



The 10 Attributes of Memorable Attractions

JRA's philosophy toward developing engaging entertainment and cultural attractions is based upon the following guiding principles. We have developed this list based on our many years in the industry, our broad portfolio of completed projects, and our ongoing research of the latest industry trends.

1. INNOVATIVE

Bold, surprising, first-of-its-kind, breaks the rules, a new twist.

The first trait of many memorable attractions is that they are innovative in their concept, design or execution. They may be the first of their kind, offer a new twist on existing concepts or technologies, or employ new technologies to create new types of visitor experiences.

2. STORY-DRIVEN

Engaging narratives, unique environments, memorable characters.

Attractions based upon engaging stories pull guests into the experience, making them feel part of a greater narrative filled with memorable actions, characters and environments.

3. SHARED

Social experiences designed around a core activity.

Experiences that are designed to be shared with friends and family create lasting memories and encourage repeat visitation.

4. IMMERSIVE

Creating worlds where guests become part of the story.

Some of the world's best attractions are those that use a variety of techniques to completely immerse visitors within the world of the story that they are telling.

5. PERSONAL/PERSONALIZED

Creating a customized experience, catered to specific guest interests.

More and more attractions are designed to allow guests the opportunity to customize the experience in order to provide a more personal and personalized experience.

6. FLEXIBLE

Incorporating the ability to change over time.

Attractions that can evolve and adapt to keep the experience fresh and encourage repeat visitation. Flexibility allows the attraction to communicate new information, introduce new experiences and adapt to changing audience behaviors in a timely fashion.

7. EMOTIONAL

Connecting with guest emotions to create a lasting memory.

Attractions that connect with guests in an emotional manner are the most engaging. Like a good book or film, the most memorable attractions evoke a wide range of emotions— from joy to sadness, and everything in between.

8. INTERACTIVE

Engaging the mind and body to entertain and educate.

An effective way to engage guests within an attraction is to provide opportunities for them to interact with the environment, both intellectually and physically.

9. VARIED

Providing diverse experiences for diverse audiences.

The best attractions are those that offer guests a wide variety of experience types, ensuring that guests of all interests and ages are engaged— from passive displays, to immersive environments, media experiences, interactive experiences, etc.

10. REPEATABLE

Experiences designed to draw audiences back again and again.

Finally, in order for an attraction to be successful in the long-term, it must be designed in a manner to encourage repeat visitation. Specific techniques include routinely updating the attraction content; providing ongoing programming and events; creating open-ended guest experiences (e.g. art-based activities) and gamifying the experience.