

Introduction

Another year of hard work...

Our first edition of the newsletter last year was well received by our clients and stakeholders.

So...we are excited to present a new release, offering an overview of a busy and exciting year. Several projects progressed to new phases, increasing the number of assistance requests.

advertisement



SNAP!

Wouldn't it be great to have two business colleagues with more than 20 years of experience providing you an unbiased snapshot of your daily business? Welcome to SNAP!

Two TDAC consultants with different backgrounds, will visit your park as mystery guests. Together they will assess your park or attraction from booking to departure in the evening.

Within a week of their visit, you will receive a report in which they present their experiences in clear conclusions and recommendations. The report will include several aspects as cleanliness, F&B, front office, retail, wayfinding, hospitality, guest experience and way more.

Contact us via +31651069734 or info@tdacint.nl for more information.

TDAC

Additionally, new clients sought our services, and although we mainly focus on Europe, we were asked by projects so interesting, that they took us as far as South Korea.

A great new addition to our team is Scott Ault. With a distinguished career at industry leaders like Disney, and BRC Imagination Arts, Scott brings unparalleled expertise to our clients. He will be based in Portugal.

This year's accomplishments have filled our second newsletter with engaging content. Enjoy the read!



Scott Ault



Master plan by Jora Vision

Indoor Theme Park

Scheduled to open in 2025

A new IP based theme park will open in East Netherlands.

Located next to a large resort, Bommelwereld will become the newest theme park. Coen Bertens advised the developer from the beginning on the process of developing a new theme park. The new around 9.000 square indoor theme park is based on the Dutch comic strip hero Oliver Bommel and includes a rollercoaster, a mini flume and several other kiddy rides.

Theme Park Review

Can you review our park & operations?

A question we received from Everland, one of the leading parks in Asia.



Everland Korea during Coen's visit

Our analysis extended beyond park operations. We conducted a comprehensive evaluation encompassing business plans, long-term strategies, park layout, and hospitality. This included an on-site visit to assess guest experience and a workshop with management. By benchmarking their performance against industry standards, we produced a detailed report outlining strengths, weaknesses, and actionable improvement recommendations.

Tourism Plan

Developing a tourism plan...

...for the island of Lolland, which will become the gateway to Scandinavia when the new Fehmern tunnel is ready in 2029.

This was the challenge TDAC received from Lolland municipality. Based on research, a road trip and a charrette with the main stakeholders, we identified attractions needed to make the southern coast more attractive and have tourists stop in Lolland after crossing the new tunnel.



Peter & Bart approaching Lolland island

Resort Development

Guidance for seamless resort development

The complexity of developing a new resort requires expert guidance. This to ensure a successful launch. With a proven track record of delivering over 100 attraction projects worldwide, TDAC is your trusted partner in resort development. Our team is currently supporting clients in Romania, the Netherlands, and Poland. The Polish project has recently completed its master plan.

The Polish client is PKL, a renowned ski lift operator with extensive hospitality experience. PKL already operates multiple holiday resorts and has established a local entertainment department focused on developing new leisure activities. The centerpiece of this effort is a new resort project, and we're honoured to be selected as their client representative.

Market Research

How many guests can we expect?

Is the crucial question in any new attraction development.

Accurate attendance forecasting is crucial for the successful development of attractions. By predicting visitor numbers, we can ensure that projects are both feasible and designed to meet demand. TDAC has a proven track record in this area, having conducted numerous studies for theme parks, brand centers, and cultural attractions across Europe and the Middle East.

Our most surprising project this year involved analysing potential visitor numbers for a religious cultural attraction in Saudi Arabia, for PIF. This research not only deepened our understanding of religious tourism but also revealed an astounding potential market of six million annual visitors at their door step!

Mall Development

From mall visit to guest experience

A leading Benelux shopping mall operator sought to enhance customer loyalty and increase shopper dwell time.

Inspired by the success of theme parks in these areas, they contacted TDAC to learn more on how theme parks create ambassadors and how to implement this in their malls.

We developed a six-step program leveraging our theme park expertise. Via workshops and a site visit to a top-tier theme park, we immersed the client in proven theme park strategies. The program culminated in a tailored plan to elevate the shopping mall experience varying from very small to high impact action.

B2B in Leisure

How can we improve our business?

The attraction industry's unique complexities demand specialized expertise. Given the industry's intricacies, external consultants often struggle to provide effective guidance.

TDAC's seasoned professionals bring a wealth of experience from across the attraction sector, having held leadership roles in diverse organizations. This deep-rooted knowledge has earned us the trust of clients ranging from museums and theme parks to suppliers, as we partner with them to shape their long-term strategies. Our client base has grown significantly over the past year, a testament to the value we deliver

Playground

New operator to the leisure market

wanted to start with decades of expertise.

As newcomers to the leisure market, this entrepreneur sought expert guidance to develop their ambitious plans for an attraction park where guests will be active, called Maple Farm. With a limited budget, their vision encompasses on the shorter term a large playground and a high ropes climbing track.



To gain operational experience, they began with a smaller playground this summer. TDAC provides monthly support to help them navigate the challenges of running a visitor attraction. The next phase, a substantial high ropes climbing track, is slated for this spring with more to follow in the coming years.