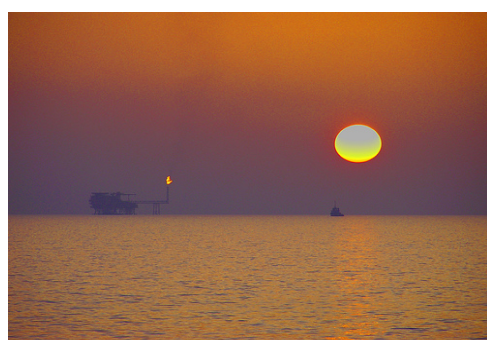


TOURISM INVESTMENT STUDY

Location: Saudi Arabia

Client: Supreme Commission for Tourism

Services: Business Planning



Evaluation of bidders to pre-qualify as a major investor in a tourism infrastructure project in Saudi Arabia

Project Objectives:

- The Supreme Commission for Tourism (SCT - the public sector body responsible for tourism development in Saudi Arabia) issued an invitation to potential investors to pre-qualify for the development of large-scale mixed-use tourism destination projects within the Kingdom of Saudi Arabia.
- Consequently, the SCT required assistance to assess interested investors and determine which ones were the most appropriate for the various projects planned within the country.

Our Recommendations:

- We developed a comprehensive set of tools to help the evaluation committee assess interested bidders. These included a detailed assessment form with a points-system that enabled each one to be marked in a consistent, transparent and fair manner.
- Training was provided to members of the evaluation committee to impart knowledge about the different aspects of the evaluation.
- The project was a pre-cursor to a more comprehensive study (also undertaken by Acorn-KPMG) to select a main investor from those short-listed during this phase, for the first major SCT infrastructure development to take place in the Kingdom.