

- NAME** : **Valuation and Market Studies**
- PURPOSE** : The aim of the training is to present and explain contemporary procedures applied in the preparation of hotel market studies, financial forecasts and investment analyses, and valuations.
- CONTENT** : This training offers sound theory, up-to-date information, and a sophisticated, systematic approach to help valuation professionals complete hotel market studies, feasibility forecasts, investment analyses, and valuations.

**DETAILS OF THE SUBJECT :**

- **Growth and Development of the Hotel-Motel Industry**
- **Performing a Hotel Market Study and Valuation**
- **Demand for Transient Accommodations**
- **Supply of Transient Accommodations**
- **Forecasting Revenues and Expenses**
- **Market Value and the Valuation Process**

