How to Develop a Successful Haunted Attraction / Maze
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How to develop a successful haunted attraction / maze
If you want to develop a successful Haunted Attraction, you have to keep in mind:

- The audience or target group?
- How many “victims” an hour
- Which theme
- Outdoor or Indoor
- Existing or non-existing building tent etc...
- Design of the Haunted Attraction
- Physical issues / is it accessible for everybody
How to develop a successful Haunted Attraction

Who is the target group or audience?

Attractions for young children / kids,

- Can include games, magic show, outdoor labyrinth, painting and crafting, face painting, best costume competition, meet and greet with park characters dressed up for Halloween.

- Remember to have anti-scare stickers or attributes, have a no scare zone, and a Happy Halloween.
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Halloween for Children
How to develop a successful Haunted Attraction

Halloween for Children

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How to develop a successful Haunted Attraction

Who is the customer or target group?

FAMILIES

- 3D mazes
- re-themed existing attractions
- shows
- fireworks
- dinners shows
- themed restaurants

Example: Business case → SHOW VAMPires! (park: Bobbejaanland, Belgium)
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Think good about your entertainment ...

Step by step:

- Define your target group
- What’s in a name?
- What kind of entertainment?
- How can we stay original?
- Can it be for everybody?
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Who is the customer or target group?

- TEENAGERS / ADULTS

Scary mazes, scare zones, freak and other shows, re-themed existing attractions, themed disco party's

- Example: Business case -> MAZE
  La Colère D’Anubis (Park: Park Asterix, France)
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Outdoor / Indoor Attractions

- Outdoor Haunted Attractions can be very impressive
- You don’t need a lot of extra ‘ expensive ‘ décor
- Wood or abandoned buildings are perfect
- With the right kind of sound and light you can do amazing things
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Design of the Attraction / Indoor

- Lay-out
- Maze or other?
- Traps and or falling windows
- The height of the walls,
- Scare activators such as, button handle, motion or beam triggers, etc...
- One actor must do more scenes (backstage hallways)
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Safety

- Accessibility – wheel chairs etc..
- Enough escape doors to let people out when afraid or as an evacuation route
- Fire – heat – smoke alarm, evacuation lights, fire extinguishers, evacuation maps, cameras, personal flash lights for the staff
- Materials used inside the maze
- Safety boards
- Official inspection, TUV, fire brigade, etc...
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Scare Cast and Casting

- Different ways to recruit the actors, castings in the Haunted Attraction
- Students actors volunteers
- Make up artists, in house, school
- Visitors disguised yes or no?
- PR. opportunities television, local and national papers
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Pricing and Marketing

- VIP passes for the haunted houses
- Separately – semi separate entrance fee
- Raise the entrance fee
- Expenses / Costs of creating a haunted house
- Publicity and sponsors
HAPPY HALLOWEEN!