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

LET'S TALK SAFETY - MAY 2023

EMBRACING DIGITAL TRANSFORMATION: SAFETY FIRST IN THE WORLD OF ATTRACTIONS

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COO & Co-founder of Mobaro

mobaro
**WHY
DIGITIZE
SAFETY?**

Why Digitize Safety?

In the ever-evolving realm of visitor attractions, today embracing digital transformation isn't an option, it is a necessity. Especially because in certain areas, the leisure and entertainment industry is still challenged by legacy systems.

EXTERNAL FACTORS	INTERNAL SITUATIONS	CONSEQUENCES
<ul style="list-style-type: none">• Safety Standards• Guest Expectations• Guest Behaviour• Staffing• Liability	<ul style="list-style-type: none">• Unconnected Channels• Bottlenecks• Delays• Misunderstandings• Errors	<ul style="list-style-type: none">Vulnerability to RiskIncreased CostAffects Experience

This may leave attractions vulnerable to increased costs, risks and potentially compromise the guest experience, particularly in the crucial area of safety.



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Legacy systems may leave attractions vulnerable to increased costs, risks and potentially compromise the guest experience, particularly in the crucial area of safety.



Digital transformation is a golden opportunity for attractions to align with contemporary trends, enhance safety protocols and streamline operations. By leveraging digital solutions, attractions can take better care of their guests, staff and assets, ensuring safety is always the number one priority.

“Everyone wants to go digital.
The 1st step is understanding truly
what that means.

Being digital means using data to
make better and faster decisions,
devolving decision-making to smaller
teams, and developing much more
iterative and rapid ways of doing
things.”

- McKinsey & Company





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Thus, attractions sourcing IT solutions today should prioritise:

1. Solutions supporting a mobile-first strategy, allowing real-time access to safety information regardless of the location.
2. Avoid 'closed' systems. An open API is key to connecting operations and ensuring seamless integration of safety protocols.
3. 'Ease of use' for frontline users to support adoption, improve efficiency and quicken the onboarding process amidst staff turnover.

A robust digital transformation journey may seem daunting initially, but with the right approach, systems, and partners, the rewards are transformative. By putting safety first and embracing the digital shift, attractions can enhance operational efficiency, meet and exceed guest expectations, and most importantly, ensure the highest standards of safety.

The question isn't why go digital, but *why wait?*

"This digital shift, while testing our adaptability and resilience, is more than just modernization - it requires a fundamental rethinking of safety and efficiency in our industry."

**- Christoffer Borup
COO, Mobaro**





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Author Credits: This article summarises the LEA Safety Day presentation delivered by Mr. Christoffer Borup, COO, Mobaro, a software and consultancy service to effectively take care of safety, maintenance and operational procedures in the Leisure, Sport and Entertainment industry, supporting safe and secure experiences at entertainment venues.

The advice shared above is based on a high-level view of best practices when embracing digital transformation. It is however important that you speak with and follow the recommendations of the local authorities and regulations in the countries that you operate. Their guidelines will help you to create your own best practices when embracing digital transformation to ensure your Rules and Responsibilities meet the requirements of your individual country, the regulations and recommendations of your local authorities.