

# مينالأك MENALAC

## VENDOR TALK

APRIL 2021



### **FUTURE-PROOF YOUR WATER PARK INVESTMENT WITH ICONIC, HIGH-PERFORMANCE WATER RIDES**

In the world of water parks, longevity is key. With so many options for entertainment, the best and longest-standing parks in the world, operated by the likes of Disney, and SeaWorld, have identified what's needed: future-proof investments. That is, unique, relevant, and timeless attractions that exceed guests' expectations and deliver memorable experiences that keep crowds coming back again and again.

How do operators ensure that their water park will continue to hit or exceed that incredibly high standard year after year? By offering outstanding, timeless rides. The kind of rides that can accomplish that level of guest entertainment are those that are thoughtfully designed with innovative and timeless technology. They should be authentic, meaning, they are developed by the original inventor with their original intent and vision. Rides that have been copied lack those key design elements not visible on the surface, which lose all the lessons learned to make the original version a superior ride. Those are the ones you want in your park.

To "future-proof" your park, you need to create a strategy for your next water ride. You need to do your research to understand what water ride technology is emerging, and what the best parks around the world are doing. There's an incredible amount to learn from the best in your industry because they're competing in a similar way to how you compete. In addition, you should examine your immediate market and take note what competing parks have.

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Also check out what other attractions might be featured in your market. Knowing what's in your surrounding area can help you establish a benchmark and create a point of differentiation and accessibility.

It's not enough to simply add an attractive water ride. A new ride will add more marketing value in the first year, but to continue succeeding in future years, the ride should have the latest technology and be designed to meet changing demands and demographics.

One of the most important factors when choosing water rides for a park is to consider your main demographic. Since most water parks attract families, it's crucial to select rides for every demographic. There should be a well-balanced mix of rides that cater to each guest entertainment expectation. So, having a high-speed thrill ride, a more classic lazy river, or an aquatic play area for the smaller children will solidify that there is something for everyone.



At the same time, there should be rides that the entire family can enjoy together. For example, ProSlide's new MammothBLAST family raft ride at the new Atlantis Aquaventure expansion in Dubai is carefully tailored to entire families. It incorporates a face-to-face configuration that allows riders to share the experience and see the expression on each other's faces, while also utilizing a new 5-person Low Center of Gravity vehicle that offers a more comfortable ride.

The rides will also define the water park's brand, particularly if there's a signature ride with some personality. For example, ProSlide's KidzADVENTURE Tower at Aquaventure Dubai is the world's first and features modern architecture and smaller versions of award-winning ProSlide water rides. Innovated specifically for kids and families, the KAT creates unique, graduated ride experiences for the younger guests to gain the experience and confidence to conquer the bigger rides. Because of its unique design, both in experience and iconic appearance, the KAT serves as one of Aquaventure's anchor attractions and sets it apart from competitors.



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The future of your park and its success will always be determined by how well you exceed your guest's expectations when they spend the day at a water park. Purposeful design, high-performance technology, immersive experiences, are all things that come with authentic water rides. Those are the things that will keep your guests coming back again and again.

*Article contributed by Mr. Philip Baker, Vice President - Business Development, MEA at ProSlide Technology*

*The advice shared above expresses the expert views, best practices, thoughts, and opinions of our author, and not necessarily those of the author's employer or MENALAC.*