

Marketing concept on health tourism – Hungary

KPMG was commissioned by the Hungarian National Tourism Office to prepare the national 'health tourism' marketing concept. The scope of the job was to assess and analyze the demand, supply and distribution channels of health tourism, both domestically and internationally, in order to make recommendations regarding the product-development strategy, the communication and promotion mix, as well as the funding strategy. It was undoubtedly one of the most comprehensive research studies ever commissioned by the Hungarian National Tourism Office.

Tourism marketing plan – Hungary

KPMG developed a five-year tourism-marketing plan for the municipality of Gyula, one of the most well known spa-towns in Hungary.

Tourism development strategy – Czech Republic

We prepared a five-year tourism development plan for the city of České Budějovice with particular focus on the development of new tourism projects, marketing aspects, financing and organizational issues.

Tourism growth strategy – Hungary

KPMG was appointed to prepare a tourism growth strategy for the Transdanubia Region. Taking into account the socio-economic characteristics of the region, the strategy addressed issues related to infrastructure, product portfolio characteristics, marketing, institutional and organizational aspects. The analysis and recommendations were consolidated into a regional tourism policy document, including an action plan.

Perception and image studies – Italy, Poland, Austria and the Netherlands

On behalf of the Hungarian National Tourism Office, KPMG was commissioned to prepare a survey on the perception of Hungary as a tourism destination in European markets. Through a mix of secondary and primary research (including in-depth interviews, personal interviews and focus group discussion), the behavior and attitude of different populations toward Hungary were analyzed, with particular reference to the expectations and the propensity to visit the country in the future. These studies were part of research aimed at determining the perception and image of Hungary in different countries including the United Kingdom, Germany, Spain and France.

Health and spa tourism industry review – Czech Republic

KPMG was commissioned by the Ministry of Regional Development to review the current situation of existing spas in the Czech Republic and to benchmark the status of the market with successful international spa destinations. This study, which focused on small spas, was undertaken in order to identify market gaps, investment opportunities and the necessity of marketing activities.

Thermal spa feasibility study – Hungary

The Municipality of Mátészalka commissioned KPMG to perform a market and financial feasibility study and business plan in order to redevelop the existing thermal spa. The engagement included assistance with the preparation of an application to receive governmental support (under the Tourism Section of the Széchenyi Plan).

Tender preparation and investor search – Czech Republic

The Salm Palace, a part of the historic Prague Castle, is one of the landmarks of the Czech capital. KPMG was mandated by the Prague Castle Administration to manage the tender process for the renovation of the Palace into a boutique luxury hotel. We prepared the necessary tender documentation, contacted investors and organized the selection procedure for the awarding of the tender.

Theme park feasibility study – Hungary

KPMG was chosen by a foundation to prepare a business plan and market and financial feasibility study to determine the viability of a proposed theme park development. This project, which is based on the concept of 'edu-tainment', is planned to contain several miniature models of the historical monuments and settlements of the Carpathian Basin and

depict the people and traditions that flourished at the time.

Visitor center feasibility study – Hungary

KPMG was requested by the Hortobágyi National Park to prepare a market and financial feasibility study of the proposed multi-functional visitor center and other ancillary facilities at the Park. The development concept includes exhibition and conference space, a small train and the establishment of a bicycle route.

Economic impact study – Hungary

On behalf of the Hungarian Department of Tourism KPMG determined the economic impact of the development of a 5,000-capacity convention center in Budapest. This study, originally prepared in the year 2000, was updated in 2004.

White paper on conference tourism – Czech Republic

On behalf of the Czech American Chamber of Commerce, KPMG prepared a White Paper on the development of conference tourism in Prague.

Economic impact assessment – Cyprus

KPMG was retained by the Limassol Chamber of Commerce and Industry in Cyprus to prepare a market and financial feasibility study and economic impact assessment for a new convention center planned in Limassol.

Property utilization concept – Hungary

KPMG was mandated by MÁG (National Trusteeship of Historic Monuments) to prepare the utilization plans for 12 listed properties, e.g. historic castles, mansions and palaces. The project included a detailed assessment of each property, and an international and national benchmark together with the preparation of pre-feasibility studies.

Privatization and transaction assistance – Bulgaria

The Travel, Leisure & Tourism group acted as privatization advisors and transaction agents to the Bulgarian Government for the disposal of its majority stakes in seven hotels. Our responsibilities included preparation of an "Information Memorandum", development of marketing and privatization strategies, identification of strategic investors and transaction structuring. The Supervisory Board of the Privatization Agency, following approval of preliminary contracts negotiated by KPMG with the selected investors, disposed its shares in six hotels.

Operational museum review – Hungary

KPMG was assigned by the Ministry of National Cultural Heritage to perform a review of the marketing activities of 13 major museums in Budapest.

Bid preparation for EURO 2008 – Hungary

The Hungarian Football Federation retained KPMG to provide assistance with Hungary's candidacy for the UEFA, EURO 2008 football tournament. KPMG involvement concerned the preparation of Hungary's official Bid Book, as well as the preparation of additional information requested by UEFA and addressing the current and future situation of the transportation network and accommodation facilities in Hungary.

For further information, please contact:

KPMG's Travel, Leisure & Tourism practice

Andrea Sartori, Partner
Head of Travel, Leisure & Tourism – CEE
andrea.sartori@kpmg.hu

Zoltán Kali, Manager
zoltan.kali@kpmg.hu

KPMG Advisory Ltd.
Tel: +36 1 887 7100
Fax: +36 1 887 7392