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



MEMBER TALK – OCTOBER 2025



 You recently celebrated the first anniversary of your inaugural entertainment centre in Dubai, congratulations! Tell us a bit about Loco Bear's concept and what the past year has been like.

Anshul Khaitan: Thank you! It's been an incredible journey. The Loco Bear concept was born from a clear gap in the market for a multi-generational entertainment space that was neither overly chaotic nor exclusively for young children. We envisioned a "full-day, multi-generational experience centre" where families, teens, and even corporate groups could share meaningful, screen-free experiences in a space that balances thrill with thoughtful design and comfort.



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The past year has surpassed our expectations. We've found that guests aren't just popping in; they're planning their entire day around us, with an average stay of three to five hours. It's been rewarding to see our vision come to life, with families connecting, friends competing, and the venue becoming a true social hub.



How do you ensure all ages can have a memorable experience at your venue?

Anshul Khaitan: It starts with our core philosophy: designing for shared experiences that foster connection. We deliberately curate a mix of attractions that appeal to different ages and interests. Kids are captivated by our Slime Park and interactive trampolines, while teens and young adults are drawn to the competitive thrill of our Tactical Laser Tag arena with multiple weapon styles and our Ninja Course with timed leaderboards. Crucially, we've ensured the space is aesthetically pleasing and comfortable for parents, with hospitality-inspired areas and quality food and beverage options. The goal is that every member of the group, regardless of age, finds something that resonates, transforming a simple visit into a shared, screen-free memory.



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What helped shape the brand in its first year of operation and what are some lessons you have learnt?

Anshul Khaitan: Two key insights have been instrumental in shaping our brand. First, we were surprised by the significant corporate demand for team outings. This validated our focus on creating an engaging environment for adults as much as for children. Second, while we initially targeted residents, we've seen a huge uptake from tourist families visiting Dubai. This shifted our mindset from building just for the city to building for the world visiting the city.

A major lesson has been the power of leading with "firsts." Introducing the region's first Hyper Bowling, first Slime Park, and a uniquely immersive Laser Tag arena immediately set us apart in a crowded market and generated organic buzz. It confirmed that the market is hungry for innovative, premium experiences they can't find anywhere else.

How do you plan to keep the venue fresh and enticing for guests as you remain in operation?

Anshul Khaitan: Our strategy is twofold. First, we see Loco Bear not just as an entertainment venue, but as a dynamic social hub. We will continue to foster a strong sense of community by encouraging repeat visits through competitive leagues, special events, and themed nights that transform the experience regularly.

Second, our collaborative model with global tech and entertainment partners allows us to continuously innovate and introduce new, proprietary attractions. We will keep our finger on the pulse of global trends to refresh our offerings, ensuring that even our most loyal guests always have something new to discover, making Loco Bear a destination you can return to again and again.





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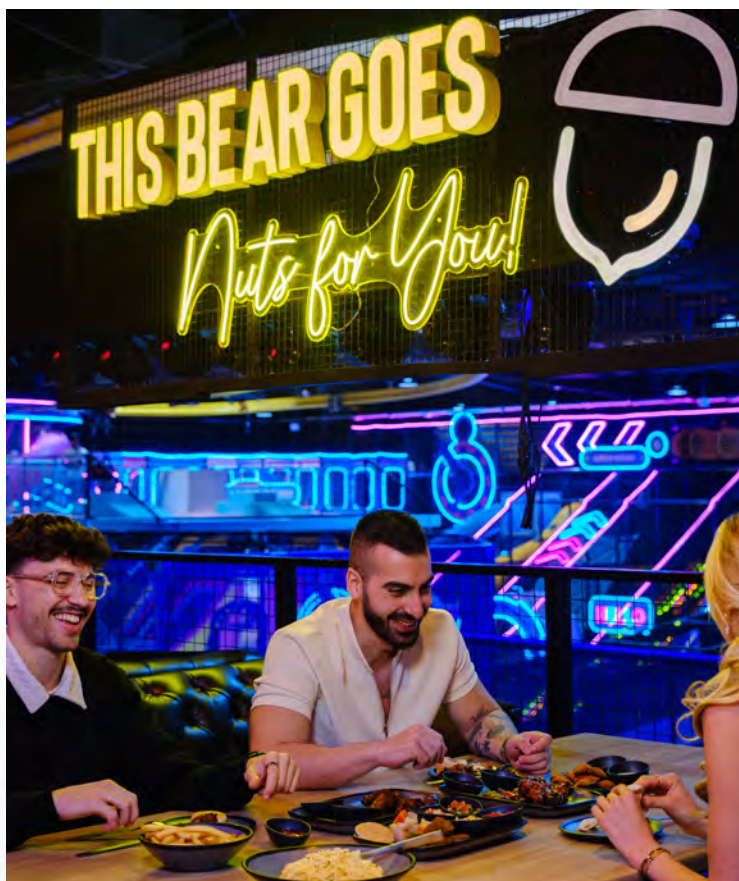
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We have seen the rise in competitive socialising and active entertainment across the MENA region, but do you foresee any new trends entering the market soon? From your perspective, what is the outlook for the regional industry over the next 5 years?

Anshul Khaitan: Absolutely. The trend is evolving from standalone activities into full-blown experience ecosystems. The future isn't just about competitive socialising; it's

about combining high-quality F&B, sophisticated design, and comfort with immersive play. Guests want a holistic destination where they can spend half a day or more, not just an hour.



Over the next five years, I believe the regional industry will see a clear divide. Basic play zones will struggle, while venues that successfully merge hospitality with play will thrive. The focus will be on creating spaces where people stay longer, spend more, and connect more deeply. Loco Bear is at the forefront of this shift, and we expect to see more players adopting this integrated, premium approach.

Finally, you were recently quoted as 'ready to take the Loco Bear experience beyond Dubai', so we would love to know more about your growth mission.



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Anshul Khaitan: Our mission is to bring the Loco Bear experience to a global audience. The demand for premium, inclusive indoor entertainment is a rapidly growing international trend, and we are uniquely positioned to lead that category. We have concrete plans for expansion into three key regions: the GCC, the United States, and India.

While our core values of connection, immersion, and accessibility will remain constant, we deeply believe in local adaptation. What works brilliantly in Dubai may differ from Riyadh or Mumbai. Therefore, our expansion strategy involves customising our offerings to respect and reflect each market's unique cultural context, all while maintaining our brand's premium and inclusive ethos. We're not just exporting a venue; we're adapting a proven concept for shared, memorable experiences to new corners of the world.





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Anshul Khaitan

CEO, Loco Bear

Loco Bear is a favourite indoor destination for families, offering a vibrant mix of imaginative play, interactive learning, and safe, high-quality fun for all ages.

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