



## GMF STORY OF SUCCESS

### OPERATION (SELECTION)

#### GERMANY

- Marienbad Brandenburg
- Aquaplex Eisenach
- Friesentherme Emden
- Gumbala Gummersbach
- Soltau Therme
- BadeLand Wolfsburg
- Therme Obernsees
- Sport- und Wellnessbad Kelsterbach
- Nemo Magdeburg
- Titania Neusäß
- Calypso Saarbrücken
- Wasserwelt Langenhagen

#### International

- Narzissen Vital Resort Bad Aussee, Austria
- Asia Spa Leoben, Austria
- Alpentherme Ehrenberg, Austria
- Aquapalace Praha, Czech Republic
- Freizeitbad Ried im Innkreis, Austria

### CONSULTING (SELECTION)

- cityconcept Saarbrücken
- thematic concept Damp
- investor consulting Neumarkt
- Jury Ingolstadt, Bad Tölz
- feasibility Starnberg
- risk analysis Aachen
- change management Soltau
- restoration concept Bernau
- change management Leoben, Austria
- concept analysis Trzecacz, Poland
- feasibility Hotel Kiev, Ukraine
- modernisation concept Perm, Russia
- pre-opening Wroclaw, Poland
- development concept, Milan, Italy



Competence for leisure, aquapark & spa  
Gesellschaft für Entwicklung und Management  
von Freizeitsystemen mbH & Co. KG

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Competence for leisure, aquapark & spa





## GMF COMPETENCE

Since 1986 GMF GmbH & Co. KG is positioned strategically with a unique business model as a modern service company for leisure and aqua park facilities. With our business fields of **GMF Consulting** and **GMF Management** we are responsible for about 400 Mio. EUR investment, more than 600 employees, around 65 Mio. EUR turnover in aqua park, leisure, thermae, spa, wellness, fitness and hotel facilities.

We welcome more than 6 Mio. guests per year in GMF operated sites at home and abroad. As member of the ASPRO Group we profit from synergies of 20 aqua parks and more than 40 leisure and holiday parks.

Health, safety and service for our guests – professional service, security of planning and business success for our clients – this is what GMF stands for as a team since 28 years.

The competence of the GMF team and long year experience, the power of innovation of our GMF competence centers and operations, the constant analysis of local and international market developments together with the synergies of the **GMF group** and the **GMF supply company WFD** form an innovative and effective network of specialists. On this background GMF Consulting and GMF Management are able to secure the ecologic sustainability and long-term success of aqua park, leisure, thermae, spa, wellness, fitness and hotel facilities for private and public investors.

**Above all we focus on complete satisfaction of our clients, guests and staff to ensure the competitiveness and profitability of our concepts and operations. The heart of our success are our employees. We care for their wellbeing and development.**

*Please check more with our references and ask for our individual offer.*



## GMF MANAGEMENT

No matter if it is a municipality, public, capital share company or private investor, our service and philosophy is that of a “silent operator”. **GMF Management** with its trademarks **managed by GMF** and **vivamar** offers long-term experience and competence no matter whether in lease or management contracts.

We stand for tailor-made concepts, a professional pre-opening, qualified and innovative management service concepts. Our trained and friendly staff and management care for the guest's security, premium service, health – not to forget – pleasure.

GMF market research, benchmarking and concept brain pool provides new trendy ideas, concepts and events every day to make the guest feel safe, cared for and entertained in their individual habits and needs.

### OUR GOAL

... is the implementation and organisation of a sustainable competitiveness and service quality of aqua park, leisure, thermae, spa, wellness, fitness and hotel facilities for private and public investors.

### OUR COMPETENCIES

- **Pre-Opening** – concept, business plan, marketing, purchase of goods, organisation, contracts, training, PR
- **Operation** – quality management, manual, operating concept and processes, price and target group policy, risk management
- **Human resources** – acquisition, training, qualification
- **Resource management** – purchase, waste, energy
- **Facility management** – maintenance, insurance, service, trouble shooting, warranty management
- **Planning, Controlling** – budget-, liquidity-, investment planning, reporting, benchmarking



## GMF CONSULTING

You are planning a new or want to renovate an existing aqua park, leisure, thermae, spa, wellness, fitness or hotel facility? **GMF experts provide objective and comprehensive consulting – regarding your targets, decision structures and priorities – to give you a reliable basis for investment and strategy decisions.**

GMF experts analyse the project conditions and requirements, check the feasibility of your concepts and planning, develop and check options, design concepts and forecast investment and life-cycle costs. GMF supports your management in securing the concept during construction, designing the business concept, implementing a quality organisation and preparing the opening.

### OUR GOAL

... is to provide you as investor and your team with the operational expertise and market experience of GMF in order to make you design, secure and sustain a competitive life-cycle success of your aqua park, leisure, thermae, spa, wellness, fitness and hotel facilities.

### OUR COMPETENCIES

- Competition and location analysis
- Stress test and business forecast
- Risk analysis
- Plausibility check, feasibility study
- Public leisure concept
- Planning concept (attractions, functions, capacities, rooms)
- Investor consulting (organisation of processes, tenders, materials, attractions, functions, strategy and policy, marketing and corporate identity, business concept, training, pre-opening)
- Pre-opening (concept, budget, realisation, opening)
- Quality management (operating manual, training, risk management)