



IAAPA[®]

The Global Association
for the Attractions Industry

Indonesia Retail Summit 2023

June Ko
Executive Director and VP – Asia Pacific



GLOBAL SOLUTIONS TO MEET LOCAL CHALLENGES.



IAAPA is a global organization with regional offices dedicated to serving members.



REAL-WORLD, PROVEN SOLUTIONS.
JUST FOR MEMBERS.



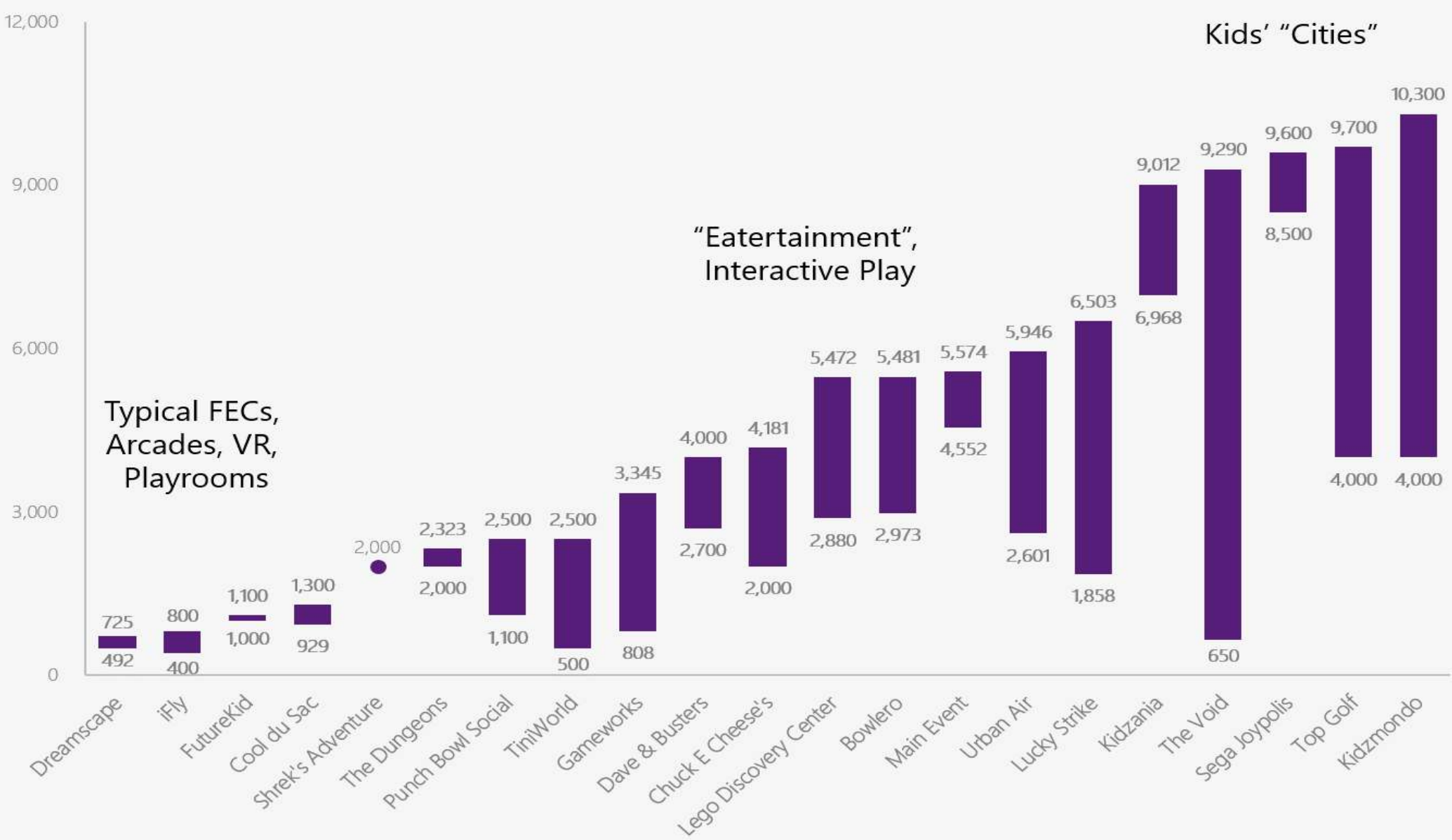
Overview – Family Entertainment Centers globally!

Globally, 98% of indoor attractions and parks are less than 20,000 sqm, **and ~93% are less than 10,000 sqm**. Primarily: Warner Brothers Abu Dhabi, Lotte World, Trans Studio, Nickelodeon Universe, Ferrari World Abu Dhabi among them.

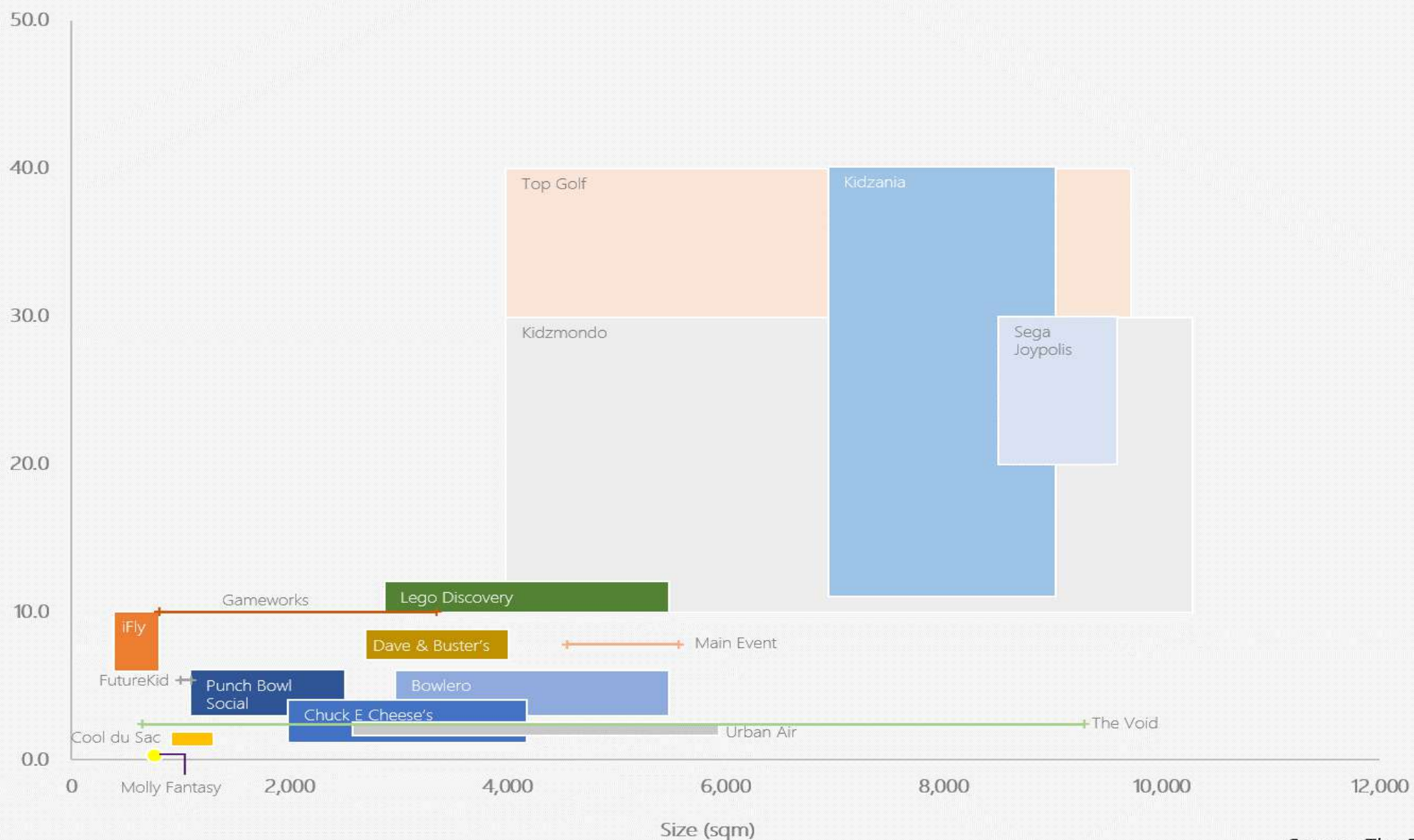
Various categories of FEC's: Playrooms, Exhibitainment, Interactive, Theme park/ Ride Park, Active Play, Edutainment

*source from parkdatabase

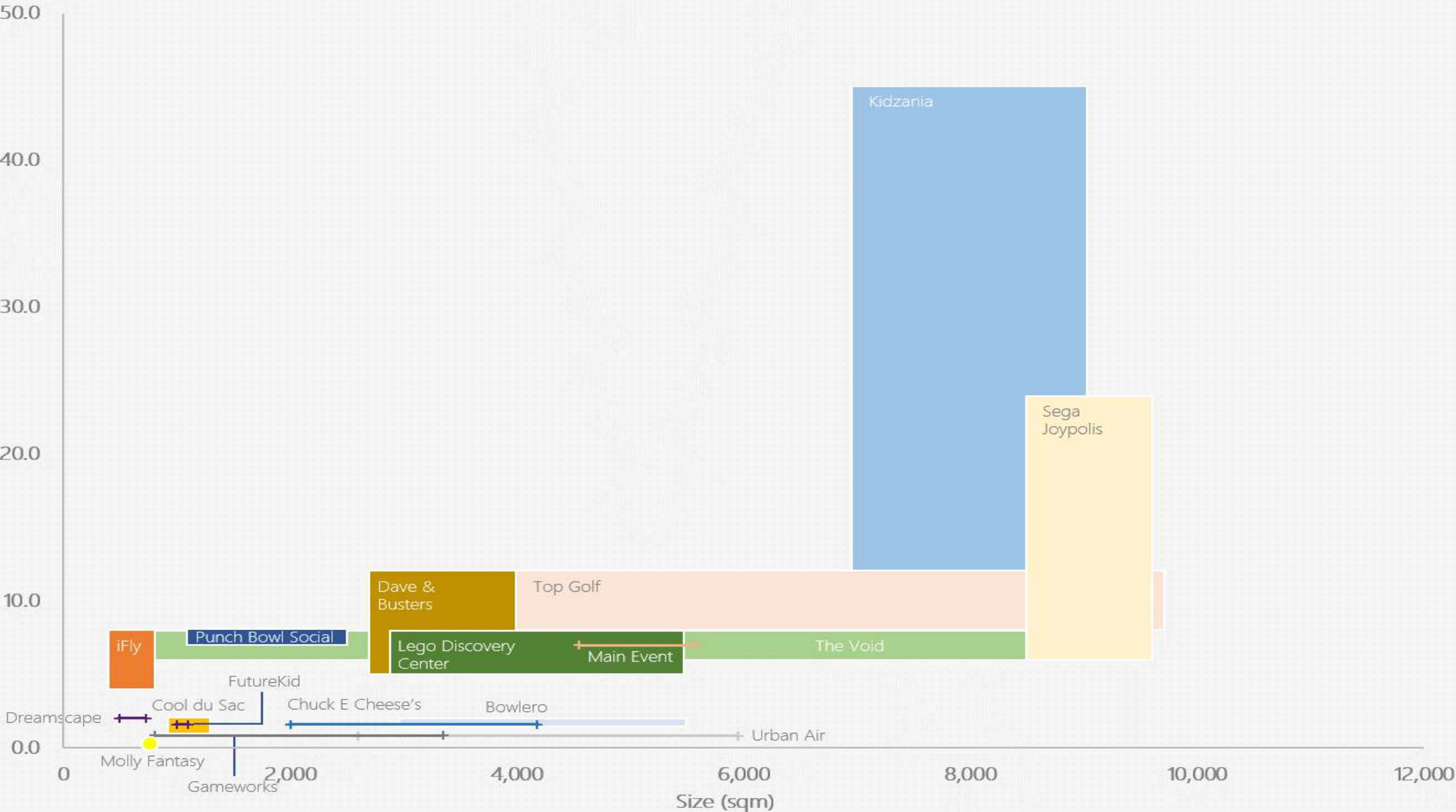
Average Size of Indoor Attraction by Type (sqm)



Average Development Cost (\$), Size (sqm) of Indoor Attraction by Type



Average Revenues (\$), Size (sqm) of Indoor Attraction by Type



A LIVE EXAMPLE :
SKIES11 Hong Kong

Hong Kong's

Biggest
RDE Destination

With a total GFA of 3.8M sq. ft.

Hong Kong's

Largest
Retail Complex

With 800+ shops

Hong Kong's

Largest
Indoor Entertainment Hub

With GFA of 570K sq. ft.



Capturing GBA's Untapped Market

31.6M residents within 1.5-hour living radius, who are eligible for multiple entries

Guangdong West & Shenzhen

Foshan • Jiangmen •
Zhongshan • Zhuhai • Shenzhen

Bridge

- 1 Hong Kong-Zhuhai-Macao Bridge
- 2 Tuen Mun–Chek Lap Kok Link
- 3 Shenzhen-Zhongshan Bridge
- 4 Humen Pearl River Bridge
- 5 Humen Second Bridge



Transform Lantau Experience

Completing the Lantau experience with retail and dining options, and unparalleled professional services

Tuen Mun-Chek Lap Kok Link
10 mins from Tuen Mun
33 mins from Shenzhen

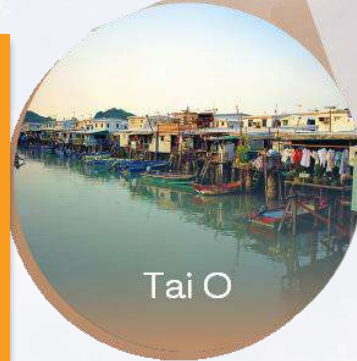


Tsing Ma Bridge
15 mins from town



Tung Chung City

Po Lin Monastery



HZM Bridge
40 mins from Macau and Zhuhai

Activities	Existing	With 11 SKIES
Shopping	✗	✓
Sightseeing	✓	✓
Entertainment	✗	✓
Health & Wellness	✗	✓
Wealth Management	✗	✓

Largest Entertainment Hub in Hong Kong



Targeting Multi-Generation Families



KidZania



Digital Aquarium



Paddington Play



Interactive Experience

Targeting Generation Z



SkyTrack



Timeless Flight Hong Kong



Axtion City



ARTE MUSEUM

Regional events and online
tools that bring the great
attractions community together
to learn, share, grow.



REGIONAL EVENTS | MEMBERSHIP AND DIRECTORIES | JOB BOARD



Our global Expos are where the business of fun gets done. Whether you are looking for your newest revenue stream or to showcase your latest products, IAAPA Expos bring together a global network of buyers and sellers.

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Let's meet in Bangkok!

IAAPA APAC **TRADE SUMMIT 2022** **BANGKOK | THAILAND**

October 17-18 2022



<https://www.iaapa.org/events/connections/iaapa-apac-trade-summit-2022>



The attractions industry's
Premier Event in Asia

Conference: **June 13-16, 2023**
Trade Show: **June 14-16, 2023**

Marina Bay Sands, Singapore



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www.IAAPA.org/membership

THANK YOU!



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