



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

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Blurring the Lines: Creative Operations Align with Meow Wolf Exhibits

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Translating a well-known attraction to a new environment can be a challenge for any operation. Meow Wolf's House of Eternal Return has been welcoming guests in Santa Fe, NM, USA, for over 5 years and has now created new experiences in Las Vegas, NV, USA, which opened in February 2021, and Denver, CO, USA which opened in September, 2021. Transitioning from a hometown operation to a larger scale exhibition in an established market brings new challenges and opportunities. From writing new documentation and recruiting the right management team to marketing and communicating a new brand and concept to a new market, this Meow Wolf study offers insights and learnings translatable to any organization.



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The House of
Eternal Return
Opened in March
17, 2016 but got its
first “real” GM in
early 2017





It was learning
curve for everyone

It was no longer
just about
creating art. It was
about creating a
space that could
be operated while
still holding true
to Meow Wolf's
values





That meant a game plan that involved hiring, training, operational documents, guest experience and thinking it all through in a way that supported the original intent



Working within the rules and regulations required to be a responsible operator to innovate our core staffing programming and deliver human piece of the guest experience to rise to the level of the installation





Omega Mart in Las Vegas was set to open in February 2021

We had a lot of work to do



We looked at:

- How we wanted to hire
- Who we wanted to hire
- What our aspirational goals were from a guest experience perspective
- How we could train to that ideal



We looked at:

- How to get people in the door
- How to get people down the slides
- How to work with a spectrum of guests
- How to deliver above and beyond expectations





In September 2021
we opened
Convergence
Station in Denver

We used, and
continue to use,
what we have
learned,
discovered,
augmented,
reinvented, and
innovated to
inform current
and next steps



Our goal is to keep looking for ways to stay true to the roots of Meow Wolf while delivering the best guest experience possible

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