

LET'S CREATE
YOUR LEISURE
DREAM TOGETHER!





**“LET’S CREATE
YOUR GREAT
IDEAS
TOGETHER”**

*Mark Haak Wegmann
Owner & Managing Director M2Leisure*



INTRODUCTION

M2 International Resort & Leisure Management & Consultancy B.V (M2Leisure) was established in 2010 in the Netherlands. We have become a leading development and consultancy company in the worldwide leisure and resort industry. Our goal is to create your great ideas together. We always add value for all stakeholders, focused on leisure and hospitality. We have specific expertise in the development of water parks, family resorts, miniature parks and large scale leisure facilities.

The 4 partners at M2Leisure have a combined experience of over 60 years at Center Parcs Europe (leading leisure company in Europe), before they started their own company. Together the team gained a wide range of knowledge concerning overall project development, project management and operational management of leisure facilities and resorts. The close co-operation of the 4 partners during their work at Center Parcs is the foundation of a strong new organization, known as M2Leisure.

Today the M2Leisure team consists of more than 20 experienced and all-round people. Our team is able to handle the most diverse and challenging assignments for new and existing businesses. Our informal approach, open communication, short lines and our broad network characterize our organization and enhance the relationship with our clients.

In this brochure you will find more information about what we do best and what that means for you. Furthermore, we will present you a selection of our most interesting and unique projects to create an idea of what M2Leisure can offer. We are very proud to be involved in so many great projects for various principals and we make it our daily goal to delight them.





OUR SERVICES

Our services range from greenfield to operations and from consultancy to turn-key project development. We have extensive knowledge and expertise of the leisure industry, which lead to a diverse and unique set of **competences** we can offer. With these skills we can provide you with any **deliverables**. These are of high quality and will be customized to your needs. We are confident that we can help you, in several **disciplines** within the leisure industry.

COMPETENCES

TURN-KEY PROJECT DEVELOPMENT
GREENFIELD DEVELOPMENT
PROJECT DEVELOPMENT
PROJECT MANAGEMENT
CONSULTANCY
LEISURE REAL ESTATE
OPERATIONS

DELIVERABLES

MARKET RESEARCH
FEASIBILITY STUDY & BUSINESS PLAN
MASTER PLAN
PROGRAM
CONCEPTS & PRODUCTS
OPERATIONAL SUPPORT
AUDITS
ACQUISITION

DISCIPLINES

RESORTS
WATER PARKS
HOTELS
MINIATURE PARKS
AMUSEMENT PARKS
SPA & WELLNESS
RESTAURANTS
RECREATIONAL (MUSEUM, ZOO, PARKS)
LEISURE ACTIVITIES

WHAT WE DO BEST OUR COMPETENCES



TURN KEY DEVELOPMENT

We can deliver a complete project from beginning to end. This is unique in the industry. The turn-key process includes all of the steps involved to develop, open and operate a project. This includes the site selection, master planning, feasibility studies, business plan, concept development, coordination of construction, complete installation, pre-opening planning, training & post-opening operational support. During the development we are responsible for the complete processes. We relieve you from any concerns.



GREENFIELD DEVELOPMENT

Within greenfield development we start-up and plan projects on undeveloped land.

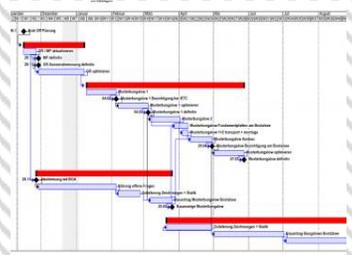
Our capabilities consist of concept development, first sketches, the initiation of governmental and investment processes, the production and delivery of a master plan and feasibility study. We can assist with an initial idea and plan for the to-be-developed plot.



PROJECT DEVELOPMENT

Project development is based on executing and implementing an initial idea. Regardless of the phase of your project, for example the master plan phase, design phase or specification phase, we go into depth and with project development we bring your project one step further.

An important part of the process of the project development is programming and concept development.



PROJECT MANAGEMENT

Project management is one of our core competences. We carry out project management for any leisure construction site and realize the project until opening. We can be delegated project owner and take care of everything in order to ease you.

Our experienced project managers focus on guiding and facilitating you through all phases of the project and they make sure that a project will be finished within time and estimated costs.

“WE ADVISE, MANAGE AND BRING TOGETHER PROFESSIONALS WITH EXTENSIVE GLOBAL EXPERIENCE IN ORDER TO CARRY OUT WHAT IS BEST FOR THE PROJECT!”



CONSULTANCY

We provide expert knowledge in the leisure industry i.e. product strategy, financial development, structuring advice, improvements in the performance and efficiency of your organization and operation.

We are specialized in consultancy for all disciplines in the leisure industry, for example: holiday resorts, large leisure facilities and water parks. We guarantee an objective advice and always provide you with solutions.



OPERATIONS

Within operations we offer a broad level of management services. We can startup a leisure business with pre-and post-opening management including training & SOP's (Standard Operating Procedures).

On the other hand we can also manage a running project like a resort or assist you in specific sections of the operation, for example Sales & Marketing. We always aim to create the highest level of effectiveness and efficiency possible within an organization.



INNOVATIONS

M2Leisure is involved in many activities in leisure and real estate industry across the globe.

We renovate and rebuild and also create solutions in existing leisure parks to create improved experiences and/or attract new groups.



WHAT THAT MEANS FOR YOU **OUR DELIVERABLES**



MARKET RESEARCH

We understand the importance of a thorough market research. Thanks to our extensive knowledge and experience in the leisure and resort industry, we are able to screen and analyze every market or project completely; from global trends and benchmark reviews to demographic information and an in-depth research on the (potential) site and its environment.

We use analysis and market research to make sure every project is locally relevant and fits with the latest trends.



FEASIBILITY STUDY & BUSINESS PLAN

Our feasibility study explores all the possibilities of a project and describes different main topics such as investment budget, exploitation budget, planning and effects of the exploitation afterwards.

Based on the feasibility study we can provide you with an in depth and operational business plan on how to reach a set goal and how to operate a successful new venture. The results of our study give direction to the principal in order to make a decision for a “go” or “no go” on further project development.



MASTER PLAN

Setting the framework for the investment and development is the master planning. We start with a spot plan and follow up with a master plan, creating the basis of planning, define the investment budget and decide on the ideal location for the project.

The plan involves logistical routing, operational efficiency, government limitations, site specifications etcetera. This plan is the basis throughout the entire development process of a project.

		Elements Water Park														
Element	Features	Type	Experience			Guest segmentation										
			recreation	play	action	Thrillseekers	Adrenaline	Family	Corporate	Groups	Special	Activity	Services	Facilities		
Pool	Toddler pool			x		x										
	Kids pool			x												
	Teenager pool			x						x	x					
	Hot tub			x								x				
Water slides	Hot River			x		x	x	x	x	x	x	x	x	x	x	x
	Mad scientist			x												
	Body slides			x												
	Tube slides			x												
	Team slides			x												
	Raft slide			x												

PROGRAM

Creating a program during the development of a leisure resort is of high importance. The process of programming can be explained as describing the big idea into every detail and make the ideas feasible. Programming includes defining the objectives, the unique selling points, segmentation and target groups and the amount of seats for example.

All information for every section can be found in the design briefs we produce. The design briefs are a source of reference and basis for designers, architects and determine further specifications.

“OUR APPROACH IS BASED UPON OUR STRONG OPERATIONAL AND DEVELOPMENT BACKGROUND LINKED TO THE LEISURE INDUSTRY!”



CONCEPTS & PRODUCTS

We develop original leisure facilities and (sports) activities as well as completely new types of resorts and holiday parks. Starting with an initial idea until final product in operation: we launch and implement the ideas into the market.



ACQUISITION

We guide and organize the selection and sales of leisure real estate for the purpose of leisure developments. We can buy land from third parties or provide you with advice on the purchase of land or leisure real estate.

On request we can also recommend operators for ad interim management for your recently acquired object.



OPERATIONAL SUPPORT

We can assist in the entire start-up of the organization, staff recruitment and operations. We provide aftercare, guidance and supervision after completing the project and support the team to park opening and beyond.

At M2Leisure we completely understand that a project is not finished when the realisation is done.



AUDITS

Our audits evaluate and examine a total system, a process or an entire organization. The audit provides a review of financial and operating performances.

Areas included: the financial situation, personnel, operational budgets, efficiency, sales and marketing and technical operation. In the end we provide professional advice on possible improvements for a organization or project.

OUR WORK



“A SELECTION OF
OUR WORLDWIDE
PROJECTS”

NETHERLANDS

MADURODAM

WOUDAGEMAAL

MARINA DE EEMHOF

PARK 21

NORTH & SOUTH AMERICA

LA ROLLAND, CANADA

PEPERPOT, SURINAME

GERMANY

BOSTALSEE

TROPICAL ISLANDS

ALLGÄU

SCHLOSS TIEFENAU

OTHER EUROPE

VILLAGES NATURE, FRANCE

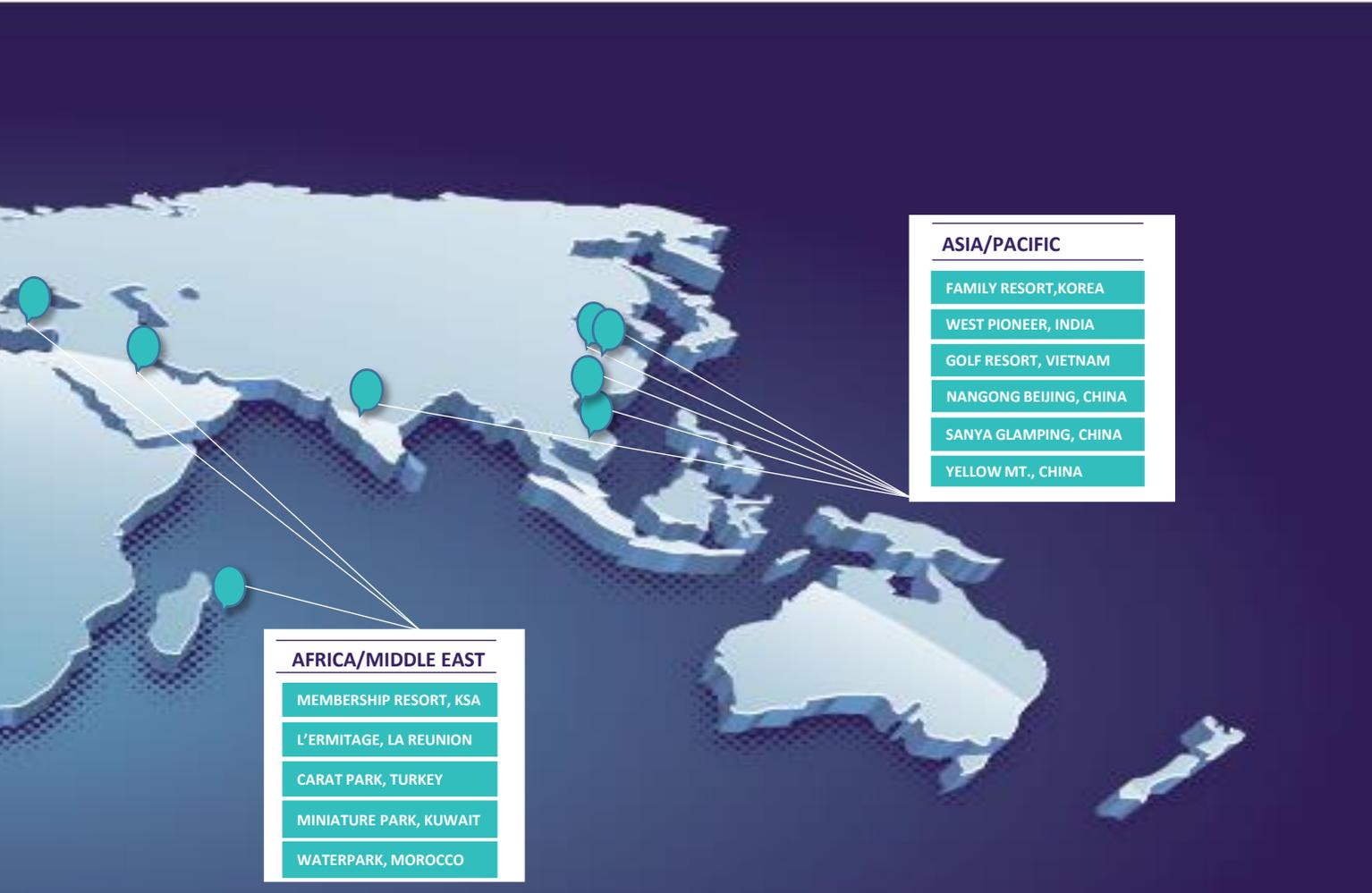
PLOPSAQUA, BELGIUM

KOSTINBROD, BULGARIA

COSTA BRADA, ITALY

LAGO DE LINYA, SPAIN

TARTAR'S LAKE, ROMANIA



AFRICA/MIDDLE EAST

- MEMBERSHIP RESORT, KSA
- L'ERMITAGE, LA REUNION
- CARAT PARK, TURKEY
- MINIATURE PARK, KUWAIT
- WATERPARK, MOROCCO

ASIA/PACIFIC

- FAMILY RESORT, KOREA
- WEST PIONEER, INDIA
- GOLF RESORT, VIETNAM
- NANGONG BEIJING, CHINA
- SANYA GLAMPING, CHINA
- YELLOW MT., CHINA

BOSTALSEE

PROJECT

Center Parcs Resort Bostalsee



LOCATION

Nohfelden, Saarland, Germany



CLIENT

Pierre & Vacances Center Parcs Group



SIZE

84 hectare, 13,000 m² central facilities,
500 cottages



INVESTMENT VOLUME

€ 130 Million



ROLE M2LEISURE

General project management and
supervision of the development of this
new resort



STATUS

Opened in June 2013



THE PROJECT

The newest holiday park of Center Parcs, part of the Pierre & Vacances Center Parcs Group, has opened its doors in June 2013. Center Parcs Bostalsee is the fifth holiday park in Germany and is located in Saarland, near the border triangle Germany - France - Luxembourg and right next to the 140 ha watersports lake Bostalsee. For this project M2Leisure was the delegated project owner.

THE PROCESS

Our first visit to Saarland took place in 2005 (at that time employed by Center Parcs). The potential site, a hilly landscape next to one of the biggest lakes of Southwest Germany, was a green field and located in nature park Saar-Hunsrück in the touristic region of Saarland. The official "go" was announced in December 2010 after a financial planning phase of 2 years. In March 2011 the building started and in June 2013 the opening was celebrated. The first two months after opening the cottages were already fully booked.

THE DETAILS

The 500 cottages are built on the south side of a hill side. 70% of the houses enjoy a lake view, the remaining 30% enjoy a forest view. The resort includes a 13,000 square meters Centre and is composed of an Aqua Mundo (including three slides, an indoor wave pool and a water playground), 3 restaurants, a supermarket, bowling, café and indoor play areas. Around the Centre several outside leisure activities are offered.

OUR ROLE

M2Leisure has been hired by the Pierre & Vacances Center Parcs Group as delegated project owner for this project and has been responsible for budget, planning, communication and the coordination of all parties. This project is the perfect example of a turn-key project development we executed at M2Leisure.

M2Leisure played a key role in the translation and integration of Center Parcs' wishes to the project. We defined the program & master plan. As well, we did the coordination between the operator and the team of architects and engineers in order to define the construction and tender files. Regarding budget and financial management our focus was on: administration (book keeping), overall budget follow up, contracts and risk identification and budget adjustments. Furthermore M2Leisure was responsible for the general coordination between different parties to make sure the project stayed in planning. The Bostalsee project has been developed in close collaboration with the state and authorities.



LA ROLLAND

PROJECT

La Rolland resort destination



LOCATION

Sainte- Adèle, Québec, Canada



CLIENT

JAMCO Ventures, a subsidiary of MMC Group Ltd.



SIZE

84 hectare in total



INVESTMENT VOLUME

€175 Million



ROLE M2LEISURE

M2Leisure is the overall project consultant for the development and operations.



STATUS

First phase is ongoing; planning and land use permitting



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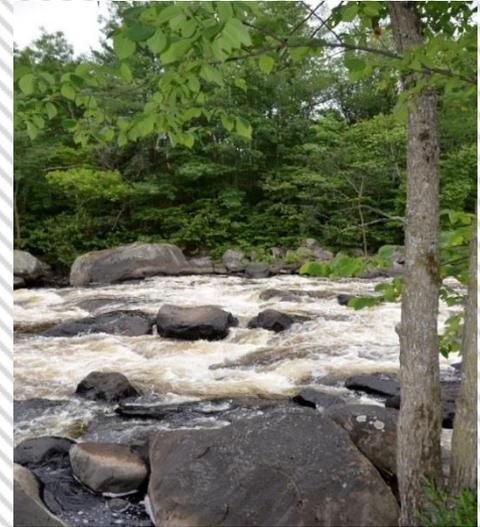


THE PROJECT

M2Leisure is working on a new holiday resort in Canada. M2Leisure is the overall leisure project consultant for the development and operations of this new family destination resort “La Rolland”. The leisure concept focuses on family, affordable and accessible for everyone and will be operating all year round in a natural and charming setting.

THE DETAILS

The project is located in the beautiful surroundings of Montreal in Québec, Canada. It has a total size of 84 hectare including 60,000 m² accommodation (800 units) for short stays and 24,000 m² of indoor facilities. The facilities consist of amongst other an indoor water park, shops, restaurants, sports and recreation and a business and conference centre. The resort will result in new jobs and have a significant impact on the regional economy.



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OUR ROLE

M2Leisure is very proud to work for our client JAMCO Ventures (a subsidiary of MMC Group Ltd.) on this exciting leisure project development. We are providing the client with strategic business plan elements such as a master plan, villa mix and product description for this holiday resort.

MEMBERSHIP RESORT

PROJECT

Membership Resort



LOCATION

Middle East Country



CLIENT

Classified Information



SIZE

440 hectare



INVESTMENT VOLUME

€150 Million



ROLE M2LEISURE

Delegated project management, program management and operational consultancy for the development of the resort



STATUS

Site preparation in execution, design development realized





THE PROJECT

One of the key projects of M2Leisure is the development of a Membership Resort within the Middle East. The goal of this project is to create an extensive leisure resort with a wide range of activities, facilities, accommodations and restaurants. The resort will include an outdoor water park, various F&B outlets, a hotel, a conference centre, entertainment centres & activities and various types of accommodations. The Arabic heritage is an important factor that influences the entire project. This interesting country and project brings along many great challenges for which innovative solutions have to be created.

OUR ROLE

As the delegated project manager during the development process, M2Leisure is the “right hand” of the principal. We translate the thoughts and wishes of the principal together with the expert input of our project managers into ideas, plans and concepts. The entire course of project development and program management is coordinated by M2Leisure. This process includes creating and designing all the facilities, accommodations and activities of the membership resort. Moreover, M2Leisure delivered operational consultancy throughout the project.

During the whole process, the expertise of our team and the expertise of our business partners are deployed in order to aim for the maximum result. Eventually, the developments will result in a complete ‘oasis in the desert’.

STATUS

Currently, site preparation of the plot is in execution. The design development phase is realized and at the moment M2Leisure is investigating the next steps.



ALLGÄU

PROJECT

Center Parcs Resort Allgäu



LOCATION

Leutkirch, Allgäu, Germany



CLIENT

Pierre & Vacances Center Parcs Group



SIZE

280 ha, 25,000m² central facilities, 800-1000 villas



INVESTMENT VOLUME

265 million



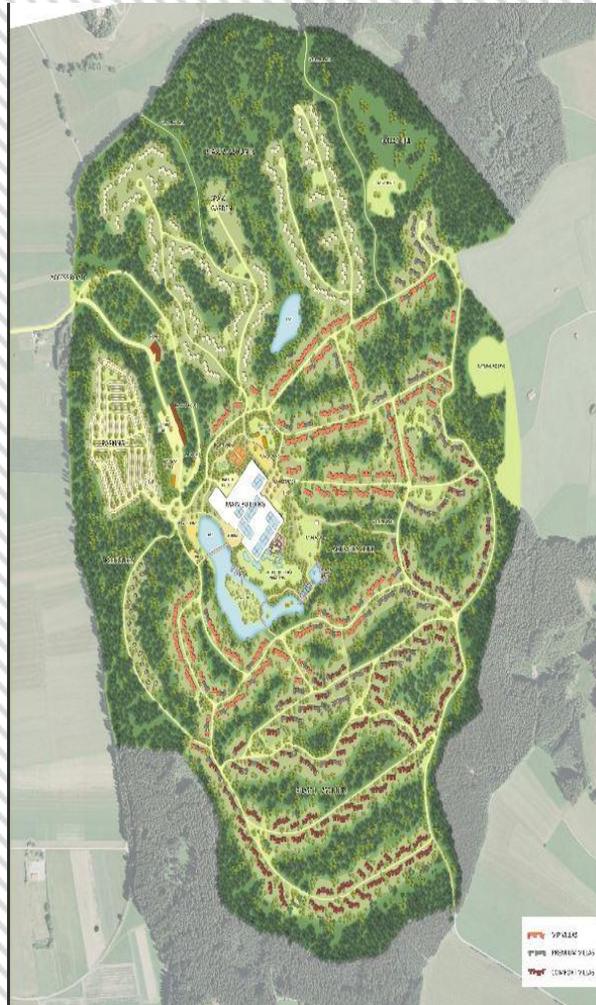
ROLE M2LEISURE

M2Leisure is assisting as deligated project owner on behalf of the client PVCP. M2Leisure is responsible for the overall management and realization of the complete project from A-Z.



STATUS

Design & preparation of tender and permits.

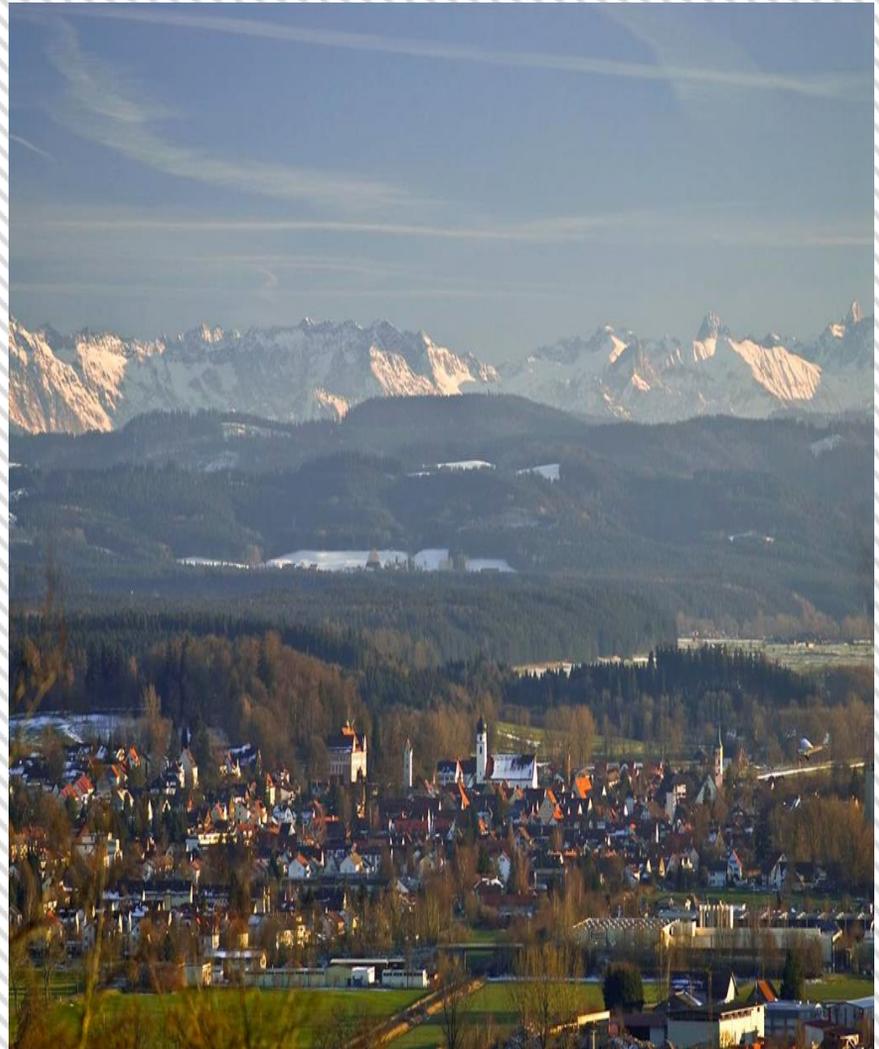


PROJECT

M2Leisure assists the Pierre & Vacances Center Parcs Group in the development of the new Center Parcs resort Allgäu in the South of Germany with an investment volume over €250 million. The new resort (280 ha) is located at the foot of the Alps at an altitude of about 750 meters. The park will offer 800-1,000 villas, perfectly fit with the lush forest, and 25,000m² central facilities.

OUR ROLE

M2Leisure assists Pierre & Vacances Center Parcs Group in the acquisition and purchase of the land and the financing structure. To gain further support for the project a referendum took place (with 95.1% positive result) for which M2Leisure led the information campaign and political lobby. Next to this M2Leisure has successfully completed the subsidy and permitting process. Moreover, M2Leisure is responsible for the entire project management, direction and implementation of the development. At the moment the development is in the construction of the licensing procedure.



YELLOW MOUNTAIN

PROJECT

Glamping Qiyun Mountain



LOCATION

Huangshan City, Anhui Province, China



CLIENT

Sunriver ZYJ



SIZE

300 mu, 20 hectare



ROLE M2LEISURE

Consultancy and master plan for glamping and leisure activity program including concept development, programming, schematic and detailed design.



STATUS

Planned opening; October 2016

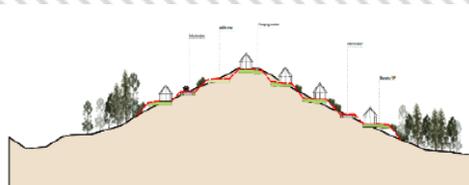
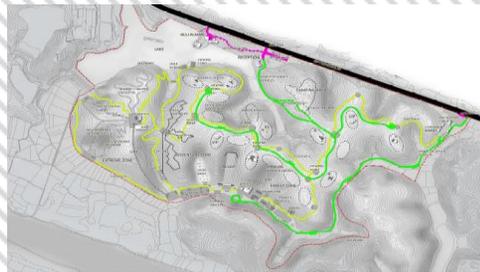


THE PROJECT

M2Leisure has been asked to develop the concept and master plan for a total area of 300 mu, accommodating for guests who can stay in the luxury wooden houses and luxury lodge tents and day visitors who can enjoy a wide variety of leisure activities

DETAILS

300 mu with accommodation (30 wooden houses, camping pitches, central facilities) and large outdoor adventure park. The outdoor adventure park is divided in three areas: a family zone: where all family members can enjoy activities together, an activity area: for visitors who are looking to spend their time more energetically and an extreme zone: for thrill-seeking visitors who enjoy new challenges.



OUR ROLE

M2Leisure has developed the concept for the glamping area and the whole activity area. We have made the master plan for the site and advise the client on decisions, new ideas and plans. For outdoor adventure park M2Leisure was fully responsible for the concept plan, the program development, the design of the activities and the operational plan. During the development process we always keep the visitor experience in mind as well as the glamping's cost-efficient and smooth operations after opening.

MADURODAM

PROJECT

Miniature Park Madurodam,
Amusement park



LOCATION

The Hague, The Netherlands



CLIENT

Madurodam BV



SIZE

17,633 m²



INVESTMENT VOLUME

€8 Million



ROLE M2LEISURE

Overall project management of
major upgrade containing new
(interactive) activities and facilities



STATUS

Realized in April 2012



THE PROJECT

Madurodam is a major tourist attraction in the Scheveningen district of The Hague, home to a range of perfect 1:25 scale model replicas of famous Dutch castles, public buildings, and large industrial projects as found at various locations in the country. There is a lot to see, to experience, and especially to do.



THE DETAILS

The project consists of a complete turn-around of the miniature park Madurodam. The turn-around includes a €8 Million investment in a modern park by adding of approximately 30 interactive exhibits which, in combination with digital information is readily available through the park by using touch screens and other media.

OUR ROLE

M2Leisure was ultimately responsible for the preparation, execution and delivery of the Madurodam remodeling. We executed the overall project management including managing and supervising from the conceptual phase into preliminary design, engineering and final design. We advised the board regarding the feasibility, planning and budget, and according to the agreed conditions controlling the project. We organized the project team and did the site management during the construction and implementation phase.



PLOPSAQUA

PROJECT

Indoor Water Park Plopsaqua



LOCATION

De Panne, Belgium



CLIENT

Plopsaland N.V.



SIZE

4,000 m² indoor water park



INVESTMENT VOLUME

€16 Million



ROLE M2LEISURE

Development and supervision



STATUS

Opened in April 2015



THE PROJECT

In 2011, Plopsa approached M2Leisure in order to help with the development of Plopsaqua Water Park. Plopsa is the theme park division of Studio 100, a Belgium TV production company. They had the idea of creating an indoor water park next to their main theme park, Plopsaland de Panne. Plopsa already consists of five parks in three countries, Plopsaland de Panne, Plopsa Indoor Hasselt, Plopsa Coo, Plopsa Indoor Coevorden and Plopsa Holiday Park.

THE DETAILS

The Plopsaqua water park will have amongst others a 25-meter pool, a water play structure with 4 pools and 6 slides and lots of other attractions for all ages and target groups. The water slide Superloop is unique to Belgium. Swimmers fall straight down into the slide, after opening a hatch under both feet. This water park will be the first completely themed water park. The park will be decorated around the Studio 100 character, Wickie de Viking.



OUR ROLE

M2Leisure delivered input and consulted about the concept, program and design of the entire water park. Furthermore, M2Leisure supports Plopsa with decision making processes and advises on operational aspects. The expertise of product development and in-depth knowledge of swimming pools of M2Leisure was a good basis for cooperation with Plopsa.



VILLAGES NATURE

PROJECT

The Aqualagoon Villages Nature



LOCATION

Paris, France



CLIENT

Villages Natures (Pierre & Vacances-Center Parcs and Euro Disney)



SIZE

2,500 m² "open-air" lagoon & 9,000m² indoor water park



ROLE M2LEISURE

Consulting on the programming (attractions selection), technical specifications for the programming, budget allocation and tender of attractions



STATUS

In progress. Villages Nature is planned to be opened in 2016.



THE PROJECT

Villages Nature is a pioneer tourist destination designed entirely around the quest for harmony between Man and Nature. The project will implement the principles of sustainable development by aiming in particular for the lowest possible environmental footprint. The destination would be, in its design and in its operations, a unique model of sustainable tourism at this scale. Through Villages Nature, Euro Disney and Pierre Vacances-Center Parcs hope to invent the tourism of tomorrow.



THE DETAILS

The destination will be located 6 km south of Disneyland® Paris and could span up to 500 hectares with 90% retained as green space. The entire destination will be developed around a 2,500 m² geothermal open lagoon (The Aqualagoon), for swimming all year round, and the adjacent covered water park of 9,000 m². A first part of Phase 1 of Villages Nature is scheduled to open in spring 2016. It will include 916 cottages and apartments, as well as two-thirds of the leisure facilities, and will be followed, at the end of 2017, by a second part including 241 cottages and apartments.

OUR ROLE

M2Leisure has been asked to be involved in the development of the Aqualagoon water park on the site. We consult on the programming (attractions selection) and on technical specifications for the programming of the water park.

THE AQUALAGON AND ITS OUTDOOR GEOTHERMAL LAGOON © JACQUES FERRIER ARCHITECTURES (JFA); T. HUAU/ INTERSCENE; KREACTION



THE AQUALAGON © JACQUES FERRIER ARCHITECTURES (JFA)

SANYA GLAMPING

Glamping and outdoor adventure park in the tropics

	LOCATION	Sanya, Hainan, China
	CLIENT	Sunriver ZYJ
	SIZE	1800 mu, 120 hectare
	ROLE M2LEISURE	Consultancy and master plan for glamping and leisure activity program
	STATUS	Detailed Design



ECO RESORT DE L'ERMITAGE

A multi activities resort on the beautiful island of La Reunion

	LOCATION	Saint Gilles Les Bains, La Reunion Island, France
	CLIENT	CBO Territoria
	SIZE	350 hectare (570 bungalows)
	INVESTMENT VOLUME	€250 Million
	ROLE M2LEISURE	Supervision of the development of the resort
	STATUS	Ongoing



PARK21

A modern metropolitan park in a polder landscape near Amsterdam

	LOCATION	Haarlemmermeer, The Netherlands
	CLIENT	Gemeente Haarlemmermeer
	SIZE	1,000 hectare
	ROLE M2LEISURE	General advice and consultancy for leisure concepts and accommodations
	STATUS	Master plan is ready



WOUDAGEMAAL

A UNESCO world heritage and largest steam-driven pumping station in the world that is still in use

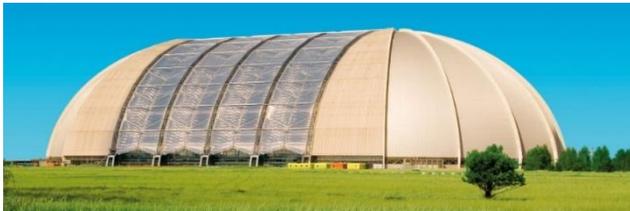
	LOCATION	Lemmer, Fryslan, The Netherlands
	CLIENT	Wetterskip Fryslan
	SIZE	Largest pumping station in the world (1410m2) including a separate visitor center
	ROLE M2LEISURE	Creating a long term plan that includes a vision about the future prospects of the Woudagemaal
	STATUS	The research is finalized. Next steps are in discussion.



TROPICAL ISLANDS

Europe's largest tropical indoor water park

	LOCATION	Krausnick, Germany
	CLIENT	Tropical Islands Management GmbH
	SIZE	Dome: 66,000m ² floor space, 5 Million m ³ contents, 107 m height
	ROLE M2LEISURE	Quick scan for operation optimization and development
	STATUS	Realized



MINIATURE PARK KUWAIT

A scale model city of Kuwait

	LOCATION	Kuwait City, Kuwait
	CLIENT	TAEF Kuwait
	SIZE	2,940 m ² for "New Kuwait" and 4,600 m ² for "Old Kuwait"
	INVESTMENT VOLUME	Not specified yet
	ROLE M2LEISURE	M2Leisure provided the client with a set-up tender document and spot plan of the two sections of the Miniature Park
	STATUS	Realized



LAGO DE LINYA RESORT

A new premium all year around resort in the back country of Barcelona

	LOCATION	Solsona, Catalonia, Spain
	CLIENT	Private
	SIZE	60 ha, 200 Units
	ROLE M2LEISURE	Providing the client with a complete project file, including the development of the concept, a masterplan, business feasibility study and investment plan. The project file will be used for feasibility; governmental -and investors approach
	STATUS	Concept and master planning



WEST PIONEER FAMILY RESORT

An all year round family holiday resort outside the busy urban area

	LOCATION	India. (1.5 hours drive from Mumbai)
	CLIENT	West Pioneer Properties
	SIZE	244 hectare. Approximately 600 units and 30,000 m ² central facilities
	INVESTMENT VOLUME	€120 Million
	ROLE M2LEISURE	Concept development, catchment area analysis, business plan
	STATUS	Realized



CENTER PARCS

At M2Leisure we have an extensive and strongly built relationship with the Pierre & Vacances Center Parcs Group. Not only have we finished the newest Center Parcs village, Bostalsee in Germany, but our history goes back a long way with an broad portfolio of various projects we executed. Some of these projects are developed and completed during the employment of the initial M2Leisure team by Pierre & Vacances. From 2011 onwards Pierre & Vacances hired M2Leisure for their projects, often as delegated project owner.



CONCEPT

WANNABE

Our team developed the sports and kids activity programs Wannabe. These programs are still successfully running today at all 5 star Center Parcs villages. The Wannabe programs are a spectrum of activities for kids in the age of 4 to 12 years who become what they always wanted to be (come).

Examples of the various programs we developed are “Wannabe a farmer”, “Wannabe a fireman”, “Wannabe a professor”, “Wannabe a chef cook”, and “Wannabe a journalist”. Each program has its own operational manual, which explains the program in detail, the duration of the activity, what equipment is needed, the attention points per program etcetera.



INDOOR AND OUTDOOR MINIGOLF

We invented an indoor interactive mini golf concept and rolled it out to several Center Parcs villages within Europe. Together with an English partner we developed innovative outdoor mini golf courses and rolled them out to 6 sites in Europe between 2008 and 2010.



PROJECTS

CENTER PARCS LES TROIS FORETS

In 2010 Les Trois Forêts in the Moselle region in France, was opened with great commercial success. Our team was responsible for the development of the entire village and project management of the central facilities of this village. The biggest leisure project in Europe in 2010 with a budget of over €300 Million was delivered in time, despite extreme weather conditions. Les Trois Forêts followed the successful introduction of Center Parcs Le Lac d'Ailette in 2007, where our team was responsible for the development and program management.

CENTER PARCS LE BOIS AUX DAIMS

In Vienne, France a new Center Parcs resort has been build. The beautiful forested surrounding, which is home to many animals, offers the perfect place for this family resort. The architecture of the buildings blends into the green environment with the use of natural materials, such as wood. The resort of 260 hectares has 800 cottages. The central facilities naturally include an Aqua Mundo water park, restaurants, shops and playgrounds. M2Leisure was actively involved as assistant project manager (AMO Assistance de Maîtrise d'Ouvrage) in guiding and managing the development, construction and delivery of the park in time. M2L had a special focus on leisure, catering, tropical planting, and signing. We were leading in the installation of the outside playgrounds, waterpark slide package and water attractions, tropical planting, installation and start up of central kitchens and all catering outlets, signing in and around the central facilities.

CENTER PARCS MARINA DE EEMHOF

Thirty years after the opening of the Center Parcs project "Eemhof" in the Netherlands, M2Leisure supported Center Parcs with the development of 100 luxurious new apartments at the harbour. Besides the luxurious accommodations the development included a second marina for luxury yachts including marina offices, a sea side restaurant with business to business possibilities, a beach with pavilion and hemodialysis center. M2Leisure was involved in this project in terms of general support and advice towards development, construction and operational aspects for Center Parcs.



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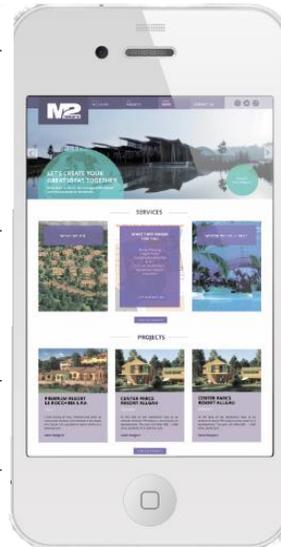
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