



Peiying Zhu

Research Analyst



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Asia



Shanghai



Chinese, English, French

areas of expertise:



feasibility studies
research + benchmarking

Peiying joined the PKF hospitality group in 2021 and is based in Shanghai. In her present capacity as a research analyst, her activities include feasibility studies primarily in countries throughout Europe and various research assignments.

Prior to joining the PKF hospitality group, in addition to operational internship at a hotel, Peiying gained experiences in data science, airline catering, and tax advisory through various internships. Peiying graduated with a bachelor's in International Hospitality Management from École hôtelière de Lausanne.