

23 June 2021

I am pleased to provide the following comments about the course provided by Mr Steve Rushmore on “How to Perform a Hotel Market Analysis, Make Financial Projections and Value a Hotel Using Hotel Market Analysis and Valuation Software”.

This course have been provided to our Master degree students who taking Master of Science in Global Hospitality Business programme. A tripartite programme offered by School of Hotel and Tourism (SHTM) Management – the Hong Kong Polytechnic University, École hôtelière de Lausanne in Switzerland and the Conrad N. Hilton College of Hotel and restaurant Management at the University of Houston in USA. Students enrolled in this Master programme will be taking 3 intense semesters on 3 campuses across 3 continents.

In the course “How to Perform a Hotel Market Analysis, Make Financial Projections and Value a Hotel Using Hotel Market Analysis and Valuation Software”, students gain unique knowledge of how to perform a hotel market study, make financial projections and value a hotel. We believe no other course covers this subject matter in such depth. In addition, upon successfully completing the course and final project, students receive the Certified Hotel Valuation Software Consultant (CHVSC) certificate that demonstrates their expertise in these functions.

This course benefits our MSc in Global Hospitality Business students by giving them the unique tools and knowledge to become hotel consultants, asset managers, developers, hotel owners and better hotel operators.

Mr. Steve Rushmore, founder of HVS and creator of the course is actively involved with teaching the course via- Zoom calls with the class and individual students, assisting with the final project and mentoring future career advice. Steve has been actively involved in teaching hospitality students. Steve was invited by SHTM to teach the postgraduate students on Hotel Valuation since 2016.

Mr. Steve Rushmore is an excellent and creative teacher/trainer. The course provide by Steve will undoubtedly make a big impact on student learning.

Yours sincerely,



Dr. Catherine Cheung  
Associate Dean and Associate Professor  
School of Hotel and Tourism Management  
The Hong Kong Polytechnic University  
[catherine.cheung@polyu.edu.hk](mailto:catherine.cheung@polyu.edu.hk); <http://www.polyu.edu.hk/htm>