

**Case Study**

**Research Support to Evaluate Tourism  
Assets in Africa**



# Case Study

## Research Support to Evaluate Tourism Assets in Africa



### About the Client



- A UAE-based private equity firm with investment interests in retail, leisure and consumer sectors

### Client Objectives / Goals



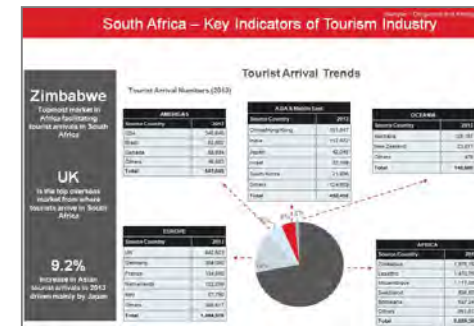
- The client wanted to reconsider its tourism related assets in Zimbabwe and South Africa
- They asked RocSearch to analyse the impact of changes in policies / regulations on foreign investment in South Africa
- The client sought to understand the current macroeconomic scenario and outlook for Zimbabwe
- They also wanted details about the key transactions in these countries

### Approach and Methodology



- RocSearch leveraged reports from the World Bank, IMF, WTTC, and various databases (such as Bloomberg and Reuters) to create macroeconomic snapshots and market overview of the tourism industry in these countries
- Analysed the key economic indicators and KPIs of the tourism sector, besides looking at the tourist arrival trends and national tourism policies
- Looked at the impact of regulatory changes on South African tourism sector
- Studied Zimbabwe's key macro-economic indicators and evaluated its political outlook, post President Mugabe
- Compared the key transactions in the tourism industry in these two countries vis-à-vis key transactions in Africa and other global tourist destinations

### Sample Output



### Results / Value-add



Based on the research findings, the client anticipated a decline in the tourism industry in these countries and decided to sell-off its assets