



**Press Release: for immediate release 17/07/2024**

## **Hong Kong based private equity real estate fund, Alta Capital Real Estate, joins the World Sustainable Hospitality Alliance's global network**

**London, 17<sup>th</sup> July 2024;** [Alta Capital Real Estate](#) today announces its affiliate membership of the [World Sustainable Hospitality Alliance \(the Alliance\)](#) – a powerful coalition of over 50 united members, that is collectively tackling pressing challenges affecting our planet, people, and places on a global scale.

The Hong Kong based private equity real estate fund invests in undervalued and undermanaged hospitality assets across Asia-Pacific, repositioning them for evolving hospitality trends led by Lifestyle, Wellness, Experiential and Sustainability. At the heart of Alta Capital Real Estate is the drive for sustainability throughout its portfolio of hospitality assets that inspire the imagination, delivering robust returns on investment.

Investments that benefit communities and the environment are central to Alta Capital Real Estate's ethos, aligning seamlessly with the Alliance's position on investment within the Hospitality industry.

Alta Capital Real Estate is set to join the Alliance's Financing and Transition Impact Committee, as well as act as an advisor for the Alliance for Asia. This valuable addition to the committee will support the Alliance to better understand the Asia-Pacific market and cultural norms attached to the region. The CEO and Founder, Rakesh Patel will also join the Senior Advisory Council. Rakesh's experience in fund management and investment banking will put the Alliance in good stead for the establishment of an Impact Fund.

**Glenn Mandziuk, Chief Executive Officer of the World Sustainable Hospitality Alliance**, expresses his enthusiasm on the addition of Alta Capital Real Estate to the Alliance's network of affiliate members: "*The addition of Alta Capital Real Estate to our global network of members significantly strengthens our footing in Hong Kong. Our shared vision for a truly Net Positive hospitality industry will hold us in good stead as we collaborate, turning our five-year strategy into tangible results throughout the Asia-Pacific region. I welcome Rakesh Patel and his team to our network and look forward to collaborating on upcoming projects in the region.*"

On joining the Alliance **Rakesh Patel, CEO and Founder of Alta Capital**, comments: "*The Alta Capital Real Estate team and myself are honoured to support the World Sustainability Hospitality Alliance, as their Asian advisor. Bringing sustainability into*

*hospitality is the future of our business, and we are looking forward to sharing this important and critical journey, with Glenn Mandziuk and his team.”*

For further information about the work of the World Sustainable Hospitality Alliance, please visit <https://sustainablehospitalityalliance.org>

**--ENDS--**

## **Notes for Editors**

**For media enquiries, please contact:**

- [press@sustainablehospitalityalliance.org](mailto:press@sustainablehospitalityalliance.org).

## **About the World Sustainable Hospitality Alliance**

The World Sustainable Hospitality Alliance brings together engaged hospitality companies and the wider hospitality value chain, along with strategic partners, to address key challenges affecting the planet, people and places around the world.

Through their strategic initiatives and global networks, they develop practical programmes and resources to create a prosperous and responsible hospitality sector that gives back to the destination more than it takes.

Their members represent over 55,000 hotels spanning 300 brands – totalling over 7 million rooms – and include world-leading companies including Accor, Choice Hotels International, Hilton, IHG Hotels & Resorts, Marriott International, and Wyndham Hotels & Resorts, as well as regional brands. Their network, of over 50 members, also includes other parts of the hospitality value chain, including owners, investors, suppliers, and other partners to further drive joined up action on sustainability, and accelerate the industry on the path to Net Positive Hospitality.

## **About Alta Capital Real Estate**

Alta Capital Real Estate, is a private equity real estate fund based in Hong Kong. Alta Capital is focussed on investing in undervalued and undermanaged hospitality assets across Asia-Pacific, and repositioning them for evolving hospitality trends led by Lifestyle, Wellness, Experiential and Sustainability. Recent projects by Alta Capital include wellness retreats and hotels in Thailand. Alta Capital is licensed as an asset manager under the SFC HK.