

PROFESSIONAL PROFILE

OSCAR WESTERLUND

Oscar Westerlund heads up CBRE Hotels Strategic Advisory Australia, New Zealand and the Pacific.



Oscar has had over 25 year experience as a property professional. Working closely with private and institutional clients he has carried out valuation and consultancy assignments on much of the international hotel and resort stock throughout Australia, New Zealand, and the South Pacific Islands.

In the passed four years Oscar has been directly involved in major tourism development strategies in Britain, UAE, Tokyo, Australia, Fiji, New Zealand, Cook Island.

Projects ranged in scale from total master planning of a CBD in Gibraltar to repositioning a prominent resort entity in the Cook Islands. Combining the analytical disciplines of valuation with the practical operating and development platforms has produced a significant “value add” to strategic analysis and delivery.

Oscar is a Licensed Real Estate & Business Agent and a Registered Valuer.

RELEVANT EXPERIENCE

Fiji Beach Resort and Spa managed by Hilton

Lead consultant in charge of feasibility analysis, value add strategies, operator establishment and management, Construction overview, owners representative, and sales. Project Size NZ \$250 Million.

Hyatt Regency Hotel, Auckland

Lead Consultant responsible for repositioning and packaging the Hotel. Involved renegotiating the management agreement, refurbishing total hotel, extracting value from operating platform and repositioning. Project Size \$100 Million.

Gibraltar Keys Proposal

Lead Consultant managing an expansive team of international professionals in the preparation and pitch of a major CBD Master Plan redevelopment. Project Size: US\$ 5.0 Billion.

SAMPLE CLIENT BASE

Denarau International
Nananui Ra Investments
Scotts Head Investments
Hilltop Hotel Group
EverGlobal International
Brian Bryce
The Rarotongan Beach Resort and Spa
Richmond Group
Aman Resorts
GHM Resorts
Quest Serviced Apartments
Mowbray Falls Enviro Park

Contact

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