

Hotel Asset Management and Owner Advisory Services



Burchell Hotel Group

Get in touch

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Hotel Ownership

Co-owner and Director of Kildair Hotels, Geoff has Owned, Operated and Asset Managed the following Properties:

- Rydges Geelong Hotel (formerly Mercure Geelong - 140 rooms)
- Ibis Styles Kingsgate Hotel Melbourne (176 rooms)
- Mercure Grosvenor Hotel Adelaide (243 rooms and Hindley Street Retail Centre)
- The Thorndon Hotel Wellington by Rydges (formerly Kingsgate Wellington - 108 rooms)

About

An experienced professional, Geoff Simmons, is an entrepreneurial hotel owner and operator with extensive experience in successfully owning and operating hotels and retail outlets. With over 35 year's experience, Geoff has extensive industry knowledge, strong leadership, consultative approach, and outside-the-box thinking. He excels at building strong working relationships and can add significant value to organisations through hard work and delivering returns to owners.

Core Competencies

- Funding Proposals
- Strategic Business Planning and Execution
- Hotel Tourism Viability and Feasibility Advice
- Leadership and Building Teams
- Body Corporate/Building Manager Liaison
- Mentoring
- Hospitality Concept Planning
- Development and Project Management
- Negotiate the Hotel Management Agreement
- Asset Management
- Acquisition and Site Identification
- Capital Planning and Investment
- Operational Audit, Review, and Outcomes
- Owner Advisory Services
- Strategic Business Planning

Experience

- **Burchell Hotel Group Pty Ltd/Kildair Hotel Group**
Director (2000 to current)
- **Accor/Erdi Hotel Group**
Regional General Manager (1990 to 2000) managing the following:
 - Grand Mercure Swanston and Welcome Hotel Complex (530 rooms)
 - Grand Hotel Melbourne (220 rooms)
 - Paragon Hotel/Ibis Little Bourke St. (121 rooms)
 - Sheraton Four Points Geelong (112 rooms)
 - Development of Black Opal Tabaret (115 EGMs Retail tenancy refitting and new builds)
- **All Seasons Hotel Group**
Welcome Hotel - Hotel Manager (1990 - 1992)
- **Interwest Hotel Group**
Project Manager Technical Services (1988-1990):
 - Eden on the Park, Melbourne
 - Eden on the Yarra, Melbourne
 - Eden Melbourne, Melbourne
 - Eden Adelaide, Adelaide
 - Eden Coral Coast, Cairns
 - Eden Twin Waters, Sunshine Coast
- **Geebung Polo Club Pub Brewery**
Assistant General Manager (1987 to 1988)
- **The Victoria Hotel Melbourne**
Porter/Management Trainee through to Assistant General Manager (1980 to 1987)