



ATC Consultants Mountain and Winter Resorts

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1 Company Profile

ATC Consultants GmbH (ATC) is a leading Vienna based International consultancy specializing in the management of complex international projects in the fields of tourism development, institutional capacity building, public administration reform and governance. Since more than **25 years**, ATC has been successfully implementing over **700 complex international projects** (currently 30 projects ongoing) in **approx. 100 countries in all the five continents**. ATC has successfully implemented numerous consulting projects funded by the European Commission, the UNESCO, the UNWTO, UNIDO, the World Bank, as well as for numerous public and private institutions and corporations in many beneficiary countries.

Tourism is the core competence area of ATC, which was founded as “Austrian Tourism Consultants”. While ATC has gained other competence areas since then, tourism has remained one of our specialisations where we have significant in-house expertise. Especially regarding the development of mountain and ski resorts ATC has accomplished many successful projects worldwide. These projects range from planning an innovative helicopter skiing resort in Georgia, preparing ski resorts for the Olympics in Russia or the South-Asian Winter Games in India to the development of a Mountain resort in Serbia.

Through its comprehensive project experience, ATC has developed **high-quality support and backstopping facilities**. The ATC Consultants has a **proven track record in the management and delivery of complex international tourism- cultural tourism projects and mountain resort development with regional experience in Central Asia and Eastern Europe**. ATC is specialised in building and strengthening the capacity of tourism regions and tourism institutions through Master Plans including the elaboration of coordinated sustainable tourism policies and frameworks. Firstly, by assessing the physical conditions of planning areas and the organizational structures in place and secondly, developing ecologically sensible attractive and economically feasible tourism strategies that are being backed up by adequate legislation and marketing and promotion as well as human resource components.

2 Expert Team

Our **experts** have been selected for their **leading expertise** in the specific fields covered by the project, and for their successful track record of consulting assignments in institution and capacity building projects related to tourism in EU member states as well as experience in CIS countries on the **development of sustainable mountain resorts and tourism investment projects**. The core team for this project will be:



Lutz Heinrich, Senior Consultant of ATC Consultants holds a degree in Sport Science, managed the Helicopter Skiing resort in Gudauri, Georgia, Mayor and Tourism Development Expert of the city of Oberwiesenthal in Germany (18 Gold Medals at Olympic Games), Owner and Manager of three successful tourism businesses, outstanding experience in Mountain Tourism (winter and summer).



Dr Markus A. Grillitsch holds a Doctorate in Economics with specialisation in innovation, knowledge economy and cooperation. He is the **Managing Director and Partner of ATC Consultants**; for 30 years his family and himself have been operating various **tourism businesses** in Obertauern, one of the most popular mountain resorts in Austria. Markus Grillitsch has implemented various tourism planning projects and conducts **research in innovate tourism** on behalf of the University of Economics and Business in Vienna.

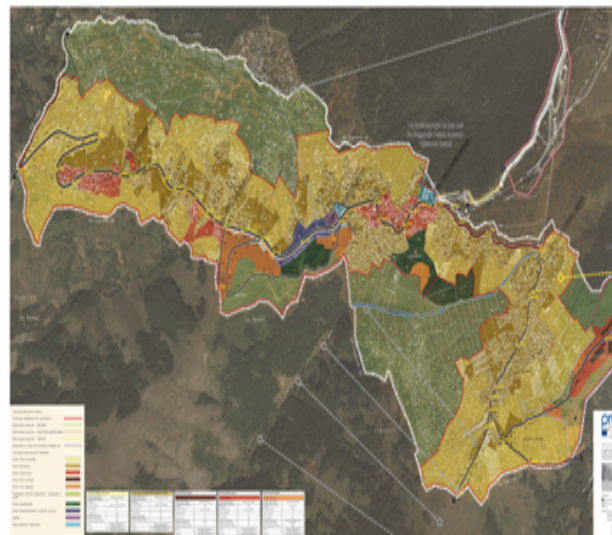


Walther Czerny, Founder and Managing Partner of ATC Consultants has more than 30 years of tourism project management experience. As former Director of Sales for US Tour Operators, **Director of Marketing** for the **Austrian National Tourist Office in New York**, Managing Director of a hotel chain, **Secretary General of the Austrian Hotel Association (ÖHV)**, he has a long track record of management positions in tourism and a profound understanding of all aspects related to tourism and project management.

3 Selected Project References

Kopaonik, Serbia: Mountain Kopaonik Development Programme – Development Plan and Urban Plan/Plans for the Tourist zone

The aim was to foster economic and social development of Raška municipality through the development of 4-season tourism at the tourist village Lisina-Čajetina. This was achieved through: 1) Production of a Development Plan for the Tourist zone - Tourist Village Lisina – Čajetina with Program for Urban Plan/Plans for the Tourist zone, 2) Production of adequate Urban Plan/Plans (General or Detailed regulation plan) for selected building areas in the Tourist zone.

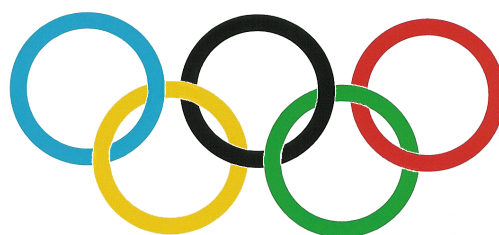


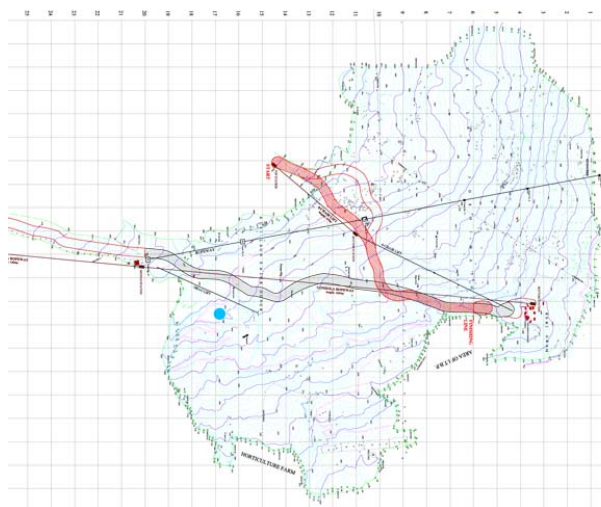
Mount Erciyes/Kayseri, Turkey: Leading Mountain and Winter Sports Resort, Feb. 2006 – Feb. 2007

ATC has developed the Master Plan including land surveys for land use planning, the creation of a digital elevation model, various computer aided analysis of the terrain, a module based development plan for ski lifts and slopes, architectural planning of the mountain resort, recommendations on summer/winter activities, marketing and promotion strategies for winter sports, designing PPP and financial planning.

Sochi, Russia: Detailed planning of slopes for Olympic Winter Games, May 2008 – Sept. 2009

ATC has provided consultancy services to prepare the detailed design of the ski slopes for the Olympic Winter Games 2014 at the Rosa Khutor Ski Resort Area in Sochi, Russia. The services included the careful planning of all slopes for the alpine skiing competitions of men and ladies in accordance with Olympic standards.





Auli, India: Consultancy Services for the First South Asian Winter Games, Aug. 2007 – Feb. 2008

Auli in the Indian State of Uttarakhand has hosted the first South Asian Winter Games in 2009. The Master Plan elaborated by ATC included an environmental impact assessment, spatial development plans and financing solutions. ATC advised on planning the required technical infrastructure, including ski lifts, 10 ha of slopes, the homologation of the slopes and artificial snow making facilities.

Bakhmaro, Georgia: Preliminary Master Plan for the Recreational Area of Bakhmaro, May 2005 – July 2007

ATC Consultants and Design Workshop designed together the preliminary Master Plan for Bakhmaro, which includes a thorough site assessment, an evaluation of the markets, a market driven product development, a land-use and an infrastructure plan, a facility and amenities plan, as well as a real estate development plan. The Master plan included a proposal for the development of a ski resort and a financial implications assessment of the project.



Petra region, Jordan: Development of a Strategic Master plan for Petra Region, July 2010 – ongoing

The key objective of the project is to provide a Strategic Master Plan that guides planned development of the Petra region in a balanced and sustainable way over the next 20 years. Besides the protection of the UNESCO World Heritage Site the main consideration is on integrating the land use planning and zoning regulations, strengthening regional infrastructure and economic growth of Petra region.

Sofia, Bulgaria: Sofia Tourism marketing strategy, August 2009 – February 2010

The project aimed at developing, marketing and promoting Sofia's cultural, historical and natural heritage and its tourism infrastructure. An organisation concept for the tourism structure of Sofia was developed after analysing the present situation. ATC developed innovative tourist products, elaborated marketing and promotional tools, established the basis for a Destination Management Organisation. Joint initiatives with strategic partners were determined.



Gudauri, Georgia: Helicopter Skiing Resort

The first helicopter skiing resort in the Caucasus was developed by ATC. This helicopter skiing resort is still the most popular and successful one in Europe. ATC has developed the Master Plan and led the implementation of the project. ATC assisted in attracting investors and has managed the resort for 4 years. Furthermore, local expertise was built up and trainings were provided, which ensured that the resort operates successfully today.

Bhutan: National Tourism Strategy and Feasibility Study for Training Institute (Austrian Development Agency)

ATC was contracted to develop a National Tourism Strategy that ensures sustainable growth of tourism in Bhutan while at the same time preserving the unique natural and cultural heritage. Mountain tourism and cultural tourism with a wide range of activities and attractions were key elements. Furthermore the feasibility study for the Hotel and Tourism Training Institute has led to a follow-up project, which aims at establishing the institute.

