

# Bird & Bird & Hotels & Leisure



*We help hotels & leisure brands prepare for the challenges and opportunities presented by the future of the international hospitality industry.*

## A holistic approach

Our international Hotels & Leisure team has first class experience in M&A and real estate development; developing and negotiating franchise and management agreements; and advising on the tech-driven needs of this dynamic industry.

Our corporate, tax, real estate, construction, finance, employment, commercial, IP and disputes teams combine to provide a holistic service, catering to the needs of our hotels & leisure sector clients, who include owners, operators, investors, private equity houses, developers, lenders and disruptors.

## Support at every stage of the journey

If you are selling, we help you to achieve the best possible outcome by being well prepared for the sale process. If you are buying, we ensure that you are aware of the issues that might impact on the future success of your investment, especially if you are new to the sector.

If you are entering into a franchise or management agreement, we assist you with the complexities involved in matters such as performance testing and termination rights.

We proactively help you protect your business in respect of the introduction of important new legislation, such as the GDPR, and ensure that you remain competitive and innovative in the face of emerging technologies impacting on the sector.

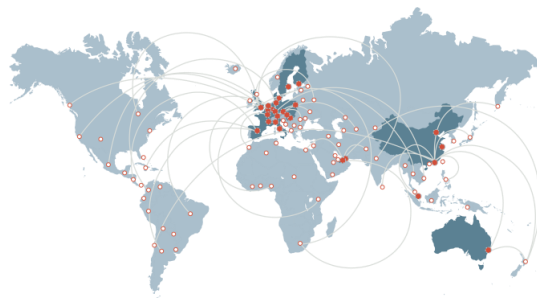
## Experience across the sector

We work with all types of hotels from budget to luxury, including boutique and lifestyle hotels,

short and long-stay accommodation and serviced apartments. We also work with other types of businesses in the wider hospitality, leisure and travel sector, such as motorway service stations, food & beverage and wellness brands and online travel agencies.

## How can we help?

We have outlined below some key industry trends, challenges and opportunities impacting on hotels & leisure businesses, with an overview of how our practice and sector experts can help you.



Our Hotels & Leisure team comprises experts across each of Bird & Bird's 29 offices. For further information or to discuss queries specific to your business or jurisdiction, please do get in touch.

## Get in touch

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# We provide practical solutions to industry trends and legal issues facing hotels & leisure businesses.

## Industry trend

## Our expertise



**New technologies:** The application of emerging technologies is driving change, with customers expecting a personalised service. This also means hotels are collecting an increasing amount of customer data, which brings up related privacy concerns, particularly in light of the GDPR.

Our top tier reputation in tech and related areas means we can help your business adapt, compete and innovate in the face of tech-driven change. We also have a top-ranked data protection team, who will help ensure that your business is compliant and mitigating risks, whilst driving maximum value from customer data.



**Increasing opportunities for investment and growth:** Hotels are becoming an increasingly popular asset class for investors, with franchising the most widely used growth model in the industry. Hotel management agreements remain significant, containing their own unique language and embracing complex concepts.

Our franchising experts advise on market entry, identifying local partners, agreement content and licensing. Our experienced negotiators in management agreements guide you through market practice, helping to achieve alignment between the parties. We also advise on M&A (asset and corporate deals), real estate development and devising holding structures.



**Brand proliferation and new competitors:** The hotels market is becoming increasingly saturated with new brands, including online disruptors and OTAs.

Our world renowned IP experts offer unmatched contentious and non-contentious capabilities in relation to all brand rights, ensuring that your brand remains unique and consistent.



**Digital advertising:** New technologies and a more competitive marketplace mean hotels & leisure brands are focusing on social media and digital advertising campaigns to differentiate themselves.

Our advertising, promotions and marketing experts advise on loyalty programmes, central sales and marketing programmes, social media campaigns and making use of diverse marketing platforms.



**Expectation of an integrated service:** To maintain competitive advantage, hotels & leisure brands must meet customers' expectations of an integrated hospitality offering, including exciting food & beverage concepts and wellness services.

We advise on the establishment of well-known food & beverage brands in hotels and hospitality providers. We also have a specialist team advising businesses in the wellness industry, including hotels incorporating wellness into their offering.



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