

Capability statement

Feasibility Studies, Tourism Planning and Impact Analysis

Vision

NBD is committed to utilising sound business planning principles and research skills to analyse business feasibility and develop sustainable tourism in both urban and regional settings. Much of this work involves creating development opportunities that provide economic growth for local communities whilst preserving the culture, creating a sense of place and contributing to sustainable development.

Services

- Feasibility and Impact Analysis
- Business Plans and Feasibilities
- Tourism Product Development, Planning, Governance and Marketing Strategy
- Market Research, Analysis and Supply and Demand Assessment
- Carrying Capacity Analysis

Case Studies

Burrup Peninsula Rock Art Interpretive Centre Prefeasibility, 2008

NBD in conjunction with Gresley Abas and Pracsys conducted market research, site assessment, and feasibility analysis and community consultation in order to determine the feasibility of a Rock Art Interpretive Centre on the Burrup Peninsula.



Woodside Energy Ltd, Karratha Motel Prefeasibility, 2007

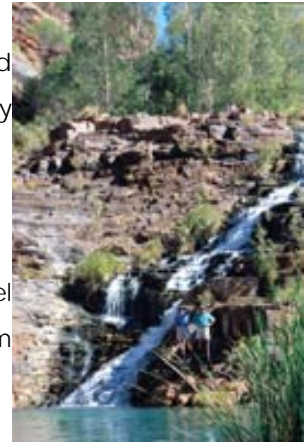
NBD undertook a full prefeasibility analysis of a Motel in Karratha on behalf of Woodside Energy for the local indigenous stakeholders. Work involved market research, consultation and full financial modelling.

City of Albany, Local Tourism Planning Study, 2007

In conjunction with Pracsys NBD conducted market analysis and assessment in order to understand tourism demand and supply growth scenarios for the City of Albany.

Tourism WA, Tom Price Accommodation Assessment, 2006

NBD with Taktics 4 were appointed to assess the feasibility of a hotel development for Tom Price given existing and future tourism development scenarios.



Peel Development Commission, Peel Waterways Institute Feasibility, 2006

In conjunction with Evolve Solutions, a feasibility study was undertaken to research and determine the development scenario, community aspirations and financial feasibility of the Peel Waterways Institute.

Busselton Bird Observatory and Wetland Experience, 2005

NBD with Evolve Solutions contributed to the exploration of the feasibility and evaluation of the most appropriate mix of tourism and other activities to create a sustainable economic future for the Busselton Bird Observatory.

Taggart Developments, Tourism Market Analysis, Jurien WA, 2006

NBD undertook market analysis and demand and supply assessment to provide a recommendation on the optimal accommodation configuration for the Town of Jurien.

Department of Agriculture and Food, Food Strategy WA, 2007 -2008

NBD was appointed to research and write the Regional Food Section of the Food Strategy WA which is a cross-government project to promote the development of the food sector in Western Australia. NBD will have continued involvement as this Strategy is further progressed through Treasury.

Other similar projects

City of Joondalup, Yellagonga Environment Centre Feasibility, 2006

Stirling Range National Park Visitor Centre Feasibility, Great Southern D.C., 2004

Shire of Kalamunda, Visitor Centre Feasibility, 2006

Jurien Progress Association, Museum Pre-feasibility, 2001

WA Museum, Visitor Segmentation and Site Assessment for New Museum, 2006

Bibbulmun Track Tourism Impact Analysis, 2000

Western Power, World of Energy, Operational Analysis, 2007

