



图源：嘉兴发布

### 山水六旗的陨落

2014年，当时的“中国房地产百强企业”山水文园集团与美国六旗集团签署战略合作协议，山水文园集团成为美国六旗在中国的唯一品牌授权商。

美国六旗乐园与迪士尼、环球影城并称“世界三大主题乐园”，其总部设于纽约，旗下管理着30家主题公园和水上乐园。与迪斯尼老少皆宜、环球影城以电影为主题不同，六旗主题乐园的特色是“冒险”。



图源：SIX FLAG

继迪士尼、环球影城相继落户上海和北京后，六旗将其首个中国乐园选址在长三角核心区位——浙江嘉兴海盐县。作为美国六旗集团在中国的唯一品牌授权商，山水文园集团与六旗联手开发的“山水主题小镇”系列产品，是整合全球文旅IP、结合区域特色打造的国际旅游度假综合体，该项目于2016年年底开建。

令人唏嘘的是，“世界三大主题乐园齐聚中国”的三足鼎立之势并未如期出现。2018年下半年开始，山水六旗项目就多次传出资金紧张、资金链疑似断链等消息。2019年下半年，又传出项目建设遭遇停工的消息。

#### Item 8.01 Other Events

The development of the Six Flags-branded parks in China has encountered continued challenges and has not progressed as Six Flags Entertainment Corporation (the “Company”) had expected. The Company’s partner in China, Riverside Investment Group (“Riverside”), continues to face severe challenges due to the macroeconomic environment and the declining real estate market in China. This has led Riverside to default on its payment obligations to the Company and, as such, the Company has delivered formal notices of default under its agreements. While the Company continues to work with Riverside and each of Riverside’s governmental partners, the eventual outcome is unknown and could range from the continuation of one or more projects to the termination of all the Six Flags-branded projects in China.

In the fourth quarter of 2019, the Company will realize no revenue from the China international agreements and expects a negative \$1 million revenue adjustment related to the China international agreements that will offset a portion of the revenue from the Company’s remaining international agreements. In addition, the Company expects aggregate one-time charges of approximately \$10 million related to the China international agreements and certain unrelated litigation matters in the fourth quarter. For 2020, while the Company does not foresee any significant additional one-time costs or expenses irrespective of the outcome of the Six Flags-branded projects in China, the loss of all the China projects would result in no revenue for that market if Riverside does not cure the default and the Company is not able to engage other partners to complete any of the projects.

Separately, the Company’s North America parks experienced lower attendance in the fourth quarter of 2019 versus the same period in 2018 due to softer than expected season pass and membership sales, primarily during the holiday sales periods. As a result, the Company expects total revenue in the fourth quarter of 2019 to be

#### 六旗集团公告

早前山水文园与美国六旗集团达成“排他性战略合作”，在2014至2018短短4年间快速“攻城略地”，在浙江海盐、重庆璧山区、南京三地拟分别投资数百亿元，打造度假区（小镇）项目，其中囊括11个六旗主题乐园。

#### 孙宏斌“再次接盘”

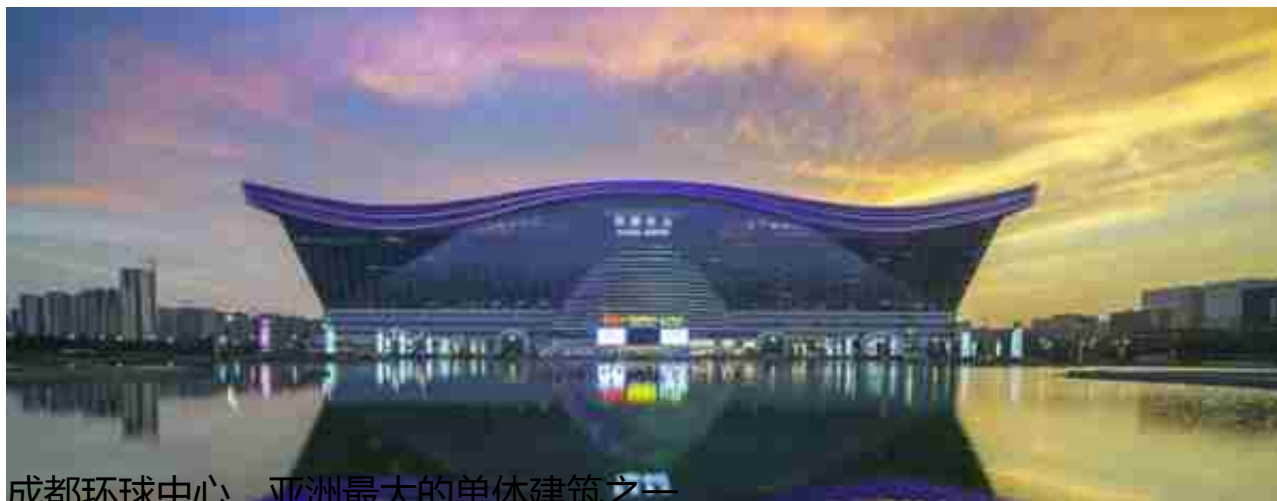
根据目前融创达成的合作协议来看，杭州湾融创文旅城项目规划面积4365亩，项目规划建设乐园、商业、酒店等板块。其中，乐园板块规划有室外水乐园、童乐园、极地冰雪世界等，将为广大游客带来全季节、全天候的娱乐体验。其中，水乐园及部分商业计划于2021年7月建成运营。



左：北京壹号院



右：上海滨江壹号院



成都环球中心，亚洲最大的单体建筑之一

4月8日，武汉“新冠”肺炎疫情影响暂缓，城市解封后，融创举行了第一场“云签约”，共有69家企业参与了“云签约”。在此次“云签约”仪式上，融创中国联手武汉地产集团与黄陂区签约“融创·武地·长江文旅城”项目投资建设合作协议。据悉“融创·武地·长江文旅城”项目计划分三期建设。项目依托冰雪综合体和酒店会议康养中心，建设集室内滑雪场、商业风情街、娱乐购物、星级酒店、会议中心、娱乐水世界、民宿集群、康疗中心、中小学、智慧生活集聚区等功能于一体，立足武汉、依托长江经济带的世界级一站式综合娱乐休闲旅游目的地。

4月12日下午，融创中国又与保山达成了合作意向，将重点发展康养旅居项目，建设滇西大旅游环线。两日之后，孙宏斌前往云南太平湖森林小镇进行考察。而去年8月，云南省人民政府与融创中国签订战略合作框架协议，按照协议内容，融创中国在云南以文旅产业为核，全面布局智能科技、大健康、运动体育、影视文化等领域。

经过多年深耕，融创中国已经成为国内知名的房企之一，环球融创会展文旅集团成立之后，融创文旅版图再次扩张，成为了全国最大的会展类项目持有及运营商，融创全面布局地产、服务、文旅、文化、会展会议、康养六大战略板块，实现“地产+”的再次升级。



长按关注



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