

Professional Profile



Sam Kitson

Consultant

Sam joined Horwath HTL Limited in March 2016.

In his time at Horwath HTL, Sam has developed and expanded his understanding of the New Zealand tourism industry and the available data and knowledge resources.

Sam has worked on a range of assignments in relation to hotels, visitor attractions and events venues for public and private sector clients in New Zealand and the South Pacific.

Sam's skills include market research and analysis, financial modelling, demand forecasting and report writing.

Sam has a Bachelor of Commerce (majoring in Marketing and Tourism) from the University of Otago.

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Qualifications

- Bachelor of Commerce
University of Otago
(Majoring in Marketing and Tourism) (BCom)

Experience

Hotel Industry

- Market demand and supply studies
- Financial feasibility studies
- Reviews of hotel development options
- Management agreement reviews
- Analysis and commentary on industry performance data
- Operator search for existing hotel

Leisure Sector

- Investor search for proposed visitor attraction
- Financial projections and modelling for proposed visitor attraction
- Economic impact study of visitor attraction
- Business case development for proposed visitor attraction

Events and Venues

- Review of the relative performance of existing venues
- Options analysis for expansion / redevelopment projects
- Economic impact studies of event venues