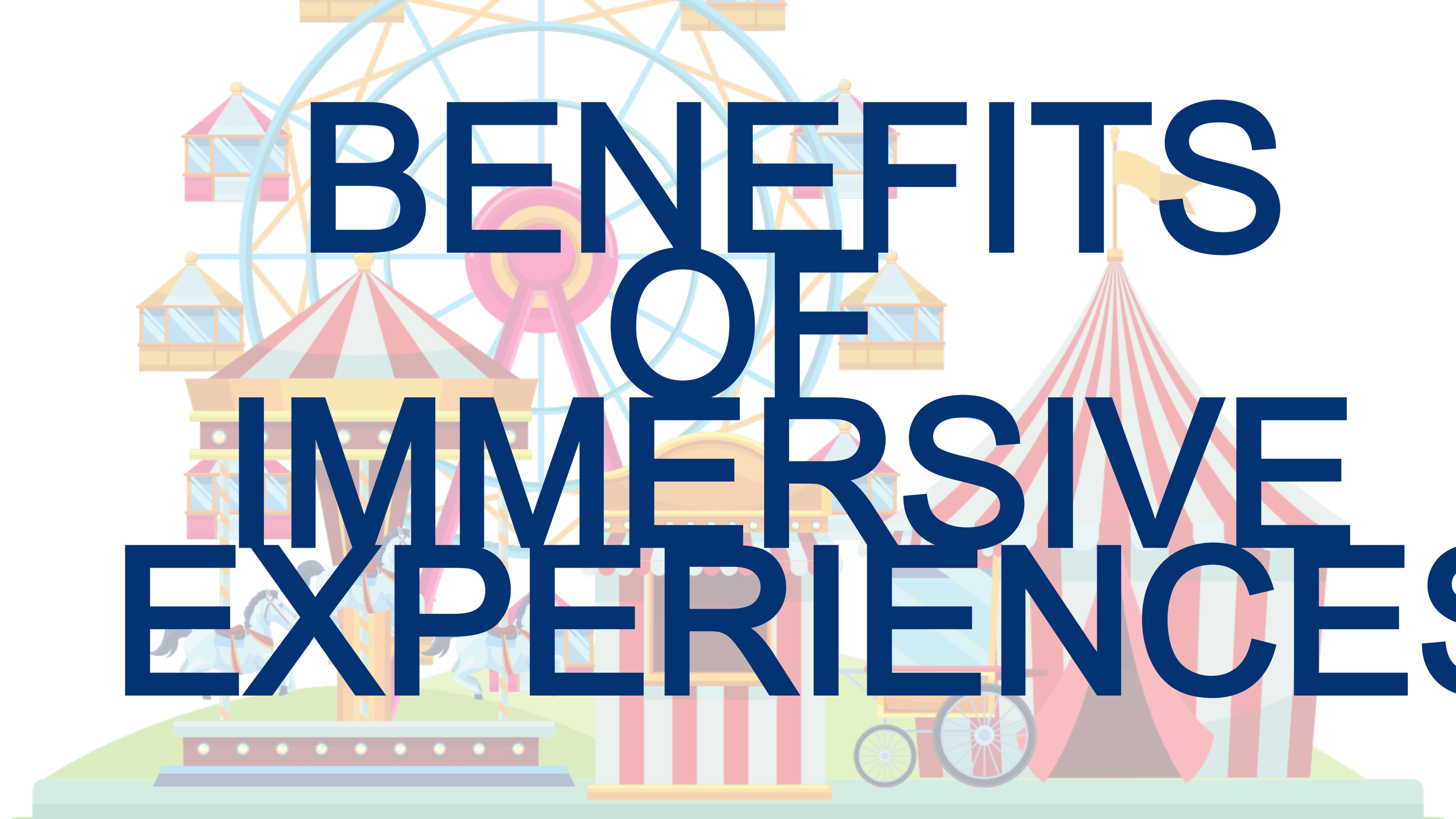
Captivating Visitors with Immersive Experiential Experiences

Sponsored by

BENEFITS OF IMMERSIVE EXPERIENCES



Breänna Clapp

Account Executive

Immersive Division

Retta Logan

Account Executive

A3 Visual

POWER UP!

VISUAL

Retta Logan and Breänna Clapp

VISUAL

OVERVIEW

- Define immersive and outline benefits
- Explore different technologies to achieve an immersive experience
  - AR
  - VR
  - Projection Mapping
  - LED (3D + XR)
- Look at the past, present, and future of immersive experiences in attractions
- Discuss the different steps for temporary and permanent implementation

DEFINITION

An immersive experience, especially within the realms of technology and user engagement, is defined as a designed interaction that fully engulfs participants in a multi -dimensional narrative or environment, making them feel as if they are part of another reality.

Characteristics that distinguish immersive experiences from traditional ones include:

- Interactivity
- Sensory Engagement
- Spatial Presence
- Emotional Connection
- Technological or Physical Integration

STARWARS LAND: DISNEYLAND, CA

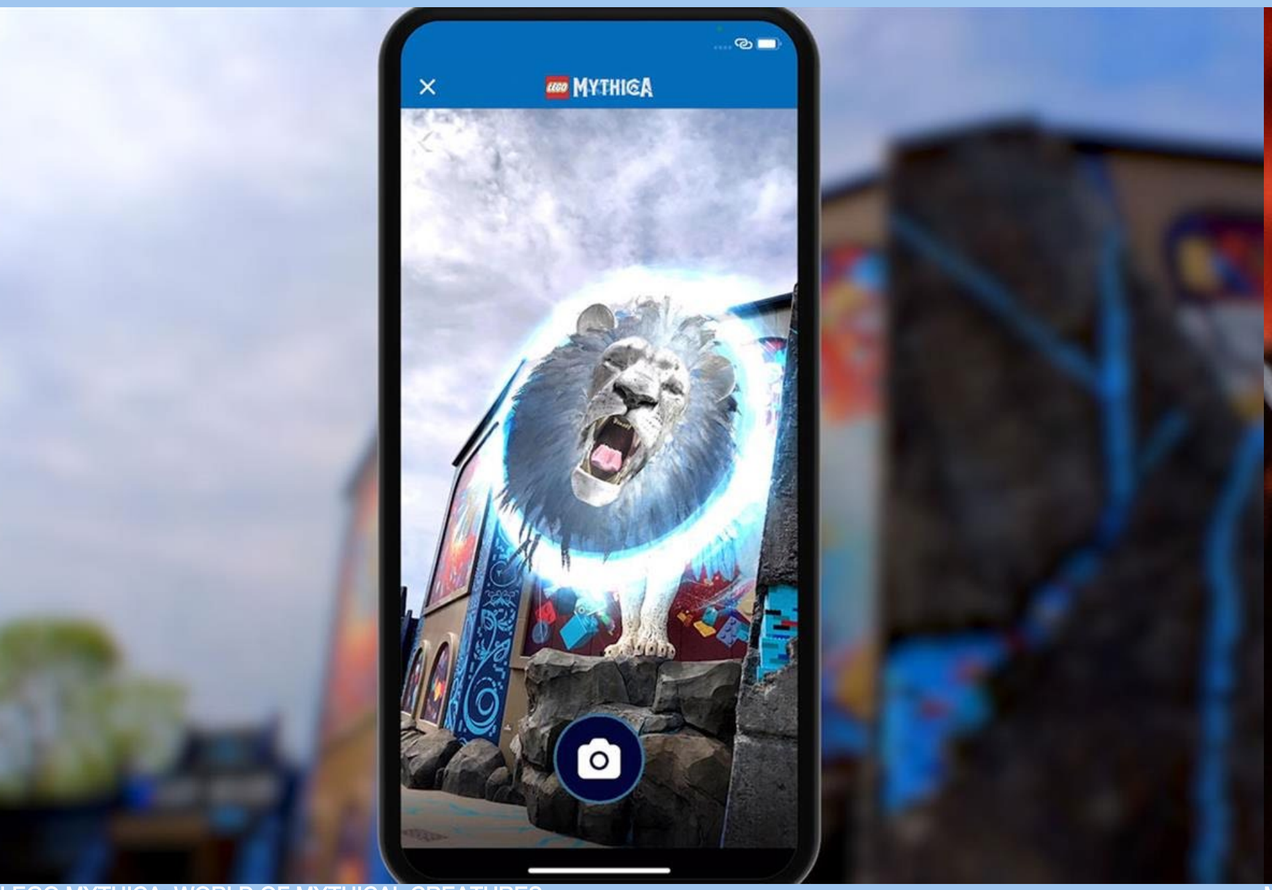
SOARIN' AROUND THE WORLD: DISNEYLAND, CA

BENEFITS

No matter the size of your attraction, you can benefit from a custom immersive activation in many ways:

- Deeper Guest Engagement
- Increased Time Spent in Park
- Stronger Word -of-Mouth & Social Sharing
- Repeat Visitation
- Competitive Differentiation
- Flexibility and customization

AUGMENTED REALITY



LEGO MYTHICA: WORLD OF MYTHICAL CREATURES

MARIO KART AR RIDE: UNIVERSAL STUDIOS JAPAN

VIRTUAL REALITY

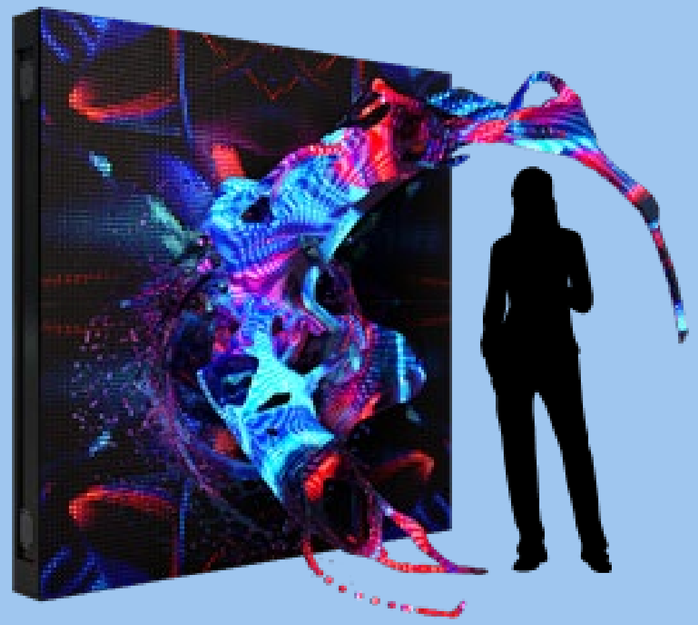
KRAKEN UNLEASHED: SEAWORLD ORLANDO

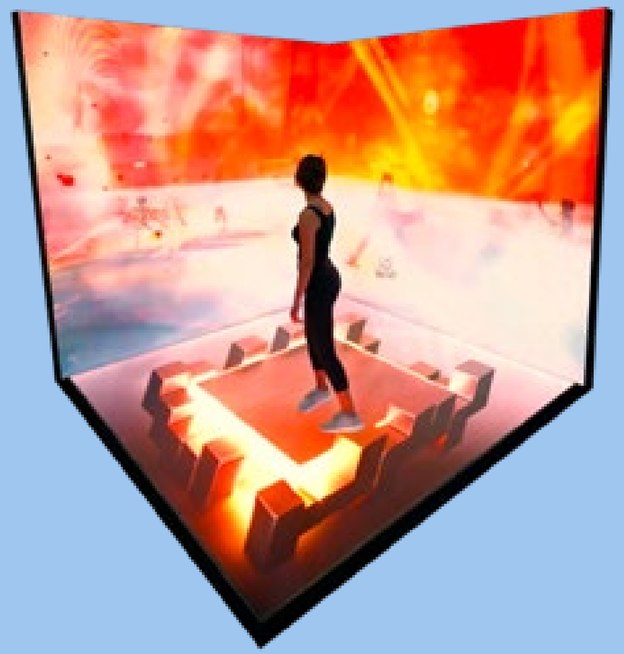
PROJECTION MAPPING

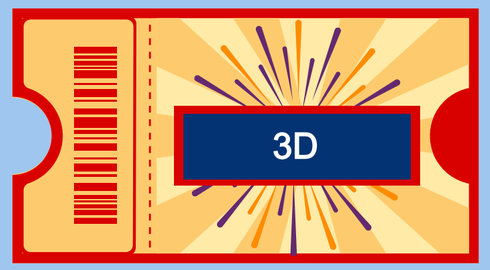
DISNEYLAND MAGIC CASTLE

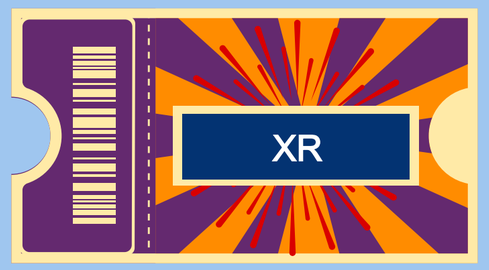
UNIVERSAL ORLANDO LAGOON PROJECTION, DISNEY STARWARSLAND RAE PROJECTION, TASSIE'S UNDERWATER TWIST: SEAWORLD ORLANDO, DISNEY'S SHANGHAI DISNEYLAND, DISNEY'S SINGING BUSTS

LED









PAST

1957

1964

1965

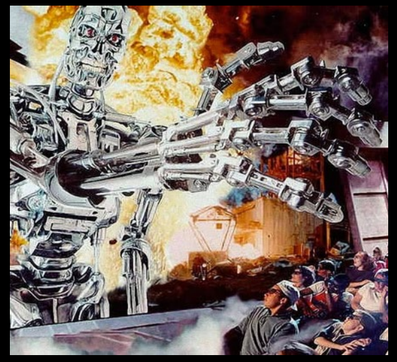
1982

1985

1989

90's

1996



2010

2016

2022

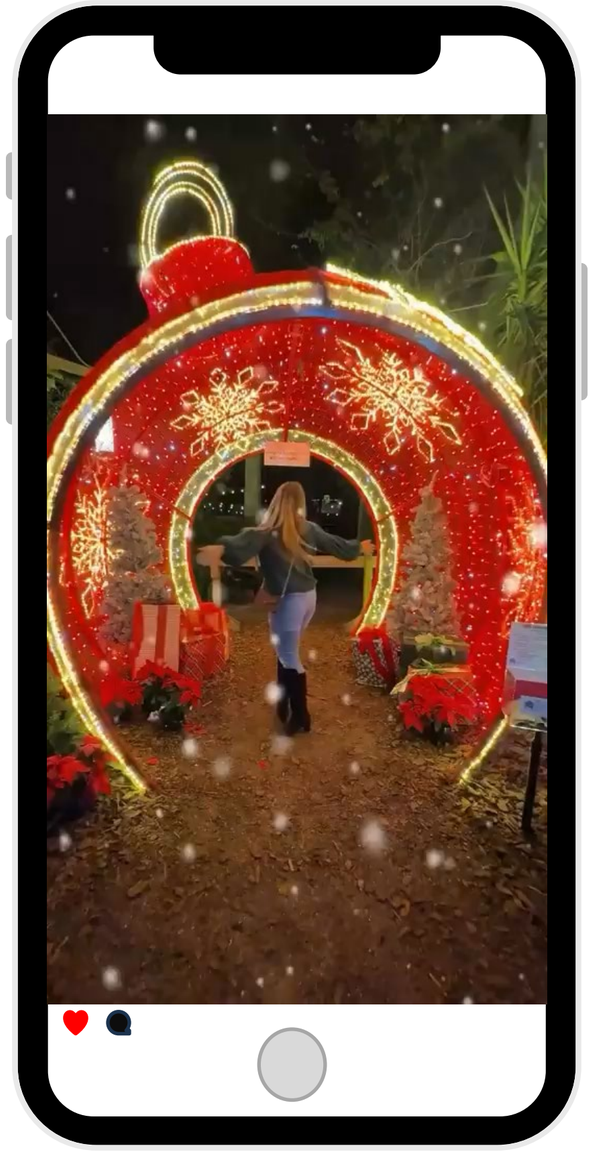
2023

PRESENT

FUTURE

- Personalized, interactive storytelling: Attractions will remember guests and adapt based on past behavior, choices, and profiles.
- Extended Reality (XR) merging Real and Digital: Deeper integration of AR/VR/MR to layer digital interactivity over real -world spaces.
- AI-Driven Live Experiences: AI -powered characters (physical or digital) that converse, adapt, and remember.
- Gamified Attractions and Entire Lands: Entire themed lands become fully interactive, gamified playgrounds.
- Seamless Immersive Infrastructure: Immersion won't just be in rides —it'll be everywhere.

IMPLEMENTATION



- Choose a strong, simple narrative
- Design a modular, scalable physical set
- Incorporate technology that fits your story and space
- Add interactivity
- Scavenger hunts, mystery -solving, or live actors giving quests.
- Create a beginning, middle & end
- Build in a shareable moment

IMPLEMENTATION

- Define the core experience
- Create the narrative blueprint
- Design the physical environment: integrate the immersive technology with the guest mechanics and ride systems
- Build with scalability in mind - this is a marathon, not a sprint
- Training staff and launching with a connected ecosystem
- Maintain, refresh, and expand!

KEY POINTS

- Start with a story
- Keep guest experience top of mind and build to your attraction’s demographic
- Begin small and scale up
- Find a good team to work with
- The world is your oyster with immersive technology

THANK YOU

QUESTIONS?

CONNECT WITH US!

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COMING UP NEXT!

POWER LUNCH 11:45 am

- *Surprise Arrival of the Gavel*
- *Florida Attractions Annual Meeting*
- *Featured Speaker*