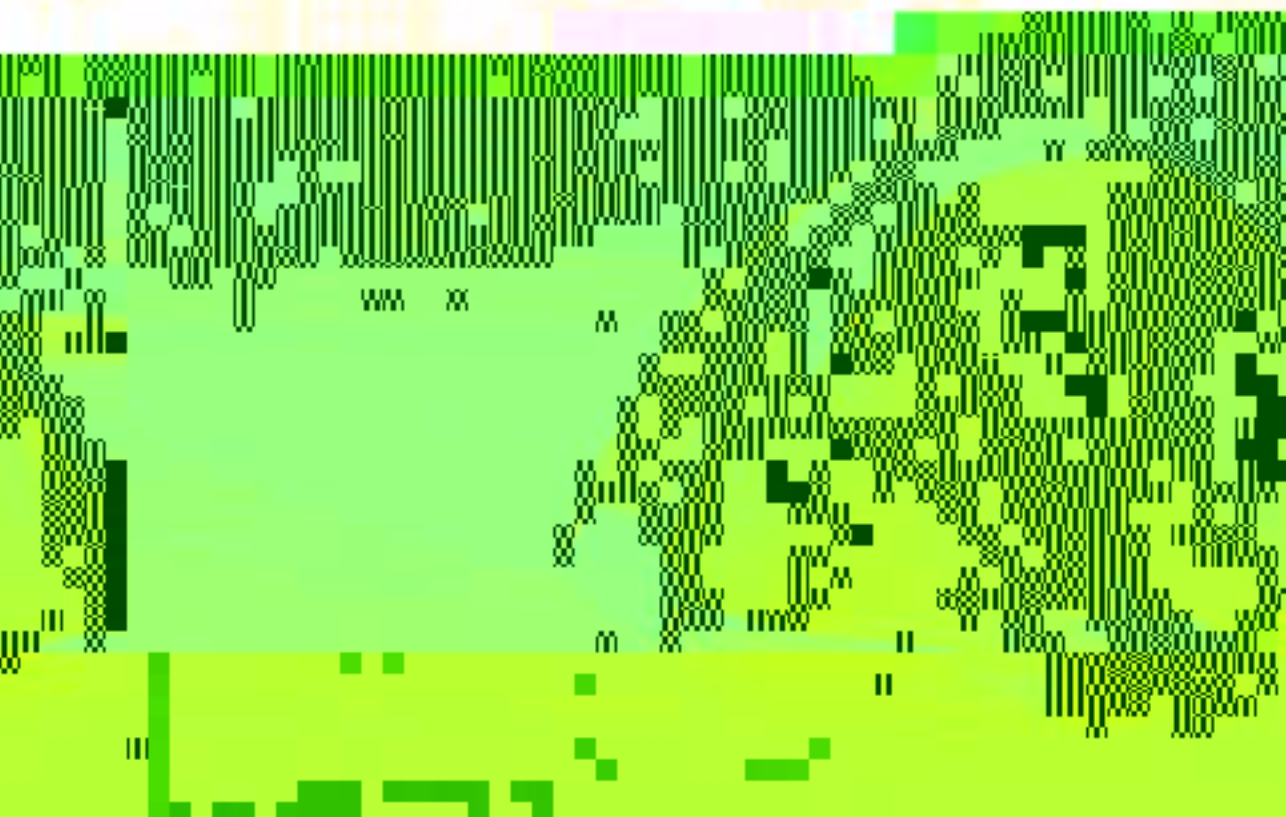


世联地产顾问丛书

都市 休闲



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2011 5 1

170mm×242mm·10.5

021-31356109

0755-22162507

010-85678108

028-85552670



2011~2020

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2010

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Coco park

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SPA

ipad iphone

2011 4



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		-500

目 录

Contents

2011 2020 10

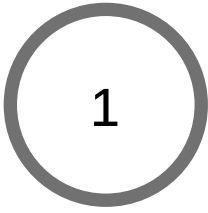
1

34	2.2.1	“	”——
42	2.2.2		
		——	Hidden Valley Four Seasons Resort
45	2.2.3		KPI
46	2.3		
46	2.3.1	“	”——
53	2.3.2		——
59	2.3.3		KPI
	3		
61			
62	3.1		
62	3.1.1	——	
68	3.1.2	——	
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102	3.3		
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109	3.3.2		

111	4		
111	4.1	---	
111	4.1.1	---	
120	4.1.2	"	"
		---	Motorcoach Resort
124	4.2	---	
124	4.2.1	"	
128	4.2.2		---
135	4.3	---	
135	4.3.1	"	
142	4.3.2		
		---	Queenstown
149	4.4	---	
149	4.4.1	---	
151	4.4.2	"	"
		---	Makiba
160			
164			

Why——





“ ”

1.1

1.1.1

1949

1978

1995

30%

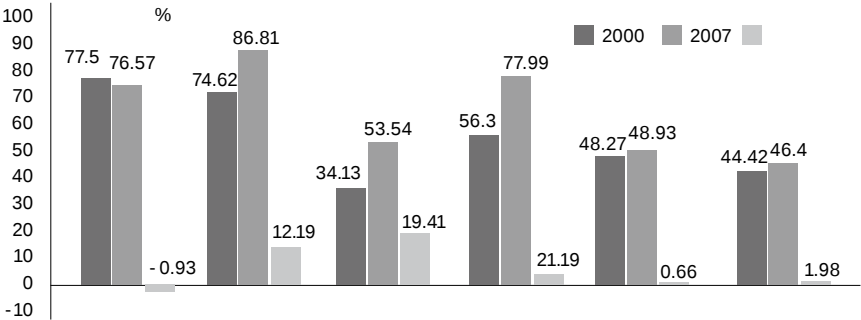
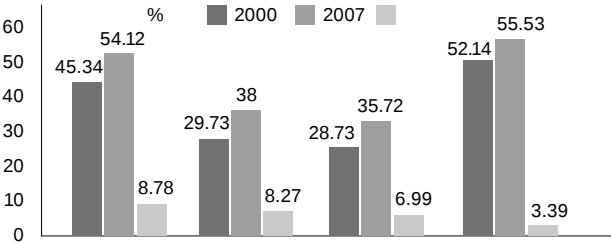
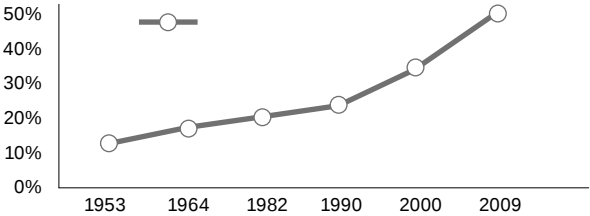
70%

2009

46.6%

3.47

50 1-1
(1- 2



1- 3

1-1

50%

		30%		
		30 50%		
		50 90%		
		90%		

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→

→

1-4

1-2



	300	<100 45	100~300 1.5 4
	5	1~2	2~5

“ ”

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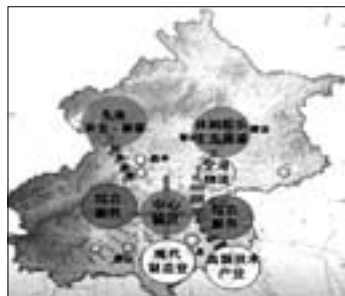
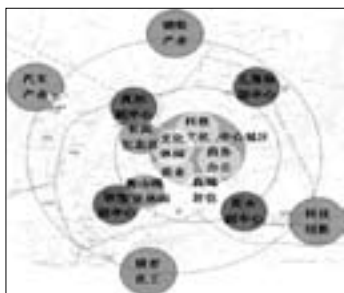
1-5

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“ E E ”

1-6

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10000

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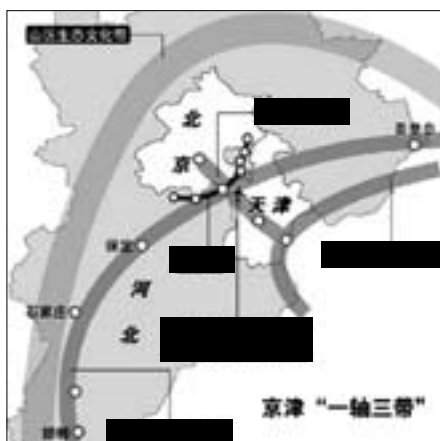
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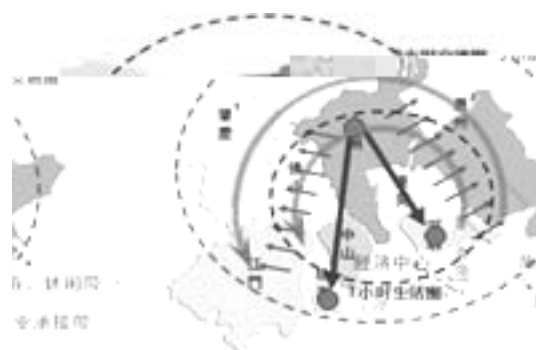
1-8

8

“ ”

8





“ ”

1-9

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1-10

“ 5+2 ” “ 11+1 ”

“ ”

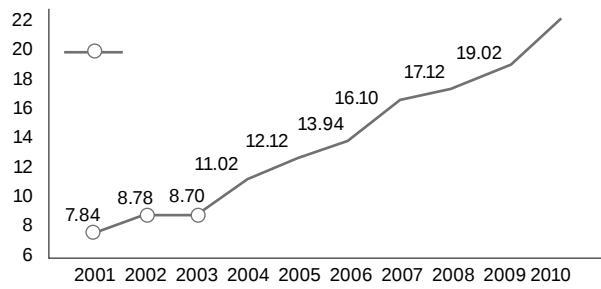
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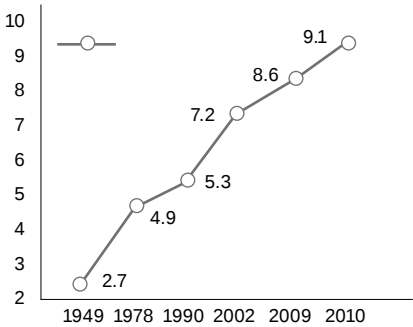
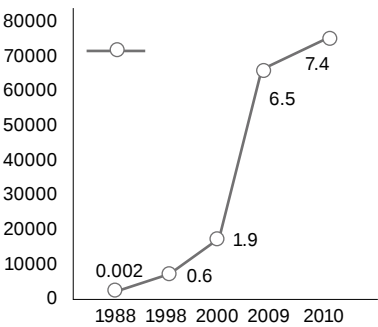
1.1.2 “ ”

“ ”¹²

2010 9.1

7.4 1-14

“ ”



1985 1.93 2008 2880 1-15

1999 2007

1999

893.48 2882.33 15.76% 1999 11.27
66 29.9%

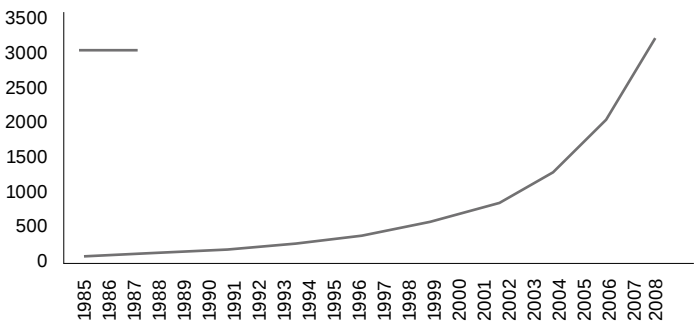
43 350 “ ”

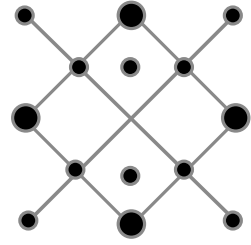
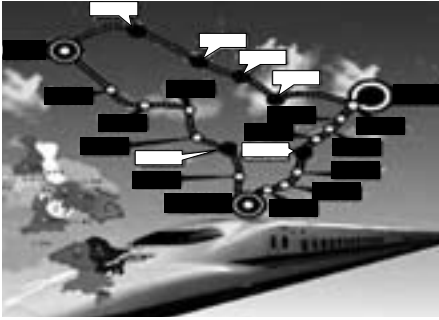
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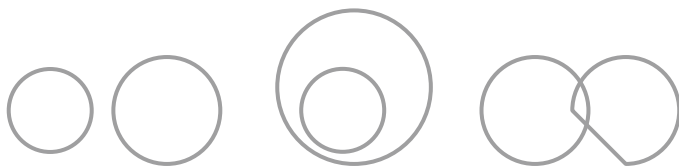
“ ” “ ”

1-

16







1.2.1

	20	30		6
20	40		12	18
		40	60	40

1.2.2

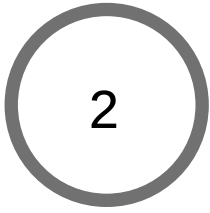
DIY

1.2.3

“ ” “

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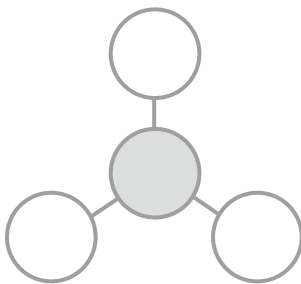
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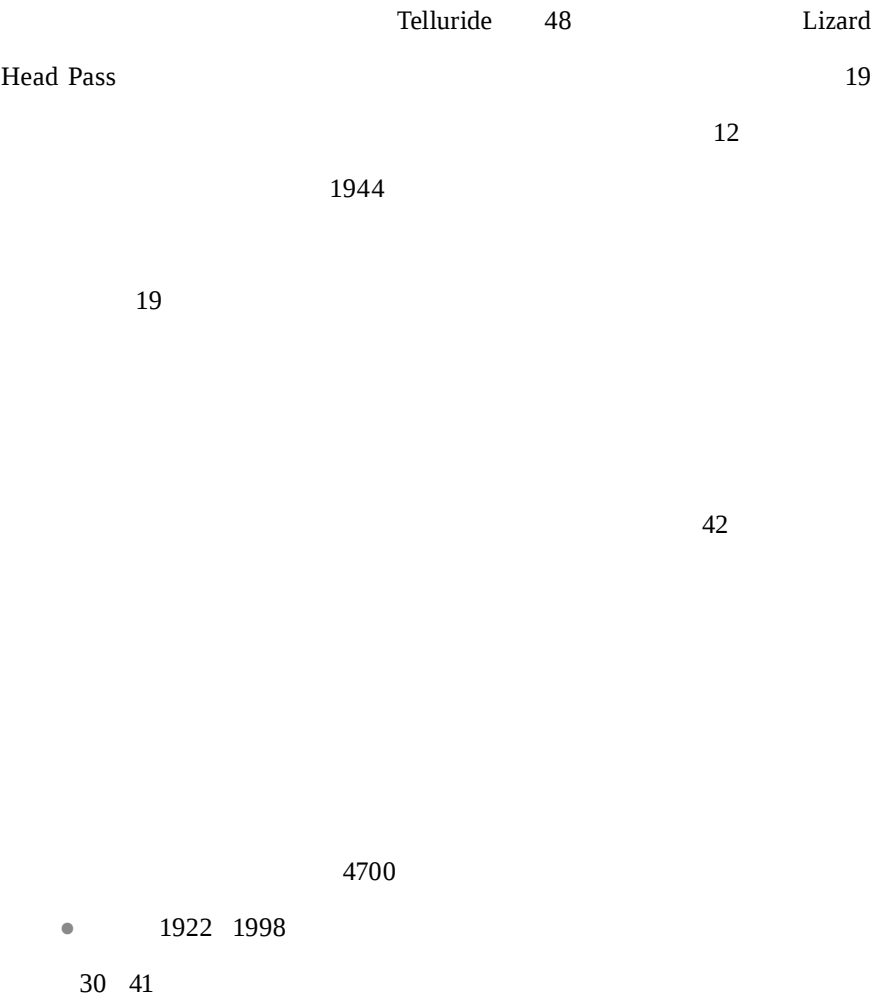


2.1

2.1.1

——

Dunton

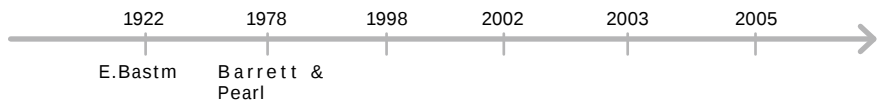


- 1999 2002
- 2003 2004
- 2005

“ ” 12

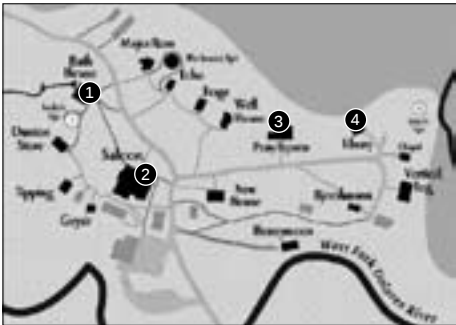
5000

300



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1		5 30 41
2		SPA pilates
3		
4		
5		



WELL HOUSE CABIN	2		/ / \$1,500 / \$1,100 \$1,400
VERTICAL LOG CABIN	6		/ / \$1,700 / \$1,300 \$1,600 3 4 \$350/ 5 6 \$250/
MAJOR ROSS CABIN	2		/ / \$1,100 / \$800 \$1,000
BJOERKMANS CABIN	2		/ / \$1,100 / \$800 \$1,000
HONEYMOON CABIN	2	19	/ / \$1,100 / \$800 \$1,000
TIPPING CABIN	6		/ / \$1,400 / \$1,000 \$1,300 3 4 \$350/ 5 6 \$250/
DUNTON STORE CABIN	4		/ / \$1,400, / \$1,000 \$1,300 3 4 \$250/
NEW HOUSE CABIN	4	/ DVD	/ / \$1,300, / \$900, \$1,200, 3 4 \$250/
GEYSIR CABIN	2		/ / \$950, / \$650, \$850
FORGE CABIN	2		/ / \$950, / \$650, \$850
ECHO CABIN	2		/ \$800
PORTER HOUSE	10		/ / \$1,700, / \$1,300, \$1,600 3 4 \$350/ 5 10 \$250/
		/ DVD	

SPA

SPA

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7		---
8		

/

145 / 190 /

WEST FORK

power plate

	24
	SPA
	/ 800 Wi - Fi

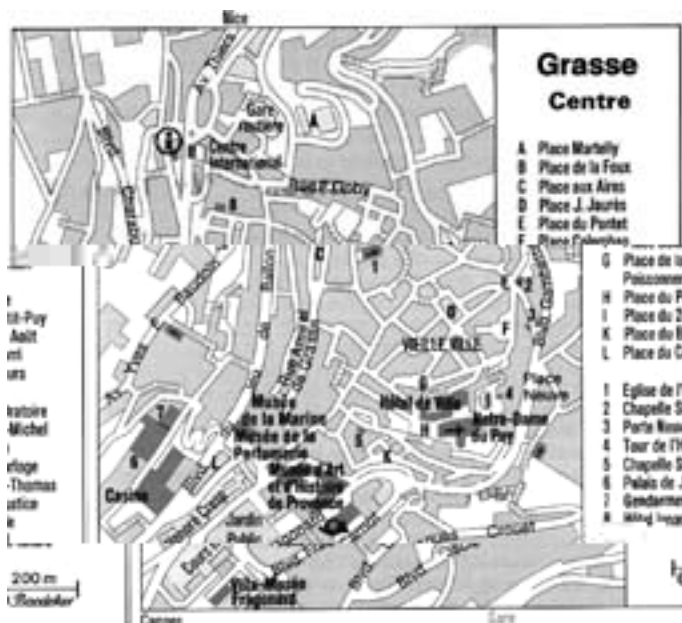
2.1.2

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20

200 500 40

20 5



80%

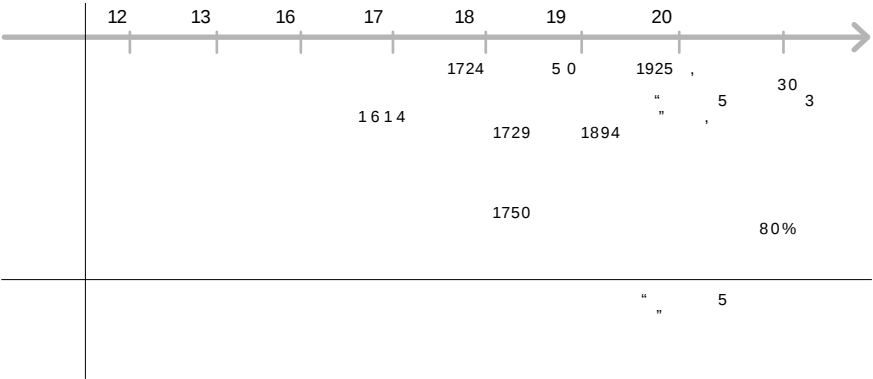
13

16

“ 5 ”

80%

6



GIP The GRASSE INSTITUTE OF
PERFUMERY

GIP

2002

Grasse



International Perfume

Museum The Jean-Honoré Fragonard Museum Villa

Fragonard Galimard Molinard

Fragonard

Fragonard

,

Fragonard

Galimard Molinard



Notre Dame du Puy

12	17	Jean-
Honoré Fragonard	Christ Washing the Feet of the Apostles	18

Place aux Aires

Boulevard Jeu de Ballon

Convention Center

Grasse Theatre

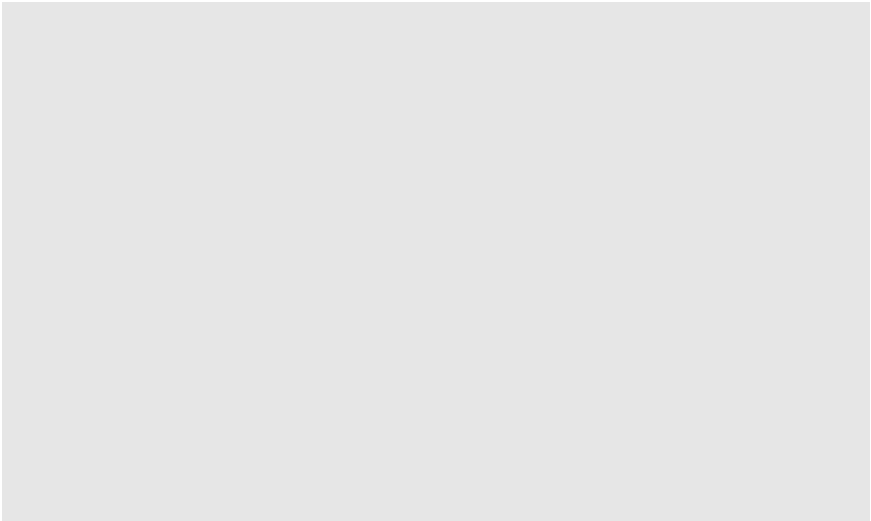
Boulevard Jeu de Ballon

”

1	Golf d 'Opio - Valbonne	18	9	72
2	Golf de Saint - Donat		18	10
3	Golf du Claux Amic	18	72	

		11 61 NA 17 49
		200
		16
		14
		454
		NA

1		Aromatherapy fair
2		s Venasia beauty and wellness fair y or \$ Grande Car Rally
3		Expo - Rose, international cut rose exhibition
4		
5		
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7	~	
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9		



2.2

2.2.1 “ ”

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The Greenbrier Resort

6500

5

2007 TOP100

Condé Nast Traveler 700 Andrew

Harper’s Hideaway Report 20

1778



- 5
- 10
- 24 7004
Greenbrier Valley 2
-



		SPA
		SPA
		SPA
		SPA
		SPA
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		SPA
		SPA
		SPA
		SPA

Top20 10

Top20

1778

E E

Chesapeake Ohio



Sam Snead

	1778 1830	1830 1914	1915 1995	1995
	Stagecoach	Chesapeake Ohio		
		1913	1992	2007 5000
		1914 Wilson		" Ryder " " Solheim "

	1778 1830	1830 1914	1915 1995	1995
		1858 Grand Central Hotel 1913 Greenbrier Hotel	1922 Greenbrier	2006 2007 500 Greenbrier
	—	1910 1914 1914 18 The White Course 1 9 Greenbrier Hotel	1924 The Greenbrier Course	1999 Meadows Course
		Alabama Row, the Presidents ' Cottage	Ryder 1979 1994 Solheim Cup	

Sam Snead

“ Ryder ” “ Solheim ”

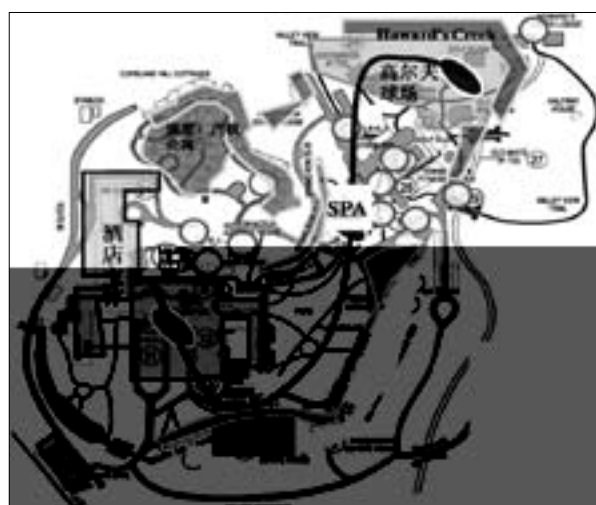
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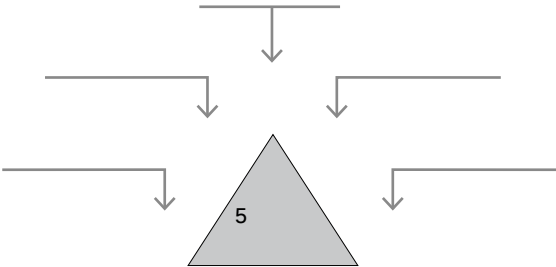
SPA

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	3 18
	&

	1778 1830	1830 1914	1915 1995	1995



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2.2.2

Hidden Valley Four Seasons Resort

Hidden Valley Four Seasons Resort

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817

- 1949
- 2050
- 1958
- 1977

- 1983KBI

- 1988
- 1989500
200400

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96019951/31000

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18 72

1.6

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48

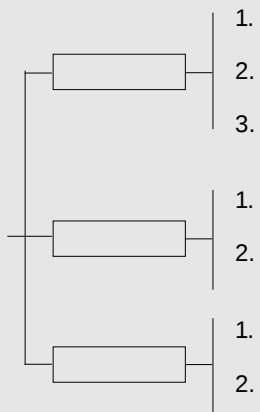
18

3000



2.2.3

KPI



2.3

2.3.1 “ ”——

- Orlando 32
- Lake Buena Vista
- 124 1/5 7.66
- 4 3 32 (22
-) 784
- 1971 10 1350

1963



20031504200

564

	1963~1971	1971~1982	1982~1989	1990~
	• 500 27443 • • 1 2 1 2 (BAY LAKE DISNEY'S CONTEMPORARY RESORT SEVEN SEAS LAGOON DISNEY'S POLYNESIAN RESORT FortWilderness PALM AND MAGNOLIA)	• • 1 1 7 • (Epcot) 1979 1982 10 1	• 1988 FLORIDIAN BEACH RESORT&CARIBBEAN BEACH • ILLUMINATIONS - (Disney - MGM Studios) • 1989	• 20 • • ;

Disney's

Wide World of Sport Complex

DowntownDisney



1		(Magic Kingdom) (Epcot) - (Disney - MGM Studios) (Disney's Animal Kingdom)
2		(Blizzard Beach) (Typhoon Lagoon) (River Country)
3		
4		(Pleasure Island) (Marketplace) (West Side) (Disney Institute)
5		5 18 1 9

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1

4

5

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784

85%



3

Downtown Disney

2070

:

Marketplace

Pleasure Island

Westside

Pub

Club

250

1		550 — Rainforest Cafe
2	6400	Downtown Disney Planet Hollywood
3		Disney Quest Cuban Cafe 24 - screen Wolfgang Puck Café House of Blues Cirque du Soleil Virgin Megastore Bongos AMC

4		Disney's Wide World Of	
Sports Complex			
1997		220	
30			

6

Convention Facilities

Disney's Grand Floridian Resort & Spa Disney's Yacht & Beach Club Resorts
Disney's Board Walk Inn Disney's Contemporary Resort Disney's Coronado
Springs Resort 10

Disney's Grand Floridian Resort & Spa	4	
Disney's Yacht & Beach Club Resorts	7	
Disney's Board Walk Inn	2	
Disney's Contemporary Resort	9	4 35
Disney's Coronado Springs Resort	22	Veracruz 86,000

7

Disney Cruise Line

Disney Wonder

Disney Magic

Canaveral

Nassau

Castaway Cay

(Disney Institute)

“ ”

(Disney's Wedding Pavilion)

2.3.2

——

1979 “

” 2.5 ,

1240 “ ”

“ ”

40 2,200

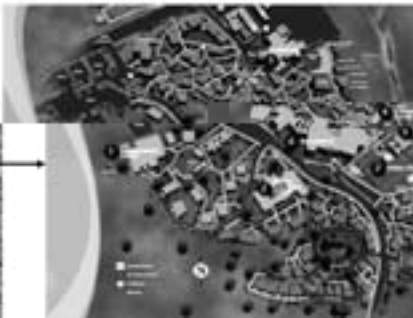




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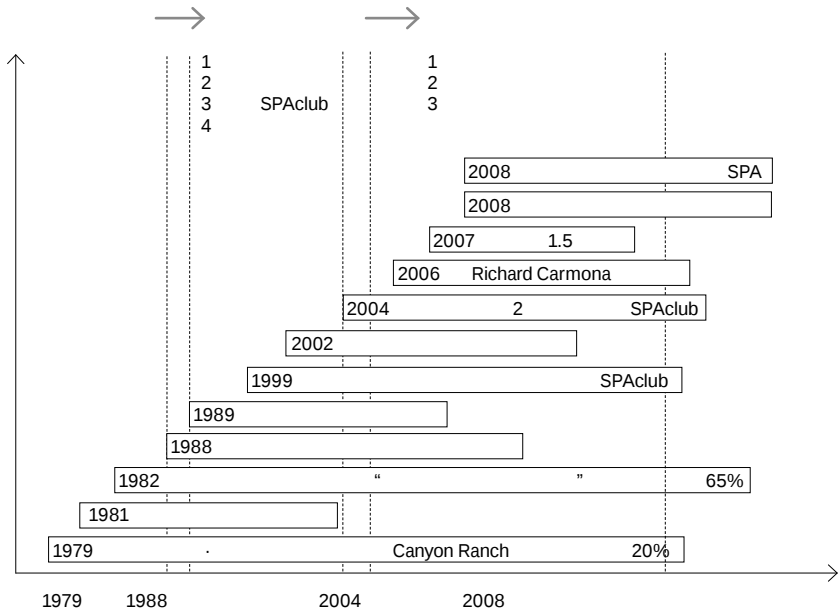


30 3

1979

SPA

SPACLUB

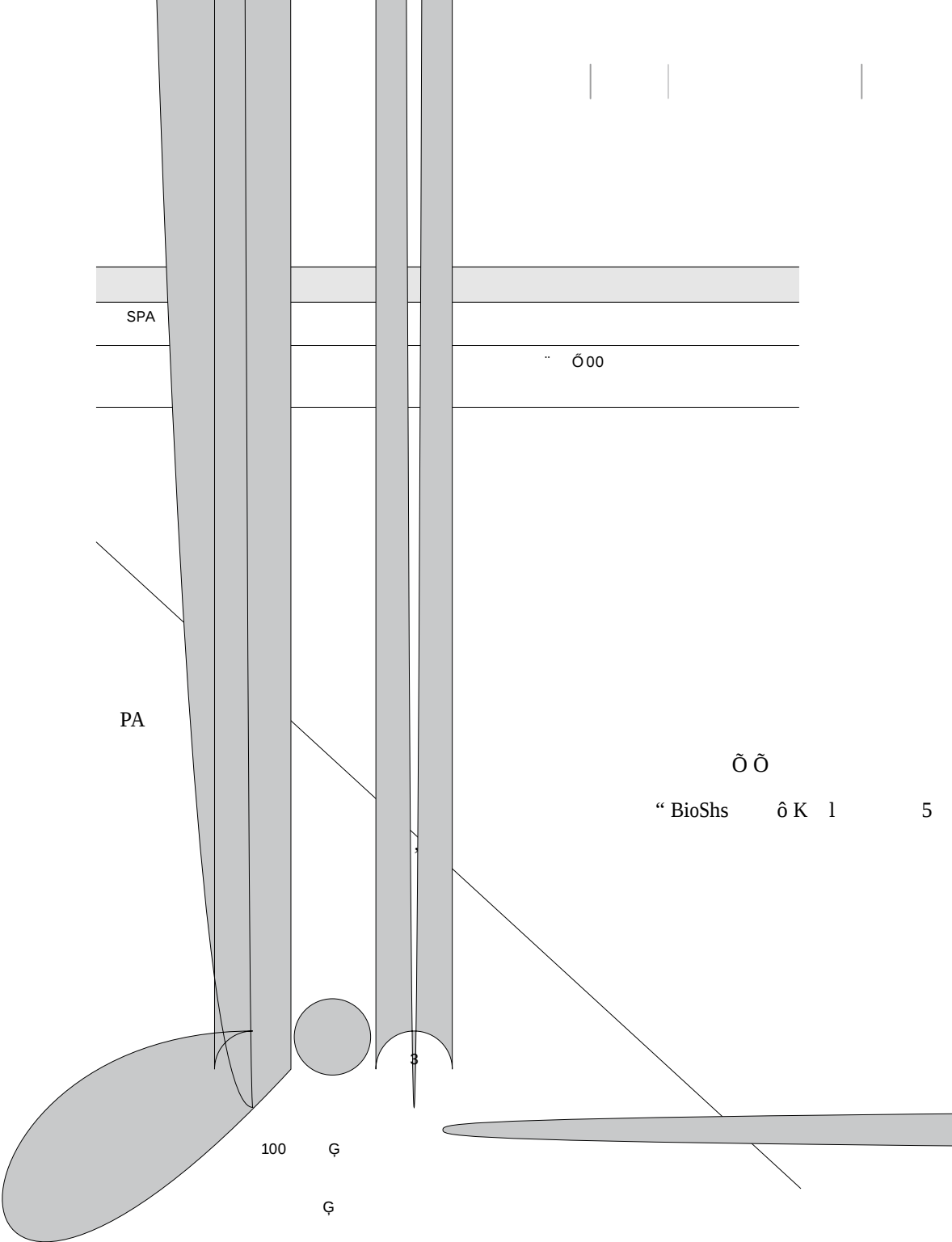


LIFESHARE



2





4

120 90

240

SPA



Deluxe rooms

Executive rooms

Luxury suites

1~3

Casa Grande

E E

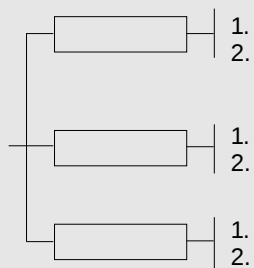
E E

E E

E E

2.3.3

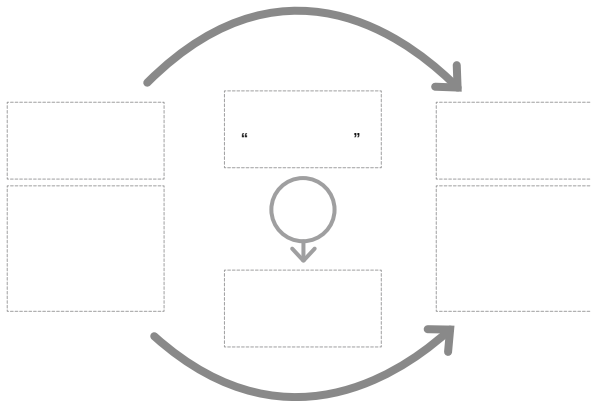
KPI



Who & How——



3



3.1

3.1.1

1

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2



1982-1992		1993-2002			
1982	1	1995			
1985	9	1998	“ ”		
1992	0.24	15	23		
				Z	9

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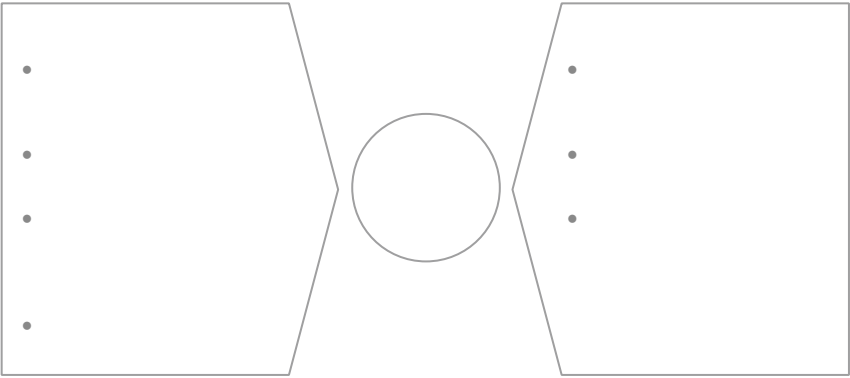
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2 — — “ ”

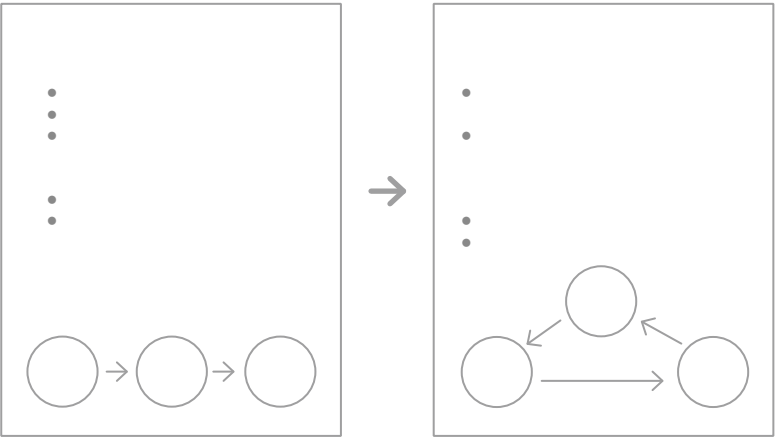
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” “ ”

“ ”

2000

3500



3 — —

1982

2004

2005 “ ”

4 — — “ ”



3.1.2 — —

1993

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“ 5+2 ” 4A 5A

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1997

2001

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1200

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2007

160

1.36

400

1000

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2010

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5A

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1996

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1997 2

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2500

8500

30%

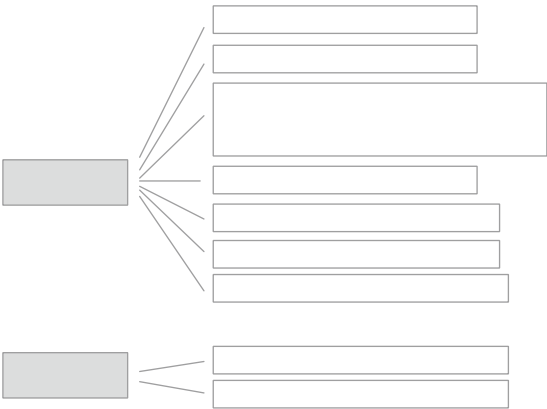
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2005

10302.58

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1997 “ ” 500

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2000 2002

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2003

2005 E L FORREC

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2006 E L ,

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2006 10 ,

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2006 9 27

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E E

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“ 4 2 ”

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EE “ ”

2010

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325

120

“ ”



| | |

shopping

KTV

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3.1.3

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3.2



3.2.1

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25

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600

1.6

GDP

GDP

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1985 11 11

600

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80

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500
● + 21
“ + ”

●

2 “ ” “ ”

1989 “ ”
300 9
2000 “ ”

1998 3

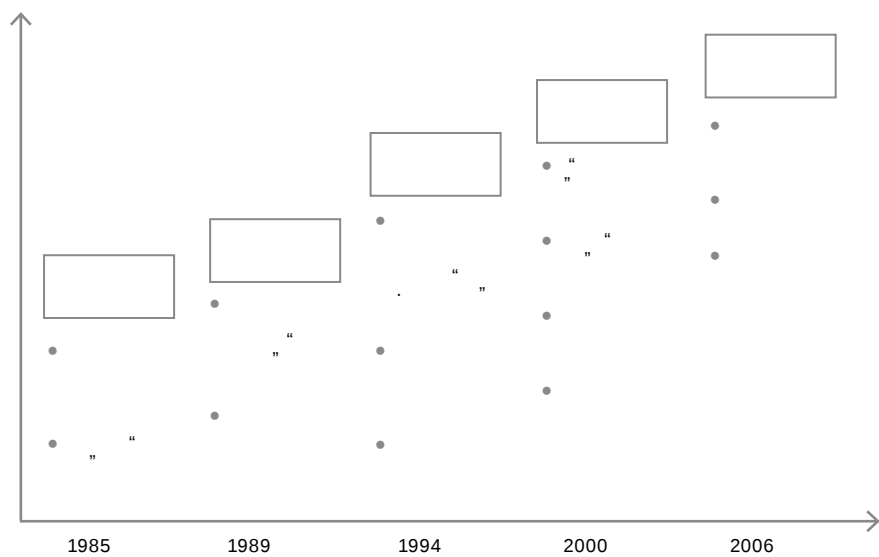
“ ”

2007

“ ”

2011

Е Е



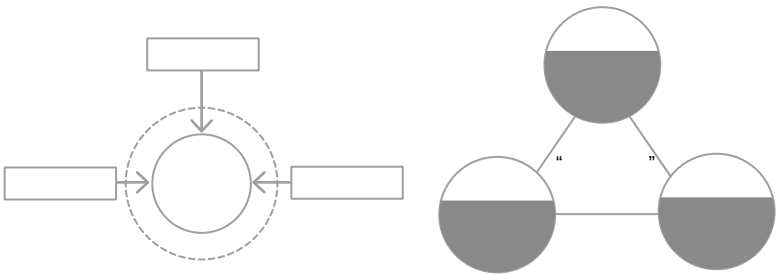
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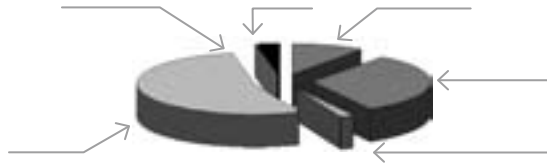


“ ”

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43%

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COMPAQ

2000

E L

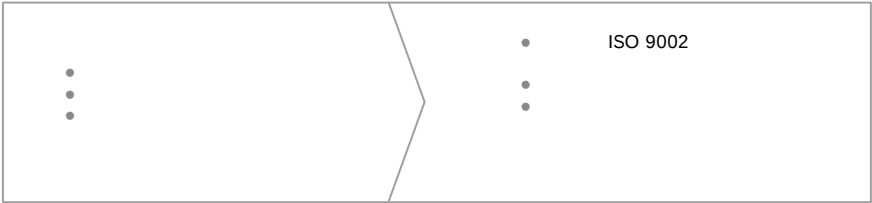
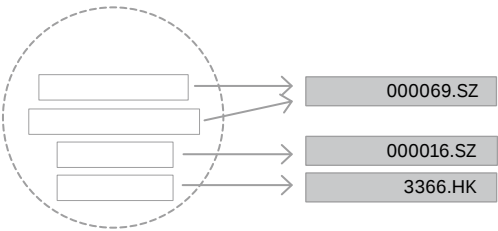
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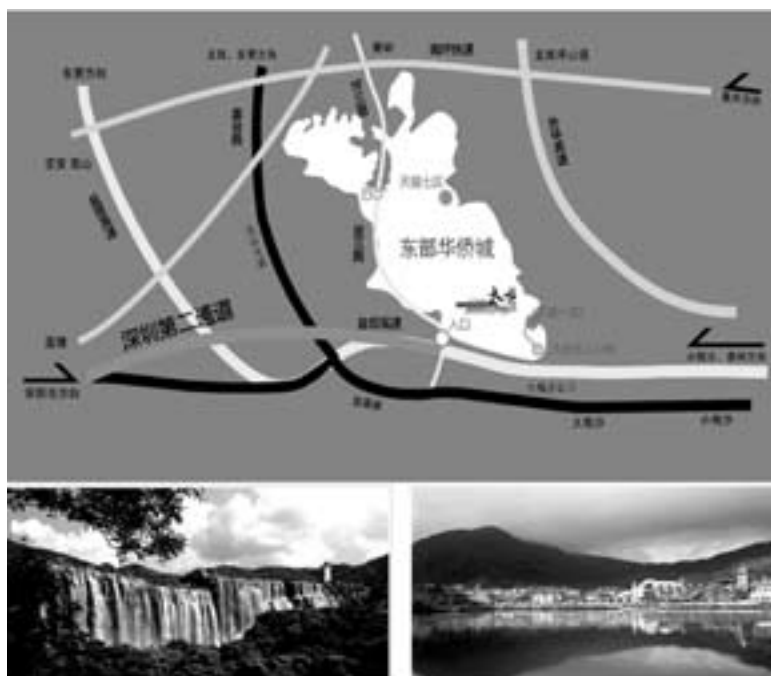
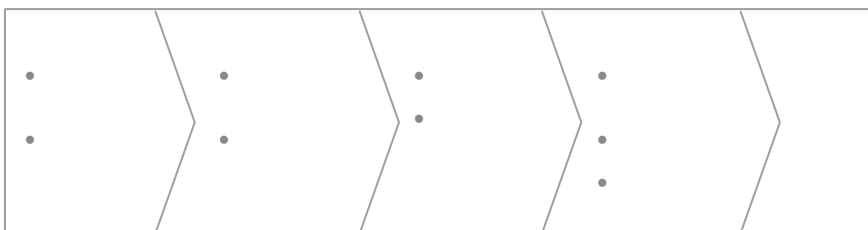
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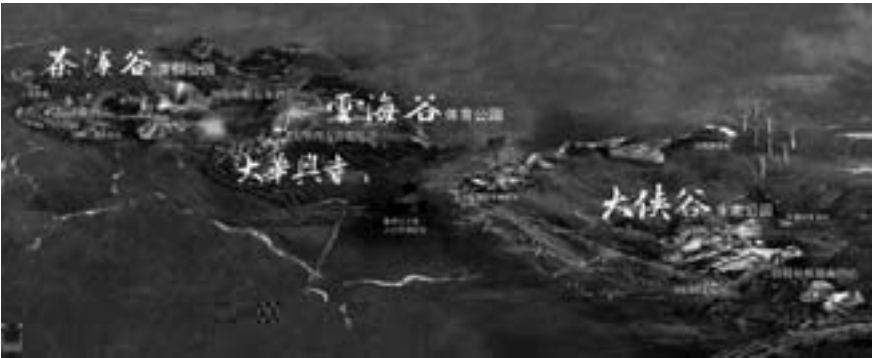
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2004

9





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70%

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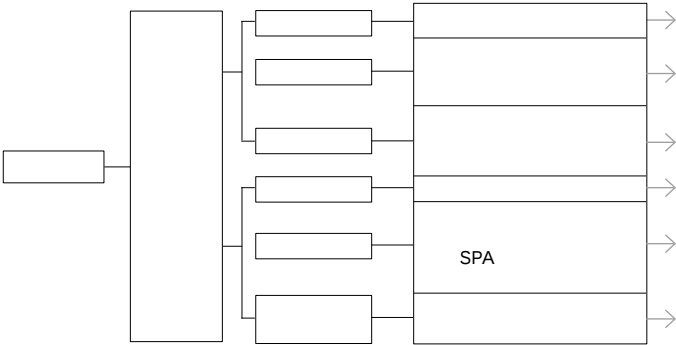
4 + +

●

“ ”

“ ”

SPA



	2007	2008	2009
	1 2 3	1 2	1 2

	2007	2008	2009	2010
	1 5200 SPA 2 18 3	1 18 2 6000 SPA	—	—
			—	—

	2007	2008	2009	2010
	5	—		—
		—		—
	1 2 3	—		—

2008

52.36

1.71

3%

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	2007	2008	2009	2009
		VF>ĩ Ž ›ĐAñ ['"˘½ñ 1÷ qv" Q% @Edc& &#«@Âi„ q WH)0 PEdc#d B`' qñ "uÂÀ		
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E E

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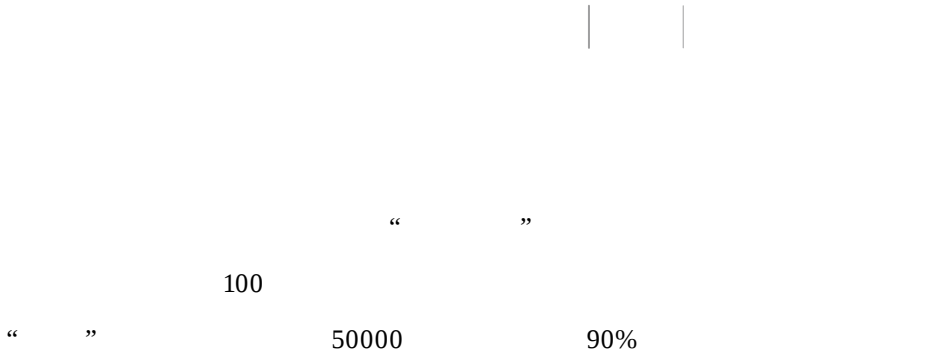
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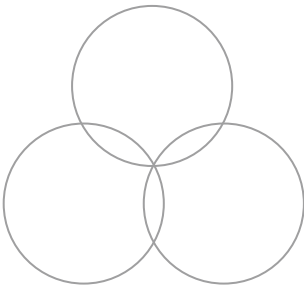
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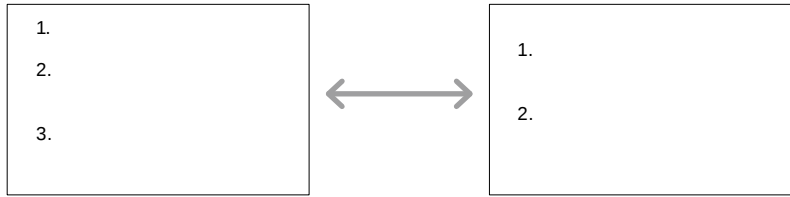
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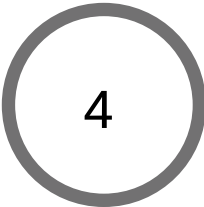
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Motorcoach Resort

Motorcoach Resort

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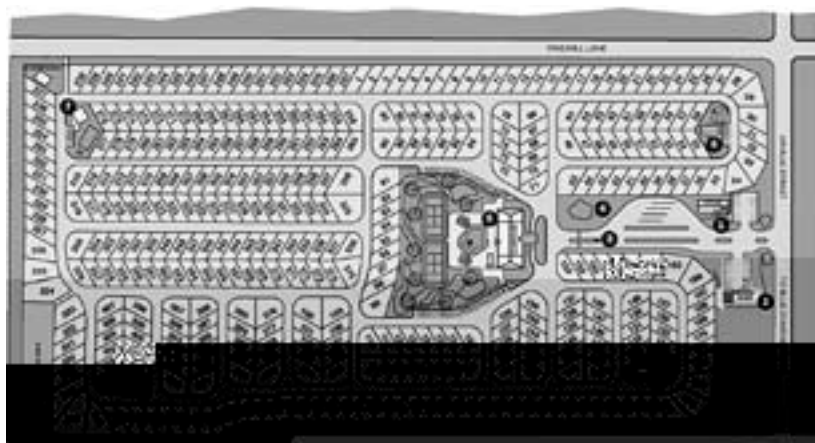
Mead Hoover



- Motorcoach Resort 36 °5' N115 °10' W
- Mead Hoover 8
- Aville Blue Diamond Rd



- | | |
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Motorcoach Resort

Spa

Motorcoach Resort 400

4-6



"Standard" sites	49 299 1099	BBQ	54 319 1199	
"Premier" sites	69 419 1594	BBQ	74 439 1649	
"Amenities" site	89 545 1999	BBQ	94 565 2099	

Motorcoach Resort

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Spa



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Surfers Paradise E E
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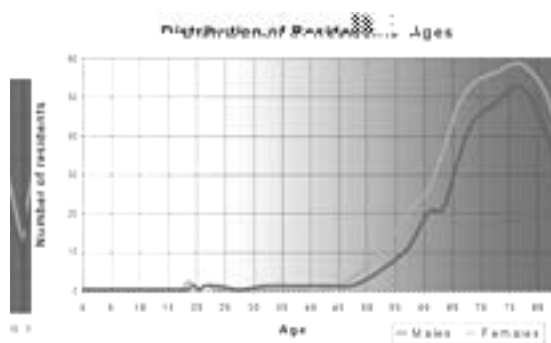
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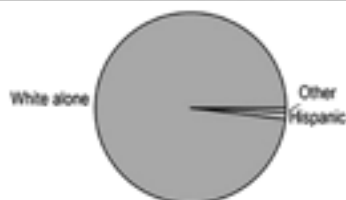
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2000			38,309	15,762
22,547	23490	12520		
1,019.4	27731	737.9/		
98.44%	0.51%	0.13%		0.3%
0.03%	0.16%	0.44%		
	23490	0.3%	18	
49.5%		3%		46.7%
	32,508			40,464



Races in Sun City Center in Sun City Center, FL



DelWebb

1960

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DelWebb

80

SunCityWest

90

SunCityGrand

21

SunCityFestival

1959

DelWebb

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5

DelWebb

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237

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	6,734
	724
3~4	625
5~9	843
10~19	286
20~49	312
50	1,458
	78
	8



\$140

126

BENSUTTON

\$1500

Suncitycenter

LakePleasant

WhiteTanks

Hieroglyphic Bradshaw

“ GoldCountry ”

Vulture Bumblebee Constellation Octave TipTop CrownKing

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	West Valley Symphony West Valley Art Museum Mineral and Gem Museum Arizona State University Extension Rio Salado Community College Concerts at the Sun Bowl		

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SunHealthBoswellMemorial





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Queenstown

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KawarauJet

ShotoverRiverCanyons

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GibbstonValley

PinotNoir

GibbstonValleyVineyard

AmisfieldWineryBistro

TheWinehouse&Kitchen



3

2

CORONETPEAK

18

280

2

4

100

Boardwalk

Arrowtown Saffron

Arthur'sPoint

Gantley'

Tatlers TheBunker Frasers

MinamiJujisei

5

ShotoverSt.

CampSt.

ReesSt.

O'Connell'sPavilion

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WinterFestival

WinterFestival

1974

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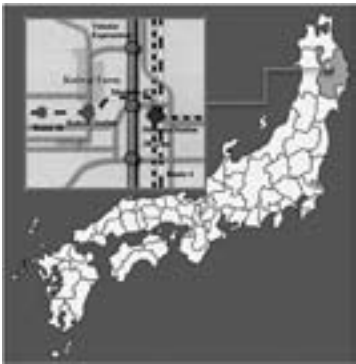
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Makiba

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Makiba

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Sheep Dog Show 4 11

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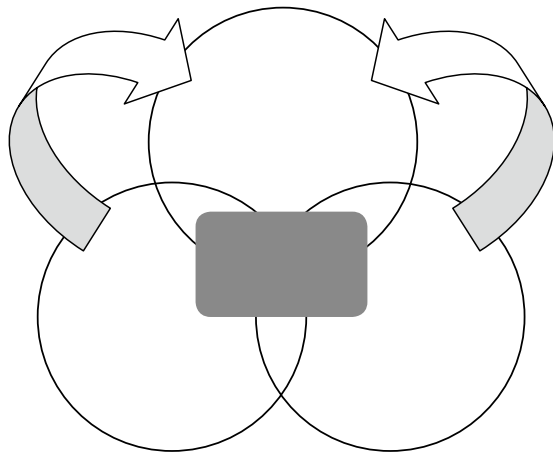
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- [20] 2010 [M] 2010
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- [34] . 2009. [M]. .
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更多的人开始注重休闲品质和精神享受，选择多元体验的新式休闲生活。东部华侨城、千岛湖、宋城等休闲项目为国人提供了“离尘不离城”的休闲体验。随着世界流行的极限休闲、汽车露营等休闲方式在国内的兴起，中国新都市休闲的商机无限。

