



Paul Rands

Managing Director - Future of Hospitality Institute



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Europe



London



English



areas of expertise:

serviced living
project development
strategic advice
transaction support

Paul Rands has 25 years of real estate and development experience in the hospitality sector. Joining the PKF hospitality group in 2022, Paul leads the Future of Hospitality Institute a think tank for the hotel, living, tourism & leisure sectors. He also heads the serviced living consultancy practice of the PKF hospitality group and is based in London.

The mission of the Future of Hospitality Institute is to bring together a community of stakeholders to cooperate in identifying and developing future hospitality products. From April 2022 Paul will lead the Future Living Project. Conducted over a period of 24 months and guided by the Future of Hospitality Institute in cooperation with major research organizations, the project will see stakeholder partners collaborating to identify key future living trends & solutions.

Paul is a recognized expert in the serviced living sector having previously spent seven years at BridgeStreet Global Hospitality, the leading serviced apartment solutions provider and operator, where as VP International Development he was member of the senior leadership team and led the development, real estate and supply partner teams. Having sourced and executed multi-jurisdictional leases, management agreements, business affiliation agreements and freehold acquisitions, combined with an understanding of key demand drivers, he is well positioned to assist businesses across the spectrum which are already active in or seeking entry to the serviced living sector. He has also been involved with the full development life cycle from brand conceptualising through to building opening, with both the Mode aparthotel and Studyo micro apartment brands.

Prior to working for BridgeStreet, Paul worked on the concept and launch phase of a hotel real estate fund, as well as development roles with Premier Inn, Mitchells & Butlers, and Marstons.

Having graduated with a real estate degree from Nottingham Trent University, he joined the Allied Domecq graduate training programme where he qualified as a Chartered Surveyor (MRICS) in 1998.