



ECONOMIC INSIGHT FOR ENTERTAINMENT DEVELOPMENT



Entertainment+CultureAdvisors

LOS ANGELES · HONG KONG

COMPANY OVERVIEW

Entertainment + Culture Advisors (ECA) is an advisory firm focused on economic and market analysis for world-class destination entertainment developments. The ECA team is dedicated full-time and exclusively to supporting entertainment and cultural attraction developments. ECA Principals, formerly with Economics Research Associates (ERA), bring a wealth of knowledge and over 30 years of experience to each project. ECA works with leading international entertainment development professionals around the world.

ECA Principals have a long history in the entertainment industry and have completed more than 1,000 entertainment, cultural, and sports projects for private and public companies, developers, operators, financial institutions, investors, and governments. While ECA provides the necessary rigorous quantitative analysis required for every project, the added value is the insight from years of experience helping clients optimize business models with the right balance of visitation, revenue potential, and capital investment.

With headquarters in Los Angeles and an office in Hong Kong, as well as an affiliate in London, ECA offers an objective, independent, and experienced perspective in the following areas:

FEASIBILITY ANALYSIS

- Site Evaluation
- Market Demand
- Visitor Capacity
- Financial Modeling and Analysis
- Investment and Funding Options

PROJECT AND BUSINESS PLANNING

- Concept Development
- Economic Master Planning
- Peripheral Land Development
- Expansion, Renovation and Reinvestment Strategies
- Operator and Investor Identification
- Rollout Strategy - Location Based Entertainment (LBE)

BENEFIT-COST EVALUATION

- Economic Impacts and Community Benefits
- Fiscal Impacts
- Public-Private Partnerships

KEY CLIENTS

- Universal Parks & Resorts Group
- LEGOLAND Parks
- Merlin Entertainments Group
- KidZania
- Village Roadshow
- SeaWorld Parks & Entertainment
- R+F Properties
- Paramount Studios
- Cirque du Soleil
- Sesame Workshop
- Sanrio (Hello Kitty)
- Warner Bros.
- Khazanah Nasional
- Themed Attractions Malaysia (TAR)
- Huayi Brothers Film Studios
- Guangzhou Development District (GDD)
- Beijing Tourism Group (BTG)
- DreamWorks Animation
- Anschutz Entertainment Group (AEG)
- BBC Worldwide
- HiT Entertainment
- Compagnie des Alpes (CDA)
- Twentieth Century Fox
- OCT Group



ENTERTAINMENT PRACTICE

ECA provides industry leading entertainment attraction development expertise for its clients worldwide.

THEME PARKS AND ATTRACTIONS

- Universal Studios: USA, Singapore, China, India, Russia, Dubai
- LEGOLAND Parks: USA, Malaysia, Korea, Japan, China, Dubai
- KidZania: Mexico, Korea, Malaysia, Thailand, Singapore, Brazil, Turkey
- Merlin Midway Attractions (Madame Tussauds, SEA LIFE, LEGOLAND Discovery Center): Asia, China, USA
- Redevelopment of Beijing Amusement Park, Longtan Lake, China
- Ocean Marine Theme Park, Sanya, Hainan Island, China
- Ocean Park Redevelopment, Hong Kong, China



CULTURAL ATTRACTIONS AND MUSEUMS

- The Getty Center, Los Angeles, USA
- West Kowloon Cultural District, Hong Kong, China
- San Francisco Museum of Modern Art (SFMOMA), USA
- Georgia Aquarium, Atlanta, USA
- Danish Natural History Museum, Copenhagen, Denmark
- LEGO Brand House, Billund, Denmark
- Malaysia Truly Asia Cultural (MTAC) Center, Kuala Lumpur, Malaysia



LOCATION BASED ENTERTAINMENT (STRATEGY)

- Merlin Entertainments Group
- KidZania
- Paramount Studios
- BBC Worldwide
- Twentieth Century Fox

RETAIL, DINING AND ENTERTAINMENT (RDE) DISTRICTS

- L.A. Live, Los Angeles, USA
- OCT Bay, Shenzhen, China
- Universal CityWalk: USA, Japan, China
- Shanghai Expo Axis Reuse, Shanghai, China

DESTINATION RESORTS

- Desaru Coast Resort, Malaysia
- Integrated Entertainment Resort, Hotel and Casino Development, Macau, China
- NTUC Downtown East Resort and Waterpark Redevelopment, Singapore
- Caesars Entertainment: Asia, USA

TOURISM DEVELOPMENT

- Borneo Tourism Development Planning, Sabah, Malaysia
- Huangguoshu Falls Tourism Development Strategy, Guizhou, China
- Singapore Tourism Board (STB)

SPORTS ENTERTAINMENT

- Green Bay Packers/Lambeau Field Titletown, Green Bay, USA
- International Speedway Corporation (ISC), Daytona, USA
- Qualcomm Stadium, San Diego, USA
- Reliant Park, Houston, USA

GLOBAL PERSPECTIVE

RECENT PROJECT LOCATIONS



Entertainment+CultureAdvisors

LOS ANGELES · HONG KONG

LOS ANGELES
9430 Olympic Boulevard
Beverly Hills, CA 90212
Phone: +1.310.862.9555
Fax: +1.310.862.9556

HONG KONG
Suite 2909-10, 29/F
China Resources Building
26 Harbour Road
Wanchai, Hong Kong
Phone: +852.3678.9868

www.entertainmentandculture.com
hello@entertainmentandculture.com