



OVER 20 YEARS
EXPERIENCE ON FOUR
DIFFERENT CONTINENTS

PROVEN SOLUTIONS FOR THE LEISURE & ENTERTAINMENT INDUSTRY

WE SPECIALIZE IN

- Indoor snow attractions & sports
- Water based entertainment & sports
- Family entertainment centers (FEC)
- Immersive experience attractions
- Multi dimension theatres & rides



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CONCEPTUALIZATION

- Project Concepting
- Land/Site identification
- Project Financial Modeling
- Guest flow / Experience
- Ride selection /placement

DEVELOPMENT

- Feasibility studies
- Governmental interface (incentives)
- Client Design representation
- Operational design input
- Manpower Assessment & Planning

OPERATIONS

- Pre-Opening Readiness
- Project Launches
- Interim Management
- Guest Services Objectives
- Policy & Procedure drafting
- Operational Audits



SERVICES

- **Business case Support**
 - Performance / revenue opportunity analysis
 - Pricing & product strategy
 - Existing business plan performance analysis
 - Food & Beverage requirements
 - Retail and leasing opportunities
 - Secondary Attractions impact
 - Hospitality opportunities
 - Project and operational financial modeling
 - Project cost modeling
 - Pre-Devop cost
 - Soft Cost
 - Hard Cost
 - Operational Performance modeling.
 - Return of Investment modeling.
 - Feasibility studies*
 - Financial Feasibility testing
 - Market research/studies
 - Concept testing
- **(Pre-)Development Support**
 - Site Selection**
 - Governmental support
 - Incentive identification, review etc.
 - Community presentations etc.
 - Investor Presentations attendance/preparation
 - Concept / Product definition
 - Guest Experience
 - SPH impact analysis
 - Implementation of market research findings
 - Operational design input
 - Support design team and protect operational functionality.
 - Operational review of existing drawings both FOH and BOH
 - Guest flow design management, reviews and analysis
 - Ride selection (Throughput analysis, operational & staffing analysis, purchase cost)
- **Launch and Post Launch Support**
 - Pre-Opening Readiness
 - Identification of required non FF&E equipment
 - Non FF&E / Operations Purchasing plan
 - Proven products / Value options
 - Sponsorship opportunities
 - Staffing requirements
 - Go-live services
 - Project Planning for Operations Including hiring strategy and go-live plan
 - Recruitment Support
 - Guest Services Objectives
 - Policy & Procedure drafting
 - Operational Management***



*For Feasibility studies The Attractions Guru has an existing partnership with a former AECOM analyst. Their objective analysis of the financial model, often combined with market research and concept testing provides clarity and third party assurances for investors and founders alike.

** The Attractions Guru has access to several Land brokers in the USA that can assist with land valuation, location analysis and potential transaction support.

*** The Attractions Guru has partnerships with several Operational Management companies and can provide introductions to and be the clients voice in negotiations for operational contracts, audit the operational performance etc.

The Attractions Guru: proven solutions for the Entertainment & Hospitality industry.

With our unique background of professional management of attractions in a multitude of countries and cultures, we look at every aspect of a project or operating business from an array of different angles, applying methods and approaches that have been proven in different regions and operations. This often results in ideas and feedback that helps our clients meet a broader range of demographically driven requirements and expectations, ultimately leading to a better guest experience. Thanks to the wide range of attractions our team has been involved with we are able to assess any challenge and propose creative and proven solutions.



From the founder:

As the Principal Consultant and an Iaapa Certified Attractions Executive my team and I are able to leverage over 20 years of experience in conceptualization, design, delivery and operations for our partners and clients. Our team were part of the design, delivery or operation of: Ski Egypt, Ski Dubai, SnowWorld Zoetermeer, SnowWorld Landgraaf , Big Snow New Jersey, WahoOo Waterpark Bahrain, Ski Dubai Snowbullet Ziplines, Snowpenguins at Ski Dubai, Snow Oman, Baroue Frostland, Yalla Bowling, Illuminarium Experiences Atlanta, Magic Planet Bahrain City Center and provided services to several events and a Texas Municipality.

Our current portfolio includes several Surf-Attractions, Family Entertainment center projects and we are currently assigned to projects with Indoor snow components in the United States in Colorado, Virginia, Texas and Sydney Australia while assisting clients in the Middle East with operational advice for the facilities already welcoming guests.

We look forward to connecting and presenting how our unique experience and skillset can be of value to your project, big or small. Please reach out to guru@theattractionsguru.com or call +1 (903)224-6857



Tom Scheffer
Principal Consultant