



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



+1-903-224-6857



guru@theattractionsguru.com



www.theattractionsguru.com

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

The Attractions Guru

Proven Solutions for the Entertainment and Hospitality Industry

With more than 20 years of hands-on experience managing attractions across diverse countries and cultures, *The Attractions Guru* delivers globally informed, results-driven solutions tailored to each client's needs. We apply internationally recognized standards, best practices, and real-world insights to help you create and operate standout experiences.

Our expertise covers a wide range of attraction types, including indoor snow and ice environments, water-based entertainment, amusement rides, 3D theaters, and conservation-themed edutainment. Whether you're developing a new concept or fine-tuning an existing operation, we bring strategic insight designed to meet the expectations of today's global audience—enhancing guest satisfaction while driving operational performance.

But we're not limited to indoor skiing and snow tubing. Our work spans surf parks, waterparks, and full-scale theme park design. As part of an international network of subject matter experts, we offer flexible, scalable services that align with your goals and budget.

Leading our efforts is Principal Consultant **Tom Scheffer**, an IAAPA Certified Attractions Executive with over two decades of experience in attraction design, development, and operations.

Our team has contributed to the design, delivery, or management of notable projects including:

- **Ski Egypt, Ski Dubai, Snow World Zoetermeer, Snow World Landgraaf**
- **Big Snow New Jersey, Wahooo Waterpark Bahrain, Magic Planet Bahrain City Center**
- **Snowpenguins at Ski Dubai, Snowbullet Ziplines, Snow Oman**
- **Baroue Frostland, Yalla Bowling, Illuminarium Experiences Atlanta & Las Vegas**

Other completed and ongoing projects, events and municipal projects include assignments in **The United States**, including locations in **Colorado, Nevada, Virginia, Texas and Georgia**, as well as abroad in **Saudi Arabia, Kuwait, United Kingdom, Thailand, Hong Kong and Australia**.



Tom Scheffer - Principal Consultant

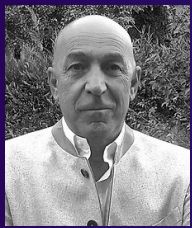


Tom is the Founder of The Attractions Guru and serves as its principal consultant, acting as the primary contact for most clients. With nearly 25 years of experience in attractions management, design, and project execution, he leverages his extensive expertise to deliver top-tier solutions. Throughout his career in the leisure and entertainment industry, Tom has overseen and managed large-scale operations across six countries on four continents. He has been involved in projects totaling nearly three-quarters of a billion dollars, handling everything from concept development to operational management and business launches.

While Tom is best known for his work on six indoor snow attractions, his experience extends to waterparks, family entertainment centers (FECs), and adventure parks. He has also had the privilege of leading two projects with Disney and SeaWorld. As an IAAPA Certified Attractions Executive—a credential earned through industry tenure, education, and support—Tom is a seasoned panelist, speaker, and faculty member. He is dedicated to fostering industry growth and sharing his passion for creating unforgettable experiences for guests.

Ski Resorts Designer

Daniele Costantini - Senior Consultant / Owner of Ski Resorts Designer



Ski Resorts Designer is a Consulting firm led by Dr. Daniele Costantini, who has acquired over the years a particular specialization in the fields of design, management, and redevelopment of ski resorts. In this context, efforts have always been made to combine environmental protection with economic development. The services that the firm Ski Resorts Designer offers for the winter and summer mountain tourism sector are the result of the experience gained, in the thirty years of activity, through projects that have involved the most famous winter resorts in Italy and abroad. With the aim of giving a finished product - from the idea to the realization - Daniele Costantini works in continuous synergy with the best companies in the sector like - Technoalpin, Doppelmayr, Leitner, Demacenko, MND -, that ensures, to all customers, a punctual, precise and always up-to-date service. Dr. Daniele Costantini was the Official Designer and Construction Supervisor of the alpine ski slopes relating to the Olympic Winter Games of Turin 2006.

Eden Wogayehu - Senior Consultant



Eden joined the team in late 2019, bringing over 20 years of guest care experience. Having lived in Dubai for two decades before relocating to the US, she has an in-depth understanding of the high expectations set by the competitive Dubai market. Her expertise in guest care has been shaped significantly by her involvement in event management. As a Regional Sales Director, Eden oversaw corporate bookings, small events, and a remarkably strong birthday party market, applying her guest care skills to ensure the satisfaction of clients investing in small and medium-sized events that her team sold and executed. Eden was also a key member of the launch team for two multimillion-dollar attractions, where she led the programming, branding, and execution of initiatives focused on engaging guests under the age of 12. At The Attractions Guru, Eden assists clients with guest care objectives, general guest flow projections, and the conceptualization, financial modeling, planning, and execution of event programs.



Sample 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 services for existing assets:

- Financial Performance analysis/review
- Operational support and strategies
- Maintenance and Facility management
- Onsite operation, safety and business audits
- Product development / repositioning
- Business restructuring and turn arounds



*For Financing related 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.

Illuminarium

Location:

Atlanta, Georgia, USA

Master development details:

Developer/Owner: Illuminarium Experiences

Project details

Project Name: Illuminarium
 Project concept: Immersive entertainment
 Total footprint: 51,667 square feet
 Opening date: 7/1/2021

Unique features: Immersive entertainment
 Technology based experience
 Nightlife experience
 F&B and Retail

Project Involvement: General manager

Illuminarium Experiences is a cutting-edge immersive attraction that blends advanced technology, art, and storytelling to transport visitors into vividly recreated worlds. Using high-resolution projections, 360-degree audio, scent systems, and even in-floor vibrations, Illuminarium creates multi-sensory environments where guests can explore themes like space, wildlife, and iconic art in a way that feels cinematic and interactive. With locations in cities like Atlanta and Las Vegas, each venue offers rotating exhibits, interactive installations, and even adult-only "After Dark" experiences, making it a versatile destination for families, art lovers, and nightlife seekers alike

Remarks:

Illuminarium Atlanta was the first location for this company, setting the benchmark for those to follow in Las Vegas, Macau and Toronto



Ski Egypt

Location:

Mall of Egypt
6th of October, Cairo, Egypt

Master development details:

Developer/Owner:	Majid Al Futtaim Group
Total development:	1.8 Million Square feet
Total hotel rooms:	400 Hotel rooms
Other entertainment:	FEC, Bowling, Cinema

Project details

Project Name	Ski Egypt
Project concept:	Indoor snow attraction
Total footprint:	242.164 square feet
Opening date :	2/03/2017

Unique features:	Indoor Ski Slopes Indoor Snowplay Snowpenguins @ Ski Egypt F&B and Retail
------------------	--

Project Involvement:	Operational project oversight Client representation Design approvals Management recruitment Operational readiness
----------------------	---

Ski Egypt, located inside the Mall of Egypt in 6th of October City near Cairo, is Africa's first and only indoor ski resort, offering a surreal snowy escape in the heart of the desert. Spanning over 22,000 square meters and kept at a chilly -2°C, this winter wonderland features real snow, ski and snowboard slopes, a snow park with thrilling rides like the Zorb Ball and Bobsled, and even a colony of penguins for interactive encounters. Designed for all ages and skill levels, making it ideal for both beginners and seasoned snow lovers. With cozy cafés, family-friendly attractions, and a full range of winter gear provided, it's a unique and immersive experience that blends adventure, education, and entertainment in one frosty destination

Remarks:

Implementation of Ski Dubai lessons learned, improved guest journey with better story telling and a specific themed environment dubbed "Snowpunk", with several new immersive aspects and effects.



Ski Dubai

Location:

Mall of the Emirates
Dubai, United Arab Emirates

Master development details:

Developer/Owner:	Majid Al Futtaim Group
Total development:	2.45 Million Square feet
Total hotel rooms:	857 Hotel rooms
Other entertainment:	FEC, Bowling, Cinema

Project details

Project Name	Ski Dubai
Project concept:	Indoor snow attraction
Total footprint:	312,153 square feet
Opening date :	11/05/2005

Unique features:	Indoor Ski Slopes
	Indoor Snowplay
	Snowpenguins @ Ski Dubai
	Ziplines and thrill rides
	F&B and Retail

Project Involvement:	Assistant director of operations
	Director of operations
	General manager

Ski Dubai is an indoor ski resort located in the Mall of the Emirates in Dubai, offering real snow and winter activities year-round despite the desert climate. It features five ski slopes of varying difficulty, a snow park with tobogganing and climbing areas, and even houses live penguins for interactive experiences. Visitors can ski, snowboard, or simply play in the snow, with all necessary gear and winter clothing provided.

Remarks:

Modeled after the success of Ski Dubai, Ski Egypt, Snow Oman and Snow Abu Dhabi have been opened.



Wahooo! Waterpark

Location:

Bahrain City Centre, Manama
Kingdom of Bahrain

Master development details:

Developer/Owner:	Majid Al Futtaim Group
Total development:	1.3 Million Square feet
Total hotel rooms:	400 Hotel rooms
Other entertainment:	FEC, Bowling, Cinema

Project details

Project Name	Wahooo! Waterpark
Project concept:	Indoor/Outdoor waterpark
Total footprint:	161,558 square feet
Project cost:	USD 73 Million
Opening date :	11/02/2009

Unique features:	Full barrel Flowrider Located on 4 th floor Entrance located in mall F&B and Retail
------------------	---

Project Involvement:	Director of operations General manager Country Manager Bahrain
----------------------	--

Wahooo! Waterpark, located in Bahrain City Centre in Manama, is the Middle East's first indoor-outdoor waterpark, covering 15,000 square meters with 70% of the attractions indoors and 30% outdoors. The park is themed as a sub-tropical paradise and features a wide range of attractions for all ages, including high-adrenaline rides like the Master Blaster, Sidewinder, and FlowRider—the world's first full-size indoor surfing machine. Families can enjoy the Wave Pool, Lazy River, Multi-Level Rain Fortress, and Toddler Pool, while amenities like restaurants, party rooms, souvenir shops, and private cabanas enhance the experience. With temperature-controlled pools and a moored schooner offering panoramic views, Wahooo! is designed for year-round fun and relaxation.

Remarks:

Waterpark operations, FEC and Bowling were merged in 2010, adding 75,347 sqft to management allocation.



SnowWorld Landgraaf

Location:

Landgraaf
The Netherlands

Master development details:

Developer/Owner:	SnowWorld Netherlands NV
Total development:	2.45 Million Square feet
Total hotel rooms:	100 Hotel rooms
Other entertainment:	Outdoor Adventure Park

Project details

Project Name	SnowWorld Landgraaf
Project concept:	Indoor snow attraction
Total footprint:	330,147 square feet
Opening date :	11/05/2005

Unique features:	Indoor Ski Slopes F&B and Retail Hotel
------------------	--

Project Involvement:	Assistant director of operations Director of operations
----------------------	--

SnowWorld Landgraaf, located in Limburg, Netherlands, is one of Europe's largest indoor ski resorts, offering five slopes, a terrain park, a hotel, and outdoor adventure activities. It's ideal for both recreational visitors and professional athletes. Its sister location, SnowWorld Zoetermeer, near The Hague, has been in operation since 1996 and is owned by the same company. Though smaller, Zoetermeer features the steepest indoor slope in the Netherlands and is popular for advanced training and short visits. Both locations are open year-round and part of the SnowWorld brand.

Remarks:

For over a decade SnowWorld Landgraaf was the largest indoor snow resort globally .





The
Attractions Guru