

## Annex A

### Company Profile:

World Tourist Attractions-GCA is the world's leading operator of Giant Observation Wheels, offering a superlative, peerless customer experience across multiple international wheel sites.

We have recently combined forces with the Great Wheel Corporation who are responsible for the Singapore Flyer - at 540 ft the largest observation wheel in the world.

Our unrivalled track-record and impressive visitor volume in wheels sites throughout the UK and beyond means that we are confident that we will be able complement and enhance the city of York's domestic and international tourism offering as well as generating associated spend for local businesses.

Our high profile locations in both hemispheres have ranged from the grounds of a British Royal Palace (Windsor Castle) to a World Heritage Site (Greenwich in London) and have (and will soon) include Paris, Singapore, Berlin, Beijing, Manchester, Brussels and Belfast where our wheel was recently voted most popular tourist attraction in the city.

We are in the process of opening many new sites in Australia such as Brisbane, Perth and Melbourne where the Southern Star Observation Wheel is the largest in the southern hemisphere.

The repeat custom of our public sector partners is as a direct result of our combined businesses consistently delivering outstanding cultural and commercial benefits including

- Boosted tourism numbers to cities and regions
- Secondary spend to local businesses
- Many new jobs, including management roles
- Regeneration or enhancement of familiar locations

Our wheels are also an excellent PR and sponsorship opportunity for associated organisations with the media coverage surrounding the Birmingham wheel alone generating around 52 million opportunities to view (OTV) from October 2003 to March 2004.

Our partnership with renowned Ronald Bussink Professional Rides means that we can guarantee delivery of a technologically advanced wheel that is sure to delight York residents and tourists alike.

These are just some of the technical and design innovations featured on our 'Wheels of Excellence'

Graceful and inspiring design leading the world in the 'next generation' of giant observation wheels  
Fully self supporting structure  
State of the art, fully enclosed air conditioned capsules  
Luxury VIP capsule options  
Advanced two-way wireless communication and technology  
360 degree panoramic views of the surrounding area  
Lighting package  
Multilingual interactive in-capsule commentary highlighting local landmarks  
Excellent disabled access  
Virtually silent performance  
German DIN standards and TUV approval  
Computer controlled operation  
Full fail-safe back-up

Each wheel is a triumph of civil engineering, inspiring in its own right, but combined with our exceptionally high standards of operation and the draw of European Destination of the Year, York, we believe that our proposal represents an exciting new way to enjoy York's awesome mediaeval and architectural marvels from closer than ever before.