



Your Partner of Choice. Redefining hotel and apartment hotel stays across Australia, New Zealand and beyond, creating a real experience from a caring and empowered team. **stay real.**

nesuto



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ABOUT NESUTO

BRAND PROMISE

stay real.

BRAND POSITIONING

Discover more than just a place to stay, we are your companion on the road. Being empathetic to your needs, we make it easy.

BRAND VALUES

Harmonious, Empowered, Caring, Real

BRAND PURPOSE

We exist to provide real and genuine experiences.

We truly engage to deliver honest and heartfelt service by our team who are passionate, caring, agile and connected.

NESUTO VISION

To be the partner of choice, redefining hotel and apartment-hotel stays across Australia, New Zealand and beyond, creating a real experience from a caring and empowered team.

Respecting and engaging our guests; our team; our partners.

 **12** PROPERTIES

 **1,029** ROOMS

 **7** LOCATIONS

BRAND PERSONALITY

The Caregiver Archetype with an Explorer element and down to earth, “real” underlying personality.



CAREGIVER

Selfless, Nurturing,
Compassionate,
Empathetic,
Supportive, Generous



EXPLORER

Seeker, Adventurous,
Independent,
Self-sufficient



REGULAR

Not pretentious,
Reliable, Dependable,
Values routine,
Predictable

TARGET GUEST

The “Life is for Living” Traveller

- Globe Trotters and the “stay closer to home” travellers
- Young families & groups of friends
- Business Travellers
- Independent Explorers

BRAND SIGNATURES

A PERSONALISED STAY

You are our guests and we love to have you stay with us, we will do everything we can to ensure your entire experience is easy, authentic and real.

A REAL LIVING SPACE

We create a living space that becomes your own, a space where you can relax, work, revitalise and socialise.

STAY & PLAY THE NESUTO WAY

We really enjoy our neighbourhood and invite you to discover it. We create EAT. DO. DRINK. SEE. experiences for you.

MEET, WORK & PLAY @ NESUTO

We design the perfect space for your event, delivering curated and bespoke meetings, parties and conferences.

stay real

POWERHOUSE

Japan's Daiwa House (Daiwa Living Management Co. Ltd (DLM)) invested into the Nesuto Group in March 2017, when it was known as Waldorf Apartment Group. As a well-established and successful business that was undoubtedly scalable, this investment was a strategic acquisition for DLM to grow within the Australasian market.

“We believe in developing our investor relations – Co-creating a brighter future.”

Daiwa House Group's Business Philosophy - The endless heart symbol of the Daiwa House Group represents our Group's continuous action and infinite growth and development. It embodies our core philosophy of striving toward a sustainable future.

By choosing Nesuto to manage your property, you are partnering with one of Australia and New Zealand's leading accommodation operators of quality furnished apartments, serviced apartments, hotel apartments and traditional hotel style operations.

With over a 150 years combined experience across the Corporate Management team, you benefit directly from the powerhouse of Nesuto Group.

As a successful Apartment-Hotel and Hotel Management Company, we are dedicated to supporting your investment. We deliver on our core focus and investor promise - profit and value.

You can benefit from our team's extensive local knowledge, committed operational support, formidable revenue management tools, proven marketing and distribution methods, combined with strategies tailored to your location and audience.

At Nesuto we nurture investor returns by providing years of global experience and insight, a strong operational structure and solid foundation for successful growth and yields.

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 **Daiwa House Group®**

We adopt a centralised system, modelled across all properties, to enable cost savings and improved revenue generation. These functions include:

- Central Administration
- Brand Management and Marketing
- Sales team
- Truly integrated PMS and database – Powered by Infor HMS
- Revenue Management – Powered by Ideas
- Distribution and Digital Marketing – Powered by TravelClick
- IT Systems
- HR Systems and Team Training
- Strata Management
- Real Estate Management
- Finance System – Powered by Infor Sun

We work with you to deliver optimal outcomes across a wide scope of areas:

- Development Management
- Project Management
- Technical Services
- Design Guidelines

Through our Partner Network, we can liaise and project manage where required:

- Briefing and coordination of Consultants
- Interior Design
- Architectural Design
- FF&E Procurement
- Refurbishment and Capital Planning

Offering these high impact end to end solutions, we position Nesuto as great, comfortable spaces and design, with optimal investment returns in mind.



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REASONS TO PARTNER

OUR PROMISE FOR YOUR PROPERTY

We will market and sell your hotel or apartment hotel effectively and efficiently while operating it professionally.

We will deliver on clear brand values.

We fully understand budgets, hotel and apartment management, revenue and full-service operations and will optimise your return on investment with the objective of boosting your profits.

Our revenue team has access to sales channels that will maximise occupancy at your operation. We have distribution channels to 100+ websites, online travel agents, GDS systems, In-bound operators, airlines and travel agencies.

Flexible Operating Structures are available, to suit your property and ownership style:

- Management Agreement
- Joint Venture
- Ownership
- Lease Agreements – fixed and variable options.
- Owner Relationship – we work with you to find the right owner and operating model

Asset Management Assistance, where we will monitor and advise on:

- Feasibility studies
- Analysis of physical condition and capital expenditure requirements
- Review of design and layout of proposed building or acquisition
- Major systems for quality and suitability, including HVAC, utility consumption efficiency, building management systems
- Refurbishment Programmes and Purchasing of FF&E
- Essential service compliance and certification
- Refurbishment and expansion activity
- Signage and landscaping
- Preparation of 5-year capital expenditure plans

Sales Support

- Business and Sales promotion by a central Sales team
- Sales planning
- Central Reservation services
- Client Relationship management
- Negotiation and maintenance of Corporate and Wholesale accounts
- Corporate Tender and Consortia Contract negotiations and management
- Managing key leisure market accounts
- Representation at National and International Trade Shows and Exhibitions
- Management of Seasonal package promotions and events

Training and Development

- Dedicated, in-house training programme created and delivered by our Training & Development Manager

Detail of Services provided:

- Administration and day to day operational Management
- Financial Management
- Budgeting and audit functions
- Cashflow projections and Management
- Building Management
- Real Estate Management
- IT support, advice and supervision
- Operational Procedures including a strong focus on Health and Safety
- Human Resource services and support
- Full end to end Marketing Services and Support:
 - › Brand Guideline Standards and Management
 - › Marketing Planning
 - › Creative Design
 - › Group marketing initiatives
 - › PR Group initiatives
 - › Database Management
 - › Ecommerce Management and Full ownership of the Group and Hotels websites
 - › Group Sponsorship and Partnership Marketing
 - › Trade Fair attendance
 - › Wholesale Brochure Listing
 - › Cross Marketing promotion and cross-selling opportunities
 - › Media Advertising

Additional Benefits

- Access to and inclusion in all Group Purchasing agreements
- Access to and inclusion in all Group discounts relating to Financial Transactions and banking fees and insurance.

CONTACT US



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