

Attraction operators must innovate and adapt to changing conditions to boost the sector

By **Sharen Kaur** - March 6, 2023 @ 5:32pm



ESCAPE Penang. Image credit: escape.my

sharen@nst.com.my

Malaysia lacks several critical aspects thought necessary to move the leisure and themed attractions sector forward, including government assistance and talent development.

This was revealed at a recent media forum titled 'Are we there yet? Malaysia's Quest to Become Asia's Attractions Capital', organised by Sim Leisure Group Ltd.

The forum examined the global and local leisure and attractions landscapes, notably in terms of safety requirements.

It also looked at other aspects of themed attractions, including how using technology to innovate will place operators at the forefront of satisfying today's customer demands.

Sim Leisure Group, a Malaysian-owned multinational theme park and leisure provider, continues to set the standard locally by introducing its proprietary ESCAPE brand of themed locations. It has been operating the ESCAPE outdoor theme park in Penang since 2012, and the ESCAPE Challenge indoor park at Paradigm Mall in Petaling Jaya since 2020.

ADVERTISING

The group's sister company, Dubai-based Sim Leisure Gulf provides theming design and construction services to major international clients including The Lost Paradise of Dilmun in Bahrain, Bollywood Theme Park in Dubai, Yas Waterworld in Abu Dhabi, Ski Egypt in Cairo, Ski Dubai, the Motiongate Theme Park in Dubai, Aquapolis in Bulgaria, Ulynovsk Park in Russia, and the Egypt and Jurassic Park zones of Universal Studios Singapore.



Sim Leisure Group founder and executive chairman, Datuk Sim Choo Kheng (right) was added to the list of the World's Top 50 Theme Park Influencers.

Sim Leisure Group has firmly established itself as a formidable mover and shaker in the attractions sector.

Blooloo, the world's largest platform for visitor attraction experts, named its founder and executive chairman, Datuk Sim Choo Kheng, to the list of the World's Top 50 Theme Park Influencers.

The list honours individuals whose vision, creativity, and invention have impacted and improved the global attractions business.

Each name on the Blooloop 50 Theme Park Influencer high-profile list is reflective of individuals who are driving innovation, developing technology and attractions to create the theme park experience of the future, and was chosen from reader nominations by a panel of industry experts with extensive experience working in the theme park industry.

Sim Leisure Group has designed, fabricated, and built over 300 themed entertainment projects around the world under Sim's leadership.

"I am truly humbled to be recognised among the upper echelon of industry titans. This, in part, is a testament to Sim Leisure Group as a whole. While others conform, we dare to be different, challenging conventions and pushing the boundaries of creativity. We're about making the impossible, possible. We were never one for resting on our laurels - and we never will. We will continue to evolve and grow with the times, delivering new experiences for our visitors," Sim said.

Charles Read, the managing director and publisher of Blooloop, presented the award to Sim.

During the forum, Read said that Malaysia's theme park industry is on the right track since there is a growing need and desire among customers to get out and have new social experiences, particularly in the aftermath of the pandemic.

Sim agreed, adding that attraction operators that do not adjust to the changing climate will eventually fail.