

The Process from Market Research Through Opening

Our multi-disciplinary team can work with the developer from conception of an idea right through to opening and beyond. The process begins with an assessment of market demand and the competitive environment; we help refine and scale the concept and offer and test project viability based on detailed benchmarking at a regional and international level. Beyond the feasibility stage we are able to help with business planning and documents and presentations to secure investment or public sector support. With John Collins' experience in the setup and development of some of Europe's most successful attractions, including Port Aventura and Alton Towers, as well as family entertainment centres alongside retail, we can provide procurement and long term operations guidance, either hands on, or in the form of operator solicitation and / or hiring and training. Our services and project steps can include:

- Market Research and Analysis—what are the base resident and tourist markets? Spending power? Demand? Potential interaction with existing footfall
- Site assessment—adjacencies, access, suitability, proximity to markets etc.
- Regional Context and Competition—assessment of regional competition, offer, performance and tastes—honing the content to the nuances of the market and competitive context
- International Benchmarking - through our international experience we have an unrivalled understanding and database of the performance of attractions of all types, detailed benchmarking is key
- Attendance Analysis—market penetration analysis, conversion of shoppers and site visitors etc.
- Concept Development—working alongside the design team to deliver a project which is optimised, viable and which can be efficiently operated
- Physical Planning Assessment—required capacity ? Food & beverage covers? Retail space? Parking ?
- Revenue Potential—spend on food and beverage, admissions and experiences, retail etc.
- Financial Modelling—projection of profit and loss, warranted and required investment, cash flow potential and returns over the medium and longer term
- Business Planning and investor, operator solicitation
- Operational guidance through operating partners
- Successful opening to the public