

PRIVATE EQUITY (ESG) FUND INC. NEWSLETTER

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ICONIC TOURIST ATTRACTIONS ADD VALUE TO CITIES

Iconic tourist attractions like The London Eye, Eiffel Tower, New York High Line, and Sydney Opera House add both social and economic value to cities.

In 2012 The Eiffel Tower was estimated to be worth €435 billion (\$545 billion) to the French economy.

The Eiffel Tower of Paris -- arguably the most iconic landmark of Europe -- has certainly shaped the people of Paris and the seven million tourists who visit it each year.

The study was based on 10 parameters from various analysts and statistics bodies, such as tourist index, the economic value of the location, the fame of the monument, the flux of visitors to the territory and monument, and an economic attractiveness index considering factors such as the number of jobs it created and its export value. However, it didn't include the material, and the property value of any structure was not taken into account.

[The Eiffel Tower worth \\$545 billion is the most valuable monument in Europe - Luxurylaunches](#)

The cost of rebuilding or replacing the Eiffel Tower, as a construction project today, can be estimated at \$2 billion to \$2.5 billion.

[What's the Eiffel Tower Worth? | Inc.com](#)

In 2019, the turnover related to ticket sales to access to the most famous monument in Paris amounted to approximately 87 million euros.

[Eiffel Tower: revenues from ticket sales France | Statista](#)

The New York High Line generated \$2 billion in private investment surrounding the park.

The New York High Line Isn't Just a Sight to See; It's Also an Economic Dynamo. The mayor pointed to the deluxe apartment buildings whose glass walls press up against the High Line and the hundreds of art galleries, restaurants and boutiques it overlooks. All of that commerce more than makes up for the \$115 million the city has spent on the park and the deals it has made to encourage developers to build along the High Line without blocking out the sun, Mr. Bloomberg said. On top of the 8,000 construction jobs those projects required, the redevelopment has added about 12,000 jobs in the area

<https://www.nytimes.com/2011/06/06/nyregion/with-next-phase-ready-area-around-high-line-is-flourishing.html>

Deloitte estimate that the social asset value of The Sydney Opera House is \$6.2 billion.

The Sydney Opera House is Australia's premier cultural institution and tourism destination, and a celebrated community meeting place. It is inscribed on the UNESCO World Heritage List as a masterpiece of human creative genius and a world-class performing arts centre. Renowned as a symbol of modern Australia and one of the world's busiest performing arts centres, the Opera House is also an important contributor to the Australian economy.

In 2013 Deloitte released its first report, How do you value an icon? The report delved into understanding the Opera House's cultural, social and economic value and its contribution to Australia. Visitation has also increased by 33% to 10.9 million, while the economic contribution of the Opera House rose by 44% to \$1.2 billion since FY13.

[Deloitte Report - Sydney Opera House](#)



In 2015, the London Eye was valued at £700 million.

The London Eye is one of the most popular tourist attractions in the world. Located in the heart of the city, the London Eye offers stunning views of the skyline and the River Thames. But how much is the London Eye worth? The London Eye was built in 2000 and cost £77 million to construct.

The London Eye has officially become the capital's most lucrative tourist attraction.

With over 3.75 million visitors in 2017. In terms of revenue, the London Eye generated £108.6 million in ticket sales in 2017. This figure does not include revenue from other sources, such as merchandise sales, food and drink sales, or sponsorship

[How Much Is The London Eye Worth? | Historic Cornwall \(historic-cornwall.org.uk\)](#)

Merlin value The London Eye at EUR 213m. (Merlin value brands at the time of acquisition)

[motion-jvco-annual-report-and-accounts-2021.pdf \(merlinentertainments.biz\)](#)

