



# RCI

ADVENTURE PRODUCTS

THE ENTERTAINMENT MIX:  
**MIDDLE EAST EDITION**



## THE ADVANCEMENT OF AMUSEMENT

It's hard to ignore the recent developments and strides made within the MENA (Middle East and North Africa) region with respect to entertainment. An embrace of cinemas in Saudi Arabia after a 35 year ban, a welcoming of family entertainment centers (FECs) and a sweeping interest in innovative retail centers consist of just a few of the many initiatives heavily promoted in recent years.

This large push for diversified amusement options can be traced back to the region's desire to grow economically. To help spur the progress on, significant investments from both private and public sectors have been made in an effort to see the projects completed that will ultimately increase tourism to the area as well as improve the lives of locals through

job creation and general merriment. Whether it's Abu Dhabi, Dubai or Saudi Arabia, expansion is ongoing to achieve the goals put in place by plans such as the Saudi Vision 2030 national strategy.

But, amid all other developments, how do adventure attractions manufactured by RCI fit into the mix? Sky Trail® aerial attractions coupled with Sky Rails®, Sky Tykes® and Clip 'n Climb® climbing walls have actually already integrated themselves into the MENA region due to their family-friendly appeal, their affordability for customers and the overarching need to cater to those with children. As the area further expands, so will the want for immersive, multi-generational entertainment and that is where RCI comes in.



# SAUDI ARABIA & VISION 2030

One of the more notable plans detailing the Middle East's desire to bring in memorable amusement outlets for the benefit of tourists and locals alike is the Saudi Vision 2030 national strategy. The plan itself, at its core, seeks to ultimately improve opportunities for entertainment as well as citizen quality of life. In 2018, it was confirmed by the General Entertainment Authority (GEA) chief for the Saudi Government that \$64 billion had been earmarked for the sole purpose of investing it back into the entertainment sector throughout the coming decade.

Many projects are already underway in the country to achieve the goal it has set out. Here is a preview of what can be expected in the near future:

## By 2020

***Qiddiya Entertainment City Resort (Early 2022)*** - Phase One of the sizable entertainment complex aiming to be about 2.5 times larger than that of Disney World will open. An estimated 1.5 million visitors are expected on an annual basis.

***Red Sea Project (Q4 2022)*** - The massive tourism project that will span across 50 islands and provide a multitude of both entertainment and lifestyle opportunities will finish its first phase.

## By 2030

***Cinema Expansion*** - A whopping 300 cinemas are expected to be open for the public to enjoy.

***Increased Recreation Expenditure*** - Average money spent on recreation by Saudi households will increase from 2.9% up to 6% due to efforts by the Saudi Arabian Government.

Through grand gestures made by both domestic and international sources, Saudi Arabia has shown a huge commitment to scaling up their entertainment and tourism scene. As far as the amusement industry goes, it will be exciting once everything is completed to see the final results that come from years of extensive planning and investments.



## CLIENT SPOTLIGHT: TRAMPO EXTREME

RCI has contributed to the entertainment transformation that is ongoing throughout the MENA region in part by installing products like Sky Trail® and Sky Rail® in multiple Trampo Extreme facilities that are located in Kuwait, Oman and Qatar.

### Who is Trampo Extreme?

A family entertainment center (FEC) that is centered around trampolines and other interactive activities like Clip 'n Climb® climbing walls, an indoor caving zone, an area for scooter riders and skateboarders and much more. Trampo Extreme is all about providing a leisurely, fun experience for the entire family and the Sky Trail® aerial attractions located in 3 of their locations certainly fit the mold.

### How long has Trampo Extreme been with RCI?

The first RCI installation for the Trampo Extreme franchise took place in 2015 with a Sky Trail® and Sky Rail® attraction combo at their location in Kuwait City, Kuwait.

### The success of the attractions

RCI adventure attractions pair well with other entertainment offerings inside of Trampo Extreme locations because they are adaptable, easy-to-use, require minimal maintenance, feature attention grabbing color schemes and deliver memorable experiences to family members of every generation. Trampo Extreme took advantage of the versatility of Sky Trail® by situating each of their attractions over the Scoot 'n Skate zones that are present in all 3 locations.

Trampo Extreme is very successful because of their diverse entertainment mix of immersive activities. Their plethora of hands-on experiences cater to different age groups which creates its appeal and draw. These facilities of this nature are important to the economy in both major cities and rural areas because they serve as outlets for family bonding which is extremely important across the world.

# TRAMPO EXTREME PRODUCTS & LOCATIONS



The Sky Trail® makes an immediate impact as customers walk into Trampo Extreme! Children and adults alike really enjoy the varied challenges that Sky Trail® features. RCI attractions were a natural addition to our trampolines and Clip 'n Climb® activities.

- General Manager for Trampo Extreme,  
Craig Ogilvie



## Kuwait City, Kuwait

- Built in 2015
- Located inside of Symphony Style Mall, previously known as Murouj Mall
- RCI products: 7 pole, 1-level Sky Trail® with Sky Rail® and 11 elements
- Capacity: 30 people at one time
- Square footage: 3047sq ft (283sq. m)
- Height of attraction: 24' (7.3m)
- Colors: Poppy Orange, School Zone Yellow, Blue Island



## Muscat, Oman

- Built in 2017
- Located in Ghala Heights
- RCI products: 8 pole, 2-level Sky Trail® with Sky Rail® and 21 elements including Walk the Plank
- Capacity: 35 people at one time
- Square footage: 3316sq ft (308sq. m)
- Height of attraction: 36' (10.9m)
- Colors: Iron Horse, Mandarin, Atlas Blue



## Doha, Qatar

- Built in 2018
- Located inside of the sports complex, Aspire Zone
- RCI products: 6 pole, 2-level Sky Trail® with Sky Rail® and 18 elements + Sky Tykes®
- Capacity: 40 people at one time; 20 for Sky Tykes®
- Square footage: 3714sq ft (345sq. m)
- Height of attraction: 36' (10.9m)
- Colors: Manadarin, Sprout Green, Atlas Blue



# RCI ARTICLES & BLOGS FEATURING MENA REGION



## JUMP UP TRAMPOLINE PARK WELCOMES RCI ATTRACTIONS IN BAHRAIN

This spring, the family friendly trampoline park, Jump Up, will feature a Sky Trail® aerial attraction, child oriented Sky Tykes® and 5 Clip 'n Climb® climbing walls amongst its other energetic offerings at its newest location in Tubli, Bahrain. Along with the new additions courtesy of Ropes Courses Incorporated (RCI) [...]



## TWO-STORY SKY TRAIL® AT TRAMPO EXTREME IN MUSCAT, OMAN MARKS 1ST IN COUNTRY

Trampo Extreme opened an indoor Sky Trail® aerial attraction in Muscat, Oman in April with a two-story structure that contains 21 different elements including a 60-foot (18-meter) Sky Rail™ that gives participants an airborne ride [...]



## MIDDLE EAST: SKYSCRAPERS, SHOPPING AND...FECs?

Over the years, increasing amounts of tourists have flocked to the Middle East & North Africa region (MENA) for work, relocation or simply general leisure purposes. In fact, by the year 2030, it is expected that there will be "more than a hundred and fifty million tourists visiting this region of the world yearly" [...]



## SAUDI ARABIA: A DOMESTIC-LEISURE DESTINATION

While many people don't think of Saudi Arabia as a tourist destination, the Kingdom is looking to change that in the near future. Saudi Arabia plans to spend 50 billion riyals (\$13.33 billion USD) by 2020 on an initiative to promote entertainment, health, sports, and education as part of this effort [...]



## CONNECT WITH RCI

Learn more about RCI Adventure Products and our involvement in the amusement industry across the globe! Stay connected with us via our monthly blogs, social channels or main website to keep updated!



# SOURCES

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