



# WHITEWATER®

Entertain the Possibilities

WhiteWater was born in 1980 with one clear purpose, to create places where families unite and make joyful lasting memories.

We achieve this by standing alongside our customers from concept to completion of award-winning attractions, from slides to water rides and everything in between. We aim to inspire our clients by unleashing our creativity to realize their ambitions; we craft solutions which make each park unique. We are dedicated to making products that operators can count on, because we understand the importance of reliability and efficiency on the bottom line.

As market leaders, we put our success down to our attitude, in all our years we've never once forgotten why we're here – to help parks solve problems, create immersive experiences, and delight guests all over the world.

We're here to create places where fun can thrive.

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# WHITEWATER®

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## Rethinking Play

A WhiteWater Report on the Psychology of Play  
and its Practical Application





## Table of Contents

Foreword .....	4
Why Play Matters.....	5
Making Parks Play Better.....	11
Play Survey Findings .....	16
Play Perspectives .....	26
Play Evaluation Tool.....	29
Last Word.....	32





## Foreword

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### Play is fundamental to human existence.

Play in all its many forms is instinctive, which is perhaps why we take it for granted, more than our industry should. An intuitive thread that effortlessly binds us together across different age-groups, languages, and cultures, for us at WhiteWater, Play is the reason we do what we do.

In keeping with our commitment to creating great play experiences for parks around the world, we feel it's critical to understand the true spirit of play to be able to create the finest play experiences that help our clients achieve the right ride and attractions mix in their parks.

By using quantitative research methodology, we surveyed **3 different types of audiences comprising 1100+ adult respondents** from within the industry and consumers across US and China - with the idea to probe deeper into the psychology of play, understand the fundamental human drive behind why people play, and how they play. And more significantly, how these insights can be applied practically to create parks that are not just more satisfying, but more profitable as a result.

This report touches upon expert insights into ways to imbibe the psychology of play into parks, in spirit as well as substance. We hope it starts you thinking with a new perspective about creating authentic play experiences that not just help you do better business, but break new boundaries in 'Play' to enrich guest experiences.

Happy reading!

**Paul Chutter**  
Chief Business Development Officer  
WhiteWater



# Why Play Matters

*“To play is to be in the world; playing is a form of understanding what surrounds us and a way of engaging with others. Play goes beyond games; it is a mode of being human.”*

- Miguel Sicart, Author of Play Matters.

Rightly so. Play is one of the primary ways all of us as children have come to understand the world around us, connect, and engage with it. Much more than just games and toys, play is a state of mind – it’s a way of connecting with yourself and others. The purpose and importance of life-long play is often underestimated. Play facilitates human interaction, helping us shape our problem-solving abilities, use imagination, and makes us happy. It sparks infinite possibilities.

Contrary to common perception, play is as much for adults as it is for children. Unfortunately, most of us give up play for more serious pursuits such as careers, relationships and responsibilities, as we grow up. According to research, play can relieve stress, boost creativity, improve brain function, and improve our relationships with other people by fostering trust with others. In playing, we find a sense of freedom, lightness, and “flow”. It allows us to lose track of time and feel engaged, something you want your park guests to enjoy.

## Significance of play in parks

Play is to parks, what music is to a concert. If there were no play, there wouldn’t be any parks. Our industry exists because of the fundamental relationship between the two.



*“The idea of play is key to understanding how great playful environments can be created. As an industry, we tend to think in terms of demographics when we plan a park, but when you consider play, you open your doors to creating the most fulfilling and enjoyable rides and attractions that go beyond age-groups and offer the most gratifying play experiences for everyone. Play is more than just a leisure activity, it is the way to move forward in this business.”*

– Geoff Chutter, CEO, WhiteWater West Industries Pvt. Ltd.

<sup>1</sup> <http://www.wbur.org/cognoscenti/2016/05/11/adult-recess-rebecca-givens-rolland>  
<sup>2</sup> [https://en.wikipedia.org/wiki/Gross\\_National\\_Happiness](https://en.wikipedia.org/wiki/Gross_National_Happiness)





# Gain the Play Advantage

## Human benefits

- By bridging inter-generational gap, a well-planned play experience can provide a great avenue for integrating the family unit, and strengthening the parental and sibling bond.
- Creating immersive play experiences can provide great platforms for self-discovery for children and adults alike, where playing goes a step beyond just a leisure activity, and becomes a community asset providing developmental stimulation.
- Besides better revenue for parks, great play experiences can increase the gross happiness index of the society at large, by nurturing happier, thinking, and responsible. citizens.

## Business benefits

- In addition to generating great TripAdvisor ratings and bigger foot fall, great play experiences mean playing and staying in the park longer which drives up park revenue.
- Besides increased ROI, creating diverse play experiences facilitates easier queue management, smoother park operations, and streamlined park administration.
- Increased customer satisfaction translates into better brand recall, more frequent visits, and added word-of-mouth referrals, hence, better park promotion.

# The Power of Play

Happy Faces

**BETTER ROI**

Great TripAdvisor Ratings

**More Word-Of-Mouth**

Wider Smiles

**Customer Satisfaction**

Easier Queue Management

**BETTER BRAND RECALL**

**BIGGER FOOT FALL**

**BETTER BUSINESS**

**COMMUNITY DEVELOPMENT**

Smoother Park Operations

**HIGHER REVENUE**

Great Play Experiences

Smooth Traffic Flow





“The creation of exceptional attractions, slides, and rides begins with perceptive insight and understanding about human nature. What makes people tick and play.

As designers and developers of these play experiences, we invest our creative energy, passion for innovation, and collective experience to transform this vision into reality. We are ‘playologists’ and we take this job seriously. Observing and learning, tuning and tweaking our designs and products to deliver that WOW and HooAH reaction... or simply a quiet smile of satisfaction...that’s what drives us.”



– **Mark Weston,**  
Product Manager, Adventure Play,  
WhiteWater West Industries Pvt. Ltd.

# The Four Play Types

In keeping with our mission to create play experiences that excite the world, we have play experts on our team-play inventors with decades of industry experience, and even child psychologists. WhiteWater understands that Play is not one thing, everyone enjoys it differently, and we design products with this in mind.

While all individuals are different from each other and most of us are a mix of ‘types’ when it comes to ‘Play’, it can be interesting to learn how such diverse personality traits can often overlap and intersect with each other, when people play together. It is this interaction that you need to keep in mind to optimize your park’s playability.

Based on our desk research, we have identified four play types for this study:



**The Adventurer**  
enjoys ‘discovery’ play where they can embark on a journey and find satisfaction in exploring new experiences. They are likely to value the process of getting there or finding the path, so they enjoy an attraction or ride that is different every time, or has no defined beginning or end. Adventurers are comfortable with an element of the unknown and can be brave approaching new experiences.



**The Socializer**  
is most engaged in play which involves others sharing an experience with family and friends to create shared memories. They enjoy rides shared either as a participant or spectator, they are able to re-live it with others and discuss all the feelings it created. Socializers enjoy collaborative and interactive games.



**The Dreamer**  
is fueled by imaginative experiences, where they find enjoyment in creativity, with the freedom to create their own story narrative. Dreamers enjoy attractions which stimulate them intellectually or create an environment where their imagination can run wild.



**The Challenger**  
wants physical ‘kinesthetic’ play which provides movement and sensory experiences. Challengers are the daredevils of the play types and love speed, heights, and pushing their boundaries. They are also the most competitive wanting to master a sport or better their own achievements, and may take satisfaction from winning against others.

As with other personality based tools, a person generally displays a primary and secondary preference, so is a mix of types to a greater or lesser extent.





# Making Parks Play Better

We believe play is at the core of why people visit parks. Reevaluating play is more than just creating the right play structure or slide, it's about understanding the play psychology of your visitors and creating play experiences that can help them bring their play types alive - it's about helping them discover who they are and empowering them to be playful, once more.

Play might be intuitive, but that doesn't mean that creating great playful environments is easy. Just as every child is different, their play style is also different. While planning a park, you need to consider different play personalities and their styles to make a fun, engaging, and inclusive park with great play experiences for every play style:

**SOCIAL PLAY FOR THE SOCIALIZER** – encouraging sharing, collaboration, and teamwork between different people through rides and spaces that allow them to play together.

**PHYSICAL PLAY FOR THE CHALLENGER** – allowing you to push your boundaries and practice taking risks in a safe environment, yet enjoy the thrill and speed through rides and attractions that test your physical limits and encourage you to challenge them, at the same time.

**IMAGINATIVE PLAY FOR THE DREAMER** – engaging the curiosity and creativity of children and adults by providing an environment that fires their imagination and helps them practice their problem-solving skills.

**DISCOVERY PLAY FOR THE ADVENTURER** – combining physical and imaginative this play style provides a foundation for logic and cognitive development through rides and experiences that help the visitors push their boundaries while stimulating their imagination.

**INCLUSIVE PLAY FOR EVERYONE** – creating experiences accessible for the differently-abled, for the less mobile, and for the aging to play with the rest.

When our design team helps clients think about ride mix, they do this through the lens of more than just demographics. They consider how a park is designed to appeal broadly. So, we look at ride mix by types across our product range to offer an optimal solution.



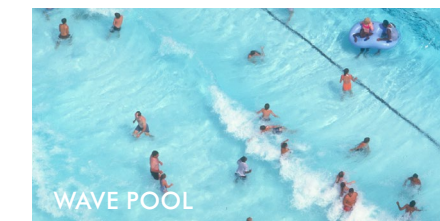
RAINFORTRESS



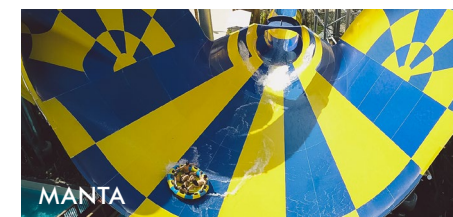
MAT BLASTER



THEMED AQUAPLAY



WAVE POOL



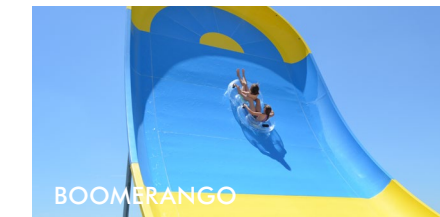
MANTA



FLOWRIDER



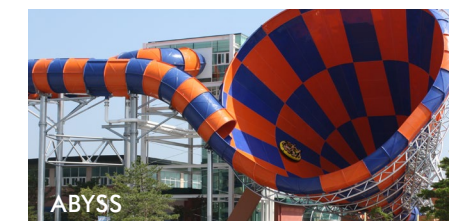
AQUASPHERE



BOOMERANGO



NO BOUNDARIES



ABYSS



LOG FLUME



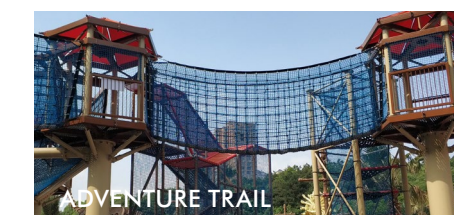
FUSION



SPINNING RAPIDS RIDE



SHOOT THE CHUTE



ADVENTURE TRAIL



SUPER FLUME

## The Adventurer

**Wet:** RainFortress, Manta, AquaLoop, Family Boomerango

**Dry:** No Boundaries, River Raft Ride, Spinning Rapids Ride

## The Socializer

**Wet:** Mat Blaster, Slideboarding, FlowRider, Fusion Fortress, Aqua Course, WaveOz, Abyss, Speed Slides, Master Blaster, Manta

**Dry:** Raft Battle, No Boundaries, Shoot the Chute

## The Dreamer

**Wet:** Themed AquaPlay, Lazy River, AquaSphere

**Dry:** Log Flume, Adventure Trail, Ballocity

## The Challenger

**Wet:** Wave Pool, LatiTube, Boomerango, Saw Tooth, Fusion

**Dry:** Super Flume, No Boundaries, Spinning Rapids Ride, River Rapids Ride, Family Raft Ride



# Bring Play to Life with Physical and Imaginative Triggers

More than just having the right ride mix for every play type, creating authentic play experiences requires a combination of literal (physical) and abstract (imaginative) triggers. Employing this framework, the most successful parks ensure that they provide a variety of play opportunities which appeal to a broad range of customers.

We’ve been explaining the theory of Play so far, but this isn’t a theoretical subject – it’s very hands on.

## 10 Tips to Start Re-Examining Play in Your Park:

1. Think differently and make rides more fun by adding new elements, e.g. add jets and water falls or balls and hoops to make the Lazy River interactive; surprise sound and light packages; or building in fun features like the way Typhoon Texas displayed the flag on the Boomerango wall for guests to reach for.
2. Add in little surprises by building in gamified experiences that use techniques to boost fun and engagement in otherwise dull situations, e.g. innovative slide-boarding techniques.
3. Build fun experiences that disengage the visitors while queueing up by rethinking the boring bits and making them interesting and interactive. For example, have a slim mirror in the locker rooms or occasional water spray in the queue or organize a queue game with exciting prizes.
4. Create ride experiences that encourage children and adults to play together despite their physical differences such as height or weight with family raft rides, Adventure Play experiences like No Boundaries and flume rides.



5. Create safe and inclusive play opportunities for the differently-abled, less mobile, and for the more senior to encourage them to play with the rest by incorporating features like quiet areas for those sensitive to noise and high-tech wristbands to locate guests who might wander.
6. Focus on creating new experiential play experiences by organizing a laughter challenge, tongue twister contest, a scavenger hunt or a flash mob in between different rides.
7. Train your staff to get them engaged and empowered to facilitate fulfilling and warm guest experiences, by encouraging them through performance-based incentives, competitions, and rewards that motivate them to stay dedicated and loyal.
8. Bring in a little innovation by replacing the old with the new - it's simple things like giving tattoos for paper tickets or making song-based lost and found announcements in the park.
9. Reevaluate guest experiences to incorporate different height or position-based point of views by adding theming elements and interactive features across different visual fields, get down to the size of a 7 year old and see what your park looks like from there.
10. Create more social space promoting interaction through viewing platforms and F&B facilities where park guests can socialize, and watch others play, without having to participate in them.







"We are never more fully alive, more completely ourselves, or more deeply engrossed in anything, than when we are at play."

– Charles Schaefer

## Play Type Survey Findings

Our recent play type survey was light-hearted, but each of the 10 questions pointed to a play type, based on profiles. We are not claiming that this is academic research, far from it, it is an indicative drawn from data from 1100+ adult respondents across the industry and outside with the idea to probe deeper into the psychology of play – understanding the fundamental human drive behind why people play and how they play. Here's what we found:

- Most respondents like to indulge in a combination of different activities when it comes to Play. While there is a single definitive play type for everyone, it's critical to understand how there exist other personality traits along with the dominant one.

*When it comes to planning the play experience in parks, this could imply a careful selection of rides and attractions that could spark the interest of all play types in a way that accommodates a drifting Dreamer, an adventurous Socializer as well as a social Challenger.*

- Family groups are made up of different play types who will want to play together. An Adventurer will traverse along the Lazy River with a Dreamer. A Challenger will share a ride with a Socializer. And a Dreamer may be drawn to experience the thrill of a Boomerango with an Adventurer.

*While creating a play experience, it's essential to capture the spirit of Play as a collaborative activity that allows different Play types to play together.*

- According to the survey findings, Adventurers have emerged as the most popular and leading play type, outnumbering the other three play types both in the industry and consumer sample, while Challengers have emerged as the lowest across the industry and the general population. The industry results reflect the dominance of Adventurers and Dreamers as opposed to the other two play types which reflects the creative side of the industry, reinforcing the passion to create with the love for adventure.





- In terms of demographics, 67% respondents are of parenting age in the US sample, while 72% in China, showing that the survey is of parent's play types. 55% respondents are under 35 years of age in the China sample while only 25% in the US, which points towards the demographical differences between the two countries – how there is a bigger younger population in China, reflected in the rapidly growing younger waterpark industry there.
- While evaluating choice of play objects / toys, it was interesting to see how a majority of the industry respondents seemed more interested in selecting toys that allowed them to 'create' versus 'socialize'. Whereas, the general population's response showed the US respondents as more interested in interactivity together by choosing 'board games', and Chinese respondents in future focused adventure through 'space ships' as their favourite toys.
- When it comes to favourite leisure activity, more than half the respondents in China opted for 'discovering the side streets of a city,' while in the US 'seeing friends' emerged as most popular – again telling us how there is a growing sense of maturity and need for community in the US population, in direct contrast with the China respondents, where there is a yearning for exploration and adventure.
- These findings seem to be somewhere connected to the different stages of the consumer journey in US and China, respectively – showing how the China respondents are at a nascent stage, bedazzled with the 'new' and upcoming, they want to gain new experiences, explore uncharted territories and embrace the 'unfamiliar'; whereas the US respondents are at a more settled stage where they seem to have reached a level of 'contentment' and are somewhat jaded with the tech overload, trying to looking inwards for answers to the big questions of life, coming full circle to how they started.
- Interestingly, in the industry response 'watching films' emerged as a hot favourite, once again highlighting the industry's love for stories and story-telling, with exploration emerging as the second favourite leisure activity, again bringing to light the adventurous and dreamier side of the industry, where the passion for creating new attractions coexists with the ever-growing appetite for adventure.

- Problem solving speaks a lot about the mindset and approach of the industry and non-industry respondents. It was interesting to see how a majority of the industry respondents are trained to research and look for answers when it comes to resolving complicated problems and how they like to work in teams. The industry's response had double the average of dreamers in the non-industry responses, again showing the ability to take risks and trust the creative instinct.
- While both US and China opted for 'research' as their favourite way to solve complicated problems, it was interesting to find how in China the respondents took a more collaborative approach by working in teams, whereas in the US, there emerged a more scientific approach, where the respondents preferred to work through trial and error as opposed to working in groups and teams. These differences highlight the need for the industry to localise its offerings.
- When it comes to favourite activities, the survey highlights how US respondents enjoy social interaction and wellness activities more over travelling and other activities, coming full circle to simpler pleasures and a reflective inward-looking life, whereas, the Chinese respondents seem to be more interested in travelling and journeys, looking outside their own experiences.
- The survey brings to light the growing popularity of stories and story-telling with a majority of respondents across the industry and outside interested in books and narratives. In terms of favourite social icons, both the US and Chinese respondents showed how their love for music goes beyond all the other choices, whereas for the industry, it's all about adventure.
- Overall, with 'Adventurers' emerging as the most leading play type both within the industry and outside, the survey findings point to how parks need to focus on creating guest experiences that appeal to the adventurous play type, while at the same time offering gratification for the Dreamers, Socializers and Challengers through a comprehensive and accommodative ride and attractions mix that allows guests to play together, effortlessly with ease and abandon.







# US Final Outcome



## Key findings:

- 67% respondents are of parenting age in the US sample.
- 42% respondents are male whereas 58% are female.
- 45% US respondents have shown a preference for board games as their favourite toy box which throws light on the socializing side of the respondents, where they want to play collectively using logic and reason, as opposed to playing in isolation.
- If given a choice to fun a dream business, 36% US respondents have opted for a world excursion business and 32% for a free school for healing and expressive arts, which underlines the hunger for adventure and exploration coexisting with a strong orientation towards well-being and intellectual advancement.
- Most US respondents have selected time travelling as their favourite super power showing the innate quest for a sense of meaning, where they can step outside the boundaries of the physical into the magical to explore new possibilities to life.
- Calling or texting a friend emerged as the most popular solitary activity, with 31% respondents choosing it over hiking, sports or photography which once again reinforces the need for socialising and gaining collective experiences, while also pointing towards a growing sense of solitude and seclusion.
- When asked about what favourite leisure means, most respondents opted for ‘seeing friends’ as opposed to watching a film or discovering a new place which again points to the increasing desire for social interaction and validation.
- When given a complicated problem, more than half of the US respondents like to research it – showing a scientific approach based on reason and logic.

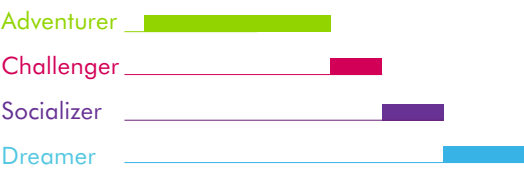
## Insights:

- On reading the findings closely, the study shows us that most US respondents seem to be at a relatively advanced stage in their consumer journey, satisfied with material possessions but searching inwards to find meaning and a sense of order – for parks, this could translate into building attractions that are intellectually stimulating.
- They seem interested in interactivity with others and have a prominent socializing and adventurous side – translating into a preference for group rides and collective social entertainment.
- They enjoy social interaction and wellness activities more over travelling and other physical activities, showing an inward-looking and reflective attitude.
- They love stories, narratives and music over other things, which can be a telling clue for parks to tap into the potential in building experiential narratives and theming.





# China Final Outcome



## Key findings:

- 72% respondents are of parenting age in the China sample.
- 49% respondents are male whereas 51% are female.
- 36% China respondents have shown a preference for a spaceship as their favourite toy box pointing to the yearning for adventure and thrill.
- If given a choice to fun a dream business, 69% China respondents have opted for a world excursion business and 12% for a professional sports team – reinforcing the need for exploration and stepping beyond the known into the unknown.
- Most China respondents have selected time travelling as their favourite super power, very much in tandem with the response from the US sample.

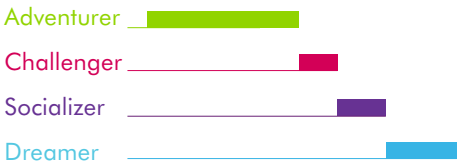
- Hiking emerged as the most popular solitary activity, with 39% respondents choosing it over calling a friend or playing a sport – showing the intense urge for self-development by experiencing the unknown, confronting unforeseen challenges, and getting to know the unfamiliar.
- When asked about what favourite leisure means, most respondents opted for “discovering the side streets of a city” as opposed to watching a film or seeing a friend, clearly reinforcing their adventurous side, where they prefer the outdoors as opposed to indoor activities.
- When given a complicated problem, most of the China respondents like to research it in a team bringing to light the collaborative side of the Chinese respondents and their strong belief in team effort.

## Insights:

- On reading the findings closely, the study shows us that most China respondents seem to be at a nascent stage in their consumer journey where they want to try new things and gain new experiences, which is clearly in line with a much younger population, where a majority of the respondents are under the age of 35.
- They seem interested in travelling and exploring new places and have an appetite for adventure – for parks, this could imply more attractions with a sense of journey and exploration.
- In terms of attitude and approach, the China respondents seem to have a scientific bent of mind where they like to get together and work in teams – underlining the popularity of group and family rides across age-groups.
- There seems to emerge a mix of independent exploration with team oriented problem solving unlike the US where there is longing for social interaction.



# Industry Final Outcome



## Key findings:

- More than half of industry respondents have shown a preference for Lego as their favourite toy box highlighting the creative side of the industry.
- If given a choice to fund a dream business, 37% industry respondents have opted for a travel business and 23% for a professional sports team showing the coexistence of an adventurous streak along with a dreamier outlook.
- Hiking emerged as the most popular solitary activity, with 42% respondents choosing it over photography, and others – once again pointing to the exploratory and adventurous side of the industry.
- When asked about what favourite leisure means, most respondents opted for ‘exploring new places’ and ‘watching films’ which shows the coexistence of a passion for narratives along with the thirst for discovery and adventure.
- When given a complicated problem, most of the industry respondents like to research it in a team, pointing to a scientific and collaborative approach.

## Insights:

- On reading the findings closely, the industry results show the dominance of Adventurers and Dreamers as opposed to the other two play types which reflects the creative side of the industry.
- While evaluating choice of play objects / toys, it was interesting to see how a majority of the industry respondents seemed more interested in selecting toys that allowed them to ‘create’ versus ‘socialize’.
- With watching films emerging as a hot favourite, it highlights the industry’s love for stories and story-telling, with exploration emerging as the second favourite leisure activity, again bringing to light the adventurous and dreamier side of the industry where the passion for creating new attractions coexists with the ever-growing appetite for adventure.
- It was interesting to see how a majority of the industry respondents are trained to research and look for answers when it comes to resolving complicated problems and how they like to work in teams. The industry’s response had double the average of dreamers in the non-industry responses, again showing the ability to take risks, and trust the creative instinct.





“Play energizes us and enlivens us. It eases our burdens. It renews our natural sense of optimism and opens us up to new possibilities.”

– Stuart Brown



## Play Perspectives

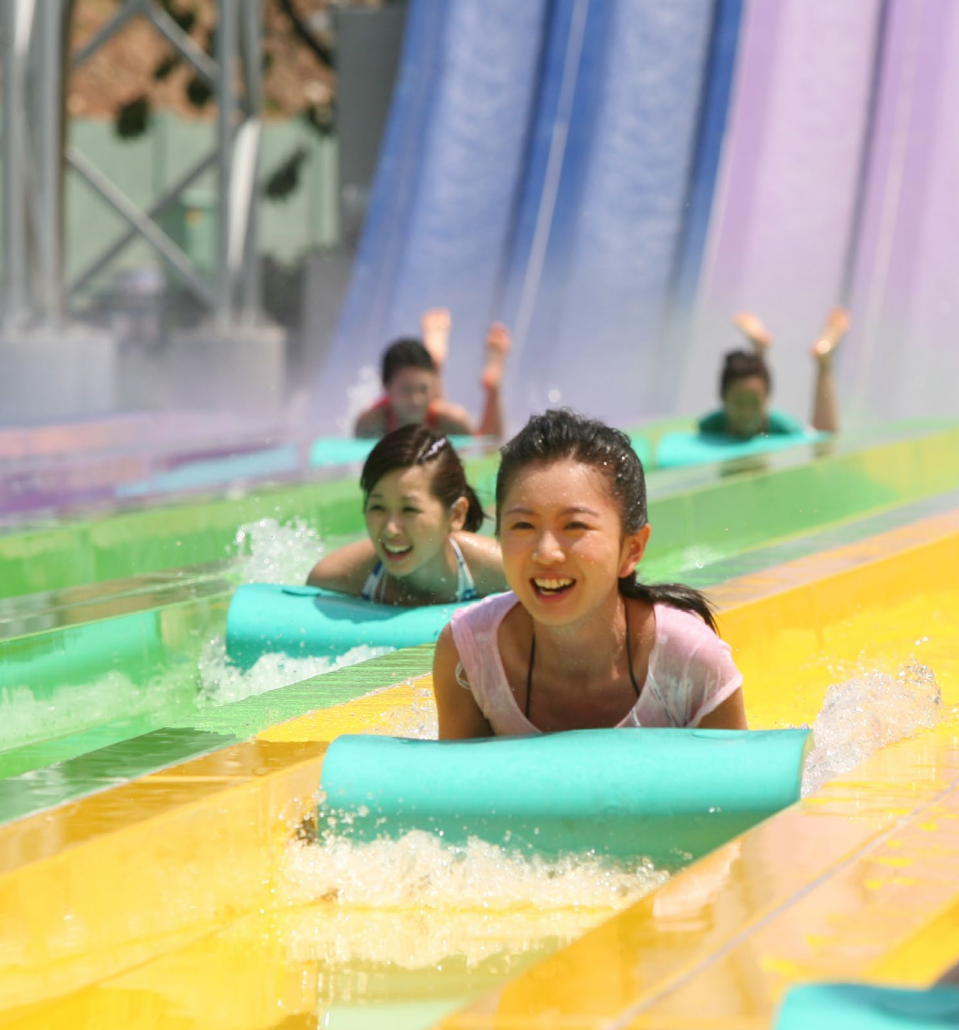
Play is approached differently by every park. While some parks are focussed on the inclusive aspect of play, there are others who capture the spirit of play in their rides, park environment and guest experience - all different off-shoots from the universal idea of ‘Play’. Here are some perspectives from operators and WhiteWater experts which show the importance of play.

*“Too often a disability gets in the way of a person fitting in and being able to play with others. Children and adults with special needs often feel left out in most parks because the rides and experiences aren’t adequate or accommodating. The idea behind Morgan’s Inspiration Island was to create a park of inclusion with play experiences that provide people with disabilities the opportunity to play with people that don’t have physical or cognitive challenges. From waterproof wheelchairs to splashy, ultra-accessible attractions, Morgan’s Inspiration Island epitomizes our ongoing effort to create an inclusive play environment for everyone.”*

– Bob McCullough, Communications Director,  
Morgan’s Inspiration Island, San Antonio, Texas







*“Incorporating play into waterpark ride mix creates longer length of stay in parks. By creating opportunities for guests to compete, for example a MatRacer with racing or timing features, sends guests back to the ride again and again to compete against family or friends or even their own best time. Slideboarding is another example of an opportunity to compete with others or yourself to reach new levels and higher scores. Length of stay is critical to gaining more of the ancillary income so vital to parks such as meals and beverages that strengthen the bottom line.”*

– **Patt Finnegan**, Vice President, Business Development, WhiteWater West Industries Pvt. Ltd.



*“Play. With purpose. Children approach leisure and entertainment venues as opportunities to engage in a variety of play styles. Whether in an immersive, interactive environment or a participating in a physical challenge there is always a method to their engagement and children will invariably play with a purpose. As creators of family attractions, WhiteWater recognizes the importance of embracing play at its very core. The balance of entertainment, discovery, and social connection has come to define the purpose of play and resulted in 40-years of consistently introducing the most innovative attractions in the industry.”*

– **Nathan A. Jones**, President, Park Attractions Division, WhiteWater West

*“Having fun and friendly staff is key to any customer service driven business. Waterparks are no different. Our teams can make or break the day of a guest and we go to great lengths to ensure our teams are trained well to go above and beyond to make everyone’s day fun and memorable.”*

*Greeting the guest before the guest greets you. Acknowledging when someone needs assistance. Dropping down to the level of a child and giving them a high 5 when they finally go down “the big slide”. These are just a few of the actions we train our teams to deliver on a daily basis. Having a fun and friendly staff is key to making everyone’s day fun and memorable.”*

– **Chris Perry**, CEO, Icon Global Partners Limited

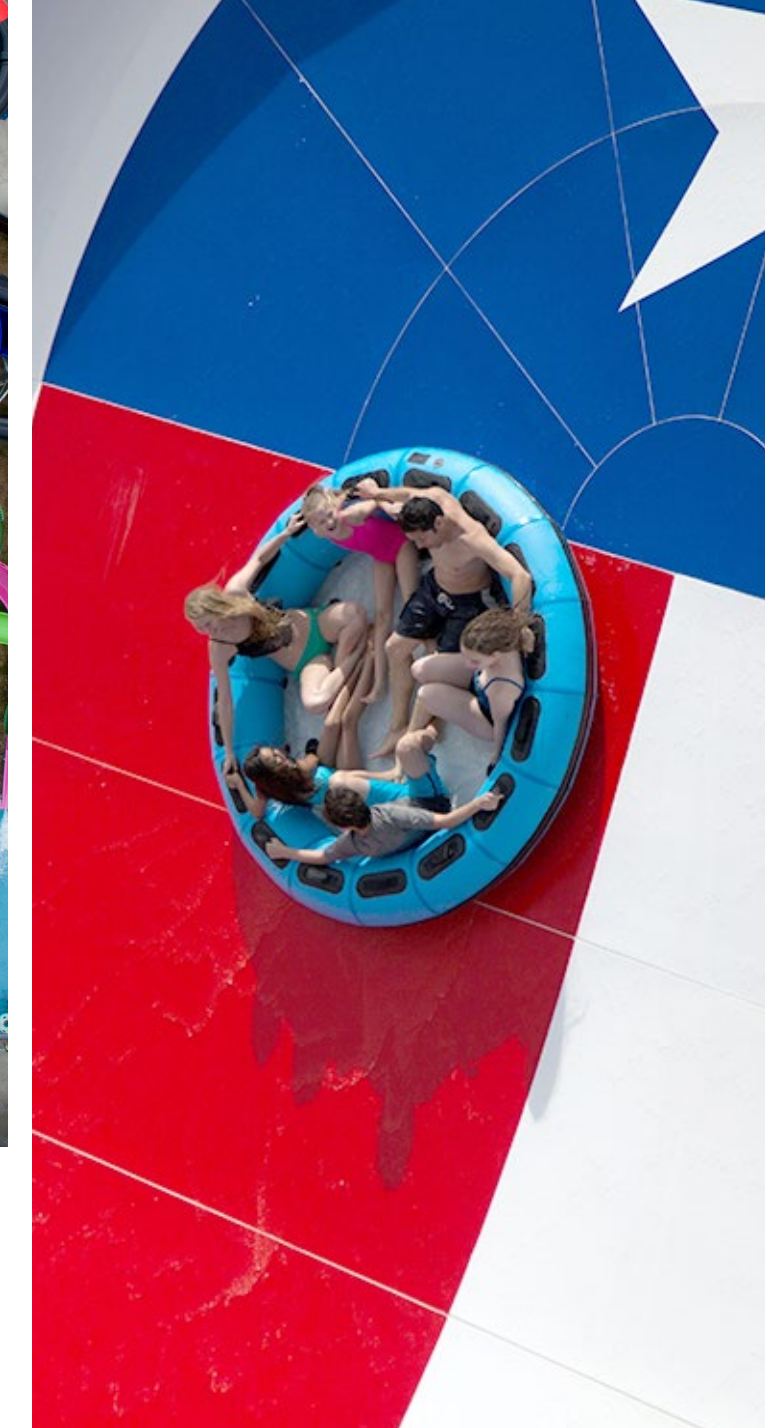
*“As designers of entertainment spaces, play psychology of guests has to be engrained in every park design. Parks have to be more than just about having fun, they have to be places to learn and experience new things, and engage with others. To be able to win over your guests, you need to create experiences that allow them to do that. We look at capturing the different nuances of ‘Play’ in all of our park designs.”*

– **Chloe Hausfeld**, Director of Marketing and Business Development, JRA



*“As a waterpark for all, Typhoon Texas provides a clean, safe and fun play setting for families and their children, including those with physical or cognitive limitations. Beyond offering several play experiences for children with disabilities, our staff is trained to ensure families and their children – regardless of their challenges – enjoy the Typhoon Texas experience from the moment they enter the park. Every child deserves a chance to play.”*

– **Evan Barnett**, General Manager, Typhoon Texas, Houston Texas





# Play Evaluation Tool

So how do you start putting the ‘Play thinking’ into use?  
Try our tool to test your park’s play IQ now – some questions worth pondering:

In terms of the number of rides, how many play experiences do you think you have for each of the following play types:

Adventurer	Socializer	Challenger	Dreamer
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

In terms of the spread, mapping, and location of rides and attractions, please mention the play experiences under the relevant park directions in the categories given below:

North	South	West	East
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

How many F&B and relaxation facilities do you have in your park and how are they spread out? Please mention the number under the relevant location in the table below:

North	South	West	East
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Consider the following play styles and mark how well your park has each covered out of 10:

___/10	Social play encouraging shared experiences between people
___/10	Physical play challenging you to push your physical limits
___/10	Imaginative play engaging their curiosity and creativity
___/10	Discovery play combining physical and imaginative
___/10	Inclusive play accessible for the differently abled

Which rides have the longest queues?

How many play experiences do you have for the following age-groups?

5 to 10 years	11 to 20 years	21 to 30 years	31 to 40 years	Above 40 years
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Do you conduct regular staff training to encourage a warm, hospitable and fun guest experience?

Yes	No
<input type="text"/>	<input type="text"/>

How many rides do you have for the following capacities:

1 person	1 people	4 people	Less than 10 people	More than 10 people
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

How many play experiences do you have in the following categories:

Dry	Wet
<input type="text"/>	<input type="text"/>

Do you think your play experiences have a cross-generational appeal?

Yes	No
<input type="text"/>	<input type="text"/>

What’s your park’s play factor on a scale of 1 to 10?

\_\_\_/10







"The creation of something new is not accomplished by the intellect, but by the play instinct."

— Carl Jung



## Play More. Play Often.

Play is the cornerstone of building the best amusement and waterparks. It is intuitive, inclusive and an authentic emotion which is the secret to not just build the best brands, but do better business.

Do your answers to the Play Evaluation Tool show an obvious pattern? Can you see gaps? We are here to help. The WhiteWater team is packed with people who have walked in your shoes and can help you consider how to be more playful and efficient.

We at WhiteWater, love to Play our part - for next steps, get in touch with us to help you make the most from your play audit.

[Contact Us](#)

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