



## LEISURE OPTIONS





OPENED IN 2015, RESORTS WORLD IS  
A UNIQUE DESTINATION COMBINING  
SHOPPING, LEISURE AND ENTERTAINMENT  
IN ONE LANDMARK BUILDING

**538,000 sqft OF...**

• **LEISURE & ENTERTAINMENT**

- 11 screen Cinema with IMAX
- Genting Casino
- Vortex Family Entertainment Centre

• **CONFERENCE & EVENT**

- The Vox Conference Venue
- Apartment private events space
- Meeting Rooms

• **1,826 PARKING SPACES**

• **FOOTFALL: 4M\***

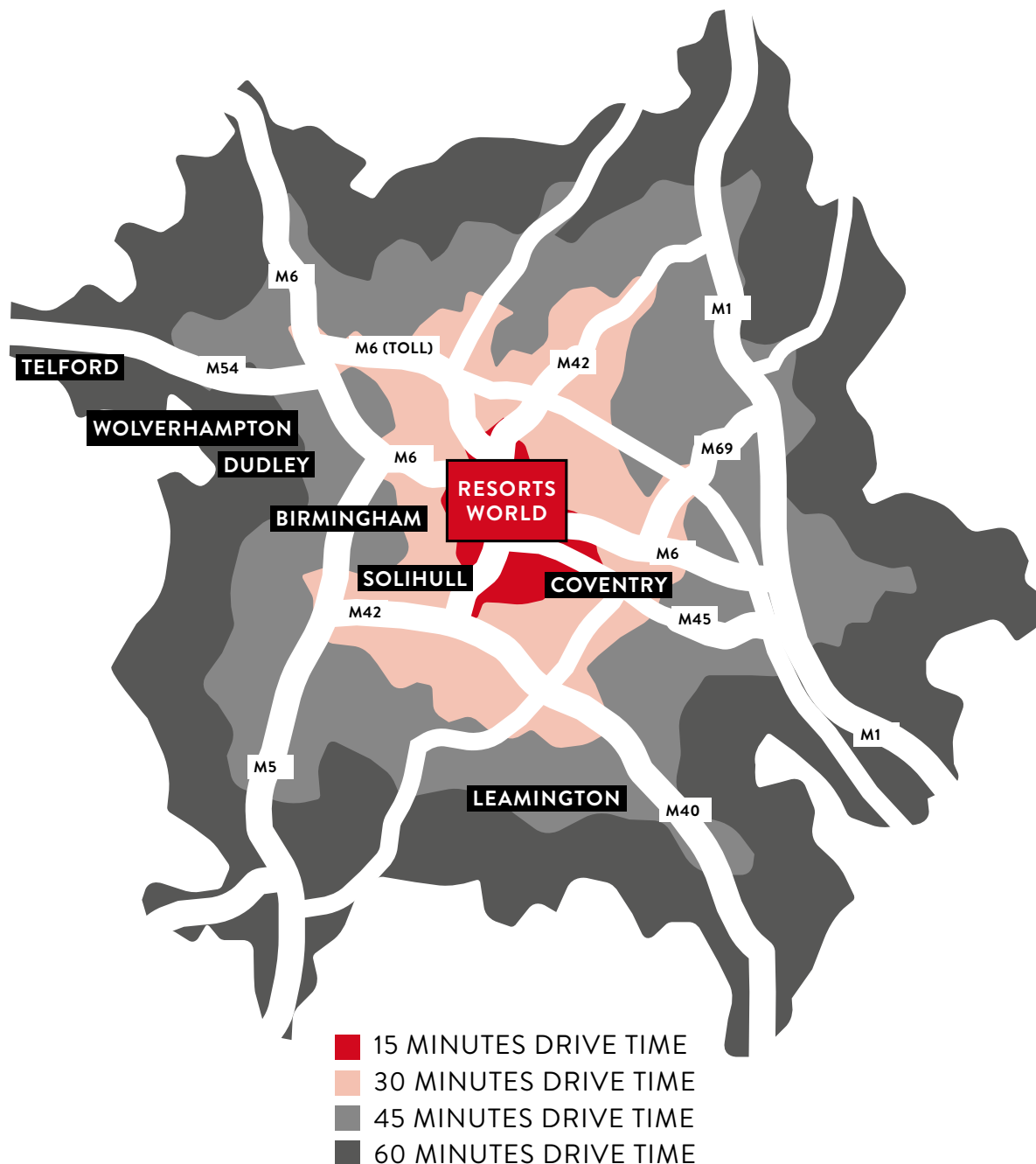
• **4 STAR GENTING HOTEL**

- 182 rooms
- Award winning Santai Spa

• **16 F&B BRANDS**

• **39 RETAIL BRANDS**





**THE OPPORTUNITY  
IS HUGE...**

**7 MILLION PEOPLE  
WITHIN A 60 MINUTE  
DRIVE TIME**

## **WE KNOW OUR GUESTS...**

- AVERAGE AGE 36
- 56% FEMALE
- 44% MALE
- 23% HAVE CHILDREN
- 66% VISIT BY CAR
- AVERAGE DWELL TIME  
159 MINUTES
- 75 % OF GUESTS SEE RESORTS WORLD  
AS "A DESIRABLE LOCATION TO  
SOCIALISE AND SPEND TIME"

SOURCE: RWB CONSUMER RESEARCH 2018



- RESORTS WORLD SHOPPERS' CATERING SPEND IS 6% ABOVE THE REGIONAL AVERAGE\*
- 73,391 GUESTS STAYED AT THE GENTING HOTEL IN 2018
- 16.8K WORKFORCE IN AND AROUND RESORTS WORLD PROVIDE REGULAR MORNING AND LUNCHTIME TRADE
- JUST UNDER 420,000 PEOPLE VISITED CINEWORLD IN 2018

\*CACI 2018



## FOOTFALL IS GROWING...

- RESORTS WORLD FOOTFALL UP 7.7% IN 2018
- +28% INCREASE IN FOOTFALL OVER THE LAST 2 YEARS

## SO ARE SALES

- OVERALL SALES UP 8.38%
- +20% INCREASE IN SALES OVER THE LAST 2 YEARS
- FOOD & BEVERAGE DENSITY £535



# NEC CAMPUS

- BENEFITING FROM UNRIVALLED CONNECTIVITY BY ROAD, RAIL AND AIR, THE NEC IS THE MOST CONVENIENTLY LOCATED VENUE IN THE COUNTRY
- 3.5K PEOPLE WORK ON THE NEC CAMPUS
- 6K PEOPLE WORK AT BIRMINGHAM AIRPORT
- 75% OF THE UK'S POPULATION LIVE WITHIN A THREE HOUR DRIVE OF THE VENUE
- 7K PEOPLE WORK AT BIRMINGHAM BUSINESS PARK
- 6M PEOPLE VISIT THE NEC ANNUALLY
- 700K PEOPLE VISIT RESORTS WORLD ARENA ANNUALLY
- 900 EVENTS HELD ANNUALLY AT NEC COMPLEX







# UNIQUE CAMPUS LOCATION

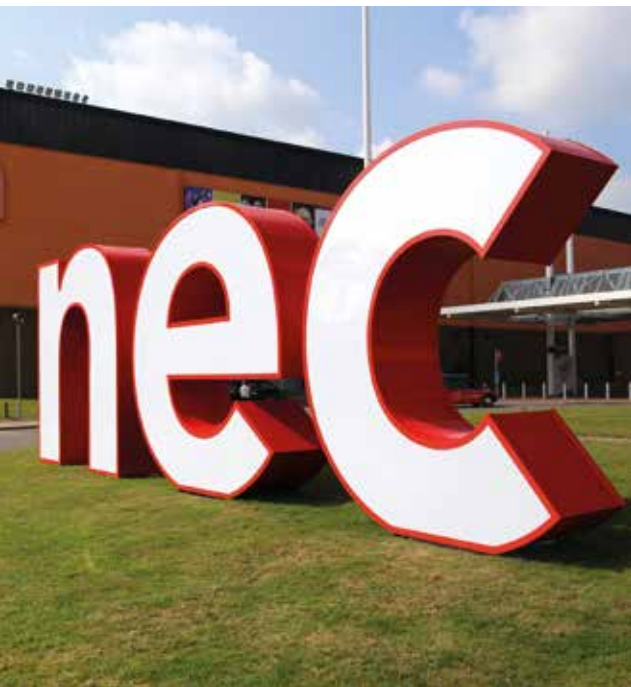
A DESTINATION FOR LEISURE AND ENTERTAINMENT

RESORTS WORLD IS LOCATED ON THE NEC CAMPUS, A STONE'S THROW FROM RESORTS WORLD ARENA AND THE LATEST ATTRACTION FROM MERLIN, THE BEAR GRYLLS EXPERIENCE.

JUST A SHORT WALK FROM BIRMINGHAM INTERNATIONAL TRAIN STATION AND BIRMINGHAM AIRPORT (VIA THE NEC)

## CLOSE PROXIMITY TO M42 AND M6

- 7 minutes from Birmingham City Centre
- 9 minutes from Coventry
- 21 minutes from Leamington
- 30 minutes from Wolverhampton
- 54 minutes from Leicester
- 1 hour from London (92 trains per day)
- 1hr 20 from Nottingham
- 1 hour 46 mins from Manchester
- 2 hours from Liverpool
- 2 hours from Leeds





## RESORTS WORLD ARENA

Adjacent to Resorts World, this world class venue hosts over 100 shows per year and welcomes in excess of 700,000 people per year through its doors. Resorts World Arena is regularly home to some of the world's biggest acts; 2019 sees the likes of Drake and Little Mix, Elton John is scheduled for 2020.



## THE BEAR GRYLLS ADVENTURE

Merlin Entertainments launched this £20 million global first adventure attraction on October 2018; it features a range of immersive games and challenges that include swimming with sharks, high ropes and archery.



## THE MOXY HOTEL

Opening in 2019 the Moxy Hotel (part of Marriott lifestyle group) will bring 224 additional hotel rooms to campus in a modern venue designed to attract a millennial audience, with low prices and high design aesthetics.



# MEET THE NEIGHBOURS



next  
OUTLET

KURT GEIGER

*Nando's*

MILLER & CARTER  
- STEAKHOUSE -

las IGUANAS

THE FRIDAYS



GOURMET  
BURGER  
KITCHEN



Zizzi  
INDIVIDUALLY ITALIAN

★cineworld  
CINEMAS

COSTA



SANTAI  
SPA

GENTING HOTEL

VORTEX  
GAMING





# THE FUTURE IS BRIGHT

## NEC: CITY

The NEC group with new major shareholder Blackstone, have ambitious development plans which will see the campus transformed; a global entertainment, leisure and business destination with up to 315,000 square metres of new floor space, 10,000 jobs and up to 2,500 new homes enjoying a lakeside vista.

Resorts World Birmingham is perfectly located to benefit from these plans, with its established mixed use-offering and an existing customer base.





## BHX MASTERPLAN

Birmingham Airport currently handles around 13 million passengers annually, and by 2033 expects to be handling around 18 million. To meet this rising demand, they plan to invest around £500 million to expand and improve the Airport over the coming years.

## 2022 COMMONWEALTH GAMES

The NEC and Arena will host a range of sports during the games, shining a global spotlight on campus and bringing spectators and press to the venue.

Planned improvements in public transport, walking and cycling infrastructure will provide efficient links to the Commonwealth Games.

A sprint bus rapid transit network will bring an attractive and reliable service to campus with improved journey times for commuters and the wider public.

A modern, revitalised Perry Barr transport network will include a rationalised highway network, bringing excellent accessibility and connectivity to those attending the Games in 2022 and those living in the new community post-games.



## UK CENTRAL & HS2

UK Central will bring 4,000 new homes and up to 75,000 new jobs within walkable distance of Resorts World Birmingham, as the local area is developed in preparation for the arrival of HS2 – which will transport 2,000 passengers a day when it's up and running.

Major works to pedestrianise the surrounding area will link existing businesses such as Jaguar Landover, Interserve, and Tarmac's UK Head Office along with Birmingham Business Park to the campus, making it even easier for these local workforces to visit Resorts World Birmingham.





## MEET THE FAMILY

WE ARE OWNED BY GENTING MALAYSIA, ONE OF THE WORLD'S LEADING LEISURE AND HOSPITALITY CORPORATIONS. OUR GLOBAL PORTFOLIO INCLUDES SITES IN AMERICA (INCLUDING LAS VEGAS, OPENING 2020) AND ASIA; THEY OFFER THEME PARKS, AQUARIUMS, WATER PARKS AND WELL KNOWN ATTRACTIONS LIKE UNIVERSAL STUDIOS.

Genting Group Worldwide employs 58,000 and enjoys a market capitalisation of \$38 billion

Resorts World Birmingham is the group's first Resort Business in Europe, and forms part of their wider UK business including Genting Casinos throughout the UK and high end Casino Operations like Crockfords and Palm Beach in London's Mayfair.



## WE'RE COMMITTED TO SUCCESS...

CONTINUAL INVESTMENT AND DEVELOPMENT ENSURES THAT RESORTS WORLD MAINTAINS ITS ABILITY TO DELIVER ON THE ENVIRONMENT AND HIGH CLASS SERVICE WE KNOW PEOPLE LOVE; 2018 ALONE SAW GENTING UK INVEST £3M IN IMPROVEMENTS.



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