

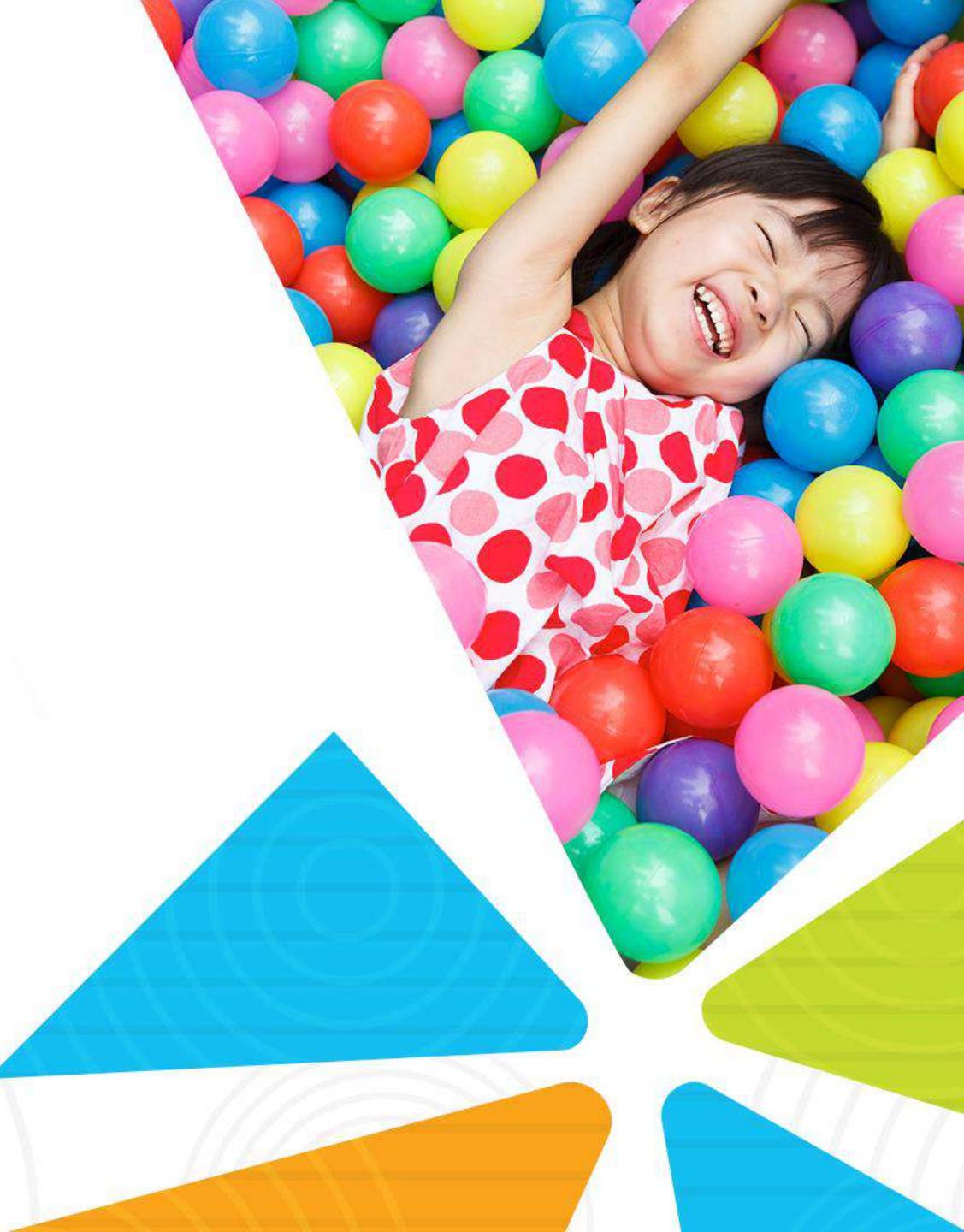


IAAPA®

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.**



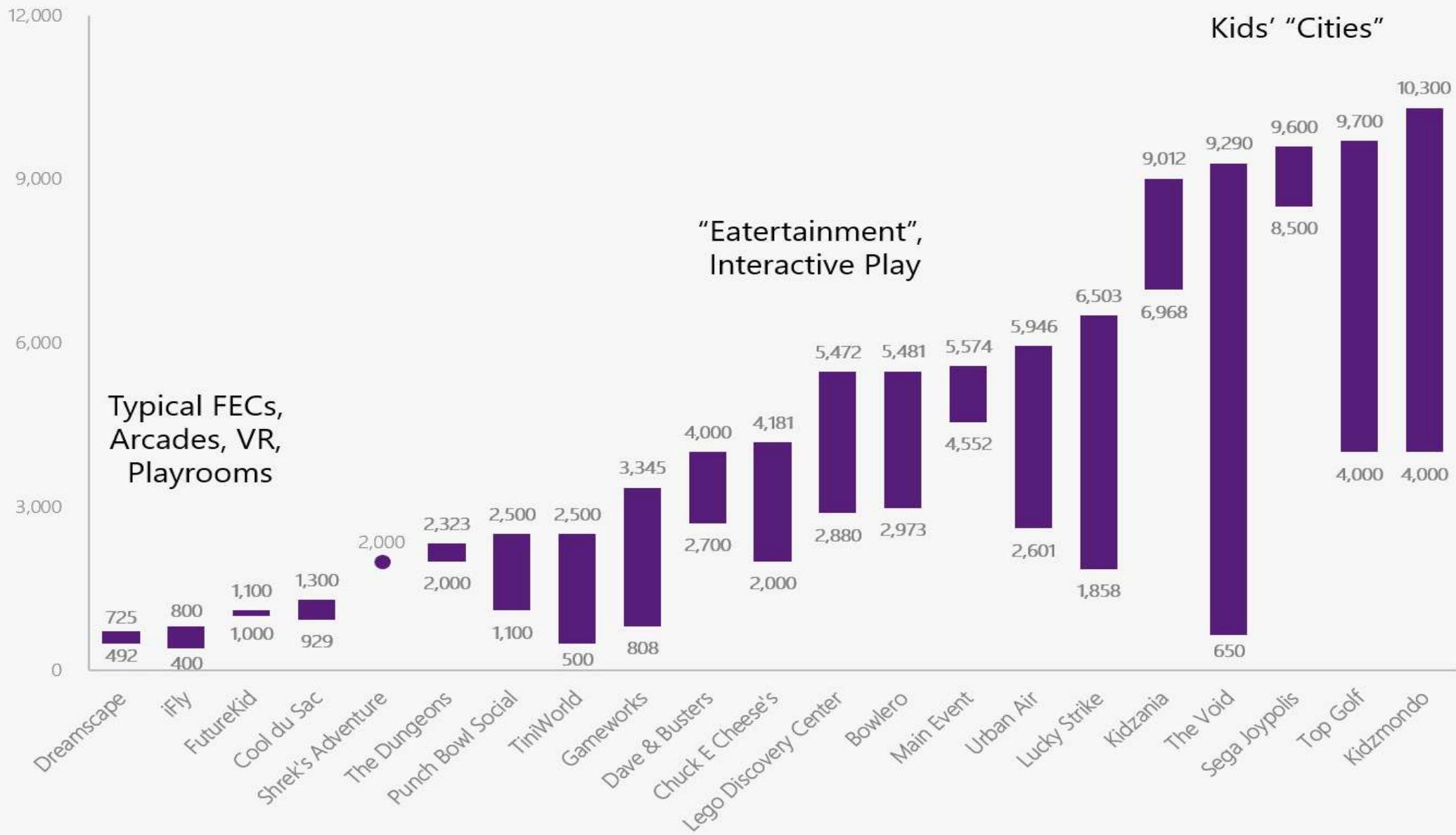
Overview – Family Entertainment Centers globally!

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

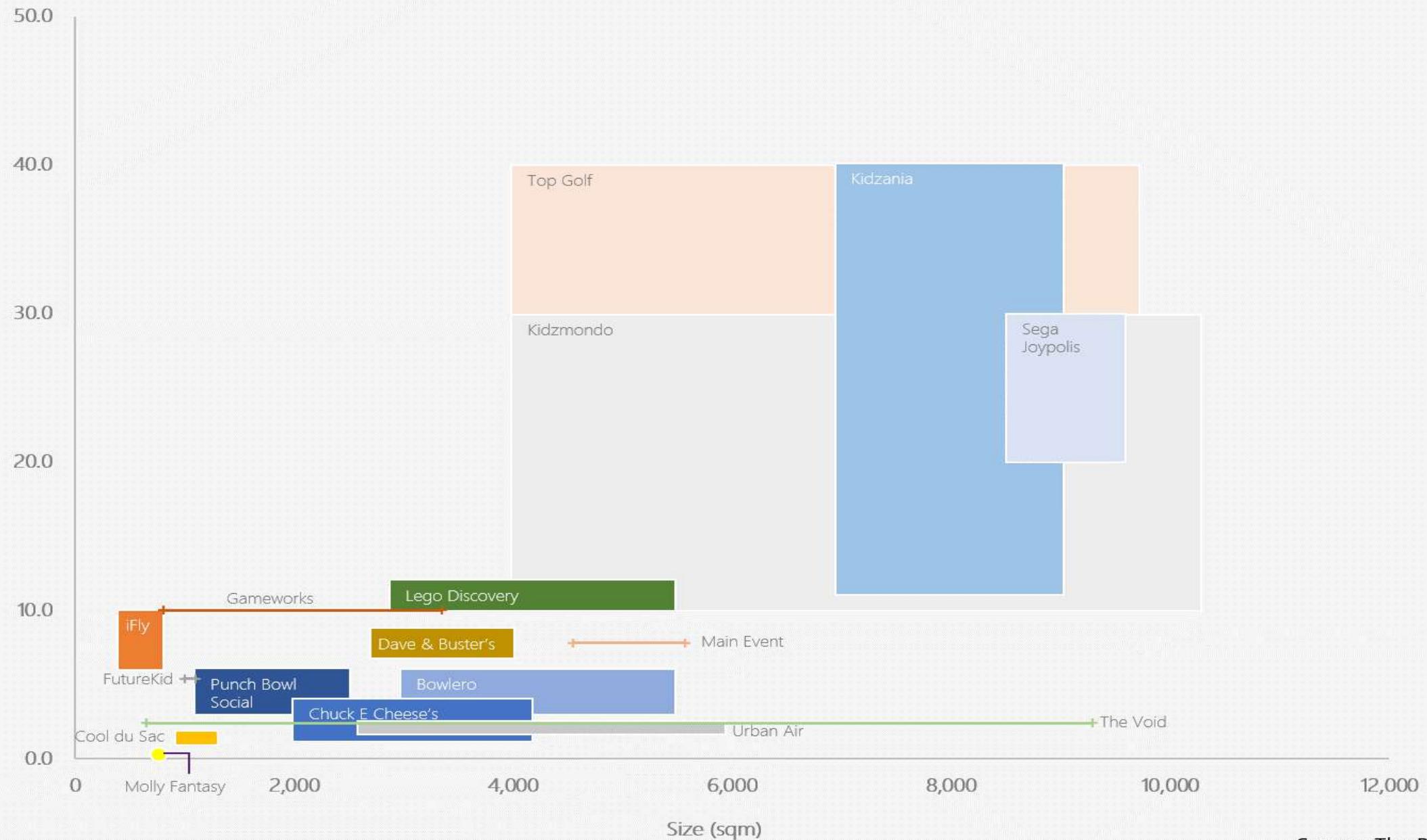
*source from parkdatabase

Average Size of Indoor Attraction by Type (sqm)

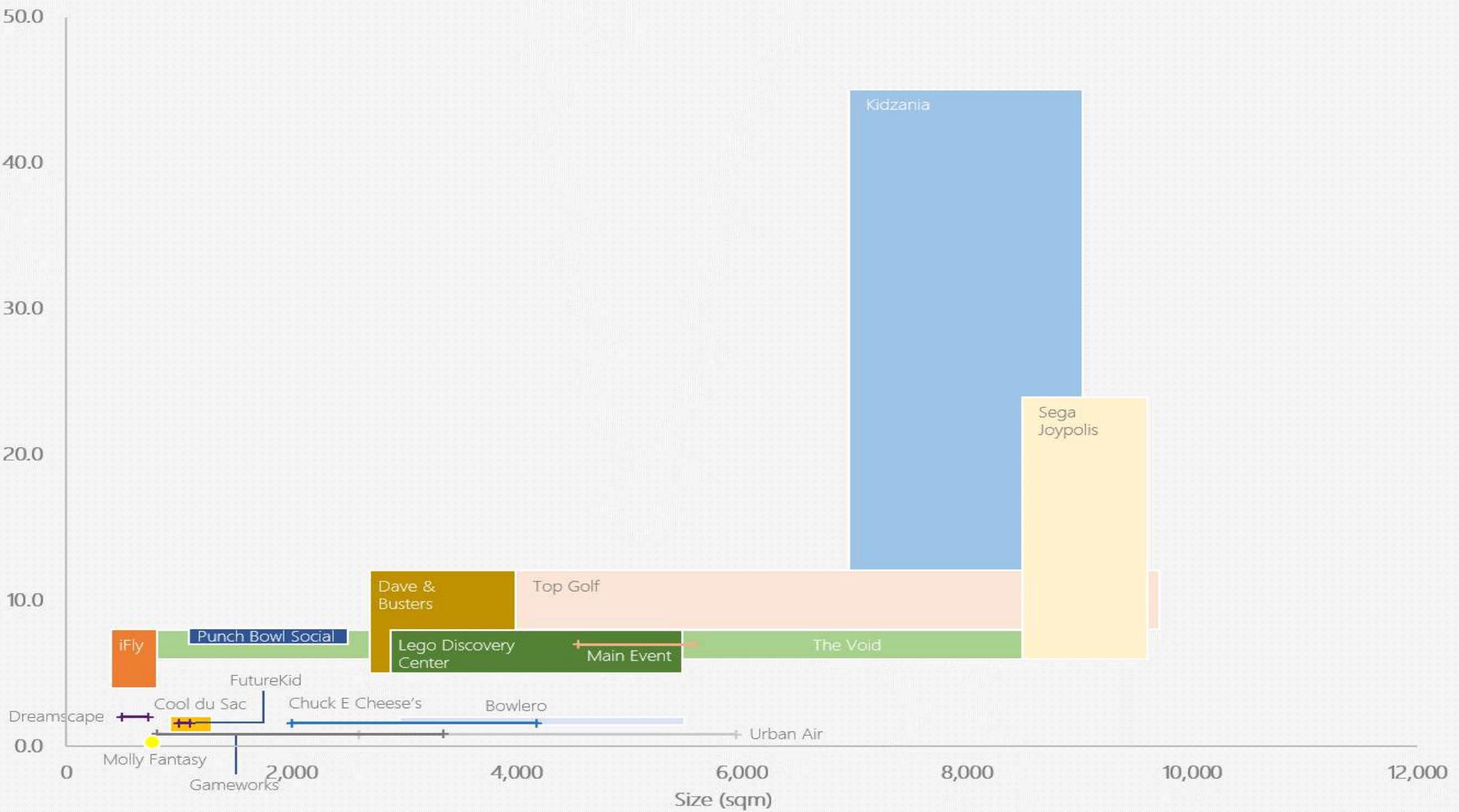


Source: The Park Database

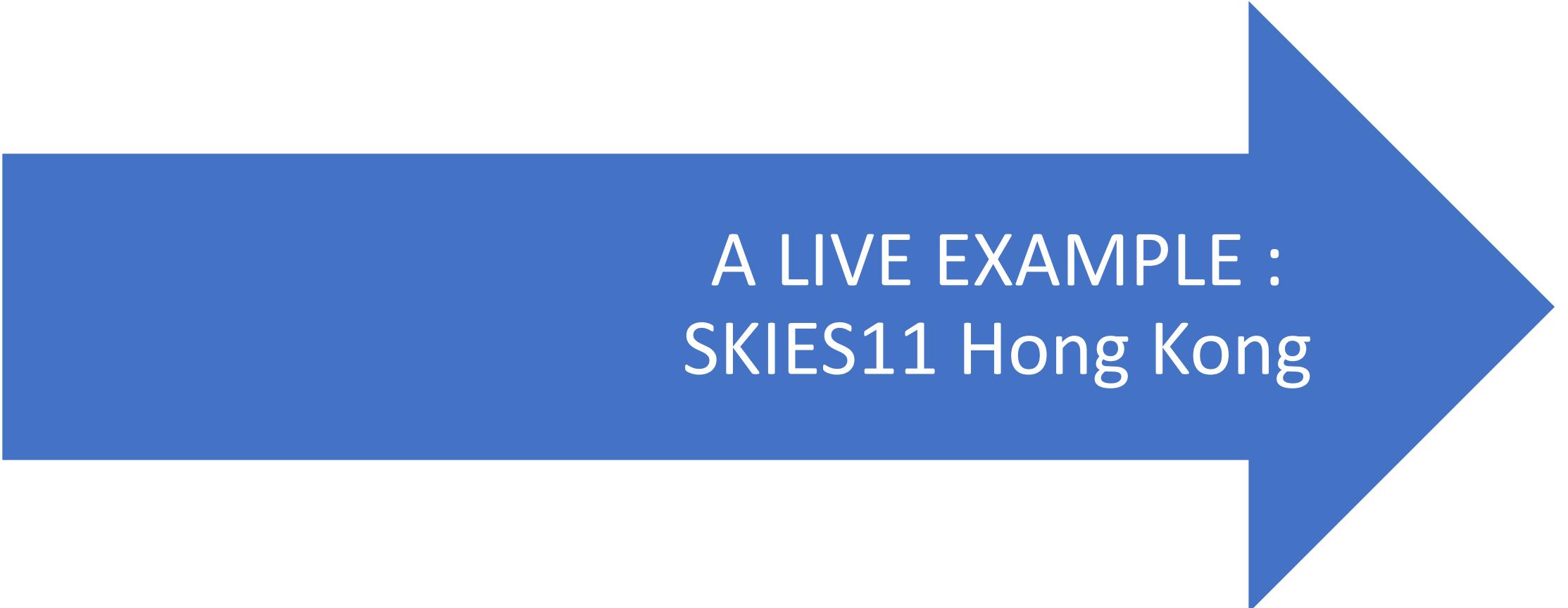
Average Development Cost (\$), Size (sqm) of Indoor Attraction by Type



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



Source: The Park Database



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



HZMB Bridge
40 mins from Macau and Zhuhai

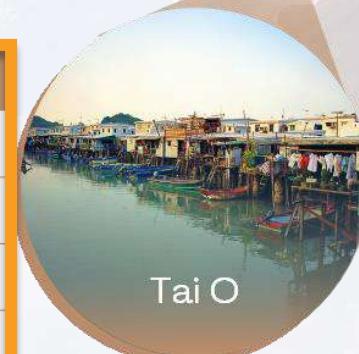


Tsing Ma Bridge
15 mins from town

Po Lin Monastery

Tung Chung City

Hong Kong Disneyland



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

For presentation only. Duration quoted is an estimate.

A large, circular aquarium tank is the central focus, filled with clear blue water. Inside, a manta ray swims gracefully near the surface, and several glowing blue jellyfish are scattered throughout. A person in a dark jacket and light pants stands on a dark, reflective floor in front of the tank, looking up at the marine life. The tank is set against a dark, futuristic background with glowing neon signs and digital displays. One sign on the left reads "Rose Bar" in yellow, and another on the right features the text "HOP", "WHO", "RO", and "MAX VISION" in various colors. The overall atmosphere is a blend of natural beauty and high-tech urban design.

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



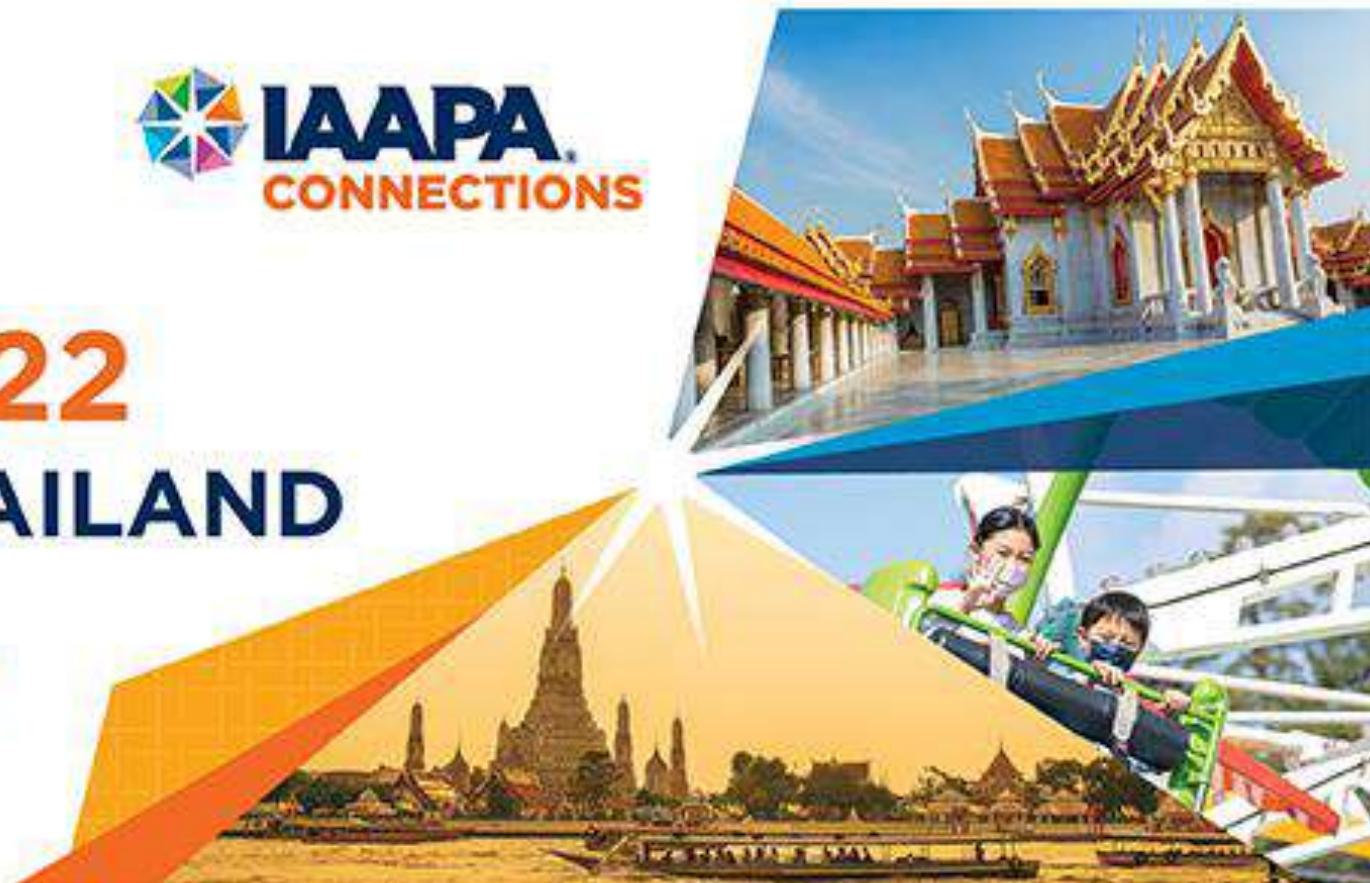
Our global Expos are where the business of fun gets done. Whether you are looking for your newest revenue stream or to showcase your latest products, IAAPA Expos bring together a global network of buyers and sellers.

IAAPA EXPO ASIA | IAAPA EXPO EUROPE | IAAPA EXPO

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



**PUT IAAPA'S 100-YEAR
LEGACY OF SUCCESS
TO WORK FOR YOU.**



www.IAAPA.org/membership

THANK YOU!



www.IAAPA.org/membership