



Services for the Public Sector

Tourism and leisure facilities are highly specialised assets that involve dynamic business enterprises, as well as real estate components. The development and investment into these assets requires an understanding of a range of complex industry and market specific factors, which impact the profitability and return of the asset.

How we can help you

We have highly skilled, industry specialist Directors and staff who have experience in all aspects of tourism and leisure project development and investment.

Our goal is to deliver a high level of service to you in relation to reviewing development concepts, the market demand and supply environment, and ascertaining the financial feasibility of proposed tourism and leisure projects.

Our extensive experience and exposure to a range of aspects of tourism and leisure developments, investment and operations enables Horwath HTL to undertake an independent review of the development, investment and operation of tourism and leisure opportunities, including stadia, indoor arenas, conference and exhibition centres, tourism and leisure attractions, and other event venues.

Stadia, Indoor Arenas, Conference & Exhibition Centres, Leisure Facilities & Other Event Venues

- Review and preparation of operating and financial projections
- Market demand and supply analysis, feasibility studies and business plans, including peer reviews
- Preparation and evaluation of third party proposals to develop and manage new venues
- Development of detailed business cases for revenue projections
- Risk assessment of new projects
- Economic impact analysis
- Performance improvement reviews
- Food and beverage management reviews

Horwath HTL contact details:

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Tourism Research and Development, Tourist Attractions & Other Sightseeing Operations

- Primary market research, including surveys into growth of tourism businesses
- Business plans for industry organisations
- Regional tourism strategic and action plans
- Review of progress in implementing tourism strategic plans
- Review of governance, organisational structure, plans and budgets for regional tourism organisations
- Review of development concepts
- Market demand supply analysis for new visitor attractions
- Visitor, revenue and cost projections for new attractions and re-developments
- Effectiveness and efficiency reviews of visitor attractions
- Critique of reports prepared by third parties
- Review of development, funding and business plans for new attractions
- Review and preparation of operating and financial projections for visitor attractions

Events

- Economic impact analysis
- Surveys of event attendees and expenditure
- Consultations with event promoters, organisers, and other stakeholders
- Peer review of economic impact reports

Hotels

- Review of development concepts
- Location analysis
- Market demand and supply studies
- Financial feasibility studies
- Investor and operator search processes for new hotels
- Primary and secondary market research
- Accommodation infrastructure studies

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Offices throughout the Asia Pacific region:

Australia Beijing Shanghai Hong Kong Indonesia Japan Malaysia Singapore Thailand
and throughout the world.

*Horwath HTL Limited provides specialised services to the Hotel, Tourism and Leisure industry.
Horwath HTL is a member of Crowe Horwath International, a Swiss Verein.*

Each member of Crowe Horwath is licensed to include "Horwath" in its legal name but remains a separate and independent legal entity.



Why Horwath HTL?

Rich History:	Founded in 1915 in New York City
Industry Originator:	Created the Uniform System of Accounts for Hotels (the industry standard)
Focus:	Exclusively HTL Specialised
Global Network:	Currently 47 offices in 37 countries Part of Crowe Horwath International with 590 offices in 107 countries
Localised Expertise:	Extensive Office network affords unique local market understanding
International Perspective:	Group interaction yields global view and world-class solutions
Experience:	Industry seasoned consultants, real estate brokers, and financial advisors bring unparalleled depth and value to every project
Database:	Provides historical and detailed tracking of market performances
Industry Leader:	Recognised around the Globe as the HTL expert for successful projects

