



Peiying Zhu Research Analyst



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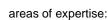
Asia



Shanghai



Chinese, English, French





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.