

THE BUSINESS OF

FUN

The State of Amusement &
Theme Parks Industry
in Southeast Asia



The amusement and theme parks industry has grown exponentially over the years with millions of people visiting the Asia Pacific region, particularly Southeast Asia, every year.

A research conducted by the Themed Entertainment Association (TEA), an international, non-profit membership association focused on the themed entertainment industry, indicated that there has been a steady growth and competitive market in the Asia Pacific region for the past few years. In 2017, attendance at the top amusement & theme parks in the Asia Pacific region grew at an average of 5.5% – and Southeast Asia is a significant contributor of this growth. In fact, according to research by TEA, Universal Studios Singapore alone remains one of the biggest crowd drawers in 2017 with about 4.22 million visitors, up from 4.1 million visitors in 2016.

What are the reasons behind Southeast Asia's astonishing growth? How competitive are the amusement & theme parks in Southeast Asia? What are the trends and opportunities for solutions providers in this region? Read on.

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Key Market Trends and Opportunities



Growth in Singular Experience Investments

Asian countries focus on the importance of singular experience investments. They have a clear goal of attracting the right audience to their theme parks. For instance, Funworld Prima, a Jakarta-based amusement park, focuses on the development of family entertainment centers with shopping centers and indoor entertainment, to reduce the focus of outdoor entertainment facilities.

This has given these theme parks an opportunity to test new waters and divert the focus of their attendees to other entertainment facilities. These theme parks have various inbuilt facilities, like shopping malls family-oriented games, and learning centers to persuade parents to bring their children to amusement parks.

Global IP Brands Are Establishing Presence in Asia

The top global IP brands like Walt Disney, Marvel, Universal Studios, Legoland and Cartoon Network have found a profound presence in Asian countries. The global brands are switching towards Asian countries due to the high population and connectivity. This is why TEA, the *Themed Entertainment Association*, estimates that by 2020 Asia will become the world's largest theme park market.

As per TEA's [Annual Report 2017](#), Universal Studios Singapore ranks in the Top 25 countries in the world with the highest number of amusement/theme parks visitors. Also, eleven out of the top twenty-five countries are all Asian.



Rise of Edutainment

Integration of Guest Attraction Strategies

Asian countries have done their best to understand the motive of better services to their customers. The idea of 'edutainment', that is, education integrated with entertainment brings focus to new and fun methods to educate children. Asian countries like Indonesia inaugurated amusement parks that provide educational services to children in the form of animated videos and entertaining indoor and outdoor games.



Parents are more keen on field trips that can prove to be more beneficial to their child's mental development. They are more likely to participate in enriching experiences for their children, and that's why theme parks are taking a turn towards being more educationally oriented.

Theme parks generate a huge amount of revenue with an average of millions of consumers coming in and celebrating the uniqueness of the place. Today, consumers are looking for much more than they were getting in the past. Observe your audience and get a better understanding of the facilities that must be introduced to increase customer flow.

Unique themes, souvenir shops, and shopping malls with special rides for children are the most common marketing strategies. According to [TEA](#), the [Sunway Lagoon](#), Malaysia saw an increase of 2.6% attendees in a year. This is because of the continuous events and culture activities that are being held in the Nickelodeon themed water park. Moreover, the theme park offers accommodation and amazing catering services to their customers.



Strong Focus on Design and Space Planning

Architecture plays a very important role in the marketing of a theme park. The uniqueness in the design of a theme park determines the attraction it will get from consumers. Integrating local culture gives it a more personal touch. Not only does it attract local audiences, it becomes a tourist attraction too. This is because tourists are particularly interested to observe local cultures and interact with them.

In a quote published on [Blooloop](#), Michael Reid, Founder & Director, ICONPATH Curated Experiences emphasised the importance of a culturally rich venue: *"We're really excited about the diversity of new venues in the region and the enthusiasm by owners to introduce original, tailored experiences for different types of audiences. As creators of an immersive experience, this means we are now able to explore a wider range of formats that are extremely rewarding from a creative point of view."*

This might be an experience with a longer duration so we can include a richer level of detail at a more relaxed pace, or a more boutique scale that increases the feeling of intimacy, or simply tackling new topics for story-telling and design to offer guests something they wouldn't see anywhere else in the world."



Leveraging Destination Marketing

Destination marketing has become one of the most widely-used marketing strategies in Asian theme parks. Universal Studios Singapore is a leading example of this marketing strategy. They have created an integrated space to take care of every need of their visitors, which is why they are among the most successful theme parks in the world.

Time and time again, the importance of integration can never be overemphasized. Creating a multi-faceted space with shopping malls, restaurants, tourist holiday spots and even local street food, can be the best way to bring more customers in.



Adoption of Virtual Reality

Virtual reality has gained a huge follower base in the past few years. It has been stepping up in various industries – and amusement parks are not going to be left behind. Virtual reality is an easy way to give your customers an out of the world experience. In fact, many Asian countries have already worked in bringing VR to the mainstream entertainment industry. The biggest example of this is Singapore.

The Singapore Zoo and National Museum use virtual reality to let visitors experience more than their eyes can see. It is to give a more educational and vivid experience. Other than this, theme parks like Zero Latency and Sandbox VR are dedicated to using virtual reality as an integral part of their theme.

Growth of Augmented and Mixed Reality

Augmented Reality (AR) is a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view. It is generally more expensive than virtual reality and better for immersive rides and learning journeys. Theme parks that use AR for expressive and immersive games and rides are slated for success.

Today, people are looking for better experiences for their money's value. Augmented Reality offers them a real-time experience that is both thrilling and unique. The best example of this is [The Rift](#) that made its debut as the first VR/AR themed park which is the largest in the Southeast Asia. It offers 12 VR games including Zero latency and Terminator X Laser Battle. Within a year of its opening, it has become one of Malaysia's most visited tourist place.



Attendance at amusement and theme parks in the Asia-Pacific region by facility in 2017 (in millions)*



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Southeast Asia is a conducive region for building the latest trends and ideas in entertainment. Due to its population, demographics and unique geography, it is just a matter of time before it surpasses other regions of the world in offering top-notch entertainment attractions.

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Upcoming Theme and Amusement Parks in Asia

PROJECT NAME	COUNTRY	TARGET OPENING	OWNER/ OPERATOR	OVERVIEW
20th Century Fox World (Malaysia)	Malaysia	2019	Genting / MR ProFun	20th Century Fox World will replace Genting Highlands Outdoor Theme Park and will consist of exceptional creative concepts. There will be more than 25 rides and attractions that are inspired blockbusters like Ice Age, Planet of the Apes, Titanic, A Night at The Muesuem among others. You will be fascinated by some of the attractions that include sci-fi, animation and action genres incorporating stunning special effects from the films. It will be on 3 broad sections on 25-acre of land.
Legoland Korea	Chuncheon, South Korea	2021	LL Development / Merlin Entertainment Group	The construction of the park started back in November 28th 2014, and it is expected to be opened by 2021. It is supposed to take a total investment of \$US 270 million, and it will be located on the island of Jung-do which is one hour away from Seoul. The park will include outlets, condos, spa, Lego hotel and water at nearly 1.3 square meters of land. It will be the first Legoland located on an island. The construction of the bridge connecting Chuncheon Station to Legoland Island officially began in November 14th 2014.

PROJECT NAME	COUNTRY	TARGET OPENING	OWNER/ OPERATOR	OVERVIEW
Cartoon Network (Bali)	Bali	2020	Turner & The MAJ Group	The 4.3hectare entertainment park is expected to open in 2020 offering massive surf and wave pools as well as thrilling water slides. It will be the first park in Indonesia to be developed featuring an international brand and first Cartoon Network's park to have both indoor and outdoor attractions. The park will provide an ultimate family destination in Indonesia by combining world-class design and unmatched Balinese hospitality. Visitors will experience genuine fun that will be powered by Asia's leading kids entertainment brand and Cartoon Network.
Six Flags Haiyan (China)	China	2020	Riverside Group & Six Flags	Six Flags Zhejiang will be an amusement park that will be located in Haiyan. On January 4th 2016, the construction of Six Flags Zhejiang was started. Although they have not yet announced officially, the park is expected to offer various incredible live shows and attractions, unique, thrilling experiences and different record-breaking roller coasters. The distance between the Park and downtown Shanghai will be 45 miles. Although they have not officially released the opening dates, it is expected to be complete by 2020.

PROJECT NAME	COUNTRY	TARGET OPENING	OWNER/ OPERATOR	OVERVIEW
Universal Studios Beijing, China	Beijing, China	2021	Shouhuan Investment / Universal Parks & Resorts	<p>Thomas L. Williams, Universal Parks & Resorts CEO announced about the new theme park and a plan to invest US\$3.3 billion on October 13th 2014. They held a groundbreaking ceremony on October 31st 2016. Universal Studios Beijing is also referred to as Universal Beijing Resort which is a Universal theme park that is expected to be opened by year 2020. It will become the 7th Universal-built park and 5th Universal Studios-branded theme park in the world. It will be 3rd Universal Park in Asia after Universal Studios Singapore and Universal Studios Japan.</p>
Unnamed Indoor Amusement Center in Mandai Park	Singapore	Not specified	Mandai Park Holdings (MPH) & Banyan Tree Holdings	<p>MPH declared the selection of Banyan Tree Holdings as the operator of an eco-friendly resort on 11th October 2017. The new destination in Mandai will integrate wildlife and nature where the eco-friendly resort will be located. It will provide an immersive stay close to nature by offering exclusive experiences. For the first time, it will offer the opportunity to stay over in a full-service accommodation at the entrance of wildlife parks in Singapore. You will be able to explore and enjoy the five wildlife parks, nature-themed indoor attraction, and public green spaces.</p>

PROJECT NAME	COUNTRY	TARGET OPENING	OWNER/ OPERATOR	OVERVIEW
NERF Family Entertainment Center Singapore	Singapore	Q4 2019	Kingsmen Xperience	Kingsmen Xperience and Hasbro International, Inc entered into a licensing agreement to operate, build and create the NERF Family Entertainment Center attractions across Asia Pacific. Singapore is honored to be first one to experience the attractions that NERF Family Entertainment Center will bring along. The entertainment facility will include different activity zones, merchandising food & beverage sections. It will be located at the Marina Square shopping mall and it will mark as the first-ever dedicated Nerf Family Entertainment center.

Southeast Asia is in the Business of Fun



The Southeast Asian theme and amusement park industry has the potential to rise further over the coming years. When we talk about growth of the global theme and amusement park industry, much of the contribution will be coming from Southeast Asia. Based on various reports and studies, the main engines of future growth will be technological advancements, park to population ratio, increasing income levels, and the ever-growing expenditure on entertainment activities. All of which are areas where Southeast Asian nations are increasingly moving towards.

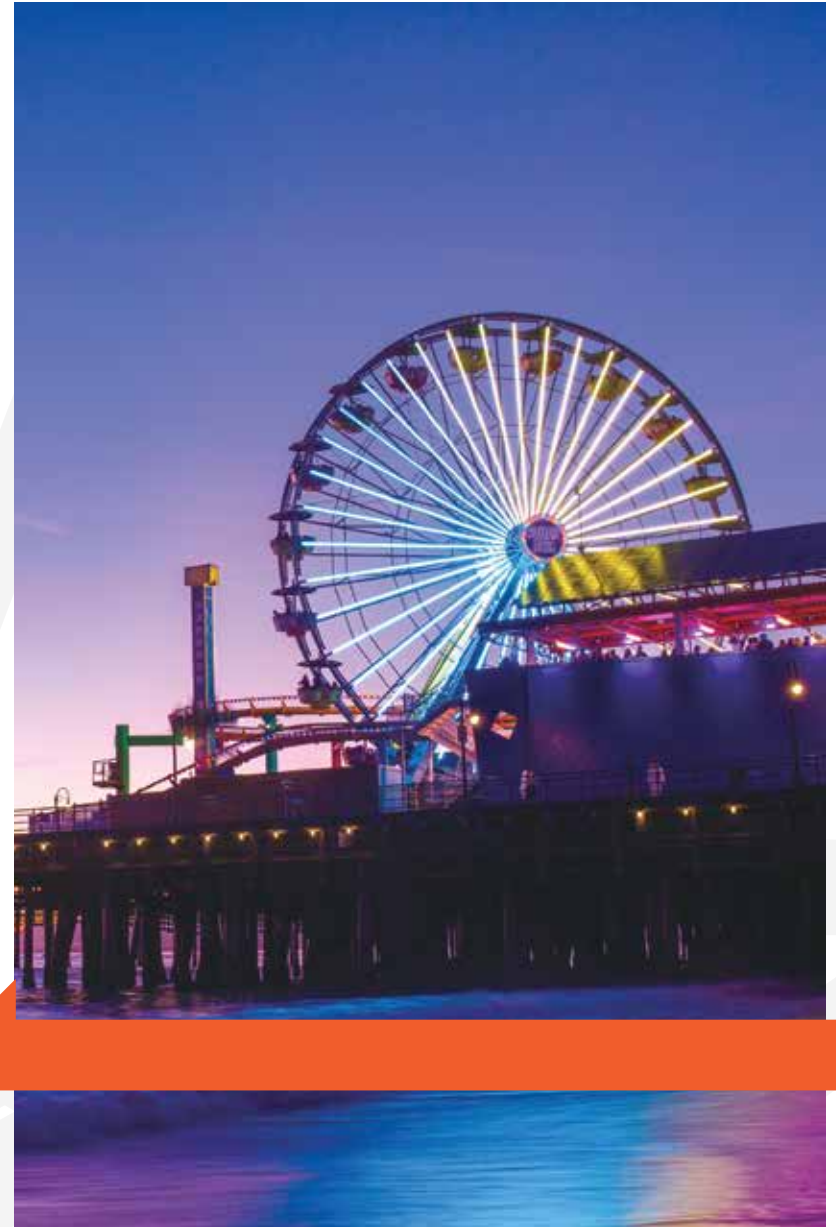
The Southeast Asian amusement & theme parks market is setting records in terms of growing local tourism, increasing visitor attendance, and winning an edge over competitors in the market. Any serious investor and solutions provider in this space will do well focusing their resources in making sure that they remain actively engaged in this region.

Strategic Investments, Project Development & Innovative Planning to Drive Commercial Success

Asia is predicted to be the world's largest attraction market by 2020 in terms of visitor numbers and value. Both domestic and international investments in theme parks, family entertainment centers and indoor entertainment facilities have rapidly risen as a result. As both old and new attractions mark their territories in this competitive marketplace, the end goal is mutual: attracting & satisfying a critical number of visitors to ensure commercial success.

The inaugural **Attractions, Amusement & Entertainment Development Asia 2019** will zoom in on the latest market updates and emerging industry trends in Asia. Join us as we provide you with an unrivalled platform to explore topics ranging from the latest investment hotspots, global vs. original IP creation, effective marketing and promotion strategies, new concept development, and more.

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