



THE WORLD FEDERATION OF GREAT TOWERS
FROM THE TOP OF THE WORLD
AN ASSOCIATION OF INTERNATIONAL MONUMENTS

MEMBERSHIP BENEFITS - OVERVIEW

The **World Federation of Great Towers (WFGT)** is a professional association of observatory towers which are representative of their city and operate as tourism facilities. A condition of membership is that each tower will have attributes which make them unique, original or symbolic – either because of their height, historical significance, or special features.

The Federation was formed in 1989 to commemorate the one hundredth anniversary of The Eiffel Tower, and is administered under special Charter & Regulations. All WFGT activities are coordinated through a Secretariat which is headed by the Executive Director. This is an elected position which works on behalf of The General Assembly, and is supported by an Executive Committee.

Members pay an annual fee to cover the expenses of the Executive Director and receive the following benefits:

LEADERSHIP AND INDUSTRY DEVELOPMENT

Opportunities exist for all members to share technical, marketing and business expertise in this niche industry. The WFGT actively facilitates access to global sharing of best practice and information for industry benchmarking to enhance each member's operation. It also drives excellence across business areas through its annual Industry Awards which are aimed at continuous improvement and industry development. The advantages of working in a global partnership are particularly forceful in this niche industry as there are few observatory towers in cities and countries around the world. Being able to share this unique experience in a non-competitive and open way has clear benefits and can provide a worldwide perspective on common issues.

PROMOTIONAL OPPORTUNITIES AND PARTNERSHIPS

Cross promotion and partnership opportunities exist to benefit all members and can operate on many levels – for example, bilaterally, regionally or globally. Representing a membership which attracts in excess of 30 million visitors per year, the WFGT has both the influence and purchasing power to negotiate business opportunities for its entire membership.

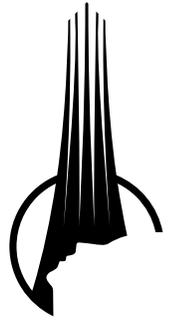
Members not only enjoy the revenue generation benefits which can result from this, but also the credibility of belonging to such a unique, international group. As such, each member enjoys an annual allocation of VIP passes allowing free entry to all WFGT towers for their personal distribution.

COMMUNICATION AND EDUCATION

The WFGT fosters awareness of member towers and the Federation as a whole through its dedicated website, contact with service providers, and various public relations initiatives. Communication and information sharing between members is maintained via a monthly newsletter and an annual conference, which is free for all financial members to attend. Expert speakers are provided at each conference to inform members of new and important developments in their field, as well as presentations from member towers.

OVERVIEW

WORLD FEDERATION OF
GREAT TOWERS



PROFESSIONAL NETWORKING AND SUPPORT SYSTEM

The benefits of belonging to the professional WFGT network are many, however members can be assured of expanding their knowledge of the industry, developing new skills and deepening business relationships. Having access to a variety of opinion and ideas, learning about other similar operations, and consulting and collaborating with experts in the field, can only enhance business outcomes. Coaching and mentoring relationships with more experienced business people are also possible if guidance and support are required.

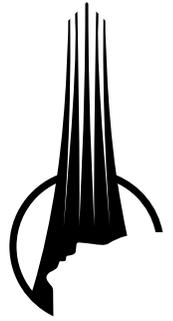
In addition to the above, a staff exchange program exists between member towers to promote both educational and networking opportunities.

COMMUNITY OUTREACH AND COLLABORATION

The WFGT is proud of its achievements in developing strong international partnerships and business opportunities. In recent years this has evolved to include collaboration on environmental and community outreach programs and participation in charity events, as members increasingly identify with their community service obligations. Working together on a global scale can attract significantly more attention for such issues, making it easier to gain support and ensure success.

In conclusion, the WFGT is a membership-based organization which exists solely for the benefit of its members. Its goal is to help each member tower maximize its operating potential. It does this by fostering awareness; securing promotional and marketing opportunities; and facilitating access to expertise and information sharing. Working in global partnership, it is able to tap into a community of professionals to assist those operating in a unique part of the world tourism industry.





MEMBER BENEFITS

GLOBAL SHARING OF BEST PRACTICES

One of the most important benefits WFGT offers its members is the access to unique industry experts and information only found within the WFGT membership.

A niche industry that overlaps with many other core business areas such as attractions, restaurant, retail, hotel and antennae/tv transmission, the tower management business is high profile but often operates in isolation. WFGT brings tower owners and managers together to exchange information and learn of new opportunities that can dramatically affect the success of their own tower, their city and their countries. Not found anywhere else, this critical dialogue is the foundation for the success of WFGT.



WFGT ANNUAL CONFERENCE

For more than 20 years, towers have benefited from the WFGT annual conference, where the sharing of proprietary as well as industry information, case studies and revenue ideas encourage further success among members. Curriculum includes more than 15 sessions per conference with presentations made available to attendees electronically immediately following. Registration is free for members, and the event is typically hosted by a member tower. The 2011 Conference is scheduled for Macau, China in October of that year.



ACCESS TO UNIQUE REVENUE GENERATING OPPORTUNITIES

Many revenue generating opportunities for member towers are derived from exposure to other tower's activities.

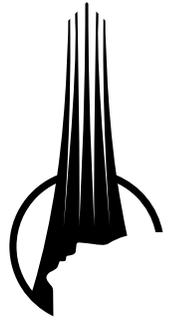
In the past year alone, many towers have adopted unique view collateral, state-of-the-art high powered telescopes, automated ticketing systems and coin strategies that have resulted in increased revenue streams.

In the open and non-competitive environment of the WFGT, these strategies are willingly shared and actively pursued.



MEMBERSHIP BENEFITS

WORLD FEDERATION OF
GREAT TOWERS



MEMBER BENEFITS (cont.)

MONTHLY NEWSLETTER

The newsletter is a comprehensive overview of the recent activities within member towers as well as a means to distribute important Federation information. In many cases, member towers submit information, of which stories are created and the information is distributed to all member towers. The member newsletter is an important way for the global community of the WFGT to stay abreast of Tower information throughout the year.



WFGT ALL-ACCESS VIP CARDS

Member towers share in the advantages of membership by collaborating on VIP passes. Each member tower is granted more than 100 passes per year to distribute to VIPs of their choice. The VIP card grants free admission into all member towers.



WFGT WEB SITE EXPOSURE

The WFGT Web Site receives significant amount of hits per year and showcases each member tower with its own informational page and contact information, providing another marketing outreach tactic for each member tower. In addition to tower information and the showcasing of the Federation, there are member-only discussion forums that allow for dialogue to occur between members.



INDUSTRY AWARDS

Global recognition can be garnered through the WFGT industry awards. Award categories include areas of innovation, marketing and staffing.

UNPARALLELED ROSTER OF MEMBER COLLEAGUES

The WFGT is currently comprised of 33 prestigious and world-renowned member towers from across the globe. Membership information and best practice sharing occurs within a well-intentioned, non-competitive environment, as only one tower per major city is granted membership. Member towers span various continents, economies and languages, but the spirit and goals for running towers are very similar. To create a dynamic customer experience that is representative of the respective city/country, while generating revenue.

TOWERS



Sydney Tower,
Sydney, Australia



Skypoint,
Gold Coast, Australia



Donauturm Tower,
Vienna, Austria



CN Tower,
Toronto, Canada



Calgary Tower,
Calgary Canada



Skylon Tower
Niagara Falls, Canada



Montreal Tower
Montreal, Canada



CCTV Tower,
Beijing, China



Qingdao TV Tower
Qingdao, China



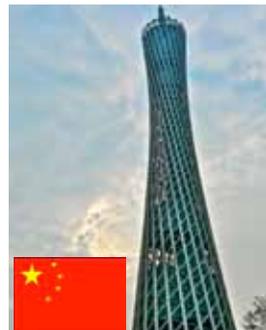
Oriental Pearl Tower
Shanghai, China



Dragon Tower,
Harbin, China



Tianjin TV Tower
Tianjin, China



Canton Tower,
Guangzhou, China



Macau Tower
Macau, China



Cairo Tower,
Cairo, Egypt



Tour Eiffel,
Paris, France



Berliner Fernsehturm,
Berlin, Germany,



Tokyo Tower,
Tokyo, Japan



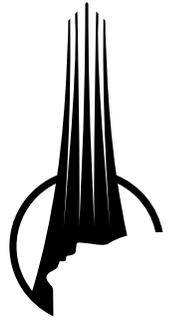
N Seoul Tower,
Seoul, South Korea



Menara KL,
Kuala Lumpur, Malaysia

TOWERS

WORLD FEDERATION OF
GREAT TOWERS



TOWERS (cont.)



Torre Latinamericano
Mexico City, Mexico



Sky Tower,
Auckland, New Zealand



Euromast Tower,
Rotterdam, The Netherlands



Ostankino Tower,
Moscow, Russian Federation



UFO,
Bratislava, Slovakia



Collserola Tower,
Barcelona, Spain



Burj Khalifa,
Dubai, U.A.E.



Spinnaker Tower
Portsmouth, United Kingdom



Blackpool Tower,
Blackpool, United Kingdom



John Hancock Observatory,
Chicago, U.S.A



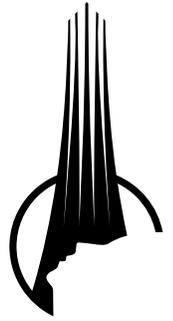
Space Needle,
Seattle, U.S.A.



Empire State Building,
New York, U.S.A



Tashkent Tower,
Tashkent, Uzbekistan



OTHER INFORMATION

WFGT MEMBER DUES

\$1,500 U.S. per tower, per annum

WFTG OFFICIAL LANGUAGES

English, French

WFGT LEADERSHIP AND CONTACT INFORMATION

WFGT Executive Director

Mr Daniel Thomas - WFGT Headquarters, Chicago
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WFGT Executive Committee Members

Ms. Christina Aue, Berliner Fernsehturm, Berlin
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