

HTI appoints marcusbrewster

Hospitality and tourism industry specialist, HTI Consulting has appointed marcusbrewster as its PR agency of record. The firm will manage a spread of communication channels integrating publicity and media relations with other marketing support services to further HTI's business expansion.

"HTI Consulting specialises in the gathering, analysis and interpretation of sensitive market and financial data and the production of market and financial feasibility and viability studies, business plans, marketing strategies and project concepts for integrated resort, hotel, residential, real estate, leisure and conference developments" says CEO Wayne Troughton. "Comprehensiveness of approach and fine attention to detail on every project are at the centre of the organisation's ethos".

Comments Marcus Brewster, "We are excited to represent HTI because we share similar professional values and because they are the pre-eminent hotel and tourism consulting firm in Africa and the Middle East". In ten years, HTI has completed more than 200 assignments covering 33 countries in the region.

Since 2003, HTI has maintained a reputation for nurturing long-term business relationships with clients and providing tailored solutions for every stage of an organisation's development.

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