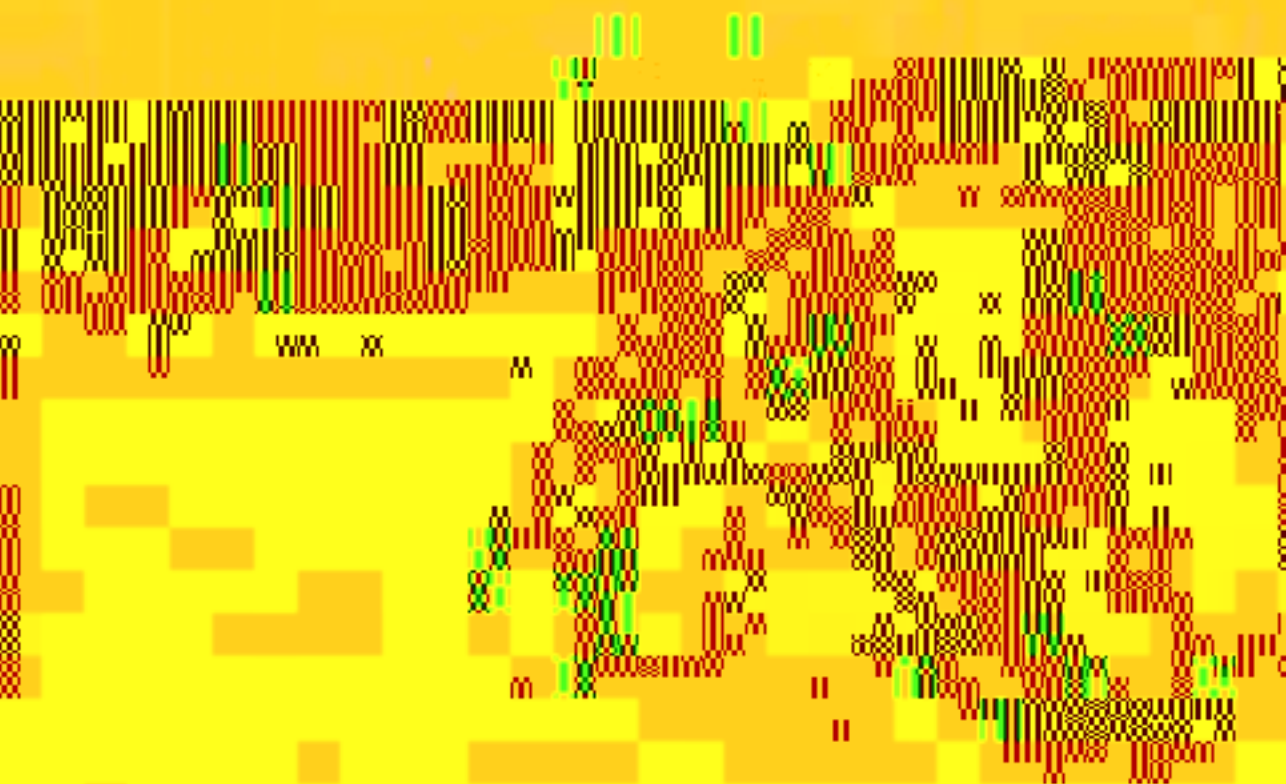


世联地产顾问丛书

# 都市 休闲



/ / /  
/ / /



2011~2020

10

2010

Cocopark

“

”

“

”

“

”





# 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		
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53	2.3.2		
59	2.3.3		KPI
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102	3.3.1		
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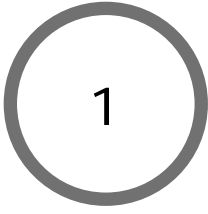
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111	4.1	— —	
111	4.1.1		
120	4.1.2	"	"
			Motorcoach Resort
124	4.2	— —	
124	4.2.1	"	
128	4.2.2		
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135	4.3.1	"	
142	4.3.2		
			Queenstown
149	4.4	— —	
149	4.4.1		
151	4.4.2	"	"
			Makiba
160			
164			





Why— —





" "

1.1

1.1.1

1949

1978

1995

30%

70%



1- 3

| | |

" "

1-4

1-2

1-2

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

“ ”

1-5

“ ”

1-6





10000

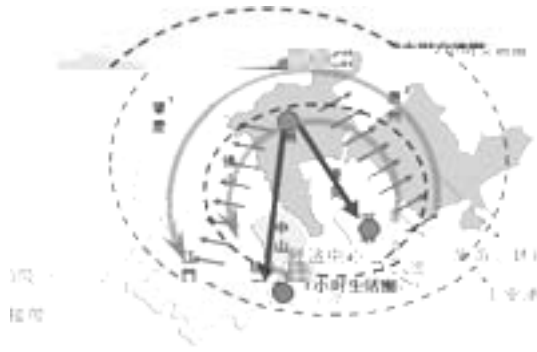
“

”

“

”

1-8



1-10

“ ”

1-9

“

1-10

“ 5+2” “ 11+1”

“ ”

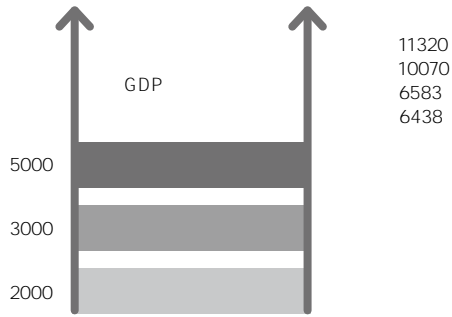
“ ”

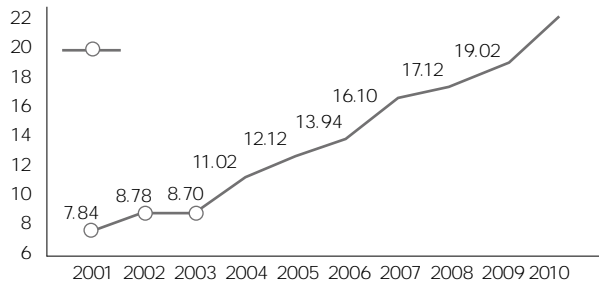
“ ” “

” “ ”

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”





1- 13

.....

“

”

## 1.1.2

“ ”

“ ” 12

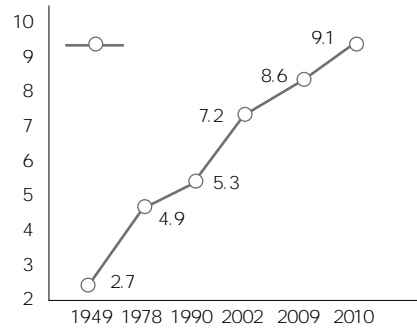
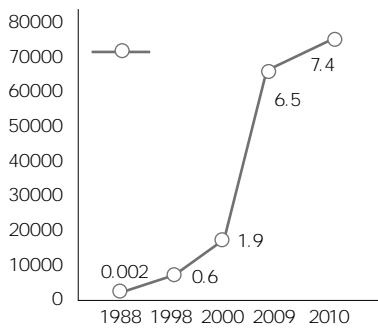
2010

91

7.4

1- 14

“ ”



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

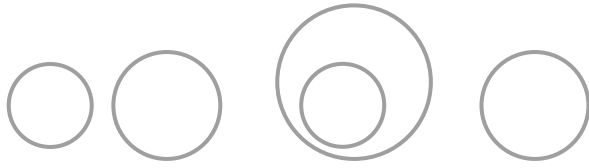
“ ”

“ ”

“ ” “ ”









### 1.2.1

	20 30	6
20 40	12	18 40
	40 60	

### 1.2.2

DIY

1.2.3

“ ” “

”



What—

.....

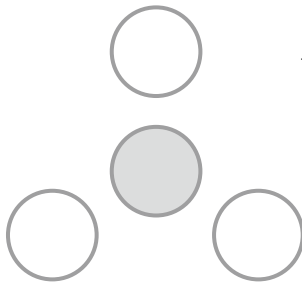




2

3

/



2 1

3

| | |

21

2.1.1

--

Dunton

Telluride 48

Lizard

Head Pass

19

1999 2002

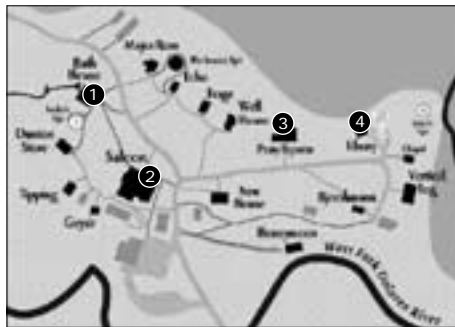
2003 2004

2005



2-2

4700



2-4

2-1

1		5 30 41
2		SPA pilates
3		
4		
5		



2 2 DUNTUN 12

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/
DUNTUN 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	/DVD	/ \$1,700, / \$1,300, \$1,600 3 4 \$350/ 5 10 \$250/

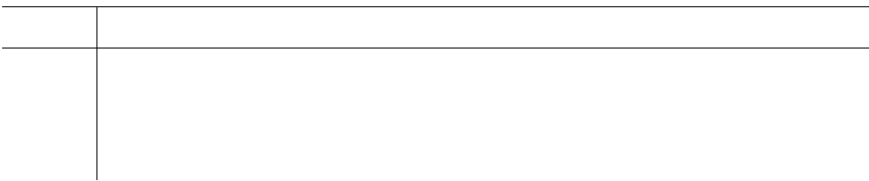
SPA

SPA

| | |

42

2 4



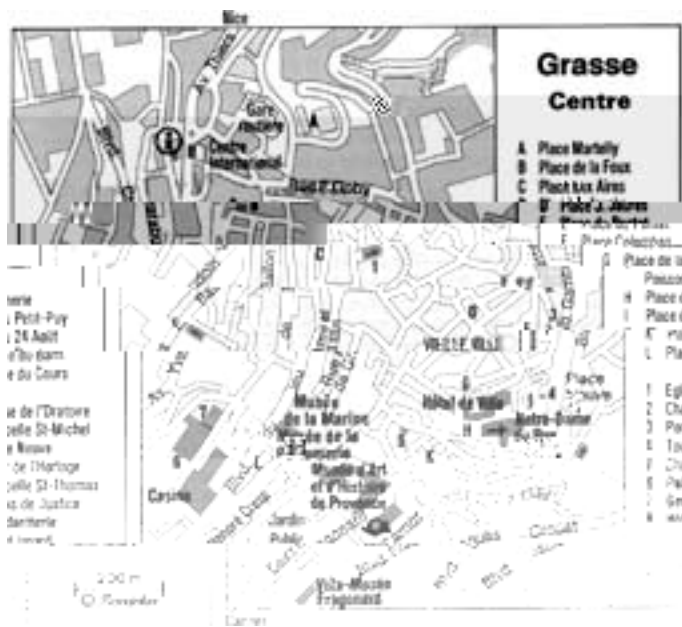
/



2-5

2-6

1		GIP	2	30
2				
3				
4				
5				



2-6

80%

13

16



PERFUMERY

GIP The GRASSE INSTITUTE OF

GIP



2- 8


\* 3000p4000

International Perfume

Museum The Jean- Honoré Fragonard Museum Villa

Fragonard Galimard Molinard

Fragonard

Fragonard

2

ÿ a .

Fragonard

Galimard Molinard



2-7

rF a—o ard Q<sup>2</sup> ri as i —<sup>2</sup> F y of <sup>2</sup> s o

Place aux Aires

Boulevard Jeu de Ballon

Convention Center

Grasse Theatre

Boulevard Jeu de Ballon

“

”

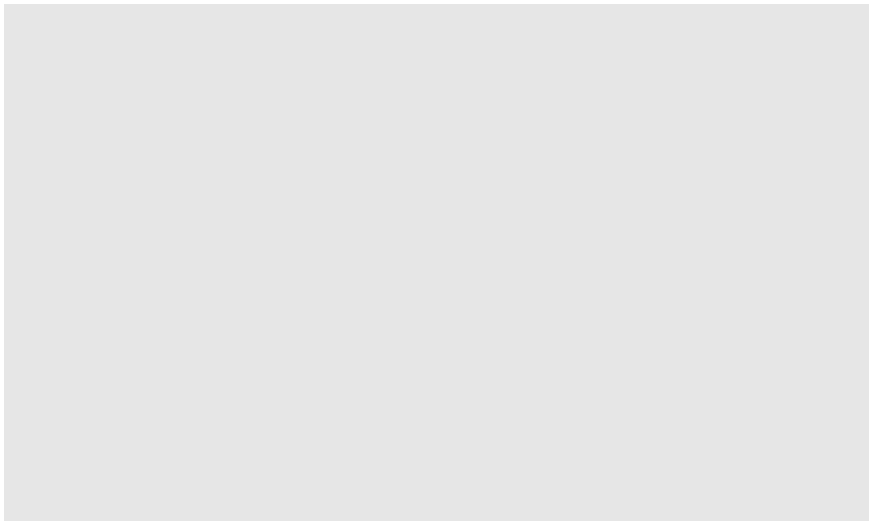
rentals hotels furnished apartment  
 furnished villas rentals guest houses  
 camp site holiday villages

2-9

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

	<p>@U 6Ugh]XY' GU]bh' 5bhc]bY        &lt; hY' /' F]gl XbW' &lt; hY'   fY Xyg' DUfZi ag        &lt; hY' AYWFY; fUggY        &lt; hY' @U 6Y' U X]fY        &lt; hY' @Y' J]Wcf]U</p> <p>AaY' Si f]Yn' 7\ f]gh]UbY' /' 5' Yl UbXY' GdUddYf] ; ]' Uaci f'        @ CW]XbW' A' Si f dU]fY</p> <p>5' UfX !' @Y' ALnYh' XY' AU] 6Ugh]XY' : cbhW' caVY' AaY'        IfVub]UW' @U]J]Y' Y' YfaY' AU]LaY' @U]h]U 6' cW</p> <p>6Ugh]XY' @ci' DUbhU' : 7' cg' Xyg' 7ndf]g' @Y' 6U Uci f' ALg'        XY' U 6Yf] UachhY' 6Ugh]XY' Xyg' C ]j]Yf g</p> <p>@Yg' &gt;Uga]bg ]j] U[Y' 7' i V' @Y' 7' Uj Uf m' : J] U[Y'        JUm]bWg @Yg' 7] XYg</p>	
--	--	--

1		Aromatherapy fair
2		Venissip Beauty and Well-being fair in Grasse Car Rally
3		Expo- Rose, international cut rose exhibition
4		
5		
6		
7	~	
8		
9		







1778

Chesapeake Ohio



Sam Sneed

2-13

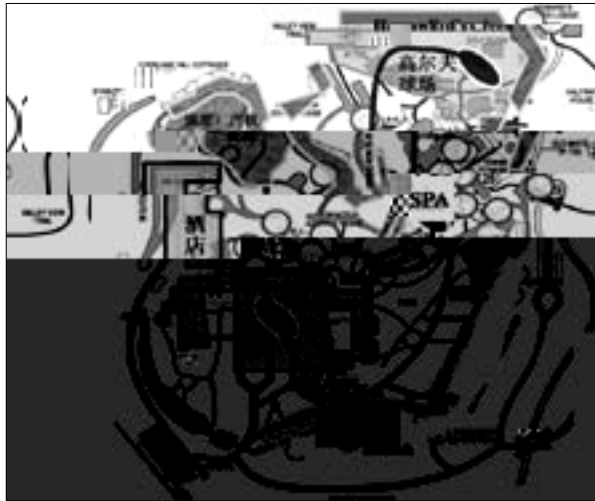
1778 1830	1830 1914	1915 1995
Stagecoach	Chesapeake Ohio	
	1913	1992
	1914 Wilson	

| | |

SamSnead  
“ Ryder” “ Solheim”

SPA

10 40



2-10

2-15

	3-18
	&



2- 16

1778	1830	1830	1914	1915	1995	1995
						z

“ ”



2.2.2

Hidden Valley Four Seasons Resort

Hidden Valley Four Seasons Resort

1

8

100

“ ”



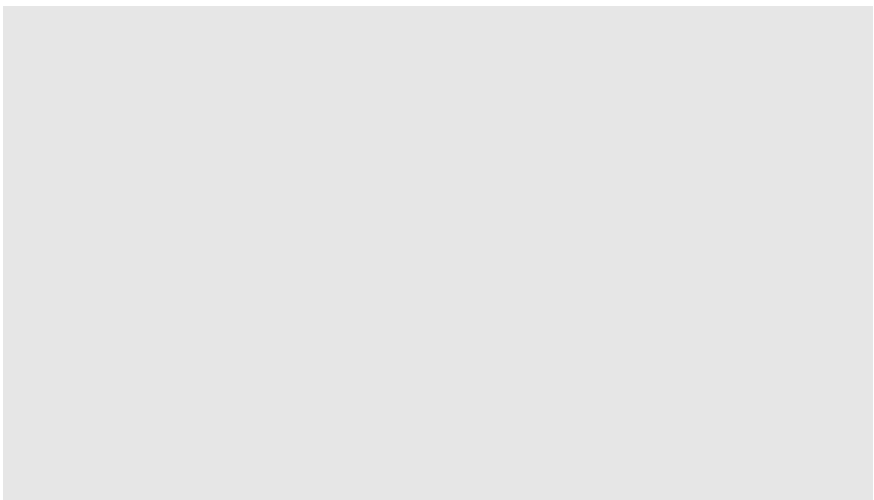
2 12



|

|

|



## 2.3

### 2.3.1

Orlando 32

Lake Buena Vista

124 1/5 7.66

4 3 32 ( 22

) 784

1971 10 1350

1963



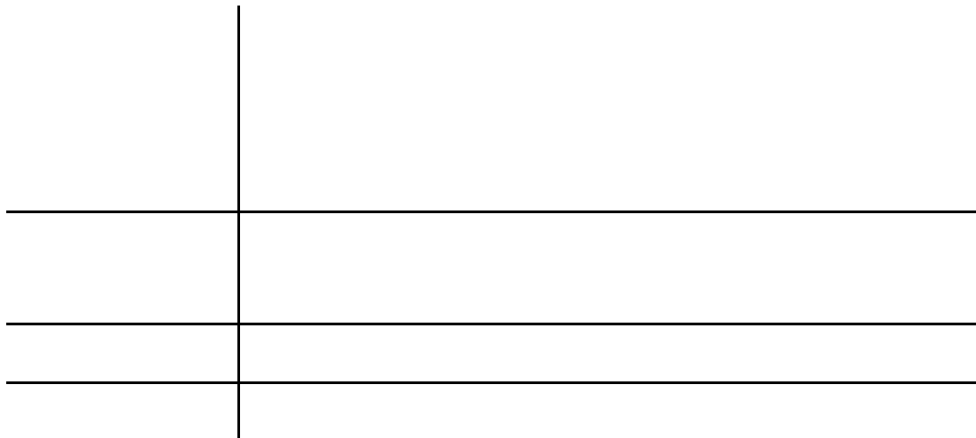


Disney's

Wide World of Sport Complex

1

4



| | |

85%  
784  
5  
3

3  
Downtown Disney  
20 70  
: Marketplace Pleasure Island Westside



4  
Sports Complex

Disney's Wide World Of

1997

220

30



### 2.3.2

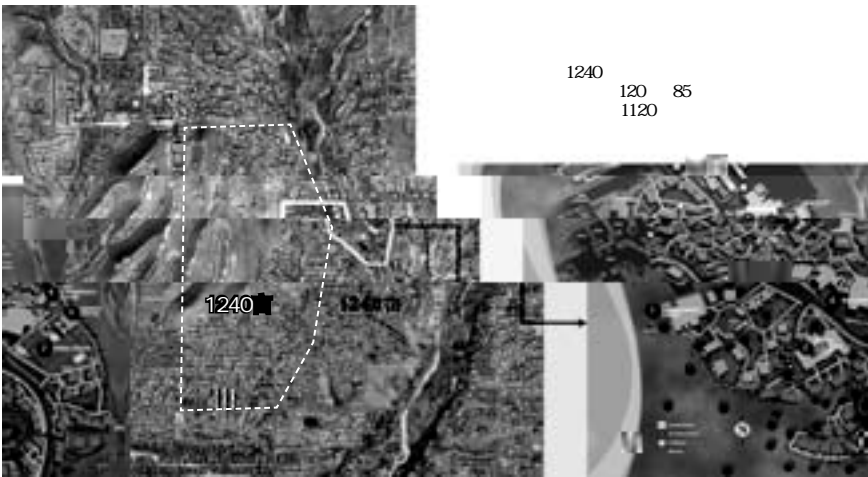
1979  
” “ 2.5 ,  
1240 “ ”  
“ ”  
40 2,200





2

193

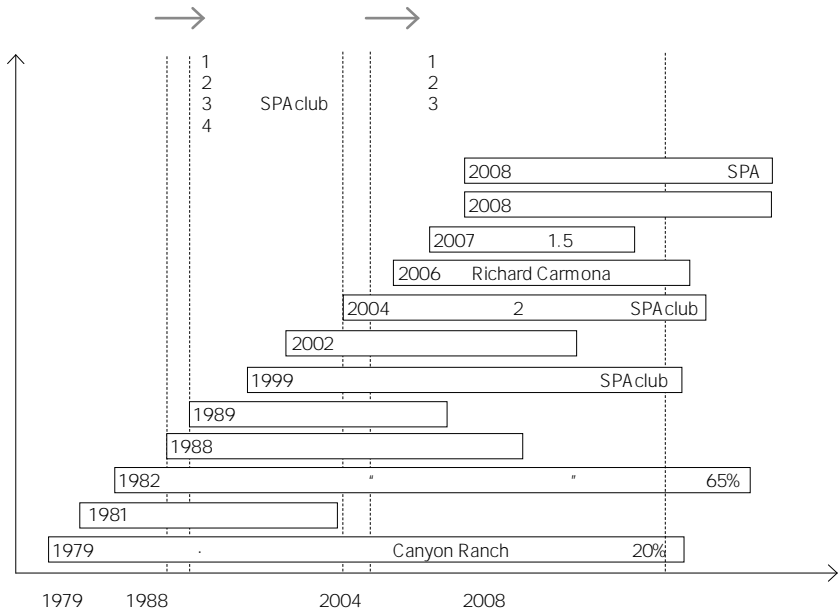


30 3

1979

SPA

# SPAclub



2 14

1

LIFESHARE



2



2 23



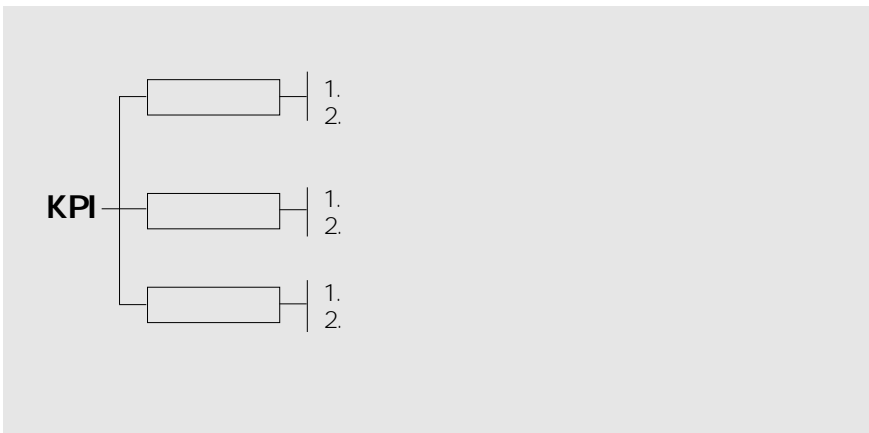
SPA





### 2.3.3

### KPI



Who & How— —





| | |

## 3.1

3 1.1 ---

1

---

129

140

“ ”

2



300 450 130

573

1078

20%

GDP  
25%

1982-1992



1982 1

1985 9

1992  
0.24

15

3 2

|

|

|

“

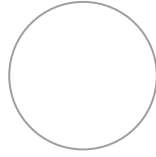
”

1

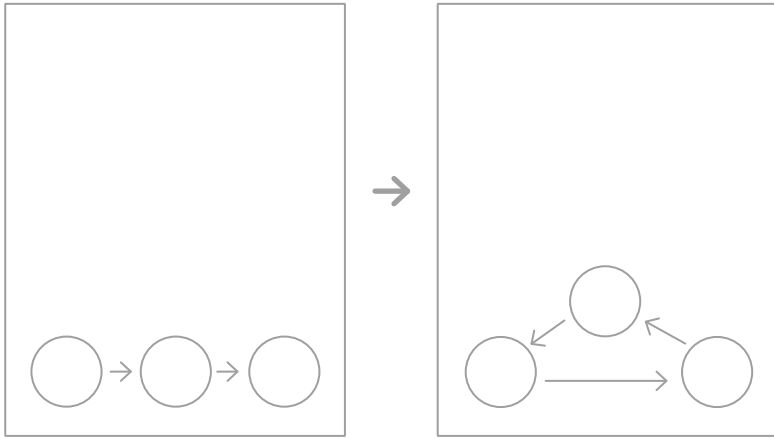
— —

“

”



3 3



3 4

3      — —

1982

2004

2005

“ ”

4      — —      “ ”





### 3.1.2

— —

1993

“ ”

“ ”

2010 9 20

“ ”

6000

3

“ 5+2’

4A

5A

.....

1

“

”

1997

2001

1.8

1.5

1200

“

”

2007

160

1.36

400

1000

“

”

40

400

2010

4

18

5A

2 ”

”

“

”

| | |

1996

“ ”

1997 2

“ ”

“ ”

3

2500

8500

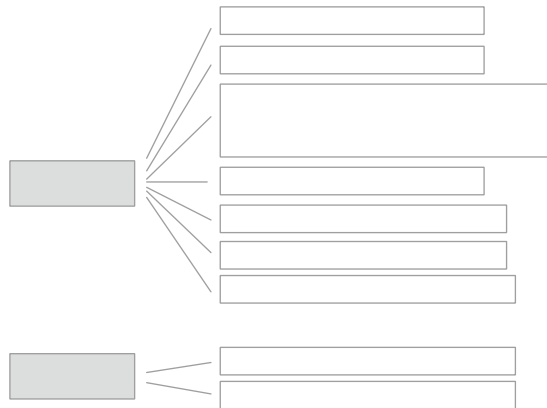
30%

2005

10302.5

8

30



3 5



1

1997 “ ” 500

“ ”

2000 2002

2 6

“ ”

2003

2005

FORREC

“ ” 10

6

2006

,

20

2006 10 ,

3

2006 9 27

“ ”

+ + +

1

| | |

2 " 5+2"

" 4 2'

+

+

+

+

"

“ ”

2010



## 3.2



3.2.1

— — 25

25

25

30

600







| | |

3

6

“ ”

“

”



“ ”

“ + ”



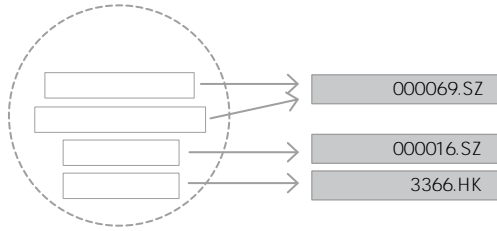
“ ”

“ ” “

” “ ”

“ ”





3-9



3-10

” “ ”

“ ”

“

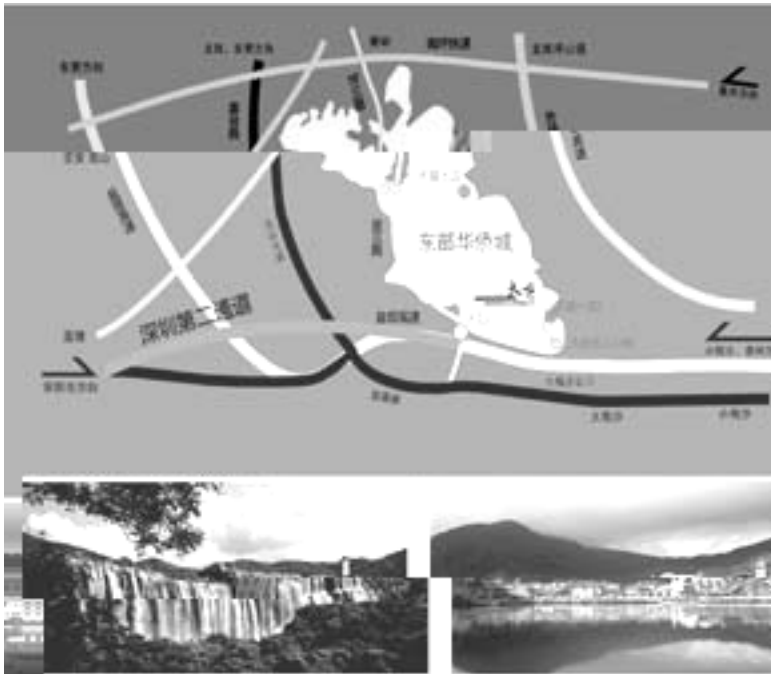
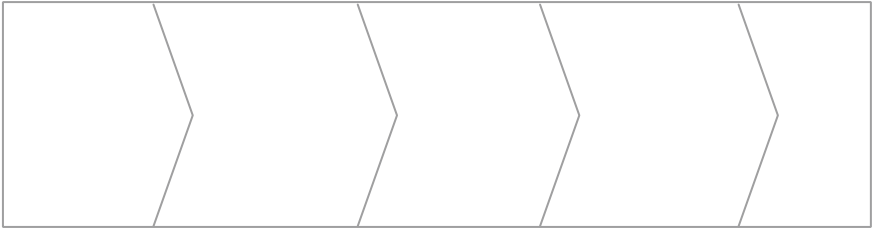
” “ ”

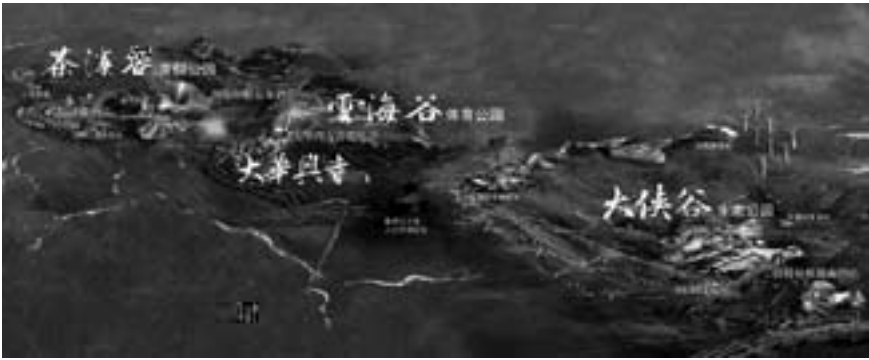


2

2004

9





3 11

3

“ ”

.....

70%

“ ”

4 + +



“ ”

“

”

“

”

3-1

	2007	2008	2009
	1	1	1
	2	2	2
	3		

1 5200  
 SPA  
 2 18  
 3

3 3

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

2008

52.36

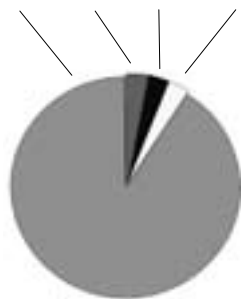
3%

1.71

“ +

”

91% 3% 3% 3%



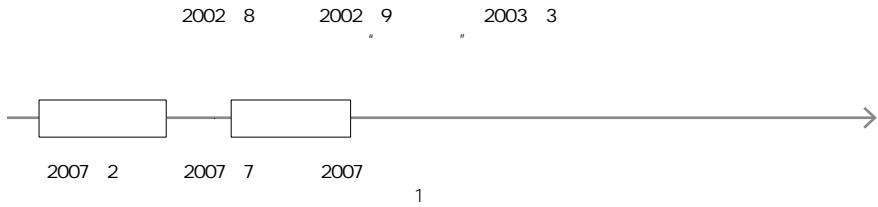
3 4

	2007	2008	2009	2009
	—	7 120 1 2	130 6 9	3 4 5 8
	—			

+ +

3 5

2003-06
---------



3 13    +    +

| | |

### 3.2.2

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1996

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5000

11000

500

“ O ”

“ ”

“ ”

1 ”

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15

60

26



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|



| | |

10%

3

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” 6 “ ”

“ ”

1

“ ”

“ ”

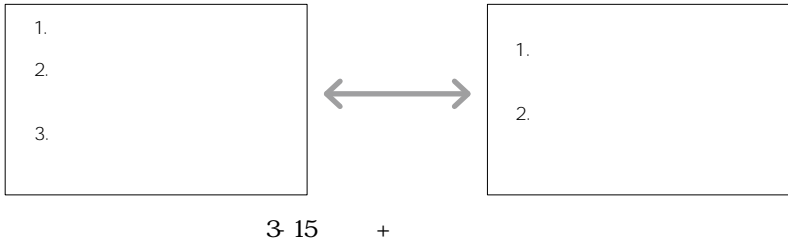
100

“ ”

50000

90%





### 3.2.3

“

”

“

”

“

”

3.3

”

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3.3.1

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”

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“

”

RBD

35

3700

RBD

“

” 2006







| | |

2008

“ ”

“ ”

“ ”

4

1400

2007 2 28

8

2007

2000

“ ”

1

RBD

“ ”

2006 4 22

184

2040.55

233

137.38

10.17

.....

“ ”

| | |

1 " "

“ ” “ ” “

”

“ ”

2

1010

3

11

7

44.06

58.8

4000

Prospect— —

...



# 4

4.1 — —

4.1.1 — —

“ ”

“ ”

4 1

| | |

1

1908

“ T”

1920

T

/



3~6

1/10 1/5  
2~3

RV Recreation  
Vehicle

4 1

“ ”

20000

900

50000

500

KOV

30%

3200

600

70%

27

7000

1500

4800

4 2

4 3

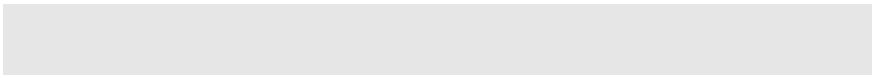

| | |

3

4 4

100

4 4







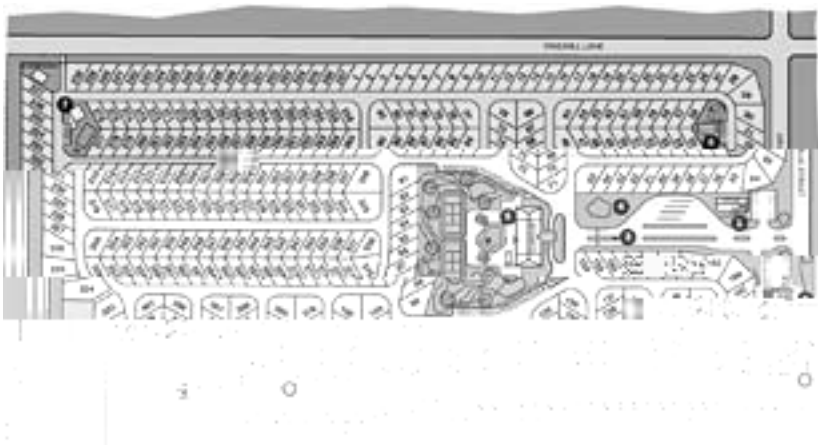
|

|

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- ①
- ②
- ③
- ④
- ⑤
- ⑥
- ⑦
- ⑧
- ⑨
- ⑩



4-4 Motorcoach resort

" "

Motorcoach Resort

Spa

Motorcoach Resort 400

4 6



Motorcoach Resort

9

4.2

4.2.1

21

“ 60

10% 65

7%”

90

2007

60

1.43

11

2030

2.48

2050

4.37

31.2

3 4

“ ” “ ”

“ ” “ ”

Surfers Paradise

Gold Coast

90

10



|

|

|

“ ”

“

”

“ ”

2005

“ ”

30 6 9

50%

## 4.2.2

— —

Maricopa	33.597°	112.271°	1142
Phoenix Mesa-Scottsdale	37.8		37.6
Q2			

312

SunCityCenter 1961



4 5



10

55

18

30

30



DelWebb 1960 20

40

DelWebb 80 SunCityWest 90

SunCityGrand 21 SunCityFestival

1959 DelWebb

DelWebb 5

DelWebb

1960 237

Webb Grand 1970 " Lakeview "

SundialandBell 1979

" Marinette "

" " " "

" " £ .

\$140

126

BENSUTTON

\$1500

Suncitycenter

LakePleasant

WhiteTanks

Hieroglyphic Bradshaw

“ GoldCountry”

Vulture Bumblebee Constellation Octave TipTop CrownKing

4 8

		7	
		2	
		2	
		8	126
		3	
		1	
		30	
		19	
		1	7000
	West Valley Symphony West Valley Art Museum Mineral and Gem Museum Arizona State University Extension Rio Salado Community College Concerts at the Sun Bowl		

15

3

3

4

3

SunHealthBoswellMemorial





4.3 — —

4.3.1 "

1 " " " " " " "

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“ ” “ ” “ ” “ ”

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2 "

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4 9

4 9

4 10




“ ”



“ ” “ ”

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90

1997

6

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”

1

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4 11


8600

100

115

90

200

3

4.3.2

Queenstown





4 9

Queenstown “ ” “ ”  
 LakeWakatipu Arrowtown  
 ArrowtownChineseSettlement  
 8467 18,000  
 80% 10% 10%

4 12

(° C)				
	16	22	16	10
	15	10	6	1

| | |

“ ”

75000

4 13

	/

35 72 105

20

50

“

3

80

72.5

" "

KawarauJet

ShotoverRiverCanyons

4

40

| | |

1

Millbrook

1992

.

15



3

2

CORONETPEAK

18

280

2

4

100

Bcardwalk

Arrowtown Saffron

Arthur'sPoint

Gantley

Tatlers TheBunker Frasers

MiraniJjisei

5

ShotoverSt

CampSt

ReesSt

O'Connell'sPavilion



— —  
WinterFestival

WinterFestival  
1974

80

6 7

75

B.B.Q

60

4.4      — —

4.4.1      — —

4 14

	●	●	● →

|

|

|

“ ”

“ ”

1

2

3

/

“

”

4

### 4.4.2 “ ” —— Makiba

“ ”



| | |

120

3000

2/3

“ ”

40

Makiba

75

“

”

6

19 40 60

1967

1890

“ ”

1967

1972

1993

Makiba



4 15

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75 9891-1966

09 40 60

f890

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4 13 Makiba

Sheep Dog Show 4 11

2 3

DIY

2

35

|

|

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4 16

			DIY Show Sheep Dog

7

“ 5 ” 2

43

| | |

“ ”

Momtorein

“ ”

1

è

%

”

“

”

DIY

|

|

|



“ ”



| | |

2011 4



- [1] Cater C I. Playing with risk? participant perceptions of risk and management implications in adventure tourism [J]. *Tourism Management*, 2006, 27(2): 317-325
- [2] David B. Weaver. Magnitude of ecotourism in Costa Rica and Kenya [J]. *Annals of Tourism Research* 1999, 26(4): 792-816
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