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MENALAC

مجلس الشرق الأوسط وشمال أفريقيا للترفيه والجذب السياحي
Middle East and North Africa Leisure & Attractions Council

MEMBER TALK - SEPTEMBER 2021

“The future belongs to those who believe in the beauty of their dreams”. Likewise, Mr. Ilyas and Mr. Mustafa Galadari, one of the foremost pioneer entrepreneurs and visionaries of our region, could not dream anything less than creating an iconic destination where guests can experience fun, happiness, laughter and excitement. Holding onto their vision, at the right time and opportunity, they as co-chairmen delivered to Dubai one of the most sought-after places for tourists and domestic audiences – IMG WORLDS OF ADVENTURE, then the biggest indoor theme park in the world, adding another superlative to DUBAI the city of superlatives.



*As this awe-inspiring destination successfully celebrates its 5th Anniversary, we are delighted to get in conversation with **Mr. Rajiv Sangari, VP-Marketing, International Business & Licensing, IMG Worlds of Adventure** to know more about IMG's vision, journey, its celebrations, how they have overcome challenges and what the exciting future holds.*

Let's dive straight in, then.....



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Congratulations on IMG Worlds of Adventure's 5th Anniversary. Please share with our readers the remarkable journey so far of one of the world's largest indoor theme parks.

IMG Worlds has now completed 5 years of its successful operations, and of course, no business or castle is built easily, there is a lot of hardship and learning which goes behind it. Building a Theme Park in this part of the world was a totally new experience, and it surely was not easy, but the perseverance of our Co-Chairmen and their core team made this a beautiful reality. It would be incorrect to say that there were no challenges or it was an easy ride, but making the best of these challenges shows that the vision, project and thought of having a theme park in Dubai were quite a prudent one, not only for us but for the city and our country.

We can say that IMG Worlds has now established its premium position in the world of Theme Parks, and is rubbing shoulders with some stalwart names worldwide in the industry.



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IMG celebrated this great milestone with a 5th Anniversary Week packed with a slew of events. Can you elaborate on this Anniversary week, how it went and what upcoming key events you have lined up for IMG?

We are very proud to see the successful completion of our 5th-year operations and there was no way we wouldn't have shared this happiness and excitement with our ardent fans and guests.



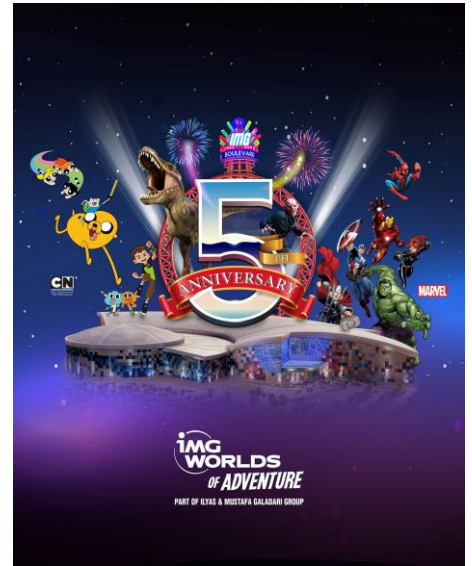


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The celebrations were a full week of the party, filled with fun, excitement, offers, prizes, competitions, live dance and singing, multiple shows, Live Radio coverage by 8 different Radio Jockeys. The guests had a great time and we could say the footfall, attendance, the environment was a full justice to our 5th-year celebration. We would like to continue this celebration and we have decided to extend this fun throughout all the weekends. This month-end, we are now starting “Fun-Nite” a late evening party for all the teens and family members, alike, to come and enjoy their evening at our Park. Also, very soon we will be announcing the Biggest Halloween Night party, which is our yearly blockbuster evening and probably the largest Halloween party anywhere in UAE. Many things are planned and we are now taking one step up by bringing more rides, play areas and increasing entertainment quotient through our park.



We are soon turning the page on a very challenging pandemic time. Have you seen a difference in your guest behaviour post-pandemic and what is their current outlook? Please enlighten us on the measures taken by IMG World to cope with the Covid slowdown and most importantly what has been the learning from this experience?

This pandemic has touched everyone. I don't think there is a single individual whose normal life has not been affected by Covid. We complied with the statutory guidelines to remain closed from 15th March to July 10th of 2020, which surely was not at all easy as we had to manage more than 1000 staff members, ensure their safety, health and sustenance.

After we opened up, in July 2020, the aftermath was excruciatingly difficult to ensure a stability. Consumers were extremely wary of spending money on anything other than basic needs. We at IMG took the utmost care, precautions, measures to ensure safety, hygiene and sanitization of all our entire park, rides & experiences. This was quite well accepted by our guests.

The multiple combinations of dynamic pricing models and health safety assurance went down quite well with our guests. But I must say till February 2021 we did experience cautious

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approach from guests in terms of spending, but now the market is opening up like never before and I am sure within the next few weeks , things will be as normal as they used to be.

Many of the Middle East countries have made blockbuster attraction announcements. How do you see the Potential of the Entertainment Theme Park Industry in the Middle East?



“This entire region, especially the Middle East part was quite hungry for Theme Parks and such large entertainment experiences. Now the entire Middle East is wanting to have a pie of this huge business potential.”

This entire region, especially the Middle East part was quite hungry for Theme Parks and such large entertainment experiences. Now for the last 5 years, especially after IMG has opened its gate, the market & consumers have started understanding the huge experience one can derive from spending a day in such theme parks. Now the entire Middle East is wanting to have a pie of this huge business potential. We have been getting many enquiries from far and wide to partner for such opportunities in their countries and IMG is seriously considering exploring these possibilities in the near future.

Research has shown that visitors to theme parks want to create new memories and look forward to being ‘delighted’ with new experiences. Have there been any new additions and offerings that IMG is looking to introduce/has recently introduced?

IMG has always been quite dynamic in its approach to the changing times, likes, dislikes, latest trends and requirements from the market. That’s how we demonstrated a dynamic strategy during Covid times and quite successfully offered to our customers what they required.

We have been improvising our entertainment quotient and very soon we will also be adding in a few experiences which we will be happy to announce.



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According to your co-founders Ilyas Galadari & Mustafa Galadari “The vision for IMG Worlds was never based on a one park model, the vision was much bigger with endless possibilities.” So, what’s next on IMG’s Horizon?



Our Co-Chairmen’s mantra is to keep looking beyond the horizon and be willing to see past your limiting beliefs. Of course, IMG is expanding soon, but they believe that this expansion, be it bigger or smaller has to be relative, meaningful and should serve multiple purposes for all parts.

Our Co-Chairmen’s mantra is to keep looking beyond the horizon and be willing to see past your limiting beliefs. Of course, IMG is expanding soon, but they believe that this expansion, be it bigger or smaller has to be relative, meaningful and should serve multiple purposes for all parts. We are already working on multiple projects in different parts of the world, which we shall be announcing in due course of time. Additionally, we have been getting multiple enquiries from worldwide to partner on a Franchise, Build and Operate model, and we are assessing our priorities on the choice of options.

IMG has been a founding MENALAC Member and we 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 as well as global suppliers.

Every company, the establishment needs a voice, a platform, a common forum where it can escalate its concerns, its difficulties, look out for potential opportunities and rub shoulders with the best in the industry.

MENALAC gives such opportunities to its members, where industry information, latest updates, networking opportunities, events, representations become a pattern for its members.



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IMG is honored to be one of the founding members of MENALAC and we cannot emphasize enough the importance of being a part of a trade organization where consolidated growth and cohesive existence is the mantra of this organization and at this point, MENALAC is on its growth trajectory of adding a big number of relevant companies to its platform and we wish them the very best.



About the Company:

Owned by IMG Group, IMG Worlds of Adventure is Dubai's first mega themed entertainment destination, fully airconditioned, promising visitors from around the world the excitement of five epic adventure zones in one location. Two of the five zones represent renowned global brands Cartoon Network and MARVEL, while IMG Boulevard, Haunted Hotel and the Lost Valley – Dinosaur Adventure zones are original concepts created by the IMG Group. IMG Worlds of Adventure is the largest temperature controlled indoor themed entertainment destination in the world, covering an area in excess of 1.5 million square feet.
