

## — 'Entertaining Digitally' is the new MANTRA for the Amusement Park Industry—



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He is qualified with Hotel Management Degree & MBA from Narsee Monjee. He has 30 years experience as a Professional from Retail, Hospitality & Entertainment Industry. Currently he is working with EsselWorld & Water kingdom as Senior Vice President Sales, Marketing & Digital.

The amusement park industry in our country came into existence 30 years back and has entertained millions of Indians. It is the ideal destination for families and friends to hang out and spend a day full of enjoyment and thrill. However, since the outbreak of the pandemic in the country, all the amusement parks have shut down their operations keeping in mind the health and safety of their staff and guests.

But belonging to the entertainment industry, it becomes imperative for us to keep up with the enthusiasm within us and also our guests who are back at home. Engaging with them and entertaining them on a regular basis becomes important. So how do we ensure we connect with our patrons in this time of lockdown? The answer is through digital media/ platforms. Social media is a huge platform and in today's scenario it has played a very important role. Majority of people have been spending most of their time on Social Media in search of content which is a way of entertaining themselves. And hence, brand engagement has maximised and people are getting more and more addictive to these kinds of contents which are unique, creative and fun.

This is what ideally we suggest doing during the lockdown period to engage with guests, patrons, stakeholders, partners and others-

**1) Fun creative posts on how one can entertain themselves back at home:** Considering we belong to the amusement park industry and our main objective of business is to entertain people, we encourage them to entertain themselves back at home as stepping out is not an option.

**2) Engaging campaigns to promote social distancing:** 'Social Distancing' has become an important terminology in the past couple of days. Talking about it and promoting it gives an important social message and at the same time, as a brand it reflects on how much we care for our people, our guests, patrons and partners.

**3) Engagements with Schools and Corporates:** Schools and Corporates play a very important role in contributing towards the revenue of amusement parks. Though most offices and all schools are shut, it is still important to ensure that you are engaging with them. The employees of most companies are working from home while most schools have started with their new academic year via online study material. Share engaging creatives, games, puzzles and a lot more that will keep them entertained and also in touch with the brand.

One can think of various programs based on topics like Personal Hygiene, Communication, Logical Quizzes, Vocabulary Puzzles, Keep your room clean, and Hobby Development. You can also

engage your corporate partners and stakeholders with such similar programs.

**4) Create a live entertainment space digitally for your patrons:**  
As mentioned earlier, with the lockdown since everyone's working from home, there are very less entertainment options and hence more and more people have started looking for entertaining options and content on social media. Associate with brands/ influencers/ artists who can associate with you just to entertain the world, people who are helpless due to the lockdown.

Being an entertainment destination, we are ensuring that we never stop entertaining our guests even at the time of quarantine. Our digital campaigns along with EsselWorld LIVE are unique concepts that let the entire world experience the unlimited fun and entertainment that we offer not only at the Park but even digitally. We have tapped into various fields and sources of entertainment that allows us to bring the best to our followers. We intend to continue amusing everyone through our digital space



**This is how Parks across India and world are keeping their guests engaged.**

- Disney offers a free online program for kids called 'Imagineering in a Box'. It includes interactive lessons to keep kids learning while at home.
- Imagicaa and Toing welcomes you to join the QUARANTIVITIES bandwagon. QUARANTIVITIES' – A Fun, virtual engagement activities designed for kids with material found within the boundaries of your home.
- Vekoma is working hard to meet delivery times, or to work with customers on an updated schedule. When it comes to parts and service, it is still supporting parks through phone calls, conference calls, photos and screen sharing.
- InterCard, a world leader in cashless technology, is offering customers free training for owners and employees across the globe. This will allow them to improve their technical skills.
- ProSlide released an online free colouring book. It is full of intricate drawings of water rides to keep your children entertained and teach them how to be design engineers at the same time.
- Leisure Expert Group's free colouring images. The leading experience design company is releasing different images for children to colour in on its Twitter account.
- EsselWorld connected the concept of our brand to social distancing and came up with the campaign 'Kuch Din Ghar par rahunga main, bahar nahi jaunga main' which was a huge success.
- EsselWorld associated with 22 schools thereby reaching out to 96,000 students through its digital initiative as the Fun & Edutainment Partner for a programme that focuses on 'Health + Safety, Fun & Learning' for students.
- EsselWorld introduced a new property, 'EsselWorld LIVE' on our Instagram page where we associated with magicians, dancers, singers and more to perform live and interact with their fans on @esselworldofficial
- Parks & IACs did a campaign with a series of posts such as "catching up with friends and family over calls", "learning Yoga at home", "taking up your favourite hobby at home" and more that suggested spending quality time with family and with oneself.

IAAPI is thankful to Mr. Paresh Mishra for highlighting the importance of engaging and connecting with guests in this time of lockdown through the use of digital media platforms.

