

Email the editors at newspaper@tdacint.nl

Growing....

While it never was the intention,

TDAC is growing again with two new consultants on the team.

When Coen and Bart joined together within TDAC they had one goal: Share the knowledge they built up during our long professional career with clients that they personally enjoy working with. they would have been very pleased if we could earn our living with this.

But here we are: the team of four consultants has grown to six, bringing even more specialized knowledge to the group. Let's introduce the new members

Ton Merckx joins with over 40 years of experience in the attractions industry. After starting as a draughtsman at Efteling, Ton recently concluded his career as the Global Technical Director at Merlin Entertainments. His deep technical expertise is a fantastic new addition.



The "young men" of TDAC. Missing in the picture is Scott Ault.

Hans Gubbels will be a key resource TDAC's expanding portfolio of projects in museums and brand homes. While Hans's career began in amusement rides, he is best known for his remarkable work in transforming a small museum into one of the most known museums in The Netherlands: Continium.

We are incredibly honored to welcome this exceptional extra level of expertise to TDAC!

Economic studies

Studies beyond excel sheets.

At TDAC, we gather hard data every day.

It is the foundation of any sound economic study. Yet numbers tell only part of the story. The emotional journey of a guest reveals another perspective, one that in the attractions industry plays a decisive role in long-term success. With decades of experience in understanding how visitors feel and engage, our team knows how to translate those emotions into measurable economic value. From the earliest feasibility study to optimizing a venue's daily operations, our economic approach always integrates the emotional experience of the visitor.

BTW did you know that we track more than 100 European theme parks for data and that the average ticket price went up with 13% last year?

Location research

Where & What?

This question is central to every expansion strategy.

At TDAC, location research is a core part of our work. This year, we not only supported regional governments in identifying leisure concepts that fit their markets, but we also had the privilege of earning the trust of successful attractions operators to help them find the perfect new location.

For Deutschland Museum, we conducted a market analysis to identify a prime new European site. For Family Entertainment Center operator HyperActive we researched major cities in two specific countries on demographics, competition and suitable districts, including our knowledge about the local business culture.



Bommelwereld under construction

SNAP service

Taking a snapshot of existing attractions,

by auditing via a mystery visit, reporting and advice.

We all know the value of a mystery visit, but are you getting the full picture? Imagine an assessment conducted not by a casual consultant, but by industry professionals understanding what to look for and where to find opportunities. Our SNAP service does exactly that. We provide more than just a report; we deliver actionable recommendations for improvement based on our extensive checklist of over 150 items.

Recently, our team put this service into practice, visiting three unique attractions: the brewery tour at Alfa Beer, the beautiful flower gardens of Appeltern, and two different locations of Karls Erlebnisdorf, including an overnight stay at the AllesPaletti hotel.



Bart & Coen as mystery guests at Karls Erlebnisdorf

Each location offered its own charm, but our visits provided valuable insights and highlighted several interesting opportunities for improvement.

Client rep. services

Over 150 years of experience...

...in the attractions industry, a wealth of experience our clients rely on.

Since our very beginning, we've been actively working in client representative roles; standing beside our clients, offering strategic advice and guiding their new projects to success. While some developments, like the theme park in progress for our client PKL, are still underway, 2025 has already brought exciting milestones to celebrate.

The brand-new indoor playground at Beekse Bergen opened its doors this January. TDAC's Coen and Peter advised throughout the development phase, providing the latest insights on indoor playground trends to ensure this major investment thrives for years to come.

This spring saw the opening of Maple Farm Adventures' rope course climbing park. Following our advice, the team ran a smaller playground test opening last year, gaining valuable guest-handling experience. The result? A respectable 4.6 Google rating since the rope course launch.

And coming this fall: an impressive 11,000 m² indoor theme park, called Bommelwereld. From the project's inception, Coen has acted as the client representative for the entrepreneur behind it, already the owner of an successful bungalow park.

Operations set-up & training

Towards Operational excellence.

Both for new as well as existing locations.

At TDAC, we believe a great guest rating begins with a great operation. We love building operational excellence, whether we're working on an existing attraction or starting with a blank slate.

This was a busy year for us! Not only we are helping existing operators improve their operations, in countries such as Sweden, UK, Germany and The Netherlands, but we are also excited of projects where we are setting operations from the ground up. Our consultants are fully immersed in setting up the organization and training the team of Bommelwereld, a brand-new indoor theme park in the Netherlands, before they open on October 3rd.



The Balashi Beer Experience Aruba Image courtesy Sandenburg-DST

Meanwhile, our team is also setting its sights on a new project on the beautiful island of Aruba! We've partnered with Sandenburg-DST to manage the total operational setup for the upcoming Balashi Beer Experience. After creating all the necessary manuals and procedures, we can't wait to travel there next year to train the staff. Cheers to this great project!

(Advertisement)

TDAC your partner for:

- Management Strategy
- Change management
- Operational excellence training and set up
- Client rep. services
- Process optimization
- Location research
- Mystery visits

Providing over 150 years of practical experience !