

# Tourist Attractions & Parks

WORLD'S LARGEST PUBLICATION FOR MANAGEMENT OF LEISURE FACILITIES, ATTRACTIONS, ENTERTAINMENT AND AMUSEMENT CENTERS

BUSINESS STRATEGIES

## Seizing the Moment Answering the Call to Opportunity

“Opportunity” is out there but these days “opportunity” no longer has time to knock on our door in this fast-changing world. With the Internet and the global economy, “opportunity” no longer even has time to pass us by. We have to search it out and seize the moment.

I (Frank) recently attended the 15<sup>th</sup> annual Russian Association of Amusement Parks & Attractions (RAAPA) Expo in Moscow March 17-19. It was my opportunity to address the opening assembly and present them with the opportunities that they could take advantage of as they expand the amusement industry in Russia, Ukraine, Kazakhstan and other regional countries.

It took me 15 years to attend RAAPA (why did I put it off for so long?) and I learned that this is the second largest amusement show in Europe/Russia. There were more than 4,000 attendees, all eager to learn. Russia is a huge country. In Moscow, for example, life centers around the metro station for its estimated 12 mil-



*RAAPA 2011 is already being organized. The 2010 Show was the second largest in the Europe, Russia and Middle East regions.*



*A Russian feast with traditional, well, everything.*



*A three-level ropes course in a mall in Kiev, Ukraine.*

lion residents. There are more than 100 metro stations and each one has one or two large shopping malls. Only 25 percent of the population owns an automobile and the Moscow subway system is the largest in the world. The mall owners are operating the entertainment areas in the malls. I saw first-hand dozens of malls in both Moscow and Kiev and was amazed at how many different family attractions were available. Video games and redemption games play a big part. The customs costs to bring in these games is almost as much as the cost of the game itself but the players don't seem to mind paying as much as United States \$1.50 (about 45 Rubles or 12 Hryvnia's-Ukraine) to play a video game. However, the charge to play redemption games is almost the same as the video and merchandise dispensing machines are hardly seen.

Currently there are less than 50 mall entertainment centers and about 400 bowling centers. For a country with 141 million people, this

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number of entertainment centers could increase 10 times over the next several years. This probably seems amazing to Americans, but the Russians will tell you that the amusement industry in China (and even India) is expanding at a much faster rate and that is where the action really is.

Just about all of the top game manufacturers were at RAAPA. The SEGA and NAMCO representatives are doing a good job of penetrating the market with their products. I ran into Andamiro, Coastal, Trio-Tech, Barron Games, QubicaAMF, Universal Space, SEGA, NAMCO, LAI, Brunswick and Falgas, just to name a few.

The point of all of this is that “opportunity” may seem to be spending a lot of time in other parts of the world, but that is only because the model in the United States is broken and needs to be updated or perhaps the better word is “changed.” The old adage of “put the games and entertainment where the people are,” still holds true. “Value” must also be included in this golden rule. There is much to be learned by going out and looking for “opportunity” and seeing if

there is a “window” for you to look through and perhaps even find the “door.”

## Amusement

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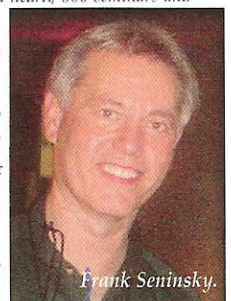
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*Frank Seninsky is president of the Alpha-Omega Group of companies, which includes a consulting agency, Amusement Entertainment Management, LLC (AEM) and a nationwide revenue sharing equipment provider, Alpha-BET Entertainment; all are headquartered in East Brunswick, New Jersey. During his 38 years in the leisure entertainment industry, Seninsky has presented nearly 300 seminars and penned more than 1200 articles. He has served as president of the Amusement and Music Operators Association (AMOA) and is a past president of the International Association for the Leisure & Entertainment Industry (IALEI).*

*Alpha-Omega President Frank Seninsky possesses extensive business and engineering credentials. He worked toward an MBA degree at Newark College of Engineering, now New Jersey Institute of Technology, and completed a multi-year Executive Development Program under the aegis of Notre Dame University's School of Business (1986-1990). He graduated Summa Cum Laude from Stevens Institute of Technology with a B.E. in Engineering & Computers in 1971.*

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