

Driving value in the tourism industry



Iconic tourism developments and experiences that surpass visitor expectations are significant drivers of economic growth. Our team facilitates informed decision making that is ahead of the marketplace and responsive to consumer demand, through fresh perspectives and advice for major government and tourism investment.

Our strong technical understanding of marketable tourism products and infrastructure is backed by commercial, economic and design capability. This is translated into the development of visualisations and fly-throughs to sell your vision to investors and the public, and prepare the business cases and investment prospectuses you need to secure funding.

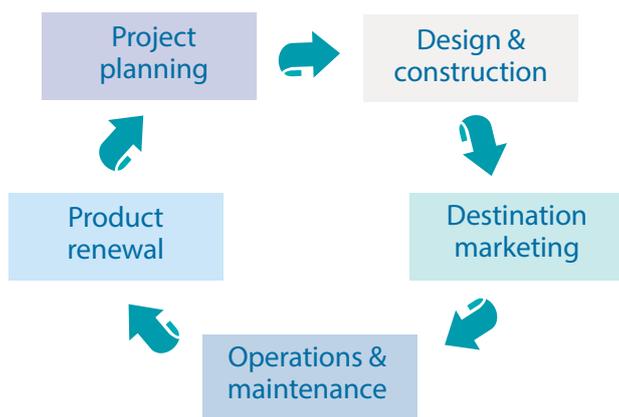


Driving value from tourism

An integrated offering

Our business case development team specialises in the tourism and economic development environment, providing clients with unbiased strategic choices designed to establish sustainable tourism ventures and experiences that surpass visitor expectations.

Our offering is based on an integrated package of services across the project life cycle:



Our capability is built on broad sector experience across feasibility studies, financial and economic advice, and business cases. To maximise the appeal of your investment, we take a market-led approach, considering the needs of the visitor, industry as well as public and private investors.

Through rigorous customer research and market sounding, we work with you to identify the right product and optimal solutions to meet your objectives, as well as the needs of customers and operators.

Our multidisciplinary team develops full business cases that address:

- Deliverability
- Commercial and financial opportunities
- Governance
- Stakeholder issues
- Project management
- Change management
- Timeliness
- Performance measures
- Investor attraction

Global experience with local understanding

Our team comprises industry leaders with a wealth of experience in the delivery of large and complex tourism related business cases, including some of the most iconic tourism and hospitality developments in Australia, New Zealand and internationally.

We have consulted to a variety of government, industry, local business, indigenous and community groups and have an in-depth understanding of different markets.

This track record gives us in-depth knowledge of the regional tourism industry, and an ability to leverage our international experience in the delivery of world-class facilities in other jurisdictions to help turn your vision into functional tourism and eco-tourism developments.

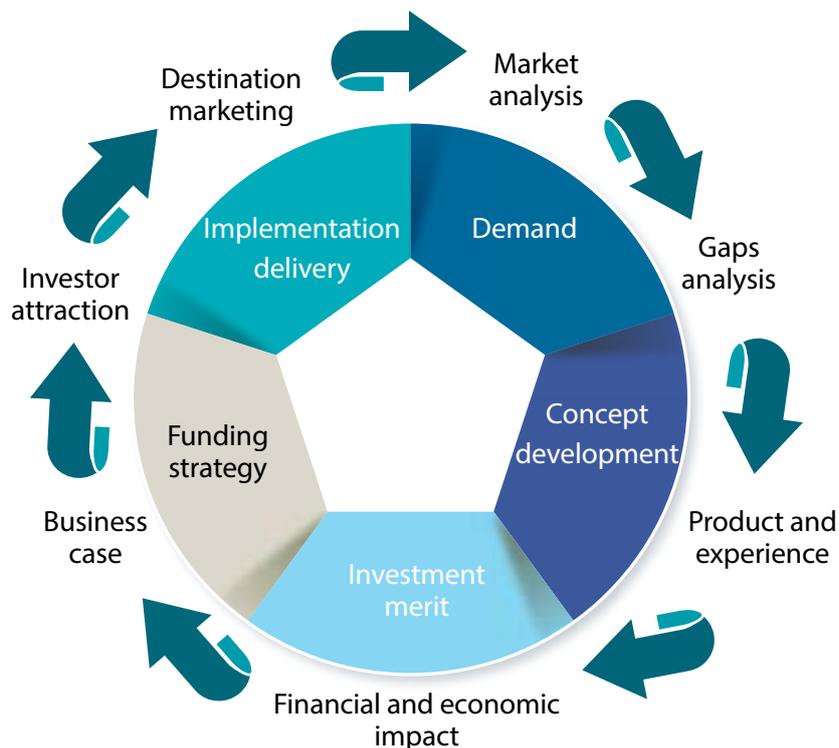
Outcomes

Victorian Government	The Shipwreck Coast is one of Australia's most spectacular and iconic tourism destinations, attracting over 5 million visitors each year.
Shipwreck Coast	GHD collaborated with Local and State Government and industry bodies to develop a full business case to help implement the Shipwreck Coast Master Plan. The business case helped secure funding for a range of infrastructure upgrades to enhance the visitor experience, extend visitation lengths and generate economic benefits for the local community.
Southern Alpine Resort Management Board	The Southern Alpine Resorts Reform Project has enabled Mt Baw Baw and Lake Mountain Alpine Resorts to adapt to climate change challenges and to maximise the economic and social benefits that flow from the resorts to surrounding communities. Mt Baw Baw and Lake Mountain management boards operate under the confines of their respective acts. Key to the success of the project was supporting the merger of both bodies in a manner that avoided overlap of functions.
Lake Mountain and Mt Baw Baw Resorts	Through extensive stakeholder consultations, GHD with the board was able to successfully build consensus between all parties and deliver a strategy and transition plan that enabled ongoing private investment in the region, with a focus on more environmentally sustainable commercial operations.
Grampians Tourism	The Grampians Peaks Trail is one of Victoria's four iconic long distance walks, but does not offer any on-park accomodation. The challenge was developing commercially sustainable accommodation on tightly regulated national park land, in order to appeal to the burgeoning 'natural tourism' market, increasing visitor yields and supporting the regional economy.
Walking Track Investment Activation Plan	GHD Advisory devised an Investment Activation Plan and Investment Prospectus for the trail, which evaluated the level of government funding that would be required to deliver the rates of return required by private investors.

Our approach

Our proven methodology identifies the optimal experiential model and design solutions, and adopts an 'investor-tested' commercial approach to procurement and implementation.

This is supported by project, risk management, environmental impact analysis, governance framework and tailored stakeholder engagement processes to deliver effective communication, reporting and optimal outcomes.



For more information about how GHD Advisory can drive business value for your organisation contact:

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