

## CASE STUDY | STRATEGIC PLANNING

**Client:** Government Department in a Gulf Co-Operation Council (GCC) Country.

### BACKGROUND TO THE STUDY

TRI Consulting was commissioned to assist the Government Department with the preparation of a master plan for a proposed major tourism development site.

The project site is envisaged as a mixed-use, eco-tourism development, with a mix of:

- interpretation and research centres;
- commercial, residential, retail and hotel accommodation;
- tourist attractions;
- other sports, cultural, entertainment and recreational amenities; and
- maritime facilities (presumably port, marina and related).

### OUR PROPOSED APPROACH

The study was performed in six consecutive phases:

- Phase 1 - Client "Kick Off" Meeting
- Phase 2 - Pre-Feasibility Study and Workshop
- Phase 3 - Site Appraisal
- Phase 4 - Market Appraisal
- Phase 5 - Development Recommendations
- Phase 6 - Financial Appraisal

### OUTPUTS OF THE STUDY

Our final report contained information, comments and recommendations on the following:

- the strengths and weaknesses of the site;
- the current and projected future market environment and the market positioning and specific target markets appropriate to the proposed development;
- international best practices employed at three comparable multi-use tourism developments around the world;
- the component mix most appropriate to the envisaged markets for the proposed multi-use development;
- the number, type, capacity and specification of the facilities considered most appropriate to the envisaged markets for the individual development components;
- component and consolidated projections of revenue, cost, profit and annual cash flow, and a calculation of the resultant return on investment; and
- sensitivity analyses.

The findings of our study were presented in English and Arabic, in a bound report and supplied in three copies.