



Summer Edition

Creating Successful Destinations

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Dear

Welcome to the latest edition of our newsletter, Creating Successful Destinations.

As the world reacts to the recent outcome of the EU Referendum vote, it is difficult to predict how the UK destination industry will fare in the coming months. We are all concerned that the current economic uncertainty could hit consumer spending on retail, leisure and hospitality, at least in the short term. Nonetheless there are positive trends to keep in mind.

A weaker Pound is likely to give an immediate boost to the tourism sector as the UK represents better value for both international and domestic visitors. In the depths of the Global financial crisis 'staycations' added over £5bn per year to domestic tourism spending and in the longer term population growth should help to underpin demand, especially in London.

Thankfully, work has not slowed down for the Destination Consulting team. The launch of the 2030 vision for Saudi Arabia is generating strong interest in the development of leisure and tourism products focused on Saudi residents and international religious tourists. We have also thoroughly enjoyed our visits to the wonderful city of Baku in Azerbaijan where we are working on the development of a [world class indoor entertainment centre](#).

In other international news, we are all a bit envious of colleagues [David Geddes](#), who sent the team some pictures from his 'research' trip to high end resorts in Malaysia, and [Chris Wright](#), returning after 3 weeks in Brazil to tell us about an incredible 2,000 ha contemporary art park called [Inhotim](#).

Closer to home we have been busy working on a unique ride and viewing attraction for the [Humber Bridge](#), exploring the potential for new attractions at the Olympic Park in London, and progressing a [heritage townscape renewal project](#) in Blackburn.

Finally, we recently celebrated the [10th anniversary](#) of joining forces with Colliers International to help create successful destinations around the world. The work has been exciting, challenging and always enjoyable. We look forward to the next ten years!

Please don't hesitate to give us a call if we can be of help on your next project. As always, we wish you continued success in creating your own successful destinations.

[Seán Young](#)

 Head of Destination Consulting



New Heights for the Humber Bridge

Feasibility study for 'The Lift' – a proposed high viewing attraction on the Humber Bridge near Hull.

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Caspian Waterfront, Baku, Azerbaijan

Re-purposing a landmark building on Baku's waterfront to provide a leisure/entertainment focus for a stunning seaside promenade.

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Heritage Lottery Fund success in Blackburn

The Heritage Lottery Fund (HLF) has granted £1.5m towards improving the historic area around Blakey Moor in Blackburn town centre. Colliers led a team that prepared the application and assessed options for important sites in the scheme.

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Bunratty Castle & Folk Park, Co Clare, Ireland

Bunratty Castle & Folk Park and surrounding estate, Colliers lead advice for Shannon Heritage on one of Ireland's most popular visitor attractions.

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Feature: Inhotim, Brazil - a unique cultural attraction

Inhotim, near the town of Brumadinho in Minas Gerais, is a remarkable place. Spread across 2,000 ha of botanical gardens designed by the landscape architect Roberto Burle Marx, Inhotim displays one of the finest collections of outdoor contemporary art anywhere in the world.

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COLLIERS INTERNATIONAL IS CELEBRATING 10 YEARS

OF HELPING TO CREATE SUCCESSFUL DESTINATIONS AROUND THE WORLD.



Colliers International Celebrates 10 Years of Destination Consulting

It has been an exciting 10 years for the Destination Consulting team at Colliers International and we wanted to share some of our highlights over the past decade with you.

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Further information

For more information, please contact Seán Young.


[Seán Young](#)

Director

 +44 20 7344 6621

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