

Risky business of selling snow in the desert...



... NO RISK NO GLORY...



Background Alex Lokhorst



- **EDUCATION**
Academic degree in 'Sports & Physical Education'
- **SKI INSTRUCTOR**
Austria, Zell am See, Salzburg (1992 – 1999)
- **WINDSURFING INSTRUCTOR**
- **AGENT/REPRESENTATIVE**
Stöckli Ski's | BCA avalanche beacons | Komperdell skipoles
- **SKI INSTRUCTOR SNOWWORLD**
- **MANAGER SKISCHOOL SNOWWORLD**
- **DEPUTY HEAD SNOWWORLD**
- **INVENTOR/FOUNDER**
Design & patent next generation SnowDome
- **MANAGER M&C / DEPUTY HEAD SCIENCE CENTRE**
University Delft of Technology
- **MANAGING DIRECTOR UNLIMITED LEISURE HOLDING**



Unlimited Leisure Group



Timeline





UNLIMITED SNOW

For all imaginable **snow & ice** leisure experiences



Company profile *‘tailored to any specific location’*

“Since 1995 Unlimited snow provides best solutions for all imaginable Snow & Ice leisure experiences. Its creations are known for their innovative and original concepts”

“The ‘only one stop’ shop for snow & ice amusement parks in the world”

“Experience based on many existing projects and continuous Research & Development

“Team of technological, commercial and (architectural) design experience”

“Patented indoor slope and snow circuit”

Unlimited Snow provides following options for service

As a turnkey solution
provider

As a partner of your
business

Franchises



UNLIMITED SNOW

为世界各地的人们提供最好的雪景体验

Mission Statement

“To increase a worldwide leading position in development, management and franchise of the most spectacular and innovative snow & ice park concepts by rapidly setting up facilities in the best possible locations”



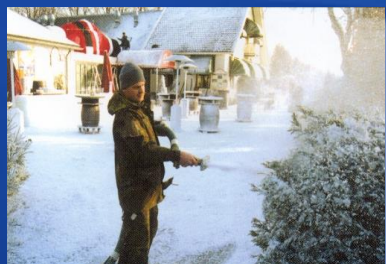
UNLIMITED SNOW

为无限想象的所有冰雪打造了顶级最最好的解决方案

Summary Scope of Services

'From start to finish'

- Concept development & architectural design
- Feasibility studies & business plans
- Project consulting & project management
- Engineering & technical installations
- Climate control & snowmaking systems
- Ice rinks & ice climbing
- Rides & attractions
- Special equipment & systems
- Theming & special effects
- Prefab & instant structures
- Operational support & Planning
- Merchandising & promotion
- Additional leisure facilities and franchise
- Operations



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为无限想象的所有冰雪有了最完美的解决方案

Theming



UNLIMITED SNOW
为假期场景的所有设施有了快速部署最好的解决方案

Attractions

INNOVATIVE - CUSTOMIZED - DURABLE IN LOW TEMPERATURE
MORE THAN 50 INSTANT FUN ACTIVITIES AVAILABLE



UNLIMITED SNOW
为假期增添的乐趣有了永远最好的解决方案

Operations

- 'WOW' FACTOR
- GUEST FRIENDLY
- GUARANTEED SAFETY
- IMMERSIVE EXPERIENCE



UNLIMITED SNOW
为假期提供最好的滑雪体验

Climate & machinerooms



SUPPLYING ELECTRICITY, HEAT & COLD
SAVING ENERGY COSTS | REDUCING CO2 | HIGH QUALITY
VERY LONG LIFESPAN | POSSIBLE RENTAL



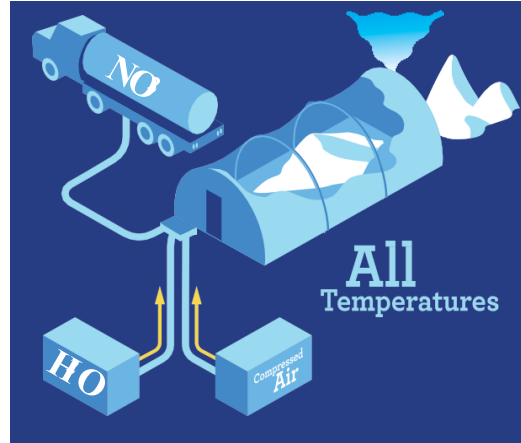
UNLIMITED SNOW
为无限可能的所有场景有了冰造雪最好的解决方案

Snow making 'essence for quality projects'



VACUUM SNOW TECHNOLOGY

- Suitable for any temperature.
- Large capacity snow making.



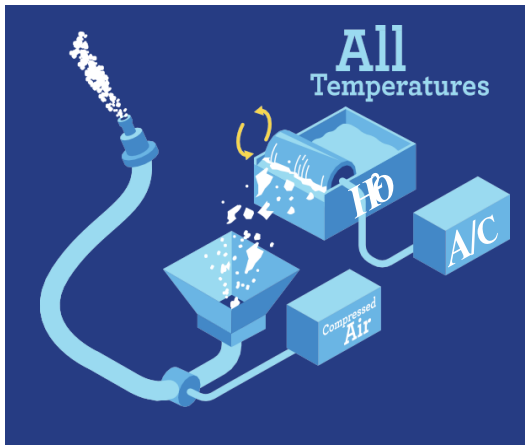
CRYOGENIC SNOW TECHNOLOGY

- Suitable for any temperature.
- Faster snow-making production.



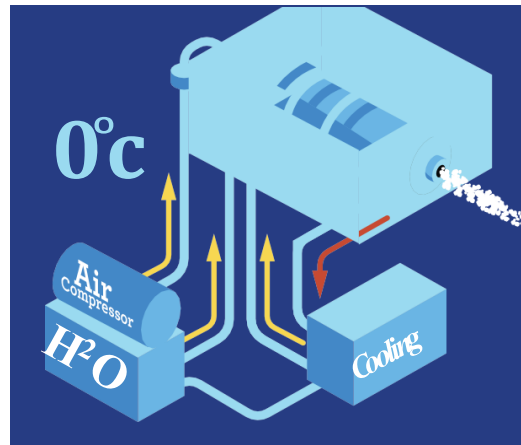
SNOW SHOWER TECHNOLOGY

- Suitable for any temperature.
- Real snow fall.



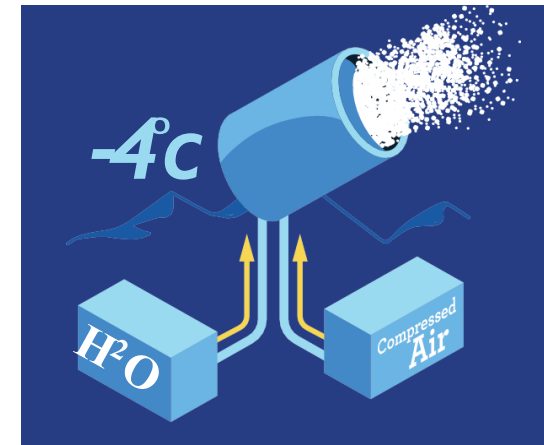
ICE FLAKE TECHNOLOGY

- Suitable for any temperature.
- Applicable for almost any event.



INNER-COOLED SPRAY TECHNOLOGY

- Suitable from zero to below freezing temperature.
- Especially for indoor ski slopes and snow play areas.



AIR-COOLED SPRAY TECHNOLOGY

- Below freezing temperature required.
- Applicable for indoor and outdoor events.

Snow making 'Ice flake' technology

Patent pending +0-3 degr.

Purpose

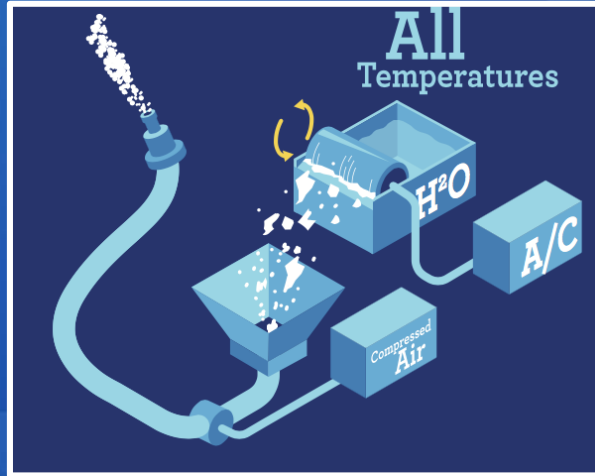
- snowslides where no high quality is required.
- landscaping

Advantage

- Integrated in machine room.
- Flexible hose for snow distribution
- Reliable
- Easy "flow" control

Dis-advantage

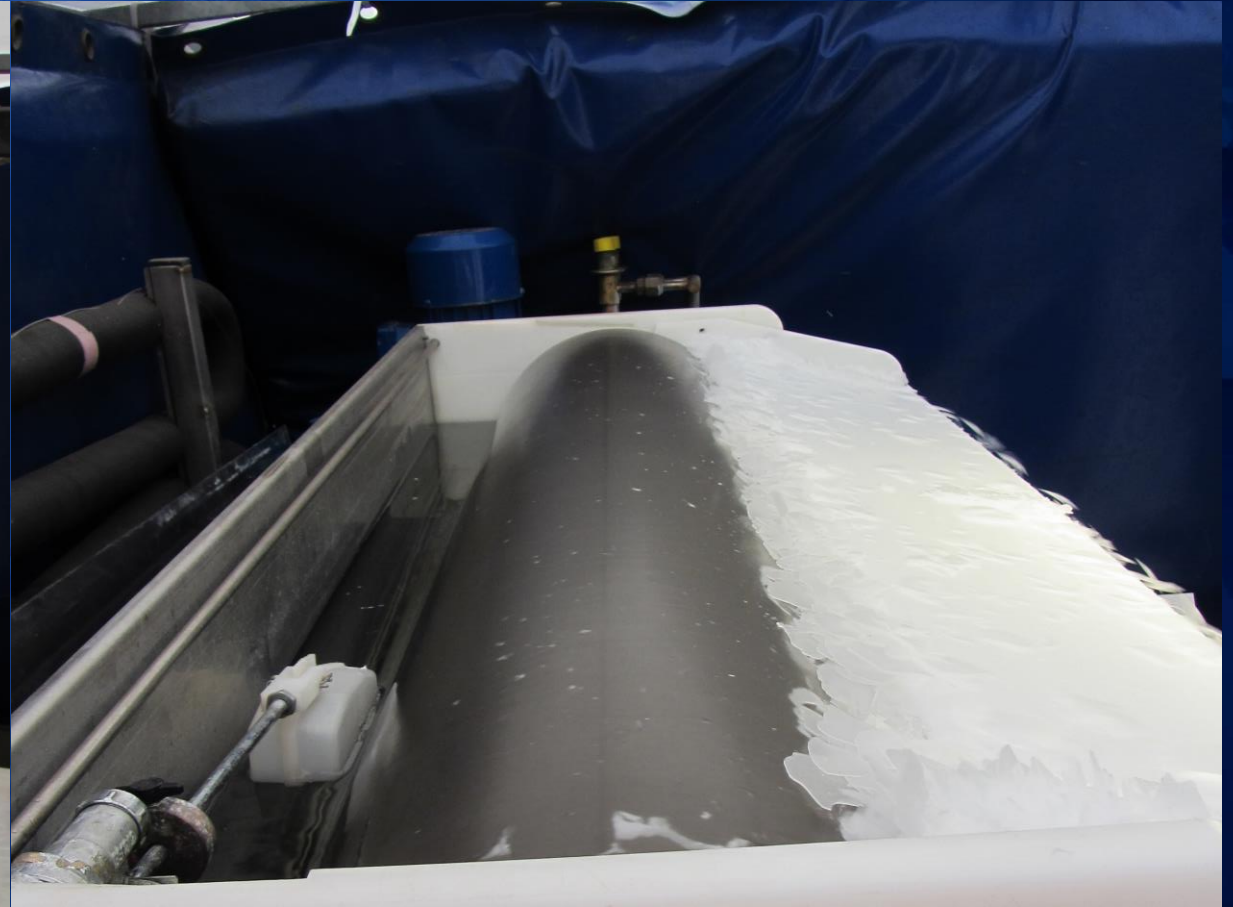
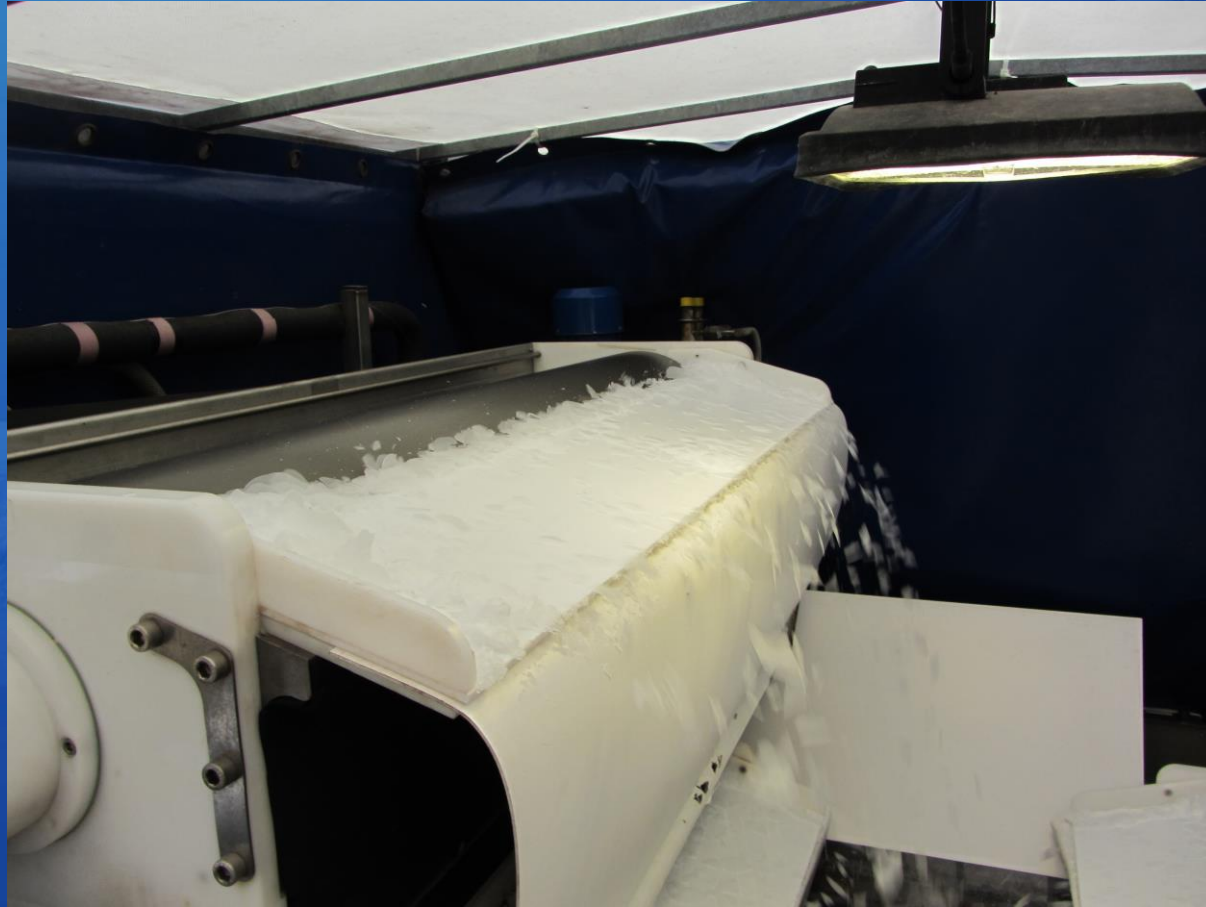
- high energy consumption.
- Quality



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为无限可能的所有冰雪有了绝对最好的解决方案

Snow making 'Ice flake' technology

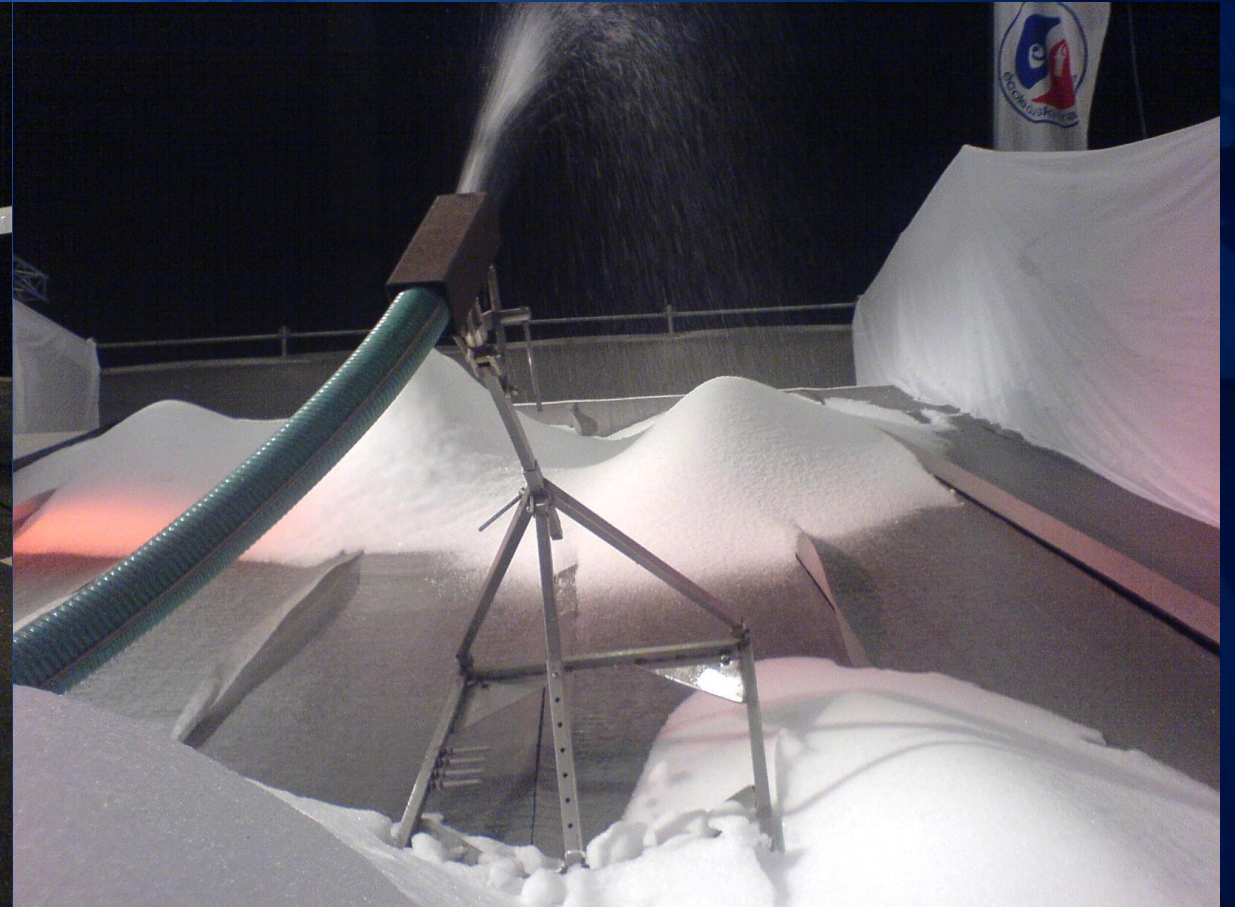
Patent pending +0-3 degr.



UNLIMITED SNOW
为无限可能的用户提供最好的解决方案

Snow making 'Ice flake' technology

Patent pending +0-3 degr.



UNLIMITED SNOW
为无限可能的体育迷有了永远最好的解决方案

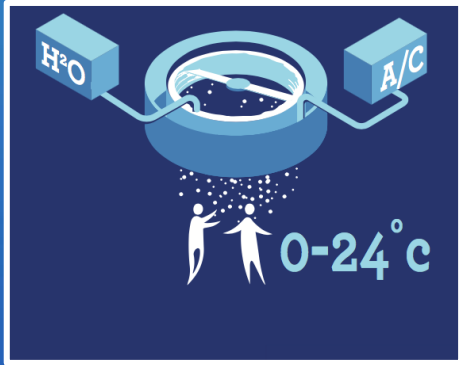
'Ice flake' technology after treatment



UNLIMITED SNOW

为假期滑雪的你准备好了冰粒颗粒最好的解决方案

Snow shower technology



Purpose

- snowplay, sauna, bar, spa

Advantage

- complete package
- plug and play
- snowfall effect (experience)
- during opening hours
- perfect snow for playing

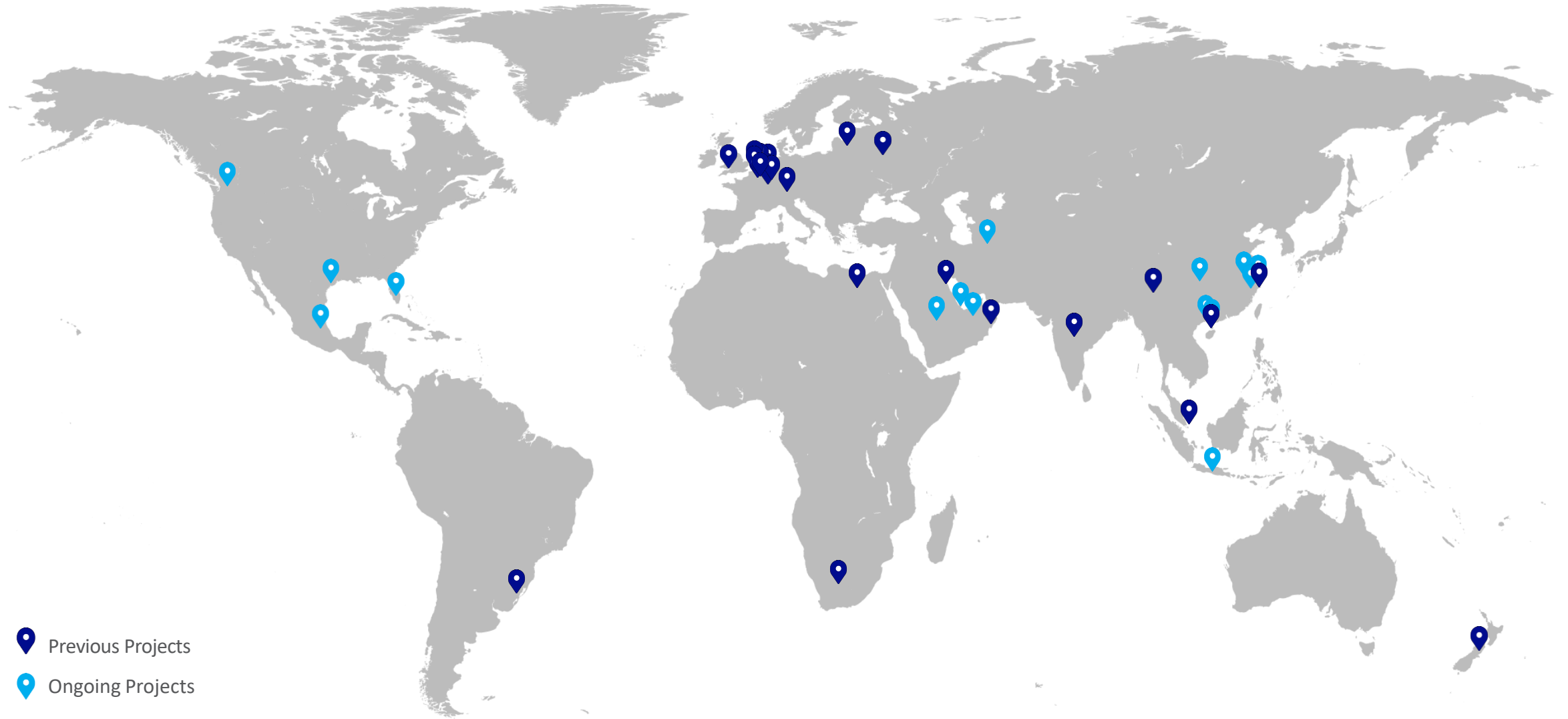
Dis-advantage

- low capacity
- **NOT** for snowproduction



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为您的滑雪胜地提供最完美的解决方案

Project overview



Trackrecord

SNOW MAKING EQUIPMENT

Shaab Park, Kuwait
mobile snow making machine

Empa and avalanche institute Zurich, Switzerland
snow making installation

Snow City, Jurong, Singapore
polar snow making installation

International Antarctic Centre, Christchurch, New Zealand
polar snow making installation

Event company, South Africa
mobile snow making machine

Ocean Park, Hong Kong, China
snow making installation

SNOW MAKING

SkiDôme, Rucphen, Netherlands
snow making, sponsoring, ski instruction-coordination

Snow World, Zoetermeer, Netherlands
snow making, equipment supply, sponsoring, ski school management, marketing management

Montana Snow Center, Westerhoven, Netherlands
cryogenic snow making installation

Snow Village , Biddinghuizen, Netherlands
polar snow making installation, equipment supply

Snow Fun Park, Wittenburg, Germany
polar snow making half pipe

CONCEPT DESIGN

Ski Park, Guangzhou, China
concept design

Arctic World, Almere, Netherlands
concept design

Ski Park, Wuxi, China
concept design, schematic & detailed design

Grand Alps Snow Dome, Irving, Texas, USA
concept design

Silver Dome - Dune Park, Viavari, Letvia
concept design

Snow Mountain, Houston, Texas, USA
masterplan

Snow & Ice amusement park, Wuhan, China
concept design and consultancy

Kernwasser Wunderland, Kalkar, Germany
concept design

Mall of Arabia, Cairo, Egypt
concept design

Snow Dome Thialf, Heerenveen, Netherlands
concept design and consultancy

Snow Dome, Chengdu, China
masterplan

Winterland, Shanghai, China
masterplan, concept design, general calculations, ongoing

CONSULTANCY

Snow dome, Kuwait
consultancy

Freestyle ski park, Moscow, Russia
consultancy

Xscape, Milton Keynes, United Kingdom
business plan study

Ski Dome, Cardiff, United Kingdom
consultancy

Snow World, Hyderabad, India
consultancy, layouts and design

Snowland, Mexico City, Mexico
consultancy

Ski Dubai, Dubai, UAE
Snow maintenance and consultancy

Snowbase, Terneuzen, Netherlands
snow and technical management and consultancy

Ski Egypt, Cairo, Egypt
snow and technical management and consultancy

Snowland, Gramado, Brazil
consultancy

TURNKEY PROJECT

Snow Village, Riyadh, Mall of Arabia, Saudi Arabia

Snow Park Oman, Palm Mall, Muscat, Oman

What happened on the terrace



UNLIMITED SNOW
为您的企业提供最好的雪景解决方案

12 years of experience



Worlds leading indoor Snowdome facilities



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为无限想象的所有冰雪有了体验最最好的解决方案

Indoor Snowdomes currently operational

(69 in 24 Countries)

China	9
Finland	7
Netherlands	7
UK	6
Germany	6
India	5
Japan	4
Malaysia	3
Belgium	2
New Zealand	2
Saudi Arabia	2
South Korea	2
Sweden	2
Thailand	2
Brazil	1
Dubai	1
France	1
Lithuania	1
Russia	1
Singapore	1
Spain	1
Turkey	1
United Arab Emirates (Dubai)	1
Egypt	1

Schneepalast, Vienna 1927-1930



More Than 10 Million People
Have Learned to Ski on Indoor Snow over
25 Years



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为世界各地的人们提供了最好的滑雪解决方案

Unfortunately one still make the same mistakes...



UNLIMITED SNOW
为无限想象的所有冰雪有了运动娱乐最好的解决方案

Guest experience...

'No experience and imagination at all in current snow- and ice facilities'



- An industrial look & feel
- No experience or imagination
- A lot of steel construction
- A lot of concrete columns
- Feeling of skiing in a refrigerator
- No variety or challenge in slopes
- All different target groups using same area
- Less capacity (waitingtimes)
- Safety issues
- Etc.

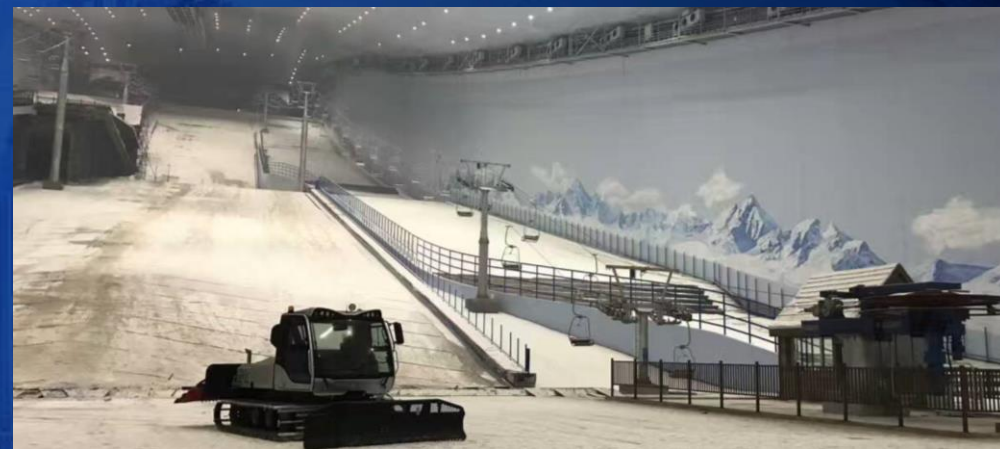


Worlds XXL Snowdomes



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Innovations?



Latest developments still stick in 'long, longer, longest'...



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为无限想象的所有冰雪有了最好的解决方案

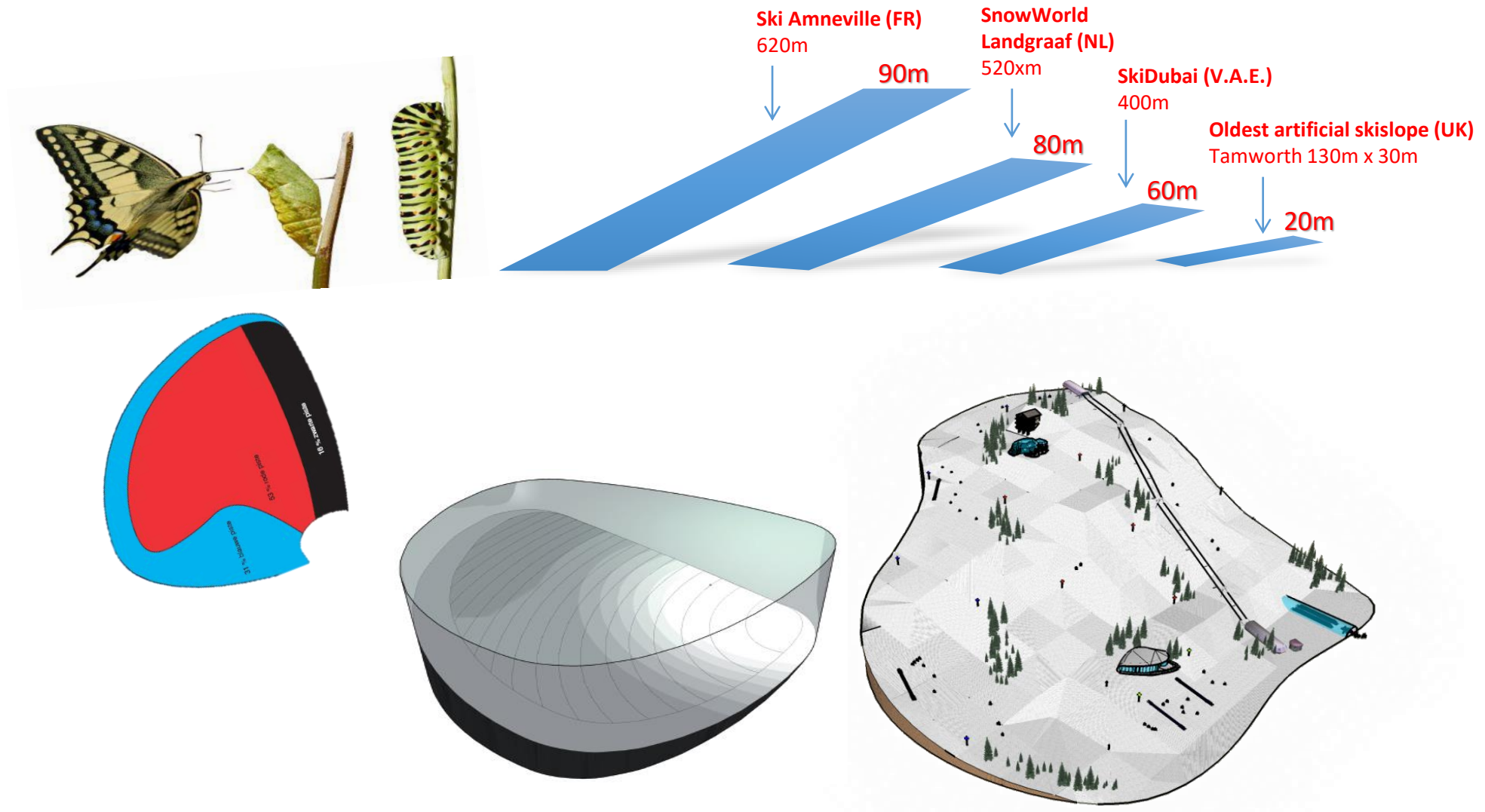
From ski instructor to an 'architect'

As real as possible



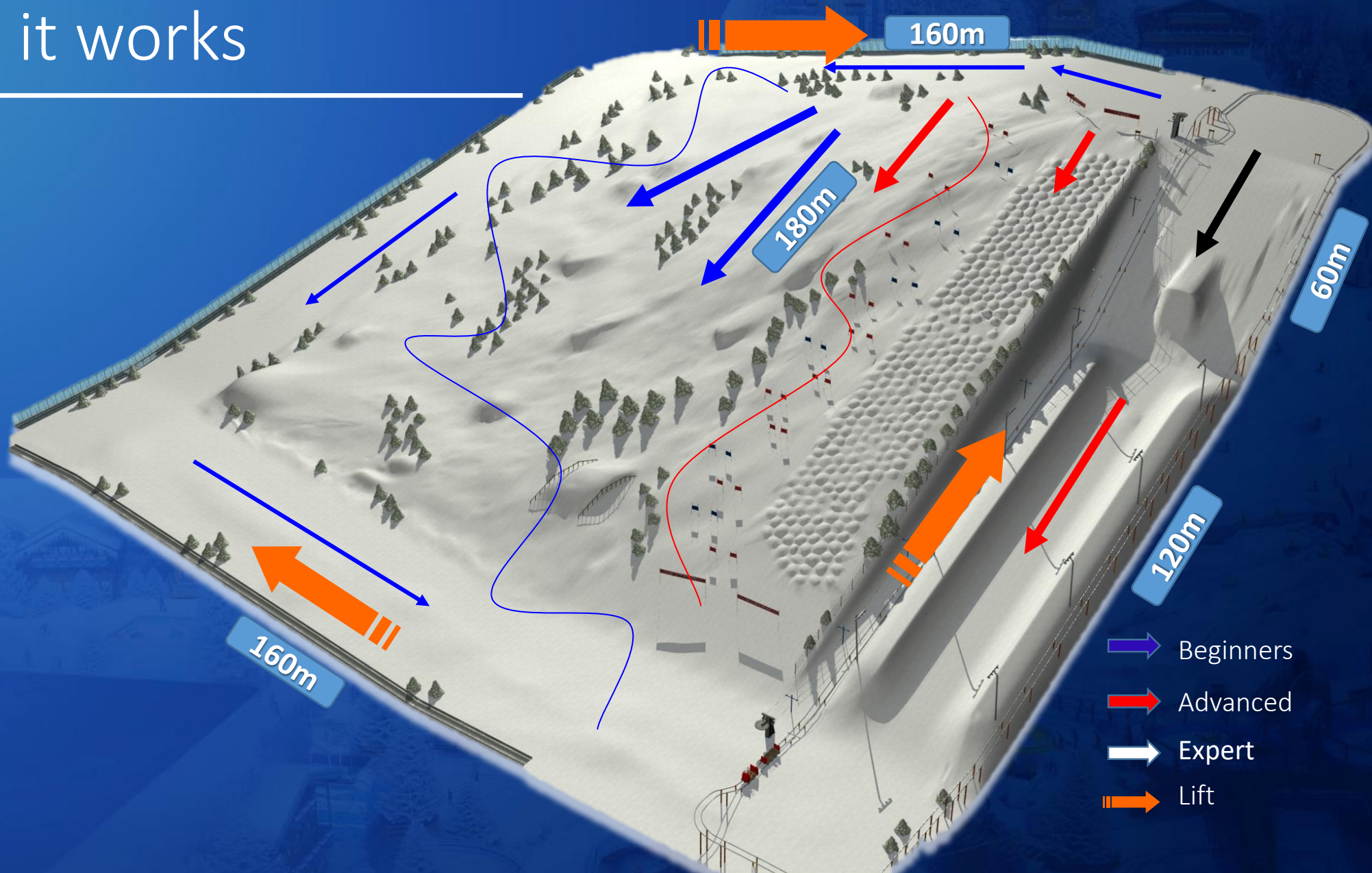
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为无限想象的所有冰雪有了体验最理想的方式

Evolution



Development from 'straight' to butterfly[®] shaped model

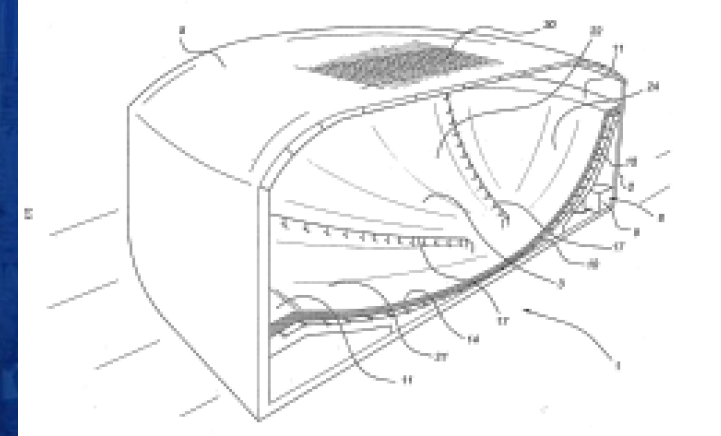
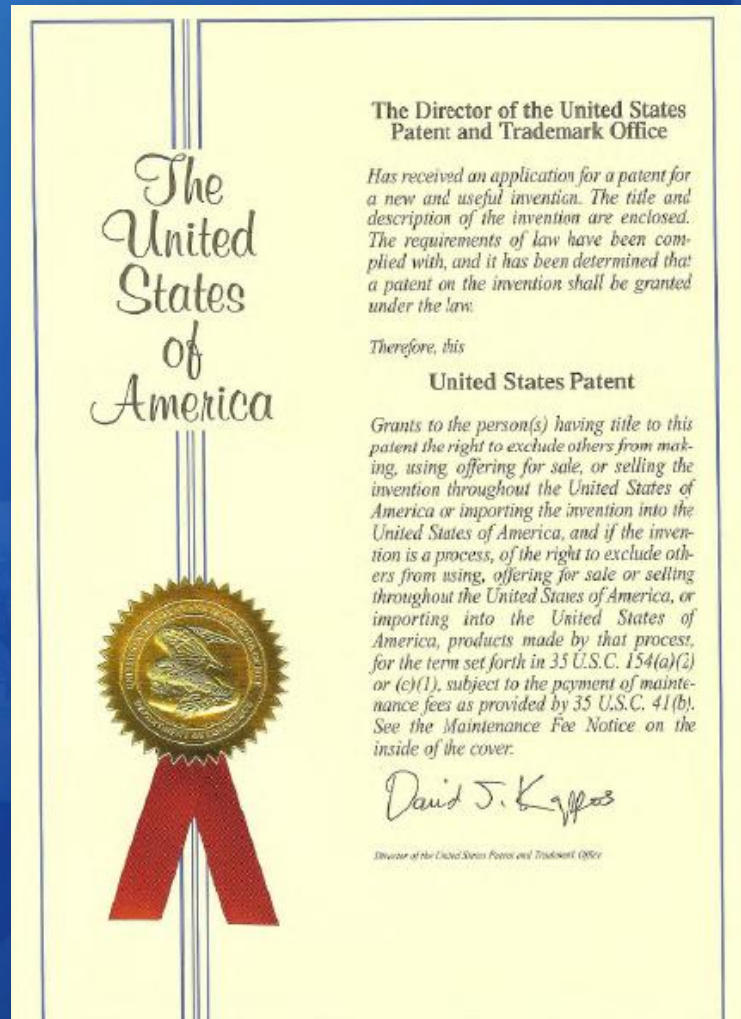
How it works



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Patent

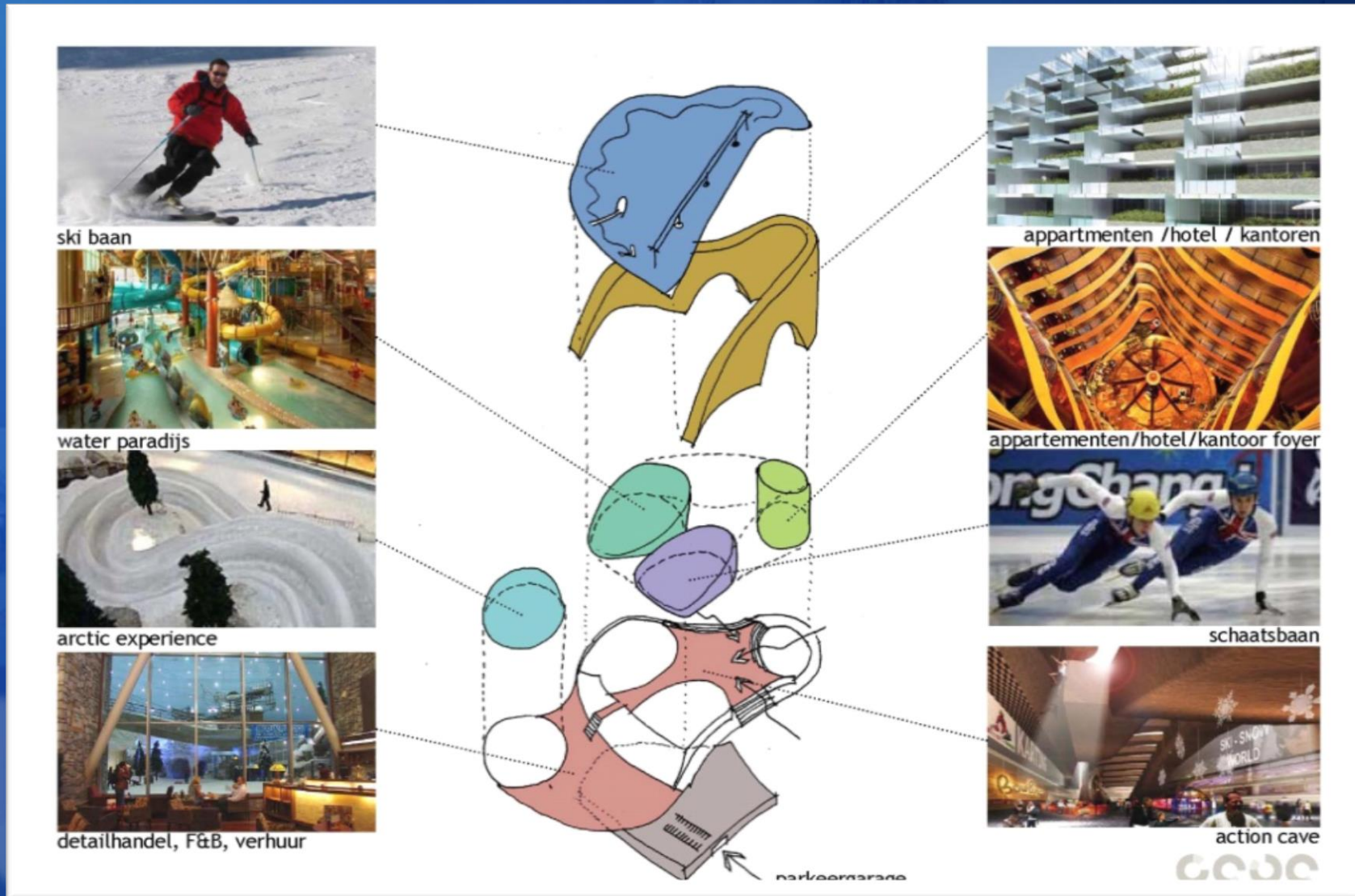


PATENT no.
WO2006062396 A1



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为无限可能的所有冰雪有了该您最理想的解决方案

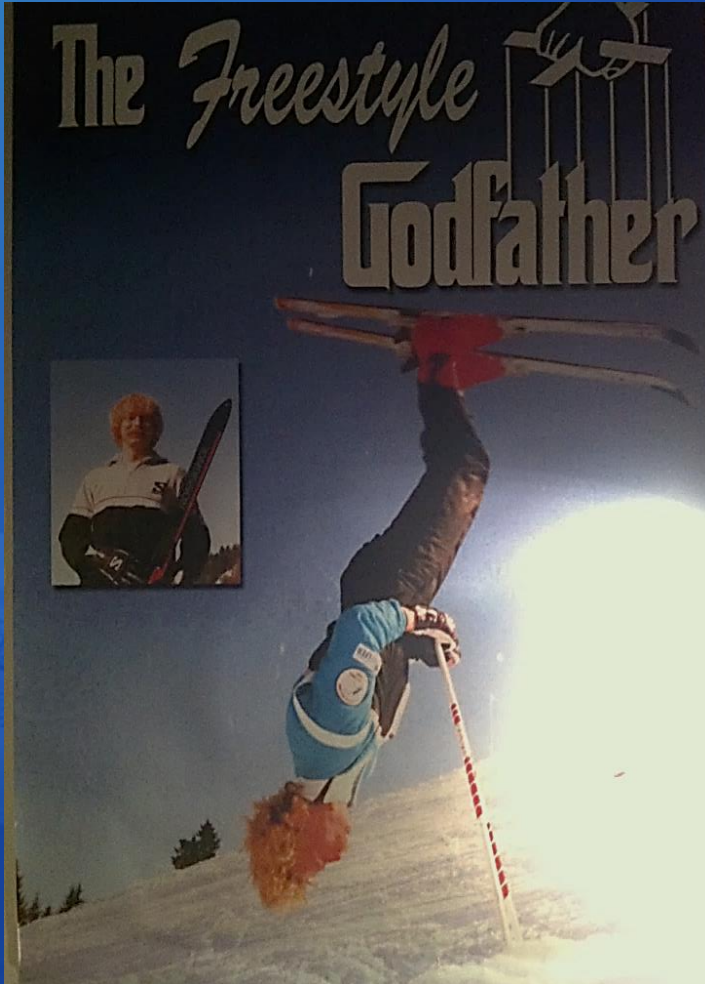
A new 'next generation philosophy' was born



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为无限想象的所有冰雪打造了体验感最好的解决方案

Early adopter meets 'early-early adopter'



2005, first meeting with Worlds most creative snow- ice guru



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为无限想象的所有冰雪爱好者提供最好的解决方案



NEW INNOVATIVE CONCEPTS

Brand new experience for indoor snow & ice

Snowplay Snowvillage Riyadh, Saudi Arabia



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为无限想象的所有冰雪有了最佳最完美的解决方案

Sport & Snowplay Wanda Cultural Tourism City, Wuxi



Patented winter & waterland resort



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为假期想象的所有冰雪有了最舒适最好的解决方案

Patented winter & waterland resort



UNLIMITED SNOW
为无限想象的所有冰雪有了最好的解决方案

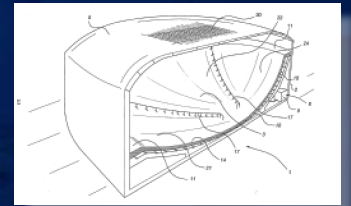
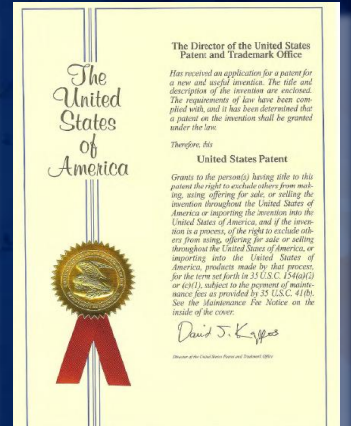
Patented winter & waterland resort



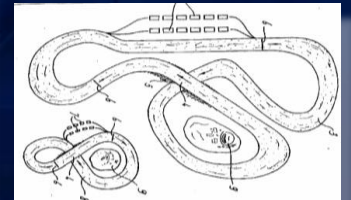
UNLIMITED SNOW

为假期想象的所有冰雪有了最炫酷最好的解决方案

Patented winter & waterland resort



PATENT no.
WO2006062396 A1



PATENT no.
AU20050201087



UNLIMITED SNOW
为无限想象的所有冰雪有了最佳最理想的解决方案

Patented winter & waterland resort



UNLIMITED SNOW
为无限想象的所有冰雪有了体验最最好的解决方案

Press reports

Deal signed to bring C¥13.5bn Winterland Shanghai to China

BY TOM ANSTEV

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The C¥13.5bn development has been in the works for several years

photo: KOP Limited

The Shanghai government has announced plans to build an indoor winter resort next to the popular Shanghai Haichang Polar Ocean World in the city.

According to the government's website, the Shanghai Harbor City Development Company, Shanghai Lujiazui Group, and KOP Limited signed a contract on 13 August to build the indoor winter resort in the Pudong district of Shanghai, which is thought to have been given a price tag of C¥13.5bn (US\$2.1bn, €1.9bn, £1.35bn).

Winterland will cover 213,000sq m (2.4m sq ft) and will comprise a skating rink, skiing and snowboarding slopes with "the world's longest indoor ski trail," an area for ice sculpture, dining options and retail areas. The mixed-use development will also feature a ski-in/ski-out hotel, several theatres, and serviced apartments and offices.

"Our Winterland Shanghai project represents the next landmark in lifestyle-focused developments and furthers our mission of spearheading breakthrough ideas from conceptualisation through building and management," said KOP chair Chih Ching.

"As the evolution of retail continues, consumers are drawn to spaces that offer exciting lifestyle hospitality experiences. The Winterland Shanghai project will provide a variety of entertainment, shopping and sporting activities that can propel consumer engagement with a diverse range of retail and lifestyle brands."

At this stage no architects or contractors have been named for the project. Development is expected to start in early 2016 with an opening date of 2019.

Unlimited Snow Creates Snow and Ice Amusement Parks for Winterland Project, Shanghai

19 May 2016

[f](#) [t](#) [in](#) [G+](#) [41](#)



All-year winter attractions specialist, Unlimited Snow, is creating the snow & ice facilities for the new Winterland development in Lingang City, Shanghai.

Located near Polar Ocean Park and Disney, Winterland's mixed-use offering will include a state-of-the-art 75,000m² snow and ice amusement park.

Unlimited Snow, based in the Netherlands, has worked on the master plan and renders for the project and is also responsible for its delivery which includes patented slope designs and play.



Winterland is being jointly developed by KOP Properties, Shanghai Lujiazui and Shanghai Harbour City Development and will encompass approximately 213,000m² in total. The developers say it is intended to provide residents and visitors with year-round access to an indoor Olympic-grade winter sports facility. Plans also include an ice hotel, as well as theatres, cinemas, retail and dining.

According to Unlimited Snow, cold is hot right now. The company is working on several other projects around the world including China, Middle-East, Mexico and the USA.

Winterland is scheduled to open in 2019.



Meet the Unlimited Snow team at the Asia Attractions Expo, Shanghai, June 13-16, 2016. Booth 2354 and TapeMyDay Booth 2356.

TapeMyDay is a fully automatic visitor video generating system for sports, rides and attractions. It combines state of the art filming technology and innovative software to produce a personal video for each visitor or family. TapeMyDay generates additional revenues plus publicity from guests eager to upload to social media.

that's

SHANGHAI

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World's Largest Ski Resort to Hit Shanghai in 2019

By Kyra Louie, December 17, 2015




With the recent announcement that Beijing will be the host of the 2022 Winter Olympics (the first city to hold both the Summer and Winter Olympics, Pft), preparations are fast becoming a must for the country. China has already picked a 'catchy' slogan for it – 'Joyful Rendezvous upon Pure Ice and Snow' – but how will it achieve such feats when it does not have enough annual snowfall?

You might be able to find the answer in Winterland Shanghai, the world's largest indoor winter sports park and ski resort, which is reportedly set to open to the public in Pudong's Lingang City in the second half of 2019, barring any delays.

Shanghai-based companies Harbour City Development Company and Shanghai Lujiazui Group are teaming up with Singapore's KOP Properties to lay the gears for this indoor winter resort.

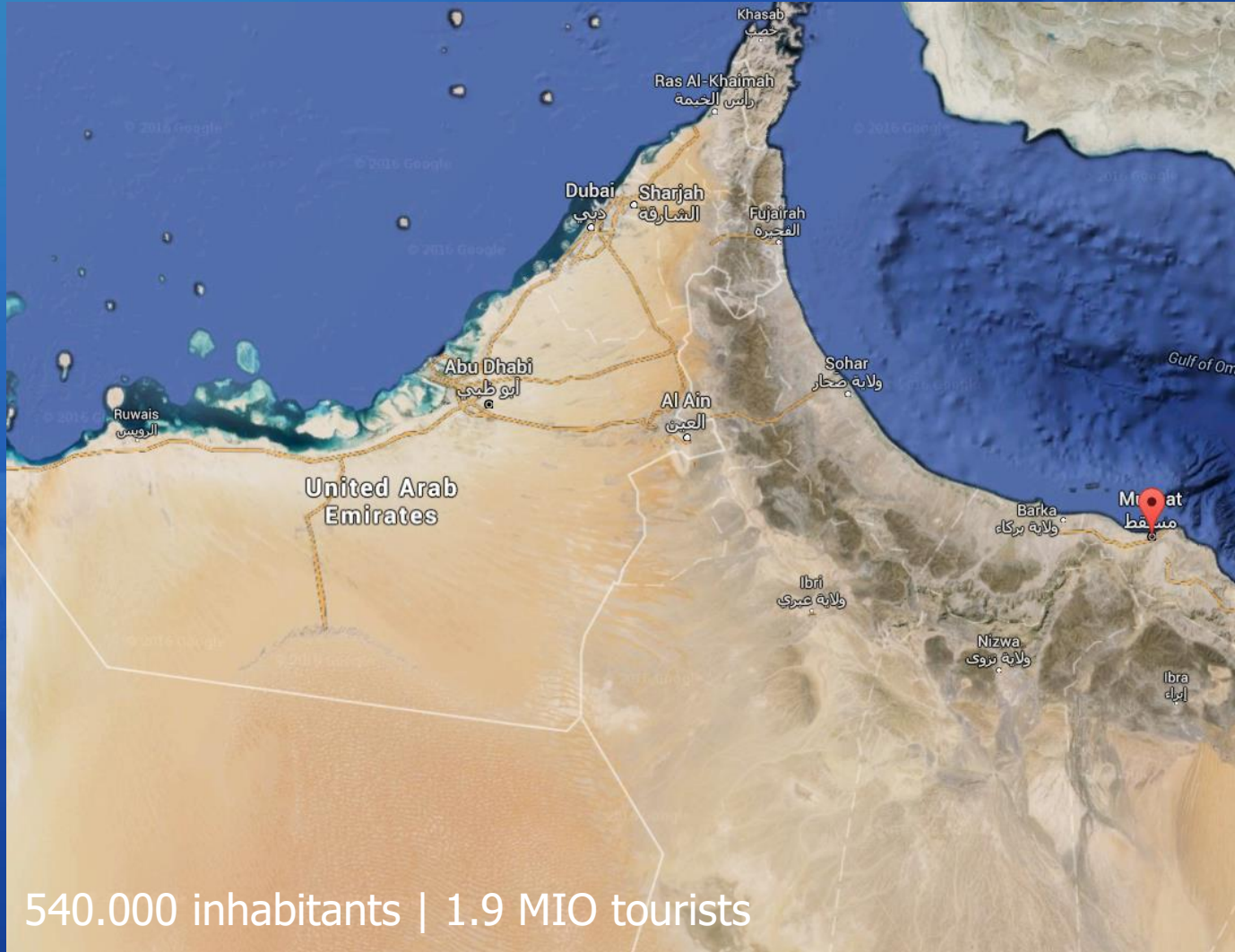
Winterland Shanghai will be located near the Shanghai Haichang Polar Ocean World and the Shanghai Disney Resort. It is said to have cost an investment of RMB2.5 billion.





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为假期想象的所有冰雪有了最舒适最好的解决方案

Snowpark Oman, Capital city Musqat



540.000 inhabitants | 1.9 MIO tourists

Unlimited Snow as 'one stop shop' general contractor and operator

- 250.000 visitors (est. opening year)
- Building/consultancy/theming/attractions/machinerom installations etc.
- 28MIO investment
- ROI 8/9 years
- 57% local external consultancy and supply
- 43% building costs
- € 3.750m2
- 3 months concept design
- 6 months schematic design
- 6 months design development
- 3 months tender
- 12-18 months building



UNLIMITED SNOW
为雪景提供的所有设施都采用了最先进的设计理念

From dream to reality

CONCEPT DEVELOPMENT & ARCHITECTURAL DESIGN

FEASIBILITY STUDIES & BUSINESS PLANS

PROJECT CONSULTING & PROJECT MANAGEMENT

ENGINEERING & TECHNICAL INSTALLATIONS

CLIMATE CONTROL & SNOWMAKING SYSTEMS

ICE RINKS & ICE CLIMBING

RIDES & ATTRACTIONS

SPECIAL EQUIPMENT & SYSTEMS

THEMING & SPECIAL EFFECTS

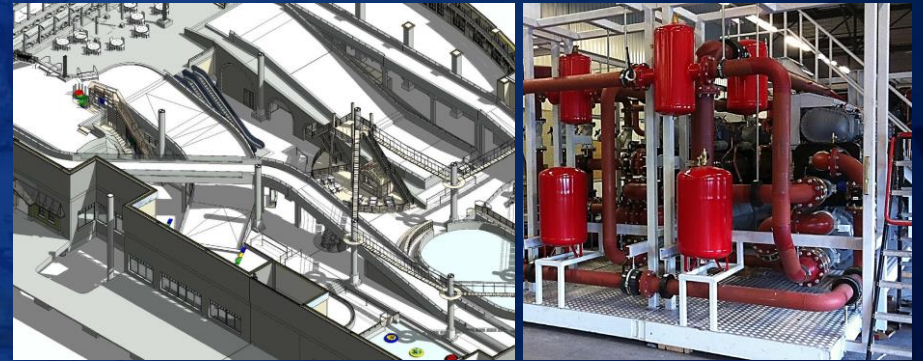
PREFAB & INSTANT STRUCTURES

OPERATIONAL SUPPORT & PLANNING

MERCHANDISING & PROMOTION

ADDITIONAL LEISURE FACILITIES AND FRANCHISE

OPERATIONS



UNLIMITED SNOW
为度假胜地的所有设施有了快速最好的解决方案

Palm Mall under construction (*open Q4 2018*)



UNLIMITED SNOW
为您的冰雪项目提供专业的解决方案

Under construction (open Q4 2018)



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为无限想象的所有冰雪有了最理想最好的解决方案

Under construction *(open Q4 2018)*



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为无限想象的所有冰雪有了体验最完美的解决方案

Cinemas, FEC, food court, aquarium, 4* hotel



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2 Milion Ir. Aquarium showcasing marine life



Oman Aquarium



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为无限想象的所有冰雪打造了最舒适最好的解决方案

Swiss building style inspiration (Zermatt)



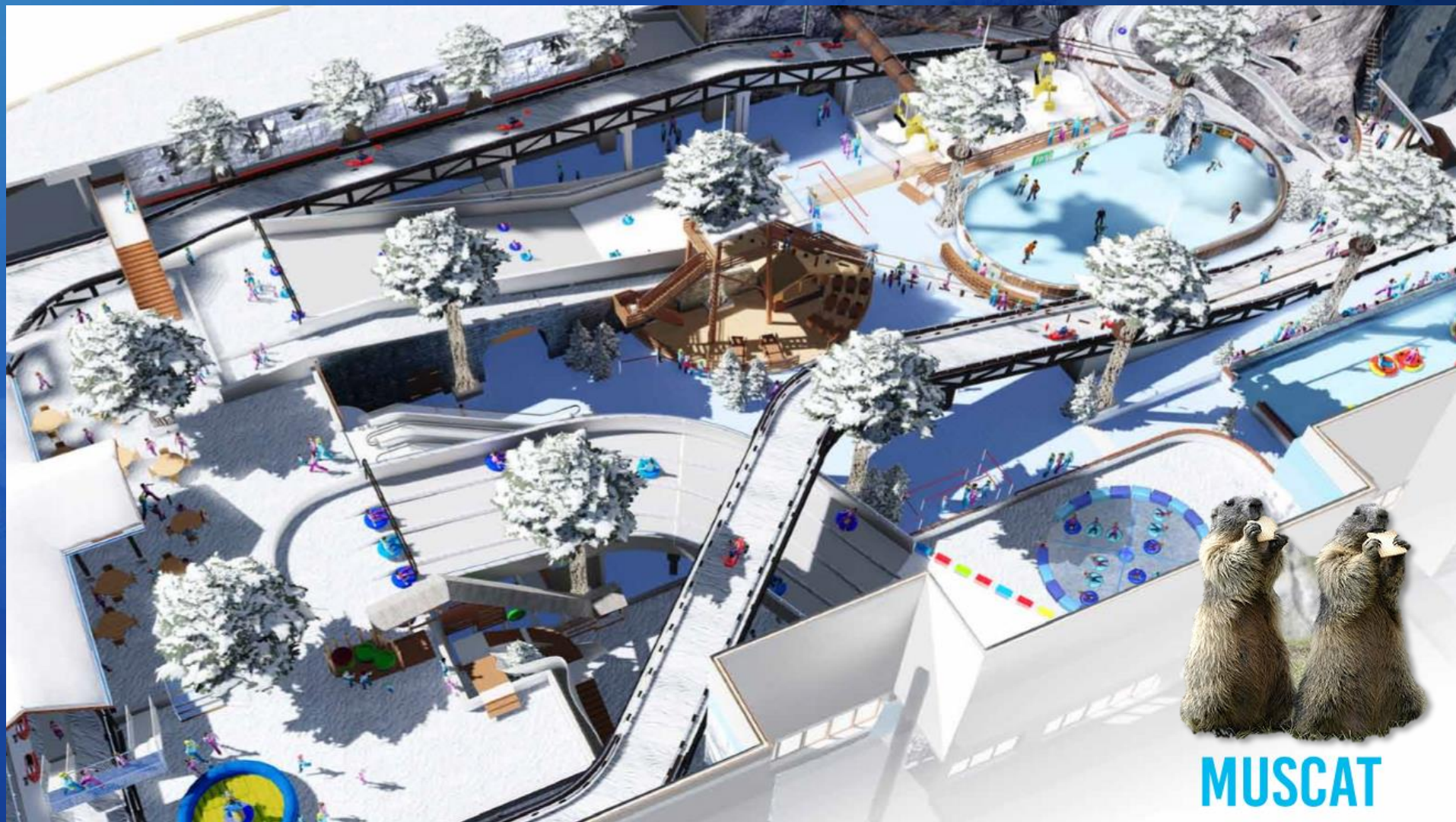
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Swiss building style inspiration (Zermatt)



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为您的滑雪之旅提供最完美的解决方案

Snowpark Oman details



UNLIMITED SNOW
为无限想象的所有冰雪有了体验最好的解决方案

Revit model

- 7.000sqm
- Temperature + 0-3 degr.
- 500 people capacity
- 125 x 50m x 12m

WARM ZONE

- 1 = Entrance
- 2 = Reception
- 3 = Rental area
- 4 = Changing rooms

COLD ZONE

- 5 = Snowplay
- 6 = Slides
- 7 = Snowmobiles
- 8 = Ice climbing
- 9 = Snow diggers
- 10 = Bumpercars
- 11 = Ice Rink
- 12 = High rope course
- 13 = Snow carroussel
- 14 = Ice bar & café
- 15 = Staff office



UNLIMITED SNOW

为无限想象的所有冰雪有了体验感最好的解决方案

Content & attractions



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为无限想象的所有冰雪有了最好的解决方案

Bumpercars on ice

Electric battery operated inflatable bumper cars, suitable for all ages.



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为无限可能的滑雪爱好者提供最好的解决方案

Theming

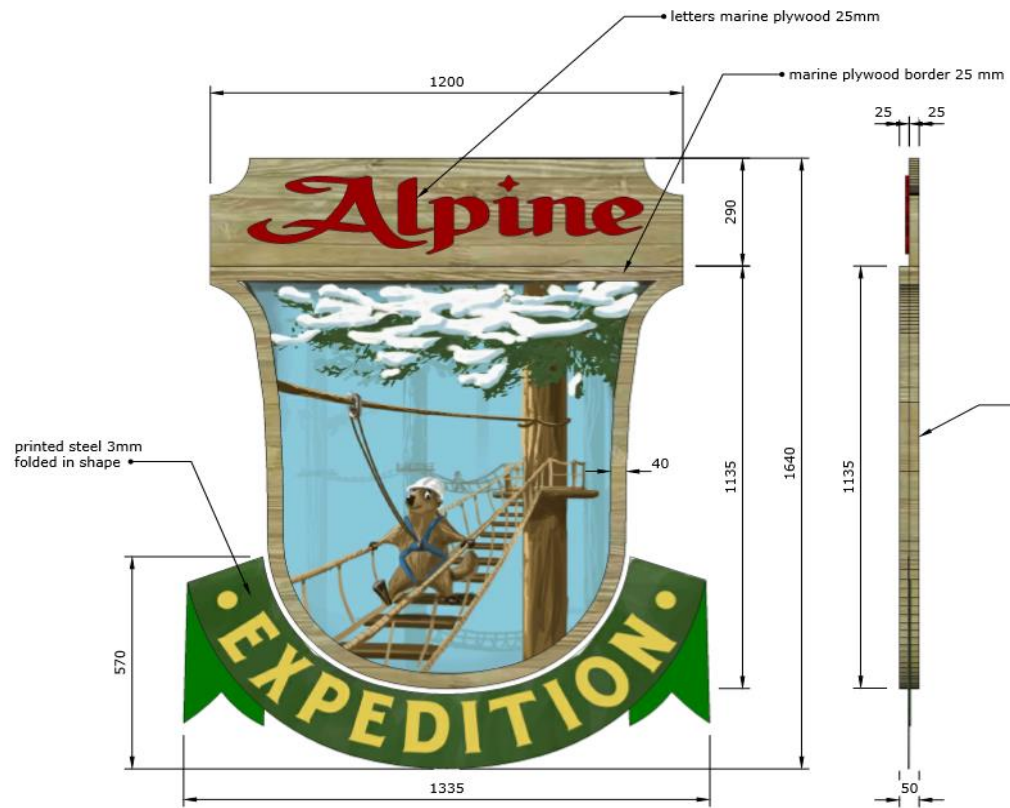


INTERNAL FACADE - PALM MALL



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为您的项目提供最好的解决方案

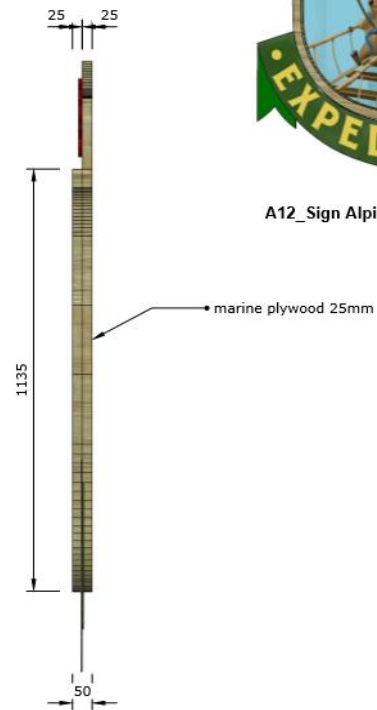
Signage



A12_Sign Alpine Expedition Front view
Scale 1:10



A12_Sign Alpine Expedition



A12_Sign Alpine Expedition Back view
Scale 1:10



UNLIMITED SNOW
为无限想象的所有冰雪有了永远最好的解决方案

Merchandise



SNOWPARK®
PALM MALL

SNOWPARK

UNLIMITED SNOW
为假期增添的所有冰雪有了最贴心的解决方案

Mine tunnel snowmobiles



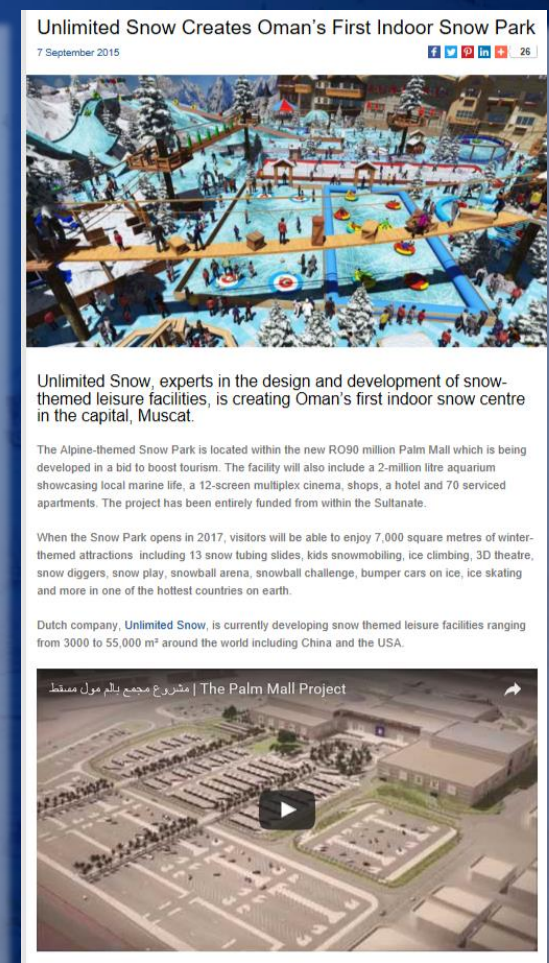
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为无限想象的所有冰雪有了永远最好的解决方案

UNLIMITED SNOW



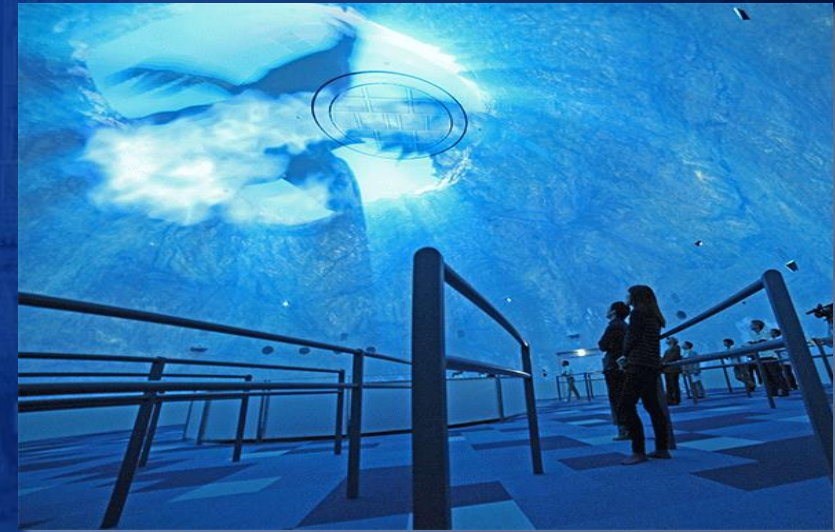
UNLIMITED SNOW
为您的想象的所有冰雪有了体验最最好的解决方案

Press reports Snowpark Oman



<http://www.blooloop.com/news/unlimited-snow-oman-s-first-indoor-snow-park/35879#.V2VWZvmLShc>
<http://www.muscatdaily.com/Archive/Oman/Palm-Mall-s-foundation-stone-laid-3oub>
<http://ski.curbed.com/2015/8/18/9929426/indoor-snow-village-in-oman>

Continuous innovation



UNLIMITED SNOW

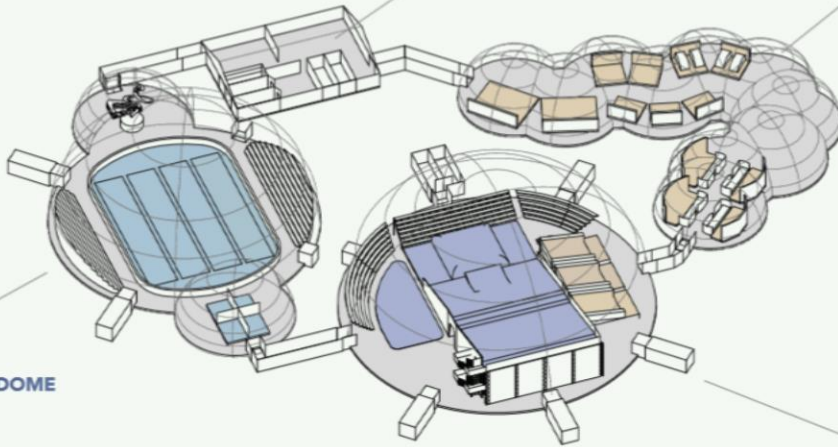
为无限想象的所有冰雪有了最理想最好的解决方案

Continuous innovation

Multi Dome Specifications

The entire "village" of three domes and all auxiliary items such as attractions, building materials, trusses, scaffolding, stage decks, lighting, theming and simulators will be packed in standard-size sea containers in an economical way to enable a complete set-up in 30 to 40 hours. This includes facilities of Oracle, such as ticketing, offices, toilets, revolving doors, power supply and air compressors, built (or packed) in dedicated 20-foot containers. To maximize efficiency and ease of transport as well as to reduce set-up time, ice & snow making technology will operate as autonomous modules, built in 20-foot containers, so that these units can be installed quickly and safely.

ENTRANCE TENT WITH ORACLE CONTAINERS



MEGA DOME 36 / ICE DOME

Floor size 1,228 sqm
Height 18 m
Weight 2,867 kg
Packed value 1.5 (20-ft ctn)
Sand ballast 29,200 kg
Width 55 m
Depth 36 m
Set-up time 36 hrs
Removal time 18 hrs
Fan power req. 5,000 w (max)

DECA DOME/ SIMULATOR DOME

Floor size 1,120 sqm
Height 8 m
Width 53 m
Depth 41 m
Weight 2,660 kg
Packed value 1 (20-ft container)
Set-up time 30 hrs
Removal time 16 hrs
Sand ballast 37,200 kg
Fan power req. 5,000 w (max)

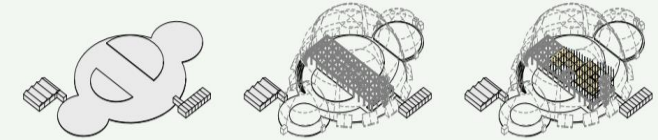
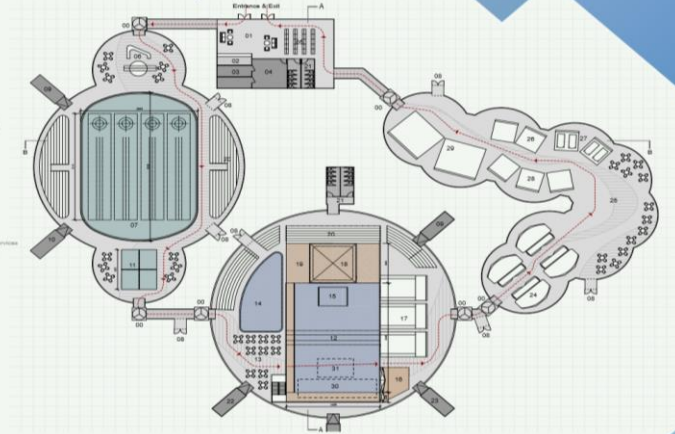
MEGA DOME 42/ SNOW DOME

Floor size 1,385 sqm
Height 22 m
Weight 4,256 kg
Packed value 2 (20-ft ctn)
Sand ballast 52,800 kg
Width 42 m
Depth 42 m
Set-up time 40 hrs
Removal time 20 hrs
Fan power req. 12,800 w (max)

Multi Dome Masterplan

List of Attractions:

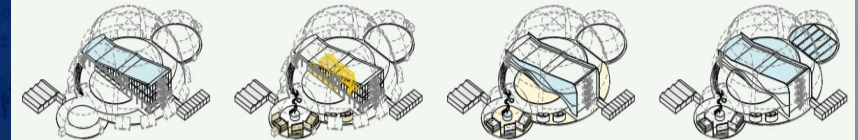
- 01. Container module - Revolving Doors
- 02. Entrance / Exit / Stage
- 03. Container module - Ticketing
- 04. Container module - Storage
- 05. Container module - Office
- 06. Artificial Ice Bar
- 07. Ice Road
- 08. Emergency Exit
- 09. Container module - Office - Office services
- 10. Container module - Office - Ice making services
- 11. Ice Hockey Simulator (pool ice)
- 12. Ice Skating
- 13. Food & Beverage
- 14. Snow Play area
- 15. Roller (Simulator)
- 16. Artificial Ice Climbing Wall
- 17. Revolving Ice Bridge
- 18. Archery (Simulator)
- 19. Outdoor Ice Skating
- 20. Seating Area
- 21. Container module - Toilet
- 22. Container module - Office - Snow production services
- 23. Container module - Office - Snow maintenance
- 24. Ice Simulator
- 25. Snow & Multifunctional Space
- 26. Ice Land Simulator
- 27. Rollercoaster Simulator
- 28. Snowboard Simulator
- 29. Skiing Simulator
- 30. Snow Ball Challenge
- 31. Snow Play



CONSTRUCTION RAISED FLOOR

ASSEMBLY TRUSS STRUCTURES

BUILD UP SLABS AND SCAFFOLDING



BUILD UP SLOPE

SET UP ATTRACTIONS
AND SIMULATORS

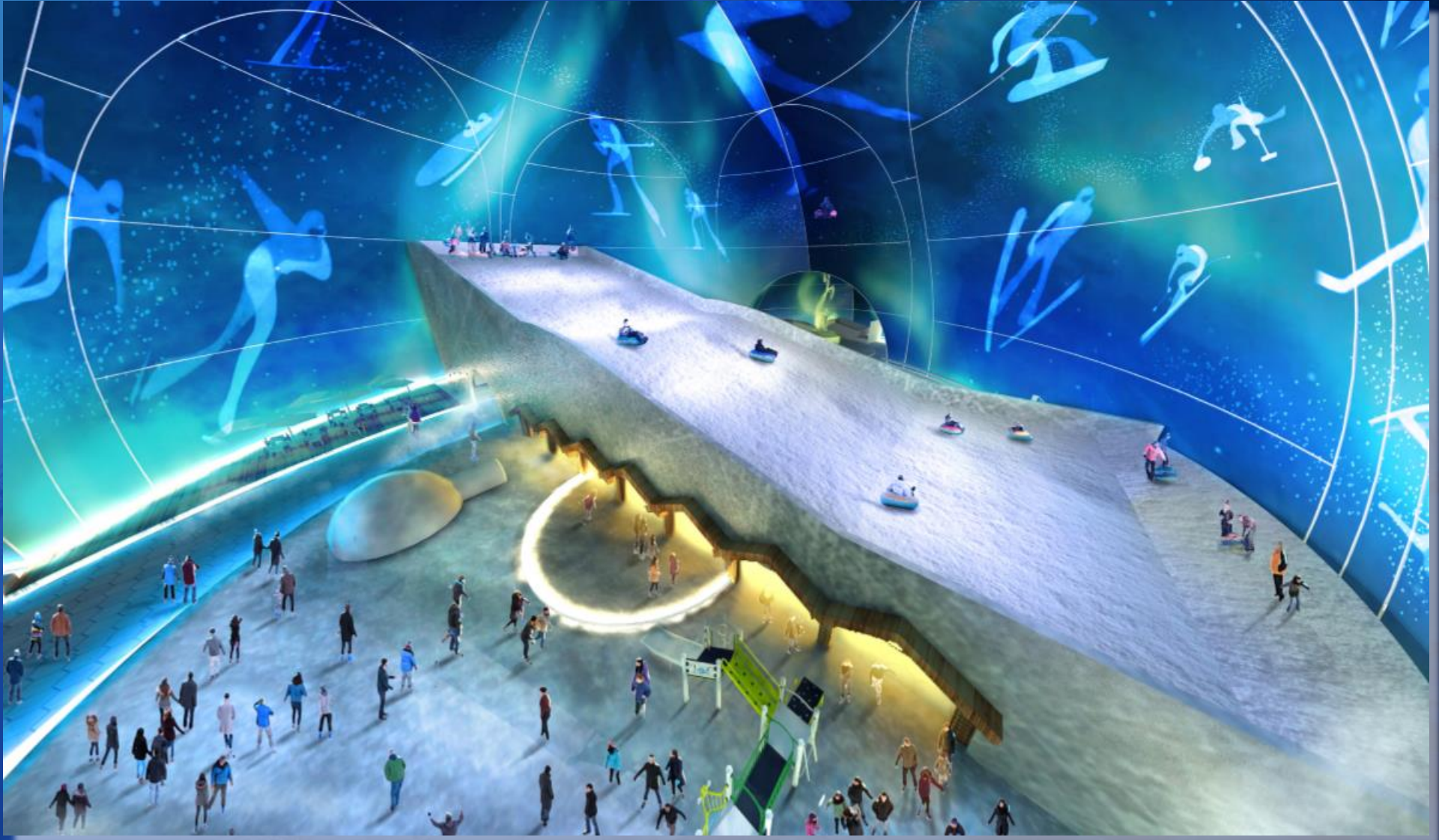
THEMING AND
INTERIOR DECORATION

SNOW & ICE MAKING



UNLIMITED SNOW
为雪景场景的所有冰雪需求提供最佳解决方案

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UNLIMITED SNOW

为您的冰雪场馆提供专业的解决方案

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UNLIMITED SNOW
为您的冰雪场馆提供专业的解决方案

Tape My Day; Worlds 1st fully automatic track & trace video system



1. CAPTURE

As soon as guests scan their bracelets and walk into what is called the 'Region of Interest', our cameras will begin tracking tracing and filming them. Our intelligent software knows how to determine highlights based on a set of rules.



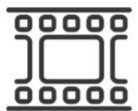
2. SMART-ZOOM

Due to advanced hardware and software, we are able to simultaneously track and record a large number of people in all conditions and over a long distance. To create compelling footage, our system will zoom in on the Region of Interest.



3. CROP

The Smart-Zoomed frames will be cropped and processed. They are then stitched and sewn together at the central server. This allows for the final product to be readied quickly.



4. EDIT

All recorded footage of the visitor will be merged with stock material into a template. The final product will be available for preview within minutes of the guest scanning their wristband at the preview kiosk.





The Experience Ticket

The Experience Ticket is the only fully integrated ticketing and no queuing system on the market features: access, paper and digital tickets, season passes, guest planning, operations management, queue management, CRM, HRM, POS, web shop, mobile site and visitor video system (in cooperation with TAPEMYDAY).

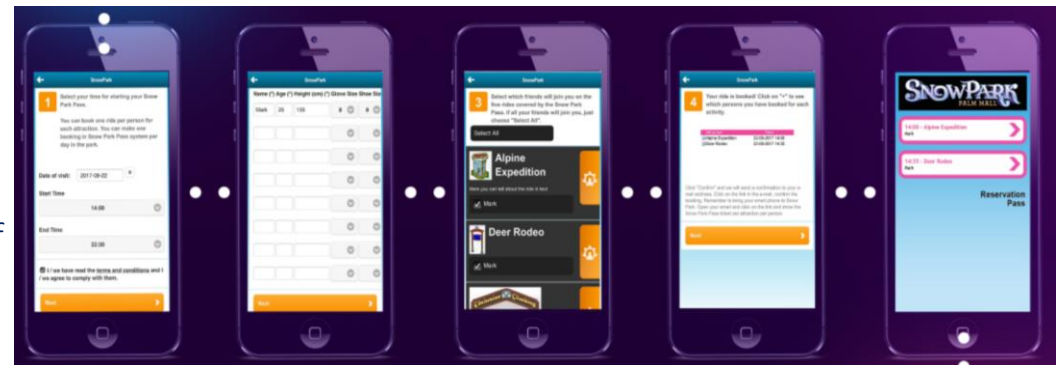
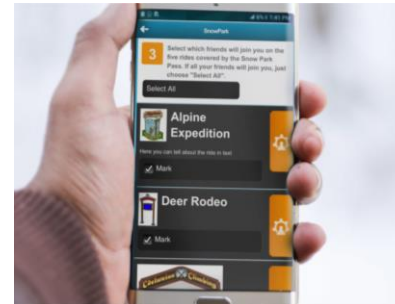


'It solves the No.1 guest complaint by providing a unique & totally queue free theme park experience for all guests'

- Highly increased revenues
- Highly increased overall guest experience
- Secured against ticket fraud
- Digital and physical experiences synchronized
- Dialogue with guests before, during and after the visit
- Improving ride capacity with more than 15%

Guest services:

- Pre-book the entire trip
- Reserve a specific timeslot for all attractions
- Planning and controlling by smart phone (also other devices)
- A real personalized experience by putting the trip together by yourself
- No queues - No stress - No hassle



THE EXPERIENCE TICKET | SOLVES NO.1 COMPLAINT 'QUEUING'



HollandWorld[®]

The Second Gate of *Amsterdam*
next to Amsterdam Schiphol Airport,
Planned Opening April 2023.

A non-gated park for 4 million (inter)national tourists with:



The creative concept of HollandWorld[™] is the intellectual property© of IDS

FIVE DUTCH DESTINATION EXPERIENCES

The experiences will consist out of fully integrated themed f&b, retail, attractions, shows & events, m.i.c.e. and hotel facilities.

HollandFlowerWorld[™]



HollandWinterWorld[™]



HollandHistoryWorld[™]



HollandWaterWorld[™]



HollandShow&FunCity[™]



HollandWorld™

A taste of the Netherlands

2nd gate of Amsterdam

7% increase of hotel nights in
Amsterdam 2016

Past 10 years

30K new hotel rooms added

80K beds: 2015

108K beds required: 2025

126K beds require: 2030

22.000 hotel rooms required
until 2030

23MIO tourists
visit Amsterdam in 2025



Location: PARK 21

HollandWorld will create
5.000 jobs!

4 themed hotels

4.000 hotel rooms

Local-regional spinoff of
690MIO

4-7 million visits for
this non-gated themepark

The creative concept of HollandWorld™ is the intellectual property© of IDS

www.hollandworld.nl

HollandWinterWorld™



The creative concept of HollandWorld™ is the intellectual property© of IDS

www.hollandworld.nl

HollandWinterWorld™



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Risky business of selling snow in the desert?



...WE THINK IT IS...

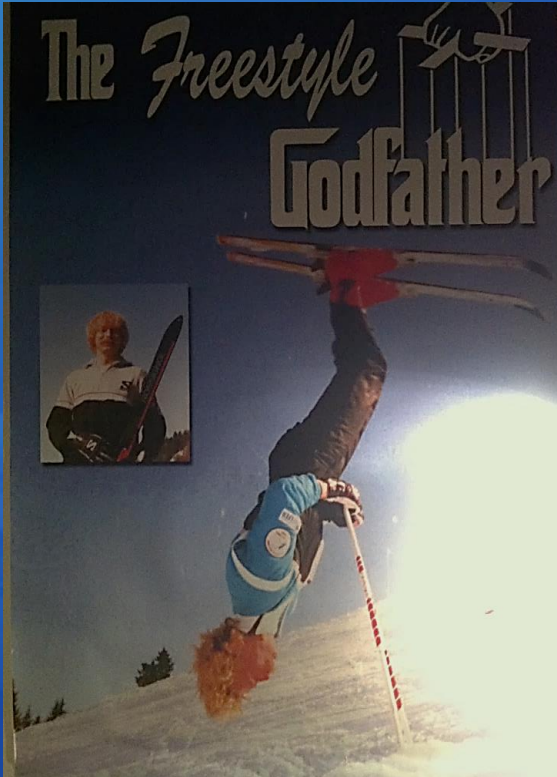
“All our dreams can come true, if we have the courage to pursue them.”



Walt Disney

Thank you for your attention

On behalf of the shareholders



*CEO
Kees Albers (1953)*



*Managing Partner
Alex Lokhorst (1974)*



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UNLIMITED SNOW
为无限想象的所有冰雪有了最佳最理想的解决方案