

# DESTINATION RESORT

— Introduction —



## WHAT IS A DESTINATION RESORT?

A large-scale and high-quality **Destination Resort** is a “world-class ” tourism asset that **seamlessly integrates the multiple components** of the leisure, business, entertainment and sports complex to provide a wide range of experiences for every guest type.

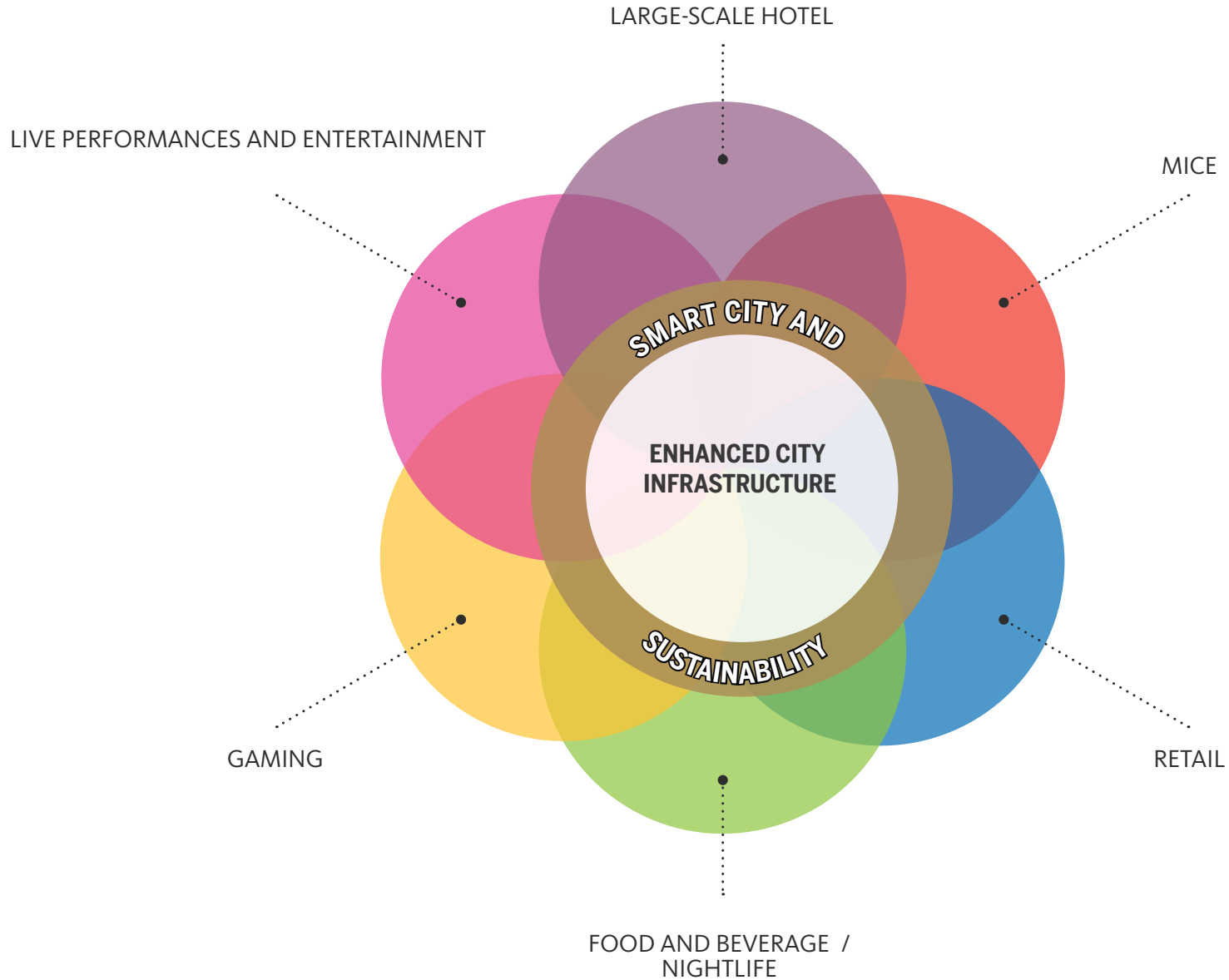
It leverages the complementary travel pattern of business travelers who attend Meetings, Incentives, Conferences, and Exhibitions (MICE) events during the workdays, and leisure tourists who visit on weekends, to maintain a constant flow of visitors throughout the year.







# DESTINATION RESORT MODEL







# DESTINATION RESORT MISSION

A Destination Resort creates large-scale leisure and business tourism by introducing a state-of-the-art entertainment complex that features:

- four and five-star hotel accommodation,
- convention and meeting spaces, casino gaming,
- a sports arena, live performance and entertainment venues,
- destination retail shopping,
- nightclubs and
- a wide range of food and beverage outlets.

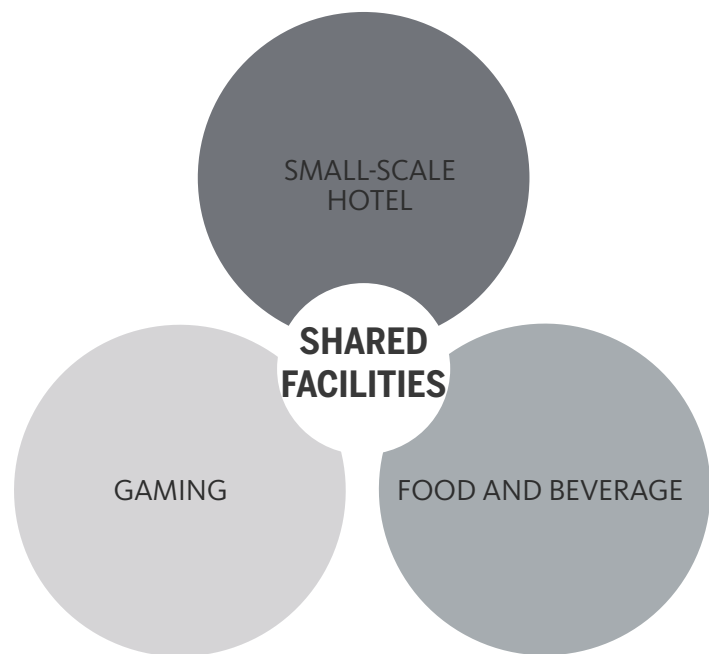
A Destination Resort will serve as the premier live performance, sports and entertainment hub for the region and feature. In addition, the large-scale meeting and convention facilities and critical mass of hotel rooms would complement and drive additional utilization of existing exhibition infrastructure and increase business tourism.

# HOW IS A DESTINATION RESORT DIFFERENT FROM TRADITIONAL CASINOS

A Large-Scale and High-Quality Destination Resort is NOT just a casino facility with hotel rooms.

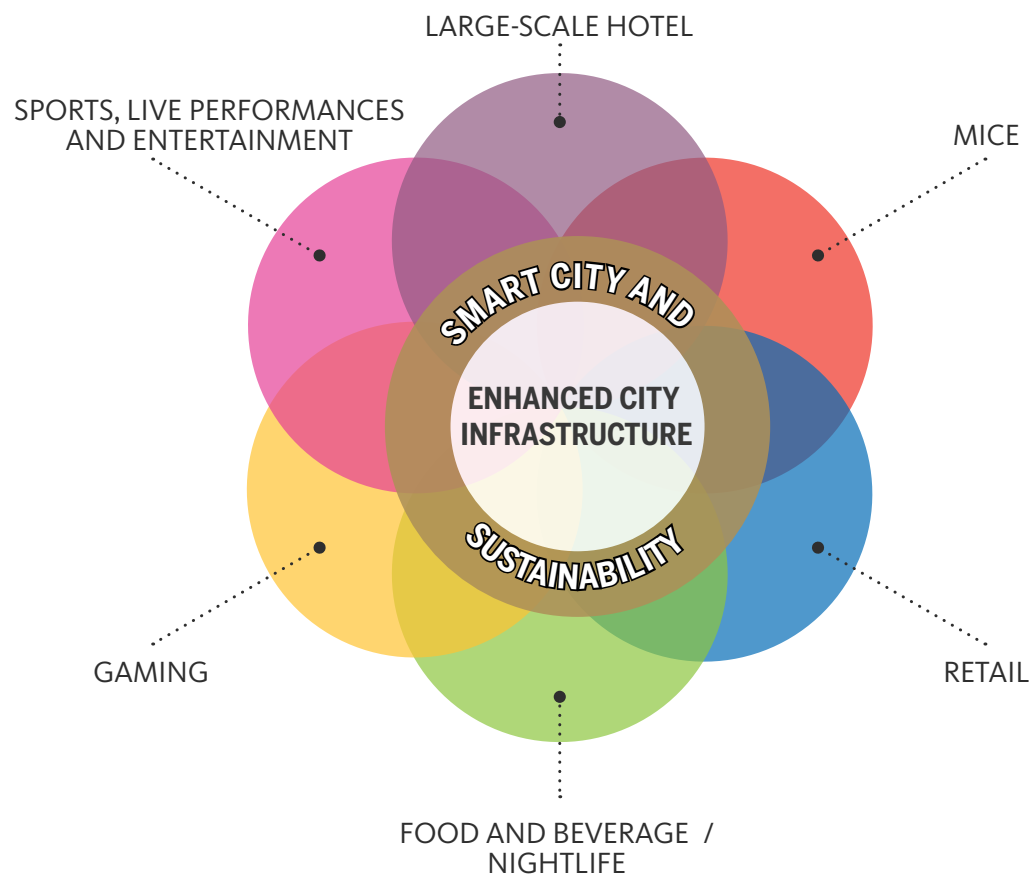
A Large-Scale and High-Quality Destination Resort is a “Best in Class” tourism asset that seamlessly integrates the multiple components of the entertainment complex to provide a wide range of experiences for leisure and business guests.

## REGIONAL CASINO PRODUCTS Small Capital Investment



VS

## LARGE-SCALE AND HIGH-QUALITY DESTINATION RESORT MODEL Large Capital Investment





# HOW IS A DESTINATION RESORT DIFFERENT FROM TRADITIONAL CASINOS

This is a fundamentally different approach from the framework of a regional casino which do not place sufficient emphasis on the scale and quality of the development to drive tourism and instead focus on tax regulations. This approach typically leads to an abundance of gaming-focused assets that are under-developed and often fail to maximize revenue potential.

With extensive planning and design collaboration with the host city, a Destination Resort will be complementary to the needs of the market and the community. A Destination Resort will be iconic and important architectural statements that can redefine the image or character of their host-city and enhance its tourism appeal.





Destination Resort **offers something for everyone,**  
24 hours a day, year-round.

**BUSINESS GUEST** -----



**meet**



**dine**



**relax**



**play**

**LEISURE GUEST** -----



**shop**



**dine**



**rest**



**entertain**



# EMPHASIS ON QUALITY AND SCALE TO MAXIMIZE TOURISM POTENTIAL

As evidenced in other large-scale Destination Resort destinations globally, the potential for a new jurisdiction to maximize tourism revenue is highly dependent on the quality of the development and the track record and expertise of the underlying operator.

An equally vital characteristic of the Destination Resort model is the emphasis on large-scale amenities in the overall development. A Destination Resort can address shortfall by introducing a substantial inventory of four and five-star hotel accommodation within a single and centralized location.

This will equip the venue with the critical mass that is necessary to respond to the demand arising from large-scale leisure tourism, often leading to a meaningful growth in overnight visitation and attracting repeat visitors seeking a longer length of stay. The large inventory of accommodation will also enable the Destination Resort to consistently attract the interest of MICE event organizers as well as host a variety of entertainment events throughout the year.

A Destination Resort will drive “incremental” visitation to the area and destination partner, by bringing new entertainment experiences, MICE flexibility and capacity, and an inclusive and exceptional leisure opportunity.



# ILLUSTRATIVE DESTINATION RESORT PROGRAM

An indicative development program of a Destination Resort highlights the necessity to feature high-quality and large-scale entertainment components in order to generate the critical mass needed to maximize the leisure and business tourism potential to the host city.

An illustrative development program for a Resort could present a total development area of 5.0M sq. ft.

Key program features could include:

Illustrative Destination Resort Program	
<b>Hotel</b>	<b>1,500 keys</b>
Gross Hotel	1.3M sq.ft.
<b>Food and Beverage</b>	
Gross Food and Beverage	225K sq.ft.
<b>Retail</b>	
Net Leasable Retail	250K sq.ft.
<b>Casino</b>	
Gross Casino	750K sq.ft.
<b>MICE</b>	
Net Meeting Space	1.0M sq.ft.
<b>Arena</b>	
Arena and other Performance Venues	800K sq.ft.
<b>Back of House and Other Support</b>	700K sq.ft.
<b>Total Development Area (Excluding Parking)</b>	<b>~5.0M sq.ft.</b>
<b>Parking</b>	As Required

- **Hotel** – 1,500 hotel rooms of four and five-star quality with more to be added to in future phases
- **Food and Beverage** – top rated and diverse restaurants that will be globally competitive and feature celebrity chefs
- **Retail** – destination retail shopping with a net leasable space of 250,000 sq. ft.
- **Casino** – 750,000 sq. ft. casino that will offer up to 200 tables and 15,000 slot machines
- **MICE** – over 1,000,000 sq. ft. of modern and flexible meeting and convention space
- **Arena** – multi-purpose venue with flexible configuration for various sports and live entertainment programs
- **Parking** – sufficient parking to accommodate property visitation



# 1 Premium Hotel Rooms and Suites

Lobby, The Venetian Las Vegas  
Luxury Suite, The Venetian Las Vegas



# 2 Best in Class Meetings, Incentive, Convention and Exhibition (MICE) Facilities

Sands Expo Hall, Marina Bay Sands



# 3 Destination Retail

Four Seasons Macao Retail



# 5 World Class Food and Beverage

Mott 32 Las Vegas



# 6 World Class Entertainment

Wicked, Marina Bay Sands



# 4 Pools, Spas and Fitness

Skypark and Infinity Pool, Marina Bay Sands



# 7 Casino Gaming

Gaming Floor, The Venetian Macao, Macao, China









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## PREMIUM HOTEL ROOMS AND SUITES

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The **scale and quality of the hotel rooms within a Destination Resort** are likely to be the **most vital ingredients** to attract the highest quality visitors from the region.

This is aimed at **stimulating demand for overnight visitation, leading to longer length of stay and resulting in increased tourism spend per visitor.**









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## BEST-IN-CLASS MEETINGS, INCENTIVE, CONVENTION AND EXHIBITION (MICE) FACILITIES

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MICE is a **key feature of the Destination Resort** given its ability to attract premium business tourism while diversifying the profile of the Destination Resort visitors.

By prioritizing MICE as a key component of the Destination Resort, and working collaboratively with the host City, we have been able to **secure multi-year and multi-venue arrangements with event organizers ranging from association conferences to corporate meetings.**











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## HIGH QUALITY DESTINATION RETAIL

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The Destination Resort could feature a high-quality retail facility that aims to bring a critical volume of retailers with an eye for local unique offering as well as established global brands, together under one roof; the retail portfolio will provide a luxurious shopping experience through a broad range of tenants.









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## WORLD-CLASS DINING

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The Destination Resort will also offer a broad array of cuisines across a range of price points, that will be aimed at local and visiting customers.

The Food and Beverage offering will integrate top culinary minds while sourcing local talent and products. This will position the Destination Resort as a one-stop destination for entertainment, food and beverage and nightlife.









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## NIGHTCLUB AND LOUNGE

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## WORLD-CLASS QUALITY ENTERTAINMENT

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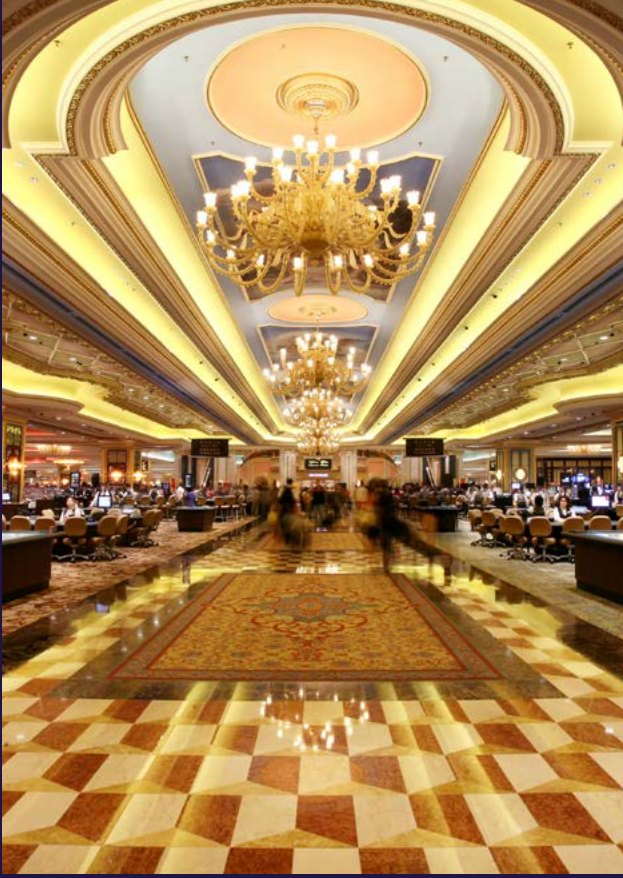
The Destination Resort could feature high-quality performance venues that will be coupled with programming of world-class entertainment acts such as live music, concert performances from touring artists, unique sporting events such as boxing, MMA, exhibition tennis and other forms of traditional entertainment shows that are typically seen in Las Vegas.











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## CASINO GAMING

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### UNMATCHED CASINO EXPERIENCE IN THE REGION

The Destination Resort could feature a casino that will deliver the highest quality experience within the State of Texas corridor that will be unmatched by the existing border casino gaming products.



# HOW IS A DESTINATION RESORT DIFFERENT FROM TRADITIONAL CASINOS?



## Continuous Re-Investment to Establish and Sustain “Best in Class” Quality

It is essential to continuously re-invest in the Destination Resort to sustain the high-quality of products and services and to provide unmatched experiences for customers. This commitment to long-term capital re-investment creates a quality-shield for the Destination Resort.



## MICE and Business Tourism to Create Diversity in Visitation

Destination Resorts attract both leisure and business guests with complementary travel patterns minimizing the impact of visitation seasonality.



## Architectural Statements to Enhance Tourism Appeal of Host Cities

As seen in other locations such as Las Vegas, Singapore and Macao, Destination Resorts with strong architectural statements can re-define the image and character of a city, increase community pride and enhance its tourism appeal



# HOW IS A DESTINATION RESORT DIFFERENT FROM TRADITIONAL CASINOS?



## **Long-term and Sustainable Economic Impact for Host Cities**

Destination Resorts create thousands of jobs with sustainable and lucrative career paths, generate annual recurring tax income to the state and local community, create economic multiplier effects across the broader economy, support the local Small and Medium Enterprises and serve to elevate the tourism status of the host city.



## **Leisure and Entertainment Hub with Sports, Live Performances and Entertainment, Nightlife and Other Diversified Offerings**

The Destination Resort will partner and host a variety of large-scale sporting and entertainment events, offer a premier nightlife scene and other leisure activities that will establish a high baseline of consistent visitation throughout the year.



## **Large-Scale and Capital-Intensive Resort to Drive Critical Mass**

Destination Resorts that feature a large amount of four and five-star hotel accommodation, convention and meeting spaces, casino gaming, sports arena, live performance and entertainment venues, destination retail shopping, nightclubs and a wide range of food and beverage outlets provide the asset with a scale appeal to drive critical mass of leisure and business tourism.



# DESTINATION RESORTS DELIVER LONG-TERM SUSTAINABLE POSITIVE ECONOMIC IMPACTS



Increase incremental, **high-value tourism**



Increase **tourism spend**



Increase **MICE activity**



Increase **tax revenues** to fund social welfare programs and other high priority projects



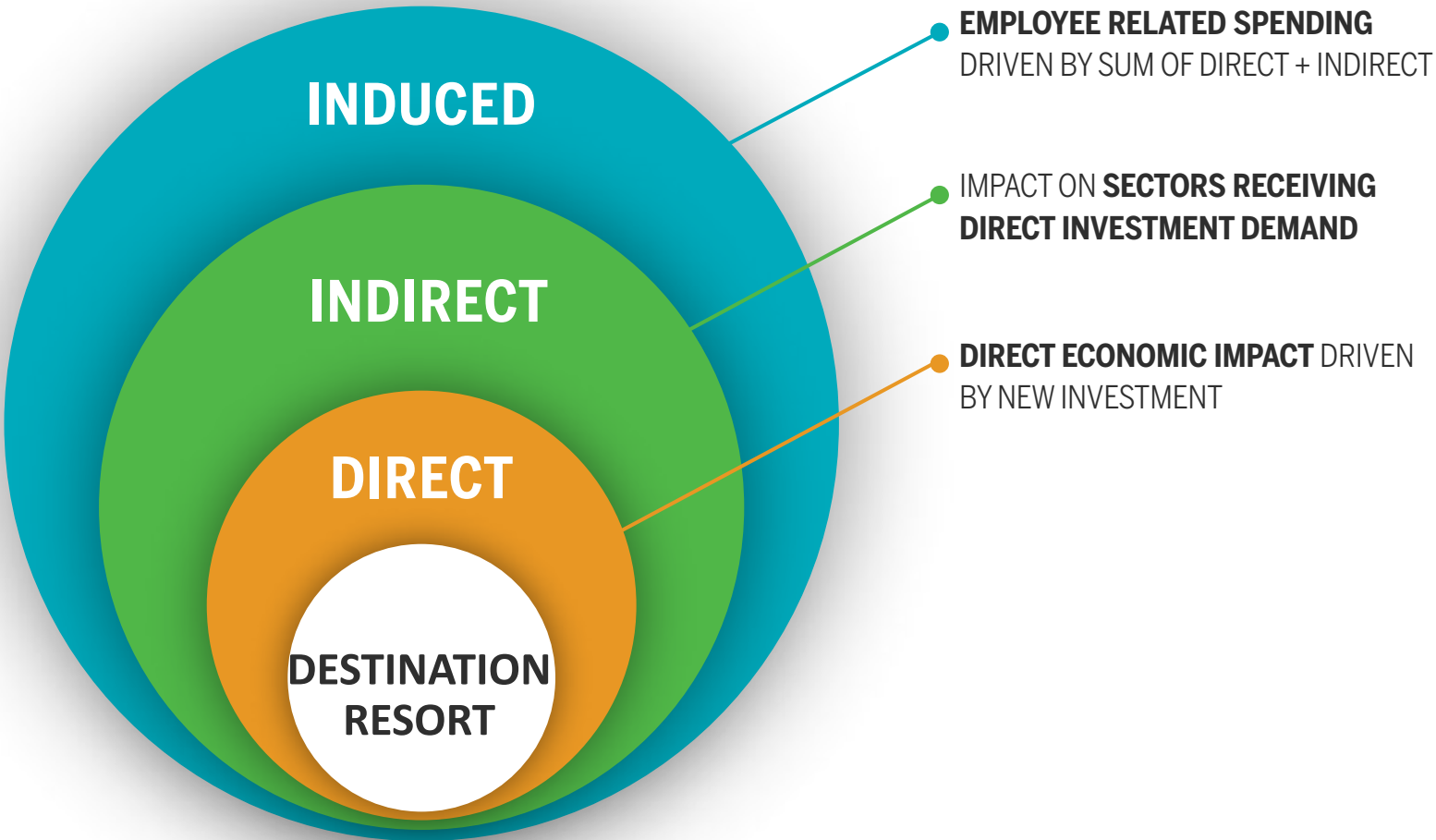
Tens of thousands of **new jobs** at a wide range of skill levels, with leading **salaries and benefits**



An economic catalyst to **reinforce the uniqueness** of the host city and **establish** as a major tourism and business destination



# THE ECONOMIC AND FISCAL IMPACTS OF A DESTINATION RESORT CAN BE BROKEN INTO THREE CATEGORIES:









## **CATALYST FOR FURTHER DEVELOPMENT IN THE SURROUNDING AREAS**

Due to the sizable amount of up-front investment that is necessary to develop a large-scale and high-quality Destination Resort, the project will likely stimulate further development in the surrounding areas and attract investments that would otherwise not occur.

Beyond the immediate benefit of improving the value of the surrounding real estate, a Destination Resort has historically led to the development of other supporting and complementary businesses, encourage adjacent commercial developments and potentially introduce a new business and technology park.

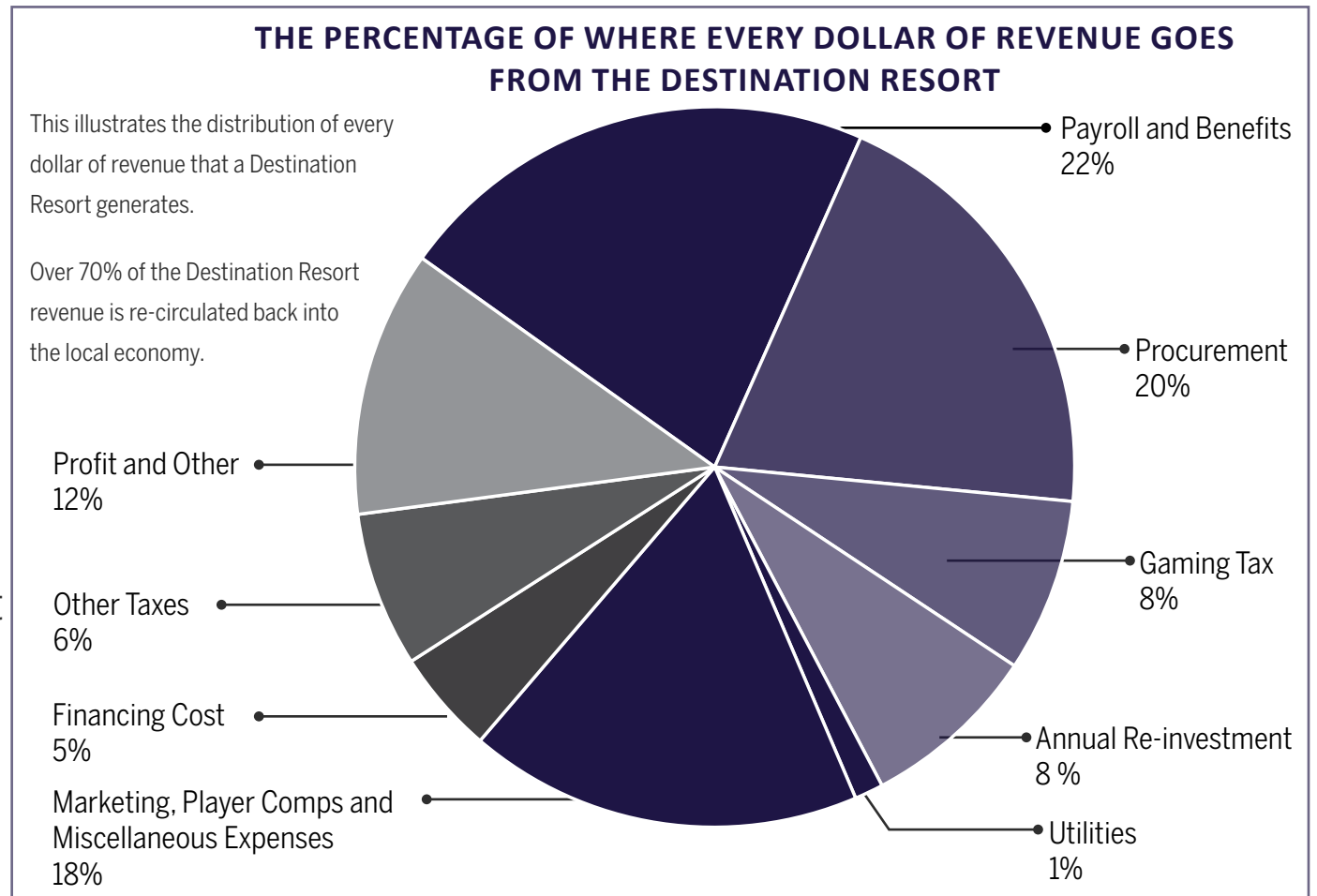
These initiatives will create a “Periphery Economic Multiplier” that will generate and sustain new business and employment opportunities, while providing a meaningful platform to accelerate the growth of Minority-owned and Women-owned Enterprises.



# DESTINATION RESORTS BENEFIT THE LOCAL ECONOMY

Destination Resorts will create long-term and lucrative career paths for the local addressable workforce with competitive salaries, benefits, on-site job training and internal career advancement opportunities including supervisory and management positions.

The Destination Resorts alone is anticipated to directly sustain thousands of permanent jobs, representing millions in annual recurring direct wages. This does not include the benefit of the multiplier effect resulting from the Destination Resort operations, which will induce further employment in the region





## **DESTINATION RESORTS IMPACT TO THE LOCAL COMMUNITIES**

- Engage with local community from the inception of the process to create an iconic destinations that drive high-value leisure and business tourism in the regions while supporting community needs.
- Create a thriving local hospitality industry by supporting workforce, small and medium-sized enterprises (SMEs) and local business development efforts
- Preserve local culture and identity by investing in local assets that invite and attract tourism
- Contribute to regional resiliency by addressing social issues and providing disaster relief support







# SANDS PORTFOLIO HIGHLIGHTS



MARINA BAY SANDS | Singapore



THE VENETIAN RESORT | Las Vegas, USA



THE PARISIAN MACAO | Macao, China



THE VENETIAN MACAO | Macao, China



SANDS MACAO | Macao, China



THE PLAZA MACAO | Macao, China



THE LONDONER MACAO | Macao, China



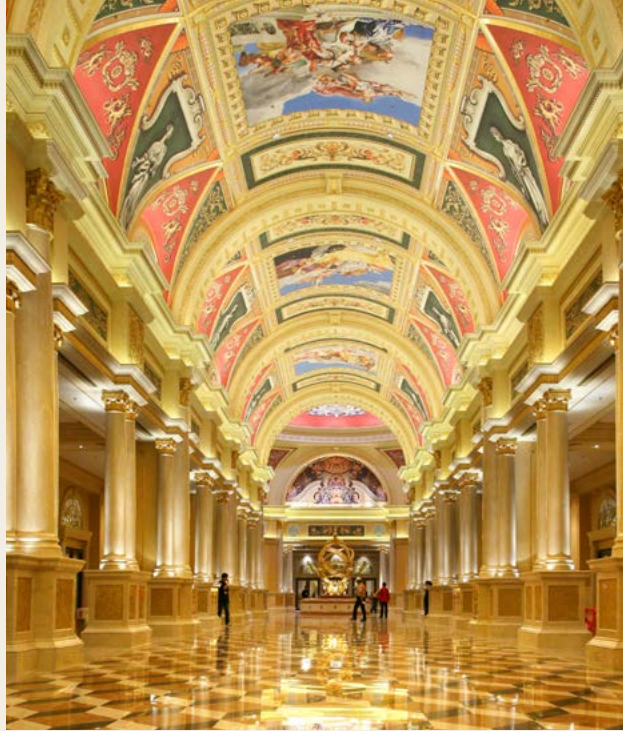
SANDS EXPO | Las Vegas, USA







# THE VENETIAN MACAO









# THE PARISIAN MACAO

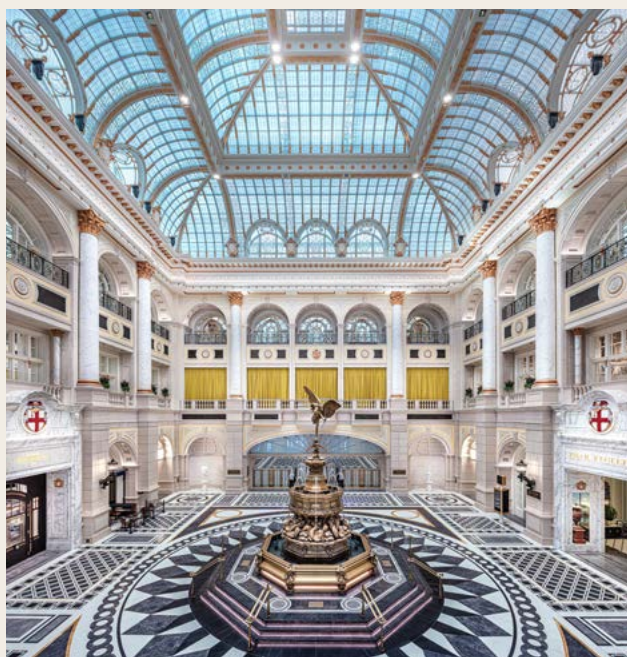








# THE LONDONER MACAO





CHANEL

SHOPPING AT FOUR SEASONS



FOUR SEASONS HOTEL



# THE PLAZA MACAO









# SANDS MACAO









# MARINA BAY SANDS









# THE VENETIAN RESORT

