



## Specialist hospitality operator Kerten Hospitality maximises investors' return on space by offering innovative mixed-use development opportunities

In an exclusive interview with Marloes Knippenberg, CEO of Kerten Hospitality, she describes what makes an industry disruptor stand out in the changing landscape of mixed-use developments that combine hotels, residences, offices and workspaces, retail, leisure and entertainment spaces.

### Q: What makes Kerten Hospitality different from the pool of hospitality operators?

Kerten Hospitality is a disruptive and dynamic, international hospitality group dedicated to the management of mixed-used developments in key global destinations. The group manages a portfolio of brands including Cloud7 Hotels, Cloud7 Residence, The House Hotel, The House Residence, gourmet burger concept Frikadell and serviced offices, coworking and business club, Ouspace.

We are a division of Ireland-based Kerten – a leading investment firm dedicated to creating value and profitable growth with investments across 20 business sectors in 17 countries.

At Kerten Hospitality we have a 360-degree approach to managing assets efficiently, and we work collaboratively with owners and developers to maximise returns per square foot through our collection of aspirational brands designed for mixed-use projects.

### Q: What is a mixed-use project?

A mixed-used project is a real estate development that successfully combines spaces for working, living and entertainment that flow seamlessly within a single complex allowing optimization of the available space. We focus on creating functionally integrated spaces in a single future-proof development. For owners and developers this means that they can yield a higher return on their space, whilst working with a single operator accountable for the overall performance of the different concepts.

### Q: What is at the heart of Kerten Hospitality expansion plans?

We believe there is great potential for growth, especially in the GCC, a great gateway for multinational organizations, small businesses and start-ups.

This era is defined by technology innovation, on-demand lifestyles, and the urge for a customized experience, which is very visible in the GCC. We respond to this by combining critical infrastructure

that can be used by the different concepts across the development, thereby optimizing the potential profitability. For example, the footfall in the hotels will drive retail spending which in turns drives food and beverage traffic. Similarly, offices and coworking spaces drive meeting and hotel room occupancy.

### Q: What makes your mixed-use developments stand out in a region characterized by ongoing projects growth?

Our next mixed-use project is set to open in Jeddah – a prime location and an anchor of the City Yard Development which combines our luxury brand The House Hotel and collaborative business club: Ouspace. This will be the destination where serviced private offices, co-working and event space shift the classical concept of a hotel's meeting floor in order to bring up significant ROI per m2. An added value to this project is the combination of over 10 hand-picked local and GCC food and beverage brands turning the development into a major live, work and leisure destination.

After the opening of our Jeddah project, our pipeline includes the opening of another such development in Georgia that features The House Hotel & Serviced apartments, and Ouspace. Our development in Tbilisi will enable communities to collaborate, work, spend the night or enjoy the F&B outlets on site – a new “Brand in Brand” or “Concept in Concept” approach that creates demand

throughout the day and all week long.

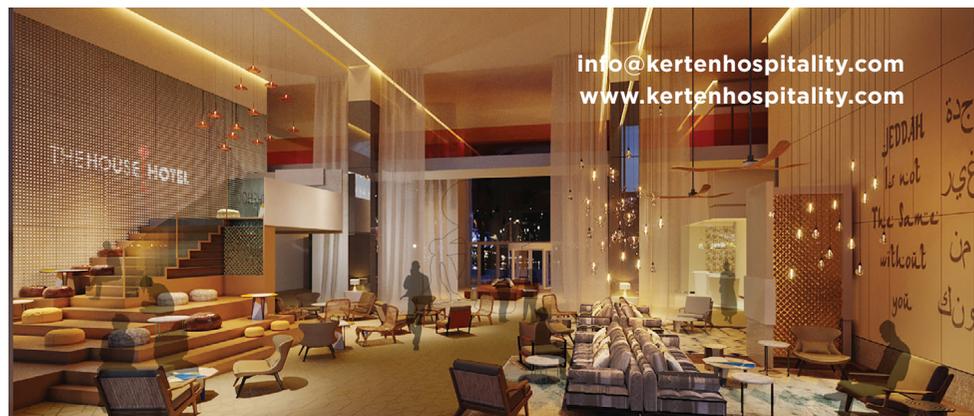
Traditionally, management in mixed-use developments is complex having different operators manage various parts of the project. Our holistic approach allows owners and investors to partner with one operator that offers a one-stop-shop offering for the whole project. This 360 approach helps owners to capitalize on their investments, to optimize cost and space, and to drive value for the community where they operate.

Our pipeline currently includes 3,500+ keys, and some 20, 000 sq m of coworking serviced offices, over 50 Frikadell stores, and a variety of restaurants.

### Q: What are the key pillars in Kerten Hospitality's mixed-use development strategy?

We create empowered communities in residential and commercial settings that are complemented by retail, health and entertainment venues. Our pool of talent and personalized approach to collaboration with owners, makes us a unique long-term operating partner that knows how to scale, drive return on investment and optimize space.

Our understanding of the markets in which we operate helps us design the best strategy for the various components of a mixed-use project and the synergy created from all these parts ensure revenue-generation, investment safeguarding, and happier tenants. Isn't it what every forward looking developer seeks to establish?



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