



**A HYBRID HOSPITALITY EXPERIENCE DELIVERED BY**



# THE CHASE

Are you ready to combine all the fun of hit ITV Show, The Chase with a day out with friends or family? Look no further than The Chase, with the support & investment of IMBIBA, expertly delivered by LTR.

Utilising leading & custom built technology to bring the popular ITV Game Show to life for:

**SMALL GROUPS:** 2-5 guests, seated at a “Chase” table with a dedicated interactive screens.

**LARGE GROUPS:** 6+ guests competing in teams seated at a “Chase Base” for up to 12 players and can be combined for larger groups.

**BAR CHASE:** An interactive, high energy group experience hosted by a charismatic presenter.

Offering a great experience for families, corporates & adult social markets.



# THE FORMULA

**Spend per sqft** Activity takes up little room, price per person model vs price per area

**Ability to generate high F&B spends** The price per person model enhances the 100% margin & almost zero cost of the activity, reducing break evens

**Per person price vs group price** Price per person model ensures groups of less than 6 appeal to the biz

**Competitive level playing field** Everyone can quiz, the gameplay and tech create the level playing field

**Corporate Appeal** Like all competitive socialising this has corporate appeal, especially with the potential of tailored questions

**Breadth of market** Covers families, corporate and adult social - the 'holy trinity'

**Scalability** Replicable model with brand recognition plus could be small or large sites

**International appeal** Quizzing is universal and the brand is already internationalised

**Profitability & payback** Because of high spends and high margins its highly profitable with excellent payback

**Quality of the experience** Quizzing is tried and tested and is up there with the most eligible formats to conceptualise

**Barriers to entry** 'The Chase' brand provides more comfort than unbranded concepts



# IMBIBA

**This is an exciting new venture supported  
by IMBIBA, the investor behind:**

**NQ64<sup>®</sup>**  
A R C A D E B A R



**BIG  
FANG**  
COLLECTIVE

**ARCADE**

# PROPERTY REQUIREMENTS

High footfall city centre

Close proximity to public transport and car parks

Complimentary leisure attractions

8,000 - 10,000 Sq Ft

Ceiling Height 3.8m+

## Target Locations:

**Manchester**

**Leeds**

**London**

**Edinburgh**

**Glasgow**

**Birmingham**

**Liverpool**

## INVESTMENT

Capital Investment of c. £3.5m

Location will be managed directly by the Leisure TV Rights team.



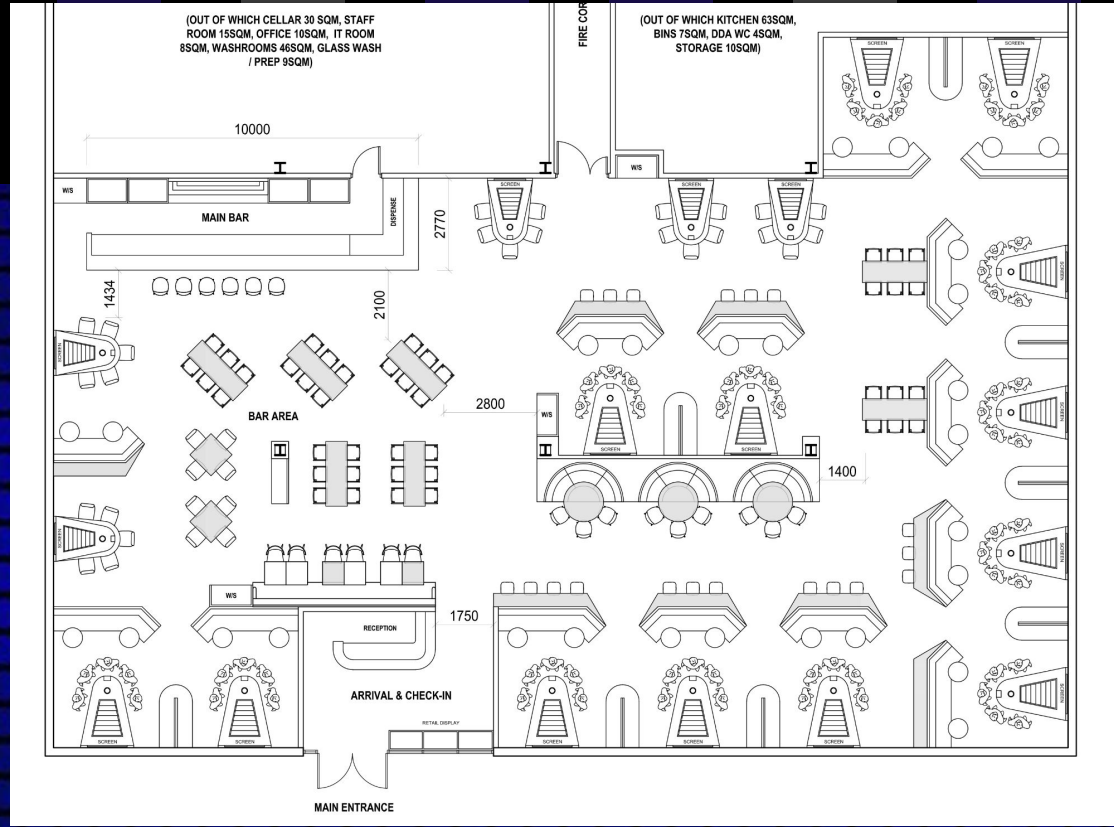


# THE CHASE BASE

ARTIST'S IMPRESSION



# EXAMPLE FLOOR PLAN



# THE CHASE

BY LEISURE TV RIGHTS



**Brand new competitive socialising concept**

**In partnership with ITV delivering a globally recognised brand**

**Experienced industry leaders delivering operational excellence**

**High level of investment for the long term**

**Global appeal and expansion**



**LTR**  
LEISURE TV RIGHTS



# CONTACT

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