

Company Profile



RED CLAY

## About Us



We are a leading tourism consultancy practice in Africa with experience working on hospitality, travel and tourism projects for single-site and multi-site developments. Sometimes, we are called in to simply advise on the tourism direction for a region or to evaluate a proposed tourism investment decision.

Our clients include hotels, investment banks, architectural practices, law firms, private investors, government ministries, departments and agencies, multinational organizations, bilateral agencies, who are seeking expert advice in hospitality, travel and tourism.

## Harnessing Africa's tourism potential

[www.redclayadvisory.com](http://www.redclayadvisory.com)

0909-RED-CLAY

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## Our Services



Strategic Advisory



Mapping Services



ESG Advisory



Capacity Building



## Strategic Advisory

We develop **tourism strategies, feasibility studies** and **masterplans** to guide hospitality and tourism development decisions.

Most destinations consider tourism development when they are looking to generate economic and social value. A strategy on how to best do this, in a way that fits with the specific location is essential to ensure objectives are achieved.

A feasibility study ascertains how viable a proposed project is, identifies the ideal project concept after considering the current and future supply and demand drivers. At Red Clay, our feasibility studies include the **economic, socio-cultural, and environmental feasibility** of the project, and we have worked on hotels, restaurants, lounges, resorts, golf estates, and mixed-use developments (with hospitality provisions).

Masterplans are required for extensive tourism development planning to develop the tourism strategy, framework and thematic areas of focus for the development of a destination.



## Environment, Social and Governance

We can work with you to develop your **sustainability strategy, stakeholder engagement and management plan, reporting and impact assessment** of your hospitality, travel and tourism-related activities.

Developments, whether large-scale or small-scale carry socio-environmental risks, and identifying ways to mitigate these is important. At Red Clay, we prioritize **Environmental, Social and Governance (ESG) strategies** in our concepts and plans for your hotels, resorts and tourist destinations.

We develop sustainability strategies for establishments concerned about their social and environmental impact. We carry out high-level comprehensive impact assessments of existing and proposed tourist development projects and facilities to ensure they are fit for purpose and to mitigate social, environmental and cultural risks.

We also review existing tourism plans and projects and create monitoring processes to prevent negative impact and to guide the sustainable management of your destinations, drive continuity and provide investor confidence.



## Select Projects:

- A multinational organization had unused buildings in several peri urban areas that were dealing with rural to urban migration and youth disenfranchisement. We advised on possible options to develop transformative cultural spaces (and visitor attractions) that can provide a focal point for a community, offering family friendly activities and youth engagement opportunities.
- We advised a boutique hotel to explore their farm-to-table options to drive food sustainability within the food system.
- We assessed circular economy options for a tourism destination.
- We successfully facilitated a stakeholder engagement process for an initially hesitant host community for a resort project who became tourism enthusiasts after realising alternative livelihood opportunities.



## Capacity Building

People are an important factor in the realisation of tourism objectives. Skilled and passionate professionals enhance the visitor experience.

We develop **customised training programmes** for entry, mid and senior-level professionals in the travel, tourism and hospitality industries delivered as **masterclasses, workshops and seminars**. We also deliver **personalized briefing sessions** for those looking to better understand how to harness opportunities in tourism

### Select Projects

- we delivered a training needs assessment and customised bespoke training for senior managers of a tourist board to understand their roles and responsibilities as a tourist board. We designed and delivered tour guide training programmes.



## Mapping Services

Maps provide guidance that enable visitors to understand available offerings and how to self-navigate. Our internal GIS and graphic design experts curate **beautifully illustrated and navigational maps** for your destinations, university campuses, new residential estates, commercial parks, events, conferences and festivals.

We can **design walking, hiking and cycling trails**. If you are a hotel or restaurant chain, we can map your existing locations to enable your customers find them more easily.

### Select Project

- We worked with a region to identify their key attractions and developed their first ever visitor map.





## Sustainable Tourism is Inclusive & Accessible

Sustainable tourism activity enhances quality of life for visitors, tourists and the host communities.

Sustainable tourism is inclusive and accessible. Residents of communities need to be encouraged to visit attractions and hospitality offerings as part of their recreational activities. Then, people from other parts of the country, and expanded to people from other parts of the world. Inclusive tourism welcomes young and old, those with disabilities, and people from various income brackets and backgrounds.



## A Systems Approach to Sustainable Tourism Development & Management

We are passionate about Africa and the role tourism plays in strengthening communities, promoting leisure and economic development, and celebrating diverse cultural expressions. At Red Clay, we believe that tourism requires a **deeper understanding** of the various components of the **tourism system**, and how working with integrated and inclusive strategies centred around these components can impact on the ultimate experience for destinations.

Tourism development goes beyond the development of attractions for tourists. The various parts have to come together (transportation, communication, information, people, attractions, facilities and visitors etc) to work as a strong system.





## The Tourism System

Understanding tourism as a system allows for the full transformative potential of sustainable tourism to be harnessed by destinations and countries



## Work with Us



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Harnessing the transformative potential  
of sustainable tourism