



Hotels and Motels: Valuations and Market Studies (0688M)

By Stephen Rushmore, Erich Baum



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This text presents a sophisticated, systematic approach to completing hotel market studies, financial forecasts, investment analyses, and valuations. It examines the macroeconomic factors that affect the supply and demand for lodging facilities and introduces a six-step process to evaluate a hotel's profitability and value. Each step in the process is demonstrated with a case study.

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