



Aalia Udawala

Consultant



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USA



New York



Hindi/Gujarati, Spanish

areas of expertise:



research + benchmarking
strategic advice
feasibility studies

Aalia Udawala is a PKF hotelexperts consultant based in the New York City office with a focus on North America. She has advised on several engagements globally for the group, including feasibility studies, operator search, and development services with a particular focus on 'glamping' projects.

Prior to joining PKF hotelexperts, Aalia worked for Marriott, Artemis Capital Management and Joya Investments where she was responsible for hotel valuations and acquisition assessments for private investors. She has also previously served in the Public Affairs office in the US Embassy in Tallinn, Estonia.

Aalia recently completed her Master's of Science in Global Hospitality Business from the Ecole Hoteliere de Lausanne, Hong Kong Polytechnic University, and the Conrad N. Hilton College at the University of Houston and holds a Bachelor of Arts in Political Science from the University of Texas.