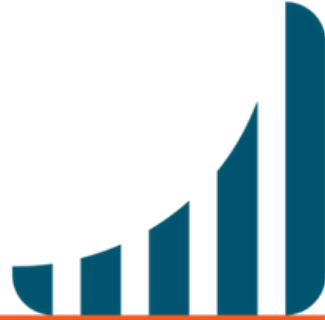




مينالأك  
MENALAC

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



## MEMBER TALK – NOVEMBER 2022

### MEMBER TALK WITH AMMAR ILYAS MOTAN EXECUTIVE DIRECTOR, ONEDERLAND



**With 85%+ retention rate Pakistan's Onederland continues to enthrall visitors**

*Pakistan-based leading family entertainment destination Onederland continues to clock healthy numbers amid rising competition, said Executive Director **Ammar Ilyas Motan**.*



## MEMBER TALK – NOVEMBER 2022



**Let's start with some of your major achievements/milestones over the past 12 months.**

**Ammar Ilyas Motan:** It has been an excellent year for Onederland in terms of providing safe entertainment to the people of Karachi. As a result, the past year has been extremely fruitful in terms of business for Onederland. We have introduced a new campaign "Taps Pro" which offered 70 Taps for PKR4,000. Pakistan reported the average household size to be 9.5 back in 2003. The area Onederland is located in has one of the highest population densities and is surrounded mainly by joint families. The campaign that was live from June-August 2022 sold 6,744 packages and generated revenue of PKR 26.9 million accounting for 19.5% of the total revenue. The thought behind this package was to increase the value of the money and time spent at Onederland and give back to our visitors. For that, we introduced a lucky draw with essential household items, bikes, air condition, TV, toys etc.

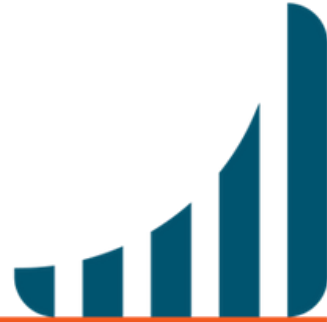
With inclusivity being one of our values, Onederland introduced a new package, explicitly targeting the low-income tier of society. Considering consumer behaviour Onederland launched the campaign in Roman Urdu to be relatable and understandable for everyone "1500 Mai Boohat Kuch" (Many Things in 1500). Onederland marketed the campaign in a way that showed people that there is not much to do with 1,500 if you are a family of 4, and even if there is anything, you cannot spend enough time. The campaign was launched in September 2022 and is valid to date. Onederland experienced a tremendous response from the community. We sold 13,900 packages to date and generated a revenue of PKR 20 million, which accounted for 21.6% of the total revenue.

Onederland has also become a top spot for school visits in Karachi, as we offer a safe, secure and eventful environment for school excursion trips. To date, Onederland catered to 4,700+ school students, which is just the beginning.



مينالأك  
MENALAC

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



## MEMBER TALK – NOVEMBER 2022



**You have mentioned that Onederland offers a safe, welcoming and inclusive environment for all. What are some key steps that you undertake consciously to deliver on the promises?**

**Ammar Ilyas Motan:** Onederland takes pride in being the safest family entertainment center in Pakistan. We perform periodic maintenance of all rides to ensure that our customers do not face any difficulty. Onederland also provides an all-inclusive place for all races, genders and socio-economic backgrounds. Moreover, Onederland is an arms and ammunition safe space with high-tech surveillance and security protocols with zero tolerance harassment policy. Our female-to-male hiring ratio is 8:2, and we are proud to say that we promote a gender-neutral environment and equality in all regard. In addition, we provide door-to-door pick and drop service for all our female employees. Our flooring is paved with Gerflor material, providing Operation Theater flooring services. If a child gets a scratch or any other open wound at Onederland they do not have to obtain a tetanus shot. Furthermore, we use eco-ink vinyl printing on all our promotional materials with zero lead compound, thus creating a cancer-free environment. Furthermore, Onederland follows all rules and regulations from Security & Exchange Commission of Pakistan. All our rides are European standards certified.



## MEMBER TALK – NOVEMBER 2022

**Please tell us about the new developments/innovations in this segment post-pandemic.**



**Ammar Ilyas Motan:** At Onederland we have changed our business model post-pandemic. Initially, Onederland operated on the same model as other entertainment centres. That is, the customer loads a certain amount onto their cards, which is deducted through the card readers like a debit card. However, after thorough market research, we realised that it was challenging to retain the customer in our vicinity. The average spending limit is meager according to the surrounding demographics. Thus, we shifted our business model to Taps (like tokens). For the amount, instead of providing cash in cards, Onederland gives you Taps, which work like tokens. If someone is spending PKR 3000 s/he gets 45 Taps/Tokens. Onederland has assigned a minimum of 1 Tap/Token and a maximum of 3 Taps/Token to a ride, making it extremely economical. Onederland recorded the success of this change in the business model through an 80% increase in revenue.



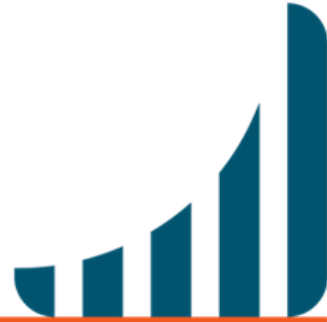
**How does a concept like Onederland uplift the face of the FEC industry in Pakistan?**

**Ammar Ilyas Motan:** Onederland is the industry leader of its time. It's the only FEC that invested around \$11 million in the entertainment landscape. Furthermore, Onederland is the only entertainment centre with an indoor roller coaster and several other thrilling rides. Onederland puts forward a precedent of lowering the average spend to \$3/person to make it an inclusive and safe environment regardless of socio-economic background.



مينا لأك  
MENALAC

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

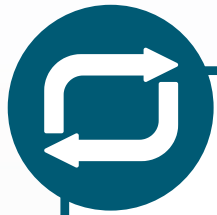


## MEMBER TALK – NOVEMBER 2022



**On an average, how many visitors do you record annually? Is it seasonal in nature or similar all-year round?**

**Ammar Ilyas Motan:** On average, 80,000+ customers visit Onederland monthly. The nature of visitation is seasonal, as maximum footfall is recorded during summer and winter vacations and holidays.



**Retention of visitors is very crucial. What kind of innovation do you constantly undertake to stay relevant?**

**Ammar Ilyas Motan:** We have a whopping 85%+ retention rate. However, it is not easy to hold this retention rate, and for that we constantly come up with innovative ideas and new packages. For example, a recent event that Onederland held was a Comic Con, "Oneder Con." Cosplayers from all over Karachi visited Onederland and participated in the Cosplay Competition. And we provided cash prizes and certificates to the winner and runner-up to acknowledge their efforts. Oneder Con was the one-of-its-kind, and biggest Comic Con event in Karachi – KPOP, Anime, Comics and many other fandoms participated in Oneder Con which attracted a new customer base and held ground in the Comic-Con landscape of Pakistan.



## MEMBER TALK – NOVEMBER 2022



### Looking ahead, what are your plans for 2023?

**Ammar Ilyas Motan:** Looking ahead to 2023, we plan to enhance the customer experience by bringing in more games and making Onederland more inclusive. We also plan on developing our e-commerce platform to increase accessibility and visibility. One of our main goals towards 2023 is to bring in more CSR opportunities and open Onederland to communities and deprived people.



### Finally, please share three trends that you think will dominate the leisure and entertainment landscape in Pakistan.

**Ammar Ilyas Motan:**

- **An increase in indoor activities and experiences:** Given the recent political and social instability in Pakistan there may be a trend towards spending more time inside in a safe environment full of indoor activities.
- **A focus on family-friendly entertainment:** With families increasingly spending more time together there may be a demand for more family-friendly entertainment options that everyone can enjoy with a minimum amount spend. We understood this pattern through the success of our 1500 campaign.
- **Seasonality to boost footfall:** Karachi experiences an extended summer season thus increasing the demand for indoor activities as people prefer cool indoor spaces to spend leisure time.