

Hospitality and Leisure Industry Qualification Statement



Cyprus Hospitality and Leisure Industry Group
Winter 2020

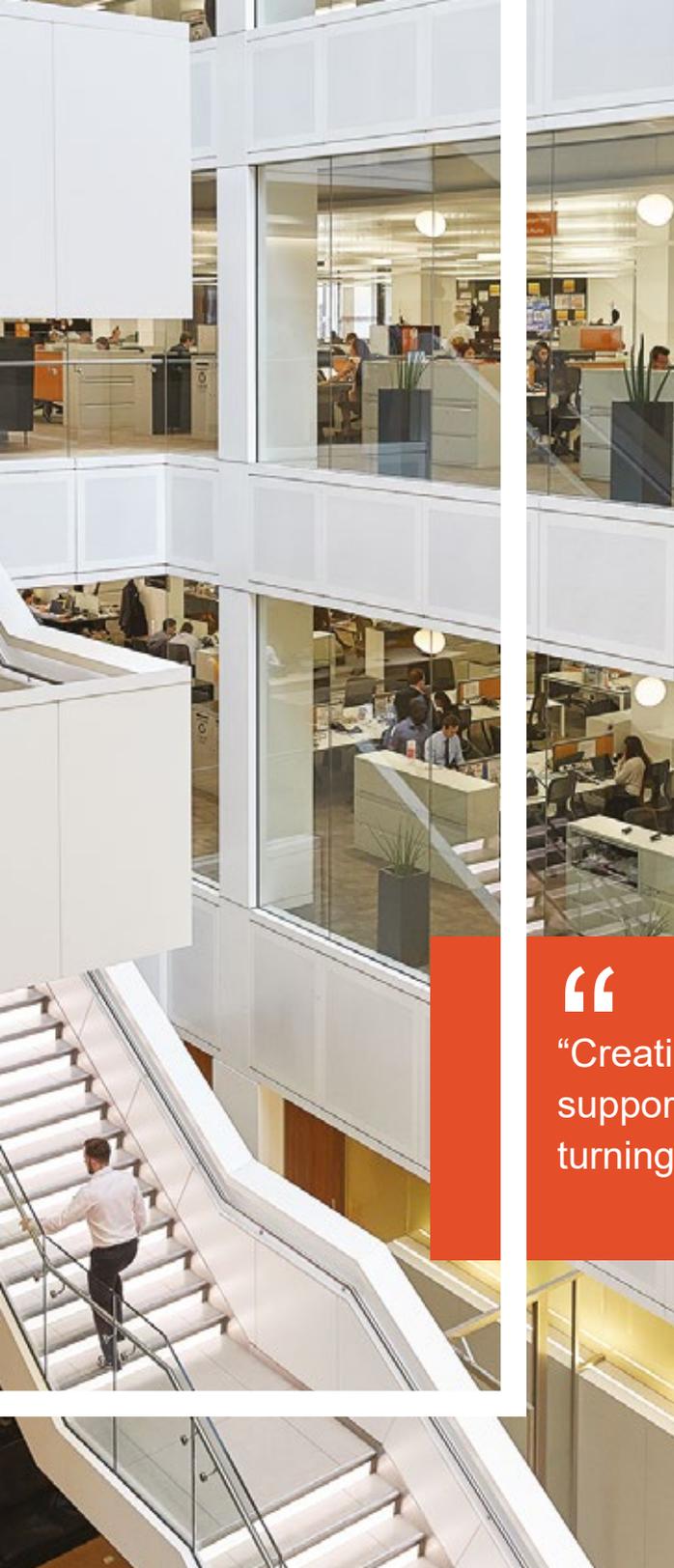


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“Creating sustainable value for the tourism industry, supporting the efforts of the tourism community, turning vision into the right strategy”

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Foreword



Tourism has played an instrumental role in revitalising the Cyprus economy offering a significant economic contribution. During the recent years tourist arrivals experienced significant growth making 2019 a record year. The industry stakeholders are called to address a number of challenges including price competition, staying up to date with global industry developments, utilising technology and social media, leveraging data analytics and attracting talent.

Our firm has been the trusted advisor to some of the most important local and international tourism enterprises, as well as to governmental bodies and Ministries, providing innovative, value adding services to the industry both in Cyprus and abroad. Our commitment is to continue to proactively engage with the tourism industry on issues that will prove to be important. Leveraging our local and global expertise and using innovative tools we help the industry succeed, offering customised services and solutions to our clients.

This booklet summarises our relevant experiences and competencies in the tourism industry and provides a brief profile background of the Hospitality and Leisure team.

A handwritten signature in blue ink, consisting of several overlapping, fluid strokes that form a stylized representation of the name Philippos Soseilos.

Philippos Soseilos
In charge of Hospitality & Leisure Services
PwC Cyprus

Solutions tailored to the H&L industry



Hospitality Operations

- Operational reviews, hospitality process mapping and optimisation
- Quality management system development and monitoring
- Customer experience analysis and design
- Finance function effectiveness
- Payroll services
- Internal audit
- Enterprise risk management
- Environmental & health and safety management development and monitoring
- Cyber security and IT risk assessment
- Corporate Social Responsibility Strategy development and reporting
- Energy audit and management
- Hospitality social media strategy development
- Hospitality data and analytics services
- Digital strategy
- Digital transformation



Tourism Destination Services

- Sustainable tourism strategy development
- Tourism total impact measurement and management
- Destination strategy development
- Tourism product strategy formulation
- Destination stakeholder engagement and All Inclusive optimisation





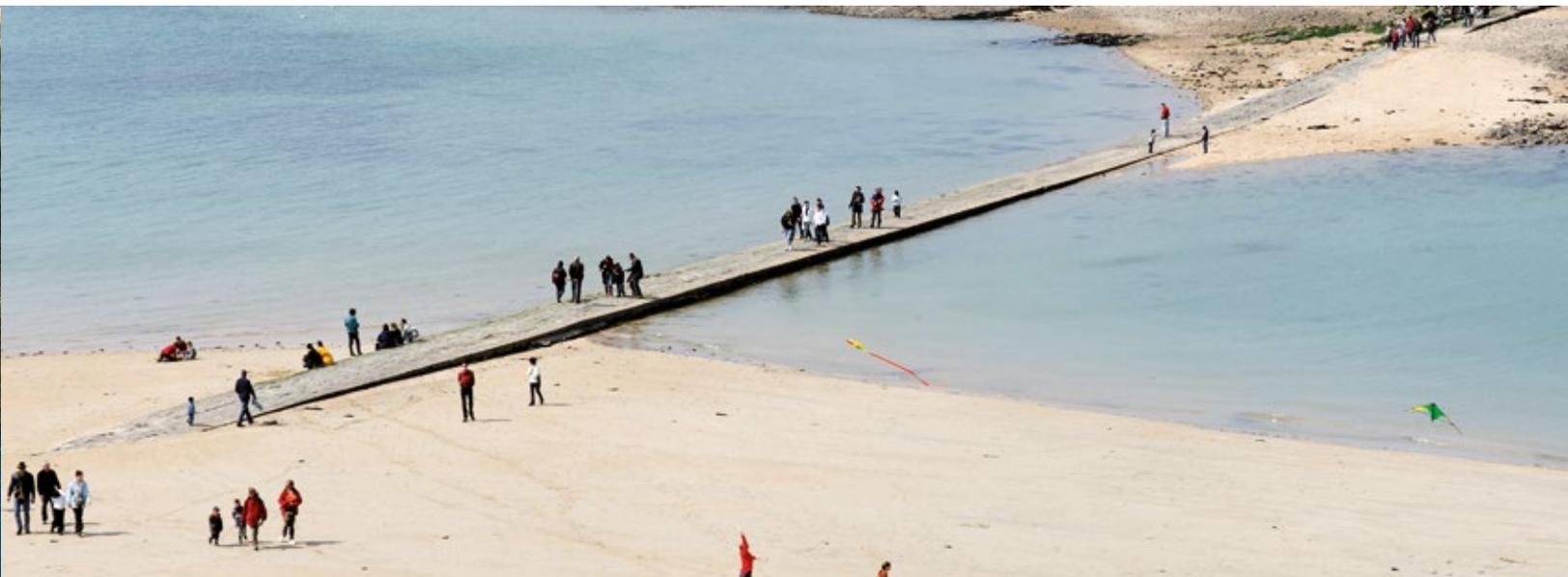
Hotel Investor Services

- Feasibility studies
- Merges and acquisitions
- Restructuring plans
- Appraisal and valuations
- Franchise management and negotiation assistance
- Corporate finance
- Succession planning services for family business
- Asset monitoring and management



Compliance services

- Statutory audit
- Tax planning services
- VAT health checks
- Secretarial services
- Environmental, Energy, Health & safety compliance review
- EU General Data Protection Regulation services (GDPR)



Why PwC

We support you to create the value you are looking for in the hospitality & leisure industry by providing specialised and innovative solutions based on quality. Together we build relationships based on trust and we say things as they are, to assist you to deal with issues that tomorrow will prove important. We adapt our expertise and the power of our global network to your specific needs helping you make the difference.

Provision of end to end services covers the entire lifecycle of projects in hospitality and tourism

Access to the PwC international hospitality and leisure network

In-depth knowledge of hotel operations

Extensive experience of qualitative and quantitative research techniques

A strong reputation for rigour, independence and impartiality



Thought Leadership Initiatives

Our publications



Sponsorships/Memberships



Experience Record - Sample references

PwC professionals offer specialised experience in the hospitality and leisure industry having an in depth understanding of the changing market forces that are affecting the industry.

Services to companies

Large Hospitality Groups	Sustainability Services Provision of Sustainability services in the areas of Standard Operating Procedures development, Quality, Environment, Health and Safety and Food Safety management systems development, Energy audit and management as well as Corporate Social Responsibility Strategy Development and Reporting
Marina Development	SOP and Integrated Management Systems development Development and documentation of all the operational procedures covering all marina activities and alignment with applicable legal requirements as well as the sustainability management systems standards
Local Investor	Market study on Hotel & Leisure sector Preparation of a market study regarding the potential development and operation of a high-rise hotel in the Nicosia city centre
Local Investor	Feasibility study for mixed-use resort Performance of a feasibility study for the development and operation of a mixed-use resort development in Paphos district
Foreign Investment Company	Economic Impact Study for Integrated Casino Resort Preparation of an Economic Impact Study regarding the potential development of an Integrated Casino Resort in Cyprus

Services to Organisations/Destinations

Cyprus destinations - Regions	Destination strategy formulation and action planning Designing the destination's strategy and agreeing on the corresponding action plans with all stakeholders involved. Strategy and action planning are developed on the basis of three pillars: a) Product/Service Development, b) Organisation and Administration and c) Marketing and promotion of destination and services/product.
Major Global Tour Operator	Total Impact Measurement and Management study Measurement of the total impact and value of the Major Tour Operator's hotel operations on the Cyprus economy (key areas of economic, fiscal, social and environmental impact).
Major Greek Hospitality Association	Tourism product strategy development – Reduction of seasonality impact Strategy formulation for alleviating the seasonality issue along with the development of the relevant action plans ensuring local stakeholders' involvement and commitment in implementation.
EU Programmes/ Managing Authorities	Leading Tourism Projects Funded by EU Programmes Undertaking the management of the whole "project life-cycle" from the proposal preparation stage (including conceiving the idea, identifying the appropriate partners and submitting the proposal) to the implementation of the project idea upon approval of the proposal by the relevant European Managing Authority.

Experience Record

Some of our clients



PwC Cyprus H&L team

Philippos C Soseilos, In charge of Hospitality & Leisure Services

T: 00357 22 555 606, F: 00357 22 555 001, philippos.oseilos@pwc.com

Philippos is the Partner in Charge of Business Consulting and a member of the PwC Cyprus Management Board. He is also the Head of People in PwC Cyprus, heading the Human Capital function of the firm. With over 28 years of work experience, Philippos has significant experience in all areas of business, people and financial consulting and has worked for a number of clients in Cyprus and abroad. He is an experienced trainer, facilitator and Executive Coach. Areas of his expertise include business transformations (from Strategy through execution), business performance improvement, the design and delivery of tailored management development programs, performance management, organisational restructuring, change management, reward and compensation policies. He is also a Fellow member of the Institute of Chartered Accountants in England and Wales (ICAEW), a member of the corresponding professional body in Cyprus (ICPAC) and of the Cyprus Association of Human Resource Management. He graduated from the University of Witwatersrand, Johannesburg.



Achilleas Tyrimos, Senior Manager, Advisory

T: 00357 22 555 729, F: 00357 25 555 017, achilleas.tyrimos@pwc.com

Achilleas Tyrimos, HND, BSc Eng., MBA, is a Senior Manager in the Assurance & Advisory (Sustainability Business Services) service line. Achilleas has over 20 years' experience in both the private and public sector with local and international experience and cross sector/industry exposure. Areas of his expertise include sustainability strategy and reporting, risk based management system development and implementation (quality, emissions, energy, environment, health and safety). He has extensive experience in the Hospitality & Leisure industry assisting organizations to develop their sustainable tourism strategy, improve customer experience, measure success through KPIs, implement process improvement initiatives and develop their corporate responsibility reporting programs. Achilleas is an experienced trainer and facilitator. He is also a Health and Safety approved Consultant (MLSI) and Certified Management Systems Auditor (IRCA).



Stavri Zenonos, Senior Manager, Indirect Tax

T: 00357 25 555 011, F: 00357 25 555 001, stavroulla.zenonos@pwc.com

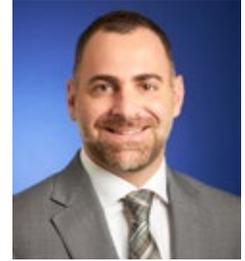
Stavri Zenonos, BSc (Econ), ACCA member, is a Manager in the Indirect Tax Line of Service of PwC Cyprus. Stavri has a solid experience in Indirect Tax and specialises in the Hospitality and Leisure Industry. She has delivered many seminars, in particular to Hotel and Tourism Operators and has been providing Indirect Tax services to a large number of companies in the sector including listed companies. She has been involved in various projects in the Tourism Industry identifying VAT issues and opportunities.



Polyvios Dionysiou, Senior Manager, Advisory

T: 00357 22 555 543, F: 00357 22 555 001, polyvios.dionysiou@pwc.com

Polys, BSc (Hons) Management, MSc (Dist) Decision Sciences, is a Senior Manager in the Advisory Service Line of PwC, Cyprus. Polys helps clients improve the quality of their strategic and operational decision-making and achieve superior performance by working closely with senior stakeholders and applying a range of methods from modelling and market analytics to facilitation and strategic insight generation. He has extensive experience in the hospitality and leisure sector, having spent 5 years working in the industry as the contracts and business development manager of a major wholesale travel agent. As a business consultant, Polys has worked with a leading global hotel chain helping them to quantify and agree their European expansion strategy and has also advised various UK government bodies on their hospitality and accommodation plans.



Christina Orphanidou, Senior Manager, Advisory

T: 00357 22 555 420, F: 00357 22 555 001, christina.orphanidou@pwc.com

Christina Orphanidou, MEng, MSc, DPhil, is a Manager in the Data & Analytics team in Technology Consulting. She is a machine learning, artificial intelligence, big data and business intelligence specialist with over 15 years of experience in the development of data-driven systems. At PwC, Christina is leading projects specializing in building analytics and machine learning solutions, and supporting organisations in adopting them across industries. Christina has managed industry-government-academia collaborations in the UK, USA and Cyprus, and has coordinated and written research and innovation proposals. She is also an experienced trainer, delivering special interest seminars and trainings on the subject of data analytics, artificial intelligence and digital transformation.



Gina Angelidi, Manager, Assurance

T: 00357 25 555 276, F: 00357 25 555 001, gina.angelidi@pwc.com

Gina Angelidi is a Manager in the Assurance and Advisory Service Line, with extensive experience in auditing local and international clients, including public companies with listings in Cyprus Stock Exchange (CSE). Gina is managing a diversified portfolio of clients in numerous industries including legal services, holding of investments, book keeping services and general trading; and specialises in the hospitality and leisure industry. Gina graduated from the University of Cyprus, is an FCA member of ICAEW and a member ICPAC. Throughout the years, Gina has attended a number of PwC and business school professional development programs with regards to IFRS and ISAs and she is also a training instructor herself.



Kyriakos Krasas, Senior Associate, Assurance

T: 00357 22 555 780, F: 00357 22 555 001, kyriakos.krasas@pwc.com

Kyriakos Krasas, BSc Accounting and Finance is a Senior Associate in the Assurance and Advisory Service line and has been with the Firm since year 2016. Kyriakos graduated from the University of Cyprus, is an ACA member of ICAEW and a member ICPAC. He has experience in the audit of clients, private or public, from different industries (hotels and tourism, investment holding, quarries and general trading). Throughout the years, Kyriakos has attended PwC professional development programs with regards to IFRS and ISAs.





PwC in Cyprus

We support you to create the value you are looking for by providing specialised solutions based on quality. Together we build relationships based on trust and we say things as they are, to assist you to deal with issues that tomorrow will prove important.

We adapt the expertise of more than 1,000 professionals in Cyprus and the power of our global network of more than 276,000 experts in 157 countries to your specific needs, helping you make the difference.

In a demanding and challenging business environment, our diverse teams of experts are sharing deep knowledge and experience. We provide a broad range of services as listed below to meet your increasingly complex needs.

- Audit & Assurance
- Advisory
- Tax Advisory
- Indirect Tax
- Legal
- International Private Clients

Our industry specialisation in the following sectors, gives you the benefit of our in-depth industry knowledge and experience.

- Banking
- Transportation & Logistics
- Energy
- Hospitality & Leisure
- Insurance
- Retail & Consumer
- Funds
- Real Estate & Construction
- CySec Regulated Investment Firms
- Insurance
- Communication & Technology

PwC offices in Cyprus

Nicosia

Mailing address: P O Box 21612,
CY-1591 Nicosia, Cyprus

Street address: PwC Central,
43 Demostheni Severi
Avenue, CY-1080 Nicosia

T: +357 - 22555000,
F: +357 - 22555001

Limassol

Mailing address: P O Box 53034,
CY-3300 Limassol, Cyprus

Street address: City House,
6 Karaiskakis Street,
CY-3032 Limassol, Cyprus

T: +357 - 25555000,
F: +357 - 25555001

Paphos

Mailing address: P O Box 60479,
CY-8035 Paphos, Cyprus

Street address: 2 Falirou Street,
CY-8047 Paphos, Cyprus

T: +357 - 26555000,
F: +357 - 26555001





Designed by: PwC Cyprus
(Marketing & Communications Department)

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