



COLLIERS INTERNATIONAL

Destination Consulting



Accelerating success.



Leading edge *advice* to destinations seeking *competitive* advantage in a changing world

Everyone has an idea of a great destination – usually more than one idea. New York; Rome; Mecca; the Serengeti; Disneyland; a village in the Dordogne; the British Museum; even Dublin on a Friday night. Great destinations are places people want to visit. Often they are places people want to live – or work – or invest.

From a local attraction off the beaten track to a vast waterfront development, every destination is experienced on the same scale... by individual people making individual choices.

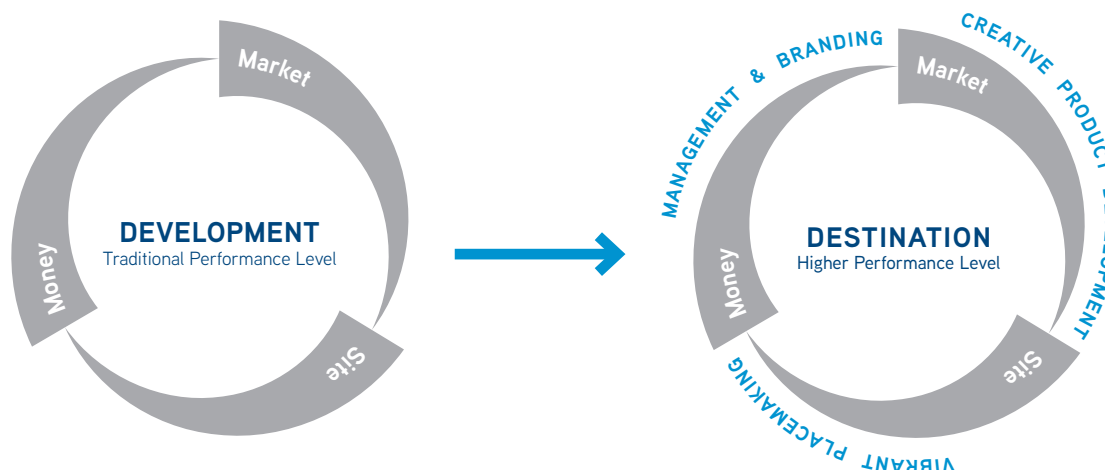
In a successful destination the product on offer is the experience itself. The best destinations occupy a place in people's hearts and minds, not just on terra firma.

At Colliers' Destination Consulting, we understand the different needs and aspirations of the people involved – the destination creators (developers, investors, government stakeholders) and the destination consumers (residents, workers, occupiers, students and visitors).

In a more accessible world, with a more mobile workforce, people have an increasingly varied choice and are more discerning about where they choose to live, work and play.

In the experience economy people are seeking destinations that are different yet authentic, that offer value for money and value for time, and that offer real quality in all aspects of the experience.

The Destination Consulting team advises on the key ingredients of success in delivering a destination experience that meets the needs of both the destination creators and the destination consumers.





About us

Established in 1999 as Locum Destination Consulting, and acquired by Colliers International in 2006, we are the specialist Destination Consulting team of Colliers International.

We are dedicated to developing and promoting the art and science of destination making.

We bring together many of the world's leading real estate and destination development consultants with the expertise required to turn a vision into a destination. Our team has the authority, knowledge and passion to

help create distinctive destinations that deliver the best returns for developers and investors, and truly excellent experiences for residents, workers and visitors.

We are based in London, Manchester and Dublin, but as part of the Colliers International network we work worldwide with access to over 500 offices in 61 countries.

Our sectors and services

We provide leading-edge strategic, development, operational and financial advice to the following destination sectors:

- Attractions, Leisure & Entertainment
- Culture & Heritage
- Waterfronts & Resorts
- Mixed-Use, Towns & Cities
- Sport & Events
- Tourism & the Visitor Economy

We also advise on country, regional and local strategies for tourism and destination development.

Informed by research, international best practice and our own experience

we offer services at every stage of the project lifecycle – from

defining the vision, objectives, concept and product mix; through location assessment, market forecasts, business planning, options appraisal and feasibility; to investor and operator procurement, management, marketing and destination branding.

We work closely with our Colliers International colleagues and with masterplanners, architects, engineers and other professionals to help our clients throughout the development journey.

Our clients

Our clients include land-owners, developers, investors, operators, funders, government and public agencies, national authorities and public-private partnerships.

The Destination Consulting team has worked on projects all across the world including the UK, Canada, Cape Verde, China, Croatia, Czech Republic, France, Georgia, Germany, Greece, India, Ireland, Italy, Kazakhstan, Latvia, Libya, Malaysia, Morocco, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovakia, Spain, Taiwan, Tunisia, Turkey, Ukraine and the United Arab Emirates.

"Colliers' Destination Consulting provides an essential contribution to our changing understanding of the city in the 21st century. They help put the "mix" into mixed-use."

Peter Murray, Director, London Festival of Architecture

Our experience

Through more than 2,000 projects our work has helped create and sustain some of the world's most exciting destinations. We are now working on a wide range of innovative destinations of the future. Here is a small selection of past and present projects:



ATTRACTIONS, LEISURE & ENTERTAINMENT

The O2, London, UK
Permanent Festival Venue,
Jeddah, Saudi Arabia
British Film Institute's IMAX
Theatre, London, UK



MIXED-USE, TOWNS & CITIES

BioCity Istanbul, Turkey
Wadi Al Asla City Development,
Saudi Arabia
Placemaking Guide for
Towns & Cities, UK



CULTURE & HERITAGE

Royal Observatory Greenwich, UK
Zayed National Museum,
Guggenheim Museum & Louvre
Museum, Abu Dhabi, UAE
National Art Gallery, Singapore



SPORT & EVENTS

London Olympic and Paralympic
Games, UK
Odyssey Arena, Belfast, UK
Olympic Stadium, Moscow



WATERFRONTS & RESORTS

Herdade de Alápega
Resort, Portugal
Cardiff Bay Inner Harbour, UK
Medeu and Shymbulak Mountain
Resort, Kazakhstan



TOURISM & THE VISITOR ECONOMY

London Tourism Strategy, UK
Eco Tourism Development
Strategy, Singapore, Malaysia
Shannon Tourism Strategy,
Ireland

As market leader in the field of destination development we regularly produce articles on the latest trends, issues and insight in the world of destination development. They can be found on our website, and you can follow us on Twitter, Colliers_DesCon.

LONDON

50 George Street
London
W1U 7GA
+44 20 7487 1799

DUBLIN

Hambleton House
19-26 Lower Pembroke Street
Dublin 2
+353 1633 3700

MANCHESTER

No. 1 Marsden Street
Manchester
M2 1HW
+44 161 831 3300



Email UK.DestinationConsulting@colliers.com

Web www.colliers.com/uk/DestinationConsulting