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

## VENDOR TALK - AUGUST 2021



### HOW FLEXIBLE THEMING CAN GREATLY ENHANCE AN ATTRACTION'S SUCCESS

A unique identity and enjoyable atmosphere are undisputed elements contributing to a successful entertainment destination.

By creating a themed environment, visitors enter and are completely immersed in a new world. An amazing environment where the whole family can 'escape' from daily life and enjoy an incredible time together. The environment is also the perfect backdrop for amazing pictures for everyone's social media!

However, intense theming, where a whole world is created in 3D, is not suited for every type of entertainment venue. It has a significant impact on the initial investment (and maintenance) budget. Additionally, it is not always easy to choose the right theming concept for your target audience if for example your target audience is a mix of families and teens in addition to corporate clients and schools.

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Moreover, intensive theming gives the entertainment centre a fixed and rigid identity. While this can be an advantage, it is not always suitable in a rapid changing world where visitors are constantly looking for the next new (instagrammable) location, where competitors are popping up everywhere and where versatility is the key to success.

Most entertainment centres are also mainly depending on repeat visits in their business model. **How can a centre stay appealing and interesting for their high demanding audience?**

### ENTER FLEXIBLE THEMING

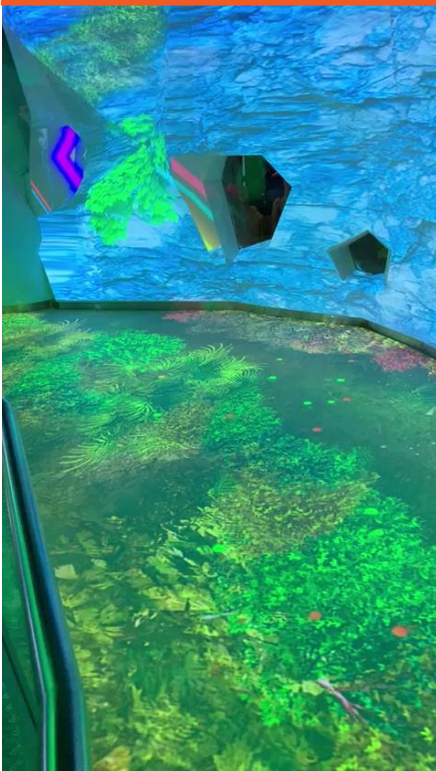
'Flexible theming' is one of the ways in which this challenge can be addressed. (other ways are gamification and personalization). With flexible theming, the atmosphere, the look & feel of the entertainment center, is not created with fixed 3D props and decorative items (or at least not completely). Several options can be considered/integrated:

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*With flexible theming, every visit will be different and feel as 'the first time'. Each visit will be a visit to a new world.*

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**Full immersive environments** The entertainment centres' theming is defined by projection and screens which cover the majority of all surfaces (walls and floors). The (moving) content on the screens determines the atmosphere. From a jungle theming over a futuristic city to moving geometrical shapes. For seasonal events the centres' look and feel can be dynamically changed and for corporate events, the companies brand can be integrated in the environment. If you want to take it to the next level, interactivity can be added making the environment react to the visitors' actions.

**Hybrid environment** Flexible enhancement of (existing) 3D theming: through lighting, sound, projection and other SFX, different atmospheres can be created in a mostly 3D themed environment (flexible enhancement of existing 3D theming). Weather conditions can be mimicked, day and night cycles can be simulated and seasonal events can be more immersive (projection snowflakes falling) for the visitor. Companies can have their logo projected during company incentives.



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**Lights & Shapes** The entertainment centres atmosphere can also be defined by only using lights and shapes. The entertainment centre does not have a defined theming like underwater or desert, but is an attractive environment where shapes and changeable light define the atmosphere. The opportunities of changing the atmosphere are endless.

With flexible theming, every visit will be different and feel as 'the first time'. Each visit will be a visit to a new world.

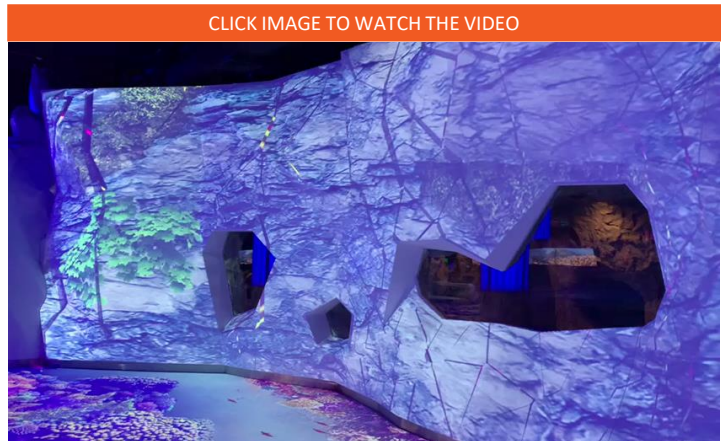
Of course, the proof of the pudding is in the eating:

The entertainment centres TEKZONE have seen a significant increase in repeat business, average spending and visitor satisfaction by embracing flexible theming as one the core elements in their parks.

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*This article is contributed by Mr. Reinhart Viane, Business Development Director, KCC Entertainment Design.*

*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.*