

CRE

DENT

TEAM LEISURE

IALS

SPECIALIST EXPERTISE

Team Leisure is a specialist leisure consulting practice that provides market analysis, project development and operational services to developers and owners of leisure businesses and visitor attractions worldwide.

Founded in 2007 in Dubai but now headquartered in France, Team Leisure is headed by Phil Taylor, who was responsible for setting up and operating such notable and commercially successful leisure businesses as The London Eye and Ski Dubai.

Our unique team of experts and leisure professionals has the track record and vision to consult on, conceive, project manage, set up and operate leisure businesses worldwide.

Our Clients are developers and operators of leisure attractions, both private and Government. Over 100 assignments have been undertaken to date with 20 attractions now operating.

What unites everyone at Team Leisure is a passion for the leisure industry and an understanding that everything starts and ends with the guest experience. Our ability to innovate, create and maintain compelling guest experiences that are commercially viable is a key part of our unparalleled track record of success.

ATTRACTIONS

The diverse backgrounds and disciplines of our staff and Associates allows Team Leisure to advise on all types of sports and leisure facilities, large or small, indoor or outdoor.

The list includes:

- > Visitor attractions
- > Theme parks
- > Resorts and themed hotels
- > Waterparks & splash parks
- > Family entertainment centres
- > Child play centres & playgrounds
- > Edutainment & science centres
- > Museums and exhibitions
- > Adventure sports & play centres
- > Indoor ski & snow play centres
- > Sports venues & experiences
- > Animal experiences, aquariums and zoos
- > Historic properties
- > Gardens & parks

SERVICES

The list of leisure consulting services we can offer includes:

MARKET ANALYSIS & STUDIES:

- > Feasibility Studies
- > Attendance forecasts
- > Idea Searches & Concept Studies
- > Land Use Studies
- > Strategic Planning
- > Market Studies
- > Cost-Benefit & Economic Benefit Studies

DEVELOPMENT SERVICES:

- > Masterplanning
- > Space Planning & Design Briefs
- > Concept Design
- > Design Management
- > Peer Reviews
- > Client Representation
- > Project Direction & Management

OPERATIONAL CONSULTING:

- > Operational Planning
- > Operational Start-up Management
- > Operation
- > Operational Audits & Reviews
- > Marketing Strategy Development
- > Branding and Identity Management

CASE STUDY

SINGAPORE TURF CLUB



- Appointed as the Leisure Advisor for a consortium of leading designers and engineers led by Grant Associates
- The consortium was shortlisted by the Tote Board to submit a concept masterplan for the redevelopment of the racecourse site as a lifestyle destination with recreational facilities for the whole family
- Project site covers 133 hectares, including the 34 hectares racecourse, which is to be retained
- Scope was for concept, masterplanning and feasibility study for the redevelopment of the site to increase the appeal, efficiency and utilization of the site
- A mix of large and small attractions and amenities, both ticketed and free, within an exciting public park concept was identified for the site
- The project is a key part of Singapore's strategy to maximise land-use and develop compelling, lively public spaces, attractions and amenities for both the residential community and international visitors

CASE STUDY

SENTOSA & PULAU BRANI, SINGAPORE



- Appointed as the Leisure Advisor for a consortium of leading designers and engineers led by Grant Associates
- The team was appointed by the Sentosa Development Corporation
- Project is an integral part of the wider 2,000 hectare Greater Southern Waterfront development
- Scope was for concept, feasibility study and masterplanning for the redevelopment of Sentosa and the regeneration of the container port operated on Pulau Brani as a leisure resort destination
- A range of development options were modeled around a wide mix of both large and small game-changer attractions that will appeal to both international visitors and the resident market
- The project is a key part of Singapore's future tourism strategy
- The Masterplan was announced by Prime Minister Lee Hsien Loong in his 2019 National Day Rally address
- Video can be viewed on: <https://www.youtube.com/watch?v=9LrH90jRrok>

CASE STUDY

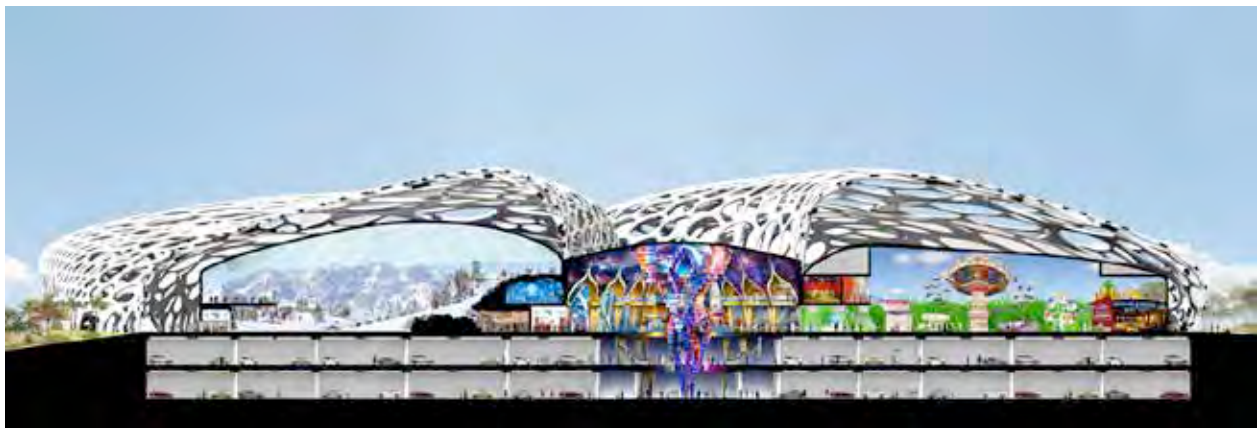
WINTERLAND, SHANGHAI, CHINA



- Appointed by KOP Winterland Pte Ltd
- 18 hectares site in Hongqiao, Shanghai , China
- Scope was to develop a full feasibility study for 5 inter-connecting attraction components including a 70,000 sqm indoor snow centre & snow theme park, an ice arena, a dinner theatre, a revolving theatre and a multi-purpose hall
- Estimated overall project cost is US\$ 2.2 billion
- Key achievements include identifying a number of unique, innovative design features and ways of integrating the attraction offers to maximise the commercial opportunity and create a new snow centre model that could surpass the success of Ski Dubai

CASE STUDY

DESTINATION RESORT, DOHA, QATAR



- Appointed through ASGHAL, the Qatar Public Works Authority on behalf of His Excellency The Prime Minister
- 90 hectare brown field site on Doha Bay
- Scope was for concept, feasibility study and masterplanning
- Estimated project cost US\$ 1.2 billion
- Components included a 35 ha theme park, indoor entertainment and F&B hub with 5 anchor attractions, 4* and 5* hotels, public park areas, marina, promenade walk, marine reserve and event space
- Key achievements outside of the scope of the study was to create a strong brand and identity for the project, an iconic, landmark building for the hub and an exciting 5 minute animated film of the project
- Video can be viewed on <http://www.floodslicer.com.au/project/celebration-park>

CASE STUDY

ADVENTURE CENTRE, UAE



- Appointed by Al Hamra Real Estate Development LLC
- Unique mountain top site on one of the highest mountains in the UAE
- Scope was for a concept and feasibility study
- Recommended components include an iconic skywalk, a gated mountain top adventure centre and a range of separately ticketed extreme sports attractions with scope for the future addition of a unique adventure hotel
- Estimated Phase 1 project cost is US\$ 15 million
- Key achievements include creating a commercially viable, unique, destination concept with broad appeal, including to non-adventure sports enthusiasts, that could draw both resident and international visitors

CASE STUDY

PORT SULTAN QABOOS, OMAN



- Appointed through the Oman Tourism Development Company
- 64 hectare site to be developed in 4 phases aimed at transforming Port Sultan Qaboos in Muscat into a major tourism-based mixed-use waterfront destination
- Scope was to undertake a review of the Phase 1 leisure offers, recommend an attractions strategy and provide attraction design guidelines as part of an update of the project masterplan
- Phase 1 includes a Fisherman's Wharf, fish souq, 5-star marina, 4-star family hotel, serviced apartments, destination shopping, waterside restaurants & cafes, boutiques, offices and attractions
- Estimated total project cost US\$ 1.3 billion
- Key achievements include identifying a mix of unique cultural, family & adventure sports attractions and facilities for the site to connect the project with the surrounding mountains and historic areas of Muscat and re-purpose some of the existing port infrastructure

CASE STUDY

WAHOOO! WATER PARK, BAHRAIN



- Appointed by Majid Al Futtain Properties
- 15,000 sqm combined indoor / outdoor water park on the roof of a multi-storey car park adjacent to Bahrain City Centre
- Scope was to manage the creation of the concept, act as the Client Representative throughout the design development & construction and provide operational consulting & business modeling until the appointment of the General Manager
- Estimated project cost was US\$ 50 million
- Key achievements include the introduction of a cashless RFID admission system, brand & identity management and the development of all the associated retail, F&B and photography sales



CASE STUDY

LITTLE EXPLORERS, DUBAI, UAE



- Appointed by Majid Al Futtain Properties
- 2,500 sqm indoor edutainment centre at Mirdif City Centre created under license from Cité Des Sciences, Paris as part of the 20,000 sqm Playnation entertainment centre
- Scope was to manage the creation of the concept, act as the Client Representative throughout the design development & construction, negotiate all franchise agreements and provide operational consulting & business modeling until appointment of the General Manager
- Estimated project cost was US\$ 15 million
- Key achievements include adapting the original museum concept to a commercial attraction and the introduction of a substantial exit retail component with direct, public access off the mall
- Winner of the 2014 & 2015 Time Out Best Kids Edutainment Award

CASE STUDY

PREMIUM EUROPEAN FOOTBALL BRANDED THEME PARK & LIFESTYLE RESORT, ABU DHABI, UAE



- Appointed by Al Qudra Holding PJSC
- 100 hectares site proposed
- Scope was to develop a full concept for the project with supporting feasibility study
- Recommended components included an indoor theme park, a sports mega-store, sports bars & restaurants, health & fitness centre, stadium complex, football academy, residential and accommodation
- Estimated overall project cost was US\$ 1.2 billion
- Key achievements include creating a balanced mix of sports related attractions and facilities and lifestyle residential offers anchored by a world class premium European football branded indoor theme park

CASE STUDY

AL HAMRA RESORT & VILLAGE, RAS AL KHAIMAH, UAE



- Appointed by Al Hamra Real Estate Development LLC
- 270 hectare mixed-use development that has opened in phases since 2007 that includes Al Hamra Mall, Al Hamra Beach Resort, Al Hamra Palace Hotel and Convention Centre, an 18-hole par 72 golf course, marina and over 4,000 residential units
- Scope was to undertake an attraction idea search and feasibility study for a mix of new attractions to enhance Al Hamra Beach Resort, including the consideration of a range of adventure, edutainment & cultural offers
- Estimated total project cost for Al Hamra Village is US\$ 1.9 billion
- Key achievements include identifying a mix of low-cost, unique family & adventure sports attractions with an indication of the recommended design language that could be developed along the beach front to appeal to both resort guests and day visitors from the surrounding markets, including other resorts and international visitors

CASE STUDY

INDOOR ENTERTAINMENT COMPLEX, RIYADH PARK MALL, RIYADH, KSA



- Appointed by Asala Holding Company
- Scope was to undertake a concept idea search and feasibility study for 15,000 sqm of indoor entertainment for a destination mall development in Riyadh
- Over 30 attraction concepts were reviewed and analysed to arrive at an initial shortlist of 11 attraction concepts and 3 innovative retail concepts that resulted in a recommended Base Case and 3 alternative leisure and retail mixes
- Key achievements include development of a unique attraction concept with supporting development briefs and exciting visuals that allowed the attraction space to be leased in its entirety to a single operator

P TAYLOR

FOUNDER & MANAGING DIRECTOR OF TEAM LEISURE

Period	Role
2007 – to date	Founder & Managing Director, Team Leisure
2003 - 2006	CEO, Ski Dubai, UAE
2001 - 2002	Partner, Economics Research Associates, UK (Now AECOM Economics)
1993 - 2000	New Business Development Director, The Tussauds Group, UK (Now Merlin)
1990 - 1992	Senior Project Manager, Disneyland Paris
1977 - 1989	Project & design management roles on residential, commercial & infrastructure projects in the UK, KSA & Asia

Selected Roles Prior to Founding Team Leisure	Client / Employer	Development Value (USD)	Role
Ski Dubai, UAE	Majid Al Futtaim	USD 95 Mio	CEO, client representation, operational start-up and operation
London Eye, UK	Millennium Wheel Company	USD 150 Mio	Board Director. Development, operational start-up and operation
Belle Mare Waterpark & Resort	Sugar Investment Trust	-	Waterpark review and resort concept development & feasibility study
Thorpe Park Theme Park, UK	Tussauds	USD 50 Mio	Board Director. Acquisition and development strategy.
Port Aventura Theme Park, Spain	Tussauds Universal Studios	USD 250 Mio	Development and operational start-up. Masterplanning resort & park expansion prior to sale to Universal Studios
Alton Towers Theme Park, UK	Tussauds	USD 6 - 10 Mio	Board Director. Addition of new rides and attractions.
Alton Towers Resort & Waterpark, UK	Tussauds	USD 100 Mio	Development planning & concept development for 2 resort hotels and Caribe Creek waterpark.
Warwick Castle & Park, UK	Tussauds	-	Board Director
Madame Tussauds	Tussauds	USD 75 Mio	Board Director. Portfolio roll-out. Development of new venues
Theme Park, Thailand	Tussauds	USD 90 Mio	Feasibility study and concept development. Project cancelled due to Asian economic crash in 1997
TV Studio Theme Park, UK	Tussauds / BBC	USD 150 Mio	Feasibility study & concept development to planning consent. Project cancelled due to Government's compulsory acquisition of site for Millennium Dome
Disneyland Paris, France	Eurodisney	USD 1.6 Billion	Project management of Disneyland Hotel fit-out and start-up

P TAYLOR

FOUNDER & MANAGING DIRECTOR



P TAYLOR

FOUNDER & MANAGING DIRECTOR



CEO SKI DUBAI 2003 - 2006

- > 30,000 sqm indoor ski and snow play centre
- > World's first indoor themed mountain resort with real snow
- > Concept development
- > TEA Award for Outstanding Innovation
- > Feasibility study review
- > Full operational start-up
- > Operation
- > The introduction of a significant number of operational and product innovations have made Ski Dubai the most commercially successful indoor snow centre in the world... in a desert country with no snow culture and a total resident population of 4.1 million people when Ski Dubai opened in 2005

ORGANISATION STRUCTURE

Team Leisure was founded and is operated by Phil Taylor, who personally undertakes all of the in-house services himself.

Team Leisure has no employees but is pleased to be able to offer its consulting services in association with a wide range of leading leisure firms and experts.



Teams are assembled on a project-by-project basis according to the needs of the project with Team Leisure acting equally as the Project Director or as a sub-consultant. In its role as a sub-consultant, Team Leisure has acted as the leisure advisor to some of the world's greatest designers and some of the world's leading accounting firms.

An example list of Associates with whom Team Leisure has previously offered its services is included on the following slide.

ASSOCIATES

Team Leisure is pleased to have previously offered its consulting services in association with the following firms and experts:

Consulting Services

- > Real estate advisor - **CBRE (Dubai & Singapore)**
- > Advisory services - **KPMG (KSA)**
- > Advisory Services - **Strategy& / PWC (KSA)**
- > Advisory Services – **Knight Frank (KSA & Singapore)**
- > Sports consulting - **Octagon (UK)**
- > Adventure sports - **Venture Xtreme (UK)**

Development Services:

- > Aquarium and aquatic centre design - **Peddle Thorp Architects (Australia)**
- > Artwork & creative design - **Sinclair Design (USA)**
- > 3D digital perspectives & visuals - **SixTrees (Singapore)**
- > Attraction design and masterplanning - **Nichols Brown Webber (UK)**
- > Attraction design and masterplanning - **Grant Associates (UK)**
- > Attraction design and masterplanning - **Zara Hadid Architects (UK)**
- > Attraction design & Imagineering - **Thinkwell Design (USA)**
- > Attraction design & Imagineering - **Saturn Imagineering (UK)**
- > Play area design & equipment supply - **HPS Middle East (Dubai)**
- > Snow centre technical design - **Acer Snowmec (UK)**
- > Theme park & animal experience design - **PGAV (USA)**
- > Zoological attraction design - **ZooQuariumDesign (Germany)**

Operational Services:

- > Aquarium and marine attraction operation - **Parkthorn Consulting (Australia)**
- > Aquarium operation - **David Mace (UK)** - Founder of Sea Life Centres
- > Extreme sports & urban culture events - **Flow Events (Dubai)**
- > Marketing - **Britton McGrath Associates (UK)**
- > Market research - **Morisetti Associates (UK)**
- > Operations, technical and compliance reviews - **Andrew Potter (UK)**
- > Zoological attraction operation - **Dr. Stephan Hering-Hagenbeck (Germany)**

TEAM LEISURE

MAKING ATTRACTIONS WORK
MAKING LEISURE FUN

Team Leisure Consulting EIRL
13 Blvd Louis Barthou,
06130 Grasse, France
info@team-leisure.com
www.team-leisure.com
Copyright Team Leisure 2021

