

Introducing LDP

Leisure Development Partners (LDP) is a firm of specialists focused on leisure real estate and visitor attractions. LDP delivers long term results for leisure operators, developers and investors, combining benchmark-driven analysis, creative thinking and a genuine partnership approach.

Unrivalled experience

LDP's leisure experience includes visitor attractions, sports and entertainment venues, retail and entertainment, resorts and mixed use developments.

We understand the intricacies of developing new projects, the importance of understanding unique markets, the enthusiasm that our client's have for new ideas.

We take a balanced view and recognise market strengths and attributes and the importance of leisure projects for adjacent properties.

We balance all these elements with objective analysis, and pride ourselves on the collaborative spirit we bring to any consulting project.

LDP's services are driven by:

- Deep industry knowledge;
- Benchmarking;
- Analytical skills and tools; and
- Creative thinking with an eye for emerging trends.

LDP's strategic advice helps stakeholders and creative teams understand their markets, address areas of risk and plan for long term viability.

Our experience, analytical tools and industry knowledge are applied to optimise our clients' strategies, ensuring the most effective use of their resources. Our independent and objective approach is respected by financial institutions, public sector decision makers and private clients.

The LDP team

Yael Coifman, Michael Collins and James Kennard are LDP's Partners and are the core team for each assignment. They are based in London but work globally and have completed recent assignments in the US, Europe, Latin America, Asia and the Middle East.

The team have worked for most major visitor attraction operating groups, many governments and other public sector groups and leading developers and operators of visitor attraction, mixed use and resort developments, sports and entertainment venues.

The boutique nature of the company ensures Partner level involvement at every stage. The LDP Partners always strive to understand the clients' needs and tailor services to match. In our view every project is unique and deserving of individual care and attention.

Global Experience



LDP has unrivalled worldwide visitor attraction experience.

Visitor Attractions Experience

The Partners of LDP have consulted on all types of destination attractions globally, ranging from theme parks to specialty attractions, from corporate visitor centres to museums. We provide examples of the types of projects we undertake and our most recent work.

- **Feasibility - market, attendance and financial assessments of new build theme park and visitor attraction potential in markets throughout Latin America, Europe, Asia and the Middle East.**
 - Earth Quest Resort - long term market study, feasibility assessment, financial model and preparation of investor documentation for a major theme park resort with multiple attractions, hotels, retail and entertainment uses.
 - Hastings Pier— market study and feasibility assessment for the redevelopment of the pier including attractions, retail and F&B services, as well as an operational assessment.
- **Existing attractions - strategic advice for enhancing the performance of existing attractions.**
 - Sea World San Diego— post acquisition by the Blackstone Group, LDP worked in conjunction with Martin Barratt to review the existing operations of the park, measure its performance in the context of industry KPI's, and recommend ways in which performance could be improved.
 - Giants Causeway - assessment of potential for a major new visitor centre and interpretation area for the Giant's Causeway, Northern Ireland's leading attraction and World Heritage Site in order to provide advice to its public sector stakeholders.
- **Operational audit - strategic review of operations for planned and existing attractions.**
 - Operational audits and reviews of capacity and physical planning for Djurs Sommerland as well as a review of potential increases in attendance and the resulting impact on operational needs.
 - Operational audits of existing theme parks, snowdomes and attractions in France, Belgium, Spain, Austria and the UK. Staffing plans and assessments for FECs in Spain, the UK and Belgium.
- **Due diligence - analysis for acquisitions, assessing current performance, areas for improvement, and potential for growth in value.**
 - The Blackstone Group— as part of their acquisition of the Busch Gardens group, LDP was part of a team that conducted an assessment of potential and an operational review.
 - Operational and financial review of confidential visitor attractions in Austria, Germany and Belgium for a European group considering their acquisition.
- **Market testing during group expansions**
 - KidZania—LDP has provided market testing, feasibility and financial analysis in relation to various KidZania projects to assist franchisees and KidZania in understanding the opportunities in wide ranging locations
 - Confidential Client—for a visitor attraction operator based in Europe LDP reviewed the potential across the entire Commonwealth of Independent States, assessing potential and prioritising markets.
 - Family Entertainment Centre Group—we have assisted an FEC developer with feasibility work and roll out planning in multiple locations in Europe, Asia and Russia.