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Roya International remains optimistic despite market conditions

Following recent economic developments and continued market uncertainty, the management of Roya International, a leading Hospitality Consultancy firm based in Dubai, has held various workshops to review and evaluate its business model and prepare its strategy for 2009.



'Having recently just celebrated 10 years as a major advisory firm, we did not want to lose momentum on the pace of progress and market penetration achieved' said CEO and founder Ahmed Ramdan.

'Rather than taking drastic action, our approach is to consolidate, strengthen and re-evaluate our strategy and services in relation to market requirements'.

'We are extremely fortunate that our hospitality related services are diverse, enabling us to emphasize on activities such as Asset Management, especially with the increase of new hotel inventory' Mr. Ramdan added.

'Roya's revised approach has already been well received in the market from the number of requests and calls from developers Mr. Ramdan remarks. Due to the sudden cut backs in resources, companies are seeking to outsource certain activities in order to continue work without undue delay.'

'Meanwhile, Roya will not lose its focus on Hospitality Development, this will continue, however will concentrate on additional other areas within the region, especially the Asian subcontinent, MENA region and even Eastern Europe'.

Founded in 1998, Roya International provides unparalleled expertise in the Hospitality industry with services ranging from Development Advisory, Hotel Asset Management, Pre-Opening services, Hotel Operator Selection, Mergers & Acquisitions and Food & Beverage Consultancy.

Following continued growth and success, Roya has become a leader in the industry through its comprehensive industry know-how and delivery of professional and tailor made solutions.

'For the past 10 years the staff at Roya International has remained at the forefront of market trends relating to the industry. By holding these significant workshops, we have collectively worked on a new business plan, taking into consideration the recent changes, and to determine how to best serve our clients'.

Mr. Ramdan remains optimistic despite the present doom and gloom, stating that 'there are still many opportunities out there; the only challenge is turning these opportunities and threats into strengths and business prospects'.

Notes and Media Contacts

Founded in 1998, Roya International is the region's leading specialist Hotel and Hospitality Consultancy offering unparalleled international market expertise. Roya International provides the inspirations, insight, knowledge and skills that every developer/owner requires. Roya International specializes in Development Advisory, Hotel Asset Management, Hospitality Advisory, Food & Beverage Advisory, Client Representation, Hotel Operator Selection, Real Estate Services, Leisure & Entertainment Advisory. Our direct links with the industry's leading Architects, Designers, Franchisors, Operators, Investors and Developers make us a one stop shop to facilitate the decision making process.

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