



We are excited to bring you our refreshed newsletter Creating Successful Destinations. With this, we aim to share the latest news and insights from the projects we're working on and across the world of destination development.

2015 already sees the team working right across the UK, Middle East, South Africa and China on some very interesting projects. More on these later in the year.

We are also delighted to announce that Rob Colley, former head of public sector and culture & heritage at Drivers Jonas and then Deloitte Real Estate, has joined the team as a Principal Associate. Rob brings his wealth of experience from a broad range of sectors to the team and our clients. He is already busy working with us on projects for the British Film Institute and the V&A whilst also continuing with his own engagements as an independent consultant.

Please don't hesitate to give us a call if we can be of help on your next project. As always, we wish you continued success in creating your own successful destinations.

**Seán Young**  
Head of Destination Consulting

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## **Milton Keynes Theatre District hotel scheme granted planning permission**

Through the preparation of a Destination Leisure Assessment study we have helped secure planning permission for an exciting hotel-led scheme in the Milton Keynes Theatre District. The work helped gain local support for the preferred scheme by answering questions about whether the proposal optimised the site's potential for an even larger leisure use, as well a hotel.

[Read more >](#)

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## **Due Diligence for new water park resort in southern Turkey**

Building on our strong relationship with Colliers colleagues in Turkey, we have been providing specialist due diligence advice on a proposed new water park resort in southern Turkey. In a busy and competitive local tourist market, the developer/operator team needed confidence in their proposals and an independent review to help strengthen the case for raising investment.

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## The increasing role of brand licensing

With growth in Asia and elsewhere being driven to a large extent by new branded entrants, the rise of dedicated attractions themed around a strong brand, or family of Intellectual Property rights (IPs), seems inevitable in the current marketplace.

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## A visit to the 2015 TiLEzone conference in London

Did you know Macao attracts over 30m tourists a year? Seán Young picked up a few interesting facts and enjoyed his day at the 2015 TiLEzone conference held in London in March.

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## UK museums – Generating a clear and measurable return?

The museums sector in the UK has seen significant levels of investment in existing and new museum provision. Increased investment has focused on improving standards of collections care and management, broadening access to collections and services and encouraging greater levels of participation in and engagement with museums of all types and sizes. This has seen significant increase in numbers of visits to museums. The challenge for the next five years will be to ensure that the investment made to date and in future is seen to provide “a clear and measurable return” in terms of the policy objectives of funding agencies and the policy objectives of museums themselves. Tim Ambrose explores this issue in detail and concludes that evaluating impact in the short-, medium-, and long-term is absolutely essential.

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### Further information

For more information, please contact Seán Young.



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