



Turning Strategies Into Results

Market requirements and client requirements triggered MESA's investment in a group dedicated to the travel and tourism industries. We deliberately sought and found senior team members who combine in-depth industry knowledge, hands-on management experience and a segment specialization with academic qualifications and advisory skills. The group comprises eight world class experts who - like everyone at MESA - are now based full time in the Middle East with a commitment to stay for the long term.

Our team has provided strategic advisory for governments and private investors to develop tourism destinations, projects and operations. The experience and organization of the group further reflects the differentiated segments, structures and requirements of the T&T industry.

STRATEGY

Our strategic services assist investors, governments and operators in dealing with the complex challenges of this industry. We develop strategies, work with our clients to implement them and achieve results through services such as: Concept and Vision Inception, Strategic Tourism Marketing; Tourism Master Planning; Corporate Strategy; Project Development & Management; and Change Management.

DEVELOPMENT

With a focus on the business and investment aspects we maximize our client's success and assist in decision making through services such as: Feasibility Studies; Managing Tenders, Evaluation and Selection; Business Planning; Organisation Architecture, Strategic Asset .

OPERATIONS

Our travel and tourism industry expert team has in depth operational knowledge enabling us to assist at operational level in all sub-segments of the industry. We provide: Operations Reviews; Cost Optimisation; Operational Turnarounds; Quality Management; Opening- and Pre-opening Management; Tender, Selection and Evaluation Management, Market Positioning and Interim Management.

TRAVEL & TOURISM DEVELOPMENT

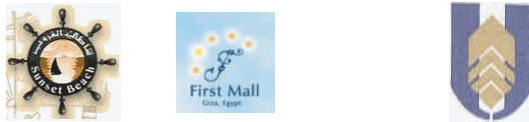
Strategic & operational turnarounds, interim management



Strategic Tourism Development Advice for Kingdom of Saudi Arabia, Oman, South Pacific States, Namibia, Guernsey, Scotland



- " Strategic and Development Advice to Luxury Resorts in Egypt, Kuwait, Saudi Arabia, Oman
- " Operator Selection and Tendering Processes
- " Product Positioning and Portfolio Strategies
- " Feasibility Studies, Market Entry Studies



- " M&A Activities, Reviews, Strategies and Valuations for luxury hotels and resorts, leading international hotel companies and investors across Europe and the Middle East (Ritz Carlton, Six Continents, Sheraton, Hyatt, Four Seasons, Hilton, Golden Tulip International, Rezidor SAS, Accor, etc.)
- " Operator Selection and Asset Management advice for a range of hotel owners Hotel Openings
- " Operational Turnarounds Business Planning, New Market Identification

