

TourPro

The Path to Sustainable National Profits in Tourism at a Low Cost

- Maps a Quick and Sure Path to Success for Governments.
- Harnesses the Best of Government and Private Enterprise.
- Implements Action without Bloating Bureaucracy.
- Ensures a Seamless Program to Create, Develop and Operate Sustainable Tourism.

Introducing TourPro™

Panorama International presents a new way for governments to quickly, and smartly take advantage of the largest industry in the world at low cost and without losing control

Executive Summary

Tourism is the world's largest industry. In fact, the World Travel and Tourism Council projects that global travel and tourism will grow at an average rate of 4.6 percent per annum until 2020, despite variations in the global economy over the next decade. Most governments consider it essential that their respective destination grow its share of tourism.

Panorama has created a method to harness the best of government and the efficiency and capital of private enterprise, leaving all controls and credit for accomplishments with government – a public-private partnership.

Government does what private enterprise can't – write policy, create incentives, and approve land uses. Private enterprise brings the resources and expertise to realize results. It offers efficiency, capital and access.

Logic decrees that a union between government and private enterprise will provide the most efficient, least expensive, highest quality and most rapid entry to the market.

TourPro™ has been created by Panorama to allow governments to access Panorama's 50 years of experience in tourism development in more than 75 countries at low cost.

TourPro™ creates a unique plan of action for each geographic area, creating specific programs that will attract consistent and

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Jamaican Hotel and Tourism Association

“The association with you has been both enjoyable and stimulating. Your persistent diligence and unflinching creative efforts at overcoming the obstacles, which we have met so far, are qualities that you can take justifiable satisfaction. Nor should I neglect mention of your gracious and quick response to everything from pleas for urgent solutions to routine requests and correspondence.”

Camille Needham
Executive Director

sustainable tourism. These include improving existing facilities, developing new ones, identifying areas that should not be developed, accessing international financing and attracting international developers. TourPro™ then creates National Storytelling™ programs to galvanize the entire tourist industry and function as a magnet to draw today’s new breed of tourist.

World capital sources are brought to lay financial costs off on as many parties as possible – and to share the risk as well as the rewards.

The entire plan is then implemented outside the country by Panorama, but inside the country by government. Government is very visible, and Panorama is very invisible in this process.

TourPro™ is a seamless program and service designed for action and delivery of a share of the international tourism market.

Who is Panorama International?

Panorama International is a 50-year-old company owned by real estate professionals whose family has more than 100 years of history in real estate. The company has accomplished tourism creation, development, finance, and consulting missions in more than 70 countries.

With offices in the United States, Europe, Central America, Africa and the Middle East, the company is well positioned to be a “partner” in developing and implementing an area’s tourism plan. Complete details can be accessed through Panorama’s website – www.panoramaintl.com.

How Does TourPro™ Work?

Government is essential. Only it can dictate policy, create incentives, access low-cost funding, provide cultural insight, fast-track permissions for development and sometimes even provide the necessary land. It is the only porthole through which tourism jobs, income, and economic balance can be provided. The involvement of government in these areas is the crucial element to implementing successfully a tourism plan.

Panorama International has invented TourPro™ to have a more efficient and formal conduit for government and private enterprise

Government-Sponsored Impact

TourPro™ uses the best of both Government and private enterprise as it harnesses international capital, talent, developers, operators and brand names with the necessary and useful involvement and oversight of government.

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Former Prime Minister of Jamaica

“I have had the great pleasure of dealing with Bill Clover and his team. It was especially of interest to me to find in Bill Clover a mind, which is expansive and creative, able to see the large picture in its most dynamic form. This talent turns the ordinary into the exceptional.

“This staff has proven to be a competent, professional team in all my dealings with them, and would be an asset to any project.”

Most Hon. Edward Seaga,
Chairman
Premium Investments Ltd.,
Jamaica, W.I. & Former
Prime Minister of Jamaica

to provide the very best in tourism for future generations. This is new thinking – an inventive and creative approach not bound by what generations of the tourism business have attempted.

Panorama International is an expert in

- Identifying the best areas to develop and isolating those areas of national patrimony that should never be developed.
- Defining and refining the unique qualities of a country that can be marketed. These contribute to National Storytelling™ – a method Panorama uses to export the unique stories of each tourism area.
- Identifying and proactively marketing to developers and to retail users the sites identified to develop.
- Financing developers’ projects.
- Involving an area’s residents in tourism so that individuals and families quickly understand the benefits achieved from an efficiently run tourism program.
- Creating environmentally and economically sustainable development, with an unobtrusive “tracking program” to ensure private enterprise does what it agrees to do.
- Preserving, conserving and enhancing natural resources for future generations.
- Showcasing arts and culture to attract tourists.
- Creating low-cost energy and resource products that will not tax existing facilities.
- Harnessing the world’s tourism industries to involve them in “partnership” with the area to bring tourism in greater numbers to the country.
- Preparing and promoting consistent and quality tourism programs around the new drivers of tourism: education, involvement and activity – supplementing traditional drivers of sun, sand and snow.
- Projecting an attractive, modern image for an area while still showcasing its traditional values and culture.

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All-Inclusive Service

TourPro™ incorporates planning, methodology, creativity, implementation, capital sourcing, development, promotion, training and close supervision.

- Determining methods to finance the entire procedure – paying for the entire effort out of the product created – thus self financing the entire program.

Benefits of TourPro™

- Renders short-term, identifiable results and long-term sustaining national assets.
- Creates a channel to access international capital and talent.
- Provides sustainable development with a focus on *People, Planet and Profit*.
- Accesses demand from international developers for new destinations. This reduces reliance on just one or two markets; developers from many countries generally bring their customers with them.
- Funnels available external capital to support development and tourism promotion.
- Creates massive employment.
- Provides an increase in state receipts through taxation and personal income.
- Improves a country's balance of payments.
- Involves resort security programs as a counterbalance to terrorism.
- Diversifies the market for development and tourism, thus spreading risk and encouraging genuine international participation.
- Creates sustainable, high-quality development to support greater employment, education, and training.
- Highlights unique qualities in the destination in product, activities, and approach to market.
- Provides training for new jobs and local business opportunities.
- Creates higher paying jobs through education.
- Allows National Storytelling™ to promote distinct aspects of an area's culture.

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- Creates a professional short- and long-term National Tourism Plan.

Stages of TourPro™

- **Assessment** – The National Tourism Plan is either updated or created; and all elements are assessed for the most modern, creative and efficient approach.
- **Creation** – A unique approach is created through both international programs and National Storytelling™, with an emphasis on what makes an area's culture unique.
- **Implementation** – All components of a deal – including international capital, moneyed developers, brand names and operators – are brought to a commitment.
- **Promotion** – A program is created and implemented to stress the new, the unique and the creative experiences within a country.
- **Management** – Continued assistance is provided with management for future generations.

FONATUR, Mexico

"I wanted to be one of the first ... to tell you how much the association with Panorama – and other companies under your leadership — has meant to FONATUR. I am aware that 28 years ago you started your consultancy with FONATUR and that you have consulted with or worked closely with our organization ever since.

[From] the start of Cancun to last year's annual conference, you and your company have been supportive and have rendered good advice to us."

John McCarthy
CEO
FONATUR
(Fondo Nacional de Fomento del Turismo)

Why Involve TourPro™ in Your Destination?

- Provides a "one-stop" focal point for ease of management.
- Increases access to available Financing.
- Access an in-depth product knowledge.
- Align your destination with experience and performance.
- Generate fresh ideas tailored to your needs.
- Pursue a totally new thinking in all aspects of product creation, creation of capital, internationalization, and promotion.

Take the Next Step

Panorama will be pleased to meet with your senior officials to make an in-depth proposal. *Please call or write Malinda Zarate, Director of New Business, Panorama International, Inc.*

1 (512) 707-7227 or zarate@panoramaintl.com

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Further Information on Select Services

In order to provide and enact comprehensive tourism plan, Panorama offers a full range of services and products. All can be discussed in greater detail, but several key components are highlighted below.

- **National Storytelling™** – Each destination has its unique combination of assets and attractions – including geography, culture, economy, architecture, history, topography, food, art and similar influences. With National Storytelling™ Panorama helps determine and refine the “essence” of a particular destination to create a unique and compelling story.

This then becomes a common heritage of local residents, a brand identity for the destination and a blueprint for developing all subsequent products and promotions.

- **Sustainability & Green Development** – Sustainable tourism includes three critical considerations – people, planet and profit. Thus, sustainable travel and tourism enhances the well-being of local peoples, eliminates negative environmental impacts and ensures that successful operations earn profits – all while providing visitors and guests with desirable and unique experiences.
- **Market-Driven Products** – A pretty picture doesn't guarantee sales and satisfied visitors. Specific markets, niches and opportunities must be identified. All products must be tailored to these markets and meet actual demand.
- **Product Development & Design** – A destination can be distinguished through using a unique architecture, indigenous materials, craftsmanship and other traditional elements. Sometimes feature or iconic architecture can be used, creating a visual identity for a locale in the process.

For the most outstanding development opportunities, Panorama often recommends the creation of developer packages. Such packages create a conceptual opportunity, with all planning approvals, market and economic studies, costing and (possibly) financing in place. A developer can simply turn key the finished product.