

# PROFESSIONAL PROFILE

## MICHAEL HIRST OBE



Michael Hirst is a consultant to CBRE Hotels, the world's leading hotel real estate advisory firm, where he assists on asset management, financing, mergers and acquisitions, single property and portfolio transactions, as well as providing management advice.

He is a Director of NR Nordic & Russia Properties PLC, which invests in commercial, industrial and hotel real estate in Scandinavia, the Baltic Regions and Russia.

Michael Hirst advises hospitality, leisure and tourism businesses in the UK and internationally. Assignments have included advising the board of Danubius Hotels, Hungary's largest hotel group and Europe's leading thermal spa operators on corporate strategy and being a former board member of Doyle Hotels, Ireland's leading hotel group and assisting in its sale to Jury's Hotels plc.

He is Chairman of the Business Visits & Events Partnership, Britain's cross-industry and government group representing the conference, meetings, exhibition, outdoor events, incentive travel, corporate hospitality, sporting, cultural and festival event sectors. He is a director of The Tourism Alliance, a body comprising all the main UK tourism and hospitality trade associations that seeks to be the united voice of tourism. He is a member of VisitBritain's British Tourism Development Committee.

He was voted "Personality of the Year 2003" by Meetings & Incentive Travel magazine and appointed an Officer of the British Empire (OBE) in the 2004 UK New Year Honours for his services to UK tourism.

He is Chairman of eCOGRA, the online gaming industry's player protection and standards monitoring and awarding body.

Michael Hirst is a former board member of the Ladbroke Group Plc. He became Chairman and Chief Executive Officer of Hilton International in 1990 and was voted 1993 "Corporate Hotelier of the World" by the readers of HOTELS Magazine.

Michael Hirst is a Fellow of the Institute of Hospitality and Tourism Society and a "chevalier" of the International Hotels and Restaurants Association. He received the prestigious "Lifetime Achievement Award" at the 2008 International Hotel investment Forum in Berlin.



### SAMPLE CLIENT BASE

AAIM Group Plc  
Anglo Irish Bank Corporation Plc  
BAA Lynton Plc  
Bank of America Corporation  
Barclays Bank Plc  
Blackstone Group International Limited  
CIT Group Plc  
Citigroup  
GE Real Estate  
Goldman Sachs International  
Hilton Hotels Corporation  
Kingdom Hotel Investments  
London & Regional Properties Limited  
Permira Advisers Limited  
Quinlan Private  
Royal Bank of Scotland Plc

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### Contact

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