



Tourism Consulting

Leading professional services for your success

Vienna, November 2011

Austria | Bulgaria | Croatia | Czech Republic | Hungary | Poland | Romania | Serbia | Slovakia | Slovenia

Member of Crowe Horwath International (Zurich) – a worldwide association of separate and legally independent chartered accountants and consultants.

TPA Horwath Group | *Portfolio*



TAX CONSULTING

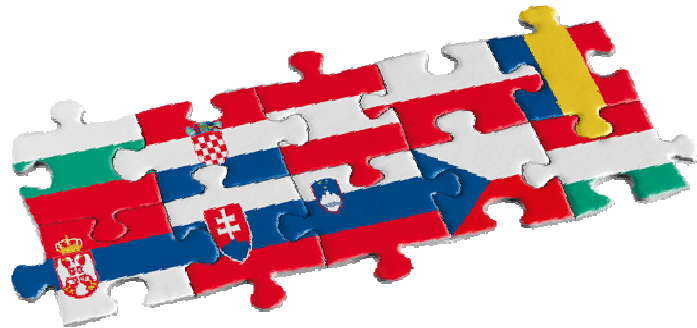


AUDITING



BUSINESS CONSULTING

TPA Horwath Group | *Overview*



TPA Horwath in Middle and Eastern Europe

10 countries
25 offices
around 1000 employees



Crowe Horwath International | *Overview*



Crowe Horwath International

108 countries

150 member firms

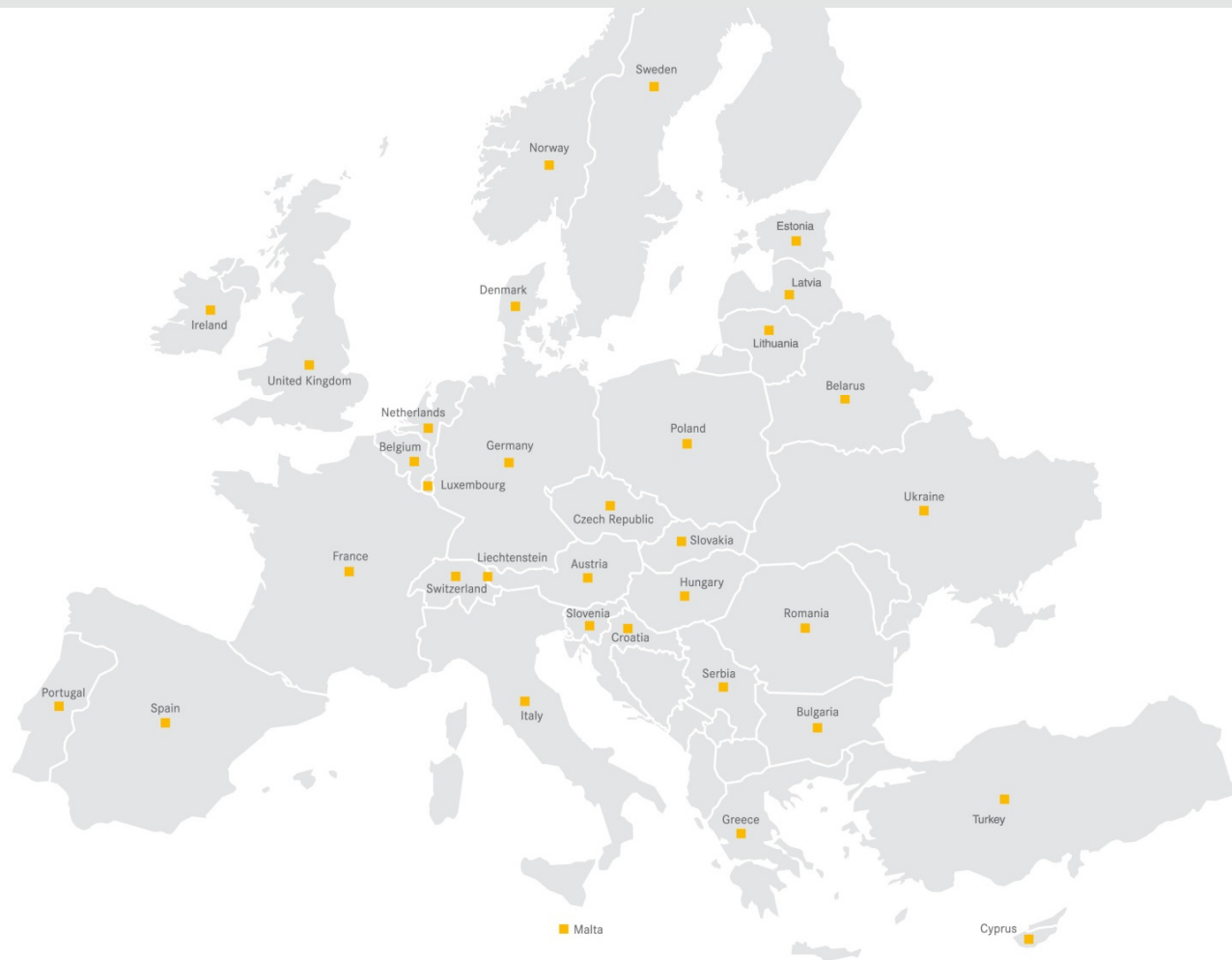
640 offices

nearly 28,000 employees

Crowe Horwath International is among the ten largest audit and tax advisor networks in the world.

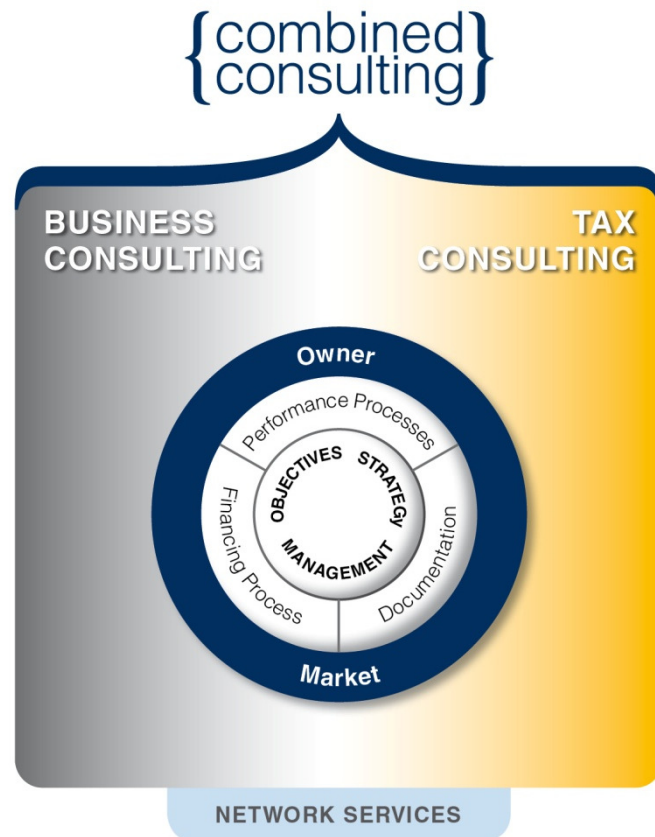


Crowe Horwath International | *Europe*



Austria | Bulgaria | Croatia | Czech Republic | Hungary | Poland | Romania | Serbia | Slovakia | Slovenia

{combined consulting} | *Philosophy*



{combined consulting}

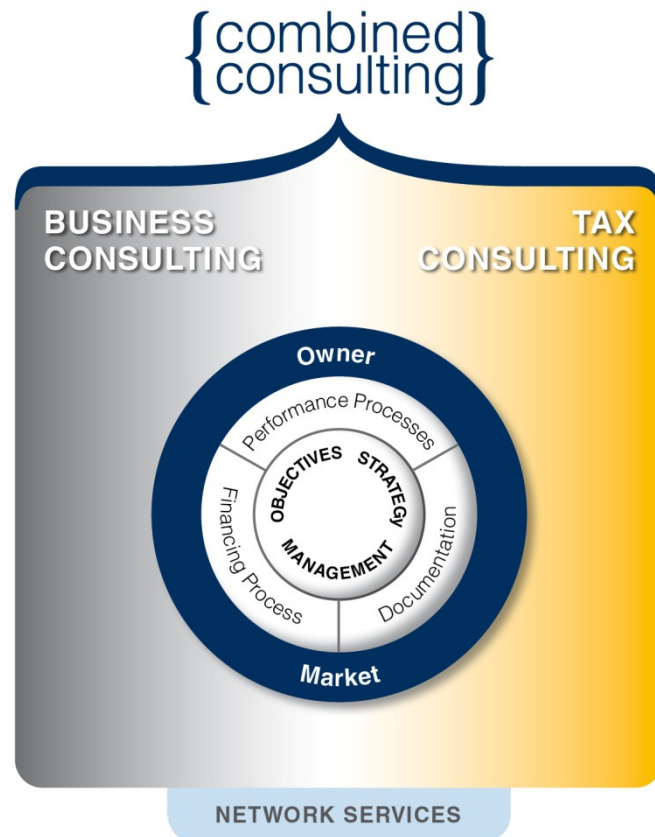
stands for

- **co-operation of selected experts**
 - with variable
 - and precisely necessary expertise

for the

- **ideal fulfilment**
 - of the entrepreneurial needs
 - of our customers

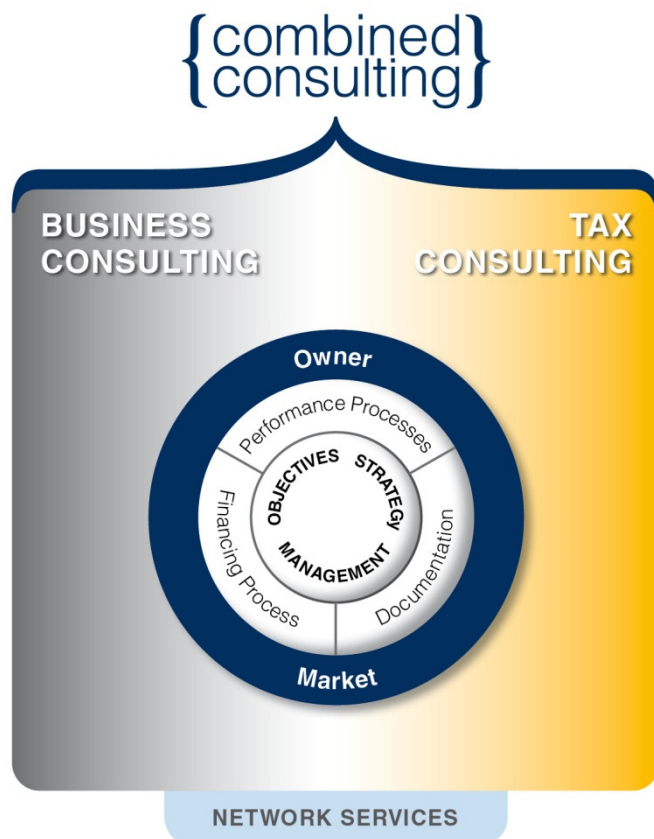
{combined consulting} | *Philosophy*



{combined consulting} also stands for

- **knowing what our customer wants**
- **sustainable benefit and long-lasting value for the customer**
- **individual problem solving**
- **well founded methodology with the application of miscellaneous tools (Future Value, Professional Planner, Business Planner, etc.)**
- **innovative and sustainable support within the implementation**
- **flexible service level**

{combined consulting} | *The customer in the focus*



„**Entrepreneurial needs**“ such as

- **Strategic challenges: growth, new business lines, company’s succession, sale of parts of the company etc.**
- **Restructuring of business lines**
- **Preparation of decision-making for investments and large-scale projects**
- **Optimization of the liabilities side (financing structure)**
- **Upgrading of the Risk Management / Tax Risk Management**
- **Upgrading of the Corporate Management System**
- **Optimization of the Transfer Pricing System**

{combined consulting} generates sustainable value and benefit

{combined consulting} | *Integrated fields of competence*



Tourism Consulting | *USP*

{combined consulting} Tourism

provides

- „one-stop“ Tourism Consulting in Austria & CEE
- individual consulting teams with tailor-made expertise
- in order to meet the entrepreneurial needs
- in a flexible and unique way
- exclusive tourism know-how and understanding of the client's business needs and opportunities
- unique services & products for the tourism and hospitality industry
- sustainable solutions for economic success

Tourism Consulting| *Clients*

{combined consulting} Tourism

delivers value and benefit for



- investors, owners and operators of
 - hotels and gastronomy businesses (H&G)
 - travel and transport companies (T&T)
 - leisure facilities (LF)
- tourism associations & destinations (TA&TD)
- federal corporations (FC)

Tourism Consulting | *Client Segments*

Investors (I)	Hotels & Gastronomy (H&G)	Leisure Facilities (LF)	Travel Transport (T&T)	Tourism Associations (TA)	Federal Corporations (FC)
Banks	City Hotels	Health resorts	Tour Operators		
Funds	Holiday resorts	Public baths & spas	Travel agencies		
Insurance Companies	Single enterprises	Entertainment parks	Travel platforms	Regional TA	State
Private Investors	Hotel chains	Nature Parks	Cable Car corporations	National TA	Federal states
Foundations	Hostels	Theme Parks	Bus company	Marketing Alliances	Communities
Public corporations	Cruise liners	seasonal cultural infrastructures	Taxi company	Destination Management Companies	Cities
Fundings	Restaurants	Campings	Car rentals		EU
	Caterings	Event agencies	Railways		
		Tourist guides	Airlines		

Tourism Consulting| Needs and Solutions



TOURISM SUCCESS

Tourism Consulting - *Thank you for your attention!*



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