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**US\$810 billion worth of projects expected to transform Saudi Arabia as one of the largest leisure tourism industries in the world over the next decade.**



Massive investment in mega tourism projects to the tune of \$810 billion is expected to transform Saudi Arabia as one of the largest leisure tourism industries in the world over the next decade.

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## MENA LEISURE UPDATE



**Saudi Arabia's construction sector powers Vision 2030, key projects include Qiddiya Entertainment City, Neom, Red Sea Project**



**9 upcoming architectural, leisure and entertainment Abu Dhabi mega projects to get excited about**



**Loopagoon, the world's first women only water park opened in September 2020 in Dana Bay, Saudi Arabia**



**Global Village ranked in top 10% of global attractions**



**A fresh concept – a Quest tag arena to open in Kuwait and may grow across**



**Arcade by Hub Zero – a brand new fully immersive virtual reality gaming park opens in Dubai**



**Abu Dhabi's \$1.1 billion Yas Bay with diverse leisure & entertainment zones takes shape**



**VOX Cinemas crosses 100 screens in Saudi Arabia. Aims for 600 screens in the next 5 years**







**Al Qana, Abu Dhabi's upcoming waterfront will redefine the social dining and entertainment scene**



**Ice-Skating may gain popularity among Saudi Youth as skaters raise awareness about the sport**



**Leisure, Retail & Hospitality feature amongst top magnets to attract tourist to the GCC**



**Gaming spikes 30% in UAE and Saudi Arabia over pandemic**



## MEMBER TALK



### CLYMB BREAKS 2 GUINNESS WORLD RECORDS

Mr. Alhasan Al Zaabi, Vice-President of Operations, Farah Experiences L.L.C. speaks to MENALAC

### What does the Guinness World Records for the 'world's largest indoor skydiving wind tunnel and world's tallest indoor artificial climbing wall' mean to you?

It is an honor that both CLYMB™ Abu Dhabi's adrenaline-fueled attractions have been awarded two GUINNESS WORLD RECORDS™ titles - the **world's largest indoor skydiving wind tunnel** and **world's tallest indoor artificial climbing wall**. The titles are a testament that we are providing our guests with unique, record-breaking experiences, unlike any they have experienced before. This recognition cements our position as a global attraction and we look forward to allowing our visitors to reach new heights.

### Would you make more similar attempts for the Guinness World Records?

We strive at Yas Theme Parks and attractions to elevate our offerings so that we can present guests with unforgettable memories from each visit. This have always represented our main goal, and by continuing to pursue awe-inspiring and record-breaking endeavors, we always aim to provide unmatched experiences that would hopefully lead to additional recognitions and GUINNESS WORLD RECORDS™ titles.



## MENALAC Partners with dmg events for Saudi Entertainment and Amusement Expo to boost \$64 bn leisure industry



**dmg::events**

Middle East and North Africa Leisure Attractions Council (MENALAC), the leisure and entertainment industry council representing the Middle East's dynamic leisure attractions sector, announces a three-year partnership with dmg events for Saudi Entertainment and Amusement (SEA) expo as their official Knowledge Partner.

[Read More](#)



## LET'S TALK SAFETY

### RISK ASSESSMENTS, How to understand the need and apply "BEST PRACTICE" Part 2

In part one we reviewed how to ensure that an entity has a chance of ensuring a robust health and safety culture through good risk assessments (RA) and their control therein. We covered the steps required [Read More](#)



## VENDOR TALK - ACTIVE ENTERTAINMENT

### ACTIVE ENTERTAINMENT - A Sustainability Ingredient for the FEC

The "experience economy phenomenon" was first mentioned in the early nineties and since then has gained huge momentum, enhanced by social media and the culture of sharing. [Read More](#)



## MEMBER ACHIEVEMENTS & MILESTONES



**VOX CINEMAS** hosts Saudi Arabia's first In-Cinema Gaming Tournament in Riyadh



**MIRAL**, Abu Dhabi announces the completion of key milestones in its premier waterfront destination YAS BAY



**FARAH EXPERIENCES** partners with Etihad showing how partnerships across industry can benefit all partners and add value to our common customers



**BILLY BEEZ:** A major name in the international FEC operating industry has opened in Dammam in the Kingdom of Saudi Arabia



**SALA ENTERTAINMENT** opens its STRIKE 10 bowling centres and OCTO laser tag arenas in Dammam Saudi Arabia



**VOX CINEMAS** weathers the challenges brought on by the pandemic with innovative contents



**INTERCARD** receives The kingdom of Saudi Arabia's external audit for international standards and regulations



**POLIN Waterparks** provides thrills to Suttgart Water World, Europe's largest indoor waterpark





**ZAMPERLA:** President and CEO, Alberto Zamperla, took part as a speaker in the 77th Venice International Film Festival



**WALLTOPIA:** Walltopia Inc. opens its climbing Gym in Bergamo, Italy

**ASI**



**WHITE WATER** announces its latest indoor surf pool technology Endless Surf project with Surf the Wave in Vietnam



**WALLTOPIA:** Walltopia Inc. to build the climbing wall for ALTA CLIMBING GILBERT, ARIZONA



**VIVATICKET**, a provider of ticketing and access control solutions, has partnered with Movistar Arena Argentina to improve the guest experience



**FERRARI WORLD** Abu Dhabi will celebrate its 10th anniversary this November by taking the guest experience up a gear



**YAS WATERWORLD** Abu Dhabi launches underwater VR experience



**SEMNOX:** Osool Entertainment is now using Semnox's Parafait system in its first store of the company's chain in Riyadh, the Saudi capital.



**مينا لأك**  
**MENALAC**  
*presents*

**MENA LEISURE & ENTERTAINMENT INDUSTRY YEAR BOOK 2020**

A first of its kind widely-circulated publication that will celebrate the MENA's vibrant Leisure Industry. The coffee-table book will create an annual benchmark report on the MENA leisure industry trends, statistics, and highlight new projects and opportunities in the MENA leisure and entertainment industry.

**KNOW MORE & ADVERTISE**

## WORLD LEISURE INDUSTRY UPDATE



**A new type of FEC in Malaysia**



**Hong Kong's Disneyland to reopen on Sept 25**





**Amusement industry ponders its future**



**Looking ahead to 2021: COVID-19 and the long road to recovery**

## TIPS AND TRENDS



**Players' in-home VR gameplay can now be linked with location-based games in FECs and arcades**



**5 Ways Digital Signage Can Boost Your FEC's Revenue**



**Brand-new bar with bowling and live music opening in Dubai next month**



**Fun Spot EMEA: delivering high ROI sportainment experiences is easier than ever**



**Whitewater: take on the IMPORTANCE OF USING YOUR OPERATING MANUAL**



**Zamperla promotes research showing that amusement parks can boost mental wellbeing after COVID-19 pandemic**



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