Tourism, hospitality & leisure consulting

Regarded as the pre-eminent tourism consultants in Africa and further afield, our tourism, hospitality and leisure consulting team has in excess of 30 years of unparalleled expertise across a range of tourism industry sectors, servicing a varied client base.

Our tourism hospitality & leisure consulting team are committed to building tourism success both in South Africa and the rest of Africa, which is why we actively support the African Tourism Leadership Forum.

Our team’s rigorous analytical processes help our clients tackle complex issues by strengthening management capabilities, increasing technical know-how and improving project and business sustainability, which means enhanced growth and improved competitiveness for a thriving economy.
Tourism

Our experience includes strategic planning, policy formulation, strategy formulation/facilitation, research surveys, quality assessment and grading.

Kenya Tourism Strategy
The Government of Kenya, with financial support from TradeMark East Africa, appointed Grant Thornton to develop a Kenya Tourism Strategy 2030 which identified critical drivers and enablers of tourism growth for the country and provides a practical implementation plan towards the achievement of the country’s overarching tourism and economic goals.

Eastern Cape Tourism Strategy
We were appointed by the Eastern Cape Parks and Tourism Agency to develop a Tourism Development Strategy for the Eastern Cape. The strategy provides detailed strategic actions and implementation plans to assist the ECPTA in implementing its roles and responsibilities in terms of the updated Eastern Cape Tourism Master Plan.

North West Events Strategy
We developed a provincial tourism events strategy and implementation plan for the North West Department of Tourism which included a comprehensive events database and an events venue supply database for each of the districts in the Province.

Marine Tourism Strategy
Development of a Marine Tourism Strategy that covers all marine and inland water areas in South Africa on behalf of the South African Marine Tourism Association (SAMSA).

Tourist Accommodation Development Framework
Development of a tourist accommodation development framework for the Chobe region in Botswana on behalf of the Botswana Development Corporation.

Tourist Route Development
Development of tourist routes across Namibia for the World Bank Millenium Challenge programme.

Grading
Grant Thornton undertook a detailed stakeholder input process to update the criteria and the systems for the national star grading scheme for the South African tourism industry. We assisted with the development of the original South African tourist grading systems in Namibia, Lesotho and Zambia.

Tourism Development Plans
Grant Thornton has completed more than 50 tourism development plans at a national, district and local level in Kenya and in Gauteng, North West, KwaZulu-Natal, Eastern Cape, Northern Cape, Western Cape, Limpopo and Free State. The assignments included recommendations regarding key tourism development projects, marketing, skills development, entrepreneurial development and support, environmental management, etc.

Hospitality

Our experience in respect of hospitality includes project conceptualisation, feasibility studies, commercial and financial due diligences, valuations, operator selection and contract review/negotiation.

Various African hotel studies
We have undertaken market and financial feasibility studies for a range of tourist accommodation categories in South Africa, Benin, Zimbabwe, Botswana, Madagascar, Mozambique, Malawi, Tanzania, Zambia, Nigeria, Ghana, DRC, Angola, Cameroon, Guinea, Kenya, and Mauritius.

Business Hotels
Assistance to a developer to identify suitable locations for mid-market business hotels in locations across South Africa and sub-Saharan Africa.

Mpumalanga Resort Hotel
Feasibility study for a new inland resort near Graskop in Mpumalanga on behalf of the IDC.

St Lucia Resort Hotel
Feasibility study and business plan for a new resort hotel in St Lucia, KwaZulu-Natal on behalf of the IDC.

Johannesburg & Cape Town Hotels
Commercial and Financial due diligence for a number of 3-5 star hotels in Sandton and Cape Town.

Dube Tradeport Hotel Study
Grant Thornton conducted a market and financial feasibility for a proposed hotel development as part of the Dube Tradeport at the King Shaka International Airport, near Durban, KwaZulu-Natal.

Gaborone Hotel Feasibility Study, Botswana
We carried out a market and financial feasibility study for a proposed hotel development in Gaborone, Botswana. This study included a market analysis and financial projections for the proposed hotel.

Douala Hotel, Cameroon
Grant Thornton was appointed to conduct a Market and Financial Feasibility for a proposed 5-star hotel in Douala, Cameroon.

Working for Hotel Groups
We have carried out feasibility studies for investors in proposed hotels with major South African and international hotel groups as operators all over South Africa and in many African countries.

The groups include Accor, Peermont, Kingdom Hotels, Banyan Tree, Taj, Sun International, Legacy, Three Cities, Best Western, Premier, Protea, Relais Hotels, Orient Express, Onomo Hotels, Hyatt, Hilton, Days Inn, Le Meridien, Marriott, Mercure, Oberoi Hotels, Park Plaza, Radisson, Sheraton, etc.
Economic Impact

We have undertaken economic and socio-economic impact assessments for various developments (hotels, stadia, conference centres, etc), events (Soccer World Cups, Golf Tournaments, Rugby Tournaments, Olympic Games, Formula 1 Grand Prix, etc) and sectors within the tourism industry (business tourism, vacation ownership).

**Rugby Sevens Tournament (2011 to date)**
We have conducted an economic impact assessment of the Rugby 7 tournament matches held in Nelson Mandela Bay and Cape Town on behalf of the South African Rugby Union and the local municipalities. This assessment includes surveying of spectators, organisers, team management and sponsors.

**Rugby World Cup 2023**
Grant Thornton conducted an economic impact assessment for possible hosting of the Rugby World Cup 2023 on behalf of the South African Rugby Union.

**Golf Challenges**
Grant Thornton conducted an economic impact assessment for the Tshwane Open Golf Tournament (2013 to 2017) as well as the Johannesburg Open (2017).

**Cape Town Film**
Grant Thornton is conducting a study on the Western Cape film industry in order to assess the size of the industry and its contribution to the economy (monetary and job creation) of the Western Cape. The study also aims to determine the challenges, potential improvements and alignment to national policies that could be achieved to assist the industry to harness its growth potential.

**2010 FIFA World Cup Bid**
Economic impact assessments for the 2010 FIFA World Cup events, should they be held in South Africa, submitted as part of the bids and used to gain government support for the bids.

Transport

Our transport experience includes strategic planning, strategy formulation, policy formation and feasibility studies.

**Cruise Studies**
We conducted a feasibility study and business plan for a proposed cruise liner business to be located in Durban on behalf of Tourism KwaZulu-Natal and conducted a detailed analysis of the cruise industry value chain as it relates to eThekwini Municipality.

**Eastern Cape Socio-economic Consultative Council**
Development of an air access strategy for the Mthatha Airport in the Eastern Cape.

**Aviation Strategies**
Development of airlift (passenger and freight) strategies for the provinces of Limpopo, KwaZulu-Natal, Mpumalanga and Northern Cape.

**Airport Studies**
Development of feasibility studies for airports in Zambia, Botswana and in South Africa in Limpopo, Cape Town, Mpumalanga and KwaZulu-Natal.
Our primary services

Some of our key services
• Feasibility studies, market analysis, financial evaluations and business plans
• Project conceptualisation, planning, implementation and appraisal
• Valuations and due diligence
• Market research
• Strategy formulation and reviews
• Economic impact studies
• Quality assessment and grading

The clients with which we work
• Public and private sector organisations
• Promoters/developers
• Owners
• Financiers
• Small and large businesses
• New and established operators
• National, provincial and local government and tourism authorities

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