

# DRIVING TOURISM WITH UAE AMUSEMENT PARKS



Within the next five years the UAE is expected to see a rise in the amount of amusement parks that they will be able to offer tourists of the area. This change is expressly driven by the increasing numbers of tourists visiting the country, according to the experts.

People invest in amusement parks due to the projected rise in tourism. Moreover, the increase of attractions is believed to be able to directly increase tourism. **Additionally, theme parks do not singularly attract visitors to the country, but they allow for an extended length of stay for some.** Experts expect the extended stays of visitors to reach upwards of 4 to 5 days.

The vast majority of the forthcoming amusement parks will be within the borders of Dubai. The parks are expected to open by the year 2020 and attract approximately 20 million visitors. Within that same year, there will be a six month trade fair that will kick off the tourism drive and that alone is estimated to attract approximately 25 million visitors to the country.

Overall, over the past few years, the demand for theme parks within the UAE has been soft. Yet, beginning in the year 2014 and carrying through the beginning of 2015, an increase in demand could be seen. Existing customers are also showing signs of an increased demand in regards to theme parks.

At the three day event known as the Dubai Entertainment Amusement and Leisure Show (DEAL) at the Dubai World Trade Center, it was said that an additional factor that is driving amusement park development is the increase of available funds that are being invested into them.

Over the past four years, the amount of money that was available to be invested and spent within theme parks was relatively low in comparison to now. There was globally tight financial crisis previously, but it somehow made way for an increased amount of capital currently.

White Water is the company that has previously supplied attractions for the Aquaventure Waterpark at Atlantis the Palm in Dubai as well as the majority of the ones within Yas Waterworld in Abu Dabis. This is a company that has pledged to provide Motiongate theme park with a river rapids ride before its October 2016 opening. The Motiongate Park is a part of the Dubai Parks and Resorts which is currently being constructed by Meraas Holding in Jebel Ali. The Dubai government owned Real Estate Company will additionally have attractions that have been inspired by the film franchise known as "The Hunger Games".

**One of the most highly anticipated amusement parks opening within Dubai is that of Six Flags.** This theme park is also being constructed via Meraas Holding and is scheduled to open to visitors in the year 2017.

Options that pertain to entertainment are placed high within the priority list of developers within Dubai. With that being said, there will be a revival of theme park projects that were previously shelved in regards to the popular Dubailand.

Moreover, the theme park market in the UAE has been valued at Dh1.6 billion within 2014 and is predicted to reach to heights greater than Dh 3 billion by the close of 2019.

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