



## **Creating worthwhile and lucrative education experiences for the leisure time market place**

The contemporary business, family, and individual traveler are eager to weave serious learning opportunities into their leisure-time experiences. Resorts, cruise lines, theme parks, and integrated developments around the world are scrambling to respond to this consumer demand for worthwhile and personalized leisure-time learning.

Chora is a consulting firm with over 35 years of experience creating such hybrid educational and entertainment opportunities, spending the last 16 years revitalizing the public face of the Smithsonian's National Museum of Natural History. The Chora model for leisure-time learning integrates the virtual with the actual; blending serious museum-style experiences with lucrative digital outreach programs.

Museum's, with their interactive, multi-sensory, and hands-on learning styles, are the perfect complements for theme parks, resorts, or other developments seeking to offer substantial, engaging, and fun learning experiences for their guests. The aura of the museum as a place of quality and substance creates a distinguishing destination and marketable icon for any leisure-time complex. The ability of museum programs to respond and appeal to a broad spectrum of consumers from family, to individual, to the business traveler is a unique strength of this style of education.

By re-purposing and combining the tangible on-the-ground assets of a museum with digital production and broadcast capability, integrated resorts, theme parks, and developments will be uniquely positioned to enter the burgeoning digital educational marketplace, the second fastest-growing global market behind only health care. With internet 2 upon us, the consumer desire for quality, substantial educational experiences, from streaming video programs, to electronic expeditions to field trips to electronic courseware, is enormous.

The entertainment industry can advantage new digital learning and distribution technologies, offering unique worthwhile products that will generate income, attract new family audiences and life-long learners while simultaneously marketing the destination's attractions and assets as substantial experiences. By providing these serious learning opportunities, leisure-time destinations will quickly earn a



reputation for seamlessly integrating worthwhile education with world-class leisure time entertainment. At these innovative destinations guests will have serious fun fully complemented by pre- and post visit on-line experiences.

If your leisure-time entertainment project would like to explore integrating some serious fun into your mix of experiences, Chora has the creative vision and experience to deliver.

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