




ADVENTURE CLOSE AT HAND

A person is climbing a tall tree in a lush green forest. The person is wearing a blue helmet and a harness, and is positioned on a platform high up in the tree. The forest is dense with green foliage, and the ground is covered in brown leaves.

You are the manager of an **ADVENTURE PARK** and you would like to enrich your offer with new challenges to be taken up, with family or friends?

A person in a bright pink jacket and black pants is skiing down a snowy mountain slope. They are using ski poles and are in a crouched position. In the background, other skiers are visible on the slope, and snow-capped mountains rise under a clear blue sky.

As a manager of a **MOUNTAIN STATION**, you dream of finding an original way to explore your natural space, both in summer and in winter!

A large, ornate castle or chateau with multiple towers and a blue roof. The building is surrounded by green trees and a well-manicured lawn. In the foreground, a few people are sitting on the grass, and a small garden with various plants is visible.

Your **TOURISTIC SITE** has good references, but you know that novelty is a key to boost your visibility with new customers!

As the manager of a
TOURIST OFFICE, you are
looking to develop
the attractiveness of
your territory in a fun,
immersive, and innovative
way?

Discover
Explor
games®





> Choose your *own adventure!*

Equip yourself with an Explor Games® and offer an **authentic outdoor adventure course** that encourages **active and immersive observation of what is surrounding us**. Thanks to a sharp dose of fiction blended into reality and a quite clever storyline, **the quest is inspiring and the path full of riddles...**

The players and their team dive into a unique universe; namely, yours, for their **own adventure**. Their localisation is tracked by their tablet or smartphones. The adventurers of the day go **conquer your site (whether it is historical, natural, or for leisure activities)**. They are guided by **characters**

that we developed especially for you. As the game and the challenges go by, the eras merge with one another, the landmarks get blurry, and yet our feet do stay firmly on the ground!

Finding an ancestral imprint on a rock, deciphering the meticulous engraving of a listed historical monument, questioning yourself before the masterful presence of a hundred-year-old oak tree, detecting the incredible fauna of a protected natural site: **Explor Games® means having fun while (re)discovering the remarkable character of your natural or architectural space, and from angles that you yourselves would consider unsuspected!**

104.919
PLAYERS in 2021

VISITS in 2019/2021

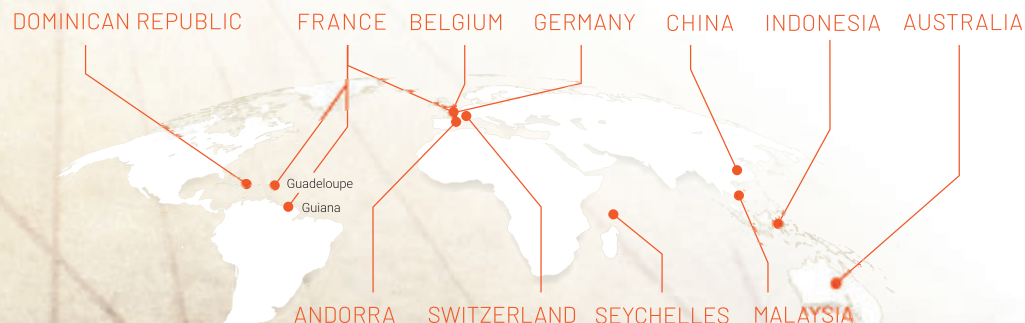
+293% | **×4** in
3 YEARS

29.000
TEAMS

100
COURSES
in the world

15 to 20
in progress

11
COUNTRIES





DISCOVERY



ADVENTURE



IMMERSION



Ski area Les Sybelles

With Explor Games®, we are offering a brand new experience to our clients: a very nice ski trip to recover the 24 statuettes hidden in the skiing area via a virtual guide. The quest takes them exploring our vast ski area by way of a fun activity and in small groups.

This has clearly contributed to better circulation of skiers. Especially because our game is based on beacons and riddles that are independent of one another. This allows freedom of getting around and mostly playing over and over for free for several days!

Valérie MULOT, Head of Communication and Events/sybelles.ski
Alexandre MAULIN, Domaines Skiabiles de France President
Explor Games® "Sybelles"

www.sybelles.ski



Leisure and tourist activities *are fun and will boost your business*

The reputation of a registered trademark

In barely 3 years, Explor Games® stood out in the area of outdoor adventure games as an unmissable conveyor of touristic attractiveness.

Designing the course together with you under this protected concept means **ensuring a memorable playing experience while boosting the place** you are in charge of.

Our capacity to make this exploration immersive is based on a high level of requirements on every aspect: the originality of our storylines, the richness of our challenges, the quality of our graphic universe, and especially our will to **highlight the uniqueness of your natural or historical environment**.



A COMMUNITY FILLED WITH ENTHUSIASM

Players become fans of the concept and try to play as many games as possible to try and get the best national score.



A FUN AND ACTIVE EXPERIENCE

Narrative creativity and technological performance for a multi-sensory adventure off the beaten track.





POSSIBILITY OF **QUICK PROFITABILITY**

An investment in an entertaining activity for small groups (families, friends, enterprises) paid off from 1.300 players*.



A KEY VECTOR OF ADDITIONAL SELLS

Souvenir shop, fast foods, peripheral activities, reward system: the concept contributes to the growth of your site.



INCENTIVE AND INFLUENTIAL USER REVIEWS

95% of the players are ready to go on a new adventure after their first playing experience.



A LENGTH OF STAY THAT **INCREASES AUTOMATICALLY**

A territory that is enhanced and most importantly more attractive for the visitors. On average, they stay half a day longer than expected.

Tourist Office Porte de DrômArdèche

We have a significant proportion of tourists and visitors coming from neighbour departments: we had to develop our leisure offer to have them stay and travel around our territory. Explor Games® is perfect for this: the interactive aspect improves the "classic" tour and makes it fun and playful and forms a coherent whole with the history of this place.

Our visitors make their trip profitable and enjoy their stay a lot more. After visiting the palace they discover even more with the game, get food on-site before enjoying other surrounding activities.

François CASTAGNET, Tourist Office Director
Porte de DrômArdèche
Explor Games® "The three Giants' chase"



Postman Cheval's
Ideal Palace



* Depending on the level of experience chosen.

> An *unforgettable* moment

Going on an adventure with Explor Games® is a way to offer visitors new occasions of **shared entertainment and enjoyment** with family, friends, but also co-workers, and partners in a professional context.

The competition of an exciting quest

You ponder a lot, you sometimes run, you often laugh, you may also flounder but **what a pleasure it is to take up together the richness of the challenges!**

The digital format (tablet or smartphones) **is a simple guide that orientates the players thanks to the voice of the characters.** It is so easy to use that you forget about technology.

We encourage the teams to keep their eyes open and thus truly explore the real surrounding environment.

Use all five senses

Challenges of observation, manipulation, deduction, dexterity, speed, logic... Those challenges can sometimes be completely over the top: **they may be big or small but everyone is entitled to their shining moment!** From storyline to dialogues, everything is made so that **solving the puzzle requires the complicity of each team member.**

“

What an experience! Everything is thought out down to the last detail and above all around unspoiled nature. The environment, the surroundings, the buildings, everything is highlighted. It is truly amazing to discover this way a place steeped in history.

Coralie, 38 years old
Explor Games® Portes de Verdun

The game was great! We were looking, right, left, behind, above to open a door in a rock, it was really fun. We spent the afternoon outside and I didn't think I would learn so much here. It does change from video games!

Hugo, 14 years old
Explor Games® Grand Défi


I did so many fun things. We used a compass to find hints, we shook the phone as hard as we could to get berries to fall, we even saw ibex and chamois tracks. And then, we won!

Sacha, 7 years old
Explor Games® Mériabel

”




5



Find out about your rating and your score in real-time

- > Competition between players around a community challenge to be taken up


6



Awards for best players (souvenirs, season passes, discounts, free entries...)

- > Creating customer loyalty thanks to a rewarding system
- > Attractiveness and additional traffic generation


7



Sharing your experience on social media

- > Visibility of your Explor Games® and your site on social media

8



Discovering a site and do other activities on it

- > Increasing the time spent on the site
- > Increasing in sales
- > Generation of a new clientele

4




Final selfie of the team

- > Communication and lasting memory of the experience

2

Find an Explor Games® nearby

- > Referencing of your game on our website www.explorgames.com




3



Set off on a unique adventure

- > Attractivity of new clients
- > Increase in traffic
- > Diversification of profiles

9




Time to rest after doing your best! Have a drink or a bite to eat

- > Additional sales in your food area

10

Leave with a souvenir of your day

- > Additional sales at the front desk or in your shop



Tourist Office Mende-Cœur de Lozère

We were convinced by the concept of the game in digital format. What convinced us is undeniably the very high creative capacity of the team and the quality of the visual aesthetics. It is a solid team, really expert on the subject. They worked hard to meet the June launch deadline, despite the complicated period of confinement. The enigma around our regional legend works really well and our communication teasing on our emblematic characters has aroused the curiosity of tourists. We would have liked to have had more players but with a 100% satisfaction rate this first season, it is very promising!

Cédric DUCLOT,
Mende Tourist Office Director
Cœur de Lozère

Explor Games®
Beast Of Gévaudan



> Behind the scenes of your Explor Games®...

Your game is created and customised along with your team. **We put our narrative expertise at the service of the history of your site**; we guide you through the choices to be made, taking care to define together **the ideal balance between creativity, entertainment, and pedagogy.**

Choose...

the packs



DISCOVERY

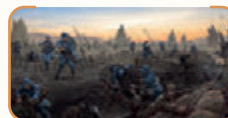


ADVENTURE



IMMERSION

Universes



Historical



Medieval Fantasy



Post-apocalyptic



Steampunk



Detective



Futurist



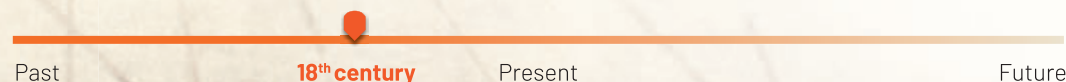
Dystopian



Tales & Legends

...

Eras



Enter genuinely into another dimension!

Characters



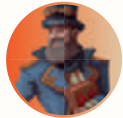
Old man



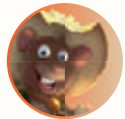
Young lady



Dreamlike character



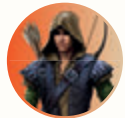
Emblematic character



Mascot



Monster



Legendary hero

...

Challenges



Observation



Speed



Dexterity



Reflection



Memory



Infiltration



Fun



Investigation



Research



Physics



Listening



Olfactory



Communication



Touch

...

Effects



3D



Augmented Reality



Superimposed Reality

Storyline



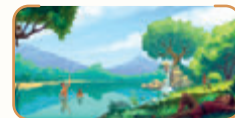
Save the world



Catch the culprit



Find a treasure



Bring back peace



Ward off dangers

...



> We provide tailor-made support *for an ultra customised game*

Tailor-made

6 MONTHS | 12 steps

Kick-off meeting
and site scouting



Brainstorming
and game design



Storyline writing
and validation



Creation of
characters



Creation of
challenges



Creation of graphic design
and route map



Tree Top Adventure Park Acro-sphère



We chose a ready-made version, without customisation. But the graphic and visual aesthetics of the game we chose fit the beauty of the landscapes of our site. It is a former granite quarry in the middle of a forest that used to supply the city of Paris with cobblestones. It works perfectly. The huge difference with an escape game is that it is an outdoor activity and offers real contact with nature! It is rather physical on our site because you need to go up and down the hills. It is quite surprising for our clients from the city. They're often surprised to have to walk on humid paths or having to find alternate paths... What is amusing to us and to adventurers is that it is a treasure hunt that blends in with the site and requires a sense of spatialisation.

Pascal SUISSSE,
Director of the Acro-sphère treetop adventure park

Ready-made 2 MONTHS | 6 steps

Kick-off meeting and site scouting > Choice of the game among those we have in stock > Decor design > Set installation > Explor Games® corner set up > Communication and launch

Voice recording > Video editing of the teaser > Decor design > Route and decoration set up > Explor Games® corner set up > Communication and launch

> Launch your game *with success!*

Signs, posters, flyers, souvenirs and tie-ins, press kit, social media content... Before, during, and after, our strategy of communication will contribute to the success of your launch. We provide strategic and operational support to offer you different solutions adapted to your organisation and your budget.

- Starter kit including key visuals for your game
- Teasing trailer
- Sharing good practice
- Use of our registered trademark Explor Games®
- Relaying your communication through our own distribution channels
- ...

Explor Games®
The Druids Of Cellardhor



> Increasing intensity of play *according to the offers*



		DISCOVERY	ADVENTURE		IMMERSION
		Tailor-made	Ready-made	Tailor-made	Tailor-made
Game design	Storyline	tailor-made	choose among 4	tailor-made	tailor-made
	Storyline customisation	✓	✗	✓	✓
	Storyline level	simple	evolved	evolved	complex
	Technology (3D, AR, SR)	✓	✗	✓	✓
	Number of challenges	6	8	8	8
	Alternative challenges	✗	✗	✗	8
	Course time	1h	1h30	1h30	2h
	User experience	★★★	★★★★	★★★★	★★★★★
Game creation	Number of challenges	6	8	8	16
	Customised challenges	✓	✗	✓	✓
	Number of characters	2	5	5	6
	Personalised illustration of the characters	✓	✗	✓	✓
	Universe: Personalised graphics	✓	✗	✓	✓
	Era: Personalised graphics	✓	✗	✓	✓
	Personalised voices	✓	✗	✓	✓
	Personalised card	✓	✗	✓	✓
Creation and installation of the set (excluding manufacturing)	Trailer: personalised animated film	✗	✗	✓	✓
	Design by a design office	✗	✓	✓	✓
	Specifications	✗	✓	✓	✓
	Project Management Support decorators	✗	✓	✓	✓
Creation and installation of the connected set (excluding manufacturing)	Design by a design office	✗	✗	✗	✓
	Specifications	✗	✗	✗	✓
	Project Management Support decorators	✗	✗	✗	✓
Creation and installation of the automated figures (excluding manufacturing)	Design and monitoring	✗	✗	✗	✓
	Specifications	✗	✗	✗	✓
	PMS technical service providers	✗	✗	✗	✓
Average lead times	Complete realisation	4 months	3 months	6 months	12 months
	Launching and tracking	1 day	...	2 days	6 days
	On-site support	1 to 2days	1 to 2days	2 to 4 days	15 days
Material	Paying tablet (android)	✓	✓	✓	✓
	Free download (ios/android)	✓	✗	✓	✗
ROI Explor Games® application (excluding scenery)	Ticketing (average price)	€12 to 15	€15 to 20	€15 to 20	€20
	Annual profitability / average ticket sales	2.500 players	1.300 players	2.500 players	4.000 players
Budget	Investment	€€	€€	€€€	€€€€
	Possible financing	✓	✓	✓	✓
Support services	After-sales services, maintenance, hosting, stat	€850	€850	€850	€2.500

included

in all offers



Communication

Launching kit including key elements of your game



Explor Games® Community

Referencing of your game on our website www.explorgames.com



Scoreboard

Real-time team ranking

Optional
Explor Games® corner



To be placed on your welcome point to enhance your daily, weekly, and seasonal challenges... and to create a sense of competition among your current and future players!

- **Standing screen (32" / 1.60cm x 90cm)**
- **Online posting** of team results
- **Recommendations about the videos to be broadcast**



**Adventure Park
Bol d'air**

Nature and thrill are part of our park's DNA! We are therefore quite proud to be the first to offer an «immersion» version of Explor Games®. Our customers are amazed by the intensity of the experience, the level of creativity of the game, the quality of the storyline, and the sensations they feel. From fear to fun, from pressure to laughter! The game takes place on several hectares of forests, some of which are superb and a way for real-life challenges. It's very dynamic, the sets interact with the players. Pyrotechnics, sound and light, laser, vibrations: all senses are stimulated.

Fiction or reality? It can be hard to tell and the experience is truly unique. And as we have seen, it appeals as much to young adults who are fans of escape games and geocaching, as to families and professionals for company seminars.

Antoine RICHARD and Laurent MOUGEL,
Bol d'Air Organiser and Communication Manager

Explor Games®
The Futur Origins



2010 Creation of **Atelier Nature** to renew the discovery of tourism in natural environments.

2012 Creation of **Smartforest for Huttopia**, the 1st Explor Games® that wasn't one already...

2015 Official creation of the **Explor Games® brand**

Our values



ADVENTURE

Whether it involves people, technology, or creativity, our ability to innovate pushes us to go far, even further, always further...

HONESTY



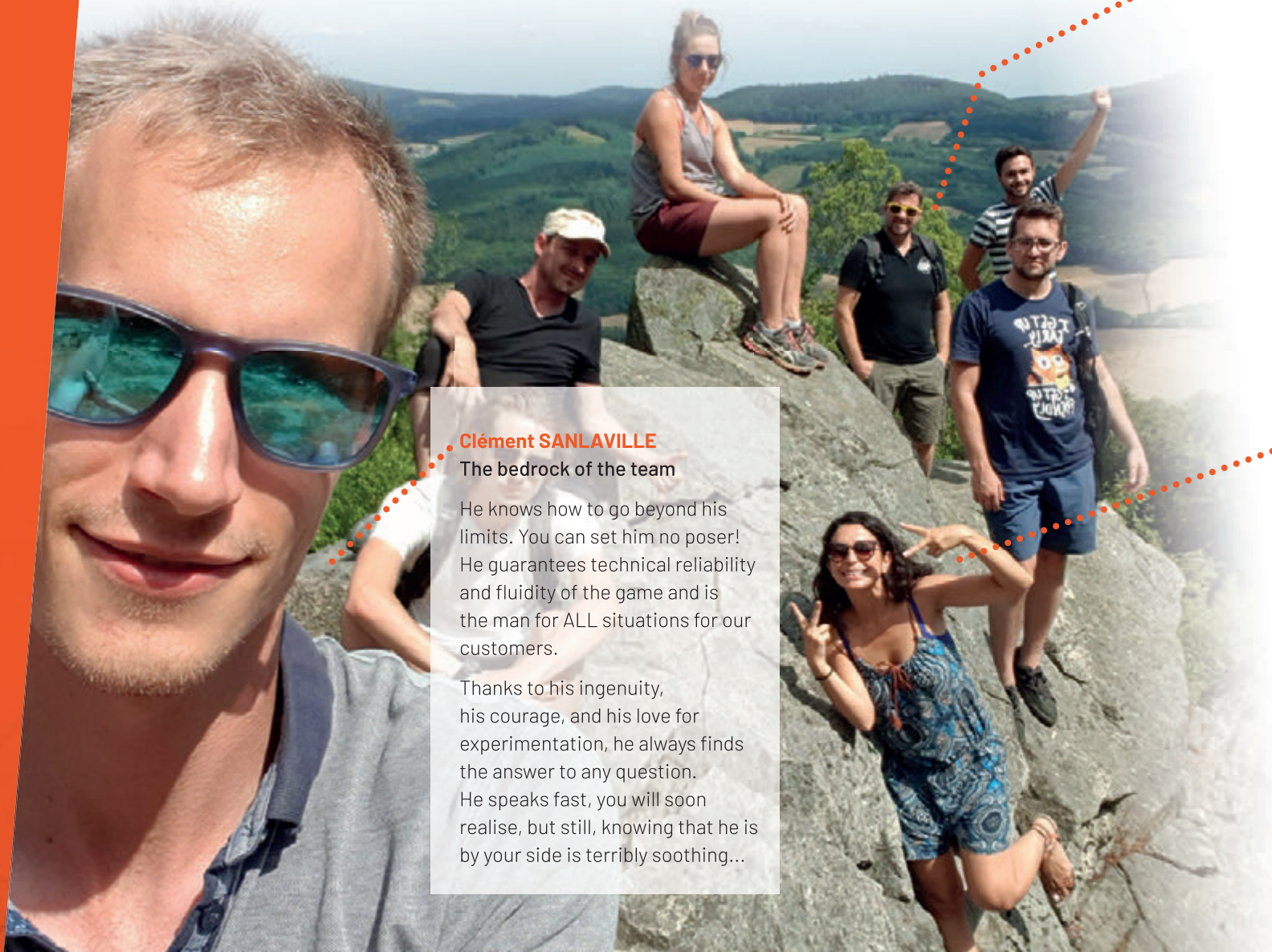
From the design of your game to the user experience, the promises we make to you will always be kept.



TEAM SPIRIT

We involve ourselves fully in your project. During the mission, your team and ours become one!

> A team of professionals *immersed in the world of games*



Clément SANLAVILLE

The bedrock of the team

He knows how to go beyond his limits. You can set him no poser! He guarantees technical reliability and fluidity of the game and is the man for ALL situations for our customers.

Thanks to his ingenuity, his courage, and his love for experimentation, he always finds the answer to any question. He speaks fast, you will soon realise, but still, knowing that he is by your side is terribly soothing...

Charles DUMOULIN

Insatiable creative

He's buzzing with ideas! Inexhaustible when it comes to working on storylines and challenges, he draws his inspiration from everything he reads and watches and uses wit to create stories that carry you away.

He is particularly sensitive to what surrounds him and always makes sure to respect the environment and that the games he creates enhance the uniqueness of your site in the most beautiful way.

Ayse CALLAK

Caring and energetic

She is a true concentration of positive energies, she is accurate and clever and does not leave anything to chance. You will quickly be convinced by her astonishing ability to listen, the accuracy of her analysis, and the sincere kindness of her advice.

With her excellent knowledge of the tourism sector, you can be sure that she will only be satisfied if your game project perfectly meets your stakes.

To bring your story to life, we have brought on board **key expertise and highly complementary skills!** The talent and inexhaustible culture of our team in a wide variety of universes guarantee **a narrative and graphic creation of the highest quality.**



Advice

Strategic or technical, they work together to ensure the operational success of your game.



Creatives

Telling hectic stories is second nature to them, especially when it comes to getting off the beaten track.



Developers

If you don't notice them, it's because the challenge was met: it is also thanks to their knowledge in computer science and their software mastery that magic happens on-site.



Writers

Jugglers of intrigue and history buffs, they have the agility to create twists and turns where you least expect them.



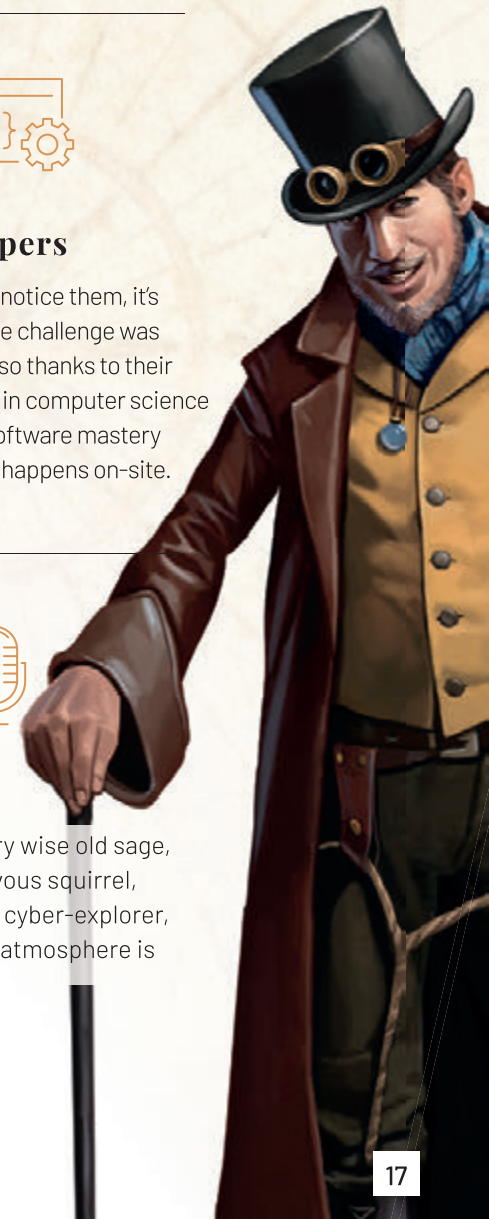
Drawers & illustrators

Under their pencil realistic, naïve, or futuristic strokes, characters and sets are born.



Voices

A legendary wise old sage, a mischievous squirrel, or a young cyber-explorer, the sound atmosphere is essential.



Club Med Punta Cana

Since the 1st club, in Opio, our Explor Games® have been marked by a very strong Sustainable Development identity.

After Cherating, Bali, Guilin, and Punta, they are an integral part of the development of our resorts. It must be said that we are fortunate enough to be on some of the most beautiful sites in the world... And our villages are set in tens - even hundreds - of hectares which hold well-hidden treasures that you cannot find by yourself. From the angle of an adventure game, we offer our members the opportunity to discover the natural and cultural heritage of our clubs. This is a real asset, especially as this new activity combines two fundamental programmes: «Amazing family» and «Happy digital». It perfectly matches our interpretation of the gaming phenomenon by bringing meaning to it: the discovery and preservation of one's environment, coexisting, conviviality, sharing, and, above all, creating memories!

Florian DUPRAT, Sustainable Development Manager
Karine BALOGUN, Trade Marketing and Innovation Manager
Explor Games® Club Med Play

www.clubmed.fr/Punta-Cana



> *Let your adventurous soul* speak for itself

The pleasure of collaborating

Sharing a great moment of entertainment for you and your visitors: this is what drives our team.

- The co-design of your game is a true moment of cohesion, during which you will enjoy expressing your creativity.
- You will undoubtedly feel that little sparkle of pride in having contributed to giving your clients a memorable active moment shared around discovery, learning, and above all laughter.

They talk about us...



... But also about you!



A concept rewarded

by French tourism leaders



2018 - Excellence Award
Concours de l'innovation



2019 - DM Awards



Méribel Tourist Office



What made the difference? The very high level of personalisation of the game conveys, with great authenticity, the strong identity of our valley. Especially as our game is accessible in both winter and summer. The team offered us an adapted version so that the recognition of the fauna and flora follows the seasons. This shows the level of precision! Without forgetting the technical development. The teams appreciate the instant display of their score. And for our part, we have access to very precise statistics that we will use in year 2 to set up player challenges.

Marie DOHIN,
Communication Manager Méribel Tourisme
"Méribel Explor Games®"

www.meribel.net



They trust us!





Scripted adventure games creators

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