



Locumconsulting
creating successful destinations



Locum Consulting specialises in creating successful destinations in a rapidly changing world.

About Locum

Locum Consulting is the world's most successful specialist destination management and development consultancy. We provide leading-edge strategic, development, operational and financial advice to a range of destination types including: coastal & inland resorts, city & leisure hotels, experience retail centres, sport & event venues, leisure & culture attractions, as well as large scale creative mixed-use schemes.

Our People

Locum Consulting brings together many of the world's leading destination development consultants with the expertise required to make a destination vision a reality.

Our specialist teams have substantial experience of all the key destination development sectors including: commercial, retail, residential, hotels, resorts, tourism, culture, sports, inner-city regeneration and even new city development.

Our Service Offering

We offer services at every stage of the project lifecycle - from defining the vision, objectives, concept and product mix; through location assessment, market research, feasibility / development appraisal and valuation; to advising on operator and investment procurement, management, marketing and destination branding.

We work closely with master-planners, architects, agents, operators and other professionals and make valuable introductions for our clients.



Our Clients

Our clients include operators, investors, developers, funders, government agencies, regional and national authorities and public-private partnerships. We are currently working on major development projects for clients across the UK, Western, Central and Eastern Europe, the Middle East, Central Asia and the Far East.

As a wholly owned subsidiary of Colliers CRE in the UK and a member of the Colliers International network of property advisory companies, we have substantial experience and an unparalleled track record in creating and sustaining some of the world's most successful destinations.

Our directors, consultants, researchers and client services staff have the authority, knowledge and passion to help create differentiated destinations that deliver optimal return for developers and truly excellent visitor and residential experiences.



What Makes a Successful Destination?

A destination is somewhere worth leaving home for – a country, city, museum, arena, retail centre, hotel, resort, restaurant, beauty spot – or a mix of all of these.

A successful destination balances the following key elements:



Attractors – which raise awareness and pull the market. They motivate visits and increase residents' quality of life: attractions, event venues, museums, parks, special events.

Infrastructure – which creates a sense of place and ensures the smooth operation of the destination: transport, parking, signage, interpretation, public realm, visitor amenities.

Services – which cater for visitors' and residents' needs and increase spending: accommodation, restaurants, bars, shops and events.

Brand – which captures all of these elements of the destination experience, the 'perception of place', to present it to its markets. A successful brand is a promise delivered.

Management – whether a tourism region or a mixed-use development, continued success and long term sustainability demand a holistic management approach to planning, operations, brand management, marketing, customer care and corporate relations.

Markets and Sustainability – the destination strategy must continue to be relevant to ever changing markets and sustainable for the long term.

"Locum provides an essential contribution to our changing understanding of the city in the 21st century. They help put the "mix" into mixed-use"

Peter Murray, Director, London Festival of Architecture



Our Experience

Locum Consulting's experience is unsurpassed and our work has helped create and sustain some of the world's most significant destinations. We are now working on a wide range of projects that will become the most important destinations of the future.



Waterfronts, Mixed-use & Regeneration

Cardiff Bay, Wales
Belgrade Waterfront, Serbia
Bratislava Waterfront, Slovakia



Hotels & Resorts

Golf Resort, St Petersburg, Russia
Herdade de Alápega Resort, Portugal
Eden Hotel, Rome, Italy



Culture & Heritage

The British Museum, London, England
National Art Gallery, Singapore
National Archaeological Museum, Cyprus



Experience Retail, Leisure & Entertainment

Bremen Waterfront Shopping Centre, Germany
Port Vell, Barcelona, Spain
The O2, London, England



Sport & Event Venues

The Royal Albert Hall, London, England
Odyssey Arena, Belfast, Northern Ireland
Liverpool Football Club, Anfield, England



Tourism & the Visitor Economy

London Tourism Strategy, England
Marketing Manchester, England
Shannon Tourism, Ireland

As market leader in the field of destination development, Locum publishes the highly respected journal, **Locum Destination Review**, and hosts a series of **Locum Forum Events** for destination makers. Together these provide detailed coverage of key issues in the international destination industry. Locum's website provides access to full information including downloadable articles.



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Locum Consulting is a subsidiary of Colliers CRE plc which is the UK member of the Colliers International affiliation of companies. Locum Consulting provides worldwide destination consulting in partnership with over 290 Colliers International offices in 61 countries.