



INHOCO  
INTERNATIONAL HOSPITALITY CONSULTING GROUP





# The Journey

... And our INHOCO journey continues; a revived company in the hospitality consulting business which has reemerged with renewed vigor and expertise. As a trusted advisor and partner, INHOCO stands at the forefront of the industry, providing comprehensive consulting services tailored to the particular needs of our clients in the dynamic and transformational world of hospitality.

The revival of INHOCO marks an exciting chapter in the company's history. Building on our past numerous successful stories. Here we are with a new and fresh perspective, updated methodology, and a team of seasoned professionals ready to significantly impact the hospitality industry.







# Commitment to Insightful Hospitality Consulting Services

INHOCO Group is known for the quality and the insightfulness of its hospitality consulting services. INHOCO is a renowned boutique hospitality consulting and advisory group recognized for its specialized focus and exceptional experience. Our team brings together a wealth of combined expertise of more than three decades, allowing us to provide professional and insightful consulting services across all aspects of the hospitality business for a successful journey.







# Our Executive Team



RUPPRECHT QUEITSCH



MOH BELKHODJA



CHRISTIAN SALLOUM



WALID CHARKAOUI



BRENDAN D. BUSSMANN



STUART WILSON



ROLA AL-SHWAIKH



MICHELLE AKL



AOUN ABI AOUN





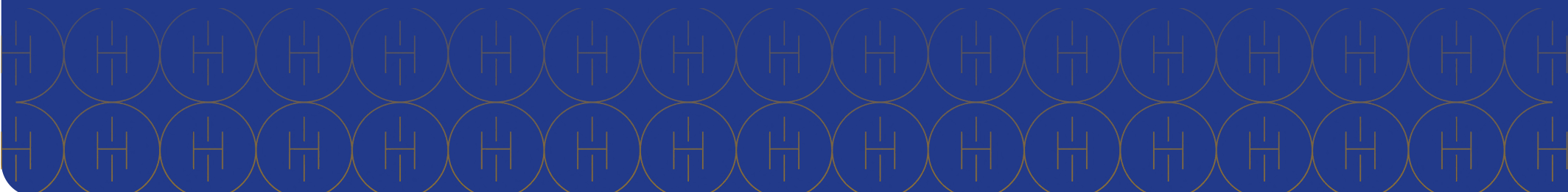
# Our Vision & Mission

## Vision:

To fill the gap between the specific needs of our clients in the lifestyle hospitality sector and the current solutions available in the market, by leveraging our practical experience and high level of expertise to approach the problems and address challenges with a high level of creativity and opportunities' identification.

## Mission:

INHOCO strives to strategically become a leading hospitality and service consulting group, fostering a mutual ecosystem for the professional development and knowledge exchange of its partners, clients, and employees within the industry, prioritizing credibility and integrity to benefit and support the growth of its clients and members.







# Our Approach

With a deep understanding of the industry, we deliver tailored solutions and strategic guidance to our clients, helping them navigate the complex landscape of the hospitality industry and achieve their business goals; providing:

- 1 Strategic advisory and development
- 2 Alignment with market trends and customer preferences
- 3 Operational expertise for an optimized efficiency and profitability
- 4 Commercial and financial services
- 5 Business potential maximization
- 6 New concepts creation aligned with market trends







I N H O C O

INTERNATIONAL HOSPITALITY  
CONSULTING GROUP

# Why Us?

INHOCO Group provides comprehensive hospitality consulting services, covering the entire project lifecycle from conception to implementation. Our approach focuses on balancing the interests of all stakeholders, including owners, brands, operators, guests, and employees, to deliver successful outcomes.

With over 30 years of expertise and a strong network, our diverse team offers respected consultancy services in the hospitality and food and beverage industries. Based in the UAE, our multicultural team members have applied their skills in various regions, including MENA, Europe, APAC, and North America, offering invaluable insights into local market nuances with a global outlook. Our international perspective sets us apart as a trusted partner for comprehensive hospitality consulting solutions.





# Our Spectrum of Services

10+

Areas of expertise

18+

International Markets

360

Approach

30+

Years of experience







## Strategy

Strategic advisory and implementation

Business Transformation

Phygital Advisory

Performance Management

## Impact Transformation

Hospitality

Hotel Asset Management

Financial Studies and Business Analysis/Review

Operator Search and Selection

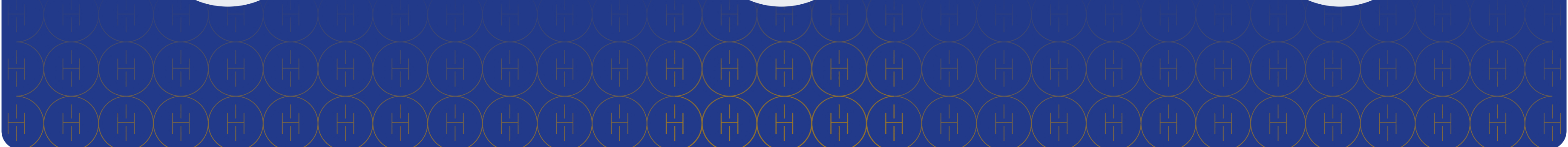
## Special Projects & Real Estate Development

Development advisory

Residency by Investment / Fractional Ownership

Integrated Resorts

Lifestyle / Luxury Fashion Hotel Brands







## F&B Advisory

### Strategy and development

**Operational  
Advisory**

**Concept  
Creation and  
Brand Identity  
Development**

**Franchise  
Acquisition**

## Sustainability, Environmental & Governance

### Sustainability integration

**EWAA Tourism**  
(Eco, Wellness,  
Agri, and  
Adventure  
Tourism)

**ESG Monitoring**  
– BV

**Destinations  
Certifications**







# Our Clients

At INHOCO, our diverse client base includes international brands, government organizations, financial institutions, private equity firms, and individual owners. We establish close partnerships with each client working collaboratively to assist them in achieving their strategic objectives, surpassing expectations, and ensuring their projects' successful launch and long-term success.

We are ready to be of service and to deliver award winning successful solutions and business advisory to you, our valued clients.





# Our Clients

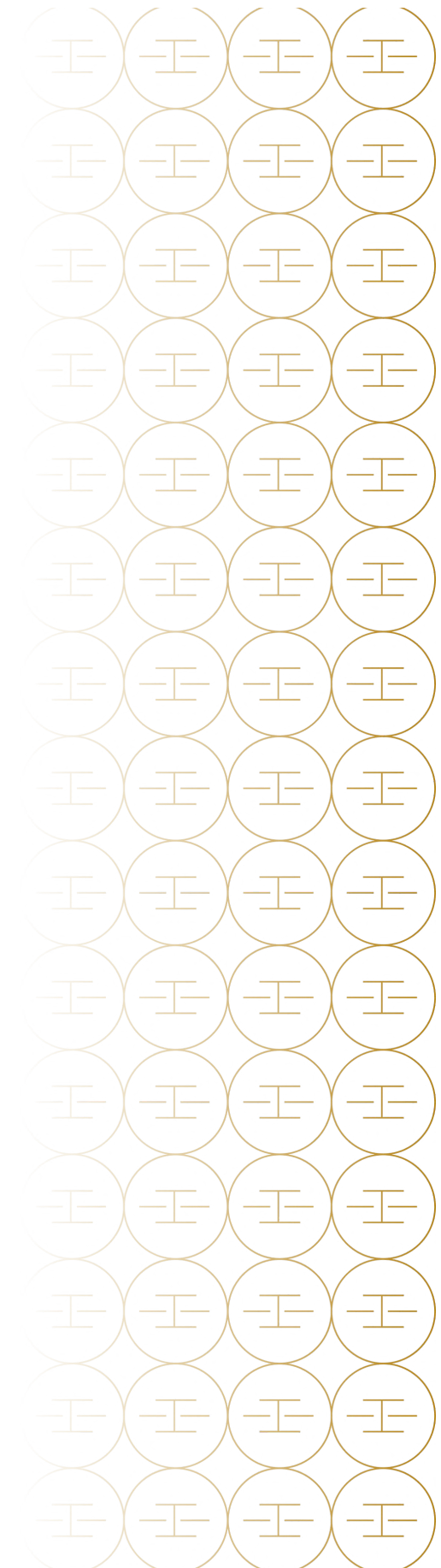
## Operators



## Developers



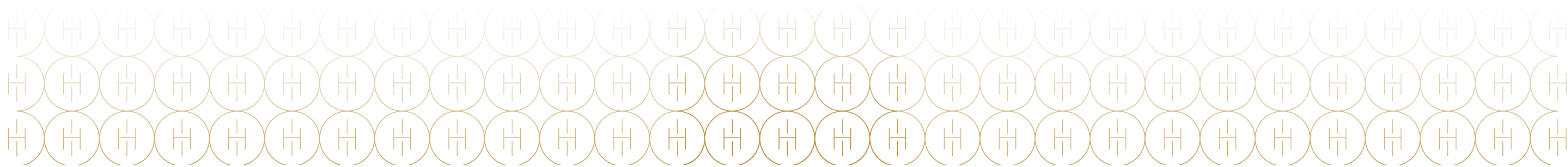
## Governments







# Our Strategic Partners







# Rupprecht Queitsch

## Senior Partner – CEO

A seasoned hotel leader with over 40 years of experience in the industry, managing 21 hotels across 3 continents, including the prestigious JW Marriott Marquis in Dubai, which is the tallest hotel in the world. With extensive knowledge of luxury hotels, various brands, and diverse markets, Rupprecht has successfully led and opened multiple properties generating significant revenues.

Recognizing the growth potential in global tourism, he founded INHOCO group, a full-service Hospitality Consulting Group, a full-service Hospitality Consulting Group. INHOCO Group has undertaken projects in Europe, Africa, the Caribbean, and the GCC providing operational reviews, pre-opening activities, contract negotiations, re-branding initiatives, and active involvement.

 <https://www.linkedin.com/in/rupprecht-queitsch-5b688914/>





# Moh Belkhodja

## Senior Partner – MD

An accomplished business leader with a master's degree in International Hotel Management. Mohamed has successfully implemented strategies across the MENA region. Notably, he served on the Marriott Group Audit Committee, where he played a key role in improving the financial targets, and other accomplishments including restructuring an IHG property in Paris, optimizing revenue for luxury brands, and achieving significant sales growth in the MENAT region.

Fluent in multiple languages, Mohamed possesses extensive hospitality experience and strong networks in the Middle East and Europe which contribute to his success in driving growth and innovation. Currently, as the Head of Investments & Special Projects at RAK Tourism Development Authority, Government of Ras Al Khaimah, he oversees impactful initiatives.

 <https://www.linkedin.com/in/mohbelkhodja/>





# Christian Salloum

## Partner – Head of Hospitality

An experienced professional and business acumen in the competitive food and beverage retail and service industry across the MENAT region, holding a degree in Hotel and Restaurant Management, and an Executive MBA from CITY, University of London. Christian played a pivotal role in the growth and success of numerous concepts, international retail bakeries, and boutique enterprises. His expertise spans strategic brand development, market entry, F&B integrated complex development,

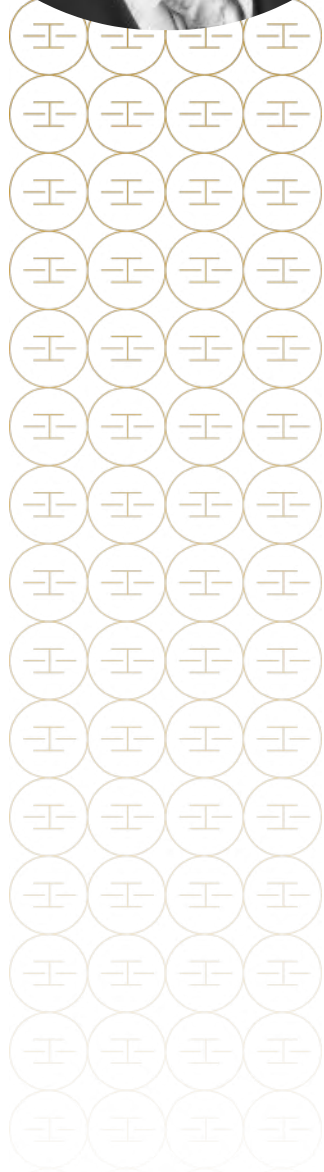
business planning, intelligent marketing, and others. Notably, he significantly contributed to the expansion of PAUL bakeries and restaurants in the MENAT region, leading the brands' growth to over 75 physical stores.

Christian offers strategic advisory and acts as a trustworthy advisor to many international well-known brands, new concept creation, business re-structuring, business reviews, franchise acquisition, and investment insights. He is also a respected writer for a renowned hospitality magazine.



<https://www.linkedin.com/in/christian-salloum-a73a1915/>





# Brendan Bussmann

## Head of Integrated Resorts / Gaming

A seasoned executive with a diverse background in government affairs, communications, crisis management, strategy, and business development. Specializing in gaming, sports, and hospitality industries, he has secured legislative victories globally, negotiating multi-billion-dollar integrated resort developments, and legalizing gaming in emerging jurisdictions. Brendan advises a wide range of clients, including public and private companies, tribal nations, sports organizations, financial

institutions, associations, and government agencies with extensive experience at Las Vegas Sands Corp.

Brendan played a crucial role in obtaining gaming licenses and developing responsible gaming programs. Brendan's background in collegiate athletics includes eight years working for the University of Nebraska Athletic Department and football program. He holds a B.A. in Political Science and actively contributes to the Las Vegas community through various board memberships and charitable engagements.

 <https://www.linkedin.com/in/brendan-bussmann-3456011/>





# Walid Charkaoui

## Head of Development

As an accomplished executive real estate professional, Walid brings extensive expertise to the realms of residential compounds, master-planned cities, and innovative lifestyle development. Boasting a career that spans pivotal roles in large family offices and international business development, with proven track record across the USA, Middle East and Africa.

Walid, holding an MBA from the esteemed Swiss Business School, stands out as a strategic thinker, specializing in mid to long-term planning. His versatile skill set encompasses market assessment, strategy formulation, feasibility studies, business plans, and comprehensive oversight of all aspects of property development. Renowned for exceptional negotiating skills and strong leadership, Walid empowers teams to achieve both independent and collaborative success.

His proficiency extends beyond traditional real estate competencies to include a keen focus on development skills. Remaining progressive-minded, Walid stays attuned to industry developments, fostering collaboration among departments and employees to achieve collective goals.

 <https://www.linkedin.com/in/walid/>



# Stuart Wilson

## Financial Advisor

A passionate real estate professional specializing in maximizing value for investors. With a master's degree in real estate from Cornell University and a Dual Bachelor's degree in Commerce and Property from the University of Auckland, his expertise spans feasibility, development, and asset management across the Americas, Europe, Asia-Pacific, and the GCC. Stuart conducted several projects and including a strategic review of a major US REIT's holdings and developing a midscale lifestyle hotel concept. He accomplished over 150 feasibility studies for hospitality projects across the UAE, Saudi Arabia, Oman, and many other countries. A notable achievement is his creation of an Excel/VBA model, forecasting 10-year monthly cash flows for hotel projects in the GCC using over 800 variables following USALI 11th Edition guidelines.

With strong analytical, financial modeling, and management skills, Stuart is sought-after in diverse international markets, positioning him as a valuable asset for real estate ventures.

 <https://www.linkedin.com/in/stuartwil/>





# Rola Al-Shwaikh

## Investment Advisor

A seasoned British professional with extensive expertise in strategic roles within angel investment, asset management, wealth management, and fund placement firms. Her achievements include facilitating transactions worth over \$500 million across international alternative investment managers, MENA SMEs, and direct US real estate deals. Rola has a strong network of investors in the GCC, ranging from Family Offices to Sovereign Wealth Funds. With a decade of regional experience in investment management and capital raising, Rola has built significant relationships with global alternative investment managers and institutional allocators in the MENA region. She serves as Senior Investment Advisor to H.H. Khaled Bin Ibrahim AlQasimi.

Rola's academic background includes a Master of Arts degree in Accountancy and Finance from Edinburgh, UK, and she is pursuing her CAIA Charter. Highly regarded in the industry, Rola's exceptional track record and dedication to financial knowledge make her an invaluable asset in the world of investment and capital management.

 <https://www.linkedin.com/in/ralshwaikh/>



# Michelle Akl

## Marketing Advisor

Michelle, a seasoned marketing professional with a proven and innovative approach. With a remarkable track record spanning over a decade, Michelle has excelled in the domains of Tourism, Destination Marketing, Hospitality, and the Marine industry. Her expertise extends beyond the conventional, and she thrives on crafting marketing and branding strategies that disrupt the status quo and create a lasting impact.

Michelle's journey in the marketing realm has been a remarkable one. She has traversed both European and Gulf Cooperation Council (GCC) markets, leaving her indelible mark through the successful launch of groundbreaking marketing campaigns. Her experiences have equipped her with a deep understanding of the intricacies of diverse markets and cultures. This unique skill set allows her to be a versatile and highly adaptable marketing strategist, capable of tailoring strategies that resonate with the specific needs and nuances of each market.

Her innovative thinking and strategic prowess make her an invaluable asset in today's dynamic and ever-evolving marketing landscape.

 <https://www.linkedin.com/in/aklmichelle/>





# Aoun Abi Aoun

## EWAA Tourism Advisor

Aoun Abi Aoun is a highly experienced international consultant with over 25 years of expertise in tourism across nine countries. His focus areas include sustainable tourism, EWAA (Ecotourism, Wellness, Adventure, and Agri-tourism) development, and destination marketing.

In 2009, Aoun founded Event Guru, a renowned corporate tourism company excelling in destination management, MICE (Meetings, Incentives, Conferences, and Exhibitions), team building, experiential marketing, and activations. He is also the co-founder of "Lebanon with a Twist," specializing in tourism media production & content creation. Since 2017, their TV/Online program has showcased Lebanon's beauty and culture on MTV Alive and social media. Moreover, he recently established the Lebanese National Sustainable Tourism Academy, to offer multiple types of diplomas, contributing significantly to the development of the industry based on a need assessment.

 <https://www.linkedin.com/in/aouna/>





**"The way we do business is as important as the business we do" - Fred Kofman**

For any inquiries, please contact:

m: +971 50 595 1728 | e: [mb@inhoco.com](mailto:mb@inhoco.com)

[inhoco.com](http://inhoco.com)



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