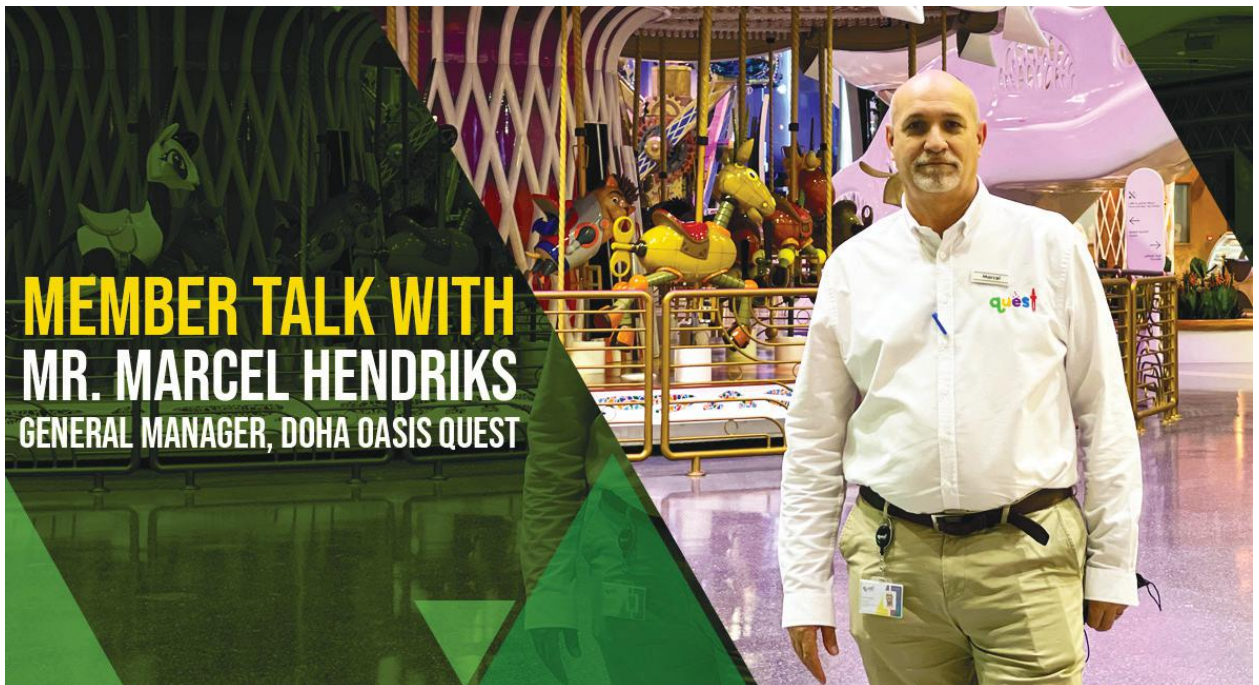


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MENALAC
MEMBER TALK

JULY 2021

While undoubtedly 2020-2021 have been a tough year for the leisure and attractions industry tipping us towards a pessimistic vocabulary, there have been a few astounding projects in our region that have silently stayed the course and determinedly demonstrated that the human spirit is capable of rebounding and delivering ambitious plans against all odds.

Doha Oasis Quest - a state-of-the-art first-ever indoor theme park in Qatar, with record-breaking rides – is one such iconic attraction that has opened in these challenging times and we are delighted to be in conversation with Mr. Marcel Hendriks, General Manager, Doha Oasis Quest to learn about their dream and aim, park theme, iconic offerings, customer centric-philosophy and more.



1. Congratulations on your recent soft opening. Please take our readers through what has been the dream and aim in mind while building Qatar's first ever Theme Park? What makes the attraction so unique in Qatar?

Our aim was to build a park for the residents and visitors of Qatar that is unmatched on the world stage. We wanted the highest quality guest experience coupled with world-class, record-breaking attractions. This is what QUEST delivers to our guests.

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Magma Blast and **EpiQ Coaster** alongside immersive technology like Virtual Reality and Motion Simulators which play a vital role in the success of the project. We believe that QUEST is one of the best indoor attraction of its kind in the world today.

3. Can you elaborate on Doha Quest's three-time dimensions theme offering for guests?

Quest is a themed, story-based concept which revolves around the notion of time; the park is divided into three dimensions which represent the past, present and future, respectively Oryxville, a portrayal of an ancient Arabian past, City of Imagination, a reflection of a wondrous present and Gravity, a gateway to a futuristic space. Each time dimension houses enchanting characters whose stories unfold as guests embark on sensational adventures aboard the impeccably themed, media enhanced and story driven rides and attractions. At Quest, guests get to explore the past, play in the present and imagine the future.

2. While building this iconic theme park, a lot of research and market study must have been undertaken on the upcoming trends in attractions and technology. Which trends did you feel were vital for the success of Doha Quest and other upcoming attractions?

Yes. When the project was designed, there was a lot of thought put into the trends in the attraction industry. We wanted to ensure that QUEST was unique in its offering, so we challenged the designers and ride vendors to provide attractions that would allow us to be at the forefront of technology and guest experience. We benchmarked the top parks in the world and in the region to understand what was out in the marketplace. This included record breaking attractions like

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4. The world’s tallest indoor roller coaster and the world’s tallest indoor drop and shot tower-Quite a few superlatives and record-breaking offerings here. What kind of rides, attractions and experiences can guests expect to find at Doha Quest?

Guests can expect a diverse mix of over 30 attractions that will deliver fun and excitement for the entire family. We have thrill rides, media-controlled simulators, virtual reality (VR) experiences and other family-friendly offerings. Our Signature rides include **EpiQ Coaster**, the world’s tallest indoor roller coaster, and **Magma Blast**, the world’s tallest indoor drop tower ride. Additional rides comprise a 3D flying theatre attraction called **Wings of Destiny**, a mini drop tower titled **Jumpin’ Star**, a spinning swing ride known as **Gravity Swing**, and a family thrill ride called **Time Travel**. VR attractions include VR Fun Station and **VR Fun Racer**, while experiences incorporate **Climb Quest** and a 3D motion Simulator known as **Legend of the Golden Oryx**.



At QUEST, we strive to deliver an unparalleled guest experience that exceeds expectations and creates lasting family memories. “There’s always more...” is not just a brand statement, but a philosophy which pushes us to find new ways to entertain and delight our guests.

5. Customer centricity and Innovation are evident pillars of your “There’s always more....” philosophy. Could you enlighten our readers on the same?

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pushes us to find new ways to entertain and delight our guests. Whether that be through innovative attractions, unique retail, creative food offerings, or entertainment, we are always trying to give our guests more.....

6. Please give our readers some insight into the Leisure industry in Qatar key trends/experiences the Qatar Leisure market is expecting from leisure offerings over the next 3-5 years.

I think the next 3-5 years will be an incredible time for the Qatar Leisure industry. Not only will QATAR host the World Cup next year, but is in the progress of adding more world class resorts and entertainment attractions. MR-ProFun just

opened a new water and adventure park, Desert Falls, at the Hilton Salwa Beach Resort. The Qetaifan Island North development is set to deliver a record-breaking waterpark in addition to many other projects in the pipeline. We are embarking on an incredible time of growth and it excites us to be a part of it.



7. Having opened in the COVID era what are the safety measures in place to ensure guest safety?

At QUEST, our top priority is the safety of both our guests and colleagues. Having opened during COVID, we were presented with additional challenges. We visited Orlando and reviewed the COVID protocols at other world class venues. We consulted with international and local authorities. We worked long and hard to deliver the best

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possible outcome and solutions to avoid any obstacles. In the end, the processes and procedures we have implemented here at QUEST are in line with the best practices in the entertainment industry.



8. You have recently joined MENALAC and would love to hear from you why you feel it is important to be part of the MENALAC family and how this can benefit other Operators in the MENA region?

We are excited to have joined MENALAC as we feel this organization is very important to the success of the entertainment industry here in the MENA region. MENALAC provides us an excellent means to work together with other operators so we can learn about trends and new ideas, share experiences, develop regional best practices, and to develop the industry as a whole. We believe that this collaboration is critical to ensuring the growth of and success of all the MENALAC members.

Quest is part of Doha Oasis;

Doha Oasis is the capital's up-and-coming leisure and entertainment hub located in the heart of Msheireb downtown. The luxurious mixed-use development and a one-stop destination is comprised of five-star awe-inspiring Banyan Tree hotel, its impeccable Banyan Tree residential suites, the prestigious French fashion department store Printemps, state-of-the-art first-ever indoor theme park in Qatar, Quest, and cutting-edge VOX cinemas and bowling center.