

Grant Leisure

COMPANY PROFILE

Grant Leisure is a multi-disciplinary firm exclusively dedicated to the leisure sector. Our consulting team offers a range of services to assist clients through every stage of the development process, from initial concept to successful operation.

While visitor attractions are our speciality, our extensive knowledge of the international leisure industry also enables us to assist developers in adding a leisure dimension to mixed development schemes.

Over the last 25 years, Grant Leisure has undertaken projects in more than 22 countries across four continents, earning an international reputation as creative yet pragmatic consultants to the leisure sector. Over 120 million guests annually visit these attractions.

Projects on which we have recently consulted and/or manage include the Universal Studios – Orlando, Florida, and Osaka, Japan; British Airways' London Eye; The Deep Aquarium, Hull, UK; Our Dynamic Earth in Edinburgh, Scotland; the National Museum of New Zealand; Expo 2000, Hanover, Germany; and Expo 02, Switzerland; and currently Central Market in Abu Dhabi. The Blarney Castle, Ireland, and the new DubaiLand Zoo and Safari Park.

Clients who have benefited from our experience include Legoland, Eurotunnel, Nomura, British Airways, Parques Reunidos, United Studios, Granada Television, General Motors and Paramount Parks.

Grant Leisure recognizes the potential of using leisure to enhance and widen the appeal of brands and in recent years, we have led the field in innovative industrial tourism developments.

Utilizing the combined skills of the Grant Leisure consulting team and its network of associates, we also offer creative and concept development, along with management assistance services to the developers of new visitor attractions, including the creation of operating systems, development and implementation of marketing plans, staff recruitment and training, and post-opening management. Grant Leisure works with established financial institutions which helps provide both equity and debt financing of visitor attractions.

SELECTION OF OUR EXPERIENCE

Operational and Procurement Planning



- Alnwick Castle
- BA London Eye
- National Museum of New Zealand
- Leeds Castle
- Stonehenge Visitor Centre

The BA London Eye

The British Airways retained Grant Leisure to create a millennium ferris-wheel attraction (The London Eye) across from the Houses of Parliament on the south bank of the Thames River. This \$120 million project has become the most successful visitor attraction in the UK with an attendance of 3.6 million annual visitors.

Grant Leisure, as specialists in the attraction industry, was asked by British Airways to provide the:

- Economic feasibility
- Develop an operating strategy,
- Manage the tender process and select an operator,
- Develop a corporate hospitality and sponsorship program

Completion year: September 2001

Themed Environments and Attractions



- Dynamic Earth
- Legoland Windsor
- Sylt Aquarium
- Universal Studios
- London Zoological Society

Sylt Aquarium, Germany

The Aquarium Westerland Sylt is a new \$14 million development in Northern Germany on the Northsee Island of Sylt. The Sylt Aquarium is the largest of its kind its kind in Germany and unique featuring two separate aquarium systems of temperate and tropical water.

Grant Leisure was commissioned to supply the aquarium attraction on a turnkey basis. In particular, Grant Leisure provided:

- Design, consultancy services and project management
- Supply and installation of aquarium tanks; main and ancillary distribution circuits; life support system; sound, light and multimedia equipment as well as the theming installations
- Supply of the complete stock for the aquariums, e.g. fish, plants etc.
- Pre- and post-opening curatorial consultancy services

Completion year: July 2004

Leisure Retail Experience



- BAA MacArthur Glen
- Bluewater Park in Kent
- Eurotunnel Calais and Ashford
- London Gatwick
- Oracle Reading

Eurotunnel Calais and Ashford

In order to maximize property holdings in Calais, France, and in Ashford, UK, Eurotunnel wished to develop a master plan for a ‘cross-border’ community between France and England. The Chairman of Eurotunnel commissioned RTKL Architects and Grant Leisure to develop a master plan and feasibility study for the French Calais landholdings of Eurotunnel. The project expanded to review Eurotunnel’s UK landholdings in Ashford.

RTKL, Grant Leisure and the property division of Eurotunnel developed a:

- Political acceptance strategy,
- Civic workshops,
- Concept master plan,
- Financial assessment and
- Conducted the market testing for the project.

Completion year: 2004

Mixed Use Experience



- Granada Studios Tour
- Hauptbahnhof-Lehrter
- Potsdamer Platz
- Shanghai Film Studios
- Stoneleigh

Shanghai Film and Television Group

The project is a 350-hectares, mixed-use destination resort comprising a theme park, a media city, second-gate sea park attraction, 5-star hotel, retail development, hotels linked together with waterways, roads and monorail system. The theme park is designed for 5 million people annually with expansion to reach 10 million in five years time. It is also designed so that the feature attractions and areas could be used as outdoor location for film production.

Shanghai Film and Television Group commissioned Grant Leisure to provide:

- Concept design development
- Feasibility
- Attractions planning
- Master planning

This project was done in association with the Barry Upson Company and Clive Grout, Associate. This combined team effort is an example of how Grant Leisure utilizes its global associate network.

Middle East Experience



- Al-Ain Mall, UAE
- Central Market Abu Dhabi, UAE
- Hili Fun City, UAE
- Khalifa Park, UAE
- Sharjah Aquarium, UAE

Hili Fun City

As part of the strategic tourism plan for the municipality of Al-Ain, Hili Fun City - a 25-year-old amusement park located near the very epicentre of the UAE's history - was in need of a vision for redevelopment after it had fallen well below acceptable standards.

Under the UAE Offsets Group (UOG), Grant Leisure was asked to establish specific objectives for the redevelopment of Hili Fun City in order to provide a cornerstone for Al-Ain's expansion of its tourism base.

Grant Leisure provided:

- Assessment of the concept and alternative developments
- Finalized the program, vision and design strategy
- Produced a feasibility study and
- Produced the overall strategy report for the municipality and operators

Completion year: Ongoing

Exhibitions and Special Events



- International Expos
- Museum & Galleries
- Heritage & Historic Properties
- Finding Partners
- Attractions operations

Swiss Expo 2002

Grant Leisure was retained by the Swiss government to develop a business and operational plan for Swiss Expo '02's four sites. Later, Grant Leisure assisted in setting up concessionaires, entertainment, and marketing programs for the event. Swiss Expo '02 attracted 10.6 million visitors, which was Grant Leisure exact attendance projections.

- Business Plan
- Operational planning
- Concessionary policy for fair
- Feasibility of Entertainment program
- Management assistance & Marketing advice

Completion year: 2002

LIST OF CLIENTS and EXPERIENCE**Client experience – UK**

Agatha Christie Limited	Isle of Wight Concerts Limited	Royal Zoological Society of Scotland
Aintree Racecourse	Joshua Tetley & Son	St Giles Cathedral, Edinburgh
BBC	Kent County Council	St Modwen Properties plc
Black Rod, Houses of Parliament	Kelburn Estate	Scarborough Borough Council
British Airways	Lancaster City Council	Science Museum Scone Palace
British Coal	Leeds Castle	Scottish Enterprise
British Pavilion, Expo '92	Leeds City Development Corporation	Scottish Rugby Union
British Telecommunications plc	Legoland, Windsor	Scottish Tourist Board
British Urban Developments	Leicester City Council	Shropshire County Council
British Waterways	Lincolnshire County Council	Shrewsbury and Atcham District Council
Bromley Borough Council	Locharron of Scotland	Sir Robert McAlpine & Sons Ltd
Canterbury Archaeological Trust	London Docklands Development Corp.	Spitalfields Development Group
Chatham Historic Dockyard	London & Edinburgh Trust	Stirling District Council
Cheshire County Council	Lothian & Edinburgh Enterprise Ltd	Sudeley Castle Sunderland AFC
Corporation of London	Manchester Airport	Summit Group Plc
Cotswold District Council	Milford Haven Port Authority	Tamworth Borough Council
Countryside Properties	Millennium Wheel Company	Theatre Museum
Coventry City Council	Murrayfield (SRFU)	Tibbalds Monro
Department of Trade & Industry	Museum of London	Ticketmaster
Department of the Environment	National Marine Aquarium, Plymouth	3D Developments
Design Museum	National Space Science Centre	Torbay Borough Council Tate Modern
Discovery Park, Liverpool	National Trust	Tower of London Tradescant Trust
Drambuie Liqueur Company	National Artillery Museum	Trafalgar House Developments Limited
Dunbartonshire Enterprises Ltd	National Museum of Photography	United Racecourses
Dynamic Earth	Natural History Museum	University of Wales, Bangor
Edinburgh & Lothian Tourist Board	Naval & Military Club	Victoria & Albert Museum
Ellesmere Port	North Eastern Development Associates	Walsall Borough Council
English Heritage	North Shropshire District Council	Waterford Wedgwood
English Tourism Council	Northumberland County Council	Waveney District Council
Eurotunnel	Nottingham City Council	Welsh Development Agency
Enterprise Ayrshire	Nuclear Electric plc	Wembley PLC
Exeter City Council	Old Moor Wildfowl & Wetlands Trust	Whitbread Inns
Gatwick Airport Limited	Plymouth City Council	Woburn Safari Park Limited
Glasgow Development Agency	Penshurst Place	Yorkshire Wildlife Trust
Granada Television and Group	Portsmouth Millennium Tower	Yorkshire TV
Hampshire County Council	Rank Leisure	Zoological Society of London
Historic Royal Palaces Agency	Ravenhead Renaissance	Zoological Society of Glasgow & West Scotland
Hopetoun House	Redland Aggregates	
Hornby Hobbies	Richard Ellis	
Hull City Council	Rosehaugh Stanhope	
Hunting Gate Properties	Royal Armouries	
I.T.N.	Royal Botanic Garden, Edinburgh	
J. Rothschild Holdings Plc	Royal British Legion	
Imax Trocadero	Royal Observatory, Edinburgh	
	Royal Palaces Presentation Office	

Europe, the Middle & Far East, Caribbean and Australia experience

Adam Opel AG, Germany
Aldar Properties, UAE
Atlantis Turku, Finland
Babelsberg Filmpark, Germany
Le Chateau Vaux-le-Vicomte,
France
Castellammare Dockyards, Naples
Cousteau Ocean Society
Expo 2000, Hannover
Expo 2002, Switzerland
Festival Disney Paris
Foro Studios (The ICAIC Film
Studios Havana, Cuba)
Genoa Aquarium, Genoa
Gold Coast Theme Park, Thailand
Hagenbeck Zoo, Hamburg
Kempense Steenkolenmijnen,
Belgium
Kuwait Zoo, Kuwait
Lisbon Theme Park, Portugal
National Museum New Zealand, Te
Papa
Netherlands Tourist Office
Ocean Park, Hong Kong
Olympiapark, Munich
Parc Asterix, Paris
Parque's Reunidos
Parco Della Stadiana, Ravenna
Polvoranca Park, Madrid
Risorse per Roma
Safari World, Thailand
Schiphol Airport, Amsterdam
Sony Centre, Berlin
South Seoul Grant Park, South
Korea
Sahaviriya Group, Thailand
Tischman Speyer
Tui Brewery, New Zealand
UAE Offsets Group
Universal Studios International
Vivendi Group
Water Wonderland, Holland

USA experience

Anheuser Busch
Busch Gardens
Cambridge Severn Associates
Coney Island Steeplechase Park
New Dade County Zoo
Disneyland
Disney World
Darien Lake
42nd & 43rd Street, New York
Frontier City
The Great Adventure
Hershey Park
Knoxville Zoo
Kuhuku Sugar Mill
Legoland, Carlsbad
Libertyland Marriott's Great
America
MCA
Meteor Crater
Milwaukee Zoo
1984 Olympics
Old Orchard Beach
Orange Julius
Paramount Parks
Philadelphia Zoo
San Diego Zoo & Wild Animal Park
Six Flags
Squaw Valley
Universal Studios – Hollywood
Universal Studios -- Florida
Watson Island
Winchester Mystery House
World Cup 1994