

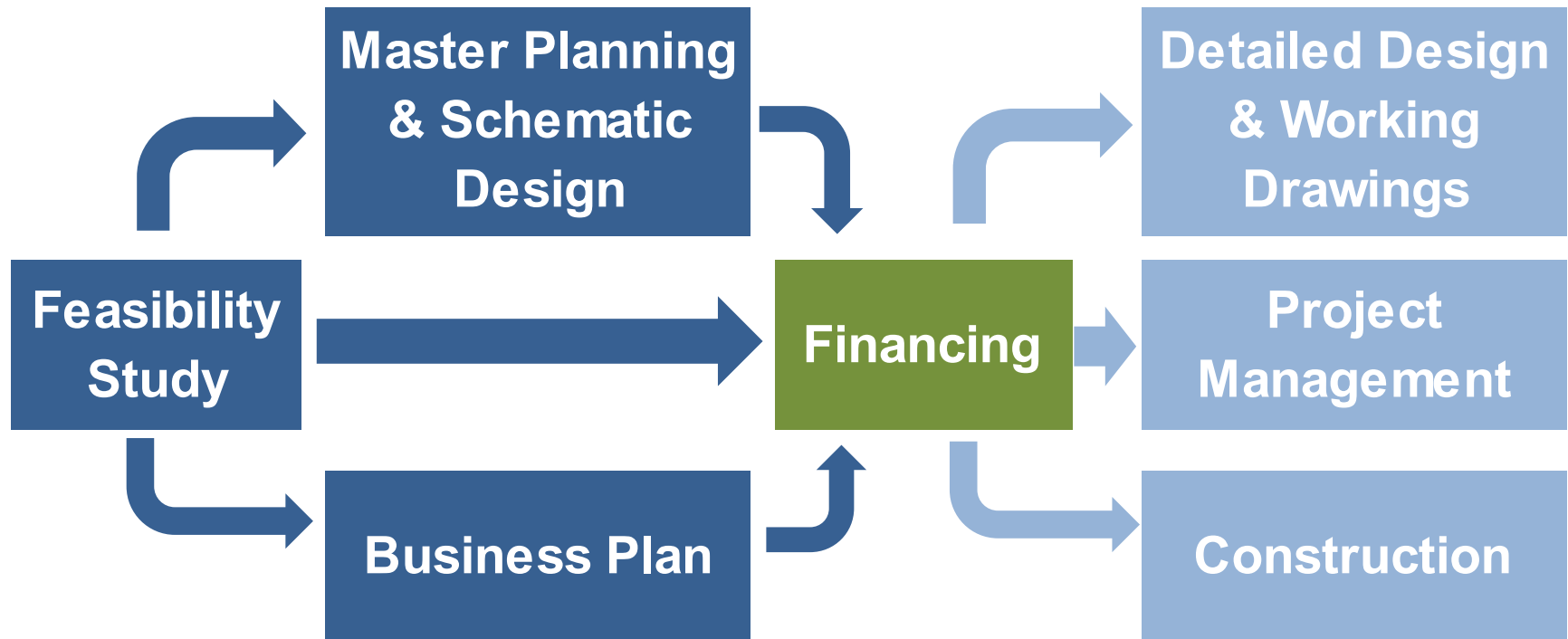
Attraction Development & Expansion: Taking the First Steps



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Typical Development Process



Feasibility Study



Feasibility Study Purpose



- Evaluates the potential
- Required for financing
- Begins the detailed design process
- Conducted by independent expert

Feasibility Study Steps



- Concept Discussion
- Site & Area Evaluation
- Market Analysis
- Initial Physical Recommendations
- Financial Analysis

Feasibility Study Decisions



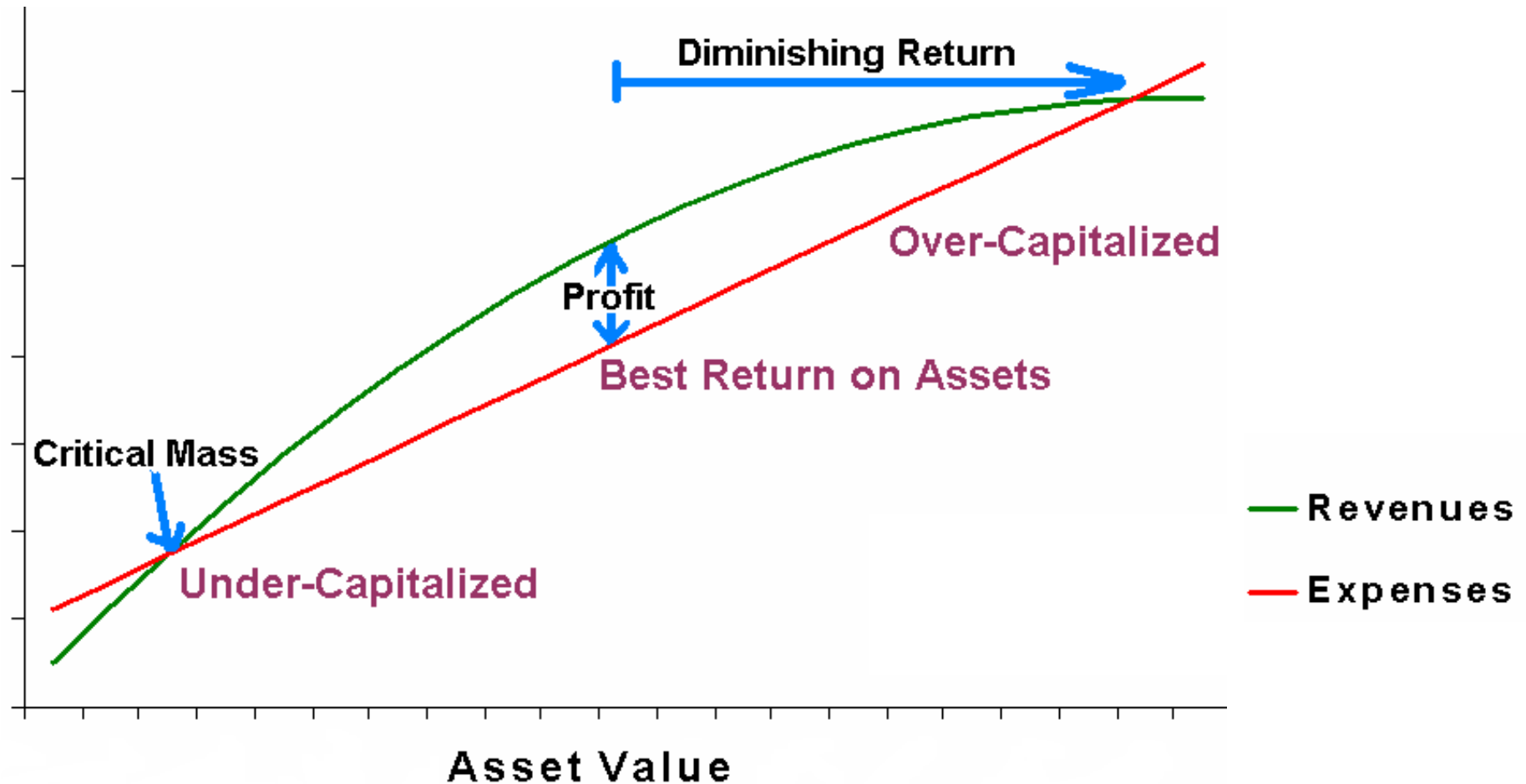
- Accept the results?
- Change the initial idea if necessary?
- Accept additional risk if necessary?
- Charrette afterwards?

After the Feasibility Study



- What if the site moves?
- What if the assumptions change?
- What if we spend more than the warranted investment?

Point of Diminishing Returns



Concept Development



Conceptual Design Images

Provided by:

Tom Montchai

Montchai Design



Concept Research



- Identify and visit similar attractions
- Examine the competition
- Use feasibility study recommendations

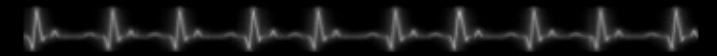
Comparable Facilities Research

Shanghai Disneyland



Pudong New District, Shanghai (China)

Leisure Development Pulse



Type: [Theme Park](#)

Status: [Under Construction](#)

Opening Year: [2015](#)

Size: [390 hectares \(963 acres\)](#)
for entire Shanghai Disney Resort

Cost: [\\$3.7 billion](#)
([Click here to convert](#))

Map: [▶](#)

Website: [▶](#)

Visitor Observations: [▶](#)

Wikipedia Page: [▶](#)



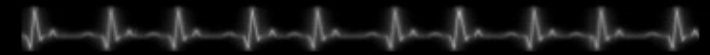
Comparable Facilities Research

Pin Strikes



Chattanooga, Tennessee (USA)

Leisure Development Pulse



Type: Family Fun Center

Status: Recently Opened

Year Opened: 2010

Size: 3,600 square meters (39,000 s.f.)

Cost: US\$5 million

(Click here to convert)

Map: ▶

Website: ▶

News Coverage: ▶

Visitor Observations: ▶



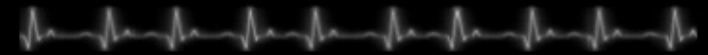
Comparable Facilities Research

Turkuazoo



Bayrampaşa, Istanbul (Turkey)

Leisure Development Pulse



Type: [Aquarium](#)

Status: [Recently Opened](#)

Year Opened: [2009](#)

Size: [55,000 square meters \(592,000 s.f.\)](#)

Cost: [€ 17 million](#)

[\(Click here to convert\)](#)

Map: [▶](#)

Website: [▶](#)

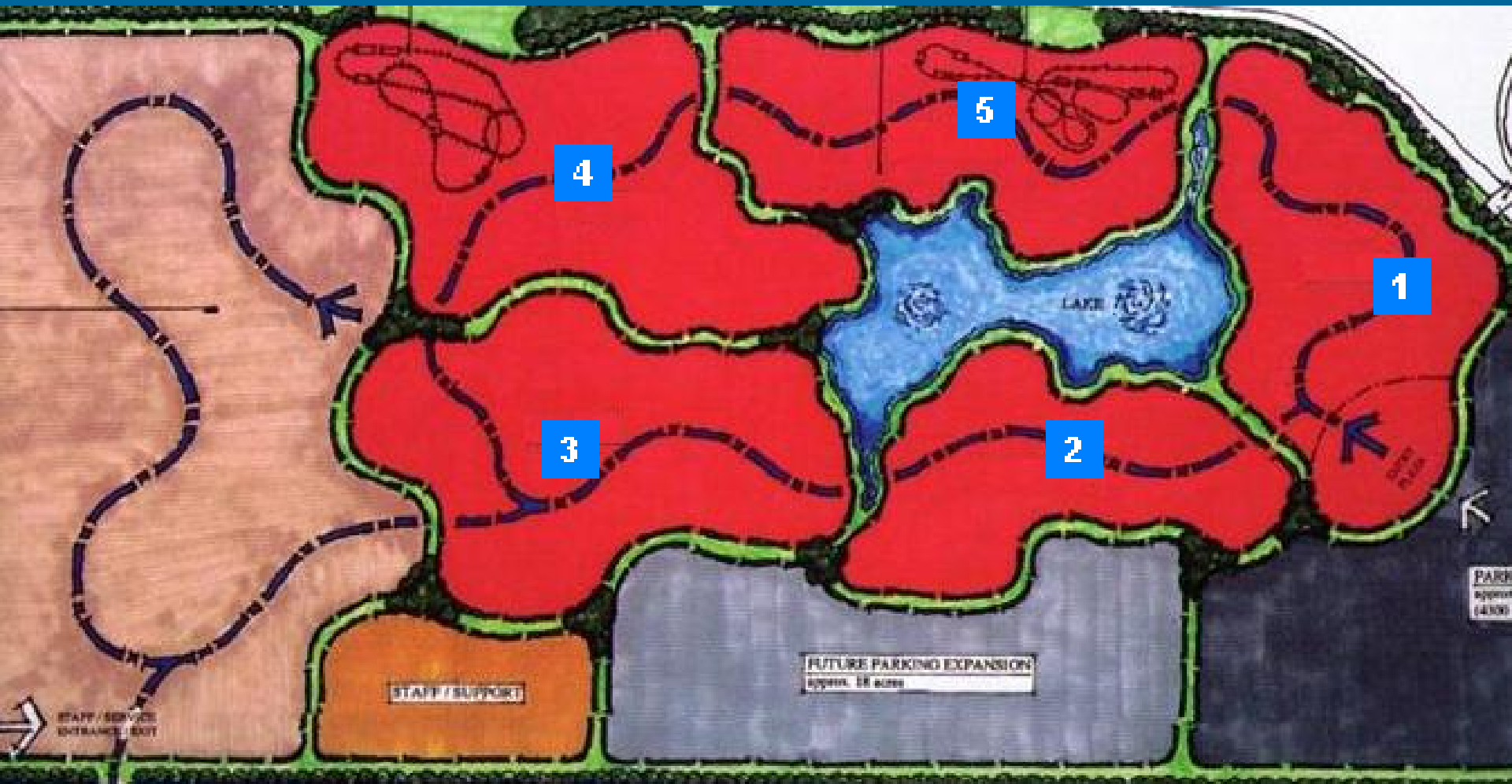
News Coverage: [▶](#)

Photos: [▶](#)

Wikipedia Page: [▶](#)



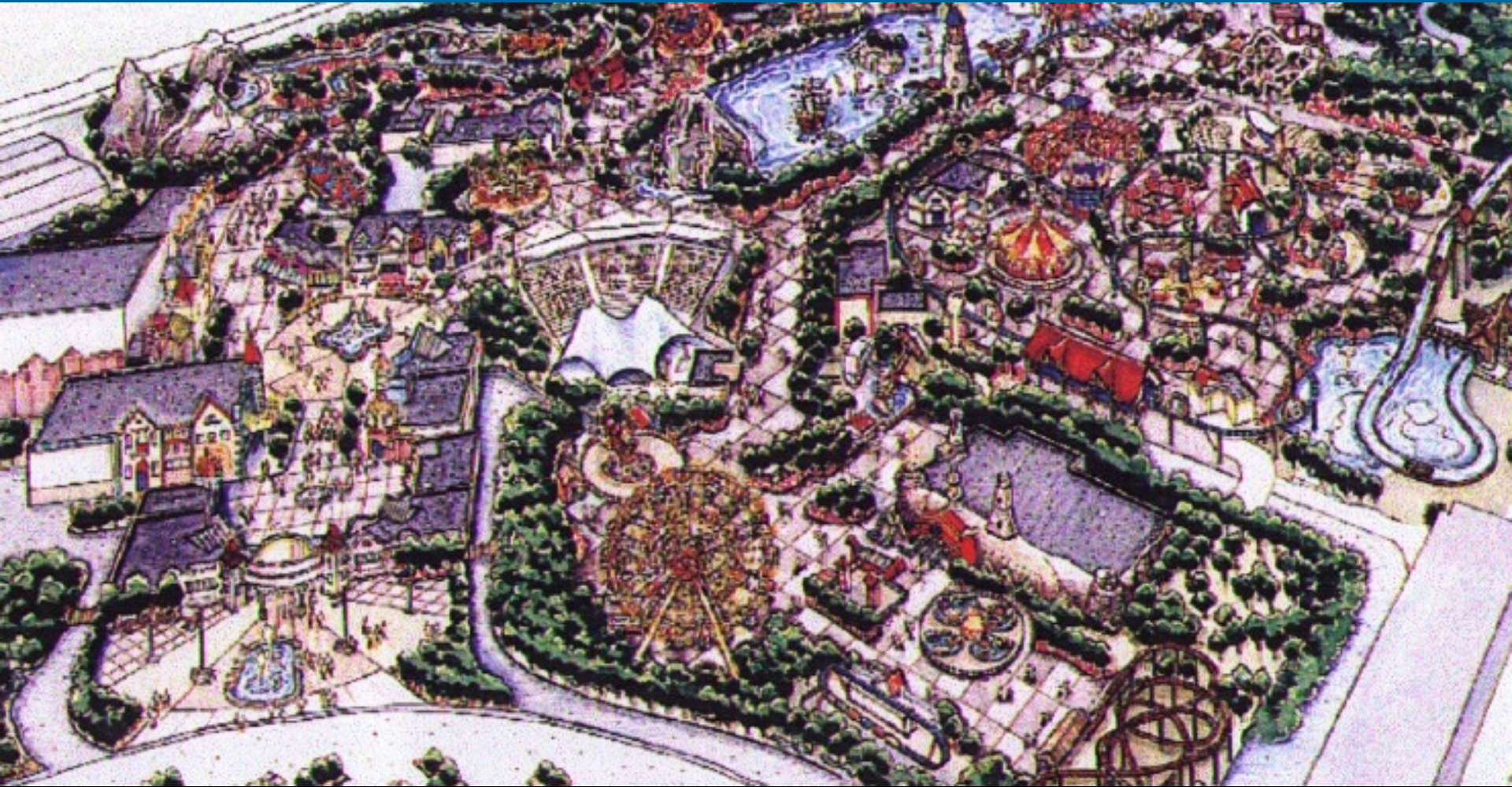
Land Use Plan



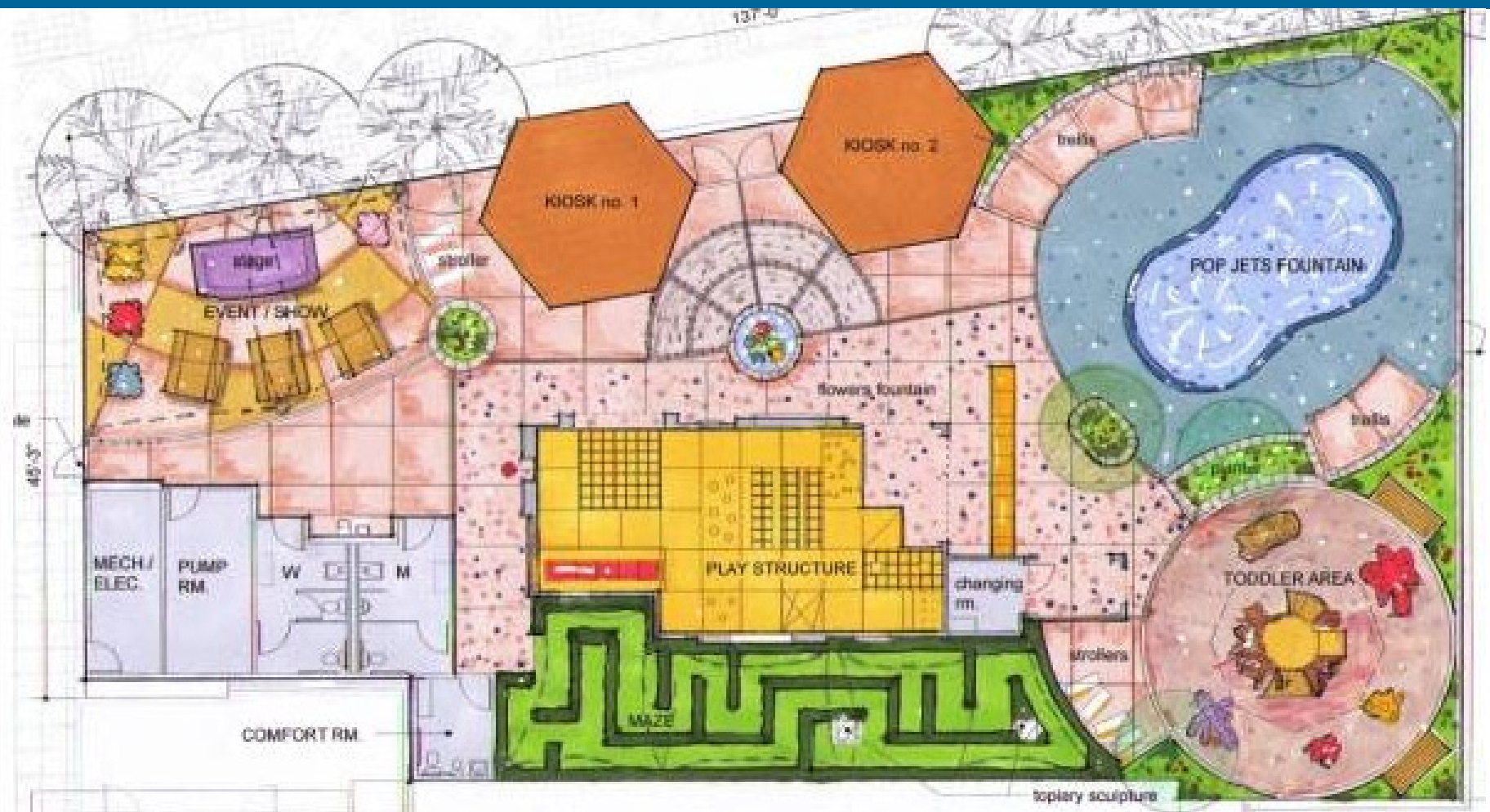
Master Plan



Aerial Perspective



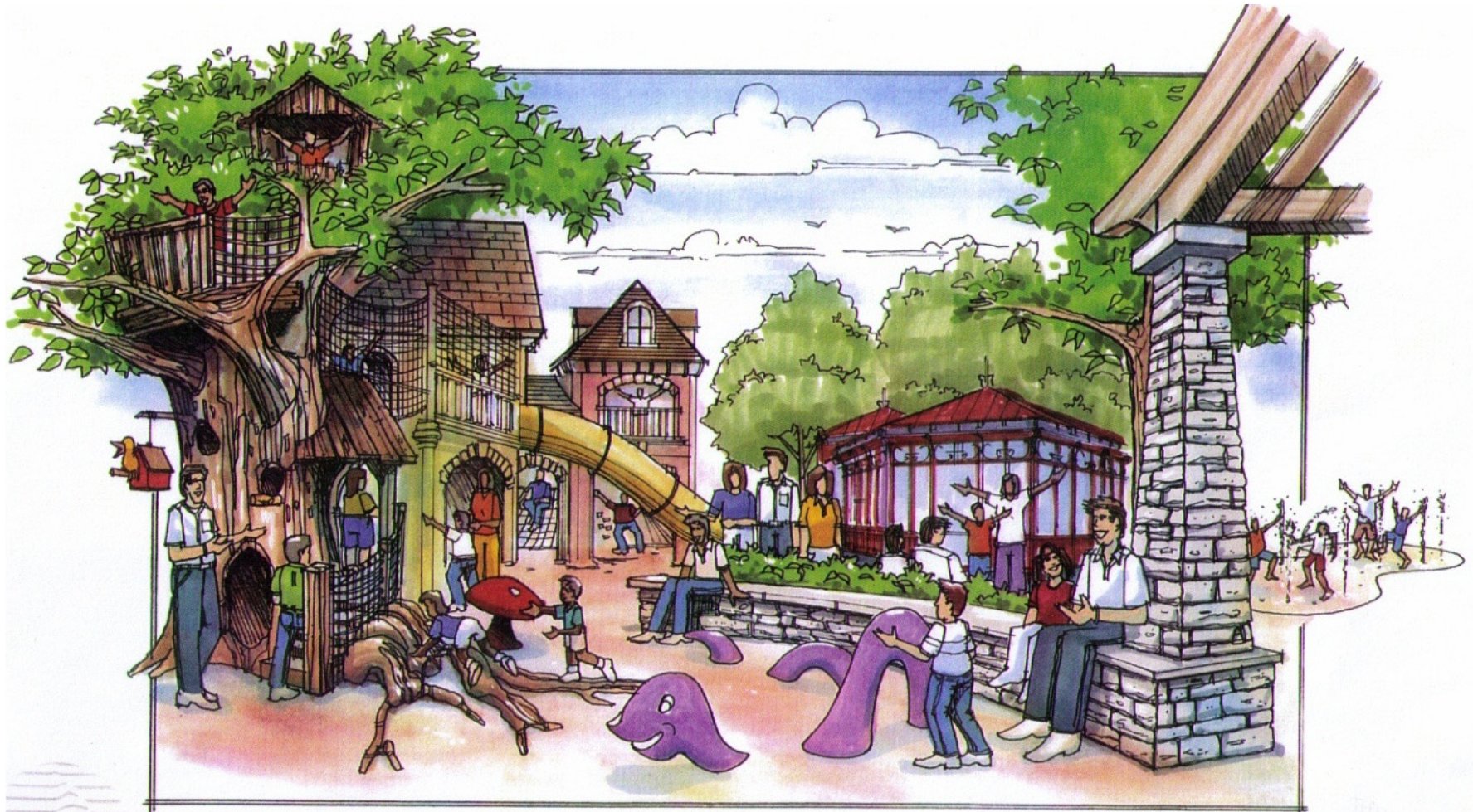
Smaller Master Plan



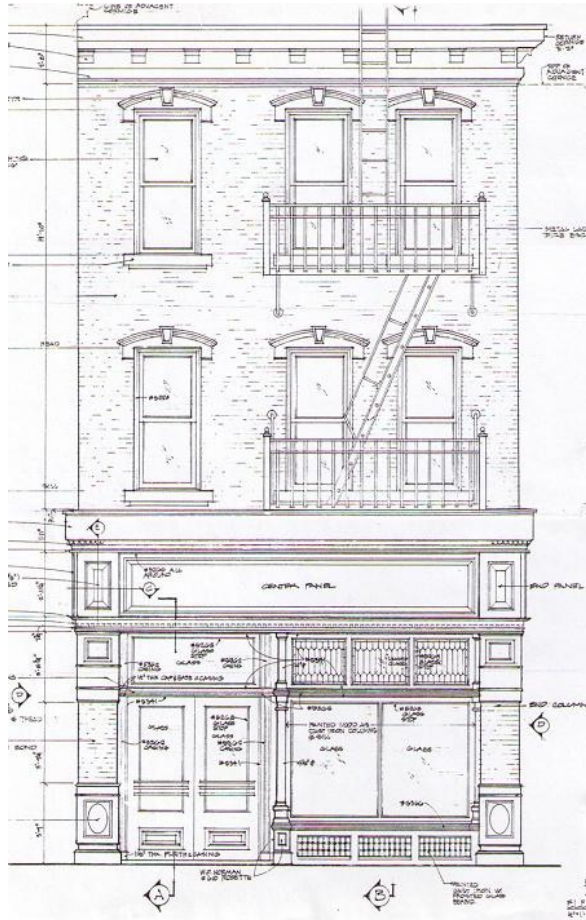
Smaller Aerial Perspective



Concept Art



Detailed Design



Business Plan



Business Plan Purpose



- Feasibility study evaluates potential
- Business plan shows how potential will be achieved

Business Plan Topics



- Company
- Developer and Key Management
- Industry Overview
- Planned Project in Detail
- Strategic Aspects

SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats



Other Business Plan Topics



- Marketing
- Anticipated Timeline
- Development Budget
- Financial Performance

Financing



Risk



Attraction development is a business venture.
You have to be comfortable with the risks
involved.

Financing Aspects



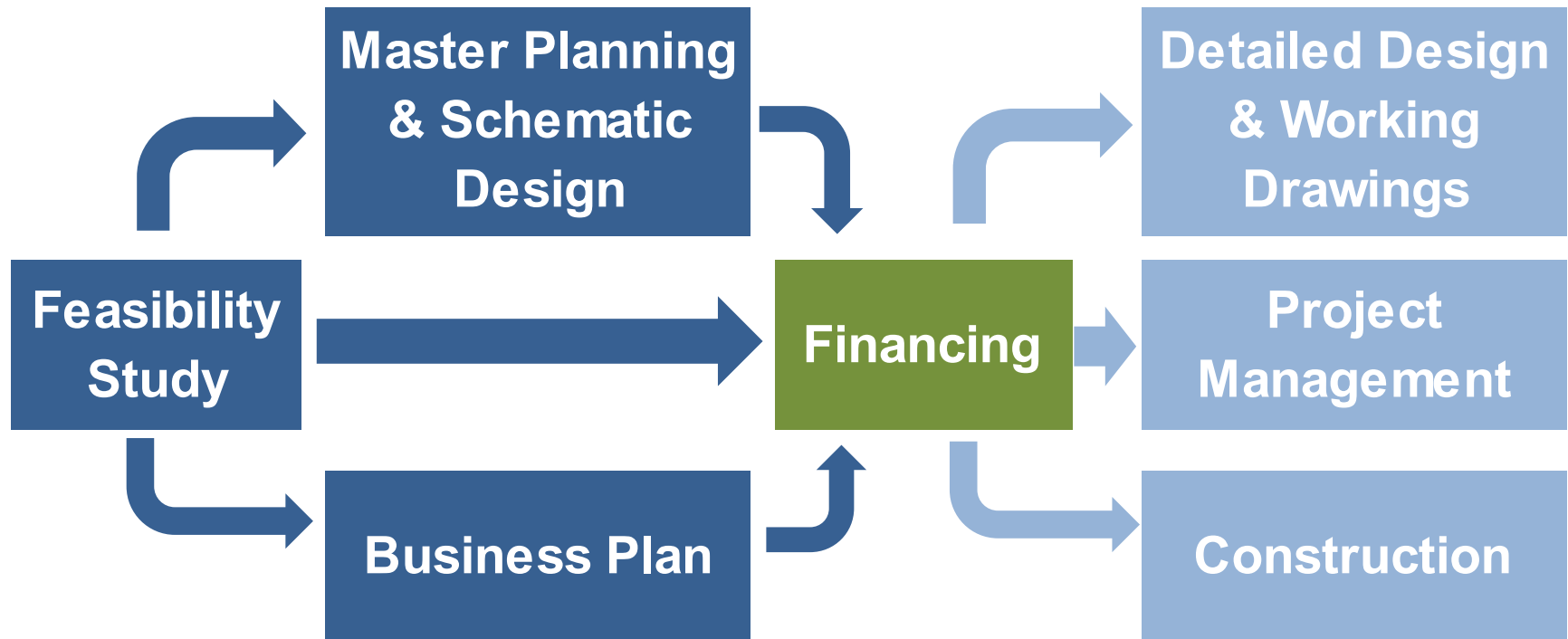
- Planning package
- “Seed money”
- Debt-Equity mix
- Leveraging
- Collateral

Financing Decisions



- Profit vs Non-Profit?
- Buy vs lease?
- Sponsorship?
- How much financial risk?
- Collateral assets and guarantees?

Other Steps of Development



Questions?

John Gerner

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