

Edutainment: The Next Big Thing

PRESENTED AT IAAPA 2004 ORLANDO CONVENTION

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Paul Chartier - *Felix Mundi Agency*



Four Parts

1. Overview of Edutainment - *Randy White*
2. Ford's Rouge Factory Tour - *Mark Hayward*
3. MayaVentura & Blue Gold - *Paul Chartier*
4. Children's Edutainment Centers - *Randy White*

Eduainment

~~The Next~~ Today's Big
Thing

Education

+

Enter**tainment**

=

***Edu**tainment*

What is Edutainment?

Events, programs and attractions where the entertainment qualities are the primary draw, with the learning or educational content being a byproduct

Eduainment consists of two
equally important parts:

- Format (*entertainment*)
- Message/Content (*education*)

Edutainment needs to
be fun or enjoyable
and engaging

Acronym *edutainment* was
first used for CD-ROM
computer games

First use in location-based
leisure industry was for
children's edutainment centers

Edutainment gives guests more bang for their buck and time

- It's sort of like a two-fer
- Gives added value

Coming at edutainment from two perspectives:

- Informal learning institutions such as zoos, museums, botanical gardens are adding entertainment
- Entertainment venues are adding educational content

Types of edutainment:

1. Interactive & Participatory
 - a. Open-ended & Immersive (play)
 - b. Structured (participatory games)
 - c. Scripted (mazes)
2. Non-interactive & Spectator
 - a. Seated & Scripted (movie, play or science show)
 - b. Explorative
 - i. Scripted (aquarium, some museums)
 - ii. Free-choice (zoos, some museums)
3. Hybrid combinations

Edutainment is not new

- Myths
- Fables
- Parables
- Edutainment television shows
- Zoos
- Children's museums

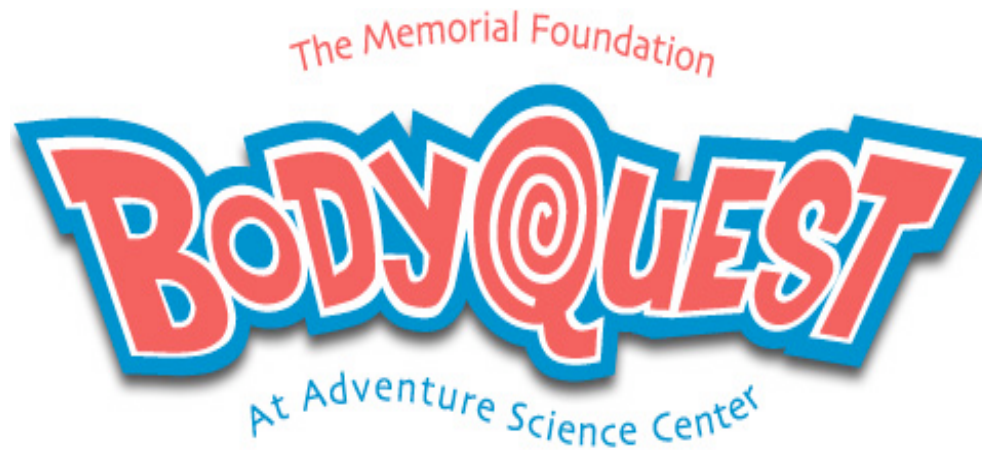
For-profit edutainment venues:

- Aquariums - Ripley's Believe It or Not and Landry's
- IMAX Theatres
- Children's Edutainment Centers
- Specialized zoos, such as aviaries and butterfly conservatories
- Edutainment museums - WonderWorks
- Disney's Animal Kingdom
- Kennedy Space Center Visitor Complex

Non Profit Edutainment Venues

EXAMPLE FOLLOWS

Nashville Adventure Science Center



- Amazing Aging Machine
- Wind Pipe
- Body Battles

Body Battles



- An interactive laser game that demonstrates the struggle between health and illness
- Guests experience how the immune system works

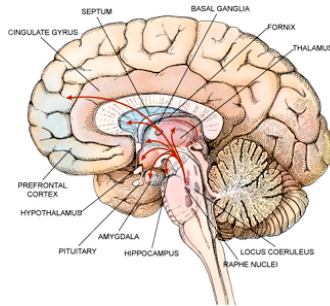
What's driving the
growth of
edutainment?

A major shift in the
economies and values of
Western, Eastern European
and many Asian cultures

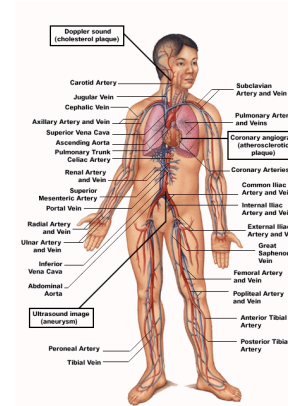
Knowledge Society

We now predominately work with

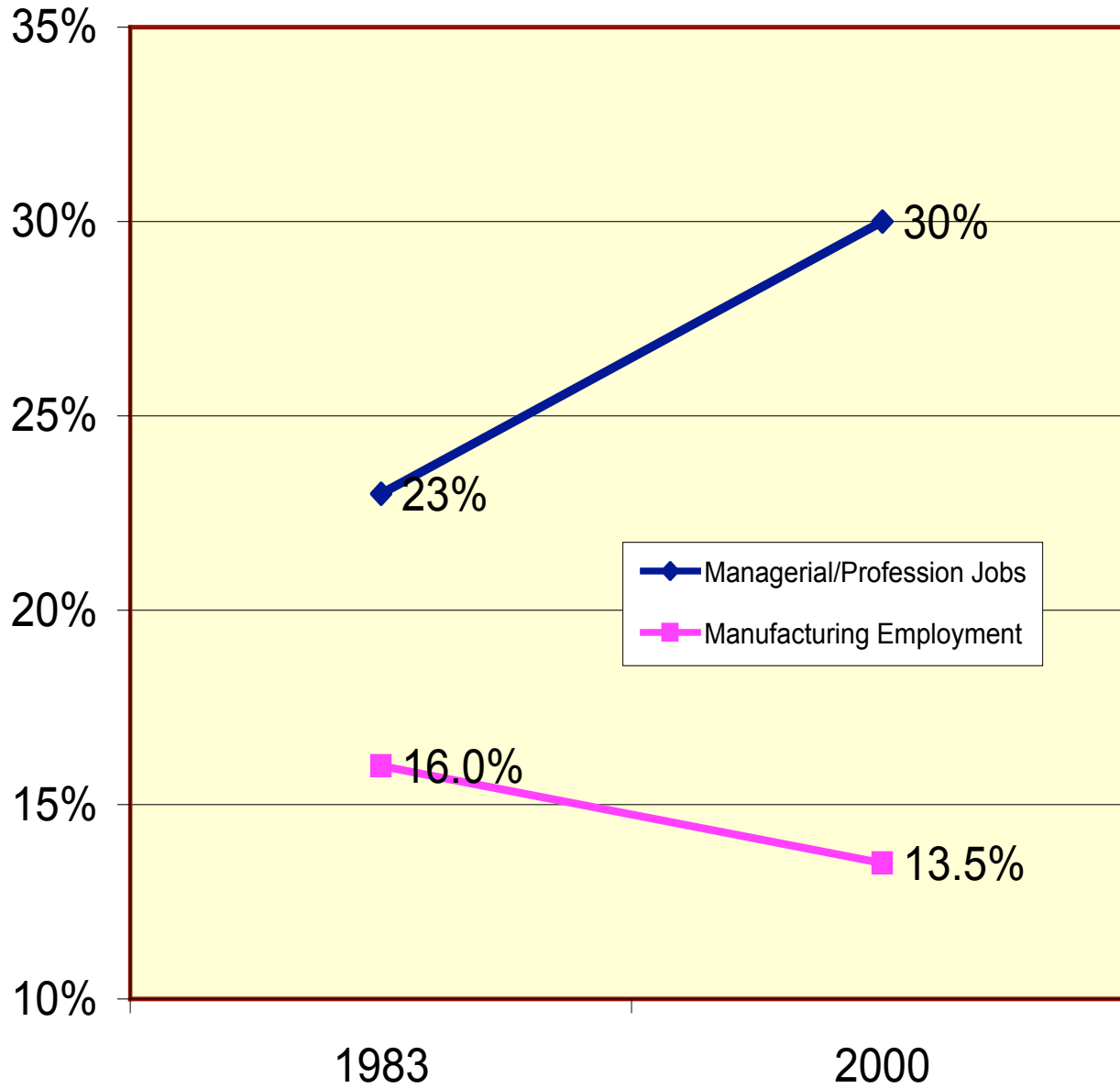
our



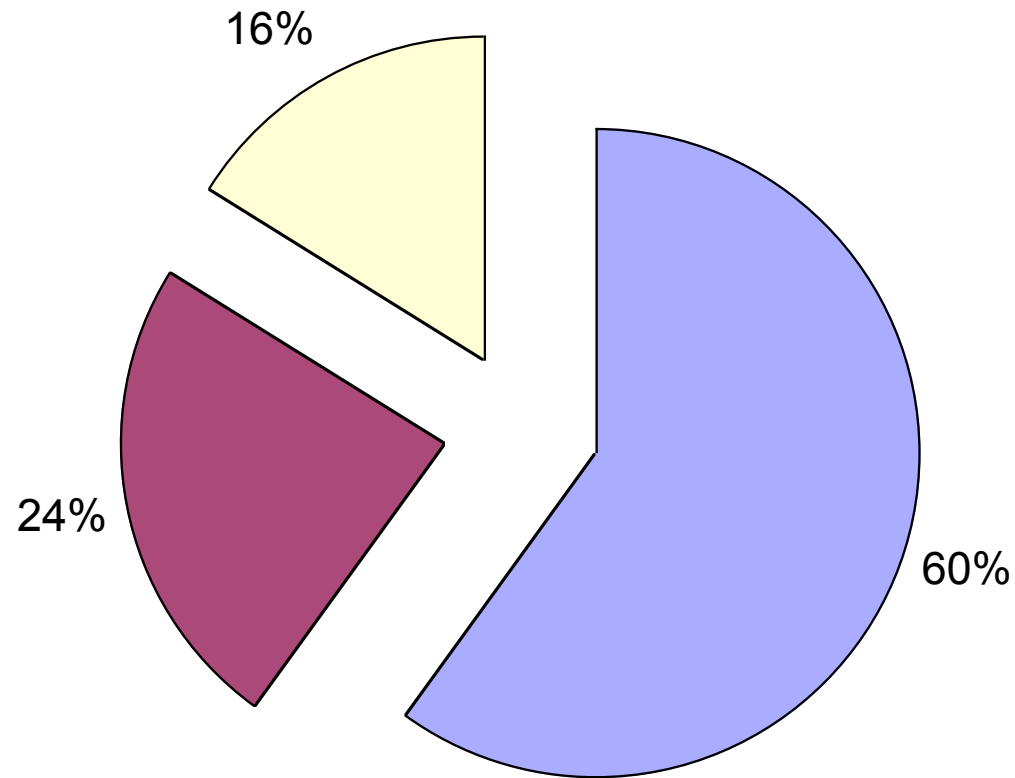
instead of our



Percent Employed in U.S.

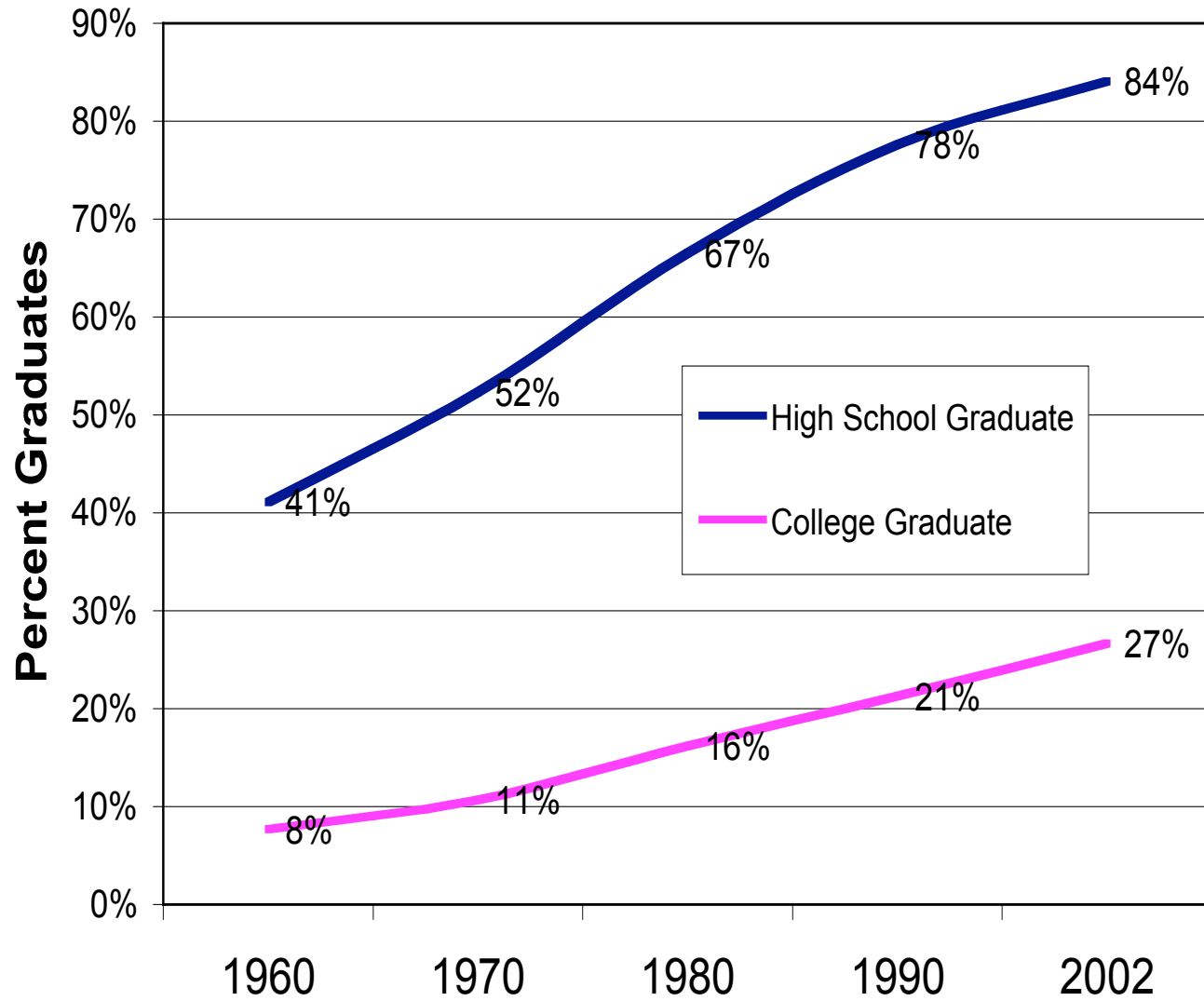


2004 U.S. Employment

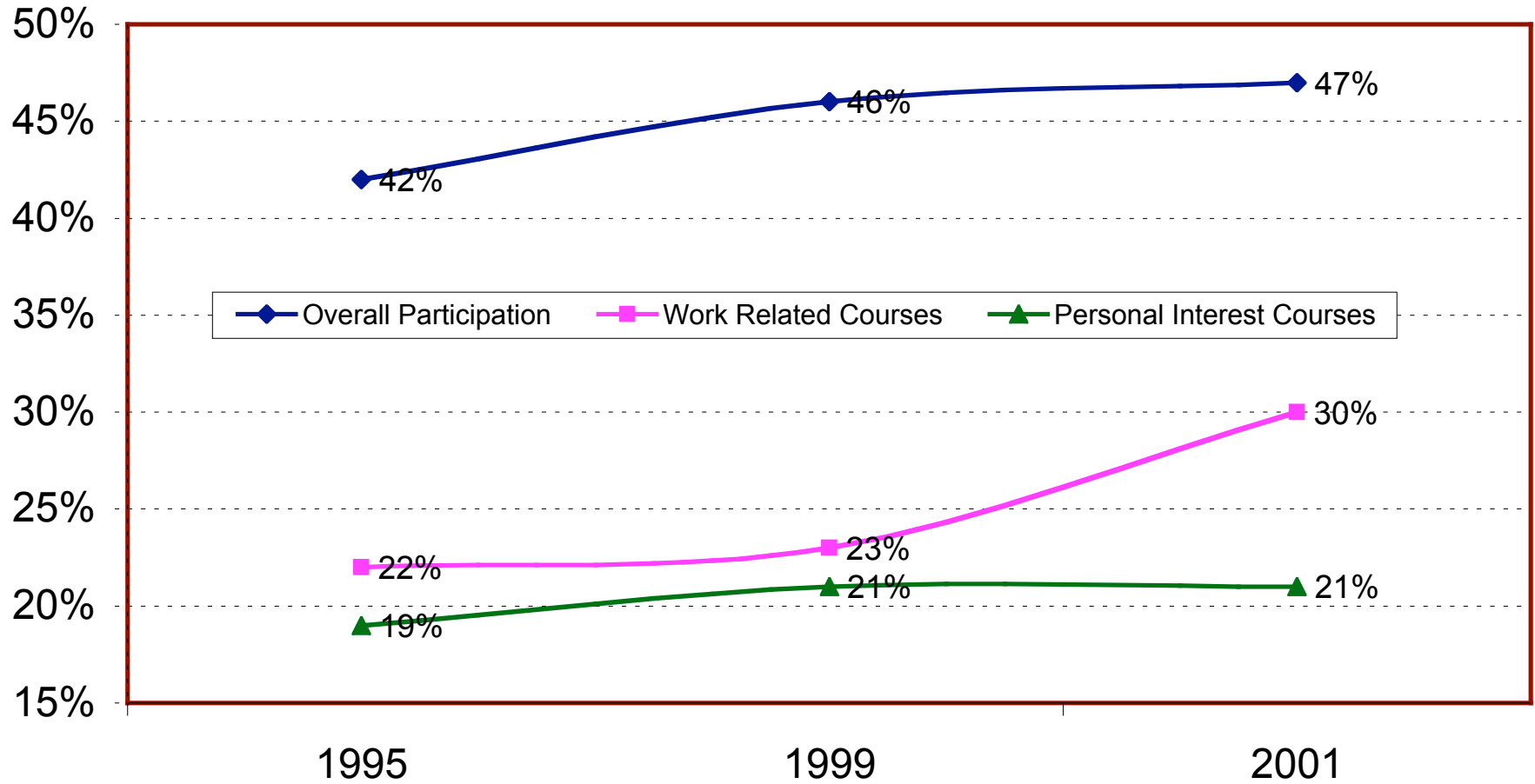


We now value
lifelong learning

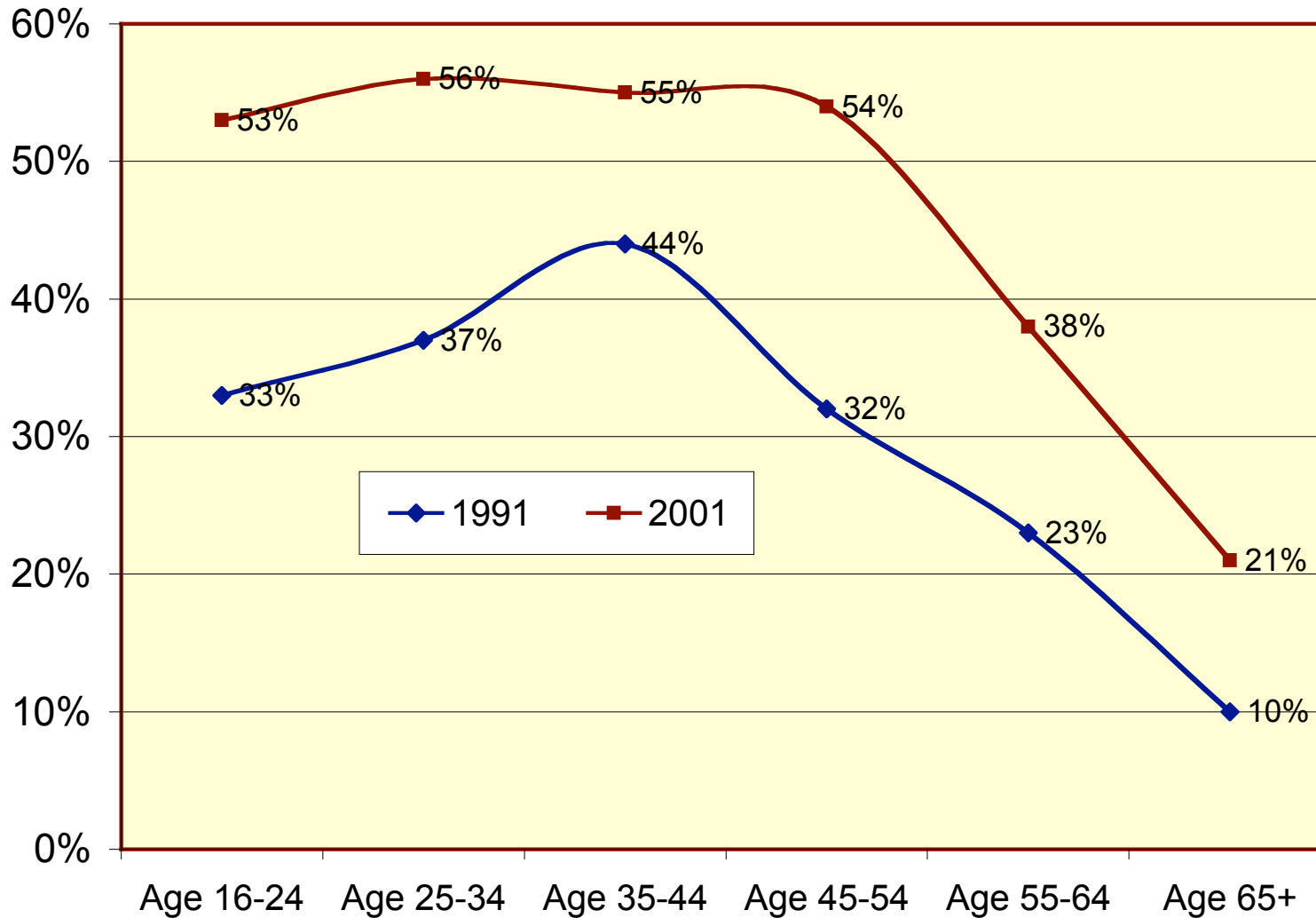
Educational Attainment - Population 25 Years & Over



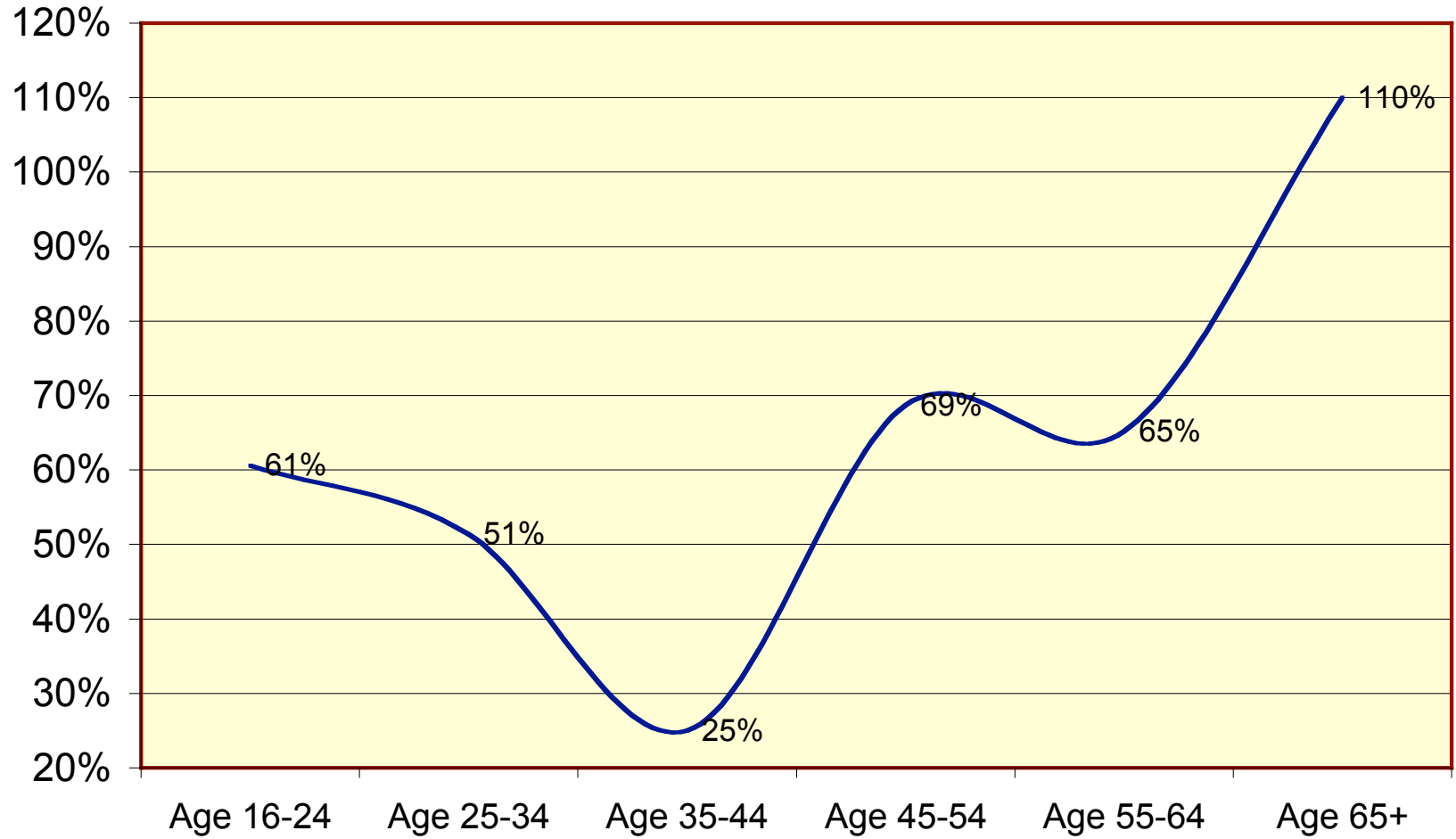
ADULT EDUCATION: Population Age 17+ Participation in Adult Education (excludes full-time college students)



Participation in Adult Education by Age, 2001 versus 1991



Percentage Increase in Adult Education by Age from 1991 to 2001



In manufacturing society,
leisure was reward for hard work

- **Work** = Self-improvement
- **Leisure** = Relaxation, no practical purpose

Today, we have a new attitude about leisure

- Opportunity to improve themselves and our children
- Opportunity to do worthwhile things

Today we experience time completely different than past generations



November 2002						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

We have the perception of less available leisure time

- Actually same amount as in the past - 30 hours per week
- Today more leisure options, so we want to squeeze in more choices
- Leisure comes in smaller, discrete time increments - needs to be highly scheduled

We now value the more
productive use of leisure
time

We see edutainment as a
multi-task leisure experience

Having *fun* and *learning* at the
same time has twice the value as
spending our valuable time on only
one alone



PBS



Presentation by
Mark Hayward

BRC Imagination Arts

(not included)

Presentation by
Paul Chartier

Felix Mundi Agency

(not included)

Presentation by
Randy White

White Hutchinson Leisure & Learning Group

on

Children's Edutainment Venues

follows

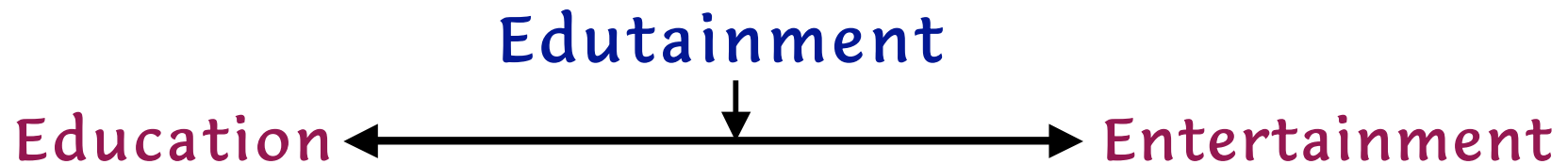
Children's Edutainment Centers

Also known as:

- Children's Play & Discovery Centers
- Children's Discovery Play Centerssm
- Children's Discovery Farmssm
- Children's Discovery Play Farmssm

Children's edutainment is unique:

For adults, edutainment falls somewhere in middle of the education-entertainment continuum



For children (0-8 yrs), *play* is a unique form of edutainment since it is both:

- a. 100% educational
- b. 100% entertainment



Children are biologically wired to play

- Play is nature's way of programming children with a pleasurable activity that teaches them about the world around them and how to become a part of society
- Play to children is unlike play to adults

Play is children's primary
mode and most effective
way of learning

Developmentally appropriate
play is:

age, developmentally and
culturally appropriate

Ages of Play

(children's developmental stages)

- Infants up to 10± months old
- Older Infants & Toddlers 10± - 23± months
- Two-year-olds 24± - 35± months
- Preschoolers 3± years - 5/6 years
- Grade Schoolers 6/7 years - 8/9 years
- Tweens 9/10 years - 12± years

Characteristics of developmentally appropriate play

- Highly pleasurable
- Process-oriented, non-goal directed
- Child-initiated and self-initiated
- Activity of the mind, the imagination
- Free of imposed tasks or adult-imposed rules
- Hands-on, participatory
- Open-ended

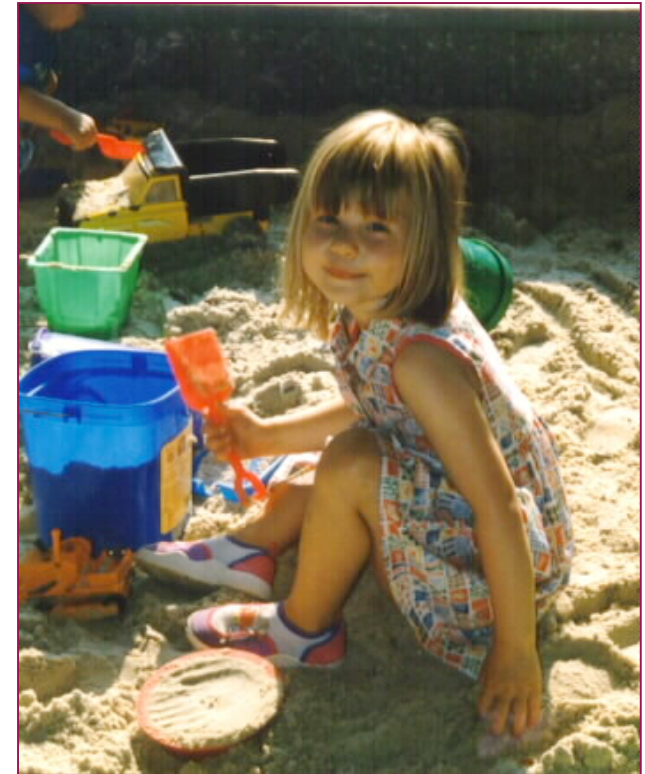
One of the unique qualities of developmentally appropriate play is that it has high repeat appeal.

Children create their own play scripts.

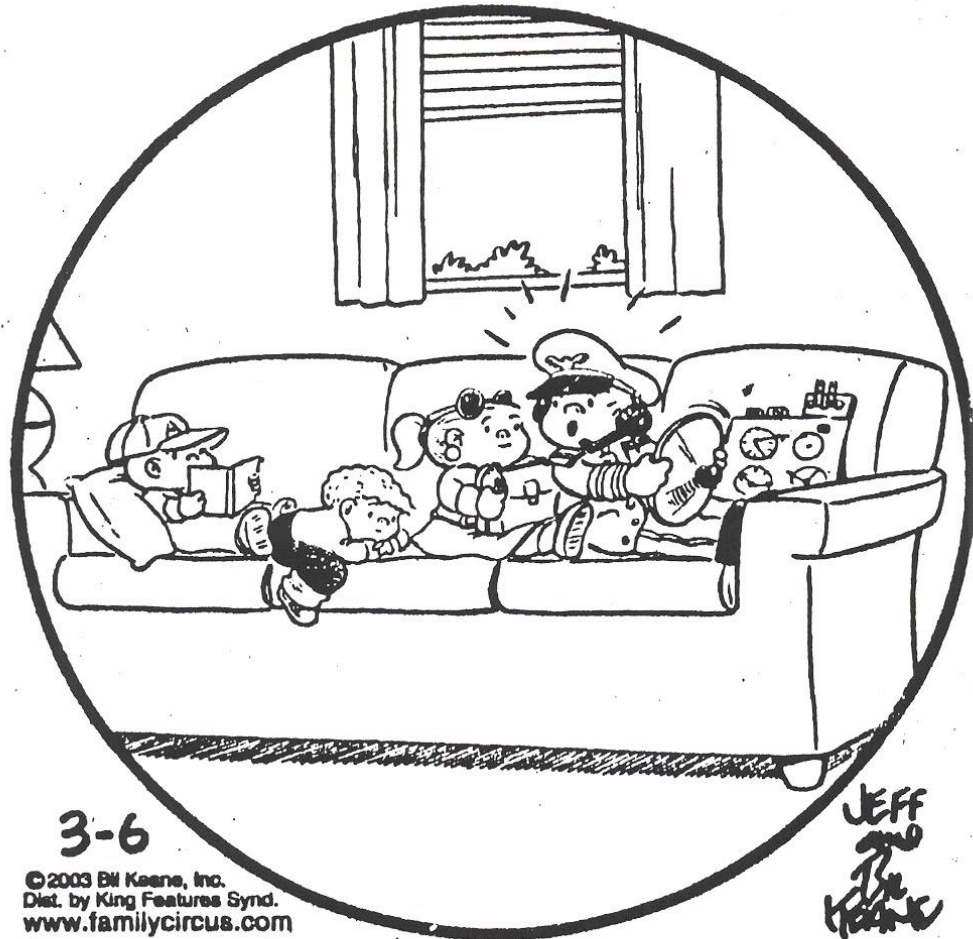
The scripts constantly change, so the play is different every time.



Open-ended with
continually changing
play scripts



Imaginative Pretend Play



3-6

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“Just a minute, Mommy! We’re on final approach!”

The high repeat appeal
of children's edutainment
makes it a powerful attraction

By calling it edutainment rather than play:

- Parents perceive it as *nourishing* for their children
- It is *fun* - parents love to make their children *happy*
- For the children, it is just a *blast of fun!*

Gen-X and Gen-Y parents have a different attitude about their children's leisure than Baby Boomer parents:

- Boomer parents tended to separate their children's playtime and learning time
- Gen-X and Gen-Y parents want their children to learn as they play
(now 2/3s+ of all preschool parents)

Characteristics of children's edutainment centers

- For children infant to 8± years old
- Locations in or near residential areas rather than in or tourist locations
- Market areas generally are community-based and reach around 15- to 20-minutes' drivetime
- Children are accompanied by their parents, grandparents or guardians

Characteristics cont.

- Meets the needs of both parents and children
- Large variety of edutainment events that offers graduated challenges and appeals to the nine multiple intelligences
- 16,000 SF (*1500 M²*) to 25,000 SF (*2,300 M²*)
- Indoor & outdoor play events
- Quality food in pleasant café setting

Characteristics cont.

- Generates high repeat visits from their market's residents
- Length-of-stay averages 2 to 2.5 hours
- Per-capita expenditures per visit are in the USD8 - USD15 range
- Significant percentage of income comes from food and beverage, birthday parties, other celebrations, school field trips, enrichment workshops and day camps

Examples of children's edutainment centers

- *Bamboola* - San Jose, California
- *LouLou Al Dugong's* - Dubai UAE
- *Davis' Farmland* - Sterling, Massachusetts
- *Wol-Ha* - Cancun, Mexico
- *Totter's Otterville* - Covington, Kentucky
- *Brown's Berry Patch* - Waterport, New York
- *Paradise Park* - Kansas City, Missouri

Randy's presentation concluded with the showing of photo examples from the various children's edutainment projects that the White Hutchinson Leisure & Learning Group has designed.

They are not included here.

Visit the children's edutainment and the agritainment sections of www.whitehutchinson.com/leisure/ to see photos of different projects