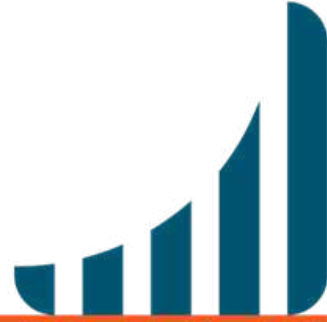


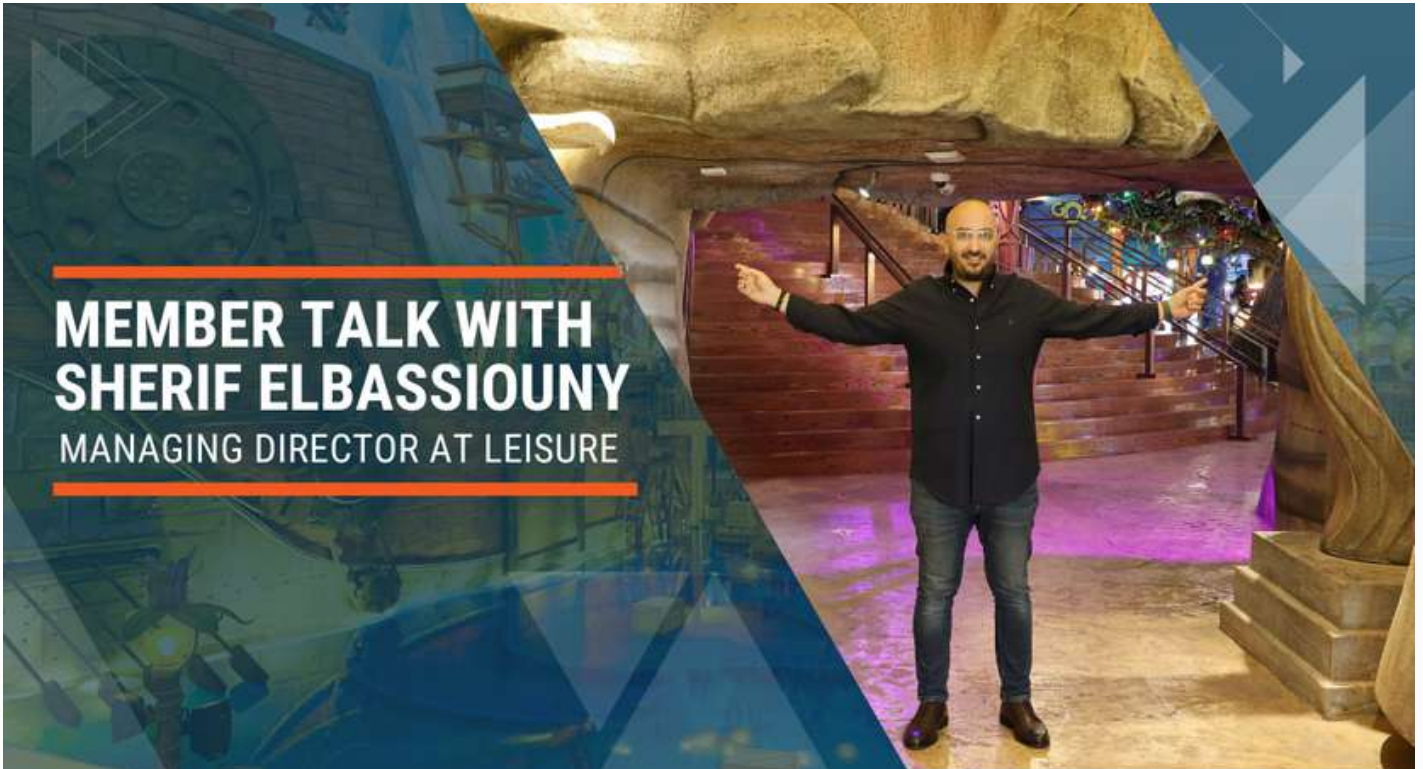


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Middle East and North Africa Leisure & Attractions Council



MEMBER TALK – OCTOBER 2022



As Qatar gears up to host the first **FIFA World Cup** in the region, a leading entertainment brand aims to introduce ground-breaking concepts that align with the global aspirations of Qataris to create must-visit destinations in Qatar, positioning it as a prominent tourism hub in the region.

LEISURE, a 100% Qatari-owned company and a pioneer in operating entertainment destinations in a dynamic environment that creates memorable family experiences aims to raise the profile of entertainment in Qatar.

During our recent conversation with Sherif Elbassiouny, Managing Director at LEISURE, Founder of EProjects and DBIO Limited UK we learnt more about the company, its celebrated brands, achievements, loyalty programme and more.



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ABOUT LEISURE QATAR

With the tagline Revolutionizing Leisure “Beyond Boundaries,” LEISURE was founded in 2018. The company offers a full range of activities and experiences for the whole family to enjoy, cutting across age groups. Located in Doha Festival City, LEISURE operates three indoor-outdoor theme parks including **ANGRY BIRDS WORLD™**, **SNOW DUNES™** and **VIRTUOCITY™** spanning an overall area of more than 43,000 sqm.



ANGRY BIRDS WORLD is the world’s first Angry Birds Park introduced and developed by the leading location-based entertainment company LEISURE in partnership with Rovio Entertainment. An incredible family entertainment destination the park has over 20 rides and attractions, drawing all energy from the global gaming sensation and Sony Entertainment’s blockbuster movie under one roof. What started as a mobile phone game developed into a unique entertainment park. It’s also the first and only in the world with unique, indoor-outdoor, state-of-the-art, themed rides and attractions along with a dedicated area for arcades and redemption catering for all ages.



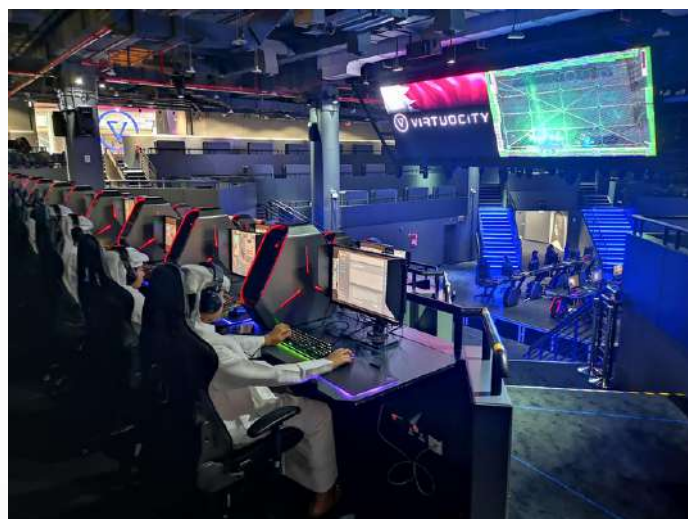
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VIRTUOCITY is the region's first dedicated digital e-gaming hub that merges the virtual with the real world. Equipped with a multi-purpose eSports arena, Escape Rooms and the largest virtual reality setup in the country, the park offers an immersive digital experience for teens and adults. VIRTUOCITY is designed to be aligned with the vision that expansion is not only possible physically but also virtually, continuously evolving to link both worlds in the metaverse.



SNOW DUNES is Qatar's first Arabian themed indoor snow park featuring a fantastical Arabian-style castle set in the distant past. Inspired by a local folklore tale where a cold wave spring blankets the land in snow, the park utilises the world's most advanced snow production technology to create snow that is identical to the one in nature at -4°C.





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LEISURE has delivered numerous successful turnkey projects and award-winning productions for the industry across the region. Could you tell us about some of these turn-key projects?



Sherif Elbassiouny: As a market-leading company with a highly experienced team, we have delivered numerous successful projects and award-winning productions to high-profile clients and organisations across industry sectors in Qatar and the region. Our turnkey approach to creating and managing unique and memorable events within our parks or outside starts with bespoke creative concepts, turning vision into reality. This is done with meticulous planning and project management to deliver outstanding results by playing close attention to details. With our affiliates Eprojects and DBIO Limited UK, we are soon opening in new markets in the GCC and Egypt, transferring the unique knowledge of designing, building, integrating and operating leisure and entertainment destinations.

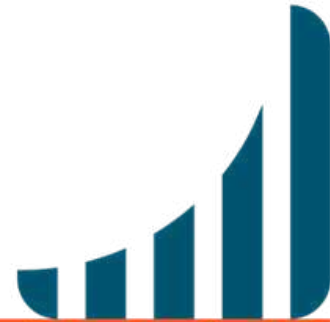
From automotive launches, embassy events, CSR activities to international Esport tournaments, over the years we've developed numerous projects in collaboration with our partners.

The latest event that we hosted is the Sanea competition. A CSR initiative where teams of students from over 20 schools in Qatar are challenged to translate their innovative ideas into tangible prototypes that solve real-world problems. The opening of the event took place at Virtuocity where local media, ministries, teachers and students attended and supported the programme. It is designed to foster a sense of discovery, research and creative thinking among students with different skills. As we believe in the capabilities of our future generations, we always support and nurture such initiatives.



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As the Angry Birds World celebrated its third anniversary could you share some major milestones achieved?

Sherif Elbassiouny: We celebrated our anniversary with three days of promotions, festivities and exciting giveaways, which brought the entire community together to engage and experience the funniest, cutest and angriest birds on the planet.

Arriving at our third anniversary amid pandemic-driven challenges has truly been a great achievement for us. We have left no stone unturned in ensuring that the Angry Birds World is a world-class entertainment destination for residents and visitors from across the region.

So far, 2022 marked our best year in terms of teamwork, building a strong connection with our customers and partners. As we reopened our doors in January 2022, we came back stronger with a women-only e-gaming competition, reaching those in need during Ramadan and raised awareness about giving back to the community. In addition, we hosted an international Esports event which attracted influencers from across the globe to experience our parks.





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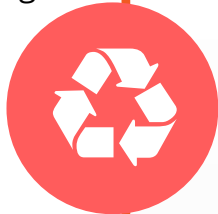
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Sustainability is gaining prominence across industries, including the entertainment industry. What steps are you undertaking to ensure that your brands are operating sustainably?

Sherif Elbassiouny: As part of the ongoing green initiative to reduce the carbon footprint, our in-house developed Leisure Qatar mobile app provides a paperless system designed to reward our customers for revisiting our parks and taking part in our unique experiences with Tejory, our loyalty programme.

Additionally, we are continuously prioritising sustainability in our operations by minimising waste and chemical footprint.

LEISURE is always looking for opportunities to become more efficient and achieve our sustainability targets, therein always looking for ways to achieve our vision in line with Qatar National Vision 2030.



Could you tell us more about the Tejory loyalty programme?

Sherif Elbassiouny: We recently launched our loyalty and rewards programme Tejory on June 26, 2022. We've created Tejory to maximise value for our customers, provide them unparalleled benefits that are synonymous with value. Following the successful launch that resonated well with our customers, we are excited about the evolution of our loyalty programme.

Currently the second phase is under process to add more features to the app and develop it as the main gateway to our parks and more. Upon the launch of the second phase our customers will be able to book tickets, reserve F&B and even shop in our specialised store.





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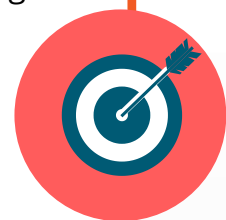
The measure of success for any organisation is the ability to evolve constantly. How does LEISURE keep itself updated on the evolving entertainment scene, keeping an eye on the new trends and introducing these in your existing attractions?

Sherif Elbassiouny: Our R&D never stops. We are constantly striving to provide our guests with world-class experiences, from changing the customer journey to adding new rides and attractions. The aim is to offer visitors with a unique and enjoyable experience each time they visit us.

This year, we expanded the soft play area and added more rides for our young customers in Angry Birds World, as well as a new adventure for our customers in our outdoor park.

Multiple local and international tournaments were held in Virtoucity, giving all our customers a true sense of the gaming world. A lot of upgrades occurred throughout the park, including the addition of state-of-the-art gaming consoles and PCs, as well as the addition of two new escape rooms to our existing bringing the total count to seven. 1VR1 was added to our Vcube virtual reality experience, allowing visitors to experience a one-of-a-kind football match.

As part of our vision and long-term commitment, we continuously focus on evolving technology that will merge the physical with the virtual worlds in the Metaverse, and develop in-house operating systems that are tailor-made to our industry. Finally, we design, build, integrate and operate solutions regionally and globally. All of this is done in accordance with the highest European Health and Safety standards, which we apply to all our parks as health and safety of our customers and employees is our top priority.





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Finally, how is LEISURE preparing for the fast-approaching WorldCup? What are the special plans and promotions to benefit from the sell-out crowds at FIFA and similar events?

Sherif Elbassiouny: As exciting times are coming, we're working on a range of exciting programmes and events happening across our parks, new attractions, including month-long entertainment, fun activities and LIVE streaming of the FIFA World Cup Qatar 2022 matches at Virtuocity and Angry Birds World. We're encouraging everyone to experience what Leisure has to offer by visiting our parks and complementing their journey by cheering for their favourite teams.

Do join us to celebrate an experience of a lifetime right here at LEISURE!



Do check more of member talk articles on our new website launching on November 07, 2022

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