



# Hotel, Tourism & Leisure (HTL) Advisory Services

The Global Leader  
in Hotel, Tourism  
& Leisure Consulting



At Horwath HTL, represented in Greece by Crowe Greece, our focus is 100% on hotel, tourism, and leisure consulting. Our services cover every aspect of hotel real estate, tourism, and leisure development.

Our reliable and experienced consultants support our clients in strategy design, planning and hotel development services, asset management, internal audit and valuations. At the same time, we cooperate with our clients for the improvement of their units' operation, but also for the creation of new products, marketing design, sales, and sustainable development strategy.

In tourism and leisure, we offer to private and public organizations services such as strategic planning, development and destination and product management services, as well as project development and management, operational readiness, and marketing consulting.

Horwath HTL, in its more than 100 years of operation, offers a wide range of personalized services to its clients. Being part of the Crowe Global's network, Horwath HTL has 52 offices in 38 countries, has successfully carried out more than 30.000 assignments and is the first choice for companies and financial institutions, looking to invest and develop in the tourism industry.



## Hotel, Tourism & Leisure (HTL) Services

### Strategy Consulting

Based on our longstanding experience in designing development projects, Horwath HTL's broad network and access to data and tourism trend, we plan the development strategies for hotels and destinations at a local, regional, and national level.

- Complete overview of destination and hotels
- Market position analysis
- Strategy planning
- Market entry strategy
- Viability and feasibility study
- Strategic and master planning
- Large-scale project study

### Hotel Units Design & Development

We participate in the entire life cycle of design, development, and operation of a hotel business, in order to help maximize the investment return.

- Valuation reports
- Product and service development
- Highest and Best Use Analysis
- Market entry strategy
- Macro tourism analysis
- Market and financial viability and feasibility study
- Strategic and master planning
- Hotel management company search and selection
- Contract Negotiations
- Project capitalization and financial structuring

### **Asset Management, Internal Audit and Valuations**

Through the analysis and assessment of the activity, the identification of key operational issues and preparation of a plan of actions and improvements, our goal is to maximize the value and dynamics of our client's assets.

- Operational review and audit
- KPI analysis, development, and implementation of benchmarking
- Creating personalized SOPs and training
- Hotel department analysis
- Strategic FF&E Planning
- Capital requirement study
- Support for owners in negotiations
- Hotel management company search and selection

### **Destination Development and Management**

We cooperate with private and public bodies, in order to develop the tourism of Greece.

- Destination development and management strategy (DMO)
- Destination diversification strategy
- National and regional strategy
- Market entry strategy
- Design of relocation and recovery plans for destinations
- Crisis management

### **Contact Us:**

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Crowe Greece was founded in 1993 and ranks among the largest audit firms in Greece and Europe, providing specialised audit, consulting, and tax advisory services.

## Services

### Assurance services

Audit of financial statements  
Tax certificate  
Assurance projects & related services

### Advisory services

#### Financial Services

Production of Business Plans | Financial & Operational Restructuring | Feasibility & Viability Study | Financial Strategy | Valuations of Companies and Property | Acquisitions & Mergers | Capital Raising | Investment Mediation

#### Tax Advisory Services

Corporate Income Tax | Indirect Taxes | Tax Compliance | International Tax Structuring | Mergers & Acquisitions | Real Estate Compliance | Transfer Pricing Documentation | Global Mobility

#### Business Monitoring Services

Accounting planning, organization, and support | Budget Implementation & Comparison with Accounting Data | Payroll Calculation and Control Service | Cost accounting | Operating Cycle | Management Reports | Company Start-ups - Terminations - Transformations | Application of IFRS and Greek Accounting Standards

#### Management Consulting Services

Strategic & Operational Planning | Development of Performance Measurement System | Business Process Redesign, Reorganization, Change Management | Search for Best Practices - Benchmarking | Technical Support for Co-funded Projects | Design - Management - Evaluation of Programmes - Projects

#### Risk Management Services

Capital & Liquidity Risk Management | Credit Risk Management | Internal Control Services | General Data Protection Regulation Compliance Services | DPO Services

#### Hotel, Tourism & Leisure (HTL) Services

Strategic Consulting | Planning & Development of Hotel Units | Asset Management, Internal Control and Valuation | Development and management of destinations and products, project development and management & operational readiness

#### Human Resources Services

Leadership Development & Experiential Learning | Team Effectiveness & Commitment | Operational Effectiveness

#### Technology Services

IT Audit & Assurance | IT Advisory in RC | IT Advisory in MC



Associated Certified Public  
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