



service line

destination services

assignment

best use study for a large-scale land plot in the Southeastern part of Kazakhstan

client

confidential (private investor)

estimated investment

confidential

about the project

The project initiator plans to develop a large-scale land plot in the Southeastern part of Kazakhstan.

client needs

Due to the limited amount of attractive tourism facilities/attractions in the destination, the client takes the development of an attractive tourism zone on the designated land plot into consideration. A best use study should determine the best possible touristic development option for the land plot from an attractiveness and economic point of view. Important prerequisites of the client were on one hand to include elements for all seasons (including year-round ones) and on the other hand to stay within a pre-defined maximum investment volume for development phase 1.

services delivered

Based on an initial field trip to the destination of the project site with site visits and interviews and existing documents with different development ideas, PKF prepared a comprehensive best use study for the land plot from a touristic point of view. The study included recommendations regarding the elements for development phase 1 and potential add-ons for later development stages as well as first economic indicators for the different elements to provide the client with a first realistic assessment of the expected profitability of the future tourism zone. Furthermore also key success factors for the realization of the project were determined and the study also included a marketing strategy.

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