

The role of the

in increasing turnover





The Multifunctional Center for Free Time and Leisure is tailored to the needs and expectations of the City. The building can feature many possibilities, with each component chosen after a detailed analysis of tourist trends and future potential in the city and the region.

Join the puzzle!

Oceanarium

Aquariums

Active Relaxation

Zone

Healthy Air Center with

Salt Chambers



VR Life



Mediateka



10

Hotel



Experimentarium Interactive Science Center, Planetarium



Congress Center



Gastronomic Zone



Shopping Zone



Hello!



Modern Observation Wheel



Aerodynamic tunnel, Flight Simulator



Rollercoaster



Prehistory



Medical Center



Orient Express Railway Park



Revolving Restaurant and Viewing Tower



Trampoline Park, Laser Paintball Zone



Kids ZOO



Cable Car





# KEY TO THE INCREASING TURNOVER WITHIN THE TOURISM SECTOR

The Multifunctional Building for Free Time and Leisure is the optimal solution. It allows the city to meet the needs and expectations of residents, tourists and local administration, while simultaneously enhancing tourism and recreational possibilities in the city.



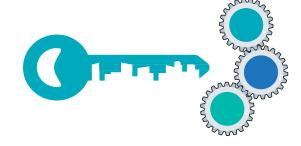




# THE MODERN MULTIFUNCTIONAL BUILDING FOR FREE TIME AND LEISURE is an investment that:

- is the entertainment center of the city,
- prolongs the tourist season in the city to 365 days/year,
- acts as a magnet for a new, wide range of tourism,
- has a real impact on other branches of the local economy (transport, hotels, gastronomic services, etc),
- becomes a new icon of the city and increases the value of marketing in the city and region,
- creates a new culture of leisure activity for residents,
- meets the needs of a wide range of target groups,
- provides long term profits for the budget of the city.









Products developed by PFI
Future as part of the series of
Free Time Facilities





Secret Continental

\*\*\*\*
HOTEL





Taking into account that the tourism industry is constantly developing and the demand for various forms of leisure activities is growing, we have created a series of concepts relating to the "Water Worlds—source of positive emotions" zone in our Free Time Facilities. The objects are of an educational and entertainment nature, and each of them is dedicated to a different corner of the Earth. The unique character of each concept allows visitors to enjoy an exciting journey through the many special water worlds of the Earth while also bringing them into contact with rare specimens of fauna and flora, providing guests with a reliable, year-round, weather-independent entertainment option while providing them with a source of positive emotions.

The episodes of the "Water Worlds" concept have been developed as a response to the growing demand for leisure facilities catering to families and the need to improve the attractiveness of large cities and agglomerations, providing a positive impact on the development of the entire tourism industry in the chosen city.

Episodes of the WATER WORLDS:



The second episode of the Water Worlds series devoted to South America, which will be developed in Gdańsk, close to the Energa Gdańsk stadium.



An episode of the Water Worlds series dedicated to the endemic species of the so-called "Red Island".



#### **PREHISTORIA**

An episode of the Water Worlds series devoted to the Earth's history and the changesthat have occured throughout the stream of time in our ecosystem.



Episode of the Water Worlds series. It invites visitors on a journey to the seas, lakes and rivers that are found in a biblical context. The narration of the facility has been created to specifically refer to the world as it existed in the 1st century BC.



### W POSZLIKIWANILI WYSPY SKARBÓW

The episode of the Water Worlds series that features the maritime history of the Caribbean and the richness of fauna and flora of the local waters. Visitors are invited to this place on a journey into the world of Caribbean seas, which are filled full of sharks and legendary buccaneers.



#### AUSTRALIA

An episode of the Water Worlds series dedicated to the unique fauna and the flora of the Australian coasts.



An episode of the Water Worlds series dedicated to various species, featuring animals and plants found in rivers from the furthest corners of the world.



## TAJEMNICE ZATOPIONEJ ATLANTYDY

An episode of the Water Worlds series connected with stories about the secrets of the mysterious sunken world of Atlantis. The unique character of the facility is provided by narration and expositions based on the history of ancient art, and the cultures that existed in those times



An episode of the Water Worlds series dedicated to the nations of the Three Seas Initiative and the Visegrad Group.



#### CHINY WODNY ŚWIAT ORIENTU

An episode of the Water Worlds series dedicated to the richness of Chinese culture, nature and traditions.





MOTO WORLD

KOCHAM PRĘDKOŚĆ

The Experimentarium is a series of episodes of within our Free Time Facilities, constituting a Science Centre based on unique and interactive methods of bringing the world of science to life. As an educational-entertainment zone for the whole family, it is designed to propagate knowledge, promote science and widely understood pro-ecological solutions through a wide variety of fully interactive exhibits.

#### **Functional assumptions:**

- Promotion of technological solutions related to renewable energy sources (biomass, solar, wind energy);
- The secrets of science, presented in an interactive form, dedicated to various age groups;
- Exhibition functionality permanent and temporary exhibitions that show visitors the principles of operation of various types of innovative solutions of the latest technological thought, presented in a simple and accessible manner;
- Educational functionality workshops and laboratories, experiments conducted with the participation of visitors, lessons, lectures and symposia aimed at bringing the topic of modern technological solutions to visitors and cities as a whole;
- the possibility of organizing dedicated biology lessons for students from all over the country

Some proposals for the episodes of the EXPERIMENTARIUM:





industry, its history and education, along with technical information and traffic regulation.



Moto World is a zone comprised of varied, year-round family and hobbyist attractions, whose common denominator is passion for the automotive



**PLANETARIUM** 

MIASTA PRZYSZŁOŚCI



- The children's experiment zone is equipped with interactive exhibits, which allow even the youngest visitors to understand how a car works from classic cars to cutting-edge electric cars;
- In the "Children's Workshop" children can feel like car mechanics and be left under the supervision of qualified staff for a certain period of time; appropriately equipped and safe working areas allow for a number of repairs and maintenance activities to be carried out on a model car, aircraft, etc;
- In the multimedia museum, guests can admire a classic exhibition of historic, sports and other unique vehicles, the narrative is also enriched by the use of multimedia and VR.
- The zone can also include a railway model with the VR effects, a miniature park, a museum of motorization with visualizations and narration to the presented exhibits.
- The concept is differentiated by a toy and model shop and the Moto-Cafe a themed café/restaurant (exhibits, decoration, F1 racing broadcasts, etc.)







The Exotic Lagoon is a zone which acts as an oasis of sunshine for 365 days a year. In the zone, visitors will find a tropical forest, pools with sandy beaches, waterfalls, water attractions for all ages and a large number of deck chairs, allowing the chance to rest and relax. Tourists, as well as residents of the city and the surrounding area will be able to enjoy sunbathing regardless of the day, season or external weather conditions. This relaxation zone is complemented by a sauna, fitness and other attractions.

The Exotic Lagoon is a facility that provides a new form of active relaxation for the whole family, although it is not a sport swimming pool or a typical Aqua Park. The Exotic Lagoon is a concept that provides guests with a dose of exotic, sunny and positive emotions. It is an facility for all those that are thirsty for sunshine, relaxation, peace and adventure in the tropics.



Tourism in the modern world has at least three major dimensions: residential (overnight) tourism, business tourism and medical tourism. Medical tourism is most often associated with out-patient (or one-day) surgery. Private practices offering these treatments are expanding rapidly in many markets and require suitable spaces, adapted to the needs of individual medical practices that make up the majority of out-patient clinics.

The Medical Center is a unique space in which private medical practices from various fields will be concentrated. The best specialists in their fields, as well as the most modern medical equipment, will ensure high-quality treatment.

- out-patient specialist clinics;
- a network of highly specialised medical practices in various fields;
- the possibility of conducting comprehensive medical examinations;
- access to modern medical equipment and laboratories;
- access to hotel and conference facilities.





VR Cave is a complex of attractions based on the most modern VA and AR (Virtual Reality and Augmented Reality) technologies supplemented by interactive multimedia techniques, through which entertainment / educational content can be conveyed. A particularly effective and attractive way of conveying content is through a form of rivalry ("playability"), which through the use of VR and AR techniques can create a unique attraction that appeals to visitors of all ages. The flexibility of the technology allows for the preparation of any content. The uniqueness of the attractions should be ensured by the creation of local content, such as themes relating to the history, culture or tradition of a city, region or country. A great example is a 5D cinema, where viewers take part in a breathtaking extreme flight over the local area, discovering monuments, seeing famous attractions from an unknown perspective, discovering places unknown and inaccessible or by making numerous journeys throughout time and space.

#### Functional assumptions:

- adaptable in size usually from 400 to 2000 sqm
- high throughput allows a steady flow of visitors throughout the day
- can be created as a stand-alone attraction or as a complement to and reinforcing the message of another major attraction such as a themed museum, aquarium, etc.



The Kids ZOO is an interactive play and entertainment area adapted for children aged between 3 and 12, which brings children closer to the world of animals. Specially designed for separate age groups, play and entertainment areas can be combined with an "animal kindergarten", which allows the youngest children to have contact with small animals, which can be fed under the supervision of qualified and experienced caregivers.

- The zone is equipped with a variety of playgrounds adapted to several age groups, the main theme of which is the world of animals;
- The children are cared for by professional caregivers, who provide a range of entertainment, including games, competitions and workshops;
- Themed shows will allow children to experience a safari journey, play the role of animal breeders, become wild cat trainers or even veterinarians;
- Apart from entertainment, the area also plays an educational role children interested in purchasing a pet can take a practical course in caring for a selected species of animal and obtain a certificate of the "Professional animal keeper";
- The zone is equipped with a space adapted to the organization of birthdays and other special events for children.







The hotel must be a unique place in order for visitors to return again. Such desires will be provided by the 4\* Hotel Secret Continental, where the stay will provide guests with a lot of interesting experiences. Themed and specially designed interiors will be devoted to selected continents, countries and cities, giving rise to an extraordinary journey to distant corners of the world. It will undoubtedly be a unique proposition for tourists. The hotel, combined with the Medical Center, will also be aimed at those wishing to take advantage of medical tourism. It is also possible to strengthen the facility with a congress and event centre, thanks to which the hotel will become a strong centre that serves not only leisure tourism, but also business tourism.

The hotel also operates within the condo hotel system, which enables our partners to invest capital in our product with a guarantee of profit at a



In our Free Time Facilities, we provide attractions of various kinds, suitable for the whole family. We are convinced that the gastronomic zone can also be a unique place that offers unique culinary experiences. Depending on their location and the precise character of the overall facility, our restaurants operate under the brands of "Laguna Bistro" and "Korba".

#### Dedicated offers

Our restaurants also provide the opportunity to organize private/closed events.

The rich creative inventiveness of our experienced team guarantees elegant preparation of dishes, within an exquisite culinary setting. We are capable of hosting large banquets or company dinners in the form of a smorgasbord, with sophisticated delicacies from selected areas of the world, or even themed cuisine – meeting the highest expectations from the most demanding palates



#### Laguna Bistro

It is a restaurant that features a modern design – with a wide range of quick snacks, energy breakfasts, lunches and dinners, all enriched with aromatic coffee and delicious pastries – prepared according to recipes straight from the home kitchen.

Each restaurant is located in a unique place, e.g. on board the "shipwreck" overlooking the pools that contain African seals and penguins, thus providing additional attractions to their clients and an atmosphere without comparison.



#### Korba

This is a unique place, which functions both as a restaurant and as a place for lunch. It meets and exceeds the expectations of employees from nearby offices, tourists, as well as residents of the host city, all of which eagerly enjoy the comprehensive gastronomic offer.

Subtle flavours of dishes and baked goods are used to emphasize the unique character of the interior – casual, but also refined in every detail. A cosy and warm design is combined with unique details in order to create a coherent and recognizable brand image. In addition, stylish furnishing created to an individual design – ensures the comfort and well-being of guests. The restaurant gives a clear signal to visitor that the style is "casual", that is the hosts emphasise freedom, ease, convenience and informality.









Example functional programme for the Multifunctional Building for Free Time and Leisure









# WATER WORLDS



PFI Future S.A. has the know-how and experienceto successfully construct new aguariums. They are a **GUARANTEED COMMERCIAL SUCCESS**. Water Worlds - Source of Positive Emotions is one episode within the chain

of Free Time Facilities. Each one is dedicated to a different corner of the Earth, and the facilities are designed to have an educational, intellectual and interactive nature. It also responds to the growing demand for leisure facilities from families, along with enhancing the attractiveness of large cities and agglomerations for tourists.

Possible models for implementing the project

### **Functional assumptions:**

• The attraction is designed to accommodate visitors ranging from 1 to 4 milion yearly;

**OCEANARIUM** 

- The attraction provides a space for spending free time for inhabitants of the city;
- a tourist attraction that functions as a magnet, attracting diverse new streams of tourists;
- provides permanent, year-round employment for hundreds of people;
- the building influences the development of the entire local and regional tourist industry.



#### **VARIANT A**

Total surface area: 22-30.000m<sup>2</sup> Visitor numbers: minimum 1.950.000

#### **VARIANT B**

Total surface area: 15-20,000m<sup>2</sup> Visitor numbers: 1,500,000



Total surface area: 12-15.000m<sup>2</sup> Visitor numbers: minimum 1 000 000















VR Life is a magical world of virtual reality, offering completely new experiences and unforgettable emotions produced by using the latest VR technologies. Photorealistic projections, interactive multimedia installations and devices that allow visitors to fully immerse themselves in our virtual world will provide unforgettable entertainment for people of all ages and interests. Depending on the location, the VR Life concept will offer, among other things, completely immersive simulators (the so-called flying theater), in which viewers take part in breathtaking extreme flights that allow them to watch known destinations from a whole new perspective while opening their eyes to new and inaccessible places, all accompanied with special effects on the level of Hollywood superproductions. VR Life is also a great way of communicating scientific knowledge in an easily accessible and attractive way, in line with the method of learning by playing – which acts as a great way to promote any given tourist attraction, city or geographical region.

# Functional assumptions:

• flexible area - usually from 400 to 2000 sqm

• high level of throughput, meaning it can host at least 150 people per hour

 can be created as a stand-alone attraction or as a complement to and reinforcement of the key message promoted by other major attractions such as a themed museum, oceanarium, etc.



















# **EXPERIMENTARIUM**Interactive learning center with rotating exhibitions

This zone as presented below is a very important component of the complex. Within the concept of the multifunctional building, it is designed to promote scientific principles and achievements while helping visitors understand modern ecological solutions.

- promotion of technological developments related to harnessing renewable energy sources (biomass, solar, wind, water);
- the mysteries of science presented in an interactive form, appropriate for different age groups;
- displays exhibitions both permanent and temporary showing visitors in a simple and tangible way the principles of various types of innovative solutions provided by the latest technological innovations;
- provides educational workshops and laboratories in which experiments are carried out with the participation of the visitors combined with lecture and conferences aimed at discussing and disseminating the topic of new technology;
- the possibility of organizing dedicated science lessons for students from throughout the country;















The modern Mediateka - Multimedia Library will offer access to countless areas of knowledge through not only books, but also through the latest electronic media. The multimedia library is an innovative library center, which can be experienced by children, students, tourists and residents of the city. Visitors will be able to relax with a cup of coffee upon arrival, while the Multimedia Library will also become an important Cultural Center, where modern equipped rooms will host events and literary meetings, while also being home to interactive lessons for students using new forms of media.

- fast and easy access to extensive knowledge, stored both on traditional forms of media as well as modern media:
- combines educational functions with entertainment, due to the inclusion of cafes and relaxation zones:
- the possibility of organizing cultural and educational events with the inclusion of classrooms, meeting spaces and other places designed to entertain and educate children







The Shopping Zone is designed to sell memorabilia and souvenirs, all carefully selected and connected to the Oceanarium. It will allow visitors to continue their adventure and to expand their knowledge of science, wildlife and ecological issues.



- dedicated outlets can cater to different target groups, depending on their reason for visiting the complex;
- easily accessible from all zones to maximise revenues.









**FINE FOOD** 



The Gastronomic Zone is designed to provide guests with both entertainment and education. The complex provides the opportunity to taste typical dishes found on the coast from different parts of the world.



- fully accessible for visitors from of all parts of the complex;
- a wide variety of culinary offerings;
- a modern self-service distribution system for meals;









The zone is connected with the tropical forest and beach, which combined with pools and the large number of sun loungers, guests can find a real zone for relaxation. The Saunarium, Fitness Center

and other attractions are provided within the zone.





### **Functional assumptions:**

- Recreational zone with different attractions for various age groups;
- access to swimming pool, saunarium and fitness center;
- a sliding roof over the pool area;
- wide range of SPA services;
- attractive for young people, as the Exotic Lagoon functions as the club "Ibiza" during selected evenings;
- once a week, the Exotic Lagoon is open throughout the day and night.







# EGZOTYCZNA LAGUNA

SŁONECZNA KĄPIEL PRZEZ CAŁY ROK

POSSIBLE MODELS for implementing the project



**SUNBATHING** 

**AVAILABLE** 

**365 DAYS** 

**A YEAR** 

#### **VARIANT A**

Exotic lagoon: 6,000m² Saunarium: 1,800m² Fitness Center: 700m² Total area: 8,500m²



#### **VARIANT B**

Exotic lagoon: 5,000m² Saunarium: 1,500m² Fitness Center: 500m² Total area: 7,000m²



#### **VARIANT C**

Exotic lagoon: 4,000m² Saunarium: 1,000m² Fitness Center: 500m² Total area: 5,500m²





Hotels must be a special place, otherwise visitors will not return for repeat visits. At the Secret Continental Hotel, guests will be provided with many exciting experiences during their stay. Special thematically designed interiors will be dedicated to the continents, countries and cities of the world, which will give birth to an extraordinary journey to distant corners of the whole world. Undoubtedly, this will be a truly special attraction throughout the city and the region.

- Themed floors and rooms;
- Enriched with a conference area, a modern art gallery, bowling alley, whiskey / cigar shop and a special viewing terrace;
- Equipped with a restaurant serving specially themed cuisine from various parts of the world;
- The hotel also provides services for medical tourism.

















The center can be a operated within a separate area of the hotel or it can function as an independent multifunctional facility, which due to its unique location and opportunities created by its presence, will in turn become the NEW BUSINESS MEETING CENTER IN THE CITY.

The Exhibition Center will be able to organize events and conferences for up to 2000 participants. Without doubt, it will be the only complex of this type throughout the local area and wider region. na terenie całego Miasta i Regionu.



- a modern Exhibition and Event Center enables the organization of various congresses, conferences, symposia, training sessions, exhibitions, fashion shows and other spectacular and prestigious events;
- logistics center for media dedicated technical solutions enables the creation, editing
  and transmission of audiovisual content relating to the mentioned events above. Special zones
  for accredited journalists will also be created, in which activities relating to journalism, including
  live broadcasts, can be performed comfortably.













This unique space, which will be focused on delivering highly specialized medical care in different disciplines. Highly qualified specialists and experts in their fields will provide treatment and care with the most modern medical equipment for comfort before, during and after outpatient surgery.

# **Functional assumptions:**

- specialist outpatient surgical procedures;
- a network of highly specialized medical practices in various fields;
- the ability to perform complex medical research;
- access to modern laboratories and state-of-the-art medical equipment;







# GALERIA MEDYCZNA







# **HEALTH ZONE**

This will be the Health Zone within the complex, and which will be equipped with modern graduation towers and and salt caves. All visitors to the complex will be able to benefit from the zone.

- The zone will fulfill the mission of improving the health of visitors to the overall complex;
- modern and interesting architecture, which in itself will be another remarkable attraction;
- The zone is accessible for both tourists and local residents;
- The zone is constructed from state-of-the-art materials, using modern technologies and installations.







# ROLLERCOASTER

Rollercoasters belong to a group of attractions that guarantee a real boost of adrenaline and excitement associated with speed, and will remain in the memory long after the visit. It is an attraction, which is very likely to be used by both tourists and inhabitants of the city. IT IS UNMISSABLE FOR EVERY TOURIST!!!



- modern design and a thrilling layout guarantees a truly exciting experience;
- modern cars capable of reaching 80 km/h;
- the highest stringent safety standards will be applied during construction, installation, and subsequent operation.











The Kids ZOO is an interactive play and entertainment zone adapted for children from 3 to 12 years old, which bring the world of animals closer to children. Specially designed for these age groups, these places of fun and entertainment can be combined with an 'animal kindergarten' that allows the youngest visitors to come into contact with small animals that children can stroke or feed under the care of qualified and experienced members of staff.

- the zone is equipped with a variety of play areas, adapted for several age groups with the theme 'animals of the world';
- professional team who are responsible for the constant care of children, while also providing the youngest with a variety of entertainment, including fun competitions and workshops;
- themed events will allow children to experience a safari trip, play the role
  of an animal breeder, become a wild cat trainer or a veterinarian;
- the zone, in addition to entertainment, also plays an important educational role - children interested in getting a pet can take a practical care course for the selected animal species, leading to the awarding of a certificate of 'Professional animal carer';
- the zone is equipped with a space dedicated for birthdays and other special events for children.











An incredible visual sight will be provided by a modern observation wheel. Visitors will be able to see an amazing panorama of the city and its surroundings. Observation wheels are extremely popular worldwide, providing visitors with a high amount of visual sensation and emotion. The design of modern wheels includes large cabins for the transportation of large amounts of people and allows the organization of events such as intimate dinners, wedding proposals, wine presentations and professional meetings.

## **FUNCTIONAL ASSUMPTIONS:**

- the building can form part of the complex, or can be built in a different place in the city;
- the wheel can be constructed as to blend seamlessly with existing architecture;
- modern multifunction passenger cabins provide maximum visual impact for guests;
- strict standards will be applied during the whole construction process in order to maximize safety and minimize risks.





# REVOLVING RESTAURANT AND VIEWING TOWER

This place will attract visitors with not only great cuisine, but also the unique climate. In the observation tower, a rotating restaurant will provide a world class dining experience, with a spectacular panorama view of the surrounding city. The slowly rotating room, assisted by a special rotary mechanism and glazed walls will provide a truly remarkable sightseeing experience. Guests will be left with powerful memories, not only of taste, but also of aesthetics.

- provides unique and constantly changing panoramic views during meals, provided through the rotary mechanism and glass walls;
- the opportunity to taste world class cuisine;
- rigorous safety standards will be applied during the stages of production, assembly and operation.













Brewery will become a stylish meeting place for all lovers of golden beverages. It will allow visitors to savour interesting beers that are brewed on the site, according to old craft traditions. Meanwhile, cuisine will also be served that will provide an excellent accompaniment to the beers available. Tasting sessions, brewing shows and live music evenings will also attract all amateurs to the warm atmosphere found within.

- On-site brewery producing beer according to old brewing traditions;
- traditional restaurant, based on local produce, which will unlock the full range of flavours found within various beers;
- organizing beer-related events and themed evenings with live music.









Popular attractions of the city require convenient connections with other attractions within the city, and this can be achieved by the help of various types of public transport. However, the best form is transport, when the means of transport is itself a further attraction in the city. This attraction is undoubtedly our Cable Car. Those benefiting from it can not only quickly get to our hotel, but during the journey, they will be able to see the panorama of the city and surrounding areas.

# Functional assumptions:

• the cable car acts as a form of transport with the other attractions in the city or act as a park and ride facility;

 use of modern cabins provide a high quality visual experience;

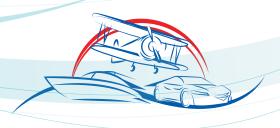
 very stringent standards of safety will be applied during construction, installation, and subsequent operations.









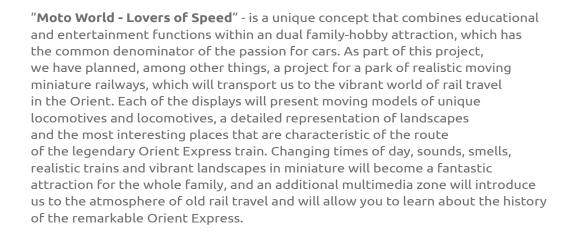




# **MOTO WORLD**

KOCHAM PRĘDKOŚĆ

### **ORIENT EXPRESS**

















Benets flowing to the city from the creation of the Multifunctional Building for Free Time and Leisure

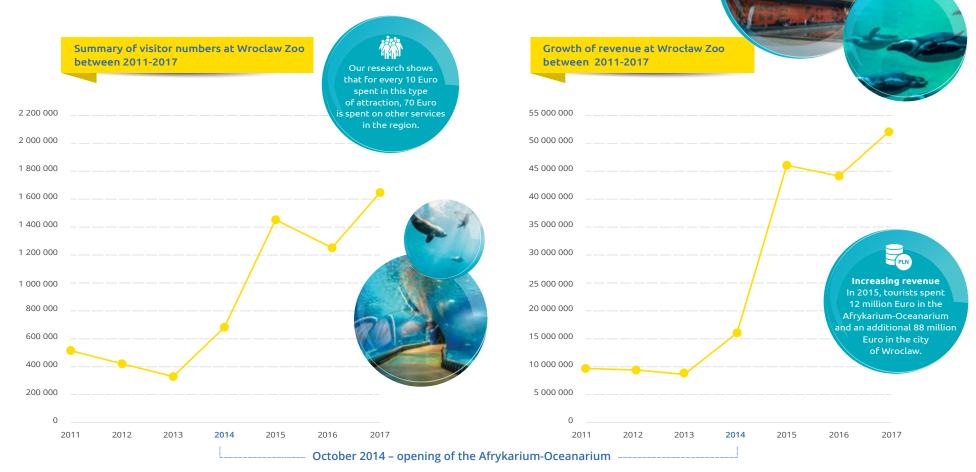






An excellent example of our commercial success is with the Afrykarium-Oceanarium in Wroclaw. The annual attendance numbers of the Wrocław Zoological Garden have grown rapidly from 350,000 to over 1.7 million people, with a corresponding increase in income from 10m PLN to over 45m PLN yearly.

It is currently the most popular ticketed tourist attraction in Poland!







# BENEFITS FLOWING TO THE CITY from the creation of the Multifunctional Building for Free Time and Leisure



#### Interactive

The complex is a response to the needs of modern civilization, catering for entertainment and education simultaneously for both visitors and residents.



# **Financing**

Worldwide, commercial buildings of this type are characterised by beingself-Inancing. Appropriate methods of Inancing ensures successful construction as well as problem free management.



# **Educational**

The multi-purpose 5D+ Caves of Science are designed to spread knowledge and promote learning for visitors of all ages. It will be a special attraction for school and student trips, for whom there will be special workshops and lectures



The facility will be constructed using environmentally friendly building techniques. When the complex is built, it will operate using the latest technologies to protect the environment. In the same manner, the Oceanarium will contribute to nature through the protection and breeding of species threatened with extinction.



# **Open all year**

The complex is open all year round, providing an attraction that is accessible regardless of weather conditions and the outside temperature. This will create a new, wider stream of tourist trallc, which will attract several million tourists annually.



The investment creates hundreds of new jobs related to the project, as well as driving further developments in tourism.



# **High Attendance**

The building guarantees constantly high visitor numbers. It is a real engine, driving tourist traffic to the city and attracting several million visitors yearly.



#### **Iconic**

The complex will be regarded as an iconic landmark. It will be the biggest attraction in the city and it will have a hugely positive eect on marketing of the city and country. It will even translate into increasing the perception of the city by potential investors who want to invest in the city, which in turn will create new jobs and improve tax revenues.



### **Economic**

As a hub of economic growth, it will encourage further development of the local tourist economy and drive further investments in tourism, hotels, transportation and gastronomy.



#### Income

Our research and experience shows that if 50 Euro is spent in an Oceanarium, an additional 350 Euro is spent on additional tourist services in the region.



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