



GLOBAL LEISURE

& ENTERTAINMENT

BRINGING PROJECTS TO LIFE

Executive Summary

Global Leisure & Entertainment is a company established in 2021 to meet the growing global demand for international quality Leisure and Entertainment development. With the experience of its Managing Director, Mr. Lennard Otto, who has worked in every facet of the industry across three continents, the company has envisioned a new approach to advisory and consultancy partnership to develop the industry globally.

The company has assembled a team of top industry professionals to support its overall vision. Global Leisure & Entertainment specializes in a wide range of attractions and services, from small to large-scale developments. Currently, the company operates in more than 15 countries, with offices in Dubai, Colombia & Oman. The company has a strong commitment to expanding its global footprint and continuing to deliver high-quality Leisure and Entertainment offerings to consumers around the world.

Overall, Global Leisure & Entertainment is a dynamic and innovative company that aims to meet the growing demand for international quality Leisure and Entertainment, using a unique and specialized approach to advisory and consultancy partnership.



Dubai
Head Office

75+
No. of Employees

2021
Est. Date

Services

At Global Leisure & Entertainment, our commitment to excellence in the Leisure and Entertainment sectors is unparalleled. We pride ourselves on our ability to deliver end-to-end solutions tailored to each unique project. From the first sketch to the grand opening, our industry veterans bring global expertise to your doorstep.

Explore the five pillars of our comprehensive service offering.



Feasibility Study	Design	Supply	Project Management	Operations
• Business Modelling • Price Bench Marking • Feasibility Study • Manpower Planning • Financing Support • Investor Planning	• Design Management • Design Development • Design Strategy • Technical Review • BIM Modelling • 3D Modelling • Master Planning • Concept Design • Schematic Design • Detailed Design • IFC Package	• Supplier Introductions • Supplier Management • Supplier Negotiations • Supplier Selection • IP Acquisition • EOI Preparation • RFP Preparation • Technical Evaluations • PQQ Preparation	• Project Management • Project Scheduling • Contractor Sourcing • H&S Site Management • Vendor Coordination • Site Deliver	• Operational Strategy • Recruitment • Procurement Management - OS&E and FF&E • Soft Opening Planning • Go To Market Strategy • Training and Certification • Documentation • Post Opening Auditing • H&S Planning and Implementation

Sectors



ZOOS & SAFARI PARKS



SHOPPING MALLS



MUSEUMS



OUTDOOR THEMEPARK



HOTELS & RESORTS



FAMILY/SOCIAL
ENTERTAINMENT CENTERS



RESTAURANTS



SKI RESORTS



INDOOR THEMEPARK



AQUARIUMS



OUTDOOR WATERPARK



INDOOR WATERPARK



ADVENTURE PARK



BEACH FRONT DEVELOPMENTS



SNOW PARKS



MOTOR SPORTS



CABLE CARS



SURF PARKS

Global Presence



Global Projects



**Dragon Ball Z
Theme Park
(KSA)**

Project Description

The Dragon Ball Z Park, an iconic new attraction set to redefine the entertainment landscape, is a dynamic and family-oriented theme park inspired by the beloved anime series. This park promises to offer a thrilling mix of rides and attractions that capture the essence of the adventure and excitement found in the Dragon Ball Z series. Designed to be a major draw for anime enthusiasts and fun-seekers of all ages, the park is set to be a standout destination within the region.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played a pivotal role in shaping the Dragon Ball Z Park experience, focusing on the following areas:

- **Ride and Attraction Design Management**
- **Operational Advisory**
- **Procurement Management**



**Silk Road Theme
Park & Water Park
(Uzbekistan)**

Project Description

The Uzbekistan Leisure Development is envisioned as one of Central Asia's most comprehensive, family-oriented entertainment destinations, integrating a flagship waterpark, a multi-zone amusement park, and a first-of-its-kind Animal Sanctuary. Strategically located to serve both domestic and regional markets, the project is designed to attract high-value tourism segments while elevating Uzbekistan's profile as a cultural and leisure hub.

Role of Global Leisure & Entertainment

As the chosen partner for this pioneering project, Global Leisure and Entertainment played a multifaceted role in ensuring its success:

- **Market Feasibility**
- **Competitive Benchmarking**
- **Concept & Product Mix Validation**
- **Economic Impact Assessment**

Global Projects



**Aquarabia Water
Park
(KSA)**

Project Description

Aquarabia will be Saudi's first home-grown water theme park and will draw visitors from across the globe with its twenty-two rides and family-friendly water-based experiences. This includes four world-records including the world's tallest water coaster, the tallest drop body slide, the tallest water slide, and the longest mat racer. Aquarabia will also feature the first underwater adventure ride featuring fully submersible cars. Adrenaline lovers will enjoy an extreme watersports zone dedicated to rafting, kayaking, canyoneering, free solo climbing and cliff jumping, as well as the Kingdom's first surf pool. Moreover, Aquarabia will offer immersive, narrative-based design elements and attractions seldom seen in water parks, with its theming based around ancient desert wellsprings and Qiddiya's wildlife seeking an oasis.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played a pivotal role in the operational planning and management of Aqua Arabia experience, focusing on the following areas:

- **Technical Design Review**
- **Product Strategy Development**
- **Safety Strategy Development**
- **Guest Flow and Experience Planning**
- **Guest Training Programs**
- **Safety Briefing**
- **Staff Recruitment Support**
- **Staff Training and Certification**
- **Procurement Management**
- **SOP Development**
- **Pre Opening Advisory**
- **Rescue Planning**



**BIM
Waterpark
(Vietnam)**

Project Description

The Phu Quoc Waterpark is a landmark leisure destination currently under development by BIM Group on the island of Phu Quoc, Vietnam. Set within a growing luxury hospitality precinct anchored by premium brands such as Regent, Intercontinental, Park Hyatt, and Sailing Club, the waterpark is envisioned as a cornerstone family experience that blends cultural storytelling, operational excellence, and immersive design.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in the BIM Water Park, focusing on the following areas:

- **Feasibility Study**
- **Operational Consultancy**
- **Project Management Consultancy**
- **Design Management**

Global Projects



**UNEC
Surfpool
(UAE)**

Project Description

The UNECS Surf Pool, situated in Dubai Sports City, is an ambitious project aligning with the 2040 Urban Master Plan Strategy. This initiative aims to contribute significantly to Dubai's leisure industry, specifically targeting the burgeoning \$130 billion USD surf market. The Dubai Sports City Surf Park is envisioned as a cutting-edge leisure destination. It aims to offer an exhilarating mix of water-based attractions, capturing the essence of the surf culture while integrating the cultural vibrancy of Dubai. This project is not just a leisure facility; it's a strategic move to position Dubai as a frontrunner in global sports and entertainment.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played a pivotal role in the operational planning and management of UNEC Surf Park, focusing on the following areas:

- Development Consultancy
- Business Planning
- Feasibility Study
- Vendor Management
- Design Management
- Operational Planning and Strategy



**Rixos Resort –
Land of Legends
(Egypt)**

Project Description

The Rixos Resort Sharm Al Sheikh is a mega development that is currently under construction in Egypt. The resort combines 5 all inclusive hotels with 5,500 Keys. The resort will also house a 90,000 SQM Theme Park based on the Land of Legends, 55,000 SQM Water Park, a iconic infinity breach, 40 plus restaurants, 20 plus retail outlets, a large water canal and a 5,000 SQM indoor Kids Club. The resort is currently 50% completed and expected to open in 2026. The entire resort will be based on a all inclusive model with outdoor visitors being able to visit the parks.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in Rixos Resort, focusing on the following areas:

- Feasibility Study
- Concept Development
- Attraction Selection and Sourcing
- Design Management
- Entertainment Components
- IP Acquisitions
- Pre Opening Operational Planning
- Show Development

Global Projects



**Surf Pool &
Zipline/Mobility
(UAE)**

Project Description

The Dubai Holding Surf Pool & Zipline development was envisioned as a unique blend of water-based leisure and aerial adventure attractions, enhancing Dubai's reputation as a world-class hub for active lifestyle tourism. The concept proposed a surf pool to bring authentic wave-riding experiences to residents and visitors, complemented by a high-thrill zipline system integrated into the site's mobility network. Together, these attractions were designed to create a multi-generational leisure offering that promotes adventure, sport, and tourism activation.

Role of Global Leisure & Entertainment

GLE was appointed as the Lead Leisure and Entertainment Consultant to oversee the following:

- **Market Feasibility & Visitor Demand Analysis**
- **Attraction Mix Strategy with focus on surf and aerial adventure**
- **Benchmarking of global surf pools and zipline destinations**
- **Financial Modeling (CAPEX, OPEX, ROI)**
- **Technical & Vendor Recommendations**



**HUSHH
Social Distrikt
(UAE)**

Project Description

Hush at Social Distrikt defines the terms "eat, drink, play". It is a destination which houses multiple adult gaming units like axe throwing, bowling, and digital darts while having the classics (such as billiards, shuffle board, and foosball games). It also houses a cocktail bar as well as a sports bar and lounge with a live band area and state of the art sound and lighting system.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in HUSHH, focusing on the following areas:

- **Feasibility Study**
- **Concept Development**
- **Attraction Selection and Sourcing**
- **Design Management**
- **Installation of Games & Attractions**
- **Project Management**
- **Pre-opening Operational Background**
- **Operations**

Global Projects



**Pattaya Water
Park**

Project Description

The Water Park Destination in Pattaya is envisioned as a signature family leisure hub that brings together active play, shared experiences, and relaxation in one well-curated environment. Designed for all ages, it encourages families to spend longer hours and return often.

Featuring RideHouse 300, a central wave pool, kids' splash zones, family-friendly slides, and high-thrill attractions, the park balances excitement with social and leisure spaces. More than a water park, it's a complete family destination that creates memorable experiences within Pattaya's growing tourism landscape.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in the development, focusing on the following areas.

- **Concept Development**
- **Feasibility Study**
- **Full Design - Master Planning - Schematic Design - Detailed Design**
- **Procurement Management**
- **Project Management**
- **Operational Consultancy**



**Bahrain Snow
Park**

Project Description

Global Leisure & Entertainment was appointed to deliver a feasibility study and business model for a premium indoor snow park located at Seef Mall, Manama, Bahrain. The concept was envisioned as a year-round alpine entertainment destination combining snow attractions with supporting F&B and retail components to enhance guest dwell time and repeat visitation.

Role of Global Leisure & Entertainment

GLE served as the appointed Advisor/Consultant, delivering feasibility, commercial strategy, and investment-grade modelling to support client decision-making.

Our involvement included:

- Conducting a Full Feasibility Study
- Concept Development Plan
- Financial Model (CAPEX, OPEX, IRR)
- Competitive Benchmarking & Regional Positioning

Service: Feasibility Study & Pre-concept Development, Blue-sky Concept

Global Projects



**Jumeirah Jewel
(UAE)**

Project Description

Jumeirah Jewel is a remarkable mixed-use development situated in one of the most coveted pieces of real estate on the Dubai coastline. This ambitious project encompasses a diverse array of facilities, making it a destination like no other. It features three iconic 50-story residential towers, a Jumeirah financial district, a luxurious 5-star resort, an exclusive private members-only club, a state-of-the-art convention center, an international beach club, and a sprawling 45,000 sqm water park. Jumeirah Jewel aspires to redefine luxury living, entertainment, and leisure experiences in the heart of Dubai, setting new standards for mixed-use developments worldwide.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played a pivotal role in the operational planning and management of the project, focusing on the following areas:

- Development Consultancy
- Business Planning
- Feasibility Study
- Vendor Management
- Design Management
- Operational Planning and Strategy



**MGM Resort
(Maldives)**

Project Description

RAW Investments are developing the largest entertainment and lifestyle island in the Maldives. Over 800,000 Sqm of development with a 5 star and 6 star resort and over 150 keys. The resort will also house 8 international restaurants, 2 international beach clubs, 1 international night club and a water park. Other key developments include 320 Residential Units, 9 Hole Golf Course and the worlds first Ferrari Branded Marina and Yacht Club. The development has been designed by WATG and Strategic Financial Partners Colliers along with MGM being the hotel partner.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in the Maldives, focusing on the following areas:

- Market Feasibility Study
- Financial Feasibility Study
- Project Funding Support
- Concept Development Leisure and Entertainment
- Attraction Selection and Sourcing
- Design Management of the Leisure and Entertainment Components
- IP Acquisitions – Ferrari Branding Marina and Yacht Club
- Pre Opening Operational Planning
- F&B Advisory
- Brand Acquisition – Pasha Group

Global Projects



**The Mukaab
(KSA)**

Project Description

The Mukaab project, a prominent development in the leisure and entertainment sector, is a testament to the collaborative expertise of Global Leisure & Entertainment and PricewaterhouseCoopers (PWC). This project serves as a crucial reference point showcasing our capabilities in delivering high-quality, innovative leisure solutions.

Role of Global Leisure & Entertainment

GLE, leveraging its extensive experience and global presence, plays a pivotal role in the consultancy and advisory aspects of the Mukaab project. Our involvement includes:

- **Strategic Advisory**
- **Industry Expertise**



**Nur Sultan
Indoor
Waterpark
(Kazakhstan)**

Project Description

Ellington Properties along with the local Kazakhstan Government have commenced development in the Capital of Nur Sultan a 600,000 SQM Shopping Mall and mixed used development. The Project include a Water Park of 12,000 SQM, a Adventure Park of 17,000 SQM and a FEC, SEC and E Gaming Arena of 5,000 SQM. The entertainment components anchor the three corners of the mall along with a casino development. The mall also has two hotels attach to it with a 3 star hotel looking into the water park itself. The Development is a flagship project in Kazakhstan and the largest mix use development in the city.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in the Kazakhstan, focusing on the following areas:

- **Market Feasibility Study**
- **Financial Feasibility Study**
- **Concept Development Leisure and Entertainment**
- **Attraction Selection and Sourcing**
- **Design Management of the Leisure and Entertainment Components**

Global Projects



**Tilal Al Ghaf
(UAE)**

Project Description

Joe's Backyard at Tilal Al Ghaf is poised to be a new entertainment and dining venue, blending a Retro New York-style backyard club atmosphere with modern leisure activities. This venue aims to attract a diverse clientele seeking a unique blend of entertainment and social dining in a vibrant, themed setting.

Role of Global Leisure & Entertainment

GLE, leveraging its extensive experience and global presence, plays a pivotal role in the consultancy and advisory aspects of the project. Our involvement includes:

- **Concept Development Leisure and Entertainment**
- **Attraction Selection and Sourcing**
- **Design Management of the Leisure and Entertainment Components**



**RIXOS JBR
(UAE)**

Project Description

Sunset Hospitality has commissioned GLE to ensure smooth delivery and installation of attractions in their new entertainment destination. The area which spans over 2 floors, multiple gaming experiences including life like f1 racing experience, batting cages, and nostalgic arcade games. The redevelopment is currently under design and set start construction in 2024.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in the project, focusing on the following areas:

- | | |
|--|--|
| • Feasibility Study | • Installation of Games & Attractions |
| • Concept Development | • Project Management |
| • Attraction Selection and Sourcing | • Pre-opening Operational Background |
| • Design Management | • Operations |

Global Projects



**Carttel –
Sunset Hospitality
(KSA)**

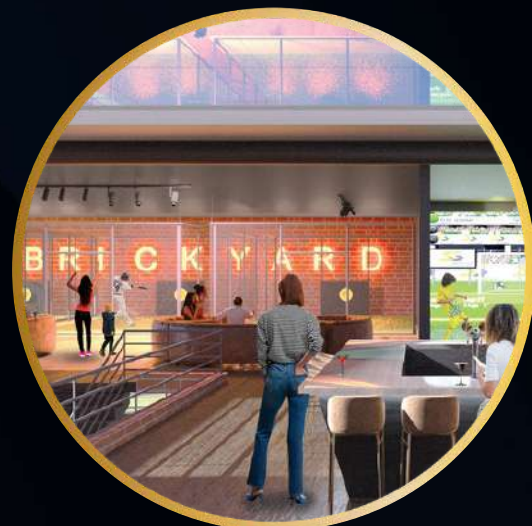
Project Description

The Jeddah Social Entertainment Center, a groundbreaking venture in Saudi Arabia, stands as a testament to the fusion of entertainment, culture, and innovation. Spanning over 40,000 square feet, this state-of-the-art indoor facility redefines leisure and social interaction. It offers an extensive range of amenities, including multiple bowling alleys, mini-golf courses, and a variety of socially interactive activities, all seamlessly tailored to local cultural sensitivities.

Role of Global Leisure & Entertainment

As the chosen partner for this pioneering project, Global Leisure and Entertainment played a multifaceted role in ensuring its success:

- **Concept Development**
- **Attraction Selection and Sourcing**
- **Design Management of the Leisure and Entertainment Components**
- **Procurement Management**



**Brickyard SEC
(UAE)**

Project Description

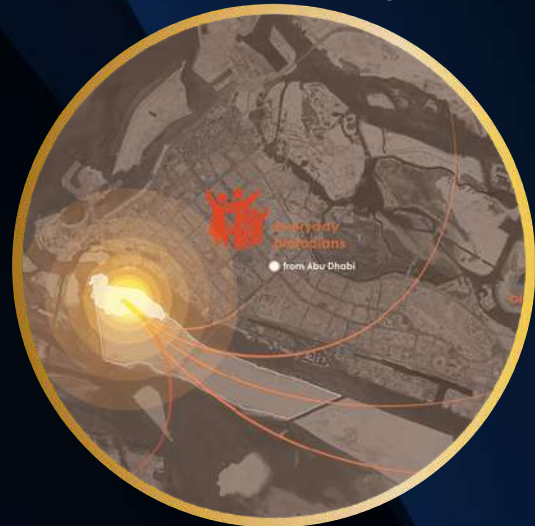
Brickyard, a revolutionary social entertainment center (SEC), is poised to transform the entertainment landscape in Dubai by introducing the concept of "competitive socializing." This innovative establishment offers a diverse range of indoor and outdoor games, catering to adults and families alike. Designed with a deep understanding of evolving consumer preferences, Brickyard blends social interaction and friendly competition to create a dynamic and immersive entertainment experience. Brickyard's unique features include a two-level T-shaped restaurant building meticulously designed to seamlessly integrate attractions, optimizing layout and enhancing visitor experience.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in the project, focusing on the following areas:

- **Feasibility Study**
- **Concept Development**
- **Attraction Selection and Sourcing**
- **Design Management**
- **Procurement**
- **Location Strategy**

Global Projects



**Biotopia Park -
WSP
(UAE)**

Project Description

Biotopia Park on Al Hudayriyat Island aims to contribute to Abu Dhabi's vision of becoming a world-class city. It will serve as a prominent landmark and a high-quality visitor destination, showcasing an innovative and eco-centric landscape. The park will be meticulously designed, offering a unique and unparalleled landscape experience. As a fully accessible public space, Biotopia Park will feature diverse and exciting parks, vibrant civic spaces, interconnected walking and cycling routes, and lively waterfront areas. The project requires multi-disciplinary design services to ensure the highest standards of quality, applicability, and sustainability, setting a benchmark for open spaces and public realm design across the Emirates and the region.

Role of Global Leisure & Entertainment

As the chosen partner for this pioneering project, Global Leisure and Entertainment played a multifaceted role in ensuring its success:

- **Concept Development**
- **Concept and Ideations Benchmark Studies**
- **Schematic Design**
- **Detail Design**



**Bubuland - Avatar
Inspired FEC
Gitanga (Kenya)**

Project Description

Chimes Holding LLC, a visionary company dedicated to delivering exceptional leisure and entertainment experiences, partnered with Global Leisure & Entertainment (GLE) to undertake a transformative project in Nairobi, Kenya. This ambitious endeavor now includes a dynamic 30,000 sqft Family Entertainment Center (FEC) and an immersive Avatar-inspired Kids' Club, featuring bioluminescent jungle themes, glowing plants, and toddler-friendly spaces.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in the project, focusing on the following areas:

- | | | |
|--------------------------------------|---|--|
| • Feasibility Studies | • Brand and Theming Design | • Fabrication and Production Coordination |
| • Master Planning | • Specialized Attraction Design | • Project Management |
| • Detailed Design Development | • Engineering and Technical Design | • On-Site Implementation |
| | | • Post-Project Support |

Global Projects



**Convention
Center, Jeddah
(KSA)**

Project Description

The Jeddah Exhibition Center is envisioned as a world-class venue that will redefine the exhibition and convention landscape in Saudi Arabia. Strategically located in Jeddah, this cutting-edge facility aims to host international conferences, exhibitions, and events, becoming a key driver for economic growth and a hub for business tourism in the region. The project aspires to integrate innovative design, state-of-the-art technology, and sustainable practices, ensuring it meets global standards while reflecting the cultural identity and ambitions of Saudi Arabia.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in the project, focusing on the following areas:

- **Blue Sky Concept Development**
- **Feasibility Study**



**Mekiya
Amusement &
Water Park
(Ethiopia)**

Project Description

The Mekiya development is a landmark leisure and entertainment destination in Ethiopia, designed to introduce the country's first integrated amusement and water park. The masterplan combines thrilling rides, family-friendly attractions, and immersive entertainment zones to create a year-round destination for domestic visitors and regional tourism markets. The project encompasses a full-scale water park, a modern amusement park, and a social entertainment center (SEC), making it one of the most comprehensive leisure destinations in East Africa.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment conducted the full feasibility study, providing critical insights into the project's market positioning, visitor potential, and investment case. Deliverables included:

- **Market & Demand Analysis for domestic and regional visitors**
- **Concept Development of water park, amusement park, and SEC attractions**
- **Financial Feasibility & Projections (CAPEX, OPEX, IRR)**
- **Competitive Benchmarking & Regional Positioning**
- **Strategic Recommendations for Phased Development**

Global Projects



**The Hub Park
(Kenya)**

Project Description

Janus Continental is redeveloping the Hub Karen Shopping Mall in Kenya. They have over 200 International stores and the largest entertainment mall in the region. The project houses a newly developed 3,000 SQM Entertainment Complex with a custom IP and a large Adventure Park. The Mall redevelopment has commenced in 2022 and the new adventure park and FEC is targeted to be completed by end of 2023.

Role of Global Leisure & Entertainment

As the chosen partner for this pioneering project, Global Leisure and Entertainment played a multifaceted role in ensuring its success:

- Development Consultancy
- Business Planning
- Feasibility Study
- Vendor Management
- Attraction Selection
- Design Management
- Operational Planning and Strategy
- Project Management
- Pre-opening Operational Background
- Operations



**Salt Al Bahar
Beach
(KSA)**

Project Description

INDPT Group have envisioned to develop a lifestyle development to elevate its F&B brands into a larger format hospitality and leisure concept. The concept includes the first blue flag accredited beach, 75,000 SQM of pristine water front with 20 + F&B Outlets, a Family Water Park, Outdoor Playgrounds, Water Sports Facilities, Adventure Base Activities, trampoline parks, skate parks, sheet waves, inflatable water park and a boutique 25 bedroom hotel.

Role of Global Leisure & Entertainment

As the chosen partner for this project, Global Leisure and Entertainment played a multifaceted role in ensuring its success:

- Market Feasibility Study
- Financial Feasibility Study
- Concept Development Leisure and Entertainment
- Attraction Selection and Sourcing
- Design Management of the Leisure and Entertainment Components
- Project Management
- Pre Opening Operational Planning
- Operations

Global Projects



**Ho Chi Minh
Project
Development
(Vietnam)**

Project Description

The Ho Chi Minh City Leisure Development represents a major initiative to expand Vietnam's entertainment and tourism offerings. Designed to enhance the city's positioning as a regional leisure hub, the project study evaluated large-scale indoor and outdoor attractions, integrated family entertainment, water-based recreation, and supporting hospitality. The feasibility study assessed market demand, financial viability, and alignment with Vietnam's long-term tourism growth strategy.

Role of Global Leisure & Entertainment

As the consultancy partner, Global Leisure & Entertainment delivered a comprehensive feasibility study covering:

- **Development Consultancy**
- **Business Planning**
- **Feasibility Study**
- **Vendor Management**
- **Attraction Selection**
- **Design Management**
- **Operational Planning and Strategy**



**Majlis Al Jinn
(Oman)**

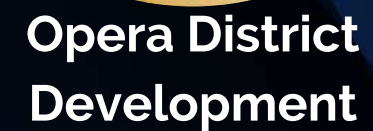
Project Description

The Majlis Al Jinn Cave Redevelopment is envisioned as one of Oman's most distinctive eco-adventure destinations, integrating innovative access solutions, unique cave exploration experiences, and complementary leisure facilities. Designed to appeal to both domestic and international visitors, the project aims to elevate Oman's profile as a leader in adventure tourism while preserving the site's natural heritage.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in the development, focusing on the following areas:

- **Concept Development**
- **Full Design Management**
- **Procurement Management**



The Royal Opera District Development is a high-profile mixed-use project in Muscat, Oman, aimed at enhancing connectivity, cultural integration, and hospitality offerings in the vicinity of the Muscat Royal Opera House. The development incorporates residential, hospitality, commercial, and entertainment zones, positioning it as a key urban hub. The Development is a flagship project in Oman and the largest mix use development in the city center.

GLE, leveraging its extensive experience and global presence, plays a pivotal role in the consultancy and advisory aspects of the project. Our involvement includes:

- Market Feasibility Study
- Financial Feasibility Study
- Concept Development
- Retail and F&B Mix Development
- Retail and F&B Mix Development
- Leasing Strategy
- Commercial Strategy
- Area Program Planning



The redevelopment aimed to transform Al Hoota Caves into a world-class eco-tourism and adventure destination, while preserving its natural heritage and creating new revenue streams for Oman's tourism sector. The Al Hoota Caves redevelopment proposed key attractions such as cave snorkeling and diving, paddle boating, swimming, giant and gorge swings, projection mapping, bioluminescent displays, themed walkways, obstacle courses, fossil excavation experiences, ziplines, glamping, and eco-friendly transport with electrical buggies.

Global Leisure & Entertainment has played an instrumental role in the redevelopment for Al Hoota Cave, focusing on the following areas:

- **Concept Development**
- **Full Design Management**
- **Procurement Management**

Global Projects



**Omran
Development**

Project Description

Global Leisure & Entertainment (GLE) is proud to present our comprehensive project reference showcasing our collaboration with Omran on a full feasibility study and development plan for their 34 assets. With our extensive experience in the leisure and entertainment industry, coupled with our innovative approach to advisory and consultancy services, we embarked on this project with a commitment to delivering excellence and driving success for Omran.

Role of Global Leisure & Entertainment

GLE, leveraging its extensive experience and global presence, plays a pivotal role in the consultancy and advisory aspects of the 34 projects. Our involvement includes:

- **Conducting a Full Feasibility Study**
- **Concept Development Plan**
- **Business Plan Formulation**
- **Overall Strategy Alignment**



**Hayl Al Diyar
Cave
(Oman)**

Project Description

The Hayl Al Diyar Cave Experience is envisioned as a flagship eco-adventure and cultural tourism destination in Oman, combining immersive cave exploration with a diverse mix of outdoor attractions and accommodation offerings. Designed to appeal to both domestic visitors and international adventure tourists, the project integrates high-adrenaline activities, nature-based experiences, and family-friendly amenities. The masterplan promotes sustainable tourism while highlighting the unique geological and cultural heritage of the site.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in the development, focusing on the following areas:

- **Concept Development**
- **Full Design Management**
- **Procurement Management**

Global Projects



**Madinat Al Irfan
Boulevard
(Oman)**

Project Description

The Madinat Al Irfan Boulevard A.R.T. (Art, Retail & Tasting) District is envisioned as a dynamic cultural and lifestyle destination that merges creative expression, boutique retail, and world-class culinary experiences into a single walkable district. Designed to cater to both local residents and international visitors, the A.R.T. District will serve as a cultural anchor within Muscat, offering a vibrant blend of live performances, interactive art, curated retail, and tasting experiences that celebrate Oman's creative and culinary heritage.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in the development, focusing on the following areas.

- **Concept Development**
- **Full Design Management**
- **Procurement Management**



**Ras Al Shajar
(Oman)**

Project Description

The Ras Al Shajar Nature Reserve redevelopment is envisioned as a flagship eco-adventure and conservation tourism project in Oman, designed to integrate environmental preservation with immersive visitor experiences. The masterplan blends education, adventure, and sustainable tourism to create a destination that appeals to both domestic and international visitors while supporting Oman's biodiversity and conservation goals.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in the development, focusing on the following areas:

- **Concept Development**
- **Full Design Management**
- **Procurement Management**

Global Projects



Wadi Shab
(Oman)

Project Description

The Wadi Shab Eco-Adventure Development is envisioned as one of Oman's most iconic nature-based tourism destinations, combining the dramatic beauty of Wadi Shab's rugged cliffs, turquoise pools, and caves with curated adventure and leisure experiences. The project integrates eco-friendly infrastructure, guided exploration, and recreational amenities to enhance the visitor journey while preserving the site's natural charm. Strategically designed to attract both domestic and international adventure travellers, it will serve as a model for sustainable adventure tourism in the Sultanate.

Role of Global Leisure & Entertainment

Global Leisure & Entertainment has played an instrumental role in the development, focusing on the following areas.

- **Concept Development**
- **Full Design Management**
- **Procurement Management**



KEY PERSONNEL

GLE Team Senior Leadership



Lennard Otto

CEO & Managing Director

Lennard Otto, CEO & Managing Director at GLE, is a leader in operations management and large-scale leisure developments with 20+ years in theme parks, resorts, and attractions. Former CEO of IMG Worlds of Adventure, he advises companies globally and serves on boards across Europe, MENA, and Asia. At GLE, he provides strategic leadership, blending vision and operational expertise to deliver world-class entertainment projects.



Elizabeth Oquendo

Chief Operations Officer

Elizabeth Oquendo, COO at GLE, is a seasoned leader with 20+ years of experience in the Middle East, having launched and managed global brands like Habanos and Arturo Fuente. She led Dubai & Oman Duty Free operations and excelled across hotels, lounges, and restaurants. At GLE, she drives strategic growth and brand presence, leveraging her proven ability to deliver market-leading results.



Australia Garcia

Director of Consultancy & Development

Australia Garcia, Director of Consultancy & Development at GLE, has 8+ years of experience in leisure, tourism, and entertainment across the Middle East and Asia. Specialised in feasibility studies, investment proposals, and brand development for governments and private developers. She drives innovation and sustainability at GLE, shaping guest-centric destinations through research and collaboration.



Nihal Jaffer

Project Director

Nihal Jaffer, Project Director at GLE, brings 20+ years of global project management expertise, with experience at Dar Al Handasah, Sanderson Group, Thinkwell, JLL, and Al Tayer Stocks. Skilled in design management, stakeholder engagement, and financial control, he ensures world-class projects are delivered on time, within budget, and to the highest standards.



Guillermo Jiménez

LATAM Regional Director

Guillermo Jiménez, Regional Director at GLE, brings over 19 years of experience in operations, finance, and adventure tourism. Formerly with HERO Experiences Group and Toroverde Adventure Park, he delivered the Guinness World Record zipline and supported over USD 12 million in revenue. He now serves as GLE's Regional Director for Latin America, leading expansion efforts across Colombia, Costa Rica, and other key regional markets.

Admin Support



Sabith Alangadan

Finance Director

Mohammed Sabith, Finance Director at GLE, brings 8+ years of finance expertise across leisure, audit, and construction sectors. He has managed finances for flagship projects in KSA, UAE, Oman, and Kenya, including Jabal Jais Adventure Park, NEOM, FAP, and AlUla Sports Hub. Skilled in group finance, reporting, investment, and strategic planning, he drives growth and ensures financial stability.



Cynthia Pereira

Human Resource Director

Cynthia Pereira, HR Director at GLE, is an award-winning HR leader with 13+ years' experience across treasury, manufacturing, outsourcing, healthcare, and beauty. She has worked with JP Morgan, Bombay Dyeing, Teleperformance, and VLCC, combining labor law expertise with data-driven strategies to champion a people-first culture and organizational growth.



Irais Benitez

Commercial Manager

Irais Acosta, Commercial Manager at GLE, brings 10+ years of experience in finance, procurement, and commercial management across Cuba, Italy, Kenya, and UAE. She has led projects including Expo Milan 2015 and Expo Dubai 2020. Expertise in budgeting, sourcing, and logistics, Irais drives measurable results and represents commercial leadership with global expertise.



Jahfar Kanneth

Senior Accountant

Jahfar Kanneth, Senior Accountant at GLE, brings 4+ years of experience in financial management and VAT auditing. He has worked on Omran, Gitanga, Qiddiya Six Flags, Hub Karen, Fujairah Adventure Park, and Dubai Festival City, ensuring financial accuracy, accountability, and efficient reporting across projects.

Admin Support



Jobina Joseph

Financial Analyst

Jobina Joseph, Financial Analyst at GLE, is a qualified Cost & Management Accountant with 4+ years' experience. She has worked on projects including Aqua Arabia, Al Hoota Cave, and Gitanga, and supported operations at Hub Karen and Oman Adventure Center. proficient in payroll, reconciliation, and compliance, she ensures financial discipline and accurate reporting.



Asha Antony

Human Resource Executive

Asha Anthony, HR Executive at GLE, has 4 years of experience in HR for events and entertainment, supporting projects like Zone and Playbox. Skilled in recruitment, onboarding, and employee engagement, she ensures smooth operations and fosters growth, representing the foundation of HR support and people management at GLE.



Malini Pillai

Business Analyst

Malini Pillai, Business Analyst at GLE, has 5+ years of experience in data-driven analysis, working on projects with IKEA, Bank of America, and Bank of India. Proficient in process optimization and cross-functional collaboration, she translates insights into strategy, supporting decision-making with clear, actionable business intelligence.



Afnan

Digital Marketing Executive

Afnan Javed, Digital Marketing Executive at GLE, brings 5+ years of experience in leisure, entertainment, lifestyle, and real estate. Skilled in social media, paid ads, reporting, and brand campaigns, he combines analytics with creative strategy to deliver impactful marketing that drives growth and visibility.

GLE Design Team



Samson Lapuz Jr.

BIM & Technical Design Manager

Samson Lapuz, BIM & Technical Design Manager at GLE, brings 14+ years of experience coordinating BIM and architectural design for projects including Qiddiya Water Theme Park, Motiongate Dubai, Expo 2020, and OMRAN attractions. Expertise in advanced design tools and collaboration, he transforms concepts into immersive experiences while ensuring technical accuracy and world-class execution.



Cherry Vergara

Design Director

Cherry Vergara, Design Director at GLE, is a licensed architect with 9+ years of AEC experience, specializing in leisure and entertainment projects. She has contributed to SeaWorld Abu Dhabi, The Rig, NEOM Vault Trojena, Riyadh Exit 15, and Qiddiya Theme Parks. At GLE, she bridges creative vision and technical delivery, overseeing projects from concept to completion.



Lloyd Perez

Architect

Lloyd Arvin Perez, Architect at GLE, is a licensed architect with 9+ years of experience, having delivered luxury villas in the UAE and DMCI Homes residential towers in the Philippines. Expertise in design leadership and multidisciplinary coordination, he now drives leisure and theme park projects in Oman, combining precision and creativity in architectural delivery.



Pranav Unnikrishnan

Design Executive

Pranav Unnikrishnan, Design Executive and Junior Architect at GLE, has 3 years of experience in leisure and entertainment design. He has contributed to major EMEAR projects, including Emaar's Forte Opera District, as part of a specialized subcontracting team, and is skilled in design and project coordination, delivering creative and seamless solutions.

GLE Design & Supply Chain



Aboo Sharaf

Architect

Aboo Sharaf CH, Architect at GLE, is a graduate architect with 5 years of experience on projects including Chemmannur Amusement Park, Vismaya Park, and Chittilappilly Convention Center. Skilled in leisure, residential, and commercial design, he blends creativity with functionality, delivering versatile solutions across themed entertainment projects.



Hanaan Rasheed

Architect

Hanaan Rasheed, Architect at GLE, brings 2+ years of experience and a Bachelor's from the University of Calicut. She has contributed to projects including Oman's Omran tourism hubs, Wadi Shab, and Uzbekistan's Silk Road Theme Park. Skilled in CAD, 3D visualization, and AI-driven design, she brings fresh creativity and innovation to architectural projects.



Oksana Shmeleva

Interior Designer

Oksana is an Interior Designer with expertise in residential, commercial, and hospitality projects. Skilled in AutoCAD, 3Ds Max, and Photoshop, she blends creativity with functionality, delivering personalized design solutions across the UAE and Uzbekistan with multilingual communication strengths.

GLE Operations Team



Charl Le Roux

Snow Parks & Adventure
Consultant

Charl Le Roux is the Operations Expert at GLE with 20+ years of experience in leisure, sports, and hospitality across the MENA region. He has delivered landmark projects including Ski Dubai, Ski Egypt, Snow Abu Dhabi, and Snow Oman. Skilled in health and safety, facility management, and operational readiness, he excels in risk management, budget compliance, and guest experience.



Frank Raubenheimer

Operations Consultant

Frank Raubenheimer, Former Director of Operations at Aventura Parks (Dubai), Frank brings extensive expertise in rescue operations, safety certification, and regulatory compliance. Certified as a High Angle Rescue Technician and European Ropes Course Association Safety Manager, he has developed rescue and safety frameworks for attractions across the GCC. Frank will spearhead risk assessments, rescue drills, and safety readiness for all Omran projects.



Kenneth Laudit

Director of Ops Consultancy

Kenneth Laudit, Director of Operational Consultancy at GLE, has over 20 years of leadership in theme parks, resorts, and attractions. He has overseen operations at Universal Studios Singapore, Resorts World Sentosa, KidZania Manila, and LEGOLAND Malaysia, advising global clients on pre-opening, efficiency, and guest experience. At GLE, he delivers world-class entertainment projects with lasting impact.



Fahruddin Najumudeen

Theme Park Consultant

With 20 years of experience in managing theme parks, landmark attractions, and family entertainment centers, Fahruddin has successfully opened and operated Sanrio Hello Kitty Town, Thomas Town, Movie Animation Park Studios, and MAHA Tower. He specializes in operational readiness, guest experience planning, and turnaround strategies, and will lead site-level operations and pre-opening readiness programs.



Christiane Sfeir

Business Development Manager

Christiane Sfeir, Business Development Manager at GLE, brings 17 years of experience in sales, CRM, and customer service. She has held roles at Chalhoub Group, Professional Learning Center, and ABC Mall Lebanon, combining strategic business development, client relationship management, and growth opportunity identification to deliver customer-focused solutions and drive business expansion.



Mercy Muithi

Financial Analyst

Mercy Muithi, Financial Analyst at GLE, is a PMP and FMVA-certified finance professional with 7+ years' experience in infrastructure, transportation, and project analysis. Having worked with Dar Al-Handasah, Ezolimo, and Grace International Group, she combines engineering expertise with financial analysis to support investment evaluation and major infrastructure projects.



Hariharan Muthuraman

Financial Analyst

Hariharan Muthuraman, Financial Analyst at GLE, brings 3+ years of finance experience across consulting, advisory, and financial services. Having worked with Ernst & Young, he specializes in financial modelling, budgeting, benchmarking, and commercial viability assessments to support project planning and development decisions.



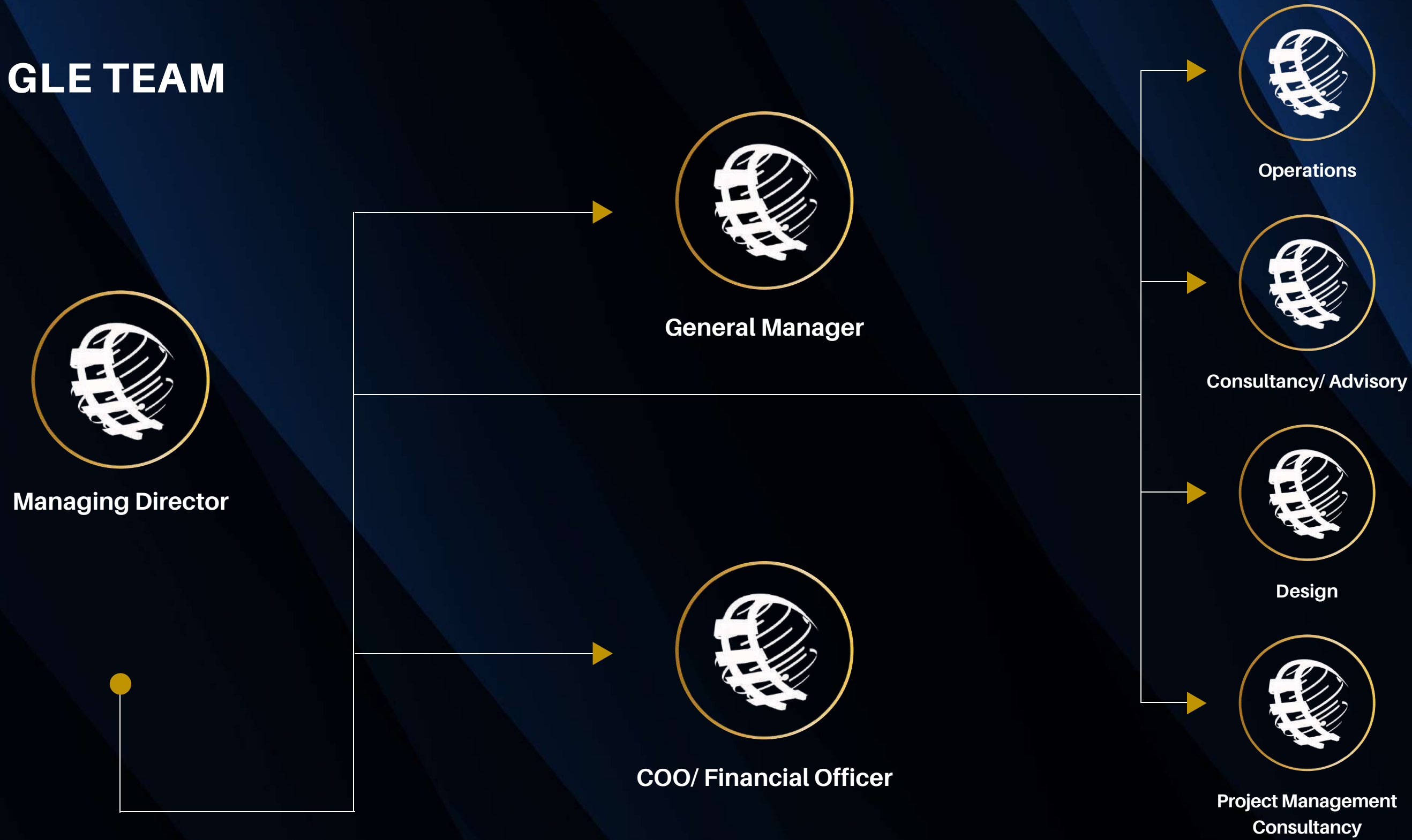
Albin Anto Philip

Business Analyst

Albin Anto Philip, Business Analyst at GLE, brings 4+ years of experience in retail strategy, CRM, and loyalty program development across the GCC. Having worked with LuLu Group International HQ and E2open, he focuses on data-driven decision-making, digital transformation, and the execution of high-impact strategic initiatives that support business growth.

Organization Structure

GLE TEAM



OUR CLIENTS

BIM Group

DUBAI
HOLDING



Skelmore
GROUP OF COMPANIES



MEINHARDT



Sinset
HOSPITALITY GROUP

THE
FIRST
10
YEARS



ELLINGTON
PROPERTIES

wsp



Sprudel



JCG

Janus
Continental
Group



Bin داود
DAWOOD



ابدا
ebda



THE LOST PARADISE
OF DILMUN
WATER PARK



THANK YOU!

LET'S BRING YOUR PROJECT TO LIFE.

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