



# Equestrian Business Models

Exploring business opportunities

September 2020



# Table of Contents

**Management Summary**

**Business models**

# Scalable business models related to horses tend to generate profit mostly from secondary activities (hospitality, catering and entertainment)

## Business models

### State owned or private stables

#### *As a cost center*

- 1 **State owned stud farms** breeding a certain horse race. Tend to be heavily subsidized, as their revenue from horse sales and limited tourism hardly covers costs
- 2 **Private stables** have to be considered as an expensive hobby. Some income from prize money from races, sales of horses or siring fees from stallions does usually cover only a small fraction of costs

#### *As a profit center*

- 3 **Stables providing horse boarding** are profitable. However, their business model is not scalable, as they serve local customers only. Also, an oversized horse boarding farm would encounter several logistics problems (e.g., horses would have to be spread over large swaths of land for grazing). Livery for about 100 horses seems to be the ceiling for size, with many farms just boarding 10-20 horses, often as a side business on an agricultural farm. Usually, they are run as a family business with its typical economics (unpaid work of family members)

### Equestrian centers

- 4 **Equestrian centers** usually provide an agglomeration of horse related facilities (e.g., stables, racetracks, medical facilities). They serve activities tied to equestrian purposes. This might include events (e.g., races, horse shows, polo tournaments) or regular day-to-day activities (hosting equestrian clubs, providing horse keeping infrastructure). Usually there is further, not horse-related infrastructure, provided (hotels, catering), which is used also for other than equestrian related business (concerts, hospitality and recreation in general). Profit is generated from running the individual businesses

### Equestrian village

- 5 **Horse resorts/villages/real estate developments** usually provide all the features of a resort or real estate development, however with a recreational horse component serving as a unique selling proposition. The overall economics are the same as for any real estate development. Profit is generated from the resort or mixed-use real estate development business in general, however horse related entertainment plays an important role in attracting customers and serves as a differentiator

Remark: The differentiation between equestrian centers and equestrian villages is difficult. All these premises are somehow unique, with the border between horse related infrastructure and the real estate component fluent

# Table of Contents

Observations

**Business models**

	Stable/Stud Farm	4 Equestrian Center	5 Equestrian Village/Resort
<b>Setup</b>	Centered around a horse barn, complemented by pastures, riding places, etc. Larger stables might include own medical facilities, special training facilities, etc.	Compound comprised of facilities focused on horse keeping and horse related activities (races, training)	Real estate development to provide recreational services with horse related activities comprising one type of activity amongst others
Ownership/legal form	<p>3 main types</p> <ol style="list-style-type: none"> <li>1 State owned to either provide horses for representative purposes or to ensure the breeding of a certain type of horses (keeping tradition)</li> <li>2 Privately owned for personal use only</li> <li>3 Privately owned to provide paid services for other horse owners</li> </ol>	<ul style="list-style-type: none"> <li>• Can be a single development, or an agglomeration of different businesses related to each other, but centered around the macro-theme of horses</li> <li>• Usually organized as a limited liability company or a similar legal form</li> </ul>	<ul style="list-style-type: none"> <li>• Usually organized as a limited liability company or a similar legal form</li> <li>• Due to its nature of being predominantly a real estate development project, financing might be handled through a fund</li> </ul>
Value proposition	<ol style="list-style-type: none"> <li>1 Providing horses for representative purposes, military tradition and the preserving of certain breeds</li> <li>2 Personal recreation, competitions</li> <li>3 Providing riders with the opportunity to ride the farm's horses and/or taking care of private owner's horses by providing boarding</li> </ol>	<ul style="list-style-type: none"> <li>• Supporting horse related events by providing the necessary infrastructure (racetracks, polo fields) and organization. This might include catering, hospitality and entertainment facilities</li> <li>• Hosting horse clubs and providing them with the usual stable related services</li> </ul>	<ul style="list-style-type: none"> <li>• Broad range of services provided for all ages and skill levels centered on horse riding, but extending to other recreational activities too</li> </ul>
Business model	<ol style="list-style-type: none"> <li>1 Typically, heavily subsidized, income from breeding or limited secondary touristic activities</li> <li>2 None</li> <li>3 Providing paid services for riders and/or horse owners</li> </ol>	<ul style="list-style-type: none"> <li>• Income from:                             <ul style="list-style-type: none"> <li>- Stable related services</li> <li>- Events (Entry fees and event related services)</li> <li>- Merchandising</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Primary income from mixed-use real estate (touristic resort, hotels, catering, entertainment)</li> <li>• Horses are just one attraction among many and serve as a unique selling proposition</li> </ul>
<b>Typical Infrastructure</b>			
Horse keeping related	<ol style="list-style-type: none"> <li>1 Barns, stables, ample land for grazing to accommodate 100-1,000 horses, veterinary facilities</li> <li>2 Usually, high-end horse keeping facilities for high-value horses, including stables, barns, veterinary facilities, training tracks. Often furnished in a very luxurious way</li> <li>3 Barns, stables and pastures. Training places, outdoor and indoor</li> </ol>	<ul style="list-style-type: none"> <li>• Infrastructure to enable horse related activities (races, shows)</li> <li>• Racing tracks</li> <li>• Grandstands</li> <li>• Polo fields</li> <li>• Veterinary facilities</li> <li>• Training facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Barns, stables</li> <li>• Often large swaths of land for horse tours</li> <li>• Training spaces, both indoor and outdoor</li> <li>• Polo fields</li> <li>• Grandstands</li> <li>• Racing tracks</li> <li>• Veterinary facilities</li> </ul>
Secondary	<ol style="list-style-type: none"> <li>1 Limited touristic infrastructure to accommodate visitors</li> <li>2 None. Some large stables offer tours</li> <li>3 Limited (Basic catering for customers)</li> </ol>	<ul style="list-style-type: none"> <li>• Hotels (mostly hotels not directly related to the facility but in the area)</li> <li>• Catering facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Hospitality (normally in the upscale star range)</li> <li>• Catering</li> <li>• All amenities typical for a resort/mixed-use development</li> </ul>
<b>Typical service offerings</b>			
Horse keeping related services	<ol style="list-style-type: none"> <li>1 Sale of horses, keeping the studbook</li> <li>2 No external services</li> <li>3 Horse boarding ranging from self-care board to full board, training for horses and riders</li> </ol>	<ul style="list-style-type: none"> <li>• Facilitation of races and horse shows</li> <li>• Hosting of equestrian clubs</li> </ul>	<ul style="list-style-type: none"> <li>• Horse riding, training courses (often for beginners)</li> <li>• Facilitation of races and horse shows</li> <li>• Hosting of equestrian clubs</li> </ul>
Event related services	<ol style="list-style-type: none"> <li>1 Sometimes festivals, horse shows</li> <li>2 None</li> <li>3 Limited touristic offerings ("Riding vacations", often in cooperation with local hotels)</li> </ol>	<ul style="list-style-type: none"> <li>• Races</li> <li>• Horse shows</li> <li>• Concerts</li> </ul>	<ul style="list-style-type: none"> <li>• Catering for business events</li> <li>• Catering for family gatherings (e.g., weddings)</li> <li>• Concerts</li> <li>• Competitions (e.g., Polo)</li> <li>• Horse shows</li> </ul>
Recreation/lifestyle related services	None	Limited, depending on the surrounding touristic facilities	All services usually provided by resort/mixed-use developments
Examples	<ol style="list-style-type: none"> <li>1 Stud Farm Lipica (breeding stud for the Lipizzaner Horse)</li> <li>2 King Abdulaziz Arabian Horse Center</li> <li>3 Godolphin Racing, including its breeding operation</li> <li>4 Stables of HM King Abdullah &amp; Sons</li> <li>5 There is a multitude of thousands of small stables</li> </ol>	<ul style="list-style-type: none"> <li>• Ascot racecourse</li> </ul>	<ul style="list-style-type: none"> <li>• Tanque Verde Ranch Arizona</li> <li>• Al Habtoor Polo Resort</li> <li>• Meydan racecourse and grandstand</li> </ul>

# 1 Stud Farm Lipica

## State/Royal horse facility

Owner	Republic of Slovenia
Location	Lipica, Slovenia



## Description

Description and history	<ul style="list-style-type: none"> <li>• Founded in 1580</li> <li>• Holder of the studbook for the Lipizzan horse breed</li> </ul>
Horses	<ul style="list-style-type: none"> <li>• <b>About 400 horses</b></li> <li>• The breeding core of the stud farm comprises:</li> <li>• Six original lines of stallions, with at least four stallions of each line</li> <li>• Sixteen classical families of mares with at least three broodmares of each family</li> <li>• Foals until reaching the age of 4 years</li> </ul>
Infrastructure	<ul style="list-style-type: none"> <li>• <b>300 hectares of land</b></li> <li>• All the necessary premises for breeding, including a veterinary center and ample pastures</li> <li>• Multi-purpose leisure center comprising: Hotel, golf course, mini golf</li> <li>• 100,000 visitors per year</li> </ul>
Business model	<ul style="list-style-type: none"> <li>• Carrying out the breeding program for the Lipizzan breed of the Ministry of Agriculture, Forestry and Food, funded by the state</li> <li>• Selling of horses</li> <li>• Complementary income from tourist activities</li> </ul>
Service offerings	
Horse keeping/breeding	<ul style="list-style-type: none"> <li>• Sale of horses (Lipizzaner horses are due to their muscular features and their unique color used for dressage, e.g., in the Spanish Riding School of Vienna where they demonstrate the “high school” movements of classical dressage, and for ceremonial and policing purposes, e.g., mounted regiments of the Italian carabinieri)</li> </ul>
Events	<ul style="list-style-type: none"> <li>• Organization of different types of events (business, cultural, sports)</li> <li>• For the business events the hotels of the stud farm offer seminar rooms in the 4-star hotel Maestoso</li> </ul>
Recreation	<ul style="list-style-type: none"> <li>• Riding school with the following offerings</li> <li>• Schooling horses</li> <li>• Schooling horse-riders</li> <li>• Carriage-drawing</li> <li>• Horse shows</li> <li>• Tourist Riding School</li> </ul>



# 1 King Abdulaziz Arabian Horse Center



## Horse Center

Owner	Ministry of Agriculture
Location	Dirab, Saudi Arabia

## Description

Description and history	<ul style="list-style-type: none"> <li>Established in 1961</li> <li>The center takes care of the offspring of the horses of the Kingdom founder and also other breeds of Arabian horses to maintain</li> <li>There is also a branch for the Makkah province</li> </ul>
Horses	<ul style="list-style-type: none"> <li><b>236 horses in the center</b></li> <li>The center is the official registry of Arabian horses in the KSA with currently 16,900 horses from 5,424 owners registered</li> <li>The following original bloodlines are preserved and bred on                             <ul style="list-style-type: none"> <li>AL-Hamadaneyya</li> <li>AL-Abeyya</li> <li>AL-Sawaiteyya</li> <li>AL-Kahela</li> <li>AL-Saklawyya</li> </ul> </li> </ul>
Infrastructure	<ul style="list-style-type: none"> <li><b>100 hectares area</b> in Dirab</li> <li>Climatized stables</li> <li>Veterinary facility</li> </ul>
Business model	<ul style="list-style-type: none"> <li>Non-profit organization</li> </ul>
Service offerings	
Horse keeping	<ul style="list-style-type: none"> <li>The centers coordinates all breeding activities in the KSA</li> <li>Issuing breeding certificates</li> <li>Representing the country in international organizations for the breeding of Arabian horses</li> </ul>
Events	<ul style="list-style-type: none"> <li>Responsible for organizing and monitoring all Arabian horse shows throughout the country</li> <li>For 2019 17 horse shows are planned in the Kingdom</li> </ul>
Recreation	<ul style="list-style-type: none"> <li>Horse shows</li> <li>Tours for foreign visitors (heads of state, diplomats)</li> </ul>

## 2 Godolphin Racing

### Privately owned stable

Owner	Al Maktoum family
Location	Headquarters in Dubai Operating multiple racing stables, e.g., in Newmarket (UK), two in Dubai (UAE), two in Sydney, and one in Melbourne (AUS)



### Description

Description and history	<ul style="list-style-type: none"> <li>• Founded in 1992</li> <li>• Private thoroughbred horseracing stable</li> <li>• Named after the Arabian horse Godolphin</li> <li>• Several local stables across the world</li> <li>• Darley Stud as the breeding arm</li> <li>• Numerous wins in international races</li> </ul>
Horses	Thoroughbred racing horses
Infrastructure (number of horses is stable capacity)	<ul style="list-style-type: none"> <li>• <b>More than 1,000 horses:</b> Al Quoz Stables, Dubai - 120 horses / Marmoom Stables, Dubai - 84 horses / Dalham Hall Stud, Newmarket, foaling unit / Godolphin Stables, Newmarket - 115 horses / Moulton Paddocks, Newmarket - 190 horses / Carbine Lodge, Melbourne - 50 horses / Crown Lodge, Sydney - 125 horses / Osborne Park, Sydney - 84 horses / Gainsborough Farm, Kentucky – undisclosed number of mares and foals / Greentree Stables, Saratoga Springs - 100 horses / Jonabell Farm, Kentucky – 172 horses</li> <li>• <b>Each facility usually comprises several hundred hectares</b> of land</li> <li>• Facilities are equipped state of the art (e.g., Equine spas, Seawalker, Swimming pool, Private grass gallops, Private all-weather gallops)</li> </ul>
Business model	<ul style="list-style-type: none"> <li>• Godolphin racing is not set up as a profit center</li> <li>• Primary goal is excellence in horse racing with substantial (undisclosed) funds available</li> <li>• On the income side, revenues are generated from siring and the sale of horses</li> <li>• It is estimated that for every USD 1,000 an owner invests in a racing horse the return in price money is USD 250</li> <li>• However, a good stallion can generate substantial income through breeding</li> </ul>
Service offerings	
Horse keeping/breeding	<ul style="list-style-type: none"> <li>• Siring</li> <li>• Horses for sale (racehorses, yearlings, broodmares)</li> <li>• Training horses</li> </ul>
Events	Involved in the organization of international races, especially in Dubai
Recreation	None



## 2 Stables of HM King Abdullah & Sons

### Privately owned stable

Owner	Family owned, CEO: HRH Prince Muteb Bin Abdullah
Location	Janandria Farm in the suburbs of Riyadh, Saudi Arabia



### Description

Description and history	<ul style="list-style-type: none"> <li>• Largest stables in the Kingdom of Saudi Arabia</li> <li>• Part of the weekend residence of the late King Abdullah</li> </ul>
Horses	<ul style="list-style-type: none"> <li>• <b>Over 1,000 horses</b> in 5 divisions <ul style="list-style-type: none"> <li>- Thoroughbred horse breeding</li> <li>- Thoroughbred horse racing</li> <li>- Arabian horse breeding</li> <li>- Arabian show horses</li> <li>- Show jumping</li> </ul> </li> <li>• All of the mare's offspring remains on the farm until they are two years old, at which time they are moved to the training center at King A'Aziz racetrack – 1km away</li> </ul>
Infrastructure	<ul style="list-style-type: none"> <li>• Horse breeding is part of the Janandria Farm which is also home to <ul style="list-style-type: none"> <li>- Dairy farm and dairy processing facility</li> <li>- Sheep rearing unit</li> <li>- Horticultural division</li> </ul> </li> <li>• As no natural grazing is possible the horses are fed locally grown alfalfa, concentrates and micronutrients</li> <li>• Facilities are extremely high-end, including <ul style="list-style-type: none"> <li>- Air-conditioned stables</li> <li>- A fully equipped Veterinary Hospital</li> <li>- 125 post and rail sand paddocks, all with sun shelters (<b>80 hectares</b>)</li> <li>- A self-contained Stallion Unit</li> <li>- Foaling Unit</li> <li>- Pre-training facility, which includes stabling for 100 horses, 1800m training track, lunge rings, mechanical walkers etc.</li> <li>- Extensive staff accommodation</li> </ul> </li> </ul>
Business model	None
Service offerings	
Horse keeping	No external services offered
Events	None
Recreation	For the owner family and guests (included guests of the state)

### 3 Typical horse boarding and training commercial stable

#### Privately owned stable as a business

Owner	Privately owned, often as a family business
Location	There is a multitude of these stables, as most of privately owned horses are boarded in this type of facility



#### Description

Description and history	<ul style="list-style-type: none"> <li>• Often part of a farm to generate additional income</li> <li>• Provides the necessary infrastructure for recreational horse riding</li> </ul>														
Horses	<ul style="list-style-type: none"> <li>• Accommodates usually <b>20-50 horses</b></li> </ul>														
Infrastructure	<ul style="list-style-type: none"> <li>• <b>Farm size on average 100 hectares in the US, in Europe usually smaller</b></li> <li>• Stable and barns</li> <li>• Training area</li> <li>• High-end stables may have some extras, like horse showers, treadmills, etc.</li> </ul>														
Business model	<ul style="list-style-type: none"> <li>• Focus on boarding of customers' horses or renting out own horses for recreational purposes</li> <li>• Includes usually training for riders and horses</li> <li>• The business model seems difficult to scale by increasing the number of horses (local business with a limited number of potential customers within a certain area)</li> <li>• Broadening the value-added chain possible by providing related services (veterinary, in-house shop, extended grooming, local events)</li> <li>• The typical customer (in the USA) is female, age 38-45, married with an income of about USD 60k p.a., living in a rural area</li> </ul>														
Service offerings															
Horse keeping	<ul style="list-style-type: none"> <li>• Boarding and related services at the following exemplary costs (USD, per month):</li> </ul> <table border="1"> <tr> <td>Boarding</td> <td>400-500 (in rural areas up to 1,200-2,500)</td> </tr> <tr> <td>Food</td> <td>100-250</td> </tr> <tr> <td>Farrier – Trimming</td> <td>10-25</td> </tr> <tr> <td>Farrier - Horse shoes (every 4-8 weeks)</td> <td>75-135</td> </tr> <tr> <td>Tack (saddle, pad, halter, bit, bridle and lead), broken down per month</td> <td>200</td> </tr> <tr> <td>Health care</td> <td>75-250</td> </tr> <tr> <td>Basic training, per hour</td> <td>20-50</td> </tr> </table>	Boarding	400-500 (in rural areas up to 1,200-2,500)	Food	100-250	Farrier – Trimming	10-25	Farrier - Horse shoes (every 4-8 weeks)	75-135	Tack (saddle, pad, halter, bit, bridle and lead), broken down per month	200	Health care	75-250	Basic training, per hour	20-50
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Tack (saddle, pad, halter, bit, bridle and lead), broken down per month	200														
Health care	75-250														
Basic training, per hour	20-50														
Events	Sporadically to promote the facility (e.g., Kids weekends)														
Recreation	Non-horse related recreation usually not included														

## 4 Ascot Racecourse



Horse Center	
Owner	Ascot Racecourse Ltd.
Location	Ascot, Berkshire, UK

Description	
Description and history	<ul style="list-style-type: none"> <li>• Founded in 1711 by Queen Anne</li> <li>• Several acts of parliament to ensure that the grounds would remain a public racecourse</li> <li>• 2004-2006 extensive redevelopment, adding restaurants, bars, corporate hospitality facilities and improving the grandstand (total cost GBP 220mn)</li> </ul>
Horses	<ul style="list-style-type: none"> <li>• Thoroughbred racehorses, hosting 13 of Britain's 36 annual Group 1 races</li> <li>• <b>No own horses</b></li> </ul>
Infrastructure	<ul style="list-style-type: none"> <li>• <b>Racecourse covers 73 hectares</b></li> <li>• 2,816 m in length with a 1,609 m final straight</li> <li>• More than 100 bars and food outlets during the Royal Ascot</li> <li>• Facilities for meetings, seminars, etc.</li> <li>• In the middle of the course the Royal Ascot Cricket Club is located</li> <li>• 163 full time staff (6,500 temporary staff during the Royal Ascot)</li> </ul>
Business model	<ul style="list-style-type: none"> <li>• Ticket sales for the races</li> <li>• Catering during the races</li> <li>• Venue for conferences, banquets, exhibitions, product launches and weddings</li> </ul>
Service offerings	
Horse keeping	<ul style="list-style-type: none"> <li>• None</li> </ul>
Events	<ul style="list-style-type: none"> <li>• Currently 26 racing days per year, including several famous cups</li> <li>• Royal Ascot Week with 18 group races with at least one group 1 race per day as a major social event (strict dress code, royal family present. During these 5 days 300,000 visitors attend</li> <li>• Almost 100 live music acts over the course of a year</li> <li>• Private events using the existing hospitality and meeting infrastructure</li> </ul>
Recreation	<ul style="list-style-type: none"> <li>• Boxes (during races) <ul style="list-style-type: none"> <li>- Private boxes for Royal Ascot begin at £609 per person for a 12-seated box</li> <li>- Regular race days are priced at a rate of £100 each</li> </ul> </li> <li>• Dining (during races) <ul style="list-style-type: none"> <li>- Royal Enclosure fine dining during Royal Ascot starts from £250 per head</li> <li>- Packages on regular race days start at £80</li> </ul> </li> <li>• Cricket in the Royal Ascot Cricket Club</li> </ul>



# 5 Meydan Racecourse

## Horse Village

Owner	Meydan Group
Location	Dubai



## Description

Description and history	<ul style="list-style-type: none"> <li>Opened in 2010, replacing the Nad Al Sheba Racecourse</li> </ul>
Horses	Thoroughbreds in the races, <b>no own horses</b>
Infrastructure	<ul style="list-style-type: none"> <li><b>Total size of the area about 140 hectares</b></li> <li>Turf track (oval Distance: 2400m, width: 30m)</li> <li>Dirt track (oval Distance: 1750 meters, width: 25 meters)</li> <li>Grandstand with 80,000 seats</li> <li>Barns, stables, turf and all-weather training tracks, and jockey and horsemen lounges</li> <li>5-star Meydan Hotel (284 rooms)</li> <li>Tennis Academy &amp; 9-hole golf course with Clubhouse</li> <li>Horse racing museum</li> <li>Meydan Marina</li> </ul>
Business model	<ul style="list-style-type: none"> <li>Facilitating horse races in Dubai</li> <li>Hosting several equestrian clubs</li> <li>Outside the race season catering tourists</li> <li>Dual use outside the race season as a business and conference center</li> </ul>
Service offerings	
Horse keeping	<ul style="list-style-type: none"> <li>For racehorses during the competition season</li> <li>No permanent horse boarding</li> </ul>
Events	<p>Host a multitude events during the season from November-April, e.g.</p> <ul style="list-style-type: none"> <li>Winter Racing Challenge</li> <li>Dubai International Racing Carnival</li> <li>Dubai World Cup Night</li> <li>Dubai World Cup (the world's richest race day with over US\$26.25 million in prize money)</li> <li>Outside the season concerts are hosted (e.g., Elton John, Santana, Kylie Minogue, Janet Jackson)</li> </ul>
Recreation	<ul style="list-style-type: none"> <li>Stable tours during the race season (Nov – April)</li> <li>Riders training by the Emirates Equestrian Center</li> <li>In the context of the recreation facilities located on the spot</li> </ul>

# 5 Tanque Verde Ranch – Arizona Dude Ranch

## Horse village/resort

Owner	Cote family
Location	Tucson, Sonora Desert



## Description

Description and history	<ul style="list-style-type: none"> <li>Ranch was founded in 1868</li> </ul>
Horses	Ca. <b>150 horses and ponies</b>
Infrastructure	<ul style="list-style-type: none"> <li><b>24,000 hectares of land</b> (most of it desert)</li> <li>Lodging with 70 rooms for 200+ people</li> <li>Restaurant</li> <li>Typical amenities of a family resort:                             <ul style="list-style-type: none"> <li>Spa</li> <li>Pool</li> <li>Fitness center, yoga classes</li> <li>Basketball and tennis courts</li> <li>Mountain bikes</li> <li>Fishing</li> <li>Nature Center for children</li> </ul> </li> </ul>
Business model	<ul style="list-style-type: none"> <li>Vacation resort with focus on horse riding but also providing all amenities of a high-end resort</li> <li>Facilitation of meetings and corporate retreats</li> <li>Facilitation of weddings</li> <li>The horse component is not the main source of income but rather a unique value proposition to differentiate from competitors in the hospitality industry</li> </ul>
Service offerings	
Horse keeping	<ul style="list-style-type: none"> <li>Horseback riding and lessons with focus on beginners and kids (entertainment component prevailing)</li> </ul>
Events	Private events are organized upon request (e.g., weddings, family gatherings or business meetings)
Recreation	<ul style="list-style-type: none"> <li>Targets mainly families</li> <li>Riding (Western Style Riding for all levels)</li> <li>Other on-site recreation comprises the use of typical resort amenities</li> <li>In the vicinity of the ranch there are lots of recreational activities possible, e.g., museum visits, shopping in Tucson, skiing/snowboarding at the Mount Lemmon, hot air ballooning, golf</li> <li>Meals are rustic</li> </ul>

# 5 Al Habtoor Polo Resort



Horse village/resort	
Owner	Habtoor Hospitality
Location	Dubai

Description	
Description and history	<ul style="list-style-type: none"> <li>• Hotel resort tied to the Habtoor stables and the polo club</li> <li>• Hotel opened March 2017</li> </ul>
Horses	n/a
Infrastructure	<ul style="list-style-type: none"> <li>• <b>About 30 hectares</b> (hotel and stables)</li> <li>• 5-star hotel with 96 rooms, 30 suites, 25 villas</li> <li>• Several bars and restaurants</li> <li>• Horse academy (jumping, dressage, and polo)</li> <li>• 520 stables</li> <li>• 60 turnout paddocks</li> <li>• 2 lunge areas</li> <li>• 5 horse walkers</li> <li>• 2 international competition arenas</li> <li>• 4 polo fields</li> <li>• 2 exercise tracks.</li> </ul>
Business model	<ul style="list-style-type: none"> <li>• Two business lines complementing each other                             <ul style="list-style-type: none"> <li>- Resort themed around horses, with all amenities typical for a 5-star resort in the region</li> <li>- Stables and horse keeping, to facilitate the horse-related entertainment offerings of the resort, as well as livery</li> </ul> </li> </ul>
Service offerings	
Horse keeping	<ul style="list-style-type: none"> <li>• Livery at AED 3,900 per horse</li> <li>• Stable only 2,745</li> </ul>
Events	<ul style="list-style-type: none"> <li>• 800 sqm of banquet spaces for gatherings, meetings and events</li> <li>• 500 sqm ball room for 220 guests for weddings</li> <li>• Outdoor terraces for banquets for up to 1,300 guests</li> </ul>
Recreation	<ul style="list-style-type: none"> <li>• Riding (Horse riding school and polo academy)</li> <li>• All typical resort leisure facilities (Spa, fitness gym, swimming pools, 4 floodlit tennis courts, and 2 squash courts, mini golf, golf driving range, archery, croquet)</li> </ul>