



THEMED ATTRACTIONS
RESORTS & HOTELS



KIDZANIA SINGAPORE - FACT SHEET

Description

KidZania, the world's fastest growing family entertainment phenomenon, is a unique, safe and interactive indoor edutainment centre where children can experience the world of adults in a replica of a real city. Children age 4 and above are empowered and inspired to live out their aspirations at KidZania. Various role-playing activities will offer diverse learning experiences to help children build up their confidence, develop life skills and social skills, and gain greater awareness about social values.

Location

KidZania Singapore will be a 7,600 square metres facility, which will be part of the new Palawan Kidz City development at Palawan Beach, Sentosa Island.



Size

7,600 square metres (or 81,806 square feet)



Ownership

KidZania is the first indoor family edutainment centre in Singapore and the second KidZania developed by Themed Attractions Resorts & Hotels Sdn. Bhd, offering an interactive learning and entertainment experience for kids. Themed Attractions Resorts & Hotels Sdn. Bhd. is an investment holding company incorporated to develop, manage and operate hospitality and attraction destinations in Malaysia. Established by the Malaysian Government's strategic investment fund, Khazanah Nasional Berhad, TAR&H serves as a catalyst for the leisure and tourism industry in bringing premier world-class resorts, hotels and attractions to the region.

Capacity

1,500 people at any one time

Population

500,000 visitors annually





Floor plan of KidZania Singapore

Concept

Play it Big only in KidZania – the land of cool kids. More than simply a kid's theme park and a family edutainment centre, KidZania is a kid-sized city where children can pick from a large number of role-playing activities, earn a salary (in the form of kidZos, the official currency of KidZania), pay for goods and services and manage an ATM card – all the things they see adults do in real life. In KidZania, kids are empowered to take charge and make their own decisions, through role-play.



The KidZania experience is about real-life experiences, reproducing adult life and therefore providing a vision of the ways in which children relate to the environment and learn from the adults around them. Children in KidZania are motivated to achieve their optimal potential. They feel good about themselves, are entertained while they learn, and gain new experiences each time they revisit the city.

Role-playing is a timeless and universal part of childhood learning. At KidZania, kids learn by experiencing different professions, how a city works, financial literacy, living in a community and how to work both independently and as a team, and most importantly, real-life skills.



Among some of the interesting activities that kids can do during their visit to KidZania are, piloting an airplane, putting out fires, being a paramedic, a surgeon or a dentist, hosting and supporting the production of a television program, being a fashion model, a scientist, a CSI agent or a chef. By completing the prescribed tasks successfully, children earn kidZos which can be saved in the bank or spent on anything they wish in KidZania such as food and beverages or even a degree at the KidZania National College.

At KidZania, real-world brands bring authenticity to the experience. KidZania provides companies the chance to make a positive difference in the world. By blending reality with entertainment, KidZania provides an authentic and powerful developmental experience, preparing kids to understand and manage their world. KidZania's partners gain unparalleled brand exposure as they contribute towards being a part of the city of kids.

Website

www.kidzania.com.sg

Background

KidZania was founded in Mexico City by Xavier López Ancona, a young entrepreneur, who dreamed of creating a unique entertainment experience for kids that could promote change, inspire global citizenship and build strong community awareness through an experience that is hands-on, engaging, educational, and most importantly, fun. The first park opened in 1999 in Mexico. KidZania was immediately successful in its first year and now has 23 locations in 19 countries on 4 continents with over 900 Industry Partners and, to date, over 50 million visitors worldwide. KidZania Singapore is the 23rd KidZania City, and 5 more locations are currently under development in Delhi, India (2016); Doha, Qatar (2017); Johannesburg, South Africa (2017); Paris, France (2017); and the United States (2018).



Awards

- 2014 – Global Leisure Operator, RLI
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- 2012 – National Quality Award (Ministry of Economy)
- 2012 – Best Mexican Company (Las Mejores Empresas Mexicanas)
- 2011 – CSR Distinctive (Mexican Philanthropy Centre)
- 2011 – New Outstanding Product (Korean Management Association Consulting)
- 2011 – Excellence Award (AmericaEconomia)
- 2011 – Most Innovative & Leisure Concept Award (Global RLI)
- 2011 – Best Mexican Company (Las Mejores Empresas Mexicanas)
- 2011 – Best Integrated Marketing Campaign (Brass Ring Awards, IAAPA)
- 2011 – Outstanding Franchise Abroad (Mexican Franchise Association)
- 2010 – Best Mexican Franchise Abroad (Mexican Association of Franchises)
- 2010 – National Award of Exportation (Premio Nacional de Exportation)
- 2010 – Rising Star of the Year (Global RLI Award)
- 2010 – Entrepreneur of the Year Mexico (Ernst & Young, Media Category)
- 2009 – CSR Distinctive (Mexican Philanthropy Centre)
- 2009 – Best Technological Innovations, Best Mexican Franchise Abroad, Best Advertising Campaign (Mexican Association of Franchises)
- 2009 – Best Integrated Marketing Campaign (Brass Ring Awards, IAAPA)
- 2009 – Global Leisure Operator Award (Retail & Leisure International)
- 2009 – Best Concept Award (MAPIC)
- 2008 – Best Media and Support (Children’s International Communication Festival ‘El Chupete’)
- 2008 – Best Integrated Marketing Campaign (Brass Ring Awards, IAAPA)
- 2007 – Best Business Responsibility Practice (Mexican Philanthropy Centre)
- 2007 – Best Integrated Marketing Campaign (Brass Ring Awards, IAAPA)
- 2007 – Good Design Award (Japanese Industrial Design Promotion Organization)
- 2007 – The Top 50 Most Innovating Enterprises (Information Week Mexico)
- 2007 – Best New Brand (National Marketing Award Al Ries, Anahuac University)
- 2007 – Best External Support (Mobility and Development of Mexico)
- 2006 – Best Business Responsibility Practice (Mexican Philanthropy Centre)
- 2006 – Top Family Entertainment Centre (IAAPA – KidZania Monterrey)
- 2005 – Great Brand (Mexico’s Greatest Brands)
- 2003 – Top Family Entertainment Centre (IAAPA – KidZania Mexico City)
- 2001 – Best New Theme Park (Themed Entertainment Association)
- 2000 – Marketing Star (ADCebra Magazine)
- 1999 – Best New Business (Expansion Magazine)

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