



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

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The emerging trend of escape rooms and their inclusion in an FEC's attraction mix

Lloyd Notley -CMO- Escapology

Overview of Session

- What's new with escape rooms
- How to monetize and market them
- Shift to Licensed based escape rooms



Introduction

- Experience of over 5 years in the Escape room industry
- CMO for the largest Escape room brand in the world Escapology
- Oversee over 85 Escape rooms worldwide under the Escapology umbrella
- Worked with over 25 FEC's in successfully implementing Escape rooms into their attraction mix.



Escape room Industry

- Over 30 Million players per year
- Over a Billion dollars in Revenue per year
- Over 2000 venues throughout the USA



What is an Escape room?

- What are they?
- How long does the experience last?
- Are there different themes?

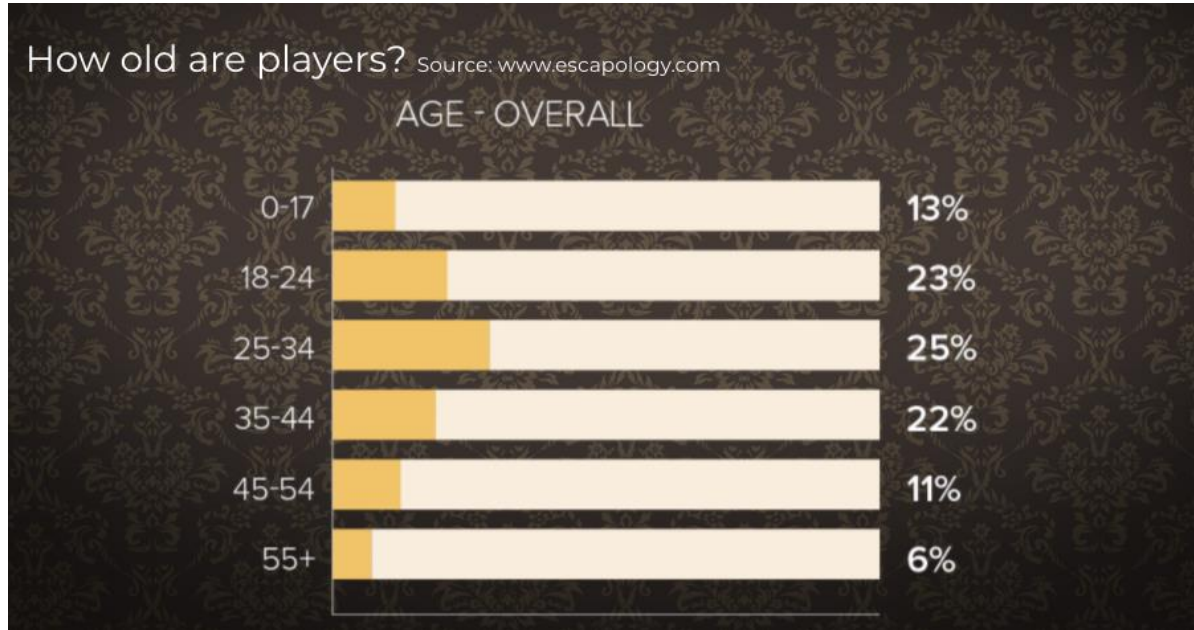


New Era of Escape rooms

- Generation 1
- Generation 2
- Generation 3

Game Type	Franchise	Specialist
G1	\$7,500	\$30,000
G2	\$15,000	\$50,000
G3	\$35,000	\$100,000

Who Plays Escape rooms?



Male vs Female players

Percentage of male and female players. Source: www.escapology.com

GENDER - OVERALL



Have customers played Escape rooms before?



Options of implementing Escape rooms to an existing attraction

- Develop yourself
- Pre made and purchased rooms
- Franchised model

Do they Compliment your current Operation?



How much will it cost?!

- 4 main factors:

Size of space

How many rooms

Which type of rooms

Local contracting rates

What's New with Escape rooms

- Licensed games
- Enhanced tech
- Enhanced “Disney esq” theming
- Customer expectations
- Barrier to entry has become harder

How to Monetize & Market them

- Social Media
- Utilize your existing customer database
- Cross promotion with existing attractions
- Third party sales and promotions
- Group and Birthday party bookings

Thank You

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