Sustainable business
SU S TAINABLE BUSINESS

• SEA LIFE established in 1979

• Over 40 aquariums across the globe

• In excess of 15 million visitors per annum

• Approximately 150,000 fun and inspiring presentations

• Over 1 million educational school visits.

GROWTH STRATEGY:

• New build

• Acquisitions

• Annual reinvestment

• Group synergies.
Location considerations

- Suitable sized market
  - 2 hours travel time
  - 10 million people

- Affordability in market place

- Proximity other leisure attractions & near water or retail malls

- Safe & easy access
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Development of a business

- Researching the market
  - Focus of the development
  - Cultural refinements
  - Scale of the development

Operation of a business

- Key Performance Indicators
  - Strategic and tactical changes to business
THE reason to visit

– Launch
  • New SEA LIFE
THE reason to visit
– Launch
  • New SEA LIFE
  • Acquired, rebranded to SEA LIFE

– Re-investment
  • Larger investments creating big interest
THE reason to visit

– Launch
  • New SEA LIFE
  • Acquired, rebranded to SEA LIFE

– Re-investment
  • Larger investments creating big interest
  • Mobile Features
    – Annual re-locatable feature

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Cost Effective

Understanding the Visitor

Competing Proposition

Strong Marketing

Passionate Staff

Robust Animal Programs

Suitable Market

Passionate Staff
Strong ethical policies
- Acquisition
- Welfare
- Disposition

Active Conservation and welfare programs
- Breed
  - Over 3500 animals across 45 species
- Rescue
  - Over 100 marine animals released across 7 species
- Protect
  - Over 15 million visitors
  - Over 130 local protection projects
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Suitable Market

Cost Effective

Understanding the Visitor

Compelling Proposition

Robust Animal Programs

Passionate Staff

Strong Marketing

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Strong Marketing

On brand

- Amazing Discovery

- Clear messaging
  - Breed
  - Rescue
  - Protect
On brand
  • Inspirational education
    – Fun learning

Sustainable Business

- Sustainable Market
- Cost Effective
- Understanding the Visitor
- Compelling Proposition
- Robust Animal Programs
- Strong Marketing
- Passionate Staff

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