



STRATEGIC ADVISORY FOR ENTERTAINMENT DEVELOPMENT



Entertainment+CultureAdvisors

LOS ANGELES · HONG KONG

COMPANY OVERVIEW

Entertainment + Culture Advisors (ECA) is an international advisory firm focused on strategy, market analysis, business planning, and feasibility for entertainment attractions and destination development projects.

ECA works with the global industry's leading investors, institutions, developers, designers, licensors, and operators to support core business planning across multiple stages of a project's development, from program definition and global benchmarking to market prioritization and site-specific feasibility.

With offices in Los Angeles and Hong Kong, ECA has a highly experienced team of Principals, Associates, and Analysts focused on providing tailored, strategic advice for the global entertainment development industry.

CAPABILITIES + SERVICES



SELECTED CLIENTS + PROJECTS

THEME PARKS + ATTRACTIONS

- Universal Studios
- LEGOLAND Parks
- Merlin Entertainments Group
- Parques Reunidos
- KidZania
- Village Roadshow
- Ocean Park Hong Kong
- Huayi Brothers China
- Hersheypark
- Lalandia Resorts

DEVELOPERS/INVESTORS

- Beijing Tourism Group
- Singapore Tourism Board
- Khazanah Nasional Berhad
- New World Development/K11
- Meraas Holding/Dubai Parks & Resorts
- China International Travel Services
- China Resources Land
- Saudi Entertainment Ventures (SEVEN)

IP LICENSORS + LOCATION BASED ENTERTAINMENT STRATEGY

- Warner Bros.
- Sony Pictures Entertainment
- Paramount Studios
- Twentieth Century Fox
- Lionsgate Entertainment
- Turner/Cartoon Network
- National Basketball Association (NBA)
- BBC Worldwide
- Discovery Communications
- National Geographic
- Hasbro

CULTURAL ATTRACTIONS

- The Getty Center, USA
- West Kowloon Cultural District, Hong Kong
- Georgia Aquarium, USA
- Eden Project, China
- ICONSIAM Sky Tower, Thailand
- Danish Natural History Museum, Denmark
- Longwood Gardens, USA
- College Football Hall of Fame, USA
- LEGO Brand House, Denmark

SPORTS + LIVE EVENT VENUES

- Cirque du Soleil, Global
- Dragone Show Theaters, China
- Providence Park MLS Stadium, USA
- LA NFL Stadium Development, USA
- LifeSports USA

RETAIL, DINING + ENTERTAINMENT (RDE)

- L.A. Live, USA
- Universal CityWalk, USA, Japan, China
- SKYCITY, Hong Kong
- The District Detroit, USA

Universal Parks & Resorts

ECA's team has worked with Universal Parks & Resorts for 15+ years helping their global development team assess new market opportunities. Recent ECA projects include Universal Studios Singapore (2010) and the new Universal Studios Beijing (2021). In our work we have evaluated UPR's anchor mega theme park, second gate water park, retail, dining entertainment (RDE) and hotels.



Merlin Entertainments Group/ LEGOLAND Development



ECA works with LEGOLAND Parks on assessing new global development opportunities. ECA has also assisted Merlin/LEGOLAND on their China entry and expansion strategy. Recent project work includes LEGOLAND Malaysia (2012), Dubai (2016), Japan (2017), New York (2021), Korea (2022), and China (2023+), including Shanghai, Beijing, and Southern China.

Longwood Gardens

ECA prepared market and financial analysis for the 3-year, USD 90 million revitalization of the Main Fountain Garden at Longwood Gardens. ECA's work included analysis of the expected incremental guest revenue from the new fountain show as well as return on investment. ECA also projected key guest experience impacts on parking, food & beverage, and retail.



Live Entertainment/Venue-Anchored RDE

ECA has taken a lead role in the extension of entertainment experiences into surrounding districts. Project work includes L.A. Live, Universal CityWalk, attraction strategy and business planning for the upcoming Hong



Kong Airport SKYCITY retail entertainment destination with New World Development/K11 featuring a major indoor LBE anchor attraction program.



GLOBAL PERSPECTIVE

Since its founding in 2010, ECA has worked in more than 30 countries on project types ranging from large-scale theme park destinations to indoor branded attractions, cultural attractions and live event venues.

LOS ANGELES
10880 Wilshire Boulevard, Suite 1101
Los Angeles, California 90024
Phone: +1.310.862.9555

HONG KONG
Suite 1106-08, 11/F Tai Yau Bldg
181 Johnston Road
Wanchai, Hong Kong
Phone: +852.2114.2857



www.entertainmentandculture.com
hello@entertainmentandculture.com

Entertainment+CultureAdvisors
LOS ANGELES · HONG KONG