



Press release

## **New structure and new name: PKF hotelexperts group becomes PKF hospitality group**

**Slogan worldwide: "driving change in hotel, living, tourism & leisure".**

**Vienna, 12. July 2021** - PKF hotelexperts group, the international market leader in hotel and tourism consulting, is expanding and diversifying. In order to reflect the growing importance and increasingly complex international structures in the hospitality sector, they now operate as PKF hospitality group. The slogan of the group worldwide is "driving change in hotel, living, tourism & leisure". In May, PKF hospitality group relaunched its event business under the umbrella brand 196+ events.

The following divisions are now under the umbrella of PKF hospitality group:

PKF hotelexperts - hotel consulting

PKF livingexperts - serviced living consulting

PKF tourismexperts - tourism consulting

PKF leisureexperts - leisure consulting

PKF hospitality research - data analytics for hotel, living, tourism & leisure

PKF hospitality technology - digitalisation & innovation for hotel, living, tourism & leisure

196+ events - events & networking for hotel, living, tourism & leisure

**Michael Widmann**, Global CEO of PKF hospitality group: "We have used the Corona period to restructure ourselves in order to be prepared for changes in the hotel, serviced living, tourism and leisure sectors." "With these changes, and new divisions we are ready to provide the up-to-date, focussed and high quality services for our clients across the rapidly changing hospitality sectors," added **Christian Walter**, Global CEO of PKF hospitality group.



**More information about PKF hospitality group:**

PKF hospitality group is an internationally recognized leader in hospitality and tourism consulting. With a team of 100 consultants in 20 offices on all continents and an experience of almost 100 years, PKF hospitality group offers focused consulting services in the environment of hotel, serviced living, tourism and leisure investments - including feasibility studies, valuations, operator search, project development, financing and investment consulting, asset management, research & benchmarking as well as strategic consulting.  
[www.pkfhospitality.com](http://www.pkfhospitality.com), [www.196plus.com](http://www.196plus.com)

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