

CREATING WEALTH

•Wynn Macau's Tree of Prosperity



by Christian Aaen

Wynn Macau's Tree of Prosperity is a unique entertainment show which opened on December 24, 2007, as part of the Wynn Macau expansion. In 2004, the opening of the Sands, Macau's first Vegas-style casino, heralded a gaming boom in Macau. The number of casinos rose from 11 in 2003 to 31 at the end of last year, while the number of tables increased tenfold to 4,017. On average, there is more than one casino in every square kilometer of Macau, a city of 29 sq. km, and thus a highly competitive casino and resort market.

The Tree of Prosperity combines incredible attention to detail with high artistry, sophisticated design and multi-media entertainment to create an attraction unlike anything else in Macau. It represents a must-see best-in-class casino attraction. It delivers a compelling and unique visitor experience, combined with a highly programmatic attraction within a compelling, flexible space.

The show realizes the vision of Mr. Steve Wynn and his team, and embodies Mr. Wynn's concept of transformable spaces, in which the architecture itself creates much of the entertainment. It began with the basic idea of delivering a simple, yet transformative experience, mixing Asian and European influences (East meets West) and creating guest delight (a "wow" experience). The main theme had to be familiar to the majority of the audience and would be combined with Asian and Western symbols to show respect for each culture. That led to the creation of this first-of-its-kind Golden Tree, symbolizing auspiciousness.

Located in an atrium at the entrance of the resort marked by a 100-foot diameter Rotunda,

the high-intensity, wealth-showering, auspicious Tree of Prosperity makes regular appearances in a show that delights - and, more importantly, attracts - tourists to the casino resort. (The show is free to provide tourists a high value experience and give back to the people of Macau.) In the center of the floor is a 30-foot diameter dome covered in Western Zodiac symbols. Overhead, a 70-foot ceiling dome features the 12 symbols of the Chinese Zodiac. As the show begins, the ceiling dome is revealed to be a carefully calibrated iris that reveals an LED video screen on which the dramatic show appears. When the video screen splits in two, a 30-foot diameter, 13,000-crystal chandelier descends from the ceiling. This activates the floor dome, which opens in turn, revealing the iconic Golden Tree, that rapidly grows to a full height of 38 feet while theatrical lighting reflects changing seasons. The 11-meter tall Tree has 60 limbs with 2,000 branches and 98,000 leaves that are made of gold and brass. In all, 340 liters of gold paint, 25,000 square feet of gold leaf, 6 kilograms of gold flake, 3 kilograms of gold glitter, and 117 liters of gold leaf sizing were used.

The Tree of Prosperity performs at regular intervals from 10:00am to 2:00am daily. Each performance lasts for about 7 minutes. The Rotunda can accommodate hundreds of people per show and Wynn Macau reports holding some 10,000 shows thus far, and that guest response has been very strong and highly positive. Wynn Resorts would like to see Macau grow into a more diverse travel and leisure destination, with a range of entertainment and attractions. The unique Tree of Prosperity is seen as contributing to such a transformation by increasing visitation and delighting customers.

In addition to bringing guests and attention to the resort, the Tree of Prosperity has become its own revenue source. The Golden Tree speaks directly to the hearts and traditions of Chinese and Asian guests through its symbolism and spectacle, and at the close of each show, many are inspired to shower the Tree of Prosperity with money in hopes that it will be returned to them in good fortune.



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Christian Aaen (christian.aaen@era.aecom.com) is Managing Director of Economics Research Associates' (ERA) first office in Asia, opened in Hong Kong in January 2009. ERA is considered the industry leader in the specialized field of economic planning for recreation entertainment development, and has extensive experience in destination projects, attractions, resort mixed-use development, and real estate development economics. ERA has a long history in Asia dating back to the early 1980s and is very experienced with attraction projects throughout the Asia-Pacific region, including a large number of studies in China (including Hong Kong, Macau), Southeast Asia and Japan and India. Visit www.era.aecom.com