

# Tourism 365 – is there a way out of the “chicken/egg dilemma”?

**PKF**

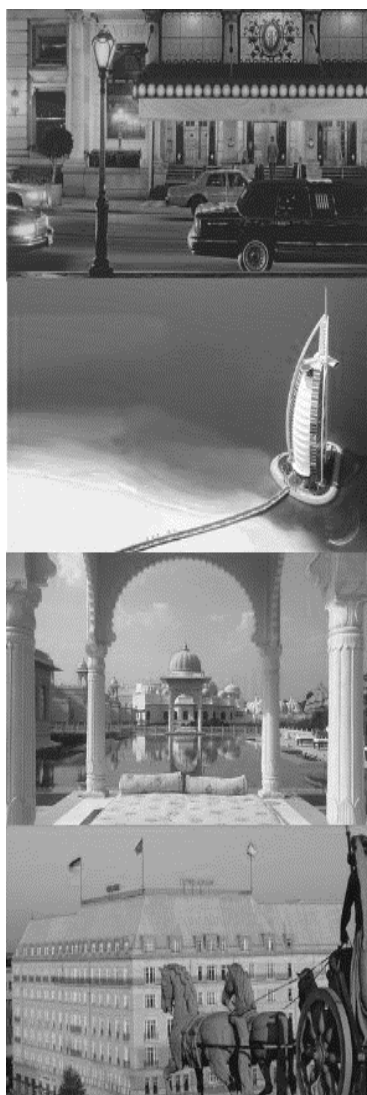
Christopher Hinteregger, Zagreb 25/09/2018





- **Global family** of legally independent firms
- Providing **world-class analysis and clear solutions** in Assurance, Advisory, Taxation and Business Services for companies
- Over **400 offices**, operating in **150 countries**
- **3 offices** in Croatia (Zagreb and Varaždin)
- Aggregate fee income of **over \$1bn**

## Hospitality and tourism consulting at PKF



- PKF is a **global market leader** in the field of hotel, tourism & leisure consulting since 1927
- Two affiliated companies: **PKF hotelexperts** and **PKF tourismexperts**
- Global coverage and PKF hotelexperts / PKF tourismexperts **offices in nine countries**
- Broad range of services from **Tourism Master Plans** for tourism destinations to **Feasibility Studies, Operator Search and Asset Management** for hotel projects
- More than **1.000 implemented projects** in **69 countries**

# COMMUNICATION

PKF



**WILLINGNESS**



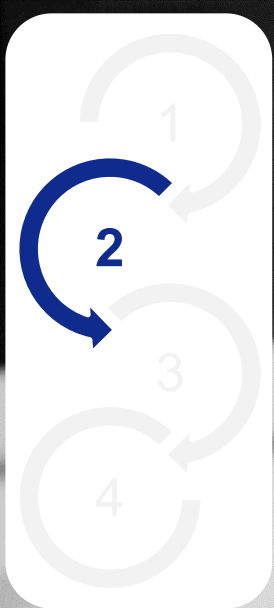
**STRONG  
STAKEHOLDERS**





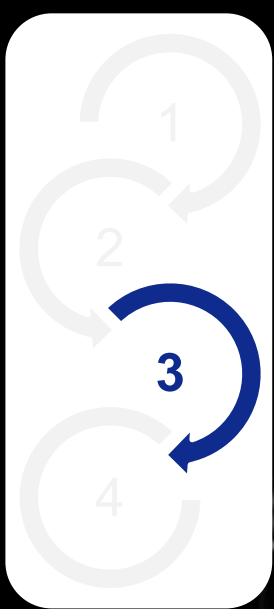
## organizational phase

- set up steering group including
  - (all) key private stakeholders
  - public side (regional/local DMOs/administrations)
  - different important interest groups
- organize a workshop (optional: external moderation)



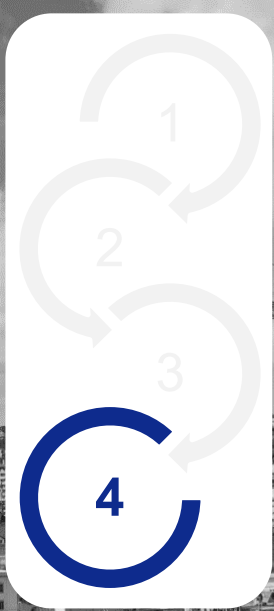
### **exchange phase**

- exchange thoughts/fears
- unemotionally look at pro/cons
- general commitment/rejection



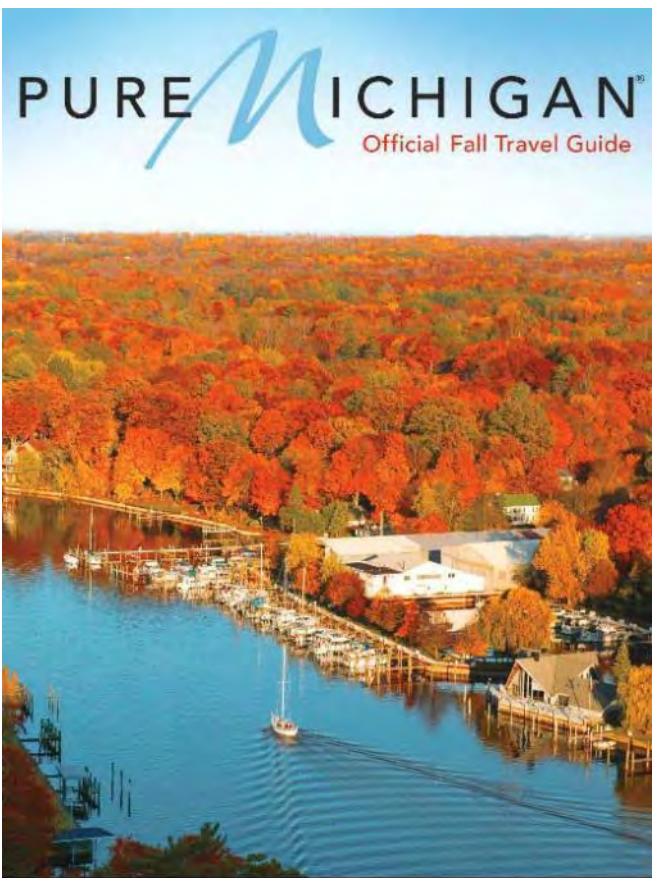
### **strategy phase**

- define necessary framework conditions
- commonly draft first action plan/agreements
- let all participants sign the common draft



## implementation phase

regularly meet to discuss the current status



# MARKETING CAMPAIGNS TO RAISE AWARENESS



## Contact

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