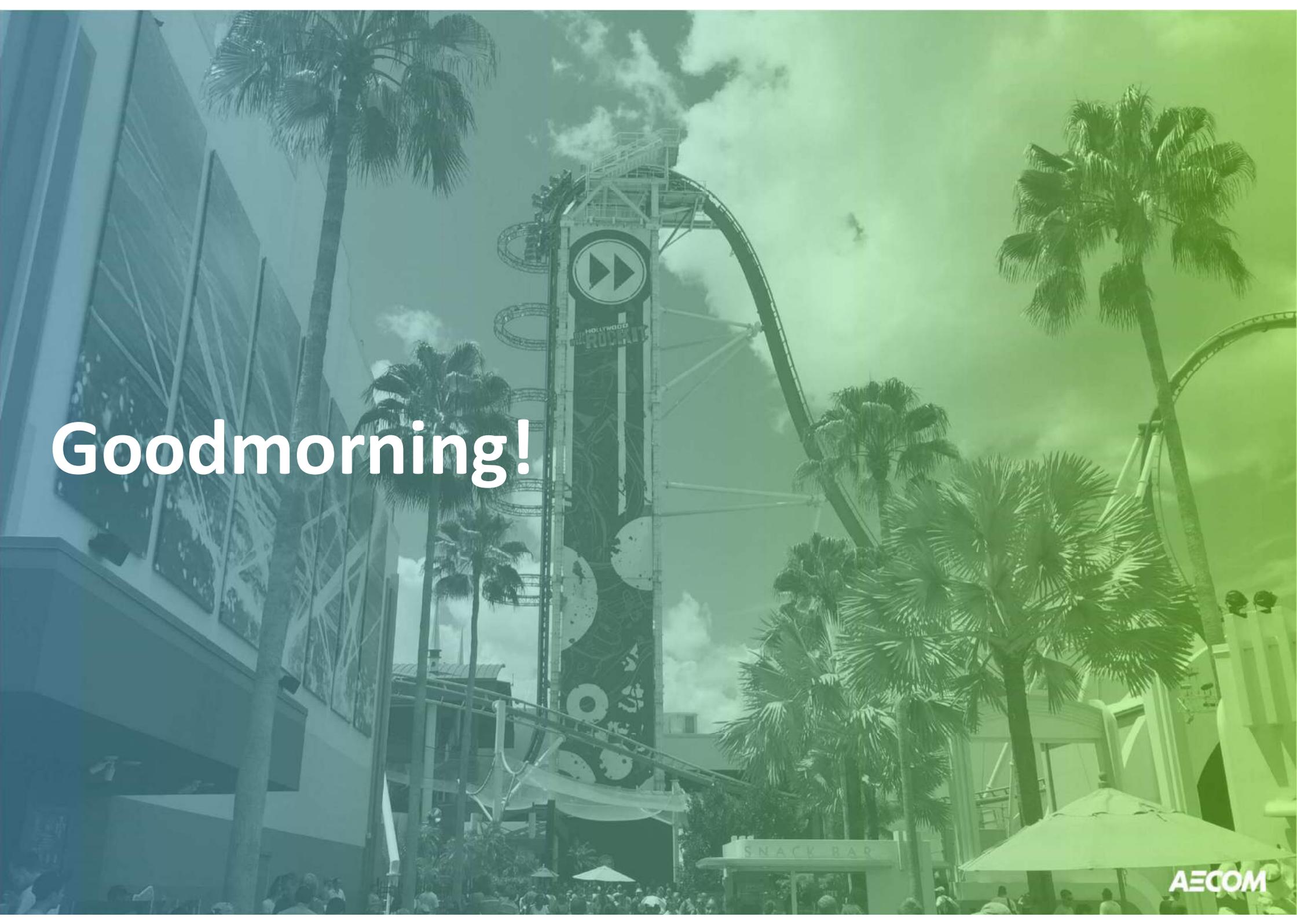


# Location based entertainment in China and Southeast Asia

A green-tinted photograph of a theme park scene. In the center, a tall roller coaster structure with a circular drop is visible, with the words 'HOLLYWOOD' and 'ROCK' partially legible. To the left is a multi-story building with a grid-like facade. Several palm trees are scattered throughout the scene. In the foreground, a 'SNACK BAR' sign is visible above a crowd of people. The overall atmosphere is that of a busy, sunny day at an amusement park.

August 9, 2017  
2017 World Games & Amusement Development Conference

A photograph of a roller coaster at Hollywood World, featuring a tall drop tower and a track that loops around it. The scene is set in a park with palm trees and a building on the left. The text 'Good morning!' is overlaid in white on the left side of the image. The entire image has a greenish tint.

Good morning!



**Mark Wijman**

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Economics | Design | Planning**

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A few steps forward, a few steps back:

Defining LBE

---

*The use of entertainment themes and attractions to draw consumers to specific locations, such as shopping malls, casinos and restaurants.*

A few steps forward, a few steps back:

Defining LBE – In China

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*The use of entertainment themes and attractions to draw consumers to specific locations, such as shopping malls, casinos and restaurants.*



**Residential  
Developments**

A group of people, including children and adults, are walking on a paved path in a park. In the background, there is a large roller coaster structure with multiple loops and drops. The scene is set outdoors with trees and a clear sky. The image has a green tint on the left side and a brownish tint on the right side.

# The Pearl River Delta - Market Overview

# The Pearl River Delta

## - Market Overview



### General Information

Located in Chimelong International Ocean Resort in Hengqin, Zhuhai, the Ocean Kingdom offers world-class edutainment experience for its guests. It combines record-breaking facilities, rare animal exhibits, grand performance, with educational activities for students and families. So, it is not only a place of fun, but also a destination to learn.

In 2014, the Themed Entertainment Association (TEA) recognized Chimelong Ocean Kingdom as the sole winner of the Thea Award for Outstanding Achievement (Theme Park), marking it a truly world-class amusement park. In 2016, it ranked as the top 12<sup>th</sup> theme park world wide and welcomed around 8.5 million visitors all year round. The new expansion area has been under construction and will add 20 hectare more lands to the current Ocean Kingdom.

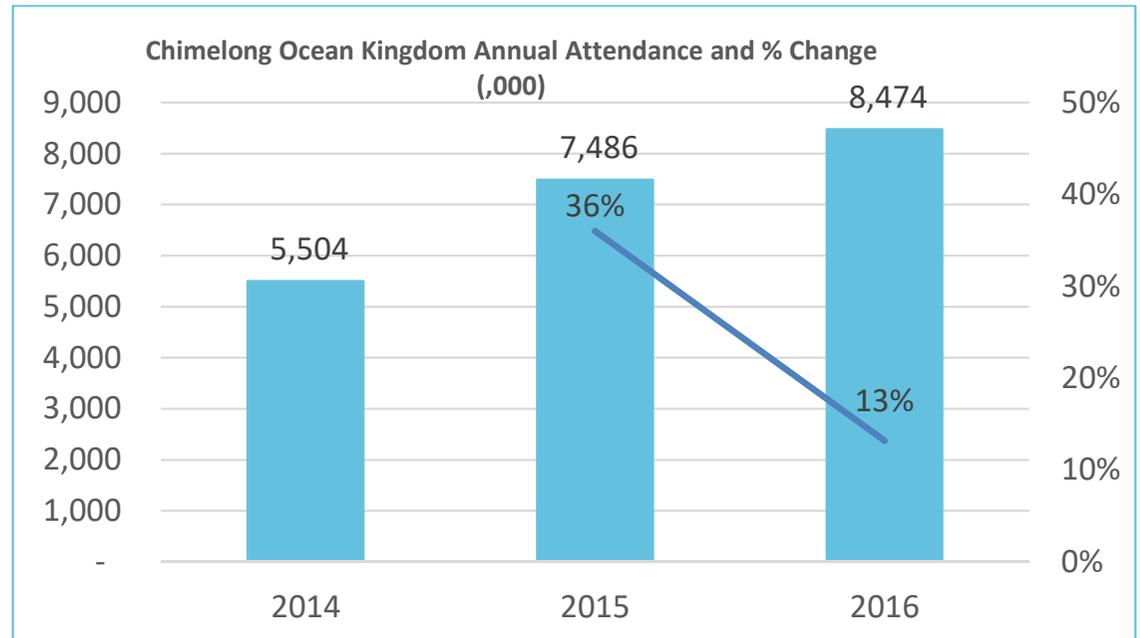


# The Pearl River Delta

## - Market Overview

<b>Location</b>	Zhuhai, China
<b>Ownership</b>	Chimelong Group
<b>Park Description</b>	The park is a combination of rare and exotic creatures, premium amusement facilities, as well as amazing performances.
<b>Year Opened</b>	2014
<b>Park Positioning</b>	One of the world's largest marine theme parks providing record-breaking world class experience.
<b>Key IPs and Rides</b>	No usage of IP in the park
<b>Target Market</b>	Children, young students, adults, families
<b>Operating Hours</b>	10:00 - 20:30
<b>Land Area</b>	44 ha (a 20-ha-expansion is on the way)
<b>Attendance, 2016</b>	8,474,000 (+13.2% from 2015)
<b>1 Day Adult/Child Admission</b>	RMB 350 / 245 (Special Day* RMB 380 / 265)
<b>2 Day Adult/Child Admission</b>	RMB 525 / 365 (Special Day* RMB 570 / 395)
<b>Annual Pass Adult / Child</b>	RMB 880 / 620 (including special day RMB 1228 / 860)

\* Special days include public holidays, summer holidays, and all weekends.



# The Pearl River Delta

## - Market Overview



Major Facilities	Count
Distinct Themed Areas	8
Major Rides and Shows	21
Animals Exhibits	13
In-park Restaurants / Dining	19
Retail Shops	16

# The Pearl River Delta

## - Market Overview

### Theme Rides



The amusement facilities are designed for both thrilling seekers and families. The ocean theme is presented to visitors via 5-D media, interactive dark-ride, as well as outdoor facilities with ocean features.

### Theme Shows



The charming musical performances are brought to life by groups of talented dolphins, belugas, sea lions and their trainers. Guests could also enjoy firework, musical fountain, and ocean parade in the park.

### Animal Exhibits



Animal exhibits provides guests with opportunities to learn more about adorable ocean animals and cute polar creatures. Guests could see, touch and even interact with the friends from nature.

### Edutainment Events & VIP Service



The park organizes inspiring tours for students and parent-child interactive activities for people to learn nature lessons. Guests could also choose to enjoy a prestige experience with an up-close animal interaction by joining a guided tour, a swim with dolphins, a sleepover party, or an interesting diving lesson.

# The Pearl River Delta

## - Market Overview

Hengqin Chimelong International Ocean Resort Phase 2 construction work started in January 2015 which will introduce more indoor rides and a safari park.

### Phase 2 Expansion:

- 3 projects started in January, 2015 with RMB 20 billion investment in total. These projects include Safari Kingdom, the Ocean Kingdom Indoor Theme Park and the Hengqin Theater (opened Oct 2015).
- The 300 ha Safari Kingdom will become the largest safari in the world. The park will have 2 separate zones for day and night visitation. The night zone will be introduced first.
- The 20 ha Ocean Kingdom Indoor Theme Park (Estimated GFA: 40,000 sqm) will introduce various rides, including a large indoor marine-themed theater with 6,000 seats.
- Apart from theme parks, Chimelong will also introduce additional 20,000 hotel rooms in phase 2.
- Chimelong opened the breeding center for killer whales on February 2017, but not opened for the public for now. According to Phase 2 plan, there will be a marine science museum where the killer whales will be displayed.

Source: Chimelong International Ocean Resort Official Website; AECOM Economics



# The Pearl River Delta

## - Market Overview



Chinese White Dolphin



Dolphin Theater



Starfish and Sea Urchins

### Key Takeaways

- ❖ As part of an integrated resort, Chimelong Ocean Kingdom benefits from the cluster effect together with a circus theatre and four themed hotels, which help to extend visitors' length of stay in the area. The content of the resort will be enriched by new attractions in the next few years.
- ❖ The ocean theme has been presented to visitors vividly by using a wide variety of animal exhibits, rides with related features, and grand shows. The park is the leading animal-themed park in Mainland China.
- ❖ By offering different kinds of experience and considerate customer service, the park has been favored by families with members of all ages.
- ❖ The seasonal events and decorations in Christmas, New Year, Halloween, etc. make the park an appealing destination for visitors in holidays.



Dolphin Round Ride



Parrot Coaster



Christmas Events



Halloween Parade

# The Pearl River Delta

## - Market Overview



### General Information

Ocean Park, situated on the southern side of Hong Kong Island, acts as Hong Kong's premier educational theme park. As a not-for-profit organization, the park aims to provide elements of entertainment, education and conservation at an affordable price.

Benefiting from consistent rejuvenation, the park has become an appealing tourism destination in Hong Kong for both local residents and visitors from abroad. In the past 40 years, the park has won prestige all around the world and welcomed around 100 million guests.

With multiple development projects progressing, Ocean Park has been broadening its offering both as a travel destination and as community asset.

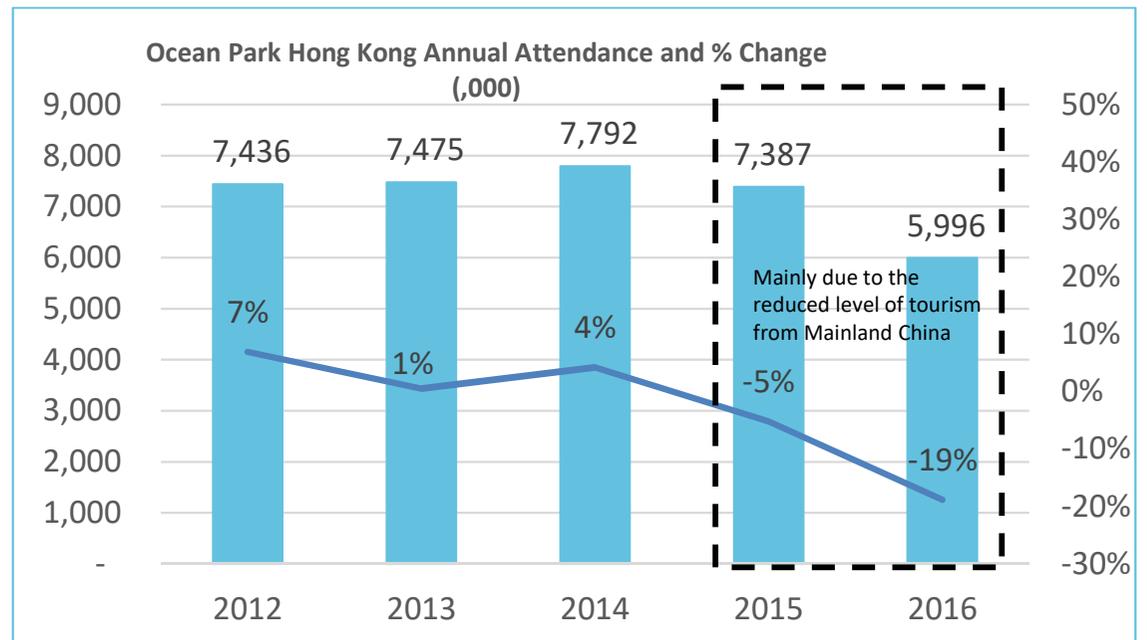


# The Pearl River Delta

## - Market Overview

<b>Location</b>	Hong Kong
<b>Ownership</b>	Ocean Park Corporation, Hong Kong Government
<b>Park Description</b>	The park is Hong Kong's premier educational and entertainment theme park, featuring a diverse selection of world-class animal attractions, thrill rides and shows.
<b>Year Opened</b>	1977
<b>Park Positioning</b>	An ocean-themed park with world-class service
<b>Key IPs and Rides</b>	No usage of IP in the park
<b>Target Market</b>	Children, young students, adults, families
<b>Operating Hours</b>	10:00-18:00 (weekends till 19:30) Extended opening during summer season
<b>Land Area</b>	108ha (25ha used )
<b>Attendance, 2016</b>	5,996,000 (-19% from 2015)
<b>1 Day Adult/Child Admission</b>	HKD 438 / 219 ( RMB 381 / 191 )
<b>Annual Pass Adult / Child / Student</b>	HKD 2,300 / 1,150 / 1,600 ( RMB 2,000 / 1,000 / 1392 )

Exchange Rate: 1 HKD = 0.87 RMB



# The Pearl River Delta

## - Market Overview



Major Facilities	Count
Distinct Themed Areas	8
Major Rides and Shows	19
Animals	12,344
In-park Restaurants / Food Kiosks	36
Retail Shops	20

# The Pearl River Delta

## - Market Overview

### Rides & Shows



Ocean Park is an amusement paradise with various rides and shows for people of all ages. The rides are designed for both thrill-seekers and families with children. The shows present colorful marine world and extraordinary birds for visitors to discover the significance of wildlife protection.

### Unique Experience



Ocean Park is a place to get closer to animals. Guests could learn more about rare creatures in a guided tour with professional trainers. Also, the park could help to arrange one-of-a-kind special days for individual visitors, and to hold team-building programs for corporations.

### Animal Exhibits



Ocean Park is not only a platform to know more about sea life of different kinds, including 5,000 fish from over 400 species, but also a destination to observe terrestrial animals originating from all around the world, such as Australian Koala, Chinese Panda, Arctic Fox, and South Pole Penguin.

### Education Programs



Ocean Park also focuses on education and nature conservation by offering a wide range of educational programs to students of different levels, in the form of exhibit walk, special visit, outreach seminar, etc., aiming at nurturing students' attitudes towards, and skills and knowledge about animal and environmental conservation.

# The Pearl River Delta

## - Market Overview



Hair Raiser



Cable Car



Mine Train

### Key Takeaways

- ❖ Ocean Park Hong Kong successfully combines mechanical rides with animals, which creates a rich experience for visitors to spend a whole day there.
- ❖ Possessing stunning views of sea and mountains, Ocean Park Hong Kong makes it possible for people to feast their eyes on the splendid scenery while riding on roller coasters, in cable cars, or on the mine train.
- ❖ Year round seasonal events, including those of animal theme, entertainment theme, and traditional festivals, make it an always-new experience for guests' revisits.
- ❖ To maintain and even improve the attractiveness and competitiveness of the park, Ocean Park Corporation has been reinvesting in the park expansion, to bring fresh and much richer experience for more visitors.



Penguin Encounter



Meet the Dolphin



Summer Splash



Panda Month



Halloween



Chinese New Year

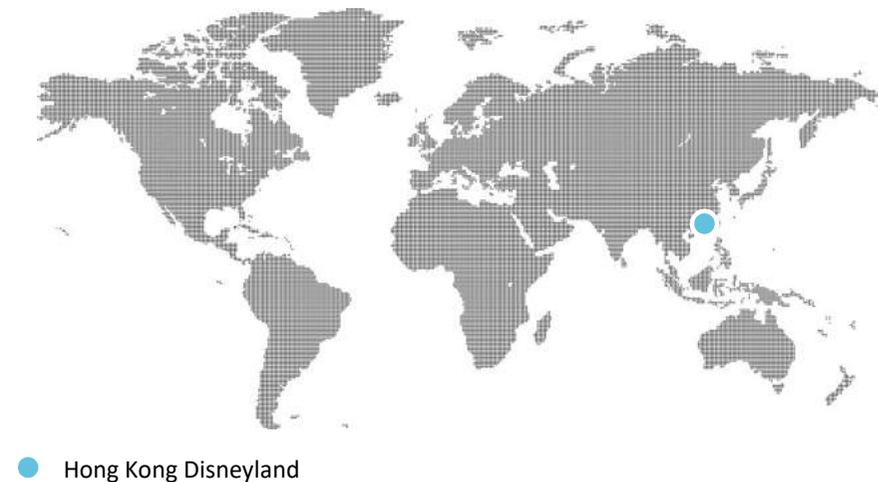
# The Pearl River Delta

## - Market Overview



Hong Kong Disneyland opened in September 2005 and is located at Lantau Island. The resort has its own MTR line and station and is a 10 minutes drive from the Airport.

- 2 themed hotels are Disneyland Hotel and Hollywood Hotel which have 400 rooms and 600 rooms, respectively. A third hotel with 750 rooms is expected to open early 2017.
- An ambitious 6-year expansion program was announced earlier this year adding attractions, rides and shows from the popular “Frozen” and Marvel Superhero franchises
- The recreational area is called Inspiration Lake where visitors can enjoy a tranquil escape to the banks of a glimmering body of water.



# 6. Hong Kong Disneyland – Key Figures

## International Theme Park Benchmarking

<b>Location</b>	Lantau Island, Hong Kong
<b>Year Opened</b>	2005
<b>Operating Hours</b>	08:30 – 22:00 (peak season) 09:30 – 19:00 (off-peak season)
<b>Land Area</b>	25 ha
<b>Attendance</b>	6,800,000 (2015)
<b>Adult / Child / Senior Admission</b>	HKD 539 / 385 / 100 RMB 449 / 320 / 83
<b>Annual Pass Adult / Child</b>	HKD 1888 / 1345 / 485 RMB 1573 / 1120 / 405
<b>Group Admission</b>	HKD 513 / 366 RMB 427 / 305
<b>Parking Fee</b>	HKD 180 RMB 150
<b>Major Facilities</b>	<ul style="list-style-type: none"><li>• 7 themed areas</li><li>• 21 rides and attractions</li><li>• 14 dining facilities</li><li>• 34 shops</li></ul>



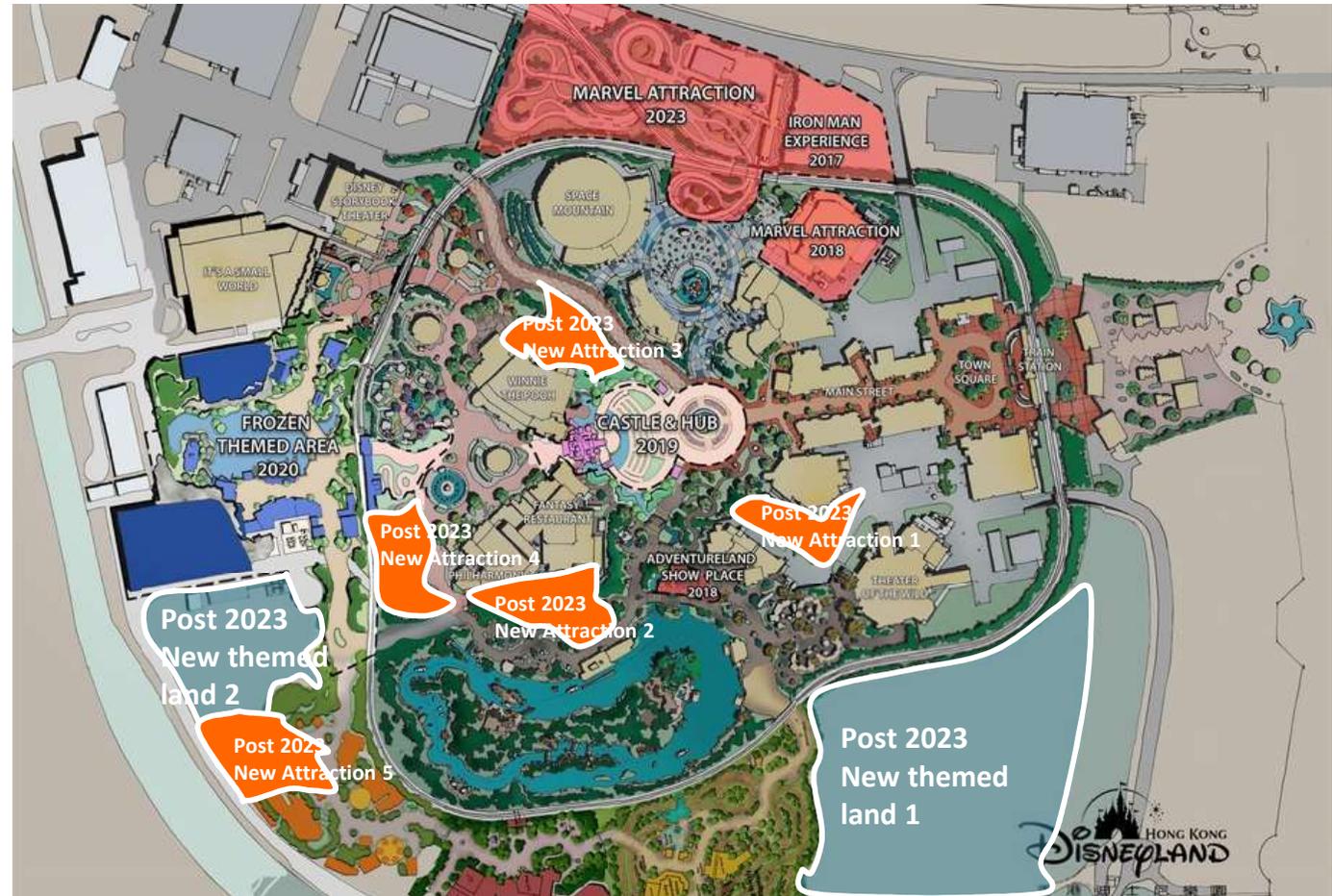
Source: Universal Studios Japan Official Website; AECOM Research,  
TEA / AECOM Theme Index  
HKD 1 = KRW 156

# The Pearl River Delta

## - Market Overview

Hong Kong Disneyland has announced a major expansion of the theme park. Some of the major new components and dates are as follows:

- **2018** – A Marvel themed super hero attraction and a Moana themed show place in Adventureland.
- **2019** – A completely revamped castle and hub which will include new shows and interactive attractions.
- **2020** – An entirely new themed area will draw inspiration from the Frozen, the highest-grossing animated movie of all time, and will see new brand new rides, shows, restaurants and shops.
- **2021** – Existing attractions update.
- **2023** – Another large scale marvel-themed attraction will complement the two other marvel attractions and complete the Marvel themed area.
- **Post 2023** – After the currently announced program, Hong Kong Disneyland still has space for additional lands, rides, attractions and shows in the future. Based on park inspection and industry information. AECOM expects the following expansion to be feasible within the current perimeters of the site: 2 additional themed lands, 5 additional new attractions and several updated show programs.



# The Pearl River Delta

## - Market Overview

Hong Kong Disneyland had always been envisioned as a resort and space has been accounted for the development of additional components. AECOM expects this development to materialize as follows:

### 2<sup>nd</sup> gate

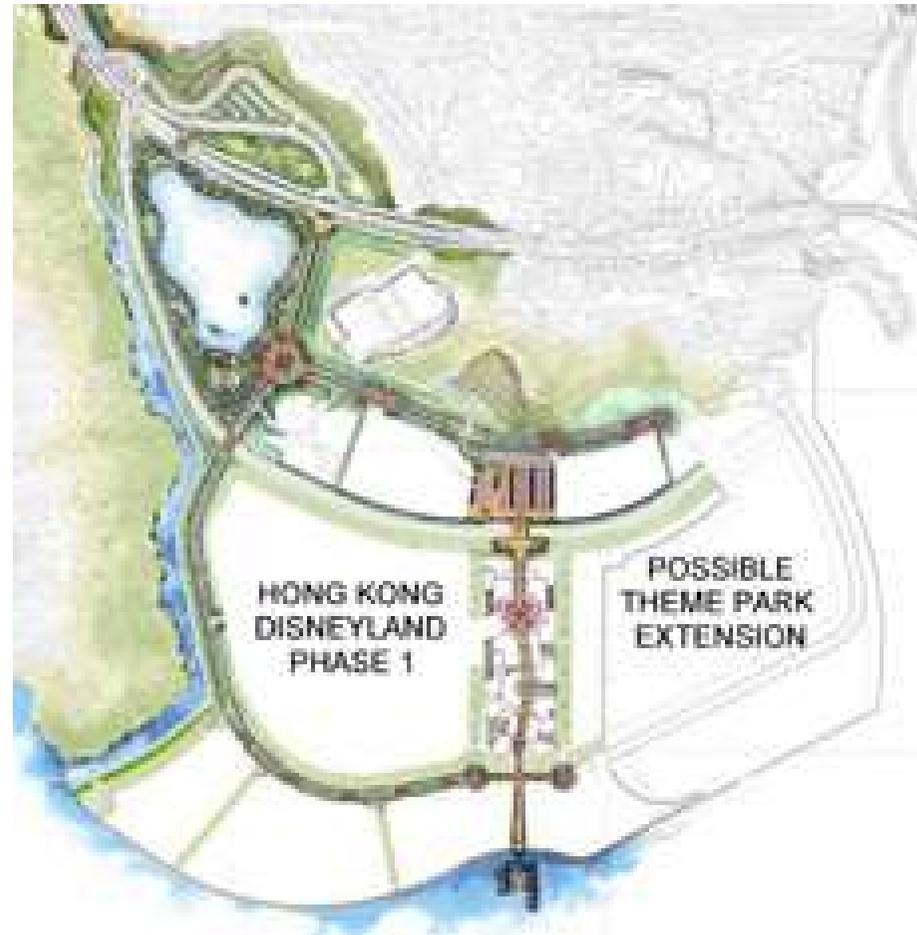
- Option to purchase 2<sup>nd</sup> theme park site ceases September 15, 2025
- A second theme park is possible by 2030 (25<sup>th</sup> anniversary)

### Resort Hotels

- Three to four additional resort hotel sites are available

### Retail Dining Entertainment (RDE)

- Retail, Dining and Entertainment corridor from MTR to Bay Area



# The Pearl River Delta

## - Market Overview

- With the aim to increase length of stay a new Theater will be constructed in Adventureland. This will house a show based on the successful Moana animation.
- Also for 2018 a re-imagination of Buzz Lightyear is planned. Based on artwork this is expected to tie-in with the release of the 2<sup>nd</sup> Ant Man movie: Ant Man and the Wasp in July that year.



# 2018

### New Entertainment & Attraction Retrofit

- Moana Show
- Adventureland
- Art Man
- Tomorrowland

# The Pearl River Delta

## - Market Overview

- For 2019 the central hub of the park will be expanded onto. The castle will be redeveloped with the aim to make it look larger more iconic and impressive. At the same time theatre style seating will be placed in front of the castle to allow more a show in front of the castle.
- It is also expected that the current evening show “Disney in the stars Fireworks” will be renewed into a version that is in line with the popular “Disney Dreams” shows currently in Paris, Shanghai, Tokyo and Orlando. These shows are heavenly based on projection mapping, smaller scale pyrotechnics and water and fire effects than the show currently shown at Hong Kong Disneyland.



# 2019

### New Entertainment

- New Castle Shows (Day and Nighttime)
- Fantasyland

# The Pearl River Delta

## - Market Overview

- 2020 sees the arrival of a new land at Hong Kong Disneyland themed to the 2013 blockbuster “Frozen”.
- The area is expected to feature two rides: - an indoor boat ride reminiscent of “Frozen Ever After” at Disney’s Epcot and a sled ride expected to use the ride system used for Aquatopia at Tokyo DisneySea.
- A large restaurant, character meet and greets and retail is also planned for this expansion.



# 2020

## New Land

### Frozen (Arendelle)

- 1.7 Hectares
- 2 Rides
- F&B, Retail, Character Meet and Greets

# The Pearl River Delta

## - Market Overview

- For 2021 another update of an existing attraction has been communicated. AECOM expects this could be either a retrofit of the Philharmagic attraction (Fantasyland), or the transformation of Orbitron and/or Space Mountain into a Marvel theme to pave the way for a full retrofit of Tomorrowland into a Marvelland upon arrival of the 2023 expansion.



# 2021

### Attraction Update

Update of an Existing attraction

- Mickey's Philharmagic
- Space Mountain and/or Orbitron to Marvel land

# The Pearl River Delta

## - Market Overview

- Sitting on the current site of the Autopia Attraction and rumored to be based on the popular 'Avengers' movie franchise a new ride will open in 2013. This is expected to complementing the other marvel themed attractions in the area such as Ant Man and Iron Man and feature a state-of-the-art ride system.



# 2023

### New Attraction

Marvel-themed land

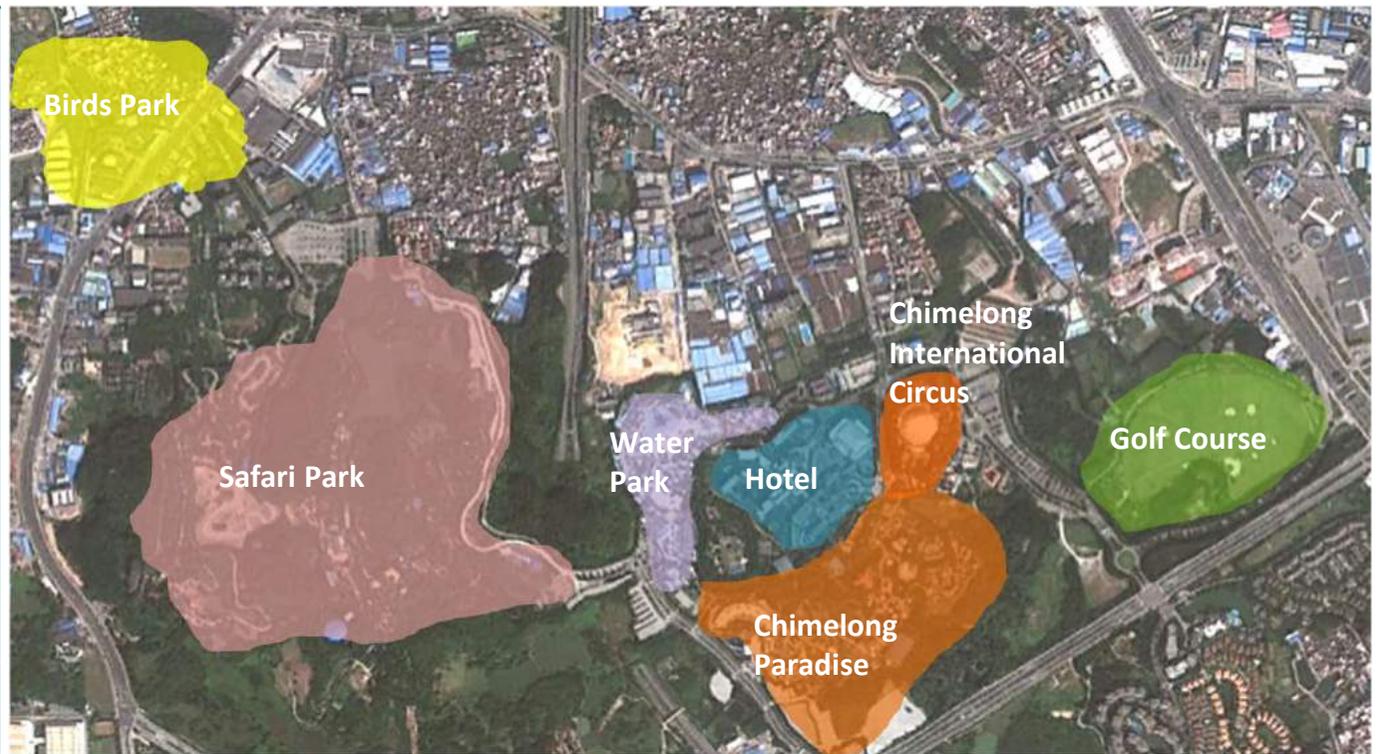
- 2.05 ha
- Replacing Autopia to be based on The Avengers

# The Pearl River Delta

## - Market Overview

Guangzhou Chimelong is the first and flagship development of Chimelong Group. With a mix of diversified entertainment attractions, Guangzhou Chimelong draws a large number of visitors including families, adults and business groups.

<b>Location</b>	Panyu, Guangzhou
<b>Year Opened</b>	2006
<b>Land Area</b>	533 ha (8,000 mu)
<b>Investment</b>	*RMB 2 billion (Chimelong Paradise)
<b>Transportation Accessibility</b>	<ul style="list-style-type: none"> <li>• Subway line 7 &amp; line 3 directs link to the downtown Guangzhou</li> <li>• West to National highway 105 and east to Huanan Expressway</li> </ul>
<b>Major Facilities</b>	4 major theme parks (Chimelong Paradise, Chimelong Safari Park, Chimelong Birds Park and Chimelong Water Oark); 1 hotel (Chimelong Hotel); 1 circus theater (Chimelong International Circus) and 1 Golf Course
<b>Positioning</b>	Mega integrated resort, targeting families, young adults from the region.



Source: Chimelong Guangzhou Tourist Resort official website; AECOM Economics

# The Pearl River Delta

## - Market Overview

Chimelong Tourist Resort	Chimelong Safari Park	Chimelong Paradise	Chimelong Water Park	International Circus	Chimelong Birds Park
<b>Theme</b>	Animals	Thrill	Water park	Circus show	Animals
<b>Target Markets</b>	Families	Teenagers, Young adults	Families, Teenagers, Young adults	Families, Adults, Groups	Families, Student Groups, Seniors
<b>Opening Year</b>	1997	2006	2007	2003	2016 (originally was GZ Crocodile Park)
<b>Opening Hours</b>	09:30-19:00 All year around	09:30-19:00 All year around	Day: 09:30-22:00 Night: 17:30-22:00 Every April to August	19:30 Every evening All year around	09:30-18:00 All year around
<b>Land Area</b>	1,333 ha	133 ha	20 ha	8,000 seats	133 ha
<b>Attendance</b>	3.9 million (2016)	6.0 million (2016)	2.4 million (2015)	2.3 million (2015)	2.1 million (2016)
<b>Admission (Adult/Child)</b>	Normal Day: RMB 250/175 Designated Day: RMB 300/210 Self-drive vehicles: RMB 250 - 300	RMB 250/175 Family package: RMB 620 (2 Adults+1 Child/Senior)	April - June Day: RMB 200 / 140 Night: RMB 140 / 98 July - August Day: RMB 280/195 Night: RMB 195/135	Normal Day: RMB 300 Designated Day: RMB 380	RMB 100/70
<b>Major Facilities</b>	<ul style="list-style-type: none"> <li>Over 20,000 rare animals</li> <li>14 themed zones with a variety of education programs</li> </ul> 	<ul style="list-style-type: none"> <li>The largest amusement park in China with 70 rides</li> </ul> 	<ul style="list-style-type: none"> <li>24 normal pools, 23 heated pools</li> <li>10 themed shows</li> </ul> 	<ul style="list-style-type: none"> <li>Signature show launched every year including Prologue, Sky Ballet</li> </ul> 	<ul style="list-style-type: none"> <li>Dozens of rare wetland birds</li> <li>2 themed zones with shows</li> </ul> 

Source: Chimelong Guangzhou Tourist Resort official website; AECOM Economics

# The Pearl River Delta

## - Market Overview

Shenzhen OCT East is the first mega tourist resort that integrates theme parks, grand hotels, MICE facilities, outdoor sports and real estate developments in China.

<b>Location</b>	Shenzhen, Guangdong
<b>Opening Year</b>	2007
<b>Opening Hours</b>	Weekdays: 09:30 – 17:30 Weekends: 09:00 – 17:30 All year around
<b>Land Area</b>	9 sq.km
<b>Investment</b>	RMB 3.5 billion
<b>Attendance</b>	4.0 million (2016)
<b>Admission (Adult/Child)</b>	RMB 180 – 200 / 90 - 100
<b>Major Facilities</b>	2 theme parks, 3 tourist leisure towns, 4 hotels, 2 36-hole golf courses, Great Huaxing Temple and Tianlu Real Estate



Source: Shenzhen OCT East official website; AECOM Economics

# The Pearl River Delta

## - Market Overview

Tourist Market Mix	
Target Market	Tea Valley: Families, Teenagers, Couples Grand Canyon: Families, Teenagers Great Huaxin Temple: Adults, Seniors, Tour groups
Source Market	Holidays: Hong Kong and rest of China Weekends: visitors from Guangdong province
Visitor Mix	20% 4-15 years old; 75% 15-54 years old; 5% 55 years old and above
Length of Stay	4- 6 hours
Average Spending	RMB 50-150 (excluding admission tickets)
Peak/Off-peak Seasons	Peak in ground 50,000 person-times in peak seasons; Daily 9,000 person-times in off-peak season
Product Mix	
<b>Grand Canyon:</b>	15 sightseeing attractions, 17 rides and 4 themed shows; 2 hotels
<b>Tea Valley:</b>	36 sightseeing attractions, 6 rides and 13 live/themed shows; 5 hotels
<b>Great Huaxin Temple:</b>	11 sightseeing attractions, 1 hotel
Advantages & Disadvantages	
<b>Advantages:</b>	Large scale integrated tourist resort with various types of attractions and sightseeing spots to meet different market segments' leisure demand.
<b>Disadvantages:</b>	Remote location: not convenient to access by public transportation. There is no nighttime entertainment activities, which limits to extend visitors' length of stays.



Source: Shenzhen OCT East official website; AECOM Economics

# The Pearl River Delta

## - Market Overview

Happy Valley Shenzhen is a well-known chain amusement park and one of featured attractions in Shenzhen.

Location	Shenzhen Nanshan District, Guangdong
Year Opened	1998
Land Area	35 ha
Investment	RMB 2 billion
Opening Hours	Daytime: 9:30 – 22:00 Nighttime: 18:00 – 22:00 All year around
Attendance	3.9 million (2016)
Adult/Child Admission	Daytime: RMB 230/120 Nighttime: RMB 100
Major Facilities	<ul style="list-style-type: none"><li>• 9 themed zones</li><li>• 76 rides and slides</li><li>• 12 shows and events</li><li>• 49 F&amp;B outlets and Retail shops</li></ul>



Source: Happy Valley Shenzhen official website; AECOM Economics

# The Pearl River Delta

## - Market Overview

Tourist Market Mix	
Target Market	Primary market includes teenagers, young adults, families; Secondary market includes matured adults and seniors.
Length of stay	4 – 6 hours
Average spending	RMB 50 – 100 (excluding admission tickets)
Peak/Off-peak seasons	Peak in ground 30,000 person-times in peak season Daily 7,000-9,000 person-times in off-peak season.
Advantages & Disadvantages	
<b>Advantages:</b>	
<ul style="list-style-type: none"><li>• Great location. The park is located in the center of downtown Shenzhen, conveniently accessed by public transportation.</li><li>• A good combination of attractions and rides to target different segments.</li></ul>	
<b>Disadvantages:</b>	
<ul style="list-style-type: none"><li>• The park has no specific themes.</li><li>• The park is dominated by domestic visitors, very few international visitors.</li><li>• Repeat visitation is low, partially due to old facilities.</li><li>• Lack of high-quality themed restaurants and shops.</li></ul>	



Source: Happy Valley Shenzhen official website; AECOM Economics

# The Pearl River Delta

## - Market Overview

	Shenzhen Window of the World	Shenzhen Splendid China
Theme	Culture	Culture
Target Markets	Families, tour groups, student groups, matured adults, seniors	Families, tour groups, student groups, matured adults, seniors
Opening Year	1994	1989
Opening Hours	09:30-22:30 All year around	Weekday: 10:00 – 21:00; Weekend: 09:00 – 21:00 All year around
Investment	RMB 500 million	RMB 100 billion
Land Area	48 ha	55 ha
Attendance	3.9 million (2016)	2.9 million (2016)
Admission (Adult/Child)	Daytime: RMB 200/100 Nighttime: RMB 80/40	RMB 180/90
Positioning	<ul style="list-style-type: none"> <li>National 5A tourist attraction</li> <li>Promoting the world culture</li> </ul>	<ul style="list-style-type: none"> <li>National 4A tourist attraction</li> <li>The 1<sup>st</sup> Chinese culture theme park</li> </ul>
Major Facilities	<ul style="list-style-type: none"> <li>8 themed zones based on the world geography and culture, including the Asia zone, the Oceania zone, the Europe zone, the Africa zone and the America zone;</li> <li>12 up-charge attractions, average price is RMB 20 per item.</li> </ul>	<ul style="list-style-type: none"> <li>82 culture-themed attractions and shows, aiming to promoting Chinese culture and history;</li> <li>9 up-charge attractions; average price is RMB 15 per item.</li> </ul>
Advantages	<ul style="list-style-type: none"> <li>Great location. The park is located in the center of downtown Shenzhen, conveniently accessed by public transportation.</li> <li>High brand awareness. As the first brand of themed attractions in China, the park gained higher brand awareness.</li> </ul>	<ul style="list-style-type: none"> <li>Great location. Located in the downtown Shenzhen, next to Window of the World and Happy Valley Shenzhen.</li> <li>Leverage on traditional Chinese architecture and culture shows to increase visitors experience, especially for international visitors.</li> </ul>
Disadvantages	<ul style="list-style-type: none"> <li>Old facilities and lack of new attractions</li> <li>Lack of food &amp; beverage outlets; over half of them are already closed.</li> <li>Lower repeat visitation and less local visitors.</li> </ul>	<ul style="list-style-type: none"> <li>Lack of high-quality food &amp; beverage outlets and retail shops.</li> <li>Lack of interactive attractions.</li> </ul>



Source: Shenzhen Window of the World official website ; AECOM Economics

# The Pearl River Delta

## - Market Overview

### Introduction:

An integrated tourism and entertainment project under that puts together state-of-the-art technology and some of the most innovative concepts.

**Location:** at the heart of Hengqin, 10 minutes to the Macao immigration clearance

**Site area:** 67 Ha; 13 Ha (Phase 1)

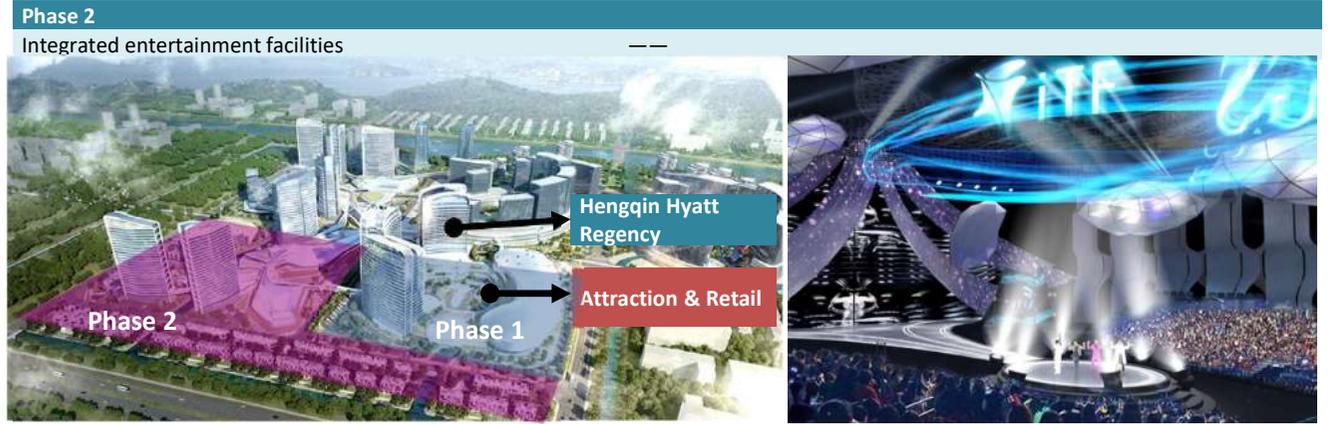
**Developer:** Lai Sun Group, Village Road Show was assigned as the operator for Phase 1 entertainment attraction

**Opening year expected:** Year end 2018 (Phase 1)

**Attendance estimated:** 5 million (1 Yr/Phase 1)



	Floor Area (m <sup>2</sup> )	Description
<b>Phase 1</b>		
Lionsgate Entertainment World™	22,000	Indoor interactive & immersive attractions, utilizing contents from the films produced by the Lionsgate Entertainment World™
National Geographic Ultimate Explorer	4,500	Indoor edutainment center that combines the museums, gaming and role-playing with the use of state-of-the-art technology.
Others:		
<ul style="list-style-type: none"> <li>Healthcare and Beauty Cultural Center,</li> <li>Multi-purpose performance hall</li> <li>Wedding ceremony venue</li> <li>Hyatt Regency Hotel</li> <li>Concept retail and dining</li> </ul>	---	Unique dining and retail experiences themed around the above entertainment facilities.



Source: Hengqin Novotown official website; AECOM Economics

# The Pearl River Delta

## - Market Overview

### Qingyuan Chimelong

- ❑ **Introduction:** A mega tourist resort integrates theme parks (with animal theme), waterpark, safari park and hotels, which will be introduced by 3 phases.
- ❑ **Location:** Qingyuan, Guangdong
- ❑ **Transportation accessibility:** Yinzhan Station of Guangzhou-Qingyuan Light Rail line is next to the resort
- ❑ **Site area:** 5,900 ha
- ❑ **Investment:** RMB 30 billion
- ❑ **Opening year expected:** Year end 2019 (Phase 1)
- ❑ **Attendance estimated:** 10 million

#### Major Attractions



#### Auxiliary Facilities



Phase 1	Phase 2 & 3
<ul style="list-style-type: none"> <li>• Safari Park</li> <li>• Theme Park</li> <li>• Water Park</li> <li>• Themed hotels</li> <li>• Themed RDE</li> </ul>	<ul style="list-style-type: none"> <li>• Botanical Garden</li> <li>• Adventure Park</li> <li>• Entomological Museum/Huanan Tiger protection base</li> <li>• Themed hotels</li> </ul>

Source: Chimelong resort official website; AECOM Economics

# The Pearl River Delta

## - Market Overview

### Foshan Nickelodeon Cultural Resort

- ❑ **Introduction:** the major attraction of the Foshan Ecological Coastal Project. The park is under construction since January 2017.
- ❑ **Location:** Foshan Sanshui New Town
- ❑ **Site area:** 100 ha (total site area of Ecological Coastal Project: 300ha)
- ❑ **Investment:** RMB 11.9 billion
- ❑ **Developer:** American media corporation Viacom in partnership with Sanshui New Town Management Committee and Hong Kong Elite Global Group
- ❑ **Opening year expected:** 2020
- ❑ **Attendance estimated:** 6.7 million



### Guangzhou Wanda Tourism City

- ❑ **Introduction:** First tourism city project of Wanda Group in the first-tier city. This large-scale tourism entertainment project incorporates Wanda Mall, Indoor waterpark, Indoor skiing park, Wanda Theme Park, 3 upscale hotels and theater.
- ❑ **Location:** Huadu, Guangzhou
- ❑ **Site area:** 158ha (Wanda Theme Park: 60ha)
- ❑ **Investment:** RMB 50 billion (Wanda Theme Park: RMB 3 billion)
- ❑ **Opening year expected:** Wanda Theme Park - 2019
- ❑ **Attendance estimated:** 20 million



Source: Wanda Group official website; Sanshui Website



# Asia Pacific

# Asia Pacific

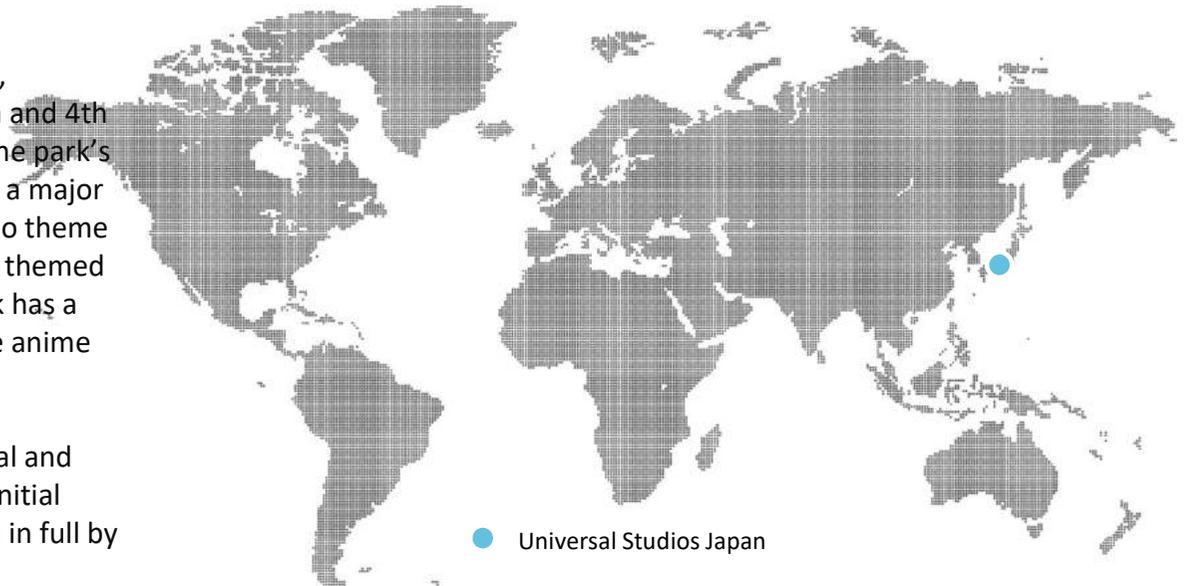
## - Market Overview



### General Information

One of four Universal Studios theme park located around the world, Universal Studios Japan in Osaka is the 2nd most visited park in Asia and 4th in the world as of 2015. Like other Universal Studios theme parks, the park's entrance is linked to the main train station with Universal CityWalk, a major RDE center. Besides featuring many rides atypical of Universal Studio theme parks, the Japan park also adds several layers of local IPs. Rides and themed lands based on popular Japanese characters are ample and the park has a dedicated area for revolving exhibits inspired by the latest Japanese anime and game trends .

The park was first conceived as a joint-venture between several local and foreign companies. The past changed hands several times since its initial inception in 2001. As of 2017, Universal Studios Japan was acquired in full by Comcast through the NBCUniversal subsidiary.

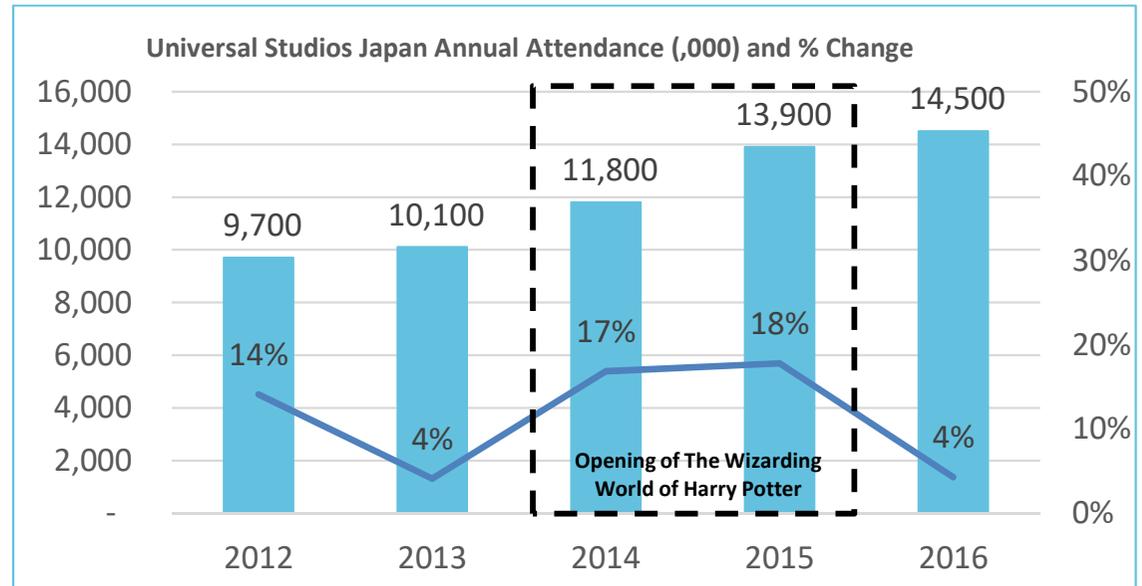


# Asia Pacific

## - Market Overview

<b>Location</b>	Osaka, Japan
<b>Ownership</b>	NBCUniversal (Comcast)
<b>Park Description</b>	Movie studio theme park with a large RDE and five partner hotels
<b>Year Opened</b>	2001
<b>Park Positioning</b>	First Universal Studios theme park in Asia
<b>Key IPs and Rides</b>	The Wizarding World of Harry Potter, Amazing Adventures of Spiderman, Despicable Me Minion Mayhem, Jaws, Jurassic Park, Terminator, Yo-kai Taiso (Popular local IP), Snoopy, Hello Kitty & Sesame Street
<b>Target Market</b>	Children, young adults, adults, families, movie enthusiasts, thrill seekers
<b>Operating Hours</b>	08:30 – 22:00 (peak season) 09:30 – 19:00 (off-peak season)
<b>Land Area</b>	54 ha
<b>Attendance, 2016</b>	14,500,000 (+4.3% from 2015)
<b>1 Day Adult / Child Admission</b>	JPY 7,400 / 4,980 (RMB 460 / 310)
<b>Regular Annual Pass Adult / Child</b>	JPY 34,800 / 20,800 (RMB 2,160 / 1,290)

Exchange Rate: 100 JPY = 6.2 RMB



# Asia Pacific

## - Market Overview



# Asia Pacific

## - Market Overview



The Wizarding World of Harry Potter



Hello Kitty Fashion Avenue



The Amazing Adventures of Spiderman 3D

### Key Takeaways

- ❖ Universal Studios Japan is one of the most successful theme parks, not just in Asia, but the world as well. The park consistently attracts visitors in the eight-digits. The park has also seen phenomenal growth in visitation due to the recent addition of new lands such as the Wizarding World of Harry Potter and Minion Park.
- ❖ Universal Studios Japan is very popular with local guests and there is a high level of local IP integration into park content. Local non-Universal IP brands such as Hello Kitty and Yo-Kai Taiso feature heavily in the park. There are also many temporary attractions in the “Universal Cool Japan” area based on popular Japanese anime and games. The latest addition to the park will be Super Nintendo World based on Nintendo’s globally famous Super Mario series. The new world will open in 2020.



Snoopy Studios



Super Nintendo World (Upcoming 2020)



Minion Park



Yo-Kai Taiso: The Real

# Asia Pacific

## - Market Overview



### General Information

The second Asian Universal Studios and the fourth worldwide, Universal Studios Singapore features 24 movie-themed rides and attractions across 7 themed areas (Hollywood, New York, Sci-fi City, Ancient Egypt, Lost World, Far Far Away and Madagascar). While Universal Studios Singapore is one of the smallest movie theme parks, many of the attractions at the park are unique to Singapore.

Universal Studios Singapore is part of the Resorts World Sentosa integrated resort which also features one of the city's two casinos, a dedicated RDE complex, a large aquarium, a water park, ample amounts of meeting space and numerous resort hotels. The resort itself is situated on Sentosa island, a popular leisure and entertainment destination for local residents and visitors alike.



# Asia Pacific

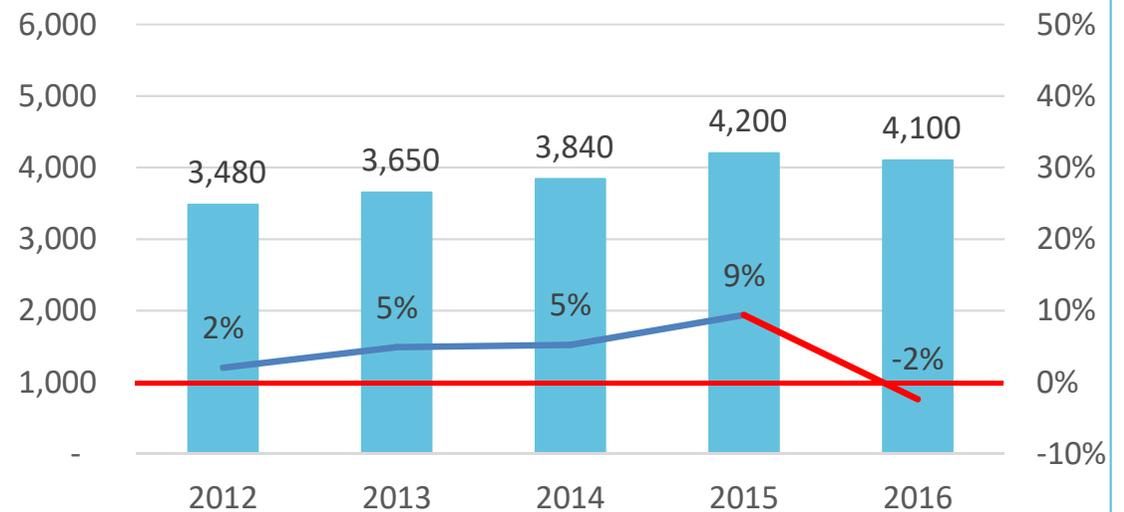
## - Market Overview

<b>Location</b>	Sentosa Island, Singapore
<b>Ownership</b>	Genting Group (Under license)
<b>Park Description</b>	Movie studio theme park in a large integrate casino-resort complex
<b>Year Opened</b>	2010
<b>Park Positioning</b>	First Universal Studios theme park in Southeast-Asia
<b>Key IPs and Rides</b>	Jurassic Park, Madagascar, Shrek, Puss in Boots', Revenge of the Mummy, Battlestar Galactica, Transformers and Sesame Street
<b>Target Market</b>	Children, young adults, adults, families, MICE Attendees, Casino patrons
<b>Operating Hours</b>	10:00 – 19:00 (to 22:00 on special events days)
<b>Land Area</b>	20 ha
<b>Attendance, 2016</b>	4,100,000 (-2.4% from 2015)
<b>1 Day Adult / Child Admission</b>	SGD 74 / 56 (RMB 365 / 275)
<b>Regular Annual Pass Adult / Child</b>	SGD 188 / 158 (RMB 930 / 780)

Exchange Rate: 1 SGD = 4.95 RMB



Universal Studios Singapore Annual Attendance (,000) and % Change



# Asia Pacific

## - Market Overview



Major Facilities	Count
Distinct Themed Areas	7
Major Rides, Shows and Attractions	21
In-park Restaurants / Dining	16
Retail Shops	15

# Asia Pacific

## - Market Overview



Jurassic Park Rapids Adventure



Sesame Street Spaghetti Space Chase



TRANSFORMERS The Ride 3D

### Key Takeaways

- ❖ Universal Studios Singapore is the smallest Universal Studios park in the world. The park's function is slightly different to other major movie theme parks around the world as Universal Studios Singapore is more of a supporting attraction to the larger integrated casino resort rather than an independent theme park destination.
- ❖ Despite its size, the park manages to attract a fair number of visitors with a range of unique rides unique to the Singapore site. Unlike other parks, attendance growth rates at Universal Studios Singapore is not growing at a rapid rate. This is due to the physical limitation of the site which has prevented any large scale expansions, such as a The Wizarding World of Harry Potter, which has helped to boost attendance in other Universal Studios theme parks across the world.



Puss in Boots' Giant Journey



Battlestar Galactica: HUMAN vs. CYLON



Shrek 4D Adventure



Revenge of the Mummy

# Asia Pacific

## - Market Overview



### General Information

Located on the Gold Coast in Queensland, Australia – Warner Bros. Movie World has been operating successfully since 1991. It is the only movie-related theme park currently operating in Australia and features familiar rides and attractions associated with popular cartoon and comic book characters such as Batman, Superman, Justice League, Scooby-Doo and the Looney Tune.

The park features a variety of rides attractions and show around a movie studio lot theme. Among the attractions are 6 rollercoasters, and wild-west themed flume ride. Some attractions are IP branded while others use the mythical studio theme itself or a hint of a familiar storyline or set.



# Asia Pacific

## - Market Overview

<b>Location</b>	Gold Coast, Queensland, Australia
<b>Ownership</b>	Village Roadshow Theme Parks (Under License from Time Warner)
<b>Park Description</b>	Movie studio theme park part of the Gold Coast theme park cluster
<b>Year Opened</b>	1991
<b>Park Positioning</b>	First and only movie-studio theme park in Australia
<b>Key IPs and Rides</b>	DC Comics including Batman, Superman, Green Lantern, Arkham Asylum, Justice League and Doomsday, Scooby-Doo, Looney Tunes
<b>Target Market</b>	Children, young adults, adults, families, thrill seekers, comic book fans
<b>Operating Hours</b>	09:30 – 17:00
<b>Land Area</b>	24 ha
<b>Attendance, 2016</b>	1,700,000 (estimate)
<b>1 Day Adult / Child Admission</b>	AUD 80 / 70 (RMB 410 / 360)
<b>Regular Annual Pass Adult / Child</b>	AUD 100 (RMB 515)

Exchange Rate: 1 AUD = 5.15 RMB



# Asia Pacific

## - Market Overview



# Asia Pacific

## - Market Overview



Arkham Asylum Shock Therapy Roller Coaster



Green Lantern Coaster



Looney Tunes Road Runner Roller Coaster

### Key Takeaways

- ❖ The park was the first movie theme park in Australia and forms part of the Gold Coast theme park destination cluster which also includes DreamWorld, SeaWorld, Wet 'm' Wild, Australian Outback Spectacular and Whitewater World.
- ❖ Warner Bros. Movie World was originally opened in 1991 when a licensing agreement was secured with Warner Bros. This continues to allow the park to use select DC Comic and Warner Bros. IPs even if the brands are now controlled by Time Warner.
- ❖ While also a movie theme park, Warner Bros. Movie World is on a different scale from parks like Universal Studios, focusing on branding individual rides (usually roller coasters), rather than making them the theme and focal point of an entire immersive zone or land.



Wild West Falls Adventure Ride



Scooby-Doo Spooky Coaster



Batwing Spaceshot



Superman Escape Coaster

# Asia Pacific

## - Market Overview



### General Information

Located in Gyeonggi-do, South Korea, Everland theme park is one of key components of Everland Resort, together with a world-class water park, a nature-themed lodging facility, a motor racing track, a public golf course, and museums.

Since 1976, the contents of the Everland has been enriched and diversified. Nowadays, the park has become an integrated one capturing world's diverse culture, combining both natural and man-made adventure, and catering for visitors of all ages.

Zootopia is the nature-themed zone in Everland, creating a mysterious world of various animal species. The interactive shows and activities also contribute to a harmonious bond between humans and wildlife.



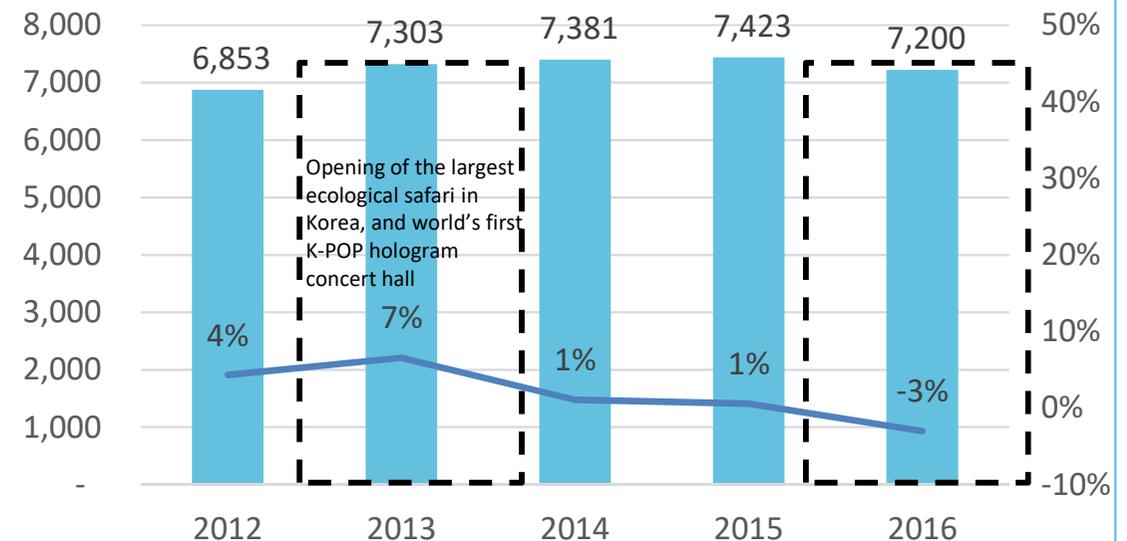
# Asia Pacific

## - Market Overview

<b>Location</b>	Yongin-si, Gyeonggi-do , South Korea
<b>Ownership</b>	Samsung Everland
<b>Park Description</b>	Comprehensive theme park capturing global culture and natural world, and offering thrilling and exciting entertainment experience
<b>Year Opened</b>	1976
<b>Park Positioning</b>	South Korea's largest theme park with the largest ecological safari
<b>Key IPs and Rides</b>	There is no use or presence of any IPs, although different theme zones are inspired and themed after cultural genres, including Aesop's fables, American features and European atmosphere
<b>Target Market</b>	Children, teenagers, adults, families
<b>Operating Hours</b>	09:30 – 22:00 (Friday & Weekends) 10:00 - 22:00 (Weekdays)
<b>Land Area</b>	55 ha
<b>Attendance, 2016</b>	7,200,000 (-3% from 2015)
<b>1 Day Adult / Child Admission</b>	WON 54,000 / 43,000 (RMB 324 / 258)
<b>Night Ticket 17:00~</b>	WON 45,000 / 36,000 (RMB 270 / 216)
<b>2 Day Adult / Child Admission</b>	WON 84,000 / 67,000 (RMB 504/ 402)



Everland South Korea Annual Attendance and % Change (,000)



Exchange Rate: 1 WON = 0.006 RMB

# Asia Pacific

## - Market Overview



Major Facilities	Count
Distinct Themed Areas	5
Major Rides and Shows**	62
Number of Animals	2,000
Number of Species	201
In-park Restaurants / Dining	29
Retail Shops	25

\*\* Only the number of mechanical facilities and stage shows have been counted here, because different parks design animal habitats by their own ways, which makes it confusing to compare the number of animal habitats of different parks. The facility count in all of the benchmarked parks have been conducted similarly.

# Asia Pacific

## - Market Overview

### Animal Exhibits



Zootopia Location in the park



Sea Lions



Monkey Valley



Animal Wonder World

Zootopia is the nature-themed zone in Everland, located in the west part of the park. It's the home to various animals, including different species of apes, creatures from polar regions, the kings of jungles, adorable bears, and the newly arrived pandas from China.

### Animal-themed Activities



Lost Valley



Sea Lion Stadium



Treasure Island Show



Animal Riding

Besides the animal exhibits, there are also interactive activities for visitors to enjoy the thrilling and exciting communication with animal friends. Among that, Lost Valley is where visitors can board a part-boat, part-bus vehicle to explore 150 animals roaming freely in canals, fertile watering holes, open fields and rocky canyons.

# Asia Pacific

## - Market Overview



### Key Takeaways

- ❖ Everland has consistently increased attendance with a broad market appeal evolving from a medium scale ride park only to moving into animal and media attractions.
- ❖ Over time the park has expended its appeal with an onsite waterpark as well as some low-key accommodation
- ❖ Everland has a strong focus on landscaping making the most of its site characteristics.
- ❖ Everland has a large baseline of season pass holders from the local market
- ❖ While the park is well maintained some areas are showing its age; partially because the attention to detail in the design and construction and phases was not up to scratch.



# Asia Pacific

## - Market Overview



**ASIA PARK**  
Da Nang, Vietnam

### General Information

Located in the Vietnam's third largest city: Danang Asia Park is claiming to be Vietnam's first world class theme park. The development by Sun Group is one of several in the country including the nearby resort in Bana Hills and Halong Bay. All feature extensive landscaping and are part of the groups hospitality and group which also includes several key hotels and resorts.

The park, which opened in June 2015, has been operating mostly during the evenings to allow for more pleasant evening visits to guests.

The park is the second phase of a three-phase development which also includes a majestic ferris wheel and indoor family entertainment center as well as a future cultural park. A waterpark is planned for a site nearby.

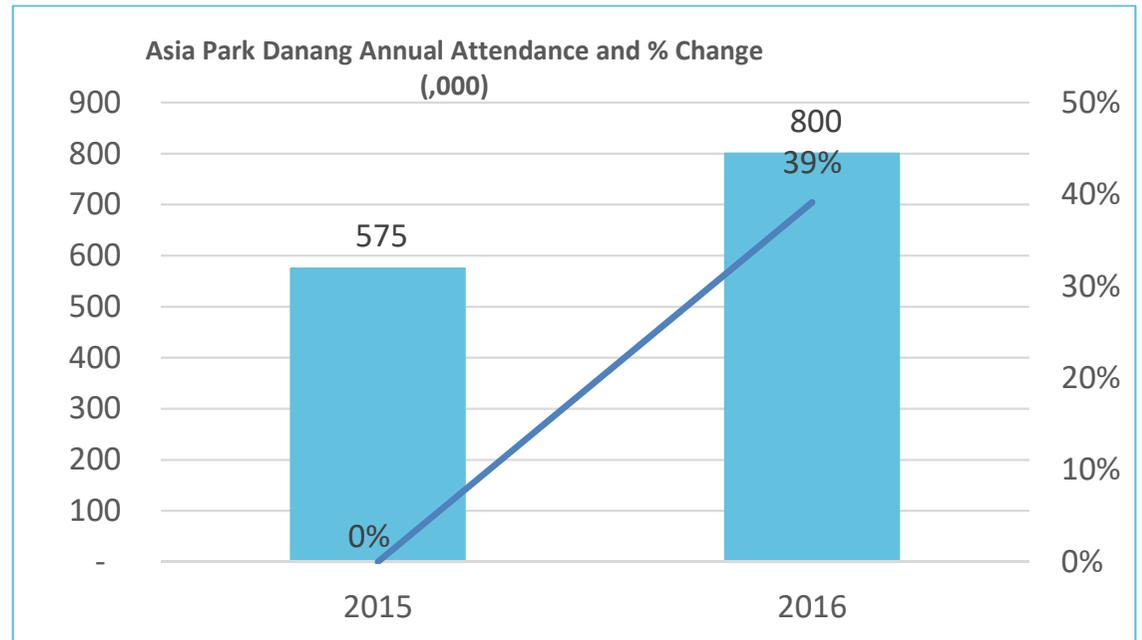


● Asia Park Danang

# Asia Pacific

## - Market Overview

<b>Location</b>	Da Nang, Vietnam
<b>Ownership</b>	Sungroup
<b>Park Description</b>	Medium scale park with family target ride inventory. Overall good level of theming and decorations.
<b>Year Opened</b>	2015
<b>Park Positioning</b>	Vietnam's first world-scale theme park
<b>Key IPs and Rides</b>	There is no use or presence of any IPs, although different theme zones are inspired and themed after cultural genres, including Asian fables, country features and majestic atmosphere
<b>Target Market</b>	Children, teenagers, adults, families
<b>Operating Hours</b>	12:00 – 22:00 (Friday & Weekends) 18:00 - 23:00 (Weekdays)
<b>Land Area</b>	16 ha
<b>Attendance, 2016</b>	800,000 (+40% from 2015)
<b>1 Day Adult / Child Admission</b>	VND 300,000 / VND 250,000 RMB 85 / 70



Exchange Rate: 1 WON = 0.006 RMB

# Asia Pacific

## - Market Overview



Port of Sky Treasure



Kabuki Trucks



Dino Island

### Key Takeaways

- ❖ Asia Park has had a successful opening season and has captured their local and growing tourism markets.
- ❖ The park has profited from acquiring a good quality ride package from an American theme park that went into bankruptcy and has been able to re-theme most the rides and attractions to give the park a sense of place.
- ❖ With internationally acclaimed landscape architect Bill Bensley as one of their designers, Asia Park has a strong focus on landscaping making the most of its site characteristics.
- ❖ Asia Park has a large baseline of visitors from the local market, while its tourist market levels are not optimal yet.
- ❖ The park operates year round, and does so mostly on evenings to take use of more atmosphere and more pleasant temperatures.



Ninja Flyer



Buddha Statue



Inverted Coaster



Sun Wheel

# Asia Pacific

## - Market Overview



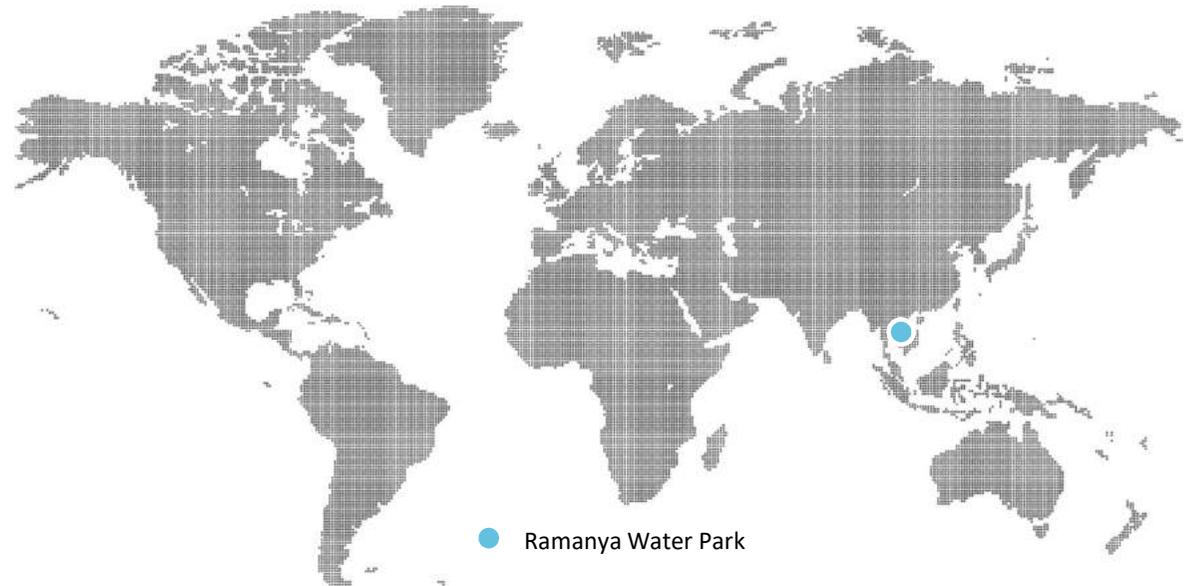
**RAMANYANA**  
Pattaya, Thailand

### General Information

Located about 20 kilometers from the infamous Thai resort town of Pattaya, Ramanya is one of two new waterparks in the area – the other being Cartoon Network Amazone.

The park which opened in May 2016 has successfully reached the #1 spot in the tripadvisor rankings for all theme and waterparks.

Sadly due to the death of the King shortly after the park opening tourism and attendance has been behind projections. Figures are looking well for this year though and the park is overall in good shape.



● Ramanya Water Park

# Asia Pacific

## - Market Overview

<b>Location</b>	Pattay, Thailand
<b>Ownership</b>	Stanislav Badeklah
<b>Park Description</b>	Large scale water park with high quality water slides and a variety of upcharge options.
<b>Year Opened</b>	2016
<b>Park Positioning</b>	Thailand's Best Waterpark
<b>Key IPs and Rides</b>	Unlike nearby parks, Ramanyana does not feature any IPs, although the park itself is themed well and all different theme zones are inspired and themed after with generic waterpark look and feel
<b>Target Market</b>	Children, teenagers, adults, families
<b>Operating Hours</b>	11:00 – 22:00 (Friday & Weekends) 10:00 - 17:00 (Weekdays)
<b>Land Area</b>	12 ha
<b>Attendance, 2016</b>	260,000
<b>1 Day Adult / Child Admission</b>	THB 1,190 / 890 (RMB 232 / 175)

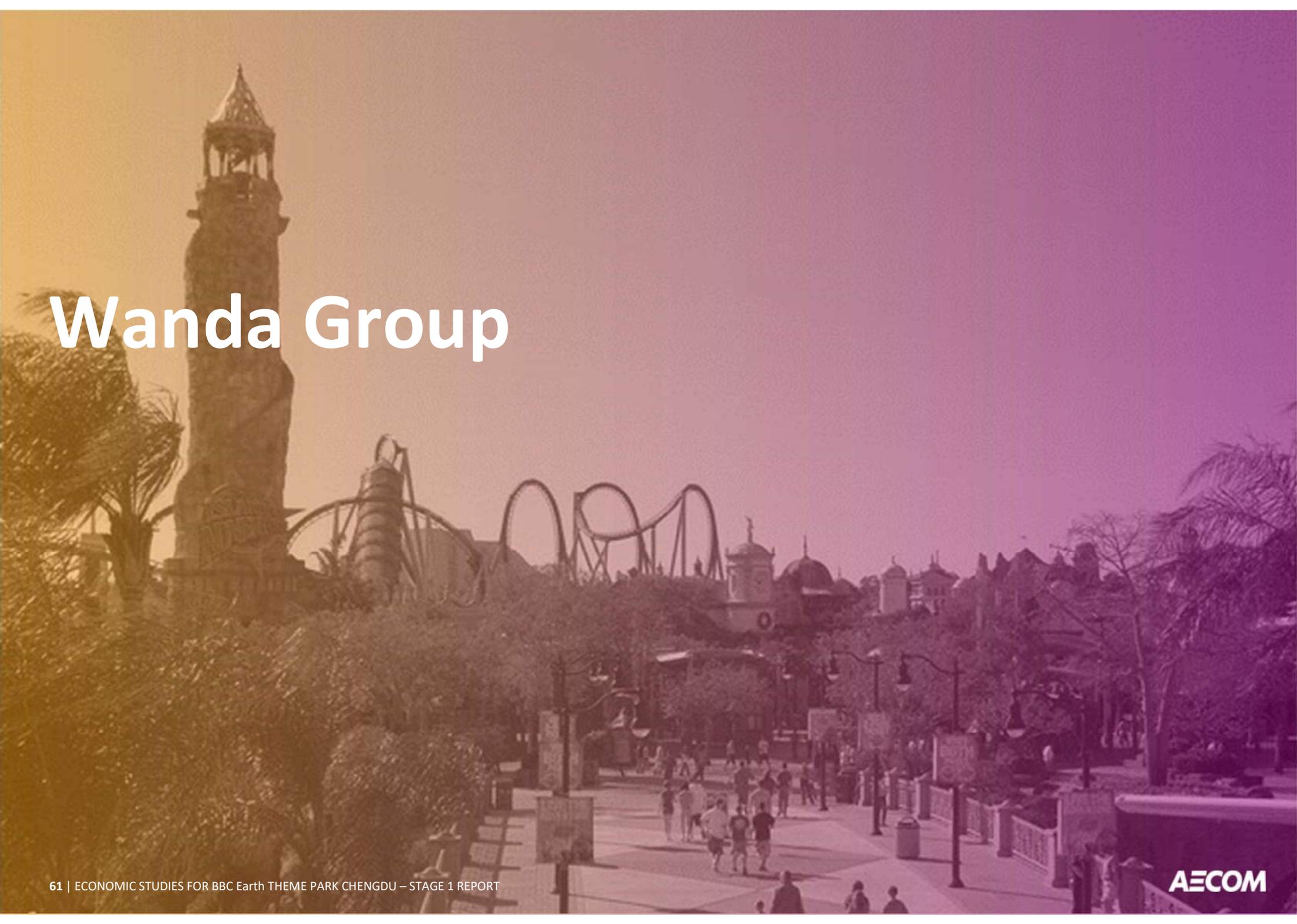


# Asia Pacific

## - Market Overview



# Wanda Group

An aerial photograph of a theme park, likely BBC Earth Theme Park in Chengdu. The image features a prominent tall, dark tower with a pointed top on the left side. In the center, a roller coaster with several loops and drops is visible. The foreground shows a paved walkway with people walking, surrounded by trees and streetlights. The sky is a clear, light blue.

# Asia Pacific

## - Market Overview



### General Information

Wanda's Tourism and Cultural cities have been the talk of the town ever since they were announced. At present two locations have been built, another 11 have been announced.

Wanda's culture and tourism portfolio was sold to Sunac for an amount close to US\$ 9.3B (60B RMB). Despite the impending change in ownership, Wanda said in its statement it will still manage and operate the theme parks that will also remain under the Wanda brand.

It is AECOM's understanding that the parks currently in operation have attendance numbers around 2 million per year. The cultural and tourism cities include hotel and RDE developments as well.



# Merlin Entertainments

A family of four (a man, a woman, and two children) is walking through a large, ornate archway at an amusement park. The archway is decorated with a large dragon sculpture and a clock tower. The scene is overlaid with a purple and yellow gradient.

# Asia Pacific

## - Market Overview



### General Information

Merlin Entertainments is the world's second largest attraction operator, with 127 attractions in 24 countries. The majority of its attractions are in their "midway" group while Merlin operates 14 theme parks, including 8 Legolands.

Merlin suffered exponentially from a tragic accident in of their parks last year and while growth is relatively slow on a year-to-year basis it boosts overall solid incomes.

The first sealife was opened earlier this year in Chongqing and Shanghai will be the debut city for the companies popular Dungeon Brand. Many Chinese developers have claimed a Legoland will be part of their project, yet none have been announced officially by Merlin.



An aerial photograph of the Six Flags Great Escape & Escape Island roller coaster at night. The coaster's tracks are illuminated, and its reflection is visible in the water in the foreground. The scene is set against a dark sky with some clouds. The text "Six Fags" is overlaid on the left side of the image.

# Six Fags

# Asia Pacific

## - Market Overview



### General Information

Multiple Six Flags parks have been announced in association with developer Riverside. The first Six Flags is due to open in Chongqing in 2020.

The new Six Flags Chongqing will be located in the Bishan District on Chongqing. The site will be near the new extension of the existing metro Line 1. The Six Flags parks will bear many of the parent brands signature record-breaking roller coasters. The expected investment cost of RMB 30 billion is amongst the highest for any theme parks in China and rivals that of even Disneyland Shanghai. Six Flags is also emphasizing the importance of international IP, having already secured Garfield as the flagship IP for the children's area.



# The new source markets and market segments

A photograph of a group of people walking in an amusement park. In the background, a wooden roller coaster with a large loop is visible. The scene is set outdoors with palm trees and other vegetation. The image has a green and orange color overlay.

# Source Markets and Target Markets

## The Affluent Traveler

### Affluent Travelers

- The affluent market is made up of high net worth individuals and middle to upper class groups, likely to come from developed countries with well established tourism markets, such as North America, UK, Europe and the Middle East. In the future the affluent market will also include international travelers from the rapidly growing middle and upper classes in emerging economics such as China and India.
- Globally, forecasts are predicting the middle & upper class population to almost double by 2020, with an estimated 3.08 billion people falling in this category.
- These travelers take about 7 to 8.5 trips per year and intend to take more vacations, spend \$11,000 per year, and brand association is key when booking a stay in a \$400/night average accommodation.

### Key Characteristics

- **Big Spenders** – They are willing to pay for high quality services including luxury accommodation, dining, shopping and entertainment.
- **International Trips** – The most popular type of leisure trip clients are booking international trips of eight days or longer were by far the most common pick.
- **Consult with Travel Advisors** – Affluent travelers might have limited time to do own research about a destination so they prefer to consult with a professional travel advisor for a tailor-made trip arrangement.
- **Mix Business with Pleasure** – According to The Martini Report Vol. 4, 53% of hyper affluent often combine personal travel with business travel.
- **Fueled by curiosity** – Seek experiences that make great stories, authentic and local flavor; 76 percent of travelers are curious about other countries and cultures, always on the lookout for hidden gems. Meanwhile, 54 percent are in search of unique and different experiences.



# Source Markets and Target Markets

## The Silver Haired Traveler

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### Silver-haired Travelers

- Silver-haired travelers are likely to have retired or soon to be retiring, with large disposable incomes and plenty of leisure time for international travel.
- World population of 65 years and over will rise from 600 million in 2015 to over 1 billion by 2030. Noticeable increase in this age group are seen in Hong Kong, South Korea, Russia, Singapore, Japan, European Union and North America.

### Key Characteristics

- **High Spending** – Silver-haired travelers spend more on average than compared younger travelers.
- **Unique & Pampering Experience** – They prefer to experience a destination with a series of unique and relaxing activities such as guided walking tours, joining wellness activities/tours. The Macao Traditional Chinese Medicine Technology Industrial Park can be one of the wellness attractions to the silver hair travelers, especially for those from western countries to experience more of Chinese traditional medicine.
- **High-Standard Accommodation** – Silver-haired travelers prefer amenities and high standards which they are used to at home such as 4-5 star hotels.
- **Off-peak Traveling** – They tend to travel in non-peak seasons and are more likely to take longer vacations.
- **Accessibility** – This is key as a share of this market is likely to have some form of physical disability.

Source: United Nations, Department of Economic & Social Affairs, World Population Prospects 2012 Revision



# Source Markets and Target Markets

## The Young and Connected Traveler

### Young and Connected Travelers

- Aged between 16 to 29 years, sometimes called “millennials” who are usually highly educated and have a high propensity to travel. By 2020, 320 million international trips are expected to be made by millennials each year, according to 2014 Annual Report from The World Youth Student and Educational (WYSE) Travel Confederation.
- Travel markets include China, South Korea, Philippines and Indonesia.

### Key Characteristics

- **Travel Companions** – Most young travelers choose to travel with friends (37%), family (31%) and alone (21%).
- **Purpose of Trip** – Leisure (62%) is the main purpose of trip for young travelers, followed by visiting friends and relatives (11%) and education (9%).
- **Valuable Accommodation** – Young travelers strongly prefer to stay in high-valuable accommodation including 1-3 hotels, hostels and guest houses.
- **Authentic Experience** – Young travelers prefer the destination to provide them an in-depth experience of the local culture.
- **Technology-savvy** – Young travelers thrive on being connected and having information at their fingertips. Over 80% of millennials saying their travel decisions were influenced by online reviews.
- **Destination Choice** – The key factors affecting young travelers’ decisions on destination include “Always wanted to visit”, “Personal recommendation from others”, “Learn more about culture”, “Special offers” and “Cheap destination”.

Source: World Youth Student and Educational Travel Confederation



# Source Markets and Target Markets

## The Family Traveler

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### Family Travels

- Multigenerational travel is increasingly becoming popular on consumer news and travel sites. In Asia Pacific, an estimated 44 million people travel on family holidays and spend USD 29 billion ever year.
- Group includes China, India, Malaysia, Thailand and Vietnam.

### Key Characteristics

- **Value Consciousness** – Families are looking for valuable packages and special offers when choosing hotels, restaurants, entertainments and etc.
- **Make Memories** – A very important aspect of family travel is to make memories along the way. 70% of families have taken vacations in the past year to celebrate birthdays, anniversaries and graduations.
- **Stay healthy and safe while traveling** – Healthy eating and wellness are top of mind even when families are away from home.
- **Activities for kids and parents** – Families are looking for family-friendly entertainments and activities. For example, kids entertainment zone in shopping mall/resort can provide children a safety and fun playing environment while parents enjoy quality time.
- **Love Staycations** – Families prefer to visit a short-haul destination with various budget-friendly activities and attractions. The decrease in travel time provides more valuable family time.



Source: TMS Family Travel Summit

# Current Theme Park Trends

A photograph of a roller coaster track curving through a theme park. In the background, there is a large, multi-story castle-like building with many windows and a central tower. The roller coaster track is made of dark wood and has a car with a decorative top. The scene is set outdoors with some greenery and a cloudy sky. The image has a green tint.

# Current Global and Domestic Theme Park Trends

## Global Theme Park Trends

New trends in global theme park development include integration with peripheral developments, building of large themed hotels, adoption of advanced technology and continued investment

### Comprehensive Facilities to Capture Share of Wallet and Time



- Theme parks are **increasingly adding hotels and leisure elements to extend the length of stay of visitors**. This allows parks/ resorts to not just be a one day but rather a multi-day destination.

### Greater Use of Technology to Improve Visitor Experience



- Parks around the world are increasingly making **use of sophisticated technologies** which range from hi-tech attractions to new entry systems which require no turnstiles to improve visitor experience.

### Increasing Number of Up-Charge Components



- There has been a trend towards **adding up-charge components**, such as fast passes, which allow guests to get to the front of a queue and VIP back of house studio experiences.

### Existing Parks are Adding More High Capacity Hotels



- With record attendance, existing parks like Universal Studios Orlando and Hong Kong Disney are **adding high capacity hotels**. Hong Kong Disney **achieved a hotel occupancy rate of 80% in 2015 and 2016** and opened a third hotel in April 2017.

### Leader in Technology & Innovation



- Global theme parks have been introducing **new media, ride technology and control systems**. Examples of multi-sensory, hi-tech attractions include Transformers 3D at 3 separate Universal parks and King Kong attractions at Universal Florida and Hollywood

### Huge Capital Investment in New Attractions and Lands



- The Wizarding World of Harry Potter has been successful in boosting attendance at Universal Japan in 2014 and Universal Hollywood 2016. Likewise in Asia, Ocean Park undertook a **massive redevelopment that resulted in increased attendance and revenue**.

# Current Global and Domestic Theme Park Trends

## Global Theme Park Trends

New trends in global theme park development include integration with peripheral developments, building of large themed hotels, adoption of advanced technology and continued investment

### Comprehensive Facilities to Capture Share of Wallet and Time



IMPACT: 4  
UNCERTAINTY: 2

### Greater Use of Technology to Improve Visitor Experience



IMPACT: 3  
UNCERTAINTY: 5

### Increasing Number of Up-Charge Components



IMPACT: 3  
UNCERTAINTY: 2

### Existing Parks are Adding More High Capacity Hotels



IMPACT: 5  
UNCERTAINTY: 2

### Leader in Technology & Innovation



IMPACT: 3  
UNCERTAINTY: 3

### Huge Capital Investment in New Attractions and Lands



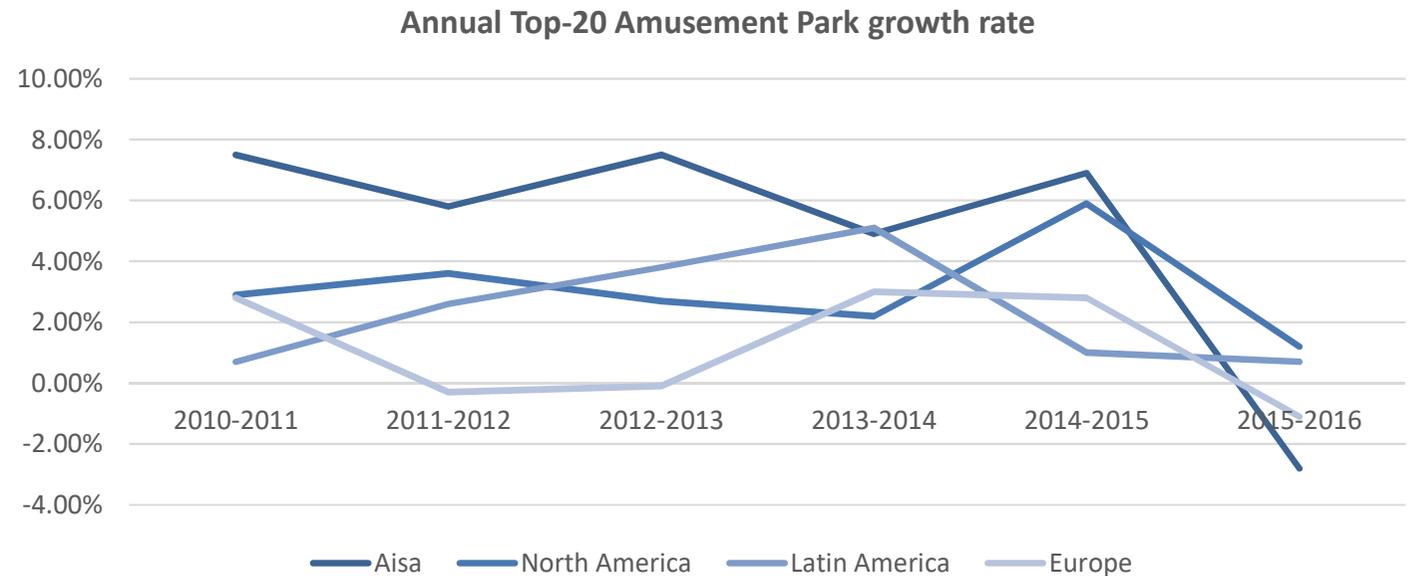
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# Current Global and Domestic Theme Park Trends

## Global Theme Park Trends

### Global Theme Park Attendance Trends

- Overall, the global theme park market has grown steadily at 4.3% in 2016, with a total attendance of 438 million visitors.
- The **theme park market in North America and Europe are the most mature**, but as North America showed a spike in attendance growth in 2015, it's growth is overall slow as is the case in Europe.
- **Asia-Pacific theme park attendance ranked second globally**. As well, it had the **highest growth rate at 7.5%** from 2010 to 2011, and from 2012-2013.



# Current Global and Domestic Theme Park Trends

## Global Theme Park Trends – Top 25 Park Attendance Levels

Rank	Amusement park	Location	2011	2012	2013	2014	2015	2016
1	Magic Kingdom	Lake Buena Vista, Florida, United States	17,142,000	17,536,000	18,588,000	19,332,000	20,492,000	20,395,000
2	Disneyland Park	Anaheim, California, United States	16,140,000	15,963,000	16,202,000	16,769,000	18,278,000	17,943,000
3	Tokyo Disneyland	Tokyo, Japan	13,996,000	14,847,000	17,214,000	17,300,000	16,600,000	16,540,000
4	Universal Studios Japan	Osaka, Japan	8,500,000	9,700,000	10,100,000	11,800,000	13,900,000	14,500,000
5	Tokyo DisneySea	Tokyo, Japan	11,930,000	12,656,000	14,084,000	14,100,000	13,600,000	13,460,000
6	Epcot	Lake Buena Vista, Florida, United States	10,825,000	11,063,000	11,229,000	11,454,000	11,798,000	11,712,000
7	Disney's Animal Kingdom	Lake Buena Vista, Florida, United States	9,783,000	9,998,000	10,198,000	10,402,000	10,922,000	10,844,000
8	Disney's Hollywood Studios	Lake Buena Vista, Florida, United States	9,699,000	9,912,000	10,110,000	10,312,000	10,828,000	10,776,000
9	Universal Studios Florida	Orlando, Florida, United States	6,044,000	6,195,000	7,062,000	8,263,000	9,585,000	9,998,000
10	Islands of Adventure	Orlando, Florida, United States	7,674,000	7,981,000	8,141,000	8,141,000	8,792,000	9,362,000
11	Disney California Adventure Park	Anaheim, California, United States	6,341,000	7,775,000	8,514,000	8,769,000	9,383,000	9,295,000
12	Chimelong Ocean Kingdom	Hengqin, China	N/A	N/A	N/A	5,504,000	7,486,000	8,474,000
13	Disneyland Paris	Marne-la-Vallée, France	10,990,000	11,200,000	10,430,000	9,940,000	9,790,000	8,400,000
14	Lotte World	Seoul, South Korea	5,780,000	6,383,000	7,400,000	7,606,000	7,310,000	8,150,000
15	Universal Studios Hollywood	Universal City, California, United States	5,141,000	5,912,000	6,148,000	6,824,000	7,097,000	8,086,000
16	Everland	Yongin, Gyeonggi-Do, South Korea	6,570,000	6,853,000	7,303,000	7,381,000	7,423,000	7,200,000
17	Hong Kong Disneyland	Lantau Island, Hong Kong	5,900,000	6,700,000	7,400,000	7,500,000	6,800,000	6,100,000
18	Ocean Park Hong Kong	Aberdeen, Hong Kong	6,955,000	7,436,000	7,475,000	7,792,000	7,387,000	5,996,000
19	Nagashima Spa Land	Kuwana, Japan	5,820,000	5,850,000	5,840,000	5,630,000	5,870,000	5,850,000
20	Europa-Park	Rust, Germany	4,500,000	4,600,000	4,900,000	5,000,000	5,500,000	5,600,000
21	Shanghai Disneyland	Shanghai, China	N/A	N/A	N/A	N/A	N/A	5,600,000
22	Walt Disney Studios Park at Disneyland Paris	Marne-la-Vallée, France	4,710,000	4,800,000	4,470,000	4,260,000	5,050,000	4,970,000
23	Efteling	Kaatsheuvel, Netherlands	4,125,000	4,200,000	4,150,000	4,400,000	4,680,000	4,764,000
24	Tivoli Gardens	Copenhagen, Denmark	3,963,000	4,033,000	4,200,000	4,478,000	4,733,000	4,640,000
25	SeaWorld Orlando	Orlando, Florida, United States	5,202,000	5,358,000	5,090,000	4,683,000	4,777,000	4,402,000

Source: TEA / AECOM ATTRACTION INDEX

# Current Global and Domestic Theme Park Trends

## Development of Chinese Domestic Theme Parks

Domestic theme parks have developed over the last 30 years, with cities such as Shenzhen, Changzhou, Guangzhou, Hangzhou and Chengdu leading development model innovations

**Overall Characteristics** – Theme park developers are establishing a presence in new markets and regions, with increasing importance placed on themed animations, expansions and increased investment.

### Distribution of Theme Parks by Region: Representative Cities

#### ❖ Regional Distribution

Moving from 1<sup>st</sup> Tier cities to 2<sup>nd</sup>/3<sup>rd</sup> Tier cities

Moving from Eastern coast to Central and Western regions



#### ❖ Theme Park Developers Continued Expansion

Domestic operators having gradually established their brand reputation



#### ❖ Increasing Importance of Themed Animations

Integrating themed/animated characters with theme park attractions help to increase market appeal

Example: Boonie Bears at Fantawild Theme Parks

#### ❖ Enhanced Returns with Reinvestment

Hong Kong Ocean Park and Disney have dedicated huge investment amounts for expansion, the parks have therefore experienced attendance growth beyond market growth.



# Current Global and Domestic Theme Park Trends

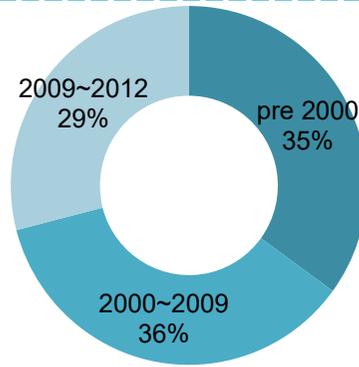
## Domestic Theme Park Trends

Compared to Asian theme parks, domestic theme parks have less market appeal and lower repeat visitation due to unclear theming, lack of unique cultural resources and less comprehensive industry value chain

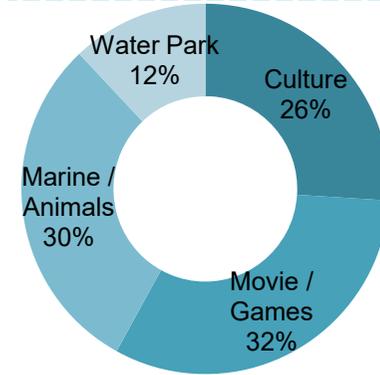
	Amusement park	Location	2016
1	Tokyo Disneyland	Tokyo, Japan	16,540,000
2	Universal Studios Japan	Osaka, Japan	14,500,000
3	Tokyo DisneySea	Tokyo, Japan	13,460,000
4	Chimelong Ocean Kingdom	Hengqin, China	8,474,000
5	Lotte World	Seoul, South Korea	8,150,000
6	Everland	Yongin, South Korea	7,200,000
7	Hong Kong Disneyland	Hong Kong	6,100,000
8	Ocean Park	Aberdeen, Hong Kong	5,996,000
9	Nagashima Spa Land	Kuwana, Japan	5,850,000
10	Shanghai Disneyland	Shanghai, China	5,600,000
11	Universal Studios Singapore	Singapore	4,100,000
12	OCT East	Shenzhen, China	3,960,000
13	OCT Window of the World	Shenzhen, China	3,910,000
14	OCT Happy Valley	Shenzhen, China	3,860,000
15	Chimelong Paradise	Guangzhou, China	3,836,000
16	OCT Happy Valley	Beijing, China	3,830,000
17	Fantawild Adventure	Zhengzhou, China	3,509,000
18	Fantawild Oriental Heritage	Ningbo, China	3,441,000
19	OCT Happy Valley	Chengdu, China	2,550,000
20	OCT Happy Valley	Shanghai, China	2,390,000

## Greater China Region Theme Park Industry Survey

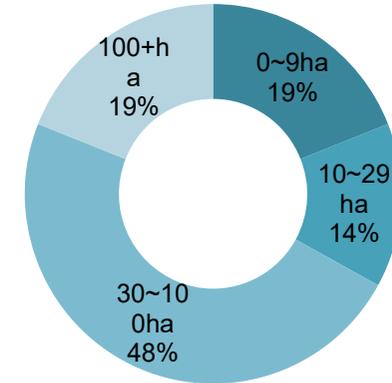
**Year Opened**  
 1/3 opened in the pre 2000  
 1/3 opened between 2000-2009  
 1/3 opened in the last 2 years



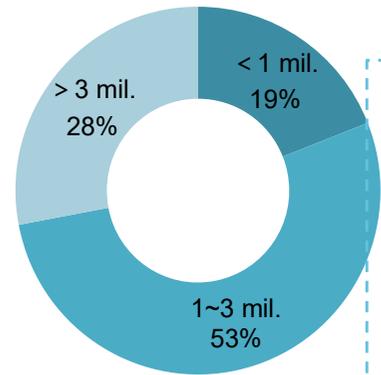
**Theme**  
 Common themes include  
 games / movies / marine / animals



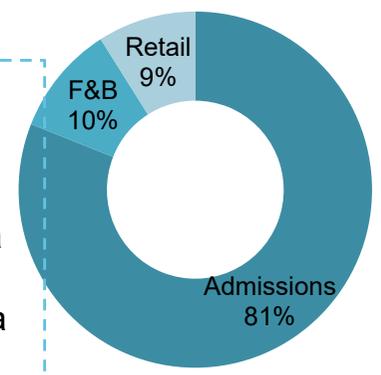
**Size / Area**  
 A variety of sizes, but most theme parks are part of a resort destination



**Annual Attendance**  
 Almost half have attendance between 1-3 million



**Revenue Components**  
 Admissions typically have the largest contribution to revenue



**Strong growth continues for Theme Parks in Asia**  
 2016 was a strong year for Asia's theme park group operators, with a forecast that by the year 2020, attendance at theme parks in China will surpass that of the US.

Source: TEA / AECOM ATTRACTION INDEX

# Current Global and Domestic Theme Park Trends

## Domestic Theme Park Trends

Integrated resort destination is the key development trend in Asia: combining cultural facilities, theme park, hotels and other developments

Theme Park Development Trend: from an overall theme to individual themed zones, single use to multi-use, to a diversified resort destination



1st Gen.

### Amusement Rides

Operating Model: Enclosed  
Product Experience: Basic  
Key Projects: Beijing Shijingshan Amusement Park



2nd Gen.

### Cultural Sightseeing

Operating Model: Enclosed  
Product Experience: Cultural Attractions  
Key Projects: Splendid China Folk Village



3rd Gen.

### Themed Entertainment

Operating Model: Grouping  
Product Experience: Themed Experience  
Key Projects: Happy Valley Shenzhen



4th Gen.

### Resort Destination

Operating Model: Open Concept  
Product Experience: Integrated Destination  
Key Projects: OCT Bay

## Future Trends

### 1 Integrated Development

Transition from single use to multi-use integrated resort developments which include theme park, hotels, retail and residential developments

### 2 Varied Themes

Transition from traditional themed rides to hi-tech and futuristic elements; introduction of international brands to increase market appeal

### 3 Greater Interactivity

Visitors will be engaged in more interactive activities

### 4 Indoor Entertainment

Transition from large theme parks to smaller indoor entertainment / edutainment centers in shopping malls

### 5 More Water Parks

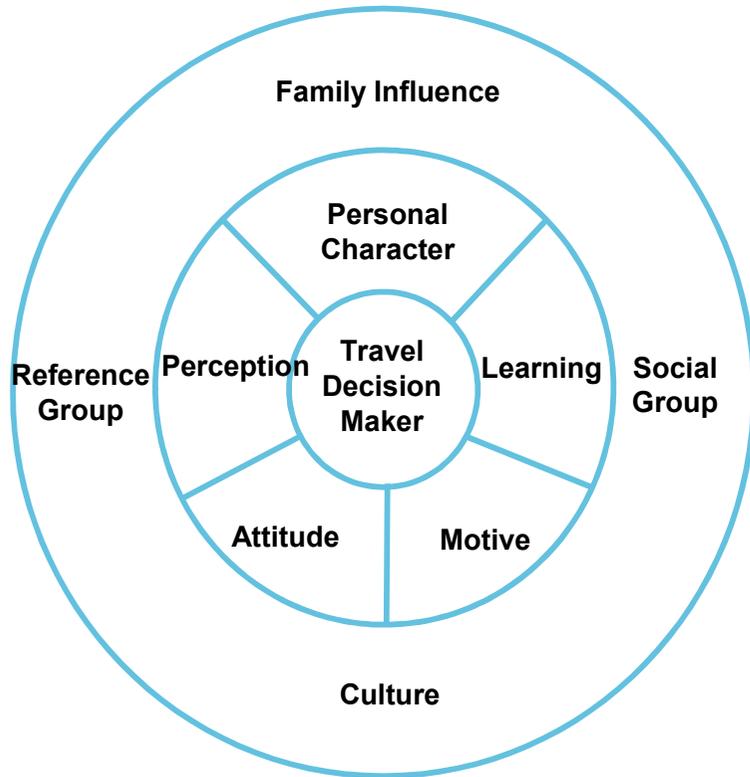
Outdoor water park projects are gaining popularity

# Current Global and Domestic Theme Park Trends

## Visitor Characteristics and Preferences

Visitors are interested in variety, thrill and quality of themed entertainment offerings

### Factors affecting consumers' choice of themed entertainment offerings



- Theme parks provide a different atmosphere from our daily lives.
- Advanced technology, high quality customer service and tailored design form the basis of interaction.
- International theme park brands and hotels represent quality.
- Theme parks provide more interaction opportunities for families.
- Advertising and promotion form deep impressions.

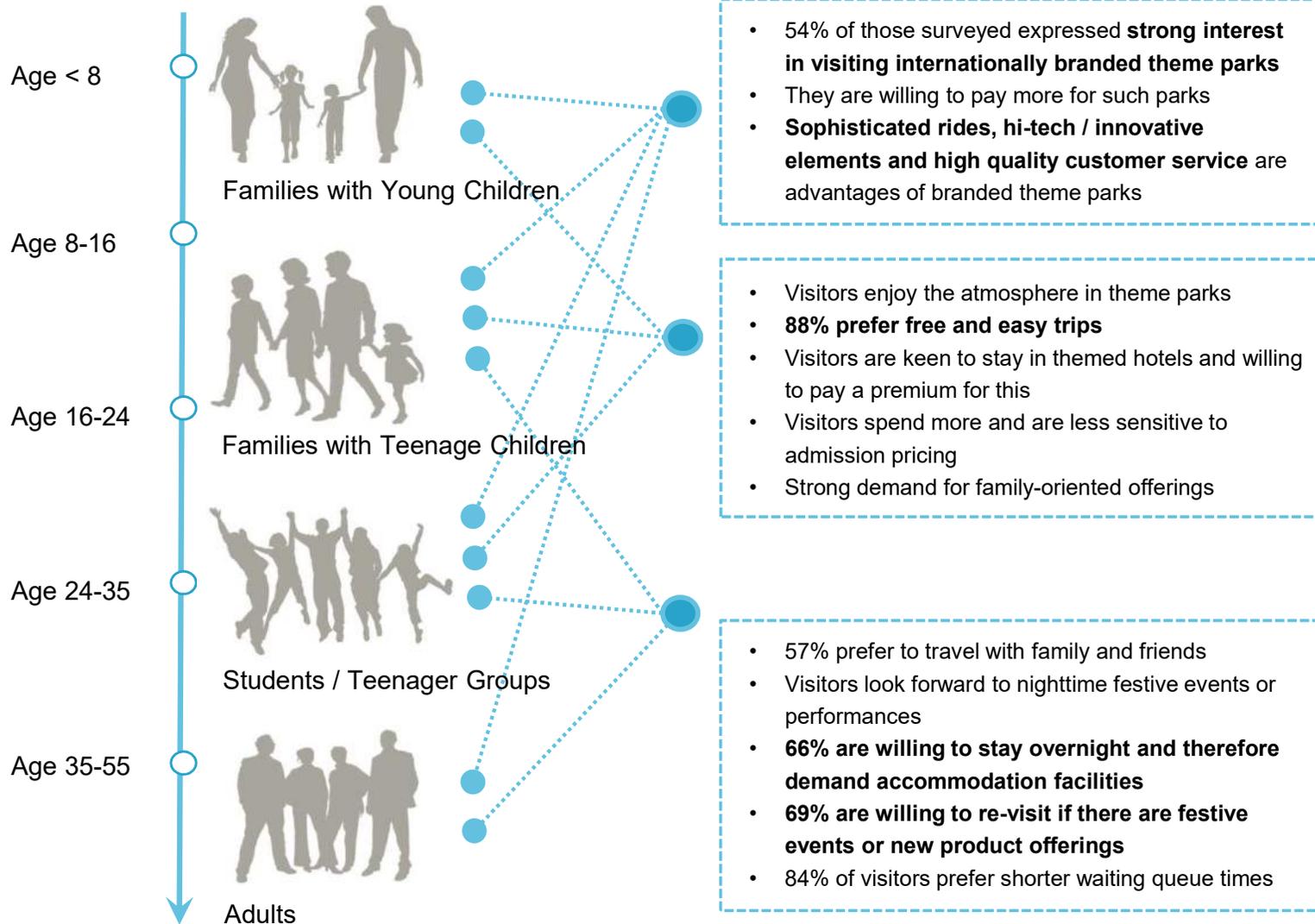
### Factors Affecting Individual Traveler's Consumption Behavior



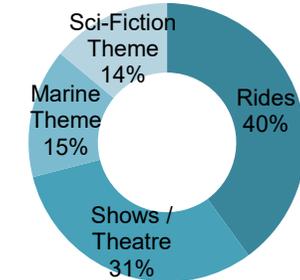
# Current Global and Domestic Theme Park Trends

## Visitor Characteristics and Preferences

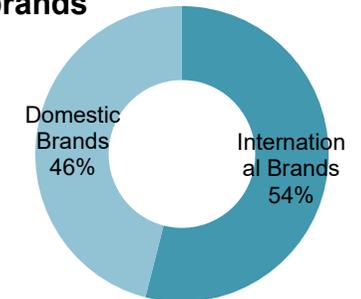
International theme park brands have stronger market appeal, combining distinct themes and multiple uses

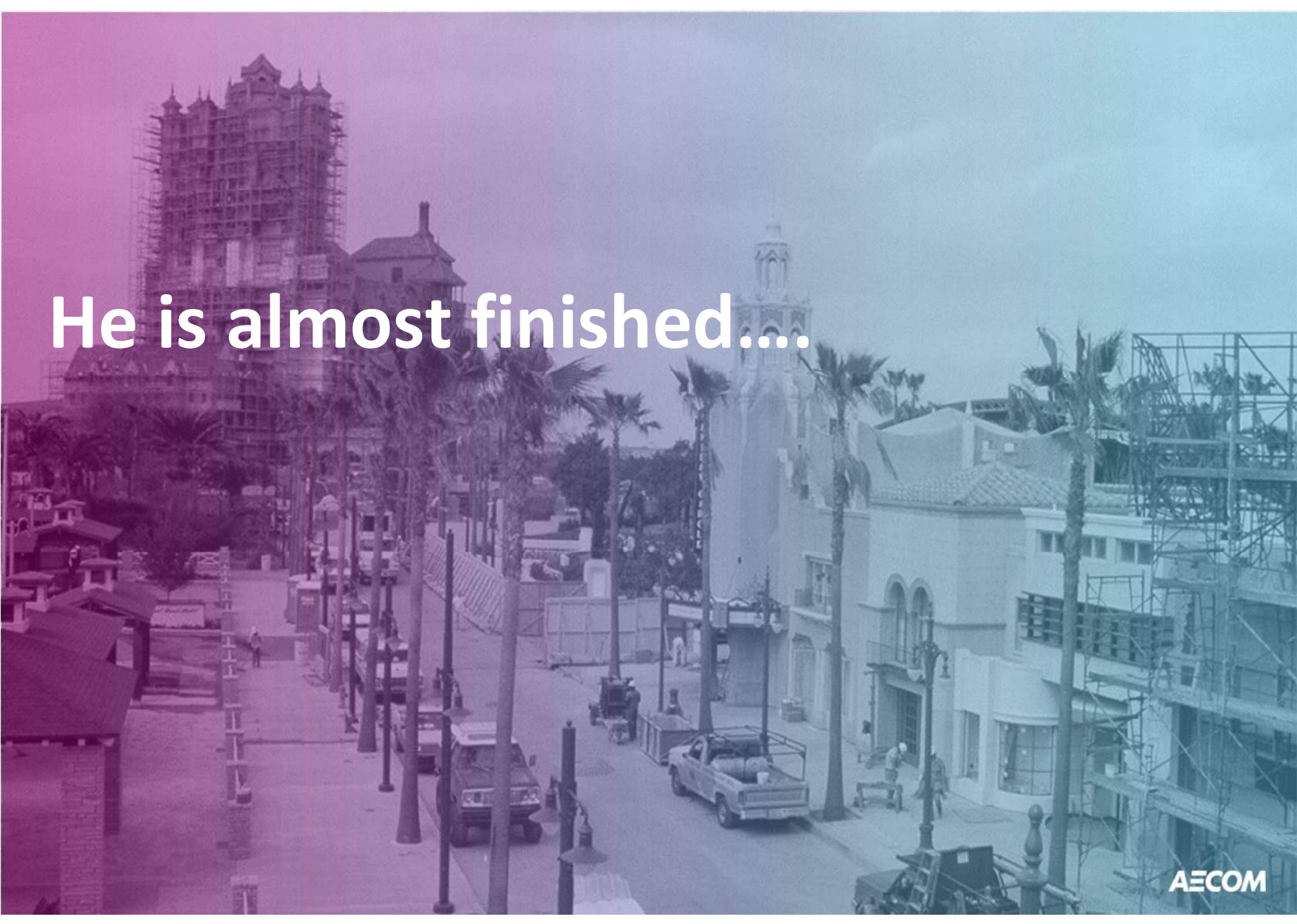


### 40% prefer parks with more rides



### 54% will choose international brands



An aerial view of a film set, likely for a movie. The scene is split into two color-coded halves: a purple-tinted left side and a teal-tinted right side. In the background, a large, ornate building is under construction, completely covered in scaffolding. In the foreground, a street lined with palm trees runs through the set. A vintage-style car is parked on the left, and a pickup truck is on the right. The overall atmosphere is one of active construction and cinematic preparation.

He is almost finished...

# Current Global and Domestic Theme Park Trends

## Implications for This Project

Introducing an established international theme park will greatly increase market appeal, combined with high quality facilities and uses, gradually forming a multi-use integrated resort destination

### Theme

Well-known brands or distinct themes will help attract visitors

*Recommendation: International Movie Theme, Local Movies and Shows, International IP's Brand*



### Visitor Experience

Hi-tech elements, new technologies and VIP programs can create experiences that will help engage visitors better with the themes of the park

*Recommendation: Interactive entertainment experience and setting, VIP Programming, Education allowing visitors to create fond memories*



### Facilities

Peripheral developments such as themed hotel, themed retail and F&B, large scale parades / performances, cultural elements, eco-leisure facilities etc., help create a truly integrated resort destination

*Recommendation: Provide advanced facilities and high quality service*



### Interaction

Visitors enjoy novelty, thrill, higher levels of interaction and value for money experiences

*Recommendation: Emphasis on interactive elements, plan for various themed activities and events*



### Length of Stay

Visitors want to experience staying overnight at themed destinations

*Recommendation: Introduce peripheral developments such as hotel, retail and other entertainment offerings, allowing visitors to stay multiple days and enhance their overall experience*



A group of approximately 15 people are seated in a long wooden canoe on a river. They are holding paddles and appear to be participating in a recreational activity. The river is surrounded by lush green trees and a large, prominent rock formation in the background. The scene is captured in a vintage, sepia-toned style. The text "Thank you." is overlaid in the center of the image.

Thank you.

A group of people are seated in a long wooden canoe on a river. The canoe is filled with people of various ages, some holding paddles. The river is surrounded by lush greenery and a large, prominent rock formation in the background. The scene is captured in a sepia-toned, vintage-style photograph.

**Mark Wijman**

**Associate Director**  
**Economics | Design | Planning**