

# PROFESSIONAL PROFILE

## NATHAN WILTSHIRE

Nathan Wiltshire is Business Analysis and Marketing Manager for CBRE Hotels Asia Pacific and is dedicated to developing insightful market commentary and analysis, consulting and marketing initiatives across the region.



Nathan is a recent addition to the Hotels team and his appointment comes as CBRE Hotels seek to expand the scope of the business. Nathan's role includes having a deep understanding of hotel markets across the Asia Pacific region. With this knowledge he develops insightful market commentary through synthesising knowledge from within the organisation with data garnished from the wider industry and government sources. He is the author of widely read publications CBRE Hotels Limelight as well as Vantage Point, along with a number of other major articles and reports.

From this, Nathan's work has included a number of consulting assignments focusing primarily on supply and demand studies, competitor analysis, feasibility and development studies. This includes the seminal serviced apartment industry paper – the leading document of its type in the Australian serviced apartment industry.

Nathan also leads marketing initiatives within the Asia Pacific region including website development, brand development, and promotion at a national and international level.

Nathan joins CBRE Hotels after completing a Bachelor Degree in Tourism Management (Distinction) at the University of Technology, Sydney and brings with him 8 years of various tourism industry experience including commercial airlines, aviation analyst, government tourism precinct marketing development, leisure retail travel and corporate travel management.

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### Contact

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