



**SPIDER**  
entertainment

# **FIVE TRENDS SHAPING THE ENTERTAINMENT LANDSCAPE**

## SPIDER ENTERTAINMENT:

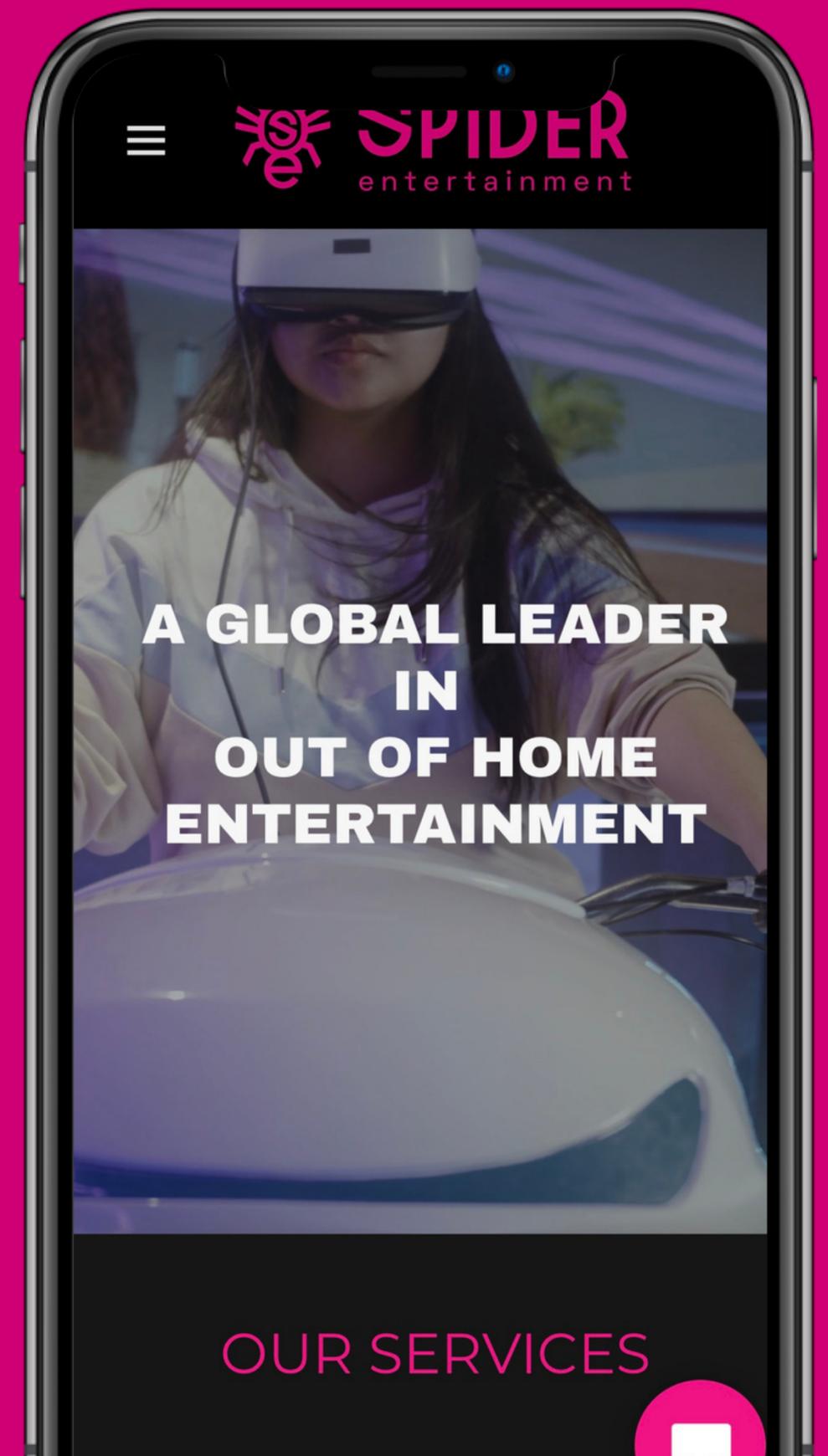
### A GLOBAL LEADER IN OUT OF HOME ENTERTAINMENT FOR RETAIL DESTINATIONS

Spider's mission is to transform the way out-of-home entertainment is imagined, created and operated for retail destinations.

We provide landlords and developers with turnkey solutions to deploy entertainment attractions. We design, create and operate successful attractions.

What makes Spider unique is that we also invest in our own immersive, branded experiences. We create the next generation of entertainment destinations that grow revenues, drive footfall and enhance the visitor experience.

By bringing our own attractions to market we have a unique insight into the market. This 'skin in the game' makes us the perfect partner to work with.





# The Skinny Version:

01

## Frictionless

Presentations are tools that can be used as lectures, speeches, reports, and more. It is mostly presented before an audience.

02

## Gamification

Presentations are tools that can be used as lectures, speeches, reports, and more.

03

## Mid-Scale Attractions

Presentations are tools that can be used as lectures, speeches, reports, and more.

04

## Hospitality

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05

## Mini-Golf 2.0

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**FRICITIONLESS**





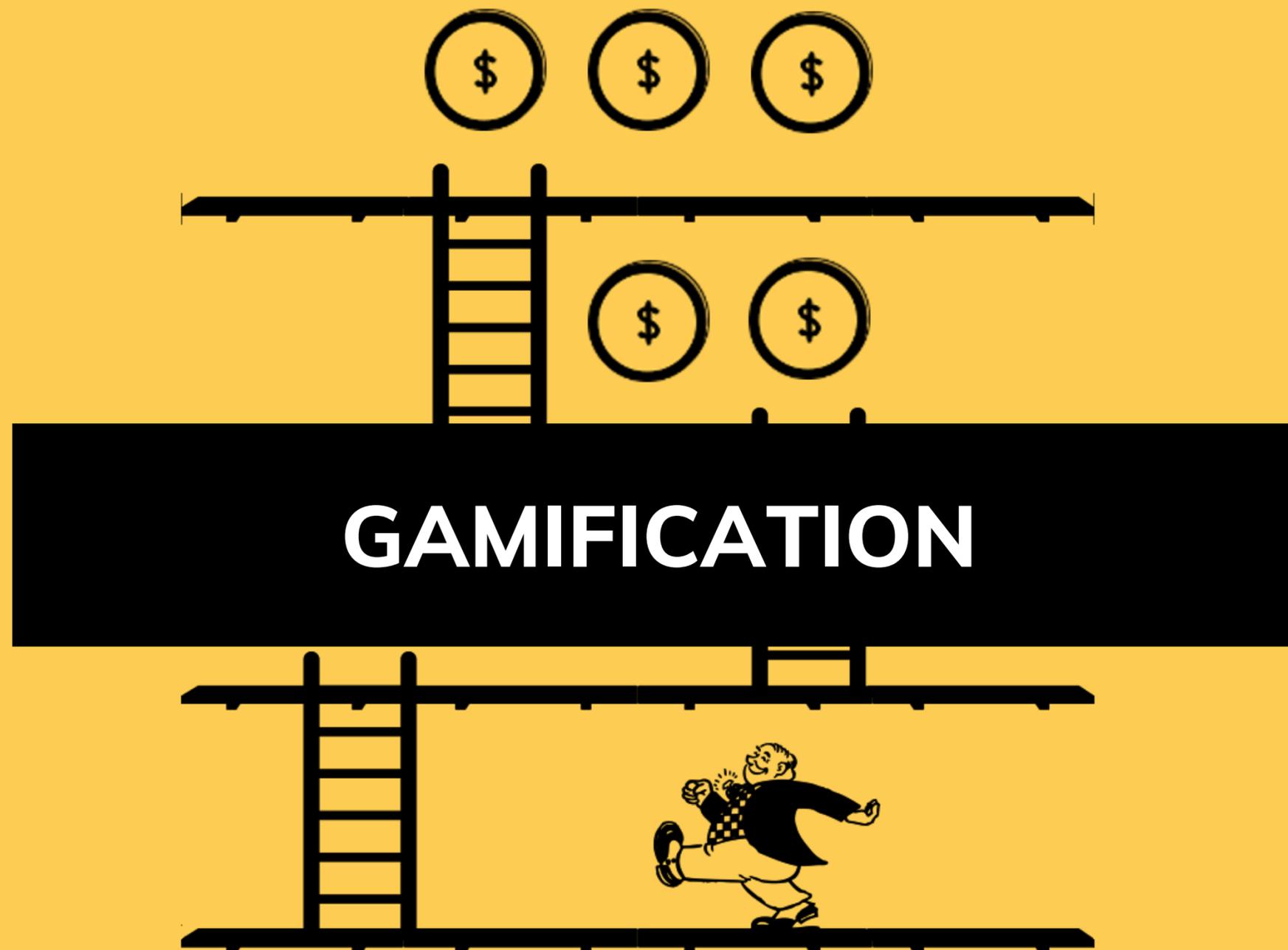
## FRICITIONLESS

The ability to pay for entertainment and hospitality without the need for cash has been a growing aspect of the indoor entertainment destination. Accelerated by the Global Health crisis that has seen all aspects of payment culture reverting to an ePayment model, amusements and attractions are now becoming much more versatile when it comes to payment.

The latest trends in ePayment see wristbands and wearable payment systems that allow a simpler and less cumbersome means to swipe and pay. These systems are also used to store information, such as player preferences, accumulated scores, and even act as the key to their personal possessions locker.

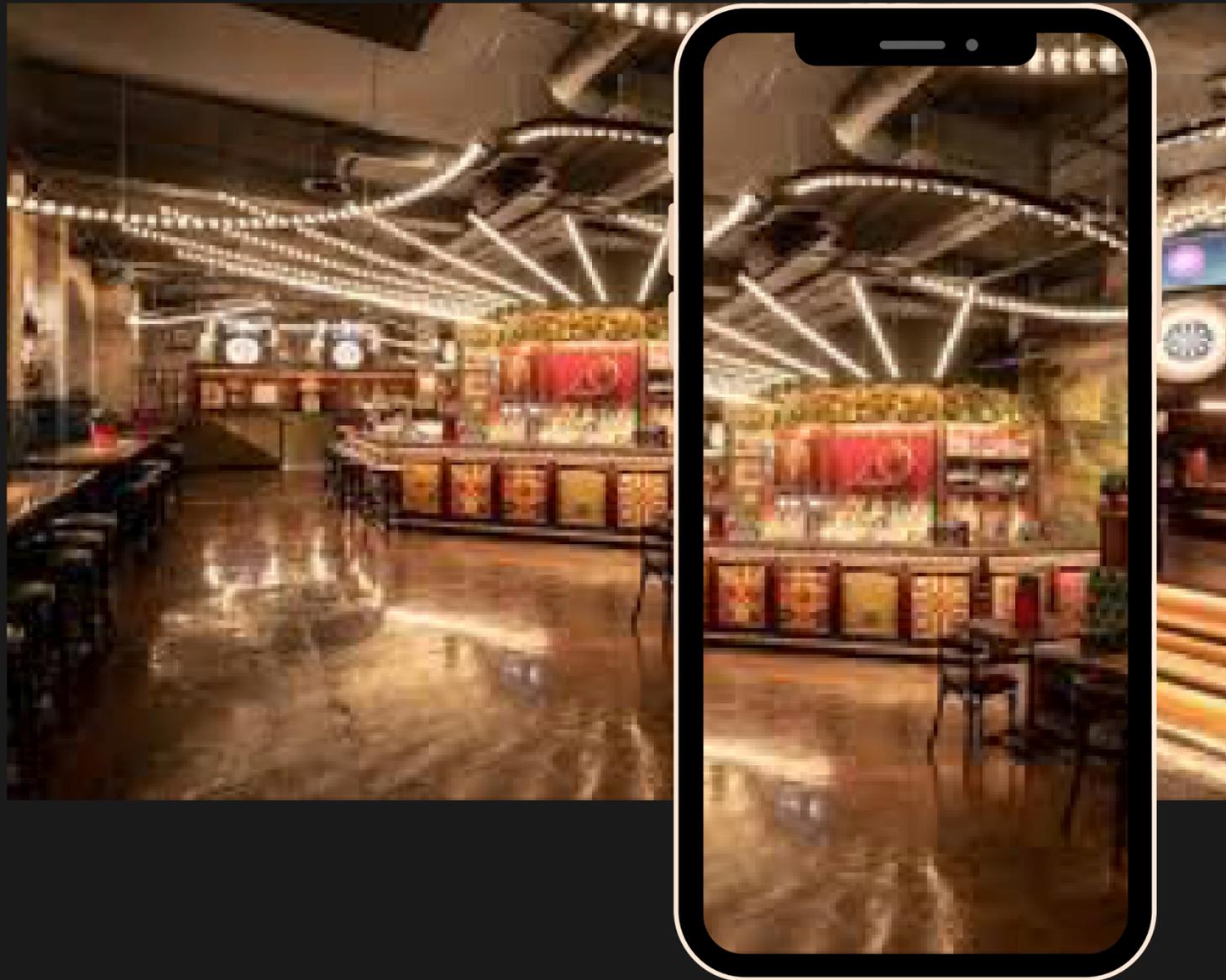


Source: Embed





## GAMIFICATION



The term “Gamification” has come to be applied to the addition of a game and competition element to previously passive entertainment and experiences. Best illustrated by the way that previously passive ride-based attractions now have a game element added to them.

This addition brings interest from a new audience and creates a repeat visitation element as players want to improve on their score.

We are seeing attractions include game features for players to collect, other examples include ‘Skytag’ which utilises the space above guests’ heads , and combines a sky coaster and shooting gallery, adding a play narrative to the visitor experience.



**MID-SCALE ATTRACTIONS**



## MID-SCALE ATTRACTIONS

The need to offer a unique entertainment package, but still be able to accommodate the space restrictions of various localities has seen the development of several scaled-down attractions.

Able to accommodate relatively large through-puts of audience but fit within a space a tenth of their theme park equivalents has created a new series of entertainment.

The ability to house a scaled down attraction within a retail environment has proven appealing, and we have already seen 'Pop-Up entertainment' such as VR attractions in shipping containers. The special, flexible designs and unique hardware allow these kinds of attractions to be rapidly deployed in existing retail units – the use of immersive technology driving this process.



Source: Virtuix



**HOSPITALITY**

## HOSPITALITY



Where restaurants and entertainment offerings were once separate, the mixing of a hospitality element into all entertainment brands recently has driven a whole new aspect of the social entertainment destination portfolio.

Developers are ensuring that the mixing of food and fun is correctly apportioned and that that audience is satisfied.

Social entertainment concepts like indoor miniature golf include an extensive short menu and are supported by an equally extensive cocktail catalogue.

New entertainment offerings such as Flightclub, a mix of social darts with technology fuelling the fun, is supported by an extensive bar and food menu with appropriate seating to enjoy the game and share the menu.



# MINI-GOLF 2.0





## MINI-GOLF 2.0

The traditional perception of miniature-golf has had the lid blown off by the introduction of a new social entertainment slant and the use of the latest entertainment technology.

The idea of cocktails and clubhouse has exploded onto the market with several social entertainment brands creating a cool mix of crazy golf fun and hospitality space.

Reinvigorated as indoor party environments, new concepts include the new 'Puttshack' with personalised track player balls, and the Topgolf Entertainment 'SwingSuite' offering a video wall style of golfing experience that leans heavily on the group activity fun aspect. Other new developments include the 'Lucky Putt' (Creative Works) that offers a plug-n-play crazy golf solution for any style of venue.



Source: Puttshack

# ABOUT THE AUTHOR



## Kevin Williams

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Technology Director, Spider  
Entertainments

Kevin is Co-Founder and Technology Director for Spider Entertainment, a Global leader in Out of Home Entertainment for retail destinations. Kevin is a widely-respected expert on entertainment and technology. A regular presenter at international conferences, Kevin is also a regular speaker at the Foundation Entertainment University, a bootcamp for FEC investors. He also holds the role as one of the senior judges of the VR Awards.

Kevin is editor of the Stinger Report, a-must-read for those working or investing in the amusement, attractions, and entertainment industry. Kevin's consultancy KWP Ltd specialises in helping international clients develop immersive and interactive entertainment.



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