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ACTVENTURE Advisory Board Meets in Dubai on Sidelines of IAAPA Dubai Winter Forum

Existing L&E infrastructure to attract 18 million visitors per year; ACTVENTURE looking for second global destination in the UAE

Dubai - Jan 27, 2018: <p>As the UAE's leisure and entertainment (L&E) industry forecast to reach 45 million visitors a year by 2021, the advisory board of ACTVENTURE, the integrated active lifestyle destination being developed on Australia's Sunshine Coast, convened in Dubai to discuss potential locations and partners for a UAE roll out. Owned by the UAE-based Najibi Investments, ACTVENTURE is currently conducting bulk earthworks and construction should begin in the fourth quarter of 2018.</p>

<p>Geoff Chutter, founder and CEO of WhiteWater West, the amusement industry powerhouse that employs a workforce of 650, and is responsible for helping create the vision behind the UAE's leading water parks including Wild Wadi, Aquaventure at Atlantis and Yas Waterworld, joined ACTVENTURE's Advisory Board last year.</p>

<p>"The UAE is the leading L&E destination in the region with a huge growth potential over the next three years where we believe the market could double when the current projects on the books are complete," said Chutter on the sidelines of ACTVENTURE's advisory board meeting in Dubai. "I believe that ACTVENTURE is a differentiated active lifestyle destination that will cause huge waves in Australia and bringing the concept to UAE will only add to the country's diversified sector."</p>

<p>Chutter is in the UAE to participate in The International Association of Amusement Parks and Attractions (IAAPA) Dubai Winter Forum, that attracts operators from all over the world. Attendees will take part in seminars about trends in the leisure industry, network with fellow industry professionals, and experience behind-the-scenes tours of the UAE's newest parks and attractions.</p>

<p>"Dubai is set to become a world-class leisure and entertainment destination rivalling Orlando, Singapore and Hong Kong, and we want to participate in this growth trajectory," said Talal Y. Najibi, Executive Chairman of Najibi Investments.</p>

<p>ACTVENTURE's unique proposition as an active lifestyle destination with a world-class water park and family hotel fits perfectly in the UAE's L&E vision. Furthermore, empirical evidence shows the hotels located close or within water park developments achieve higher occupancy rates and longer lengths of stay.</p>

<p>"We decided to convene our Advisory Board meeting here in Dubai to discuss the potential opportunities we face here and to develop strategies to most optimally meet these opportunities."

said Bradley P. Sutherland, CEO of ACTVENTURE.</p>

<p>ACTVENTURE named three top global executives to serve on its Advisory Board last year to bolster its strategic vision and global expansion plans. Joe Zenas, CEO of Thinkwell Group and Fredrik Jonsson, Founder and Managing Partner of Mereha, along with Geoff Chutter, President and CEO of Whitewater sit on the board.</p>

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About Najibi Middle East:

Rooted in the Middle East, Najibi is a diversified, independent business conglomerate. First set up in Bahrain over 50 years ago, Najibi's interests lay in trade, construction, manufacturing and hospitality. Through a strategic shift in 2003, Najibi came under the leadership of Talal Yusuf Najibi, and in accordance with his directive, Najibi incorporated a keen focus on the retail sector, and undertook ventures in real estate, manufacturing, industry and trade.

Najibi's areas of operation and business services include strategic advisory and consultancy, chemical distribution, retail trading, sanitary wares and kitchen products, the environment, health and safety segments, and investor relations. Najibi explores joint ventures and business opportunities across multiple verticals, and is committed to sustainable business practices, continual growth and sustainable productivity.

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