



# Phalguni Vashist

Research Assistant



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Europe



Vienna



Kannada, English, Hindi, German

areas of expertise:

asset management

feasibility studies

financing + investment

knowledge + networking

operator search

project development

research + benchmarking

valuations + appraisals

strategic advice

transaction support

valuation

marketing

conferences & events

finance

research

concepts + brands



Phalguni Vashist joined PKF Hospitality Group in 2026 and is based in India. In her present capacity as a Research Assistant, her activities include data entry and aggregation of Excel datasets, secondary research on dedicated topics, and supporting the preparation of reports, articles, and presentation materials, primarily across hospitality-related assignments in Europe.

Prior to joining PKF Hospitality Group, Phalguni worked across international hospitality organisations in Switzerland, the United States, and India in guest experience and operational support roles, gaining exposure to service analysis, guest behaviour insights, and performance reporting.

Phalguni holds a Master of Science in Hospitality Business Leadership from Glion Institute of Higher Education in Switzerland and a Bachelor's degree in Hospitality & Event Management from PES University in India. She has also undertaken professional certification in MEDDIC and conducted research on AI in hotels and its impact on guest satisfaction.