



Grant Thornton

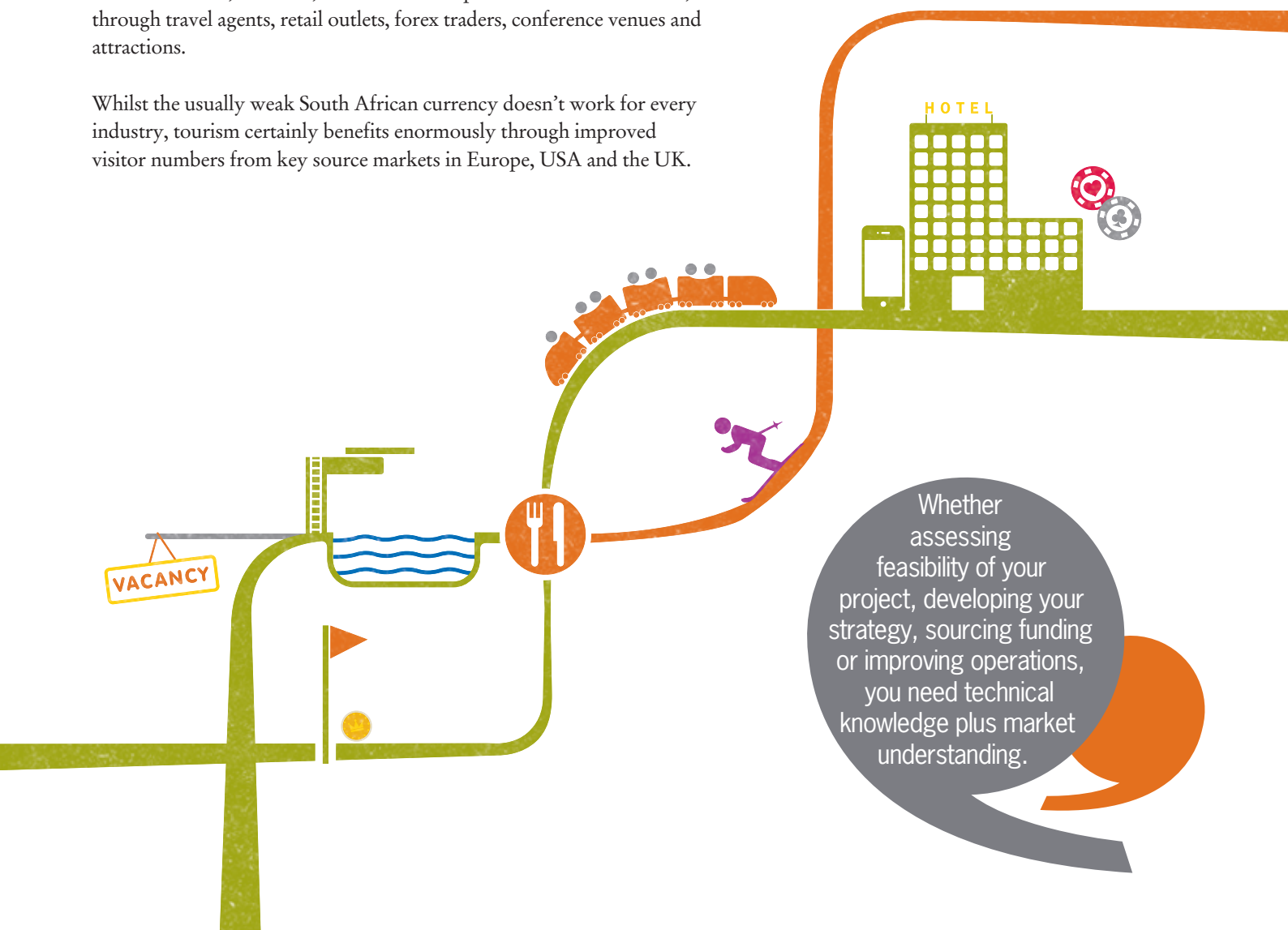
An instinct for growth™

# Tourism, hospitality & leisure

**South Africa has become one of the world's fastest growing travel destinations and no wonder: it boasts breathtaking scenery, world-class infrastructure, excellent value for money, friendly people and high service levels. It is home to no less than eight Unesco World Heritage sites, rated as places of outstanding value to humanity.**

The sector supports one in every 12 jobs in South Africa and has been earmarked by the government for high growth, which aims to increase its contribution to GDP to R499-billion by 2020. Opportunities for growth and investment are to be found across the industry, from accommodation, air travel, tour and coach operators and vehicle rental, through travel agents, retail outlets, forex traders, conference venues and attractions.

Whilst the usually weak South African currency doesn't work for every industry, tourism certainly benefits enormously through improved visitor numbers from key source markets in Europe, USA and the UK.



Whether assessing feasibility of your project, developing your strategy, sourcing funding or improving operations, you need technical knowledge plus market understanding.



With 42 000 people in 133 countries, we have true global scale, deep technical capabilities and extensive industry expertise. But this does not mean we are different. It's how we work with you.

### Why Grant Thornton

Considered the leading tourism and hospitality consultants in South Africa, Grant Thornton possesses over 25 years of unparalleled proficiency across a range of tourism industry sectors, servicing a varied client base. We help both public and private sector organisations across the country adapt to the shifting tourism environment. Drawing on our industry experience, we work with you to plan scenarios, manage costs, create flexible organisations and finance growth.

Our hospitality and tourism specialists have a wide range of knowledge relating to market trends. Our experience in this sector includes strategic planning, policy formulation, development planning, strategy formulation/facilitation, large-scale research studies and grading system development.

Our thought leadership publications are regarded as the authoritative assessment of tourism and its allied industries in Southern Africa and are widely used for their data, statistics and opinions on tourism trends and developments.

Our Tourism Business Index, conducted every quarter on behalf of the Tourism Business Council of South Africa, is the most significant industry research device in the country, giving us an unprecedented depth of understanding into the sector.



### Services we offer

- Feasibility studies, market research and analysis, financial evaluations and business plans
- Project conceptualisation, planning, implementation and appraisal
- Valuations
- Policy formulation
- Strategy formulation/facilitation
  - Marketing and promotional strategy
  - Corporate and organisational strategy
  - Destination strategies
- Economic impact studies
- Monitoring and evaluation
- Operation reviews
- Operator-selection and contract review/negotiations
- Privatisation strategies

### Our diverse client base

- Public and private sector organisations
- Small and large organisations
- New as well as established
- Individuals, associations and companies
- Promoters / developers
- Owners
- Managers and operators
- Financiers
- National, provincial and local government and tourism authorities

### The sectors we service

The industry is mature and has naturally sub-divided into the following thriving sectors and we have a depth of experience in each :

- Planning and development
- Hotels and other accommodation
- Transport – air (airports & airlines), road, rail, water (cruising, boating)
- Attractions
- Casinos and gaming
- Meetings, incentives, conferences and exhibitions
- Events of all sizes
- Services
- Culture, heritage, sport and leisure
- Entertainment
- Retail/shopping
- Medical

### Contact our Tourism and Hospitality experts

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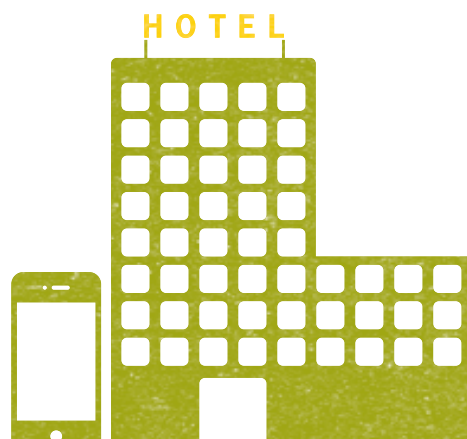
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