



Wonwhee Kim is the Chief Intelligence Officer and one of the founders of the Park Database, the attraction industry's intelligence solution. The Park Database maintains the largest public and private database of attractions in the world, encompassing attractions characteristics, ride information, and market data. By leveraging this significant base of proprietary knowledge and technology, the Park Database Analytics team provides value-add analyses on markets, competitors, project economics, and

planning for themed attractions.

With over a decade of experience in attractions consulting with clients such as Hanjin Korean Air, Lotte Group, Riverside Group, CCTV, Universal Studios, Fox, Paramount Pictures, and Melco Crown, he is one of the world's foremost experts in attractions economics.

He is a highly sought-after speaker, and has presented papers at the Saudi Travel and Tourism Conference, the Global Tourism Cities Conference, the Myanmar Infrastructure Summit, and MIPIM Asia, the Property Leaders Summit.

With real estate private equity, asset management, and hedge fund investing experience, he has helped conduct due diligence and valuations for some of the world's largest asset managers, such as GE Real Estate and Blackstone. He also has extensive experience in both residential and commercial transactions, and thus brings a realistic, implementation-oriented perspective to the attractions industry.

Won is a graduate of the Huntsman Program of International Studies and Business at the University of Pennsylvania, with a B.A. from the Colleges of Arts and Sciences, and a B.S. Economics from the Wharton School. He obtained his MBA from Berkeley-Haas on a Merit Scholarship.