

# USHAKA MARINE WORLD

Durban, South Africa

The 40-acre, \$125 million uShaka Marine World is a watery wonderland set on the South African coast of the Indian Ocean. Featuring three principal attractions – Sea World, Wet ‘n’ Wild, and Village Walk – the park offers guests a mix of entertainment and discovery, all centered around uShaka’s signature element, a shipwreck of a 1920’s era steamer ship that houses the world’s fifth largest aquarium. Today, uShaka is one of the most popular themed attractions in South Africa, drawing more than 1.2 million delighted guests every year.

MR-ProFun played a vital role in positioning uShaka for the great success it has achieved. During the early stages of development, we offered operational input into the design phase – including design-day analysis and physical planning requirements – to ensure a seamless visitor experience. We were also responsible for the development of a ticket sales and marketing strategy and offered supply-side analysis so the park could accommodate anticipated attendance levels. The pre-opening and first-year operating budgets and preliminary staffing plan helped uShaka Marine World get off on the right foot, and our follow-up audits of the park’s marketing and sales efforts helped in uShaka’s ongoing success.

We’re proud to acknowledge that in 2004 uShaka Marine World was awarded the highly coveted International THEA award for Outstanding Achievement in the marine park category.

- Business and Operations Planning
- Operations Management

