



THE BUSINESS OF ASIA-PACIFIC

Vol 16. No.6  
Bi-monthly  
December 2012



**IN THE KNOW**

The latest gadgets, gizmos and trends in hotel technology

**FUTURE PROOFING**

A must-read experts' guide to what's in store for properties

**PENINSULA'S LEAD**

Taking in-room technology to the next level

# Choice's

## WINNING WAYS

Why new technology is a proving a winner for  
**CHOICE HOTELS AUSTRALASIA**

**Global exclusive!**  
An interview with Carlson's new President Trudy Rautio

**Money matters**  
Eureka's Nigel Greenaway talks hotel investment

**Bean time**  
Why coffee is creating a new buzz for properties worldwide



# Pacific Resorts to expand

Pacific Resort Hotel Group's Deputy CEO **MARCUS NISZOW** reveals to *HM* growth plans for the company, which could be up to 10 properties across the region.

**Exclusive by James Wilkinson**

**P**acific Resort Hotel Group is a privately-owned boutique hotel and resort management company and owner in the South Pacific with an impressive and enviable reputation for resort design, development and management. PRHG is based in the Cook Islands and operates three of the country's leading properties in the 4- and 5-star segment.

Marcus Niszow joined Pacific Resort in 2003 relocating from Sydney. Now based in the Cook Islands, Niszow oversees PRHG project development with a particular focus on strategy planning. He is Harvard Business School-educated and has built an enviable reputation as an astute strategic hotel management specialist with a firm understanding of the regional South Pacific markets. Niszow offers PRHG partners a considerable range of skills across all areas of hotel management and development. He spoke to *HM* about what's planned for the Group.

**Marcus, we understand Pacific Resort Hotel Group is planning to add properties to the collection across the region. Tell us more.** That is correct James. We are in the final stages of completing our strategic development plan that will see us add up to 10 hotels within the next 10 years in carefully selected destinations across the South Pacific (including Australia). We are currently in early stages of negotiations with a number of prospective partners across the region, with destinations such as Fiji and Australia definitely in the picture.

**What models are you looking at for the expansion - are you looking at just management contracts?** Our desire is to mainly focus on management contract and management rights opportunities. Having said that lease and ownership of key strategic assets is not totally out of the question and we have a plan to identify and align ourselves with likeminded private equity partners who are looking for growth opportunities across the region.

**Which segments (upscale, luxury and so on) are you looking to add properties to and what sizes are you targeting?** Having a long and successful operating history in the Cook Islands in smaller upscale/luxury boutique properties, naturally this will be our niche. Over the years we have developed systems and processes that permit us to operate smaller properties in a profitable and efficient manner. We have identified a gap in the market for a professional boutique management company of real substance that can effectively compete and operate properties of 100 rooms or less in the South Pacific. It's not easy but we have the right formula that provides a win/win for both the hotel owner and the management company.

**Which countries are you seeking properties in?** We are looking everywhere across the South Pacific but in particular — Fiji, Samoa, Tonga, Niue, New Zealand and Australia. There is a great potential in the region for a specialist group like ours who provides bespoke management for hotel owners with properties of 100 rooms or less.

**You operate three great Cook Islands properties - why expand and how did the expansion plans come about?** There are a number of reasons for our expansion plans but I guess if we have to zero down on one reason it would have to be our people. We have an amazing team of talented people with a huge depth of experience and proven ability to adapt and remain at the forefront of the market in the Cook Islands. Being an effective and successful management company in the Cook Islands is probably one of the most challenging and difficult market environments get ahead in and we have been



extremely successful in doing so. Over the years we have been approached by all sorts of key players in the region and complimented on how well our properties perform. So eventually we decided we should bottle the formula and finally take it to market.

**Tell us about the history of Pacific Resorts and some of the group's major achievements.** In a nutshell, we have been operating resorts in the Cook Islands since the late 1980s in a challenging remote destination where if we are not being challenged by mother nature, it's airline access issues or fuel shortages due to delayed shipping lines – but hey, it's the South Pacific it's the way it is, we get it and at the end of the day get things done and done well. On the flip side we are blessed with some of the world's most beautiful lagoons, beaches and tropical environments imaginable – a place that is truly paradise. So it's all good.

By way of achievements well where do we begin and end, our list of accolades and achievements is long and impressive and would probably take up the next couple of pages. ■