



LAB-E-MEHRAN Theme Park

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EXECUTIVE SUMMARY

Parks are the primary recreation places in an urban area, with rapid urbanization which is intended to reduce the trip length and place most of the luxurious and facilities closer the our footstep there comes a point where these facilities reduces the greenery and scenic areas around the residential places. Therefore it is necessary to plan an area, town or city in such a manner that it has suitable number of parks along with other luxuries to create a healthy lively environment.

Whit huge population there is a need of huge parks and also the park needs to be multi-purpose so that it can provide a recreational place for all categories of users. Keeping these issue in consideration government of Sindh with an intention to create a lively environment in Sukkur is willing to develop a multi-purpose park is Sukkur area so that resident s of sukkur can enjoy various missing luxuries within their city.

Sustainability of every facility depends on the balance between expenditure and profit, every recreational area if designed in such a manner that it can self-sustain from the profits obtained with it no or minimum subsidies will be a very sustainable recreational place therefore the planning stage of such recreational place is vital component in planning process because if we plan according to the demands of the residents we can attract maximum residents and increase the sustainability. The point of interest, type of facilities, size of facilities, fare values of facilities and the timings of facility if synchronized with the socio cultural environment and demographics produces the best results.

Therefor an attempt has been made to gather information related to the users choices, willingness to pay, there preferred visiting location and accordingly the demand of a well-designed theme park.

The exercise mentioned in report intends to estimate the footfall of a park that has been planned as per the user's choice. The activities performed, the surveys conducted, and the analysis done all has one major objective that is the estimation of the footfall. The park has four major facilities that are further consist of sub facilities:

- Amusement Park
- Resort
- Multi-Purpose area

The multi-purpose area is further planned to be consisting of Multi-purpose complex cinema hall, convention hall, Marquee, badminton court and volleyball court.

Initially vast literature review was done that includes study of park mostly (in Sindh especially in the provincial capital). Afterwards this research was utilized to plan a detailed survey activity of various parks across Sindh so that demand can be analyzed.

- Household survey
- Reconnaissance survey
- Similar area survey
- Social survey
- Condition survey
- Occupancy survey
- Head count survey
- Cinema survey
- Resort condition survey
- Resort management survey
- Amusement Park condition survey
- Amusement Park Management survey

These surveys were further used to estimate the data of various facility. Detailed methodology flow charts are attached in the relevant chapters for further review. However brief methodology is mentioned hereunder:

- Initially a detail Reconnaissance was planned to acquire the initial data about the recreational sites of Sukkur
- From this information and the information gathered in literature review survey sites were selected
- Detailed survey activity was planned that contains the surveys above
- Using these surveys various assumptions were made because of the limitation of the scope and trip generation factors of all the facilities planned were developed
- From these trip generation factors using the area and the other properties of Lab-e-Mehran daily trips were calculated
- Sound, tailor made, especially designed and specifically modified methodology was adopted for the project and this methodology can be utilized for basic financial modelling of the project.

- For the purpose of verification and validation of methodology and result detailed charts and tables are mentioned in the report however the final result is mentioned hereunder

Project	Land-use	Daily Demand	Monthly Demand	Total Daily Demand	Total Monthly Demand
Lab-e-Mehran	Amusement Park	8991	269730	10950	328529
	Restaurant	939	28170		
	Marquee Hall	385	11570		
	Sports Complex	102	3060		
	Resort	110	3300		
	Cinema	423	12699		

CHAPTER 1: INTRODUCTION

The subjected project deals with the footfall estimation of Lab-e-Mehran Park. The duration of survey was two weeks in which various surveys were conducted that are explained in detail later in this report

WHAT IS FOOTFALL?

Footfall also known as people counting, visitor counting or traffic can be defined as the measurement of the number of people entering a site/facility.

WHY FOOTFALL?

By counting how many people enter a facility, other key metrics can be determined which are crucial for survival of operation of a facility for instance, a financial model, point of interest and factors of future footfall enhancement.

ABOUT THIS PROJECT

In this project, footfall for Lab e Mehran is estimated. The unique factor of this project is the estimation of footfall of the site which is non-existent and is combination of various facilities within.

SCOPE

Scope of this project is to estimate footfall of sites falling in following categories:

- Amusement Park
- Resort
- Multi-purpose Complex
- Cinema

BACKGROUND

The site encompasses two parcels of land, one is the river bank and other is the island. Various facilities are planned to be constructed on both of the mentioned parcels a list of those is mentioned hereunder. However since the project is in primary stages none of the listed facilities are completely locked for the final design. Consolidated final design must go through series of cyclic trial and error steps that includes foot fall estimation, financial model and design constraint etc.

RIVER BANK

The area of land is approximately 19.1 acres approx. Following are the facilities that are planned to be provided in the facility:

WOODEN DECK

Two wooden decks are planned to be built on the bank of river where the visitors can board the boat.

MARQUEE HALLS:

Two marquee halls are planned to be built each having capacity of 600 people.

RIDES:

Nine (9) rides are planned to be placed for teens and adults with multiple kiddy rides for children under the age of 9 years.

CHALETS:

Ground plus 3 floors above chalets are planned to be constructed on international standards to cater for national and international visitors.

MULTIPURPOSE COMPLEX:

The complex is planned to consist of air conditioned halls which can be transformed according to multiple purposes.

CINEMA:

Two cinema halls of international standards are planned to be built for the visitors.

RESTAURANT:

Restaurant are planned to be built mainly to cater the residents of chalets and cinema audience.

FOOD COURT:

Food court is planned to be be open for both the members and visitors of the facility.

DOLPHIN VIEWING DECK:

Two dolphin viewing decks are planned to be constructed on the bank of river for the visitors to have an exclusive view of rare Indus river blind dolphin.

JOGGING TRACK:

The facility is planned to provide a jogging track for the inhabitants where hundreds of people will jog on its purpose built track.

VOLLEYBALL COURT:

The facility is planned to provide two Volleyball court both for members and visitors.

BADMINTON COURT:

Keeping in view the interests of the energetic youngsters, two halls are planned to be be exclusively provided for Badminton.

LAWN:

A beautiful lawn is planned to be provided at the entrance of the facility where recreational activities will be apprehended.

BUKKUR ISLAND

The area of land is approximately 47 acres which is mostly agricultural land.

Following are the facilities that will be provided in the facility

WOODEN DECK

A wooden deck is planned to be built on edge of island where the visitors can board the boat.

CHALETS:

24 chalets are planned to be constructed on international standards to cater for national and international visitors on the island.

GENERAL SWIMMING POOL

225 x 175 feet swimming pool is planned to be constructed for the occupants of chalets.

SNACK BAR:

Snack Bar is planned to serve inexpensive snack foods such as light meals, soft drinks, candies and chewing gum, burger, french fries, potato chips, corn chips and other foods.

BOTANICAL RIDE

Golf cart/electric carts are planned to be provided for botanical tour through agricultural land and farms.

SIMILAR AREA LOCATIONS AT KARACHI

To estimate the future footfall of Lab-e-Mehran multiple facilities that are being provided in future are needed to be analyzed, the analysis is done by surveying the sites with similar facilities i.e similar area survey.

Apart from the nature of the facility, another vision behind the selection of sites is to analyze the visiting sites with different socio-economic background of the visitors (i.e. the survey must comprehend the data collection from high-class, medium-class as well as low-class recreational areas)

Demand includes two important aspects that are usually neglected when we take existing demand as our final demand. These factors are the push and pull factors that are created by the luxuries of the facilities. If such luxuries are not available near to the project facility

then the researcher must find out the most appropriate location more similar to the project area. Since the facilities planned in Lab-e-Mehran are rare in Sukkur and some of them are even not available in the region therefore the consultant has selected Karachi as the destination to search for the additional demand created by such luxuries. The sites with similar facilities that were surveyed were as follows:

HILL PARK

Hill Park is situated on hilltop surrounded by posh residential society known as PECHS in Karachi, Sindh, Pakistan. The park, spread over 61 acres, was constructed in the 1960s. The facilities provided by the park includes amusement park, swimming pool, walking tracks, cycling tracks and restaurants. The site was designated for the coverage of a hilly landscape, visitors with low and lower-middle socio-economic background were witnessed in a greater population.



SINDBAD AMMUSEMENT PARK

Sinbad Amusement Park is located in Gulshan-e-Iqbal, Main Rashid Minhas Road which is an attractive park for kids. The rides provided in the park includes Dodging Car, Roller Coaster, Pirate Ship, Crazy Bus, Tagada, Log slide etc. The park is also facilitated with 4D Cinema and Haunted House.



The site was chosen for the analysis of an amusement park, visitors with low, lower-middle and upper- middle socio-economic background were witnessed in a greater population.

DREAM WORLD HOTEL AND RESORTS

A Dream World Hotel provides great picnics and day out arrangements to the corporate sector, to families, school and college students. The resort is facilitated with an environment where people can relax and enjoy tons of thrilling facilities and rides with delicious food at Galaxy Restaurant, Cafe



Lagoon, Cafe Aroma and Saffron Lawn. Other facilities includes water parks, horse riding, in-door games, golf course, tennis court, go carts and guestrooms. Since a project feature is dedicated for the idea of resorts, therefore “The Dream World Hotel and Resorts” were considered as one of the best choices for the similar area survey exercise. The facility only caters high-class and upper-middle-class

KARACHI CLUB

Karachi club is one of the most prestigious and oldest clubs of Karachi, established in 1907 it has grown immensely over the years. Social, cultural and sports are naturally the main activities of the club. The club offers a wide range of facilities to its 10000 members. The club's main building is centrally air conditioned,



with a reception area, a spacious lobby, a TV lounge, a state of the art dining hall which can cater for 120 persons with soft surround music. A large Banquet hall used frequently for parties and meetings. A very unique facility that the Karachi club has to offer its members is the Karachi club Annexed, is situated on the famous china creek. Apart from boating activities for the members, the annex will offer five star dining facilities, roof top Bar-B-Q dinning, a jogging / walking track and a swimming pool with an adjoining health club which overlooks the creek. The facility only caters high-class and upper-middle-class.

PAVILION END CLUB

Pavilion End Club promotes healthy & congenial environment and is strategically located in the heart of the city destined to be the center of cultural, sports and recreational events. Club plans to organize special events for its members and their guests. Regular Events include Movie shows, Ghazal Nights, musical programs with known artists. Sports tournament are organized annually. Banquet facilities are also provided with in the club.



The site was taken under consideration as per similar area survey requirements of high class marquees that are being planned in the proposed project. The facility only caters high-class and upper-middle-class

COUNTRYSIDE CHALET

Countryside Chalet is the place where one can experience rich resort envelope by eye catching ambiance located in the prime location of Gharo, Sindh. Resort provides a set of restaurants offer regional and continental food, with a large choice of



menu. Other facilities includes in door games, lake providing facility of paddle boating, in house cinema, swimming pools, cricket ground, buggy rides and horse riding. The facility only caters high-class, upper-middle-class and lower - middle class.

SIMILAR AREA LOCATIONS AT SUKKUR

Despite of being in one province, Sindh, it is the fact that the norms and culture of Sukkur city highly differs from the city of Karachi. As discussed above the project is not been initiated and required numerous similar area surveys with precision to cover all its aspects. But another essential facet of the study is the cultural change between the two cities. (Here the term “Cultural change” refers to the central concept that shapes the behavior of an individual or a community.) Realizing the immense importance of the culture change, similar area surveys were also conducted in the city of project to attain the best possible results. Similar area survey sites of Sukkur are as follows.

LAB-E-MEHRAN

Lab-e-Mehran is a famous garden with plenty of beautiful plants in Sukkur, Pakistan which is situated on the right bank of Indus River, adjacent to the Sukkur Barrage. It was built at a cost of 120 million rupees, and is still under development. There is a separate family area with a small hotel. Boat riding facility is also



available at this garden. It is a main visiting place in Sukkur city. Another noticeable fact here is that Lab-e-Mehran is the very site where the project is proposed to be built. At present, the aesthetical as well as cleanliness condition of this garden is not very pleasing. And a greater population of visitors with low to medium socio-economic background were observed during the survey.

SUKKHUR GYM KHANA

Sukkur Gymkhana is located at a key location near Benazir Bhutto Park in Sukkur with a gross area of 3.19 acres approx. The gymkhana facilitates with a high end gym equipped with fitness machines, a beautiful and right-sized swimming pool, tennis court, badminton court,



spacious guest house, jogging track and a beautiful lawn. The site was taken under consideration as per similar area survey requirements of Sports Complex that is being

planned in the proposed project. Collected data clearly demonstrated audience with a high-class or upper-middle-class socio-economic background.

KHAIRPUR GYM KHANA

Khairpur Gymkhana is located at a prime location of Faiz Mehal at Khairpur with a total area of 1.49 acres. Khairpur Gym Khana provides attractions for all ages and offer guests with amenities of their choice including squash court, badminton court, karate room, gym equipped with the latest health



fitness machines, separate swimming pools for ladies, gents and children, sauna and steam, library, convention hall, lawn, restaurant offering exquisitely prepared and reasonably priced food, tennis court and a lot more. The site was taken under consideration as per similar area survey requirements of Sports Complex that is being planned in the proposed project. Collected data clearly demonstrated audience with a high-class or upper-middle-class socio-economic background.

BENAZIR BHUTTO FAMILY PARK

Benazir Bhutto Family Park is one of the popular park located in Military Road Old Bus Terminal Near Al-Shifa Trust Eye Hospital, Railway Road, Sukkur, Pakistan, covering acres of land and visited by over millions of people each year. The park has motorized rides, slide, see-saw and other swings for children. In this park special attention is given to environment and atmosphere to provide healthier ambiance to visitors. It is a family relaxing site, comfortable and safe environment for family and kids. The site was selected to insure the coverage of a flat landscape park dedicated for the visitors coming with their families. Visitors with medium to lower and high socio-economic background were observed in a greater population during the survey.

BILAWAL PARK

Bilawal Bhutto Zardari Park (BBZP) is a 10 acres public park. This park is located at Mirwah Colony, Khairpur, Sindh and established by the District Government, Khairpur under Sindh Chief Minister's Special Package for Khairpur (Mir's). More than 120 Official dignitaries have paid visit to BBZP for official meetings & gatherings. This is one of the popular place under public places in Khairpur. This park is designed to provide clean, safe, secure & aesthetic environment for community of Khairpur. The park was developed under consultancy of Center for Biodiversity and Conservation, Shah Abdul Latif University, which is also responsible for its running and maintenance.

OPEN AIR THEATRE KHAIRPUR

The open air theatre is located in Khairpur to promote culture, tourism and literature. The theatre facilitates the residents of Nawabshah, Naushahro Feroze, Sukkur, Jacobabad, Shikarpur, Kandhkot and Kashmore districts of upper Sindh for stage dramas, seminars, literary and social programs.



The construction of 33,900 square feet theatre finished in December 2008 with a cost of Rs31.9 million. It has a seating capacity for over 1,000 people. Besides, 60x40 feet stage, it also houses a community hall, dressing rooms and other related facilities.

Since an idea of establishment of convention halls is proposed in the project, therefore it was necessary to forecast the convention hall demand. "Open Air Theater Khairpur" makes one of the best choices for the purpose of similar area survey. People with high and upper-middle socio economic backgrounds were observed in greater percentage population. Moreover, the place is also in a frequent use of Sindh Government, in which higher ups of government usually visit as the audience.

CHAPTER 2: RECREATION AREAS OF PAKISTAN

Literature review is an essential part of any research. It is not only comprises of books, theories, mathematical solutions but it also include study of land uses their environment, sociology and all other possible means to study various aspects of the projects that are similar to the project currently under consideration. Following chapter highlights few of the land-uses studied for the sake of getting an idea about several pros and cons of the project. This activity helped us to refine our planning to provide evolution to our planned survey activities and finally create the bases of the footfall analysis.

INTRODUCTION

A park is an area of natural, semi-natural or planted space set aside for human enjoyment and recreation or for the protection of wildlife or natural habitats. It may consist of grassy areas, rocks, soil and trees, but may also contain buildings and other artifacts such as monuments, fountains or playground structures. Many parks have trails for walking, biking and other activities. Some parks are built adjacent to bodies of water or watercourses and may comprise a beach or boat dock area. There are also amusement parks which have live shows, fairground rides, refreshments, and games of chance/skill. Amusement parks are the largest types of park in the world.

Park design is influenced by the intended purpose and audience, as well as by the available land features. A park intended to provide recreation for children may include a playground. A park primarily intended for adults may feature walking paths and decorative landscaping. Specific features, such as riding trails, may be included to support specific activities.

OUTDOOR RECREATIONAL AREAS

Following are the main categories of outdoor Recreational Areas/Park.

- Amusement Park
- Landscape Park
- Combination of Amusement and Landscape Park.
- Water Park

AMUSEMENT PARK

An amusement park features various attractions, such as rides and games, as well as other events for entertainment purposes. A theme park is a type of amusement park that bases its structures and attractions around a central theme, often featuring multiple areas with different themes. Unlike temporary and mobile funfairs and carnivals, amusement parks are stationary and built for long-lasting operation.

MAJOR AMUSEMENT PARKS IN KARACHI

- Sindbad amusement park
- Aladdin amusement park
- Chunky Monkey

SINDBAD AMUSEMENT PARK

The Sindbad Amusement Parks are a group of family entertainment centers and amusement parks located in the cities of Faisalabad, Islamabad, and Karachi. It is an equally attractive place for kids and fun loving people of any age here you can enjoy the joyful rides and lovely ambiance.

ALADDIN PARK

Aladdin Amusement Park is well known Amusement Park Karachi. It is the largest park in Pakistan where people comes and enjoy with their family. It has water park also. It is the must visiting place in Karachi, it is rather crowded in weekends. People come in all days in week because children enjoy their very much. Aladdin park is such a complete park for enjoying it has market also must visit this place. Rides of Aladdin includes ferries wheel, flying carpet, dodgem car, discovery, freefall, crazy boat, caterpillar and others.

CHUNKY MONKEY

Chunky Monkey Amusement park offers recreational facilities to guests of all ages in a friendly, safe and service-orientated environment. The rides are very safe and designed in a way that kids would be secured. The park is well maintained with safe and secure environment for families.

LANDSCAPE PARK

Landscape parks are environment-protected recreational institutions of local or regional status that are created with the goal of conservation in natural state typical or unique natural complexes and objects as well as providing the conditions for organized recreation for the population.

LANDSCAPE PARKS IN KARACHI

- Safari park
- Aziz Bhatti park

SAFARI PARK

Karachi Safari Park opened in 1970, is a public funded 'family-only' safari park covering an area of 148 acres (0.60 km²), located in Gulshan-e-Iqbal, Karachi, Sindh, Pakistan. It has a zoo, geared with viewing facilities like a chairlift and safari tracks, as well as two natural lakes, which described as under:

- Swan lake: A natural lake is located inside the safari park featuring a pagoda style sitting place
- Chairlift: The 10 minutes long chairlift ride was set up at a cost of US\$ 2 million
- Elephant enclave: An enclave of about 65,000 square including a bathing space and resting area for the elephants has been constructed in the park for the joy of visitors and the elephants

AZIZ BHATTI PARK

The Aziz Bhatti Park is located near Federal Urdu University on University Road in Gulshan-e-Iqbal, Karachi. The Park named after Major Aziz Bhatti of Punjab Regiment, Pakistan Army. The park has 37 acres land but only 7 to 8 acres area is developed as park and remaining is still plain ground. There is also a natural lake in park.

COMBINATION OF AMUSEMENT AND LANDSCAPE

This category includes those parks which has natural complexes and objects as well as rides and games and other events for entertainment purposes which includes temporary and mobile funfairs and carnivals.

COMBINATION OF AMUSEMENT AND LANDSCAPE

- Hill Park
- PAF Museum

HILL PARK

Hill Park is situated on a hilltop surrounded by a residential area known as PECHS, neighborhood of Jamshed Town in Karachi, Sindh, Pakistan. The park is spread over of 62 acres of this only 25% area has been developed as park. It has numerous amusement places, fast food hubs, bistros, a pond and other facilities. Each day persons from all areas of the metropolis, particularly families visit this park.

WATER PARK

A water park is an amusement park that features water play areas such as swimming pools, water slides, splash pads, water playgrounds, and lazy rivers, as well as areas for bathing, swimming, and other barefoot environments. Modern water parks may also be equipped with some type of artificial surfing or body boarding environment, such as a wave pool or Flow Rider.

WATER PARKS IN SINDH

- Cozy Water park
- Sunway Lagoon
- Samzu Water park
- Fiesta Family Water park

COZY WATER PARK

Cozy Water Park Karachi is one of the best fun loving water park, located at Super Highway Between Gulshan-e-Maymar and New Sabzi Mandi, Sindh, Pakistan. Cozy Water Park Karachi has offers lots of facilities with fun loving activities with plenty of interesting pool slides and rides are available for all, some are including Family Hill Slide, Giant Water Slide, Giant Lazy Pool, Twin Pool, Twin Tunnel Slide, Twin Rapid Slide, Family Jumbo, Children Pool, Children Park with Rain Drops, Pedal Boating, See Saw, Swings & Merry-Go-Round etc.

SUNWAY LAGOON WATER PARK

Sunway Lagoon one of Pakistan's premier Water Park. It is located just 5 minutes from Ghara Town and 50 Minutes from Karachi International Airport (subject to traffic) on 42 beautifully landscaped acres, with huge lush green coconut trees, garden, comfortable and covered food court with dining tables & chairs. More than 25 Exciting water Slides & 12 Swimming Pools. Its facilities include:

- Free Fall Pool with 2 Free Fall Body slides and 1 Bugi Bugi Raft Slide
- Ladies Pool with 2 Spiral Slides and 1 Free Fall Slide
- Mega Pool with 4 Slides
- Children Pool with 3 Slides
- Central Pool

SAMZU WATER PARK

Samzu Water Park & Zoo is a breathtaking picnic place for family. It has big zoo for children, large amusement area where indoor & outdoor activity available. Moreover, greenery, trees, pools & slides and big gardens are available to get pleasure from. It's a most excellent place for outing and family picnic which has the most exclusive animal in the zoo.

FIESTA FAMILY WATER PARK

The Great Fiesta Water Park is a technical, action filled, awesome performer with new attractions and wonderful features for everyone. It is located at 35 Km from Sohrab Goth, Karachi. The Great Fiesta Water Park is a truly Karachi's world class Water Park. The Great Fiesta Water Park is Family oriented Water Park. Not a single person is allowed without Family. For School or Office Staff who want to visit there should be minimum 40% female and maximum 60% Male are required. There are several water slides in Fiesta Water Park of different types for all adults and grownups. The most famous Fiesta Water Slides includes Big Monster Rainbow slide, Raft slide, Spiral slide, Black Tunnel, Free Fall and Cyclone slide.

INDOOR RECREATIONAL AREAS OF PAKISTAN

Following are the main categories of indoor recreational .

- Cinema Halls
- Resorts

CINEMA HALLS

Cinema hall is a building that contains an auditorium for viewing movies for entertainment. Most, but not all, theaters are commercial operations catering to the general public, who attend by purchasing a ticket. Some movie theaters, however, are operated by non-profit organizations or societies which charge members a membership fee to view films. A great variety of films are shown at cinemas, ranging from animated films to blockbusters to documentaries. Movie theaters often sell soft drinks, popcorn, and candy, and some theaters sell hot fast food. Below is a list of the top movie theatres in Pakistan,

- The Place - Nueplex Cinemas
- Atrium Mall
- Ocean Mall- Cinepax

THE PLACE NUEPLEX CINEMA

Nueplex Cinemas is a movie theatre and the largest Cinema Complex located in Karachi, Pakistan. Housed on the second floor of The Place, built from the ground up and designed by cinema Architects Mesbur & Smith of Canada. Comprising 5 theatres, totaling 1200 seats and home to the 3 largest silver screens in Pakistan.

ATRIUM MALL

“Atrium Mall” is the first branded factory outlet shopping mall in Karachi, showcasing numerous international brands. The mall contains “Atrium Cinemas”. Atrium Cinema considered to be the most known big screen venue in the city. And is a major attraction for customers. At the 3rd floor of mall lies “Atrium Food Court” and has a great variety of kiosks.

OCEAN MALL- CINEPAX

Ocean Tower is a 120-metre-high (393 ft.) skyscraper in Karachi. The project has its own 5-megawatt powerhouse. The mall contains cinema called Cinepax. Cinepax is Pakistan’s first dedicated National Cineplex Company, it has premier movie exhibition centers all across Pakistan covering 11 locations in 8 Cities around the country. Currently Cinepax is operating its 28 screens in Karachi, Lahore, Rawalpindi, Faisalabad, Gujranwala, Gujrat, Murree and Hyderabad.

RESORTS

A resort is an isolated place, self-contained commercial establishment that tries to provide most of a vacationer's wants, such as food, drink, lodging, sports, entertainment, and shopping, on the premises. The term resort may be used for a hotel property that provides an array of amenities, typically including entertainment and recreational activities. A hotel is frequently a central feature of a resort. Some resorts are also condominium complexes that are timeshares or owed fractionally or wholly owned condominium. A resort is not always a commercial establishment operated by a single company, but in the late 20th century, that sort of facility became more common. Few resorts all over Pakistan are listed as under.

- Dream World Resort, Karachi
- Shangrilla Resort, Baltistan
- Pearl Continental Bhurban
- Beach Luxury Hotel, Karachi
- Nathia Gali Pines

DREAM WORLD RESORT

Dreamworld Resort, Hotel & Golf Course is a magnificent escape to one-of-a-kind getaway in Pakistan. Dreamworld is a family resort in Karachi that provides attractions for all ages and offer guests with amenities of their choice including loads of family entertainment, artificial beach access, water recreation, dining, golf etc. It presents modern and luxurious chalet hotels with a world class style, luxury and service. It is the only Chalet hotel in Karachi that provides stylish and sophisticated accommodation similar to that of 5 star hotels where guests will enjoy a pleasant, comfortable and memorable stay.

SHANGRILLA RESORT, BALTISTAN

Shangrilla is the first resort hotel in Baltistan, located at an elevation of 2500 meters. The environment is bursting with luscious greenery accompanied by the glistening water of the Kachura Lake. What makes Shangrilla unique is that its restaurant is built on the fuselage of a crashed aircraft.

PEARL CONTINENTAL BHURBAN

PC Bhurban is a part of the enormous Pearl Continental Chain, located in the town of Bhurban, Murree. It is a popular summer hotel, blooming with scenic beauty and lush greenery.

BEACH LUXURY HOTEL, KARACHI

The Beach Luxury Hotel is the only beachfront resort in Karachi. With top-notch service and friendly staff. Nestled among tropical palm trees and lush green

mangroves, the resort is a tranquil place. Located close to the port and commercial areas of Karachi, the resort is close enough to allow for easy shopping and sightseeing opportunities. At the end of each day, enjoy the ethereal sunset at Karachi Harbor.

NATHIA GALI PINES

Surrounded by thick pine and maple trees, the scenic beauty of this area is unmatched. It is one of the oldest resorts in Nathia Gali built during the British Rule. While it is the most idyllic getaway in summer, it becomes a frozen paradise in winter.

CHAPTER 3: METHODOLOGY

The following methodology is designed to estimate the expected footfall of Lab-e-Mehran theme park there by giving a fair financial estimate. Since there are many factors that influence footfall they are first needed to be studied and calibrated accordingly. After thorough reconnaissance of the site the factors to be studied and the related information to be extracted is determined. Information is then analyzed to determine the type/preference of facility and the expected footfall to provide input for various analysis.

This was the initial methodology planned at the time of project kick-off but since one of the key component of project is progressive evolution and elaboration therefore in subsequent chapters after collection of massive data and conversion of the data into information various other not known aspect of projects were highlighted. Therefore in the analysis chapter these are further breakdown of the below mentioned methodology. To conclude this chapter provides conceptual framework to estimate footfall of any park similar to Lab-e-Mehran and the work flow shown in analysis chapter is more specific to the project.

DATA COLLECTION

In this phase data is collected through agent based approach. The agents are identified during reconnaissance survey and in this phase data of these agents is collected through various survey stages listed as under:

- Stage 1: Data Collection via Client
- Stage 2: Primary Data collection(on field survey)
- Stage 3: Secondary data collection
- Stage 4: Outcome

STAGE 1: DATA COLLECTION VIA CLIENT

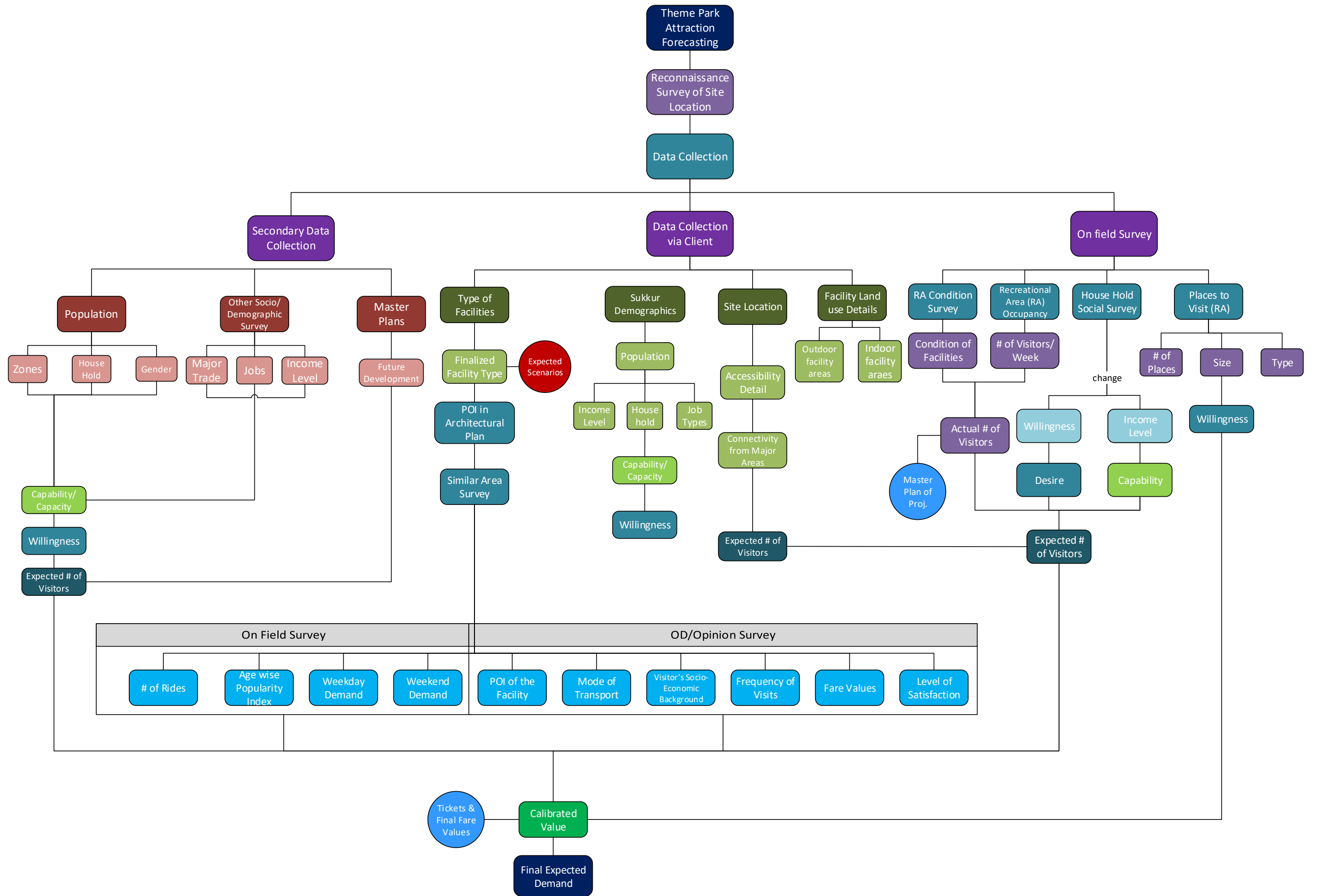
Before consultant start any work it requires basic idea and information to start the work to plan the work strategy and methodology ahead. This acquisition of information or data includes the following

- Type of facility
- Location of site
- Facility land use details

TYPE OF FACILITY

Theme park is a wide term under which park of different themes can exist, different themes have different set of attractions, and to ascertain the theme of the park it is first necessary to access all the possible scenarios and after careful assessment a suitable scenario will be selected.

Possible three scenarios are described as under



Typical flow chart of the methodology

POSSIBLE SCENARIOS

The possible scenarios will be listed as

- Scenario A
- Scenario B
- Scenario C

SCENARIO A

Theme of the Park categorized in this category will be all rides which will include various types of rides ranging from kiddy rides to Adult rides. The park will focus on natural aesthetics but placement of rides will be on priority even if it hinders with or decimate any natural aesthetically appealing land mark.

SCENARIO B

Theme of the Park categorized in this category will be based on natural theme and aesthetics such as lake, fruit trees, recreational or picnic area, hedge maze, jogging track etc. motorized rides for children under 12 will also be placed but placement of rides will not be on priority if it hinders with or decimate any natural aesthetically appealing land mark.

SCENARIO C

Theme of the Park categorized in this category will be based on combination of both aforementioned scenarios. Park will encompass all the features of scenario A as well as B. the park will encompass all natural features as well as engineered natural features on fairly larger area than the area of rides.

Selected Scenario

After the selection of scenario point of interest or focus will be identified from the architectural plan and surveys will take place on the places similar to the selected scenario.

Similar Area surveys

Following similar area surveys will be conducted in order to estimate expected number of visitors.

From Primary data collection

- Number of rides
- Age wise popularity index

- Weekday demand
- Weekend demand

Origin destination / opinion survey

- Point of interest of the facility
- Mode of transport
- Visitor's socio economic background
- Frequency of visits
- Fare values
- Level of satisfaction

SITE LOCATION

The project location has been identified by the client and a conceptual layout for the project location has been prepared by the project team architect. Few of the details of the planned layout are mentioned in chapter one.

ACCESSIBILITY

For proper function of a facility accessibility is necessary for instance a plant receives its nourishment and water through its roots and if the water is not accessible to roots the plant will soon dehydrate and die similarly if a facility is inaccessible to people it will experience financial loss and will soon close.

The accessibility details will include the information of roads connecting or leading towards site and the modes of transportation are available to access the site

CONNECTIVITY FROM MAJOR AREAS

Details of connectivity of the facility with major areas is done to estimate supply and design the facility according to the demand more over the connectivity with major areas ensure the reliability of business.

STAGE 2: ON FIELD SURVEY (PRIMARY SURVEY)

In this phase of survey on field surveys will take place at site. The on field survey is necessary because there exists agents of change that can only be accessed on site for instance recreational area survey and house hold survey these survey are further described in detail later in this document

RECREATIONAL AREA CONDITION SURVEY

Recreational area survey is a part of on field survey. In this survey recreational areas within the locality of the site are assessed to have knowledge about the condition of the recreational area for instance if the RA has flora and fauna, if the RA has furniture etc.

RECREATIONAL AREA OCCUPANCY SURVEY

Recreational area survey is a part of on field survey. In this survey recreational areas within the locality of the site are assessed to have knowledge about the occupancy of the recreational area for instance how many people visit RA, are there any encroachments or small businesses running in RA etc.

CONDITION OF FACILITY

Each theme park will be assigned a score depending upon the condition of the park as describes in afore written paragraph for further analysis.

NO OF VISITORS PER WEEK

After careful analysis and calibration of data extracted from occupancy survey actual no of visitors to visit Lab-e-Mehran will be determined.

HOUSEHOLD SURVEY

Household survey will be carried out through survey forms approx. 2000 survey forms will be filled from the locals of Sukkur. This survey will have questions which will help predict the willingness of a person to visit a theme park and his income level.

WILLINGNESS

If a person is ready to do something without being persuaded he is willing to do that particular thing. Data extracted from household survey will be analyzed to estimate the willingness of people to visit a theme park. Willing ness is not a persuasive trait hence it depends upon the desire.

DESIRE

If a person wants or wish for something he desires of that that thing. Desire is the drive force behind every decision, you eat what you desire, you wear what you desire and you go where you desire.

INCOME LEVEL

Income level will be estimated from the information extracted from survey form. No matter how much a person desires something its fulfillment is not guaranteed because there are some desires that are out of a person's reach due to limited resources at this point the level of income confirms the credibility of one's desire.

CREDIBILITY

Credibility is the quality of being believed or accepted as true, real, or honest. If a person belongs to an income group that only makes money sufficient for necessary commodities he will not spent much on leisure

activities and commodities and if such person says that he visit theme park thrice a week that is not credible. Credibility is determined by logical relations

STAGE 3: SECONDARY DATA COLLECTION

In this phase of data collection secondary data is which compliments primary data is collected

POPULATION

In this part of data collection survey forms will be filled by the locals. The information extracted from the form will be about gender, household and zone in which the person resides.

GENDER

Gender plays a vital role in analysis of expected number of visitors because of our sociology.

In our local household usually female is not a dominant person and have to rely upon a male figure since the number of trips of female is dependent upon male therefor the information about the gender is necessary to extract.

HOUSEHOLD

It is very rare that a person alone makes a trip to theme parks, usually a person takes his family along while going to theme park of a facility of similar category therefore the information about the household is necessary to extract.

ZONE

To insure the efficient and smooth flow of visitors to and from facility it's necessary to determine the origin and destination of visitor. Since the destination is constant i.e. theme park we will only extract information about the origin of visitor i.e. in which zone they reside in.

RECREATIONAL AREAS TO VISIT

In this part of survey recreational areas of sukkur will be assessed to acquire the knowledge about the type, size occupancy and number of existing recreational places in Sukkur to short list the similar facilities that will be further surveyed.

TYPE OF RECREATIONAL AREA

Theme park is a wide term under which park of different themes can exist, different themes have different set of attractions. In this phase the information about the type of park will be acquired.

SIZE

Theme parks can be on various sizes it can be of a humongous size as New York central park or as small scale as Karachi Sinbad amusement park. Number of facilities type of facility and capacity of facility are some factors that solely depend on the area available therefore information about size of theme park is very vital.

NUMBER

The number of an object determine its importance and demand for instance, soya bean and olive oil both have same extraction method but still olive oil is expensive than soya bean oil only because the number of or amount of olives are much less than soya bean hence increasing demand for olive oil therefore the information about the number of theme parks in the vicinity is important.

SOCIO-ECONOMIC /DEMOGRAPHIC SURVEY

In this part of survey information about the economic condition of the locals will be extracted, extracted information will then be analyzed to interpret the social and demographic condition of the vicinity. Some of the key factors to carry out Socio-economic /demographic Survey are listed below

MAJOR TRADE/JOB

Major trade of the locals of the vicinity have a sizeable impact on the financial function of the facility as well as the hours of operation of the facility. For instance, if the large percentage of people are involved in agriculture related trade they will have 6 high money yielding months while the rest of months goes in to the preparation of the next crop. Since time and money are two vital factors information about major project is important to acquire

JOBS

Type of job decide whether the person have enough time and money to spare for leisure trips therefore the information about the jobs is important to obtain.

INCOME LEVEL

No matter how much a person desires something its fulfillment is not guaranteed because there are some desires that are out of a person's reach due to limited resources at this point the level of income confirms the credibility of one's desire therefore information about income level is crucial to obtain estimate the number of visitors.

STAGE 3: OUTCOME

This stage is the merger of all the aforementioned stages. The data collected in 1st 2nd and 3rd stages is analyzed to estimate the expected number of visitors. Expected

number of visitors is then adjusted and calibrated to calculate the ticket, final fare values and final expected demand

TICKET/FINAL FARE VALUES

The ticket or fare value depends upon the number of expected visitor. For instance if operational cost of ride is 1000 Rs per hour and it have a ticket price of 100 rs, at least 10 people are needed to avail the ride to break even the cost if number of expected passengers is less than 10 per the cost of ticket will be reduced and vice versa.

FINAL EXPECTED DEMAND

Though the final fare value depends upon the ticket value but after the fare is finalized it might also effect the demand further for instance if the ticket price is less it will generate more demand and vice versa.

CHAPTER 4: Development of Forms and Documentation

As with any research project, data collection is incredibly vital to kick start the analysis for any project. Primarily, data was collected by the management and visitors of the facilities, conducting interviews and survey. A face-to-face interview provides advantages over other data collection methods. Interviews help with more accurate screening of the information. The interviews conducted in subjected city holds a keen importance for this project, as nature, preferences and culture of the people of Sukkur is different from Karachi.

After the scrupulously brainstorming by the engineers, objective was set to design the forms to gather the information acquired by the interviews, according to the nature of data to be collected.

As the basic design of the forms were developed, these forms were further modified according to the categories to be interviewed.

These categories includes:

- Management
- Local inhabitants
- Personal input

These forms were also categorized on the basis of the facilities to be catered by the proposed project. These facilities includes:

- Cinema
- Banquets
- Resorts
- Amusement parks
- Sports complex

Designing a research for a project takes time, skill and knowledge which fetches the human and technical errors. Forms were thoroughly checked to mitigate and lessen the errors. Mock surveys were conducted in order to calibrate and check the forms. Forms were redesigned after the extenuation of the errors.

In order to purely eliminate the chances of error, mock surveys were again conducted and the forms were finally approved. After the finalization of the forms, interviews were conducted to collect the data.

Following sub-sections highlight details of prepared forms, the outcomes we expect from the surveys and the data required that is intended to be converted into information.

BANQUET HALL/ MARQUEE (MANAGEMENT SURVEY)

OUTCOME 1: MAXIMUM PARKING DEMAND

REQUIRED DATA:

Peak Month (Maximum number of vehicles) and Total Area

DESCRIPTION:

A building must have enough parking spaces to provide their residents and their visitors a place to park their vehicles even in peak hours. Therefore, in our project of marquee/ banquet hall of Lab e Mehran, we have to find out maximum parking demand, so that guests can easily find a space even in peak days

With the help of peak month, we can easily calculate maximum number of vehicles that requires parking lots and then divide total number of vehicle with total area to specify their parking lots. Hence, by the mean of peak month and total area we can simply calculate maximum parking demand.

IMPORTANCE:

Maximum parking demand is necessary in order to analyze the number of stalls required for parking, so that visitors can easily park their vehicles (even in peak hours or peak days).

MAXIMUM HALL OCCUPANCY:

REQUIRED DATA:

Number of Halls and Occupancy of Peak Month

DESCRIPTION:

The maximum occupancy of a room or building is primarily determined by the available space, accommodating only a certain number of people before overcrowdings occurs. Occupancy of peak month helps to calculate total head count in peak month or peak hour then this quantity is divided in number of halls, hence formulating the occupancy of hall in peak month/hour.

IMPORTANCE:

Maximum hall occupancy is compulsory, in order to avoid issues arising over public safety relating to fire risk, security issues and others. It may also cause suffocation, congestions etc.

MAXIMUM EARNING/ MINIMUM EARNING

REQUIRED DATA:

Fare Value per Head and Peak Month Data/ Off Peak Month Data.

DESCRIPTION:

Total head count per month can easily be calculated from peak/off peak month data and then by the mean of fare per head and total head count per month to get the value of maximum earning per month.

IMPORTANCE:

Earnings are important because they provide a measure of success of a business which is important for new businesses. They are the best source of finance/capital to invest in expanding the business.

PUBLIC INTEREST:

REQUIRED DATA:

Type of Event and Peak Month

DESCRIPTION:

With the help of peak month data and event type, public point of interest is assessed. Peak month lead to the max. total head count per month, then by relating this quantity with event type, public proportions in every individual event and eventually public interest is assessed.

IMPORTANCE:

It is very important to satisfy customers/visitors by fulfilling their demand. There are dozens of factors contributing to the success (or failure) of a business, customer satisfaction is one of them. It's important to track this factor and work on improving it in order to make your customers or visitors more loyal and to satisfy your customer it is compulsory to know their point of interest.

RECREATIONAL AREA (CONDITION SURVEY)

MAXIMUM DEMAND PER RIDE

REQUIRED DATA

Number of Rides and Maximum Occupancy

DESCRIPTION

Occupancy at peak period leads to the maximum demand that a ride can handle.

IMPORTANCE:

By estimating the demand of each ride demand enhancement can be achieved.

PARK ENVIRONMENT

REQUIRED DATA

Park Audience, Security

DESCRIPTION

Atmosphere provided within a recreational area is one of the important considerations from the visitor's point of view, and may hold the ability to alter footfall on a substantial level. Two major components that shapes the environment of a specific area are social behavior of its audience and the type of security provided to the visitors by the management.

IMPORTANCE

Atmosphere - it's of the utmost importance. Everyone wants safe and secure environment so that they can relax themselves.

PARKING DEMAND

REQUIRED DATA

Major Travelling Mode, Connectivity and Location

DESCRIPTION

A project must have adequate parking spaces to provide their residents and their visitors a place to park their vehicles.

The initial step of parking demand forecasting is dedicated for the bifurcation of visitor's population utilizing private and public vehicles, since only private vehicles are considered while designing the parking facility. Other components that may modify the parking demand are project location and its connectivity via public transport.

IMPORTANCE:

Parking demand is necessary in order to analyze the number of stalls required for parking, so that visitors can easily park their cars.

VISITOR'S STATUS

REQUIRED DATA:

Entry Ticket and visitors socio economic background

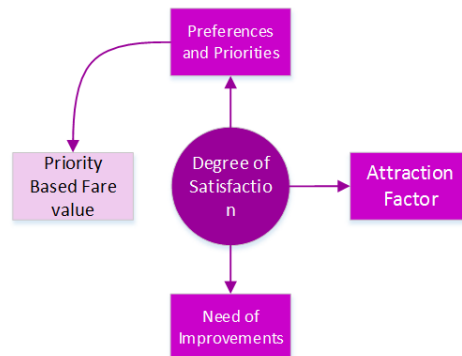
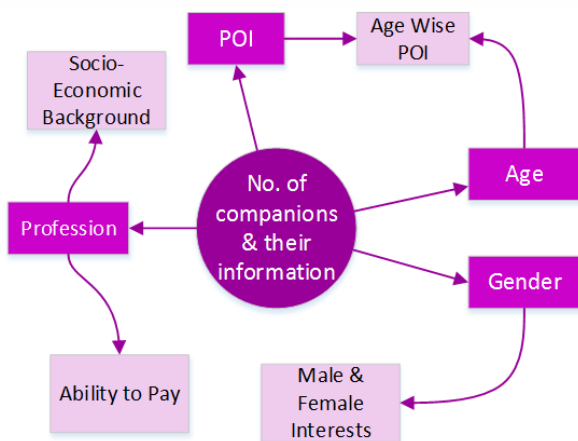
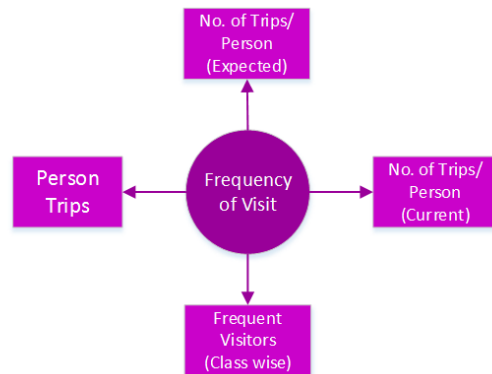
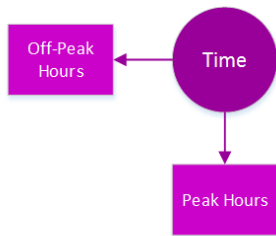
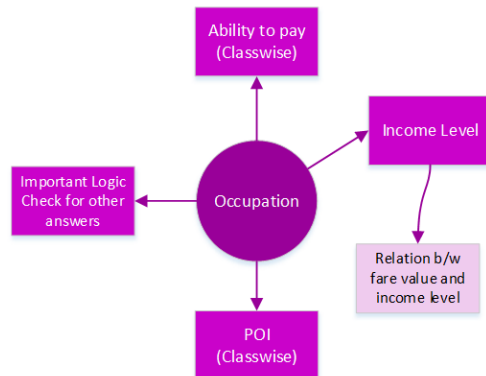
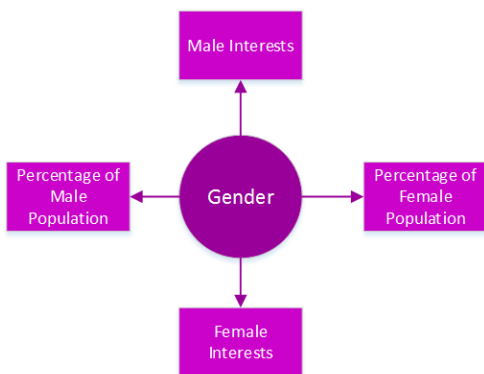
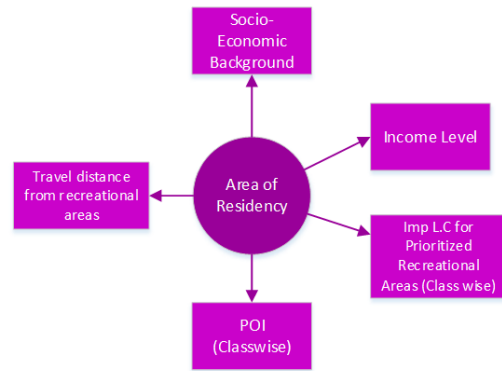
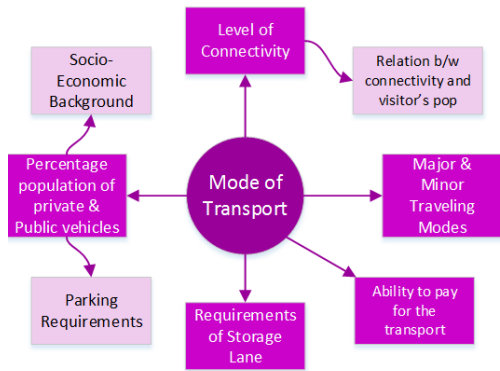
DESCRIPTION:

Visitor's background and entry ticket price shows about the financial condition of visitors. If the price of ticket is very low, then it will be affordable for every income group.

IMPORTANCE:

Financial conditions of the target audience of a park holds great importance during its planning as well as operational phase. No matter how much a person desires something its fulfillment is not guaranteed because there are some desires that are out of a person's reach due to limited resources. Therefore it is crucial to first study the expected audience's status before planning or establishing an activity.

CINEPLEX (AUDIENCE SURVEY)



PARKING DEMAND

REQUIRED DATA:

Mode of Transport and Area

DESCRIPTION:

A project must have adequate parking spaces to provide their residents and their visitors a place to park their vehicles.

To provide enough parking space, the most important thing is to consider the travelling mode of public and total area, by mean of this we can easily estimate the parking demand.

The initial step of parking demand forecasting is dedicated for the bifurcation of visitor's population utilizing private and public vehicles, since only private vehicles are considered while designing the parking facility. Other components that may modify the parking demand are project location and its connectivity via public transport.

IMPORTANCE:

Parking demand is necessary in order to analyze the number of stalls required for parking, so that public can easily park their cars.

PUBLIC DEMAND/ INTEREST

REQUIRED DATA:

Interest, profession, age and gender of visitor

DESCRIPTION:

Interest, professions, age and gender are the function that determine the users choice related to different point of interest.

IMPORTANCE:

It is very important to satisfy customers/visitors by fulfilling their demand. There are dozens of factors contributing to the success (or failure) of a business, customer satisfaction is one of them. It's important to track this factor and work on improving it in order to make your customers or visitors more loyal and to satisfy your customer it is compulsory to know their point of interest.

PUBLIC SATISFACTION

REqUIRED DATA:

Entry Ticket, Final Fare value and Satisfaction Level.

DESCRIPTION:

The three factors stated above provides a base for the determination of relation between satisfaction level and expenditure occurred inside the facility.

IMPORTANCE:

There are dozens of factors contributing to the success (or failure) of a business, customer satisfaction is one of them. It's important to track this factor and work on improving it in order to make your customers or visitors more loyal and to satisfy your customer it is compulsory to know their point of interest.

RECREATIONAL AREA (MANAGEMENT SURVEY)

MAXIMUM DEMAND/ RIDE

REQUIRED DATA:

Numbers of Ride, Peak Period and Occupancy

DESCRIPTION:

Occupancy at peak period leads to the maximum demand that a ride can handle.

IMPORTANCE:

By estimating the demand of each ride demand enhancement can be achieved.

PARK CAPACITY

REQUIRED DATA:

Overall Area, Peak period and Ultimate Occupancy

DESCRIPTION:

The maximum occupancy of a room or building is primarily determined by the available space, accommodating only a certain number of people before overcrowdings occurs. High Occupancy at peak period definitely gives maximum foot fall. By utilizing this data and overall area park capacity can be estimated.

IMPORTANCE:

Key component for the estimation of Demand Generation Factor

PARKING DEMAND

REQUIRED DATA:

Travelling Mode, Parking Area, Peak Period and Connectivity

DESCRIPTION:

A project must have adequate parking spaces to provide their residents and their visitors a place to park their vehicles. The initial step of parking demand forecasting is dedicated for the bifurcation of visitor's population utilizing private and public vehicles, since only private

vehicles are considered while designing the parking facility. Other components that may modify the parking demand are project location and its connectivity via public transport.

IMPORTANCE:

Parking demand is necessary in order to analyze the number of stalls required for parking, so that visitors can easily park their vehicles.

MAXIMUM FOOTFALL

REQUIRED DATA:

Occupancy, Peak Month and Overall Area

DESCRIPTION:

Occupancy at peak month helps to calculate total head count in peak month, then by dividing this quantity at overall area, from which maximum footfall is obtained.

IMPORTANCE:

The maximum occupancy of project is primarily the peak visiting numbers at any given peak year, peak month or peak day.

OPTIMUM EARNING PER MONTH

REQUIRED DATA:

Entry Ticket, Ride Fare Values and Peak Month

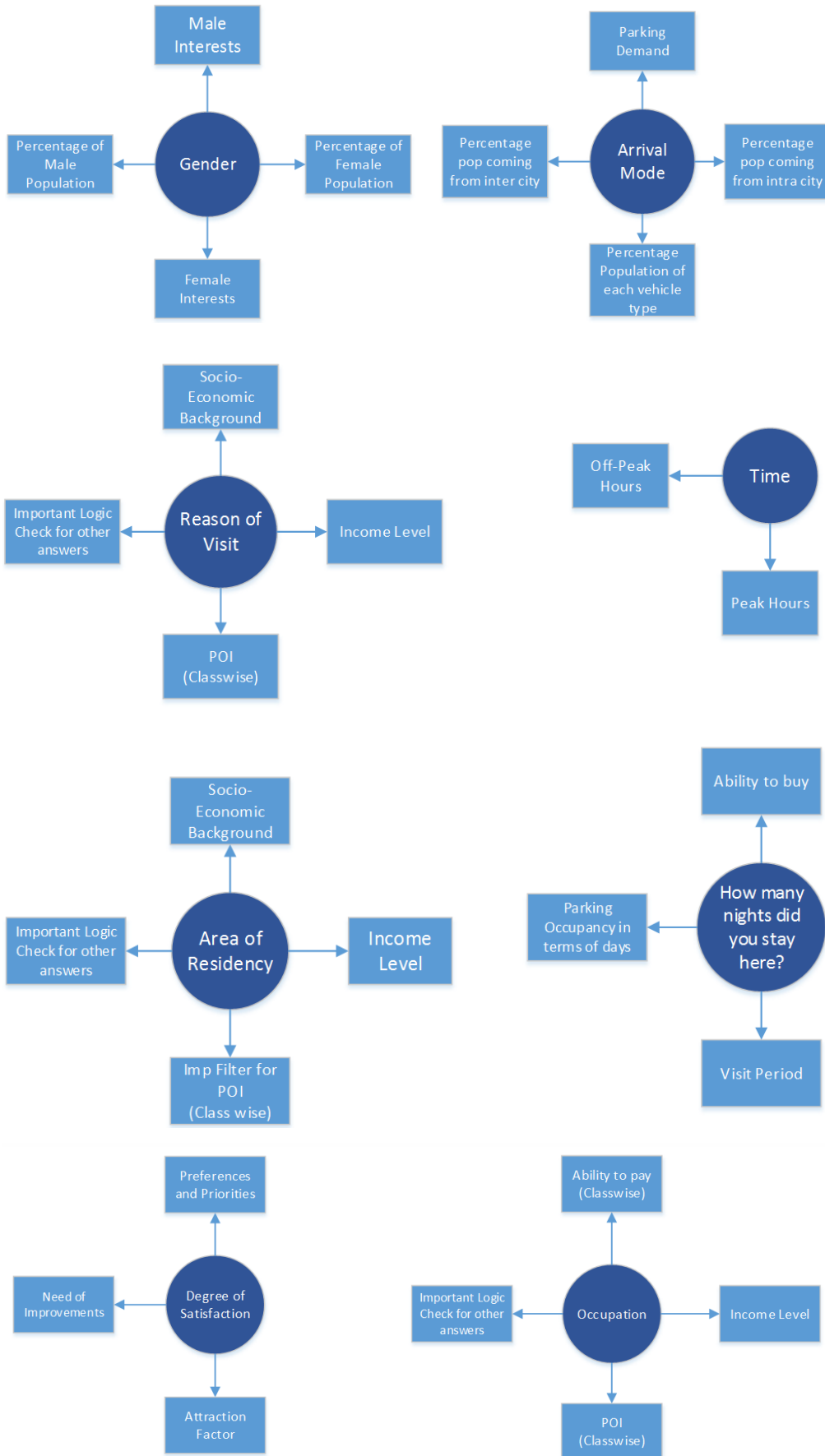
DESCRIPTION:

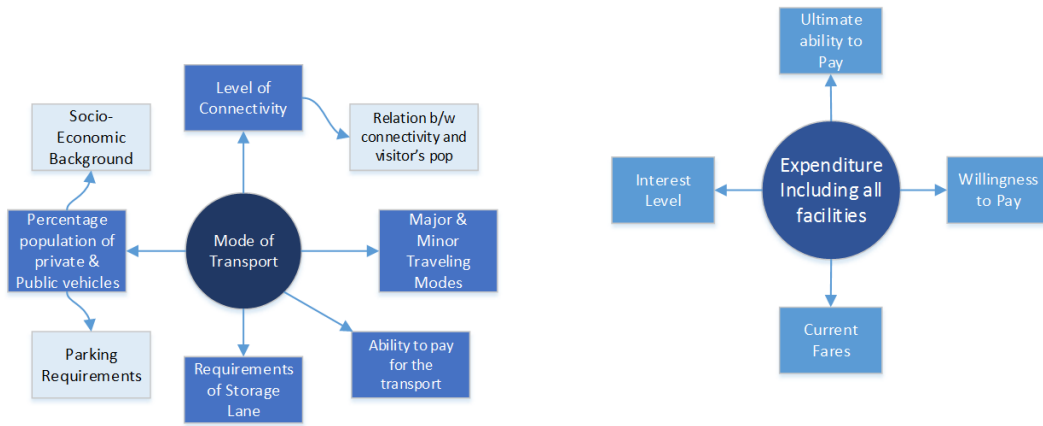
Inputs obtained from the above stated factors work as pool resources in the valuation of Optimum Earning per Month

IMPORTANCE:

Earnings are important because they provide a measure of success of a business which is important for new businesses. They are the best source of finance/capital to invest in expanding the business. That's why in this project it is essential to estimate the optimum earning which will assist owner of this project that how much he will have to invest in the construction of recreational area.

RESORT (MANAGEMENT SURVEY)





OUTCOME: MAXIMUM/ MINIMUM FOOTFALL PER MONTH

REQUIRED DATA:

Number of Members, Peak month & Off-Peak Month Occupancy

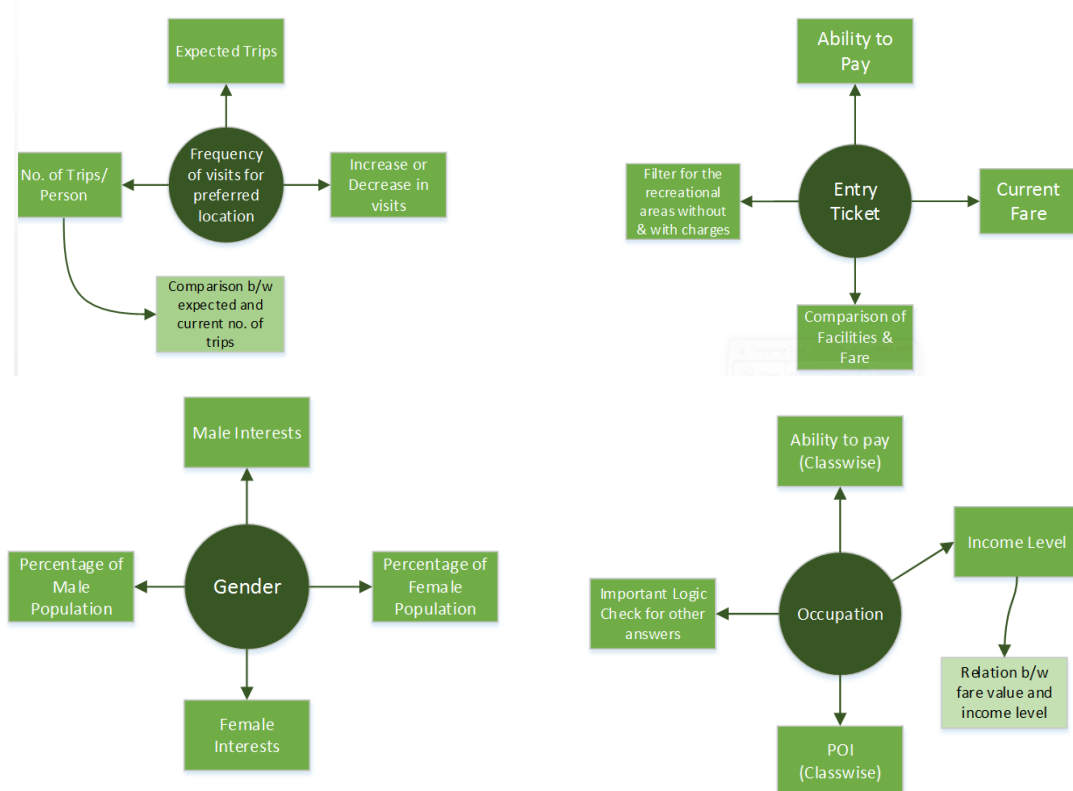
DESCRIPTION:

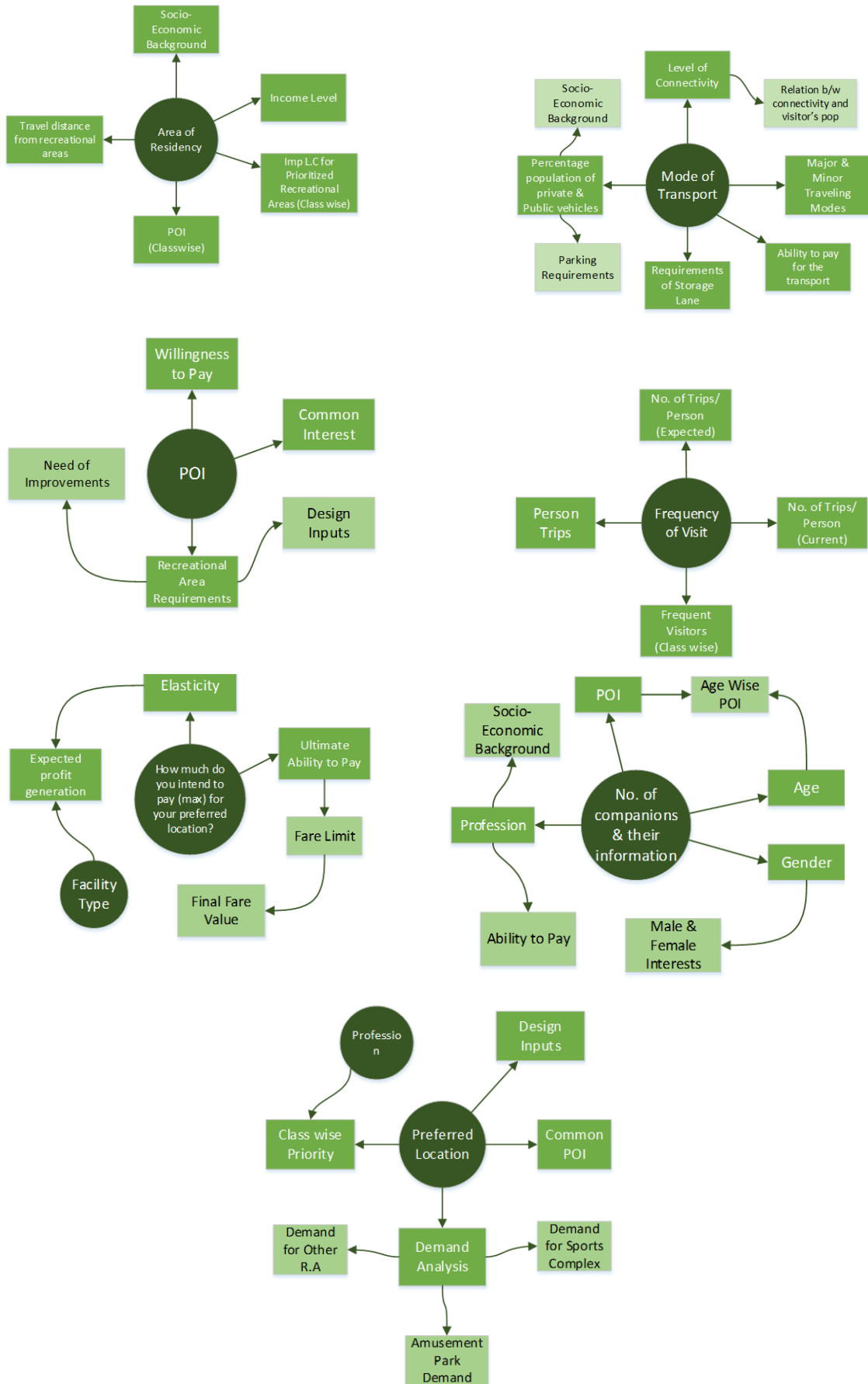
No. of members, peak month occupancy and off-peak month occupancy delivered inputs for the valuation of maximum and minimum footfall/month

IMPORTANCE:

The maximum occupancy of project is primarily the peak visiting numbers at a given peak month. On the contrary the minimum occupancy of vicinity is primarily the off-peak visiting numbers at a given off-peak month

SOCIAL SURVEY (SIMILAR AREA)





FACTOR 1: MODE OF TRANSPORT (USED FOR COMING TO THE FACILITY)

OUTCOME

Parking Demand and Connectivity.

DESCRIPTION:

Mode of transport is the most basic factor of parking analysis. If there is no connectivity in terms of public transport between visitor's origin and facility location, then the users would require private vehicle to commute to the facility. Hence increasing the demand of parking spots.

IMPORTANCE:

No. of parking lots, ability to pay for the transport, drop-off lane length, requirements of storage lane and percentage population of visitors coming from private and public vehicle can be driven out by this information.

FACTOR 2: VISIT FREQUENCY

OUTCOME:

Interest and demand

DESCRIPTION:

By comparing the visit frequency of a specific area with the services that the area provides, demand of the provided services can be achieved. In other words it can be stated as this information may help in the development of comparison that what makes a place attractive for visitors? and how much demand is this feature is generating?

IMPORTANCE:

It is very important to satisfy customers/visitors by fulfilling their demand. There are dozens of factors contributing to the success (or failure) of a business, customer satisfaction is one of them. It's important to track this factor and work on improving it in order to make your customers or visitors more loyal and to satisfy your customer it is compulsory to know their point of interest.

FACTOR 4: FINAL FARE VALUE

OUTCOME

Public Interest and Socio Economic Belonging

DESCRIPTION:

Final fare value may described as a lump sum amount spent by an individual inside the facility

IMPORTANCE:

Works as a measuring factor of the average buying power (credibility) of the visitors

FACTOR 4: FACILITY SATISFACTION

OUTPUT:

Entry Ticket and Satisfaction Level.

DESCRIPTION:

The factors stated above provides a base for the determination of relation between satisfaction level and expenditure occurred inside the facility.

IMPORTANCE:

There are dozens of factors contributing to the success (or failure) of a business, customer satisfaction is one of them. It's important to track this factor and work on improving it in order to make your customers or visitors more loyal and to satisfy your customer it is compulsory to know their point of interest.

HOUSE HOLD SURVEY

INPUT 1: GENDER AND AGE

OUTCOME:

Percentage of male, female, children and adults.

DESCRIPTION:

Factors obtained from the information of gender and age lead into the development of percentage population of male, female, children and adults.

IMPORTANCE:

This type of data is very important because it states the proportions of different age groups upon which the type of facility depends. For instance, play grounds are in high demand by the visitors that belongs to the young age groups.

INPUT 2: OCCUPATION

OUTPUT:

Financial Status.

DESCRIPTION:

Visitor's occupation can express about his/her financial condition. An important logic check is developed from this information about the responses collected from the questions asked during the survey interviews related to the expenditure occurred inside the facility.

INPUT 3: FREQUENT VISITING SPOT

OUTPUT:

Public Interest

DESCRIPTION:

By comparing the frequent visiting spots with the services that these areas provide, demand of the provided services can be achieved. In other words it can be stated as this information may help in the development of comparison that what makes a place attractive for visitors? and how much demand is this feature is generating?

IMPORTANCE:

It is very important to satisfy customers/visitors by fulfilling their demand. There are dozens of factors contributing to the success (or failure) of a business, customer satisfaction is one of them. It's important to track this factor and work on improving it in order to make your customers or visitors more loyal and to satisfy your customer it is compulsory to know their point of interest.

RESORT (AUDIENCE SURVEY)

INPUT 1: GENDER AND AGE

OUTPUT:

Percentage of male and female population, children and adults.

DESCRIPTION:

Factors obtained from the information of gender and age lead into the development of percentage population of male, female, children and adults.

IMPORTANCE:

This type of data is very important because it states the proportions of different age groups upon which the type of facility depends. For instance, play grounds are in high demand by the visitors that belongs to the young age groups.

INPUT 2: AREA OF RESIDENCY

OUTPUT:

Connectivity, Mode of transport and parking required.

DESCRIPTION:

Connectivity: The state of being connected by means of public transport,

Mode of Transport: May include private or public vehicle used for coming to the facility,

Required Parking: No. of parking stalls required for the private cars coming inside the facility.

IMPORTANCE:

Connectivity: Higher the connectivity, higher the number of visitors,

Mode of Transport: One of the key functions that determine the parking, drop-off, storage lane and requirements many other features of a project,

Required Parking: Necessary in order to analyze the number of stalls required for parking, so that visitors can easily park their vehicles.

INPUT 3: OCCUPATION**OUTPUT:**

Financial Status.

DESCRIPTION:

Visitor's occupation can express about his/her financial condition. An important logic check is developed from this information about the responses collected from the questions asked during the survey interviews related to the expenditure occurred inside the facility.

CINEPLEX (MANAGEMENT SURVEY)**OUTCOME 1: MAXIMUM EARNING/ MINIMUM EARNING****REQUIRED DATA:**

Fare Value per Head and Peak Day / Off Peak Day

DESCRIPTION:

Fare value per head and total head count in peak day contribute together for the valuation of maximum earning. On the contrary fare value per head and total head count in off-peak day contribute together for the valuation of minimum earning.

IMPORTANCE:

Earnings are important because they provide a measure of success of a business which is important for new businesses. They are the best source of finance/capital to invest in expanding the business. That's why in this project it is essential to estimate the maximum/minimum earning which will assist owner of this project that how much he will have to invest in the construction of Banquet Hall.

OUTCOME 2: MAXIMUM HALL OCCUPANCY:**REQUIRED DATA:**

Number of Halls, Number of Viewers and Occupancy of Peak day

DESCRIPTION:

The maximum occupancy of a room or building is primarily determined by the available space, accommodating only a certain number of people before overcrowdings occurs.

Occupancy of peak day can help to calculate total head count in peak day then this quantity is divided in number of halls, from which the occupancy of hall in peak day is determined.

IMPORTANCE:

The maximum occupancy of project is primarily the peak visiting numbers at any given peak year, peak month or peak day.

OUTCOME 3: MAXIMUM PARKING DEMAND

REQUIRED DATA:

Peak day occupancy and Area

DESCRIPTION:

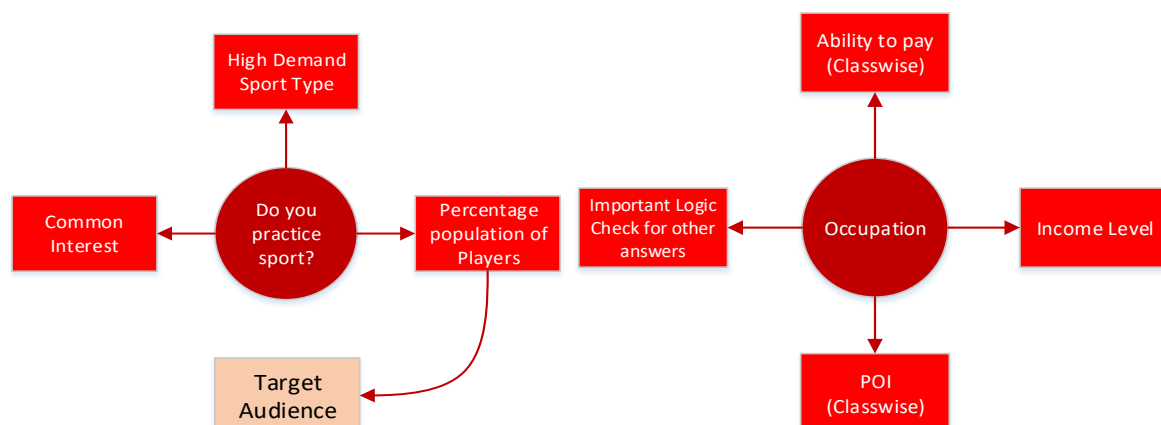
A building must have enough parking spaces to provide their residents and their visitors a place to park their vehicles even in peak hours.

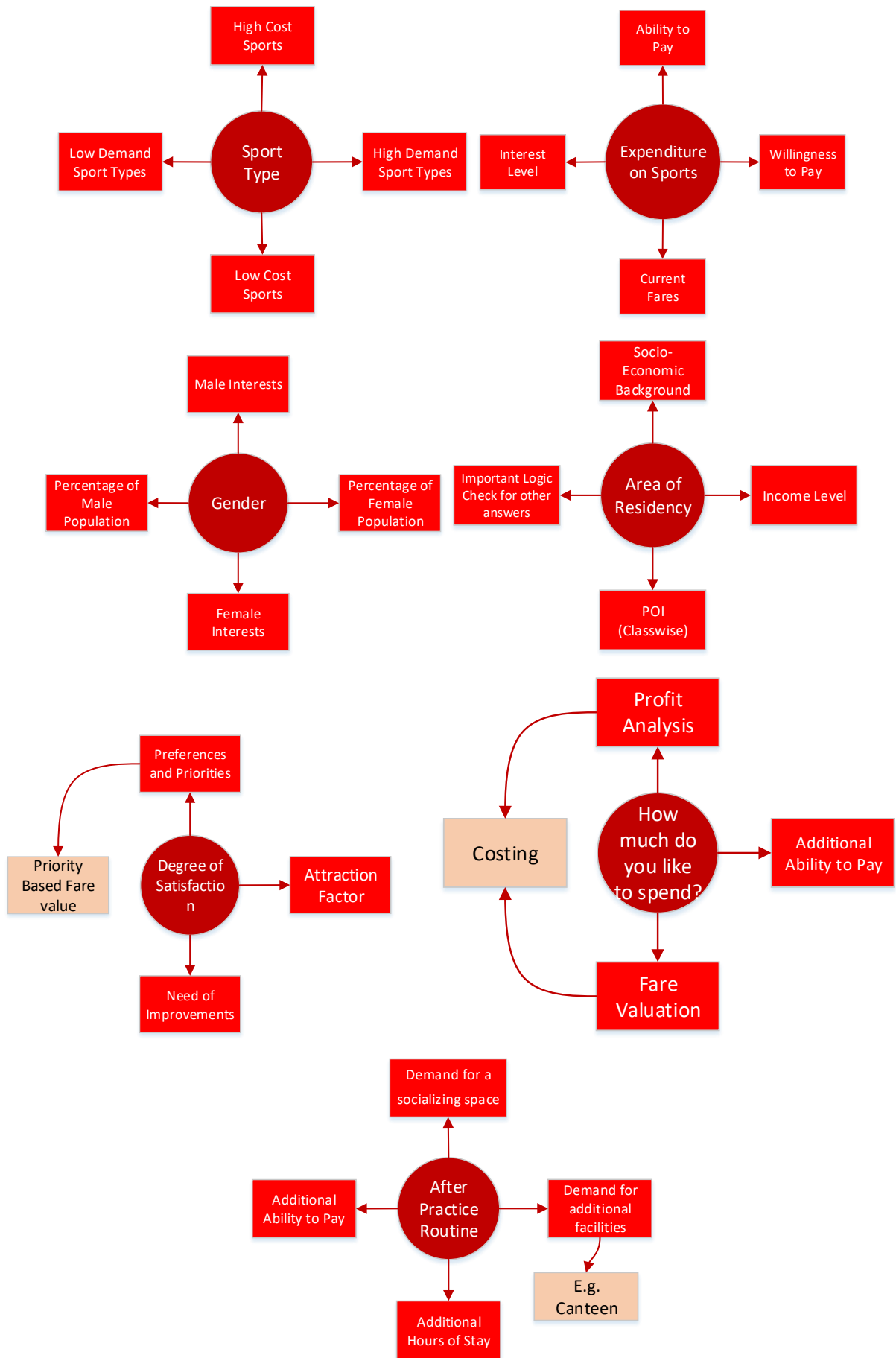
The initial step of parking demand forecasting is dedicated for the bifurcation of visitor's population utilizing private and public vehicles, since only private vehicles are considered while designing the parking facility. Other components that may modify the parking demand are project location and its connectivity via public transport.

IMPORTANCE:

Evaluation of maximum parking demand is necessary in order to analyze the number of stalls required for parking, so that the visitors may easily park their vehicles even in peak days

SPORTS COMPLEX SURVEY





*INPUT 1: GENDER AND AGE***OUTPUT:**

Percentage of male and female population, children and adults.

DESCRIPTION:

Factors obtained from the information of gender and age lead into the development of percentage population of male, female, children and adults.

IMPORTANCE:

This type of data is very important because it states the proportions of different age groups upon which the type of facility depends. For instance, play grounds are in high demand by the visitors that belongs to the young age groups.

*INPUT 2: OCCUPATION***OUTPUT:**

Financial Status.

DESCRIPTION:

Visitor's occupation can express about his/her financial condition. An important logic check is developed from this information about the responses collected from the questions asked during the survey interviews related to the expenditure occurred inside the facility.

IMPORTANCE:

It is important to identify the financial status of visitors. Different classes have different requirements and the park will be maintained according to the need of class.

*INPUT 3: AREA OF RESIDENCY***OUTPUT:**

Connectivity, Mode of transport and parking required.

DESCRIPTION:

Connectivity: The state of being connected by means of public transport,

Mode of Transport: May include private or public vehicle used for coming to the facility,

Required Parking: No. of parking stalls required for the private cars coming inside the facility.

IMPORTANCE:

Connectivity: Higher the connectivity, higher the number of visitors,

Mode of Transport: One of the key functions that determine the parking, drop-off, storage lane and requirements many other features of a project,

Required Parking: Necessary in order to analyze the number of stalls required for parking, so that visitors can easily park their vehicles.

CHAPTER 5: DATA ANALYSIS

This chapter highlights the mathematical and analytical analysis involved in the footfall estimation of the Lab-e-Mehran (Tourism Project), statistics obtained from different conducted surveys and provided by the client are also stated in this section of the report.

The following steps are involved in the procedure of the analysis:

STEP#1 CATEGORIZATION OF INTERVIEWEES

To begin, data collection exercises are carried out to create a baseline for the study. The very first stage of the study is dedicated to organize the collected data according to the socio-economic background of the interviewees. This stage contains high significance in the respective project as the choices of recreational activities are observed to be varied as per the socio-economic background of an individual.

The activity is carried out in following phases:

SURVEY INTERVIEWS

Particularly formulated household surveys are conducted within the Sukkur city in the beginning of the exercise, to study a vast range of characteristics. As it is a common understanding that the culture, tradition and values of a particular area have high impact on the choices made by individuals of that area. Therefore needs to be studied keenly before the final demand analysis.

Three questions were asked in the survey interviews in order to analyze the socio-economic background of the interviewees i.e. Name of the school of the children of interviewee, Occupation of the interviewee and how much he/she expends on a recreational activity (usually).

LOGIC CHECK

All the household surveys were conducted by a highly professional team under the supervision of experienced traffic engineers to maintain the quality of data collection. Responses obtained from the interviews are recorded and then arbitrated as per the surveyor's observation for the filtration of false data.

SOCIO-ECONOMIC CLASS ASSIGNMENT

Modified, filtered and adjusted data is then employed for the socio-economic class assignment of each interviewee. Classes assigned are named as low (L), lower middle (LM), upper middle (UM) and high class (H). This prearranged data is then utilized in further analysis.

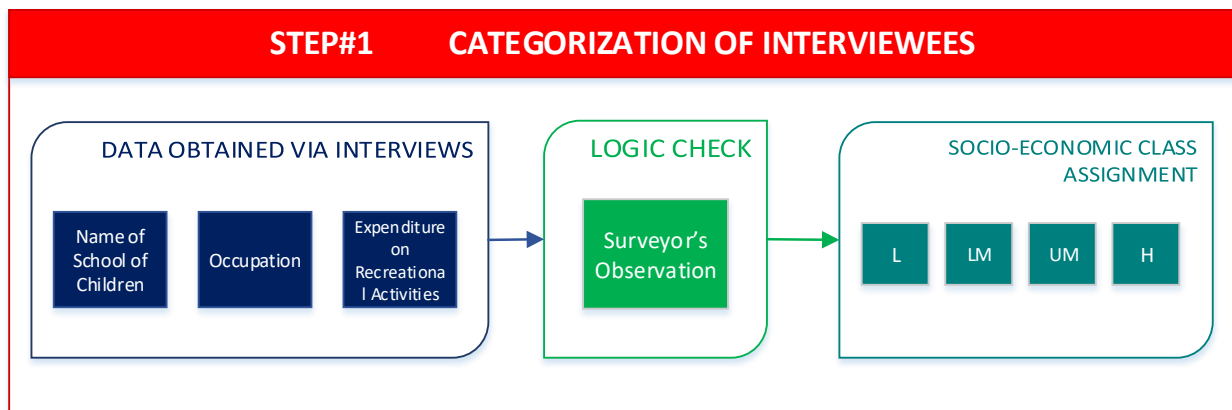


Fig: 5.1 Graphical Representation of Step#1

RESULT

Following four income groups were concluded from the above analysis

LOW LOWER MIDDLE UPPER MIDDLE HIGH

STEP#2 PERCENTAGE POPULATION FOR EACH CLASS

Second stage of the analysis is dedicated for the valuation of percentage population of each class present within Sukkur.

As the base point of discrete choice analysis the estimation of percentage population of each class is carried out. Attraction factor for each class varies with their ability of expenditure, buying power and willingness. Therefore, it is necessary to filter out the percentage population for each class to maintain a balanced equilibrium of their point of interest and aptitude of disbursement.

Mathematics of the population analysis includes the division of sample-size of each category type from the total 510 random interviews conducted during household surveys.

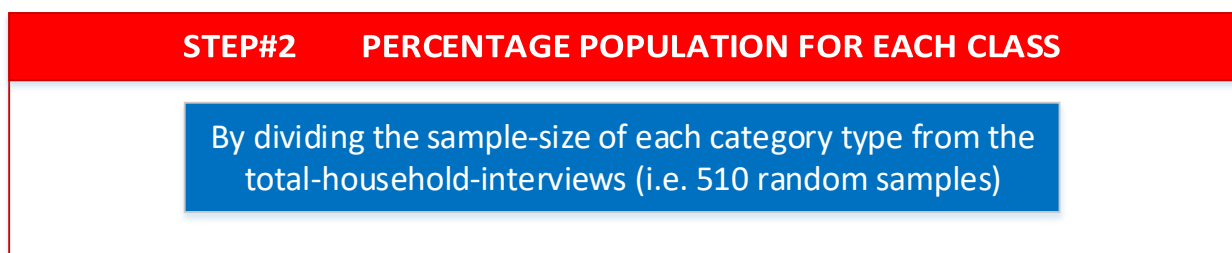


Fig: 5.2 Graphical Representation of Step#2

RESULT

Following percentage population for four income groups were concluded from the above analysis

LOW	LOWER MIDDLE	UPPER MIDDLE	HIGH
43.92%	24.10%	20.58%	10.3%

STEP#3 MOST FREQUENT RECREATIONAL AREAS (AT PRESENT)

Third step of the analytical methodology consists of the determination of most frequent recreational areas within the Sukkur city. Demand obtained from this exercise may termed as plastic demand for recreational area as the options are kept limited (i.e. only existing recreational areas are considered) in this activity. The component is useful in formulating the existing visit frequencies from which a comparison may be drawn between the existing rate of recurrence and frequency of visits that is expected after the construction. For the purpose of data collection, surveys are carried out at 9 recreational areas located within the Sukkur city. The obtained data and data collected via household survey are then used as pool resources to get the best possible outcome.

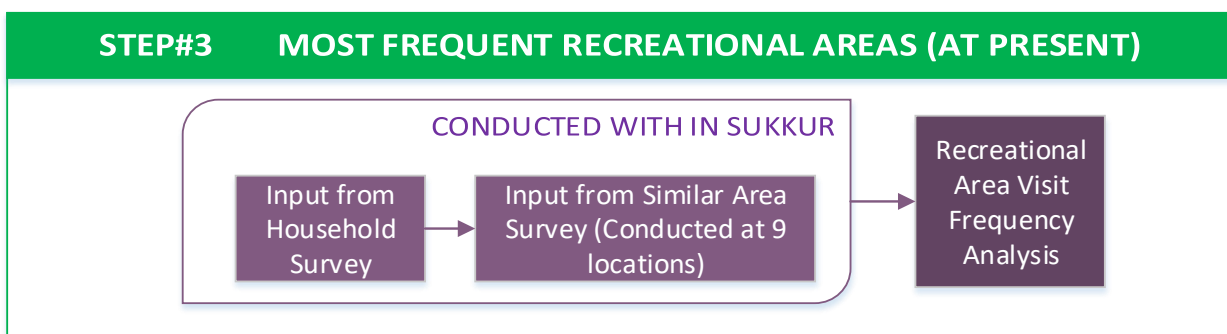


Fig: 5.3 Graphical Representation of Step#3

RESULT

Most frequent recreational area at present are tabulated below:

Location	NO	Monthly*	Yearly*	Twice a Month*	Twice a year*	Total Daily Demand*
Al Sajjad	1	0.00	0.00	0.00	0.00	0.00
Benazir Park	106	0.92	0.02	0.09	0.01	1.05
Bilawal Park	56	0.92	0.02	0.11	0.02	1.08
Bin Qasim Park	49	1.14	0.02	0.00	0.01	1.18
Lab e Mehran	210	0.99	0.01	0.01	0.01	1.04
Hotel One	12	0.97	0.03	0.00	0.00	1.00
Kundan Hotel	11	1.36	0.03	0.00	0.00	1.39
Resturant	4	1.48	0.00	0.00	0.00	1.48
locust	18	1.66	0.00	0.00	0.03	1.69
Walking Krack	10	1.16	0.00	0.00	0.00	1.16

Mazaar	7	1.55	0.00	0.00	0.00	1.55
Snooker Club	2	0.00	0.00	0.00	0.00	0.00
Raja Waterpark	2	0.00	0.00	0.00	0.00	0.00
Mc Donalds	0	0.00	0.00	0.00	0.00	0.00
Rohri	4	0.74	0.00	0.00	0.00	0.74
Guddu Park	1	0.00	0.00	0.00	0.00	0.00
Kot digi	1	1.11	0.09	0.00	0.18	1.38
Faiz Mehal	1	0.00	0.13	0.00	0.27	0.41
Moien jo Daro	2	3.33	0.00	0.00	0.00	3.33

*values shown as frequency of visit.

STEP#4 MOST FREQUENT RECREATIONAL AREAS (PROPOSED)

In continuation with the previous step demand analysis is conducted with an *elastic approach* (i.e. by providing a luxury of choice to the interviewees). This step is useful in observing the preferences and point of interests of individuals, irrespective of the availability of the choice. For the purpose of data collection, surveys are carried out at 12 recreational areas located within the Sukkur city (including all districts). The obtained data and data collected via household survey are then used as pool resources to get the best possible outcome.

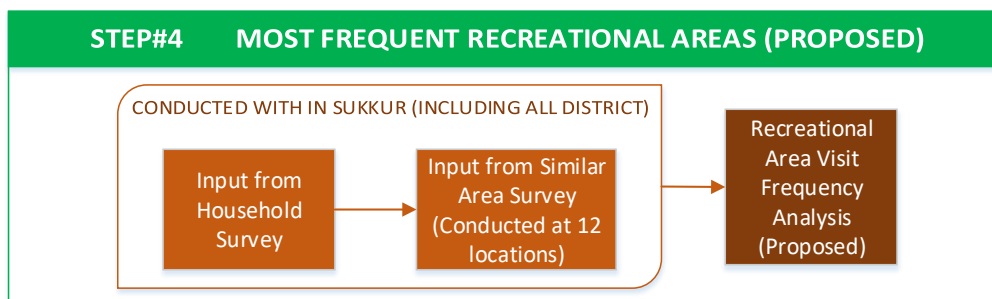


Fig: 5.4 Graphical Representation of Step#4

RESULT

MOST FREQUENT RECREATIONAL AREAS (PROPOSED) ARE:

General Population	
Location	Demand (%)
Amusement Park	68.5%
Cinema	0.39%
Resort	1.77%
Restaurant	6.8%
Shopping Mall	0.196%

Sports Complex	4.13%
Stadium	13.77%
Water Park	2.36%
Zoo	1.57%

STEP#5 DAILY DEMAND ANALYSIS OF OUTDOOR-RECREATIONAL-ACTIVITIES (SAMPLE BASED)

Similar area surveys of 9 different locations and random household surveys that were conducted within the Sukkur city worked as a feeder for the demand analysis of outdoor recreational activities. (The phrase *outdoor recreational activities* refers to the botanical, amusement or any other type of parks/gardens located within the premises of Sukkur city) The calculations are made in the form of daily, weekly, monthly and yearly demand. This procedure was also carried out for bi-daily, bi-weekly, bi-monthly and bi-yearly demand estimation. A daily demand factor is then drawn from this analysis, which is further expanded on the total sample size for the final evaluation of the sample based *Daily Demand for Outdoor Recreational Activities*.

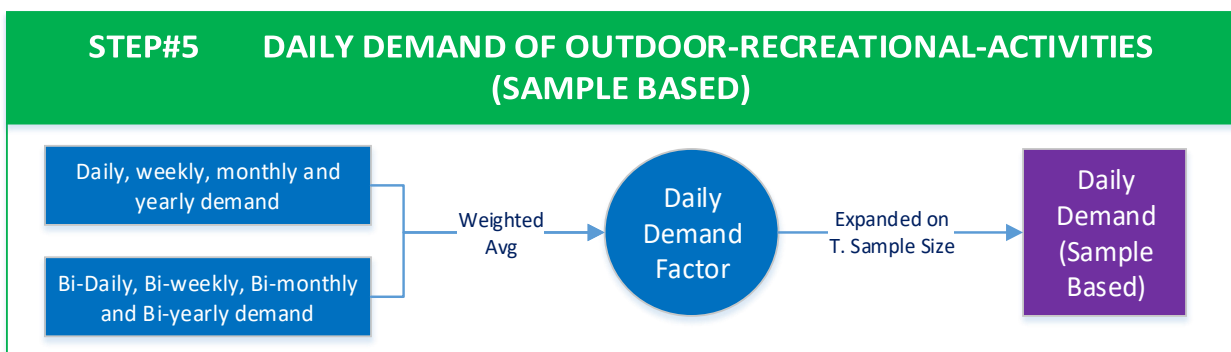


Fig: 5.5 Graphical Representation of Step#5

RESULT

DAILY DEMAND ANALYSIS OF OUTDOOR-RECREATIONAL-ACTIVITIES (SAMPLE BASED) IS

Location	NO	W.Avg	%	Total daily demand(People)
Al Sajjad	1	0	0	0
Benazir Park	106	1.05	0.01	1.12
Bilawal Park	56	1.08	0.01	0.61
Bin Qasim Park	49	1.19	0.01	0.58
Lab e Mehran	210	1.05	0.01	2.20
Hotel One	12	1.00	0.01	0.12

Kundan Hotel	11	1.40	0.01	0.15
Resturant	4	1.48	0.01	0.06
locust	18	1.69	0.02	0.30
Walking Krack	10	1.17	0.01	0.12
Mazaar	7	1.55	0.02	0.11
Snooker Club	2	0.00	0.00	0.00
Raja Waterpark	2	0.00	0.00	0.00
Mc Donalds	0	0.00	0.00	0.00
Rohri	4	0.74	0.01	0.03
Guddu Park	1	0.00	0.00	0.00
Kot digi	1	1.38	0.01	0.01
Faiz Mehal	1	0.41	0.00	0.00
Moien jo Daro	2	3.33	0.03	0.07
				Total Daily Demand: 5.49

From sample size

STEP#6 DAILY DEMAND ANALYSIS OF OUTDOOR-RECREATIONAL-ACTIVITIES (IN SUKKUR CITY)

Daily demand obtained from the previous step assisted in the further evaluation of daily demand analysis of overall outdoor-recreational-activities in Sukkur city. Statistics employed in this practice are obtained from the demographics of Sukkur.

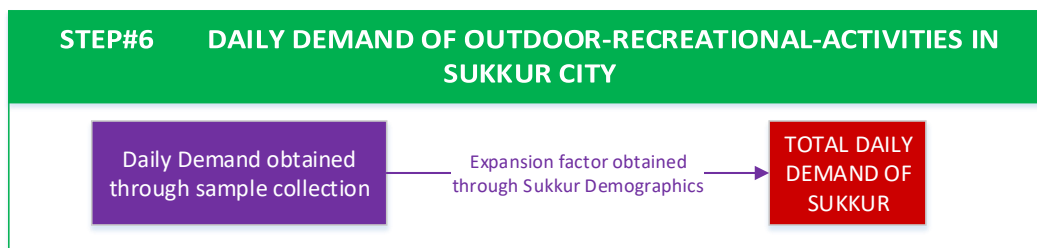


Fig: 5.6 Graphical Representation of Step#6

Result

DAILY DEMAND ANALYSIS OF OUTDOOR-RECREATIONAL-ACTIVITIES (IN SUKKUR CITY) IS TABULATED BELOW:

Location	NO	W.Avg	%	Total daily demand(People)
Al Sajjad	1	0	0	0
Benazir Park	106	1.058	0.011	1.121
Bilawal Park	56	1.090	0.011	0.610

Bin Qasim Park	49	1.186	0.012	0.581
Lab e Mehran	210	1.048	0.010	2.200
Hotel One	12	1.004	0.010	0.121
Kundan Hotel	11	1.399	0.014	0.154
Resturant	4	1.480	0.015	0.059
locust	18	1.692	0.017	0.305
Walking Krack	10	1.167	0.012	0.117
Mazaar	7	1.554	0.016	0.109
Snooker Club	2	0.000	0.000	0.000
Raja Waterpark	2	0.000	0.000	0.000
Mc Donalds	0	0.000	0.000	0.000
Rohri	4	0.741	0.007	0.030
Guddu Park	1	0.000	0.000	0.000
Kot digi	1	1.385	0.014	0.014
Faiz Mehal	1	0.411	0.004	0.004
Moien jo Daro	2	3.333	0.033	0.067
				Total Daily Demand: 5.49
				Percentage of Sukkur Population: 6.92%

STEP#7 DEMAND ANALYSIS OF SPORTS COMPLEX

Resolute interview forms were designed for the demand analysis of sports complex. It is a well-known fact that the interest in different kind of sports fluctuate with the variation in socio-economic-classes. Therefore as per the requirements of a balanced analysis, defined percentage population for each class was covered during the conduction of the survey interviews. So that a precise and comprehensive analysis can be made for the overall population of Sukkur.

Responses obtained from the survey interviews highlighted seven major genre of sports as per the citizens' priority. This data was then validated by the household-survey-responses to evaluate the *Final Demand for Each Sport Type*.

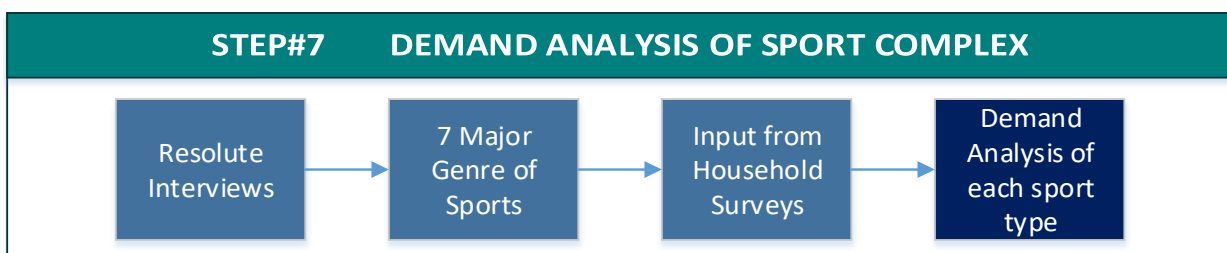


Fig: 5.7 Graphical Representation of Step#7

RESULT

DEMAND ANALYSIS OF SPORTS COMPLEX IS TABULATED BELOW

Sport	Demand(%)
Badminton	1.57
Cricket	90.57
Football	4.71
Hockey	1.30
Karate	0.26
Snooker	1.04
Wrestling	0.52

STEP#8 PERCENTAGE POPULATION OF SPORT COMPLEX VISITORS (GENERAL AND CATEGORIZED)

Demand for each sport type obtained from the previous step leads to the estimation of *Percentage Population of Visitors*. Class-wise frequency of visits for each sport type is valued from the collected data. And ability to expend for each class is obtained from the responses collected from house-hold-surveys.

This sample based analysis is then stretched out for the overall population of Sukkur by using the statistics obtained from the Sukkur demographics.

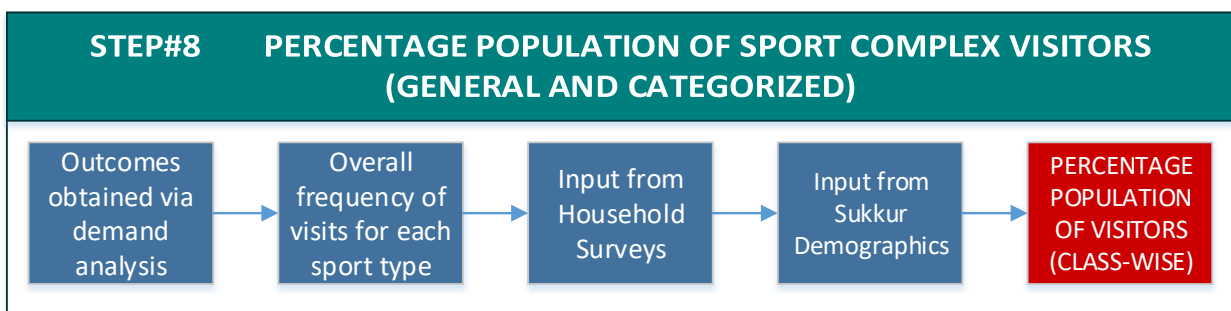


Fig: 5.8 Graphical Representation of Step#8

RESULT

PERCENTAGE POPULATION OF SPORT COMPLEX VISITORS (GENERAL AND CATEGORIZED) IS TABULATED BELOW:

Low	
Sport	Demand(%)
Badminton	0.00
Cricket	93.74

Football	3.40
Hockey	1.70
Karate	0.00
Snooker	0.56
Wrestling	0.56

Lower Middle	
Sport	Demand (%)
Badminton	3.33
Cricket	92.22
Football	2.22
Hockey	2.22
Karate	0.00
Snooker	0.00
Wrestling	0.00

Upper Middle	
Sport	Demand(%)
Badminton	1.7
Cricket	63.75
Football	4.25
Hockey	0
Karate	0.85
Snooker	0.85
Wrestling	0.85

High	
Sport	Demand(%)
Badminton	0.31
Cricket	6.82
Football	1.86
Hockey	0

Karate	0
Snooker	0.62
Wrestling	0

STEP#9 STUDY OF OTHER SIMILAR FACILITIES (EXISTING)

Study of existing similar facilities is a rudimentary need of a sound analysis. Without developing the comparison between existing and proposed (project) facilities demand analysis cannot be concluded. Many important factors were driven out from this practice in the form of current fare values, need of facilities and visit frequencies etc.

Dedicated recreational area surveys were conducted for this activity, from which the number of visitors per facility were extracted and then with the help of frequency of visits a Frequency Factor is developed. By employing this factor *Daily Demand for Each Facility* is evaluated.

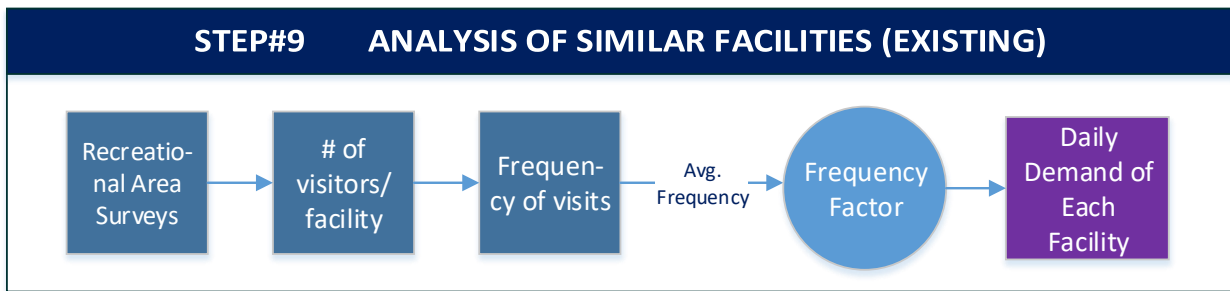
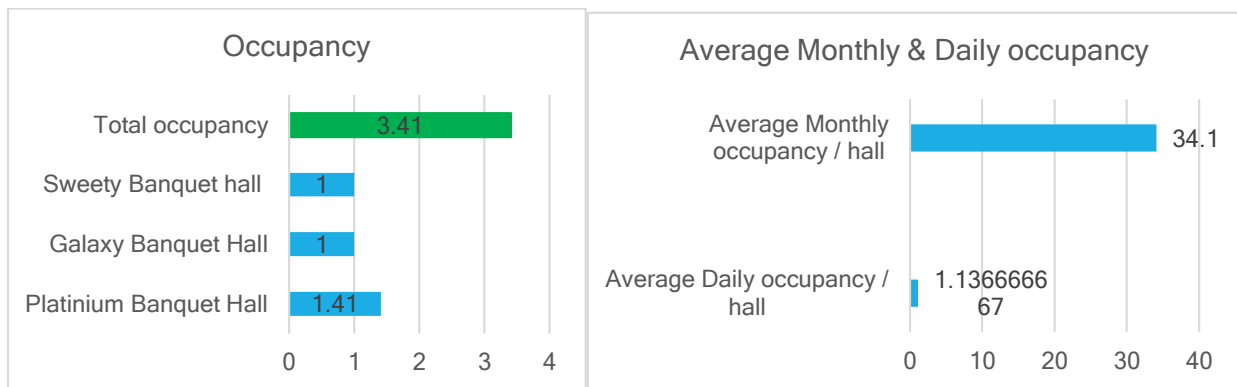
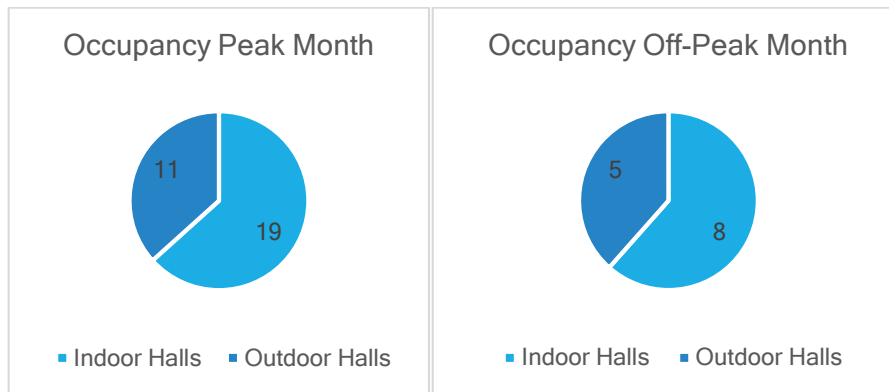


Fig: 5.9 Graphical Representation of Step#9

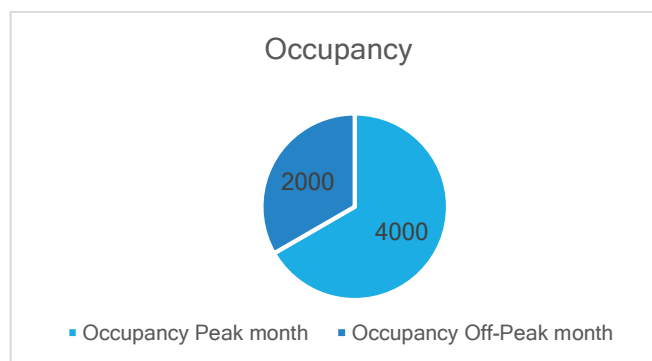
SIMILAR SURVEY FOR MARQUEE / CONVENTION HALL



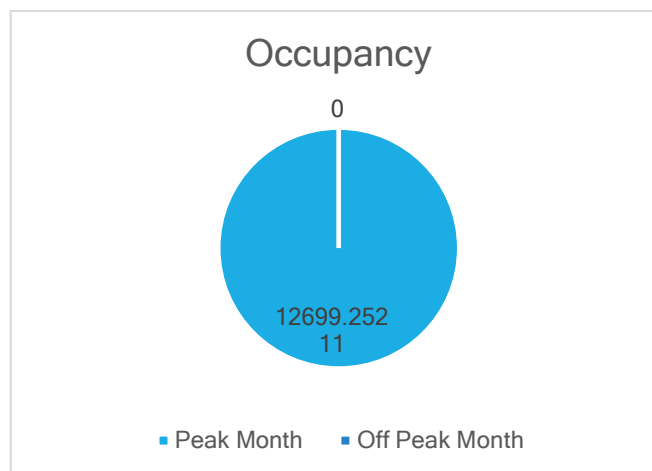
THEATRE



RESORT



CINEMA



STEP#10 DAILY DEMAND OF EXISTING FACILITIES

Daily demand obtained from the previous step assisted in the further evaluation of daily demand analysis of overall *Daily Demand of Existing Facilities* in Sukkur city. Statistics employed in this practice are obtained from the demographics of Sukkur.

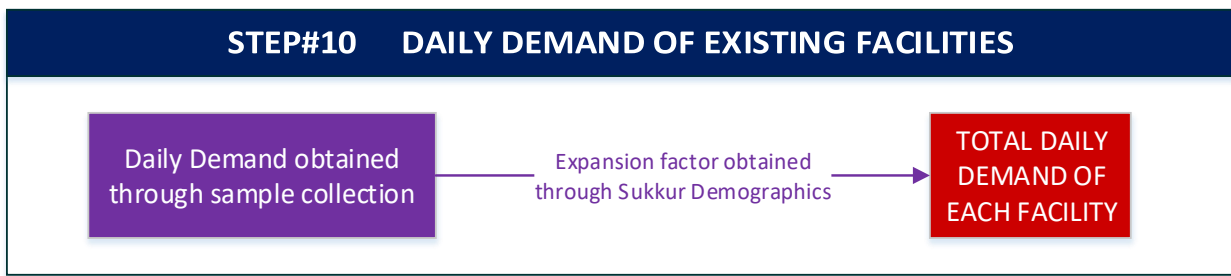


Fig: 5.10 Graphical Representation of Step#10

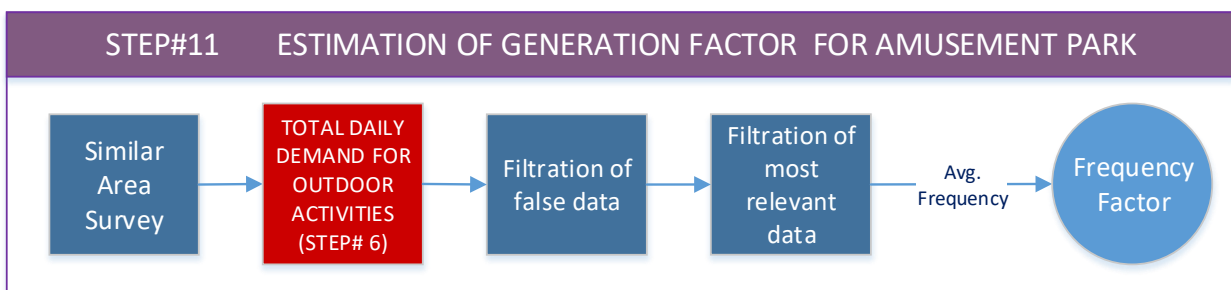
Site	Total daily demand
Marquee hall	385
Theatre	637
Resort	110
Cinema	423

STEP#11 ESTIMATION OF GENERATION FACTOR FOR AMUSEMENT PARK

Construction of amusement park is a major highlights of the project and demands a keen pre-construction study for the successful implementation and operation of the project.

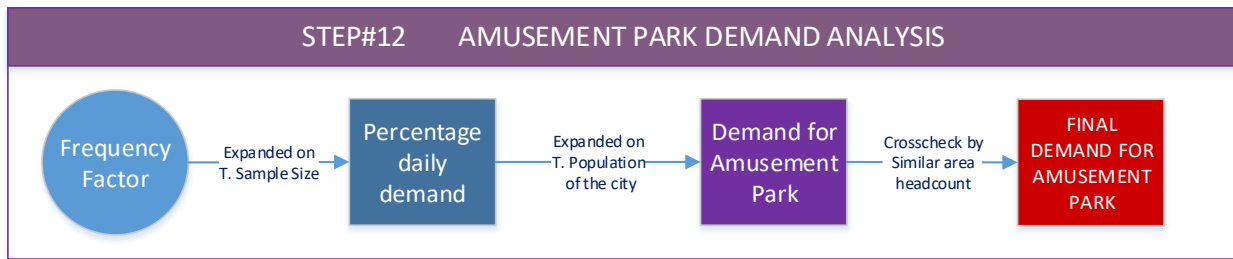
The assessment of demand that is expected to be generated during the operational phase of the amusement park, began with the surveys of similar areas at Sukkur. Condition of recreational areas, entry tickets, maximum ride fare value, minimum ride fare value, social & general security conditions, current need of facilities, weekday & weekend arrival flow and connectivity by means of public transport are some of the key observations recorded during this procedure.

This data is then compared with the *Total Daily Demand for Outdoor Activities* (i.e. Outcome obtained from Step#6). After the filtration of false data and selection of most relevant data, average frequency of visits were extracted and then a frequency factor is derived.



Location	NO	W.Avg	Monthly	Yearly	Twice a Month	Twice a year	Total Daily Demand
Benazir Park	106	1.057	0.92	0.03	0.09	0.01	1.06
Bilawal Park	56	1.089	0.92	0.02	0.12	0.03	1.09

STEP#12 AMUSEMENT PARK DEMAND ANALYSIS



Frequency factor obtained from the earlier stage lead into the estimation of percentage daily demand. This percentage is then expanded on the total population of the city for the demand assessment of amusement park.

Results obtained from the analysis are further validated with the data recorded via headcount surveys of the respective locations. After the analysis and substantiation of results *Final Demand for Amusement Park* attained.

Location	NO	W.Avg	%	Total demand(People)	daily	% of total Population	%	Total Population
Benazir Park	106	1.05776	0.0105	1.121228311		0.225591136	0.002255911	3158.275905
Bilawal Park	56	1.08995	0.0108	0.610374429		0.122807335	0.001228073	1719.302692

Total daily demand 4877.578597

Parks	Daily demand	Area
Bilawal park	3158	7.75
Benazir Park	1719	2.61
Total	4877	10.36
Generation Factor (/Acre)	470.7528958	

Description	Area	Fatcor
LeM Details	19.1	470.75
Total Generation of LeM	8991	

CHAPTER 6: RESULT

The previous chapters were sequential steps to achieve our objective that is classified footfall of each land-use planned within the project. Mainly following are the land-use that are planned to be constructed on the project facility.

- Amusement Park
- Resort
- Multi-purpose Complex
- Restaurant

So the final outcome of the study has to be a table showing the demand categorized as the daily demand for each of the above mentioned land use. This chapter has been prepared to present a) results of every step mentioned in the methodology and b) final outcome that is classified daily demand.

The idea was to minimize the assumptions and maximize the inputs from survey data. This data, after collection, went through a series of logic checks before finally being processed. The processed data was then converted in to information and then this information was used as an input in the methodology that was tailor made according to the size, scale and scope of the project.

CATEGORIZATION OF SOCIO-ECONOMIC CLASS

This is the foremost step in the footfall analysis because the capability and capacity to pay is one of the governing factors in selection of recreational area, frequency of visits and willingness to pay. First of all the acquired data was categorized between four economic classes namely

- Low
- Lower - Middle
- Upper - Middle
- High

PERCENTAGE OF ECONOMIC CLASSES

After acquiring the information related to the type of income classes in Sukkur it was vital to cover all the economic class categories in our survey. Accordingly the survey activity was further elaborated in such a manner that all the income classes were covered and all the necessary data that is needed as per scope is covered. Following are the results.

Economic class	No of samples	Percentage (%)	In terms of Population of Sukkur
Low	224	43.92	653487
Lower - Middle	123	24.10	358584
Upper - Middle	105	20.58	306210
High	53	10.3	153254

The table above signifies that the majority of people reside in Sukkur belong low income group where as minority belongs to high income group.

FREQUENCY OF RECREATIONAL AREAS PEOPLE VISIT AT PRESENT:

Location	NO	Monthly	Yearly	Twice a Month	Twice a year	Total Daily Demand
Al Sajjad	1	0.00	0.00	0.00	0.00	0.00
Benazir Park	106	0.92	0.02	0.09	0.01	1.05
Bilawal Park	56	0.92	0.02	0.11	0.02	1.08
Bin Qasim Park	49	1.14	0.02	0.00	0.01	1.18
Lab e Mehran	210	0.99	0.01	0.01	0.01	1.04
Hotel One	12	0.97	0.03	0.00	0.00	1.00
Kundan Hotel	11	1.36	0.03	0.00	0.00	1.39
Resturant	4	1.48	0.00	0.00	0.00	1.48
locust	18	1.66	0.00	0.00	0.03	1.69
Walking Krack	10	1.16	0.00	0.00	0.00	1.16
Mazaar	7	1.55	0.00	0.00	0.00	1.55
Snooker Club	2	0.00	0.00	0.00	0.00	0.00
Raja Waterpark	2	0.00	0.00	0.00	0.00	0.00
Mc Donalds	0	0.00	0.00	0.00	0.00	0.00
Rohri	4	0.74	0.00	0.00	0.00	0.74
Guddu Park	1	0.00	0.00	0.00	0.00	0.00
Kot digi	1	1.11	0.09	0.00	0.18	1.38
Faiz Mehal	1	0.00	0.13	0.00	0.27	0.41
Moien jo Daro	2	3.33	0.00	0.00	0.00	3.33

The table above represents the frequency of visit which is an integral part of footfall estimation which is necessary to estimate Daily footfall factor. Since humans are creature of habit every individual have their distinguished and unique habits based upon their desire and affordability which therefore creates a different visit pattern for each individual. The data in this form is of no use for the analysis because for analysis daily visit frequency is required which is calculated and analyzed through different logic checks and calculations.

RECREATIONAL AREA CHOICES

For the plan to be successful it is necessary to ensure its efficient operation since the operation depends upon the people, input of people is very critical to obtain following are the tables showing the preferred recreational areas with the percentage of demand.

General Population	
Location	Demand (%)
Amusement Park	68.5
Cinema	0.39
Resort	1.77
Restaurant	6.8
Shopping Mall	0.196
Sports Complex	4.13
Stadium	13.77
Water Park	2.36
Zoo	1.57

To maintain the accuracy of financial estimate if made from the above data, the data needs to be more detailed therefore the following tables are adjusted in accordance with the income group to with the people belong

Low	
Location	Demand (%)
Amusement Park	80.35
Cinema	0
Resort	0.44
Restaurant	5.80
Shopping Mall	0
Sports Complex	2.67
Stadium	7.14
Water Park	3.12
Zoo	0.44

Lower Middle	
Location	Demand (%)
Amusement Park	64.4
Cinema	0.00
Resort	0.81
Restaurant	7.31
Shopping Mall	0.00
Sports Complex	8.94
Stadium	10.56
Water Park	1.62
Zoo	3.25

Upper Middle	
Location	Demand (%)
Amusement Park	56.81
Cinema	0.95
Resort	3.80
Restaurant	5.71
Shopping Mall	0.00
Sports Complex	3.80
Stadium	25.71
Water Park	1.90
Zoo	1.90

High	
Location	Demand (%)
Amusement Park	43.39
Cinema	1.88
Resort	5.66
Restaurant	16.98
Shopping Mall	1.88
Sports Complex	0.00
Stadium	26.41
Water Park	1.88
Zoo	1.88

It can be concluded from above data the most of people from all income groups proposed amusement Park mostly therefore building amusement park is feasible and profitable.

TOTAL DAILY DEMAND OF RECREATIONAL SITES OF SUKKUR

This demand shown below is exclusive of the demand of cinema since no cinema exists in Sukkur, the values also excludes the demand or marquee since other than the proposed project no other recreational area has a multi-purpose complex in Sukkur and the demand also do not have the values of resort since no such landuse is available in Sukkur.

- Total daily demand for estimated for residents of Sukkur is estimated to be 15467 which makes about 1.104% of total population of Sukkur.
- This demand includes both the sites within Sukkur and adjacent areas of Sukkur.
- Most frequently visited recreational sites are :
 - Benazir Park
 - Bilawal Park
 - Bin Qasim Park
 - Lab e Mehran

- Hotel One
- Kundan Hotel
- Resturant
- locust
- Walking Krack
- Mazaar
- Rohri
- Kot digi
- Faiz Mehal
- Moien jo Daro

SPORTS COMPLEX DEMAND

From the sample size of 510 people only 382 people practice sports which when is expanded over to Sukkur's population estimates that 74.9 % of Sukkur's population play sports

CATEGORIZING SPORTS AND THEIR DEMAND

RESULT

General Population	
Sport	Demand (%)
Badminton	1.57
Cricket	90.57
Football	4.71
Hockey	1.30
Karate	0.26
Snooker	1.04
Wrestling	0.52

Among the general sports playing population the most popular and played sport is cricket with the demand standing at 90.57% after cricket football is most popular sport with the demand standing at 4.71%

Low	
Sport	Demand(%)
Badminton	0.00
Cricket	93.74
Football	3.40
Hockey	1.70
Karate	0.00
Snooker	0.56
Wrestling	0.56

Among the general sports playing population the most popular and played sport is cricket with the demand standing at 93.74% after cricket football is most popular sport with the demand standing at 3.40%

Lower Middle	
Sport	Demand (%)
Badminton	3.33
Cricket	92.22
Football	2.22
Hockey	2.22
Karate	0.00
Snooker	0.00
Wrestling	0.00

Among the general sports playing population the most popular and played sport is cricket with the demand standing at 92.22% after cricket, badminton is most popular sport with the demand standing at 3.33%

Upper Middle	
Sport	Demand (%)
Badminton	1.7
Cricket	63.75
Football	4.25
Hockey	0
Karate	0.85
Snooker	0.85
Wrestling	0.85

Among the general sports playing population the most popular and played sport is cricket with the demand standing at 63.57% after cricket football is most popular sport with the demand standing at 4.25%

High	
Sport	Demand (%)
Badminton	3.33
Cricket	73.33
Football	19.99
Hockey	0
Karate	0
Snooker	6.66
Wrestling	0

Among the general sports playing population the most popular and played sport is cricket with the demand standing at 73.33% after cricket badminton is most popular sport with the demand standing at 3.33%

SIMILAR AREA STUDY FOR DEMAND ANALYSIS

FOR MARQUEE

Similar area study was conducted at 3 marquee halls located near lab-e-Mehran namely:

- Platinum Banquet Hall
- Galaxy Banquet Hall
- Sweetie Banquet hall

The marquee halls generate a daily demand of 386 persons per hall in Sukkur city during peak months

And 0 persons per hall during off Peak months

FOR RESORT

Similar area study was conducted at 2 Resorts one in Sukkur and the other in Khairpur namely:

- Sukkur Gymkhana
- Khairpur Gymkhana

Location	Description	Khairpur Gym Khana	Sukkur Gym Khana
Timings		4:00PM - 12:00AM	4:00PM - 12:00AM
Number of Members		374	400
Average no of Visitors on week day	Members	6	100
Average no of Visitors on weekend	Member	6	100 +
Average no of Visitors on week day	Non-Members	15	30
Average no of Visitors on weekend	Non-Members	15	60
Peak Months		June, July, August	June, July, August
Occupancy Peak month		400	3600
Off Peak Months		Nov, Dec, Jan, Feb	Nov, Dec, Jan, Feb
Occupancy Off-Peak month		200	1800

KHAIRPUR GYMKHANA

- The occupancy during peak month is 400 persons
- The occupancy during Off peak Month is 200 Persons
- The Peak Months are June, July and August
- The Off Peak Months are November, December, January and February
- The timings of the resort is 4:00 PM to 12:00AM
- The resort is open to both members and their non-member close relatives

SUKKUR GYMKHANA

- The occupancy during peak month is 3600 persons
- The occupancy during Off peak Month is 1800 Persons
- The Peak Months are June, July and August
- The Off Peak Months are November, December, January and February
- The timings of the resort is 4:00 PM to 12:00AM
- The resort is open to both members and their non-member close relatives

CINEMA

The similar area survey for cinema was conducted at Moonplex cinema situated in Larkana City the conclusion/Result:

- Moonplex is the nearest cinema from Sukkur situated in Larkana
- The cinema has only one hall with seating capacity of 150 persons
- The cinema is houseful during the whole year except Muharram and Ramadan
- There are 3 shows per day on weekdays and 4 shows on weekend
- 2D movies of Hollywood and Bollywood genre are played here
- The ticket fare is 300 Pkr
- The cinema attracts monthly demand of 12699 persons

AMUSEMENT PARK DEMAND

It is necessary to separate out the demand that is entering an amusement facility by buying the entry ticket and the demand that is utilizing park with no entry ticket for the users. Since the planned project will ensure that a ticketing system will be implemented on each user therefore another filter was applied on the daily demand of parks so that only the demand with tickets can be estimated.

From the estimated demand persons per acre in the recreational park (Amusement Park) are generated and by applying the same factor on the area designated for amusement park in our project the demand of amusement park is derived. Survey for Amusement park footfall estimation was carried out by conduction surveys at 2 parks namely

- Benazir Park
- Bilawal Park

Following are the conclusions after the thorough survey of site:

- Both the parks have entry ticket of 10 PKR
- Benazir Park is only for families
- Bilawal Park is for mix audience
- The daily deneration factor of amusement park estimated to be 0.00348
- Benazir park greeters daily demand of 3158 Persons
- Bilawal Park Generates Daily Demand 1719 Persons
- Total Daily demand of amusement park is 4877

Description	Daily demand	Area
Bilawal park	3158	7.75
Benazir Park	1719	2.61
Total	4877	10.36
Generation Factor (/Acre)	470.7528958	

Description	Area	Expansion Factor
Details of LeM Park	19.1	470.75
Total Generation of LeM	8991	

The daily demand of amusement park is estimated to be 8991 persons.

RESTAURANT/FOOD COURT

Following is the demand of food court/restaurant:

Location	NO	W.Avg	%	Total daily demand(People)	% of total Population	Total Sukkur Population
Hotel One	12	1.00	0.01	0.12	0.024247	339.4514
Kundan Hotel	11	1.39	0.01	0.15	0.03097	433.575
Restaurant	4	1.48	0.01	0.05	0.011911	166.7546
Total Daily Demand						939

The total daily demand of Restaurant/Food court is estimated to be 939 persons.

MARQUEE HALLS

Average Occupancy	# of People	
Platinum Banquet Hall	1.41	282
Galaxy Banquet Hall	1	350
Sweetie Banquet hall	1	525
Total occupancy	3.41	1157
Average Daily occupancy / hall	1.13	385
Average Monthly occupancy / hall	34.1	11570

The daily demand of Marquee hall is estimated to be 385 persons.

CINEMA

Final Demand	
Statical Demand	13792.8
Demand from HH	11605.6
Total	25398.5
Final Monthly Demand	12699
Final Daily Demand	423

The total daily demand of cinema is estimated to be 423

The total monthly demand of cinema is estimated to be 12699

RESORT

Resort	Occupancy Peak month	Occupancy Off-Peak month
Khairpur Gymkhana	400	200

Sukkur Gymkhana	3600	1800
Total Occupancy	4000	2000

TOTAL DAILY DEMAND

Project	Land-use	Daily Demand	Monthly Demand	Total Daily Demand	Total Monthly Demand
Lab-e-Mehran	Amusement Park	8991	269730	10950	328529
	Restaurant	939	28170		
	Marquee Hall	385	11570		
	Sports Complex	102	3060		
	Resort	110	3300		
	Cinema	423	12699		