



Dion Stiefel

Research Analyst



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Europe



Vienna



German, English, French



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

Dion Stiefel joined PKF hospitality group in 2025 and is based in Vienna. In his current role as a Research Analyst, he supports consulting activities including market and feasibility studies, benchmarking analyses, and strategic advisory projects, primarily across Europe.

Before joining PKF hospitality group, Dion gained experience in business development and hotel operations through roles at Denizen in Berlin and Soho House in Paris, where he contributed to operational openings and strategic growth initiatives. He also worked at several companies in Switzerland, building a strong foundation in customer experience, retail operations, and process improvement.

Dion holds a Bachelor's degree in International Hospitality Management from École hôtelière de Lausanne (EHL). Having lived and worked in Switzerland, Germany, France, and Austria, he thrives in multicultural environments and brings a detail-oriented, analytical, and creative mindset to hospitality development and consulting.