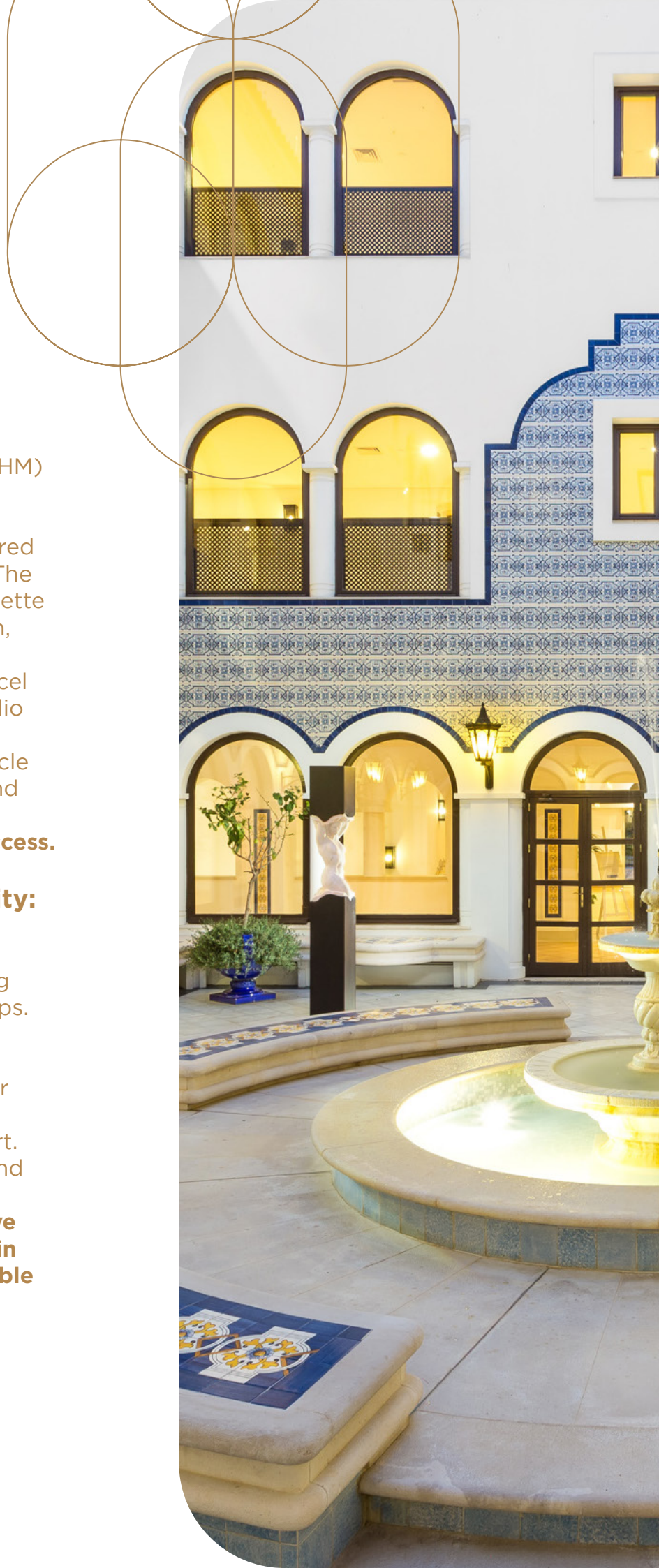
38 Partner
with UHM

WHO IS UHM?

United Hospitality Management (UHM) is a global hospitality management company with 30+ years of luxury hospitality expertise having partnered with world-class brands including The Luxury Collection by Marriott, Vignette Collection by IHG, Hyatt, Wyndham, Sheraton and Yotel. Backed by a recognized leadership team, we excel in investor relations, diverse portfolio management and global market insights. UHM offers a complete cycle of services, innovative concepts, and competitive fees, all **dedicated to amplifying property value and success.**

We are the future of hospitality:

At United Hospitality Management (UHM), we pride ourselves on being the architects of quality relationships. As hotel operators, we build teams fuelled by curiosity, courage, and an unwavering commitment to your business's prosperity, while always keeping our humanness at the heart. Our foundation is built on robust and enduring relationships within our teams and with our guests. **We have cultivated a reputation grounded in relationships by driving unmatched value towards our owners and investors.**





It's not just the outcomes, it's the fervour we bring.

- Our ties with guests transcend the transactional and evolve into the emotional.

- Our bonds with fellow Hoteliers define our culture, strengthening our collective pursuit.

Memorable and meaningful hospitality is not just about the accommodations; it's about creating lasting impressions. This is our ethos, and it drives us forward as we shape the future of hospitality through exceptional relationships.



50+

F&B Outlets

7+

International Brands

1800+

Employees

30+

Years of experience

2+

Continents

12+

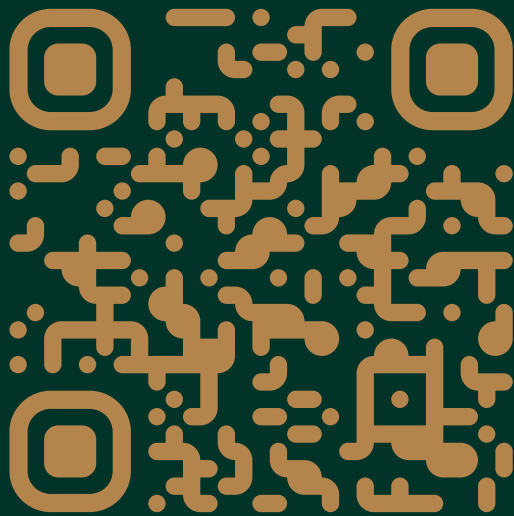
Hotels

2000+

Rooms

OUR PORTFOLIO

Discover United Hospitality Management's extensive portfolio, encompassing a diverse array of properties spanning luxury, upper-upscale, and lifestyle segments. With a wide-ranging collection of partnered global brands, our portfolio sets the benchmark for exceptional hospitality experiences.



View our full portfolio by scanning the QR code

EUROPE

YOTEL Porto

Porto, Portugal



Hyatt Regency Lisbon

Lisbon, Portugal



Sheraton Cascais Resort

Cascais, Portugal



Pine Cliffs, a Luxury Collection Resort

Algarve, Portugal



MIDDLE EAST

Th8 Palm Dubai Beach Resort, Vignette Collection

Dubai, UAE



Wyndham Residences, The Palm

Dubai, UAE



Arabella Beach Hotel, Vignette Collection by IHG

Al-Bida, Kuwait



AWARDS

It is an honour for UHM brands and partners to have been recognized over the years by some of the most reputable industry groups and respected publications in the world for excellence in luxury hospitality. Whether recognized by industry leaders or guests, these awards and accolades reflect the commitment of UHM to setting the standard for service excellence and the dedication of its team to providing the ultimate guest and partner experiences.



2019



2020





2021



2023

WORLD LUXURY AWARDS

2019 - Southern Europe's Best Luxury Family Resort
2021 -

WORLD LUXURY HOTEL AWARDS

2022 - Luxury Destination Hotel, Regional

LUXURY LIFESTYLE AWARDS

2023 - Best Luxury Resort in Portugal

TRAVEL & HOSPITALITY AWARDS

2019 - Family Friendly Resort
2020 -

GLOBAL LUXURY HOTEL & SPA AWARDS

2019 - Most Idyllic Portuguese Luxury Retreat

LUXURY TRAVEL GUIDE AWARDS

2019 - Luxury Hotel & Restaurant of the Year

WORLD LUXURY TRAVEL AWARDS

2020 - Europe's Best Luxury Garden Resort

WORLD LUXURY RESTAURANT AWARDS

2020 - Europe's Best Mediterranean Cuisine

HAUTE GRANDEUR GLOBAL AWARDS

2021 - Portugal's Best Mediterranean Cuisine
2021 - Portugal's Best Garden Restaurant
2021 - Europe's Best Resort Restaurant
2021 - World's Best Entertainment Restaurant
2021 - Europe's Best Resort Hotel
2021 - Europe's Best Luxury Hotel Apartments
2021 - Europe's Best Corporate Resort
2021 - World's Best Serviced Apartments

TIMELINE & KEY MILESTONES

1985

UIP
Constitution

90's

1992

Pine Cliffs Hotel & Pine Cliffs Townhouses opening

1997

Pine Cliffs Vacation Club opening

00's

2000

Pine Cliffs Suites opening

2008

Pine Cliffs Residence opening

10's

2016

Pine Cliffs Ocean Suites opening

2016

Creation of **Serenity - The Art of Well Being** brand

Sheraton Cascais Resort opening

Serenity - The Art of Well Being at Sheraton Cascais opening

2018

Pine Cliffs Gardens opening

20's

2021

YOTEL Porto opening

2022

Hyatt Regency Lisboa opening

Serenity - The Art of Well Being at Hyatt Regency Lisbon opening

Wyndham Residences The Palm

2023

UHM brand is formed to handle hospitality operations

Th8 Palm Dubai Beach Resort, Vignette Collection

2024

Serenity - The Art of Wellbeing at Fairmont the Palm opening Q1

Arabella Beach Hotel, Vignette Collection by IHG Kuwait

15 hotels in the pipeline in UAE



THE DRIVE OF A STARTUP, THE EXPERTISE OF AN INSTITUTION.

Mission:

Creating long-term, superior value and elevating the standards of hospitality for all our stakeholders and community.

Vision:

Be the world's best and most inspiring full-service upscale hospitality operator.

Value:

At United Hospitality Management, our team is driven by an unquenchable thirst for excellence.

Our glocal attitude defines us, we fuse global insights with local knowledge, harmonising the present with the future. Our experience with Tier-A hospitality brands around the world is a testament to our relentless pursuit of distinction.

We understand that true value is the currency of trust. Every action and decision we make adds to the value proposition for our partners and guests. This is our commitment, to be the architects of experiences that matter, forging a legacy built on expertise, passion, glocal vision, upmarket luxury, and intrinsic value.



TRUSTED BY THE WORLD'S LEADING BRANDS & PARTNERS

We are proud to have developed strong relationships with various international brands over the years.



OUR SERVICES

Find your winning edge with UHM

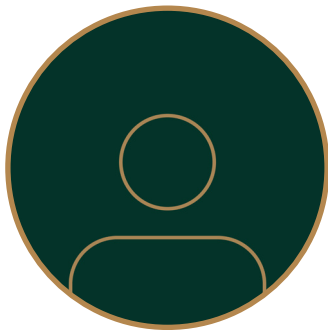
United Hospitality Management (UHM) is a leader in hospitality asset development, operationalization, and management. Backed by a multidisciplinary team with a track record of developing winning hospitality concepts across the world, UHM has emerged as a partner of choice for owners, developers, investors, and operators ready to achieve their hospitality investment goals.



Sales



Revenue



**Human
Resources**



IT



Marketing



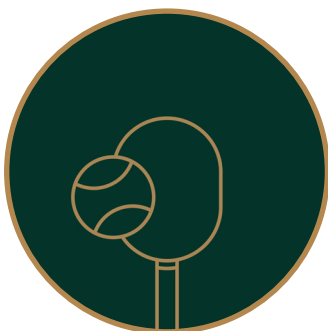
**Food & beverage
Franchising**



Centralized Finance



Procurement

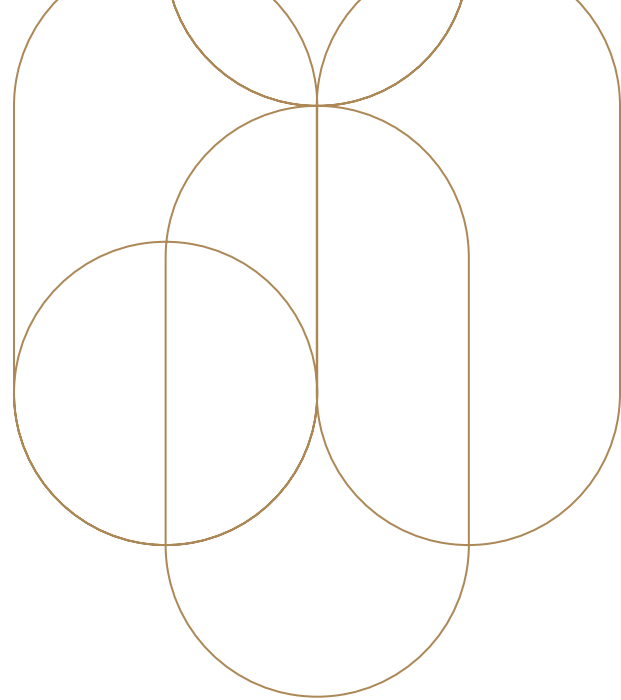


Sports & Leisure



**Spa &
Wellness**

Guided by years of global operations, United Hospitality Management leverages its extensive expertise to elevate new and established brands. Our proficient operations and asset management teams amplify profitability, manage change, and foster industry-wide connections, ensuring your capital undertakings yield exceptional returns.



OPERATIONS

Our operational services are designed to optimize every aspect of your hospitality venture, ensuring excellence at every touchpoint. With a focus on strategic planning, comprehensive team development, and seamless guest experiences, UHM is your ally for operational success.

- Proven expertise in diverse luxury hospitality segments
- Strategic planning and execution
- Seamless guest experience management
- Comprehensive team training and development
- Cutting-edge reporting tools for data-driven decisions
- End-to-end operational solutions

Operations

We excel in operational excellence. Our hands-on, owner-centric approach ensures smooth day-to-day property management. With a track record of solid RevPar performance, we consistently outperform our peers, year after year.

Leveraging business intelligence software, we provide centralized reporting for insights. Our specialized analytics team supports property operations, and our exclusive owners reporting portal enhances transparency. With revenue management expertise, we optimize value and market share. Thanks to our extensive scale, we offer procurement cost savings directly to owners.



Sales & Marketing

Sales and marketing are at the core of United Hospitality Management (UHM). Our seasoned team of professionals sets us apart by infusing their expertise into every facet of our operations. We value innovation, consistently seeking fresh approaches and ideas to remain agile and engaged.

With direct sales as a cornerstone, we excel in revenue distribution and management. Our prowess extends to direct marketing, digital marketing, and public relations. At UHM, we don't just follow trends; we shape them, driving success by continuously adapting and delivering results that stand out in the competitive landscape.



Revenue

In today's dynamic hospitality landscape, revenue management extends beyond the traditional. Alongside room yield, the evolving guest expectations for personalized experiences and enhanced services present substantial revenue growth opportunities. This requires a more holistic approach to optimise yield from various sources throughout their stays.

We diligently track revenue across every aspect, using comprehensive cost modelling in each segment. Our commitment to boosting yield encompasses all revenue sources, showcasing our dedication to unlocking the complete revenue potential for our partners.

Technical & Engineering Services

At United Hospitality Management, technical and engineering services are foundational. Prioritizing preventive maintenance, we ensure optimal system performance. Our Innovation Teams adeptly manage end-to-end aspects - network design, system definition, vendor coordination, training, and ongoing maintenance. Quality, efficiency, and guest satisfaction remain our driving forces. This dedication also leads to long-term cost reduction.



Finance

Our financial prowess goes beyond conventional measures. With a cutting-edge reporting platform, we benchmark historical performance against industry peers, fostering informed decision-making. Our robust forecasting and reporting systems provide comprehensive insights.

We believe that understanding the underlying drivers behind KPI performance is as crucial as the indicators themselves. Our treasury teams excel in constructing efficient cash management models, ensuring optimal financial utilization. Leveraging strong relationships with financial institutions, we navigate the financial landscape strategically, contributing to the overall success of our partners.



Health & Wellness

Health and wellness enhance experiential travel, offering a new dimension of rejuvenation to today's traveller. From intimate boutique spas to comprehensive fitness and wellness centres, our portfolio encompasses a spectrum of offerings.

We prioritise health and wellness services that seamlessly align with the essence of each property. By curating experiences that cater to diverse preferences, we ensure that our partners' properties always offer more than what's expected.



F&B

The Food and Beverage segment designs exceptional guest experiences and serves as a vibrant social hub for both guests and the local community. Transforming hotels into experiential spaces, our F&B expertise drives profitability and underlines our commitment to excellence.

From upscale restaurants to cosy dining spaces, our support spans the entire lifecycle of F&B projects. We engage from pre-opening strategies to ongoing management and marketing and understand what it takes to create remarkable dining experiences.

HR

Leveraging our scale and industry reputation, we attract and retain top-tier talent, ensuring a workforce that's primed for excellence. Our teams are the core assets driving our strategic objectives. Each team is meticulously selected, guided, and duly rewarded for their contributions. We recognise that our success is intrinsically linked to the dedication and expertise of our personnel, positioning us to excel in every endeavour.





ASSET MANAGEMENT

Our comprehensive Asset Management services encompass a broad spectrum of strategic initiatives, ranging from operational and management reviews to investment recommendations and strengthening partnership relations. In addition to supervising operators and Hotel Management Agreements, we represent the owner and add value by aligning both owner and operator interests in order to achieve long-term sustainable profitability. With our proven expertise and financial acumen, UHM helps unlock the full value of your assets and propels your hospitality endeavours towards new horizons of success.

- Operational and management review
- Investment recommendations
- Partnership relations enhancement
- Budget and capex review
- Award-winning F&B and spa concepts
- Brand selection, negotiation, and conversion
- Legal support and IT integration







Management Review

A keen eye and years of proven expertise can go a long way. UHM provides thorough management reviews to assess leadership, team dynamics, and overall performance. Our constructive insights and recommendations based on three decades of global expertise enhance your property's management capabilities.

Investment Recommendations

UHM's strategic investment recommendations and support align with your goals, ensuring that your business venture is always going from strength to strength.

Partnership Relations

Strong relationships are the bedrock of business success and UHM nurtures solid partnerships with people that matter. Our approach fosters stakeholder collaboration and is proven to drive stellar performance.

Budget & Capex Review

Budgeting and capital expenditure (capex) are integral components of your property's financial health. UHM offers detailed budget and capex reviews, ensuring that your financial strategies are sound and that your investments yield optimal returns.

Independent Expertise/Assessment

A transparent and accurate assessment can be invaluable in business. And sometimes, it is all that is needed to put your business on the right track. Our team of seasoned professionals is positioned to give your hospitality business a detailed health check.

Financial Support

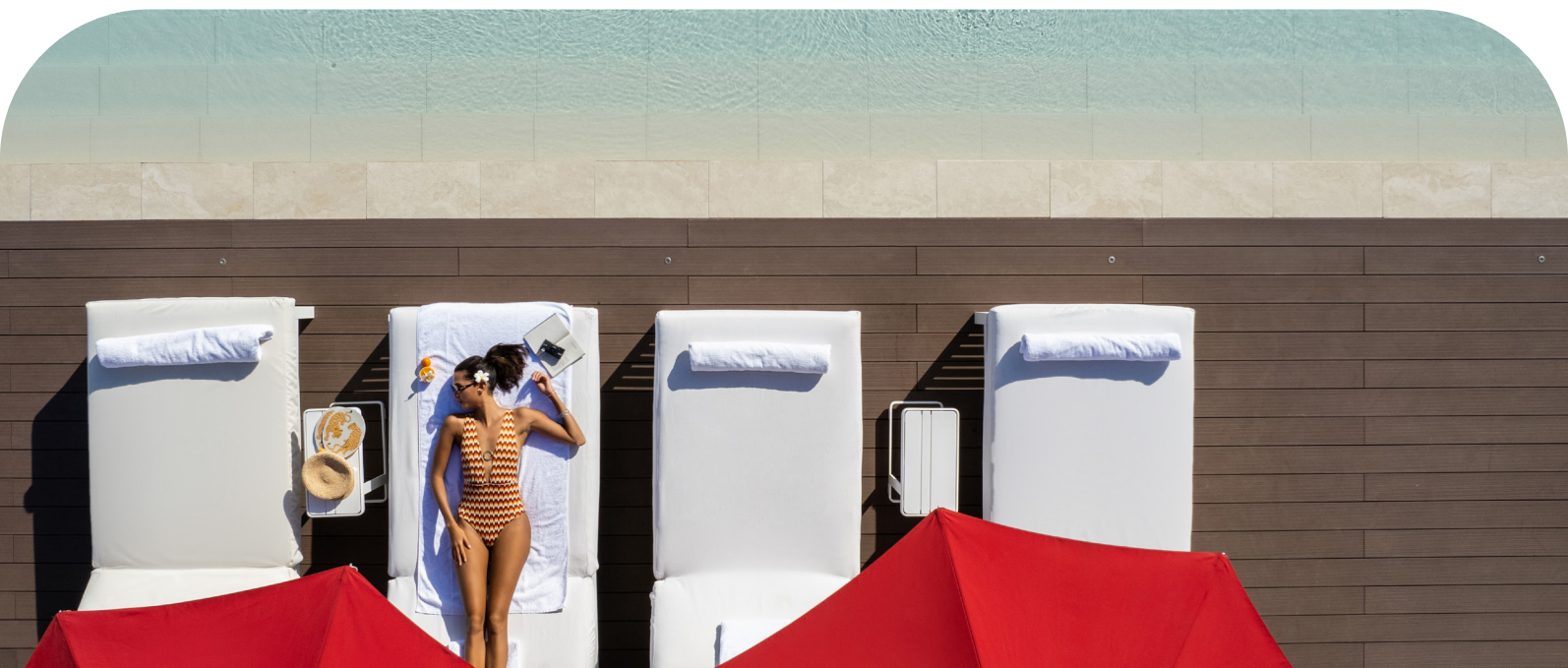
At United Hospitality Management (UHM), we understand that financial strategy lies at the heart of a thriving hospitality venture. From capex and budget review to financial recommendations, we are committed to providing comprehensive financial support that ensures your property's long-term prosperity.

Budgeting

Budgeting is the bedrock of your business. From budgeted capital to emergency capital, at UHM, we create detailed financial allocations that align with your objectives, enabling you to secure higher returns on investment (ROI) through your property.

Capex Review

Capital expenditures (capex) play a pivotal role in shaping your property's perception and guest experiences. We review and recommend capex strategies that are aligned with your investment and revenue goals. Our focus is to ensure that every capital investment contributes to the overall value proposition of your hospitality venture.



Investment Review

In an industry where financial precision is paramount, your hospitality venture hinges on a well-researched investment review, backed by a team of global experts. UHM excels at shaping these critical foundations, propelling businesses toward long-term value and optimal returns.

F&B & Spa Concepts

Outstanding food and beverage and spa concepts are not just amenities; they are integral to your property's growth and distinction. UHM's solid acumen in developing, operating, and marketing award-winning F&B and spa concepts, offers an unflinching focus on customer experience. Locally inspired and culturally relevant, our track record of success speaks for itself.

Brand Selection, Negotiation, & Conversion

Electing the right brand for your hospitality property is a strategic decision with profound implications. UHM offers invaluable expertise in brand selection, negotiation, and conversion. We guide our partners in making informed choices that ensure the optimal alignment of brand and property objectives. Whether you're assessing your existing brand's performance or considering a change, our global experience provides the insight needed to transition while maximizing returns.





Legal Support

UHM recognizes the significance of legal support in safeguarding your business interests. With three decades of experience, we have cultivated strong relationships with leading industry experts so you can utilize legal assistance that's tailored to your business.

IT & Digital Excellence

In an era driven by digital innovation, staying connected and tech-savvy is a non-negotiable. At UHM, we ensure that your property is integrated into the digital realm. Our in-house team of tech experts is equipped with cutting-edge technology and decades of expertise so our clients remain at the forefront of the digital transformation.

Th8 Palm Dubai Beach Resort,
Vignette Collection
Dubai, UAE





HOTEL DEVELOPMENT

United Hospitality Management offers strategic development insights tailored to project owners and developers.

Our recommendations encompass an array of essential factors, including component mix, market positioning, and ancillary revenue sources, all meticulously aligned in an encompassing area programme. Rooted in sound business rationale, our counsel ensures the proposed concept harmonises with future market dynamics.

- Master plan consulting
- Property development, design, & construction
- CSR Independent expertise/assessment
- Feasibility & financials
- Selection of brands & negotiation of management agreements
- Defining concept and best use
- 5-year plan creation
- Pre-opening & OSE budgets
- Strategic marketing & commercial plans for new hotels

United Hospitality Management places a huge emphasis on long-term partnerships and cultivating relationships. The team globally has been chosen for its hospitality experience and passion to make sure UHM's relationships always add value.

I

2

3

Property Development, Design, & Construction:

Our seasoned internal development team has decades of experience in hospitality developments and offers end-to-end guidance for your investment journey. From conceptualization to design and construction, our turn-key solutions help you navigate the complexities of building winning properties, enabling you to realize your financial ambitions faster.

CSR Independent Expertise/Assessment:

We take pride in being leaders in CSR-certified developments. Our expertise goes beyond assessment to include recommendations, guidance, and implementation support to align your projects with the gold standard of ethical and sustainable practices.

Feasibility & Financials:

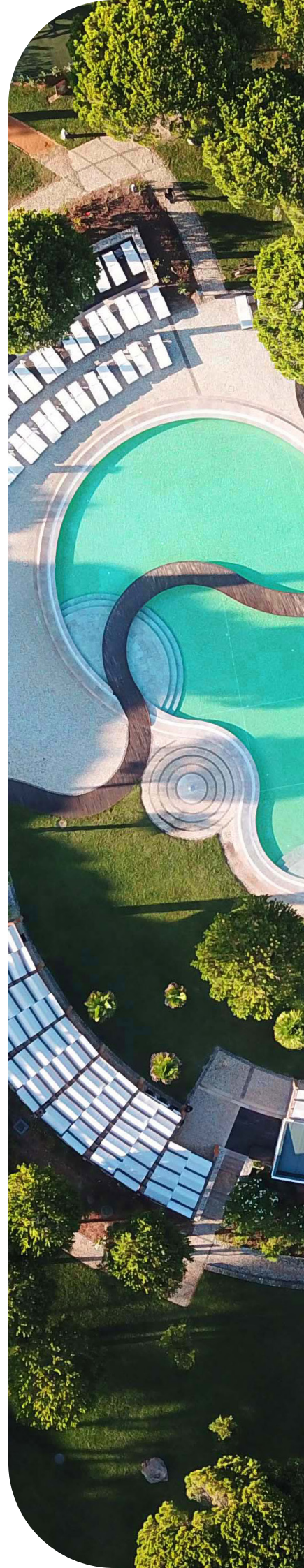
Making sound investment decisions requires a solid foundation of feasibility and financial projections. Our team of financial experts excels at providing independent assessments that lay out a clear financial roadmap for your hospitality investments. With UHM, your financial success is not just a possibility; it's a well-calculated reality.

INVESTMENT MODEL/ BUSINESS PLAN

A successful hospitality venture hinges on a well-constructed investment model and a meticulously devised business plan. UHM excels at shaping these critical foundations, propelling businesses toward long-term value and optimal returns.

We navigate diverse investment avenues, including fragmented ownership to encompass innovative strategies such as room sales, timeshares, mixed-use, and mixed-brand concepts. We sculpt the ideal investment framework to chart our clients' success.

With over 30 years of experience in multifaceted investment and finance models, we can offer a unique vantage point that enables us to harness opportunities and devise the right investment models that pave the way for unparalleled investor returns. At UHM, we redefine success by strategically shaping your business for maximum profitability.



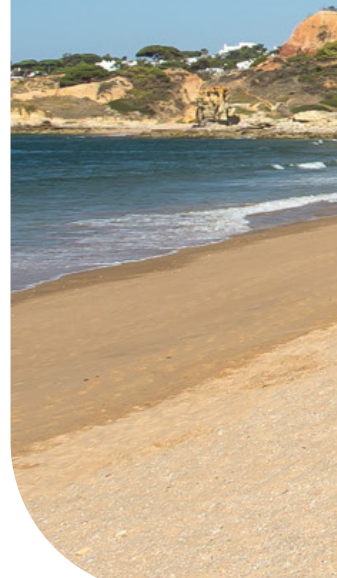
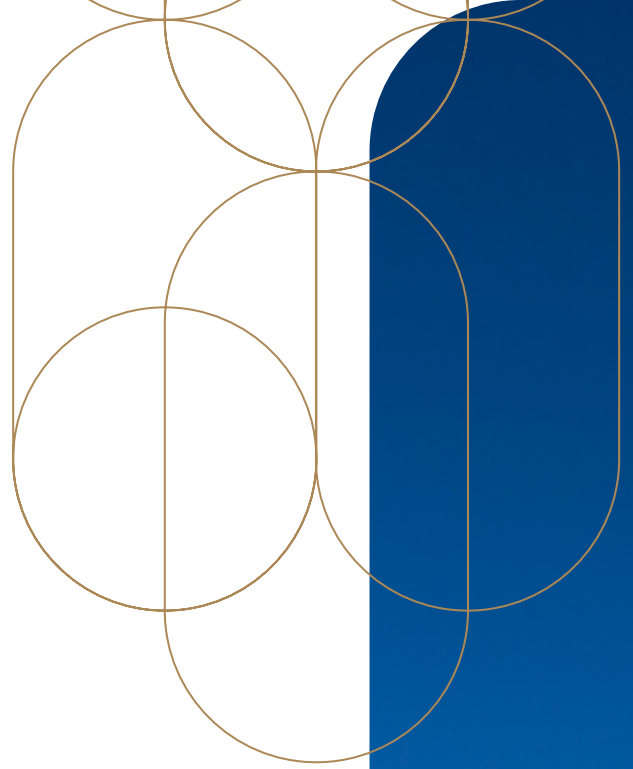


PROJECT MANAGEMENT

At United Hospitality Management, we extend a guiding hand across every facet of your hotel-related projects. Be it renovations, acquisitions, or ground-up construction, we offer an end-to-end suite of services, ensuring a seamless journey from inception to fruition. Our commitment to excellence is exemplified by our holistic approach. Whether you're breathing new life into existing spaces or developing from the ground up, UHM's seasoned project management team is equipped to render full support.

PRE-OPENING

United Hospitality Management simplifies the complexity of hotel pre-openings. Whether large or small, opening a hotel demands adherence to defined phases and procedures. With careful planning, we ensure optimal scores at every step, meeting stakeholders' demands while mitigating risks. With over three decades of operational excellence, our expert teams seamlessly lead stakeholders through the pre-opening stages, from construction to handover. UHM's strategic approach sets the stage for a productive hotel operation, aligned with your financial objectives and return on investment.



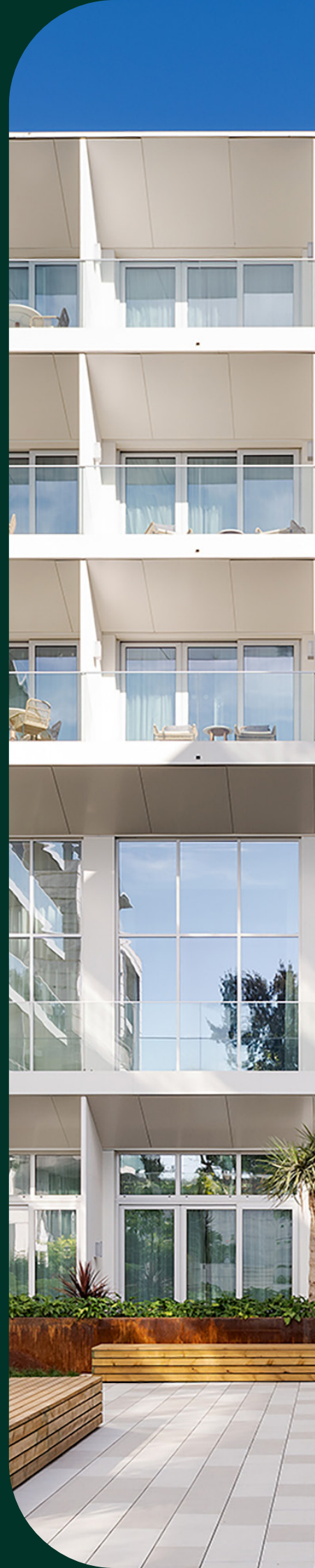
Pine Cliffs, a Luxury Collection Resort
Algarve, Portugal



WHY PARTNER WITH UHM?

Partner with United Hospitality Management (UHM) and benefit from a legacy that spans Europe and the Middle East.

Our international franchise company holds over three decades of management experience across luxury, upmarket, and lifestyle brands like The Luxury Collection, Vignette Collection, Hyatt Regency, Wyndham and Yotel.





- **Distinguished leadership team, backed by global brand operator and investor experience**
- **Unmatched global distribution expertise, ensuring your venture's trajectory towards triumph**
- **Proven record in nurturing relations with investors, operators, and prominent brands**
- **Endorsed by major brands like Marriott, IHG, Hyatt, and Accor**
- **Offering a complete cycle solution encompassing development, branding, and operation, bolstered by state-of-the-art reporting tools**
- **Centralized services amplify efficiency, and our competitive, performance-based fees eclipse traditional arrangements**
- **Preferential contractual benefits safeguard your interests**
- **Unique focus on property value enhancement ensuring your franchising journey with United Hospitality Management is a success on all levels**



With over 30 years of international expertise, we empower stakeholders with a distinctive edge that encompasses market acumen, operational efficiency, technological prowess, and pioneering innovation. This synergy positions us as the forefront facilitator of success in the realm of hospitality.

United Hospitality
Management - Middle East
Ground Floor Commercial Offices
The North Residences,
Palm Jumeirah, PO Box 502164
Dubai, UAE

United Hospitality
Management - Europe
Rua da Junqueira, n° 65
1300-343
Lisboa, Portugal

www.unitedhospitality.com