

Escape room, an innovative way to attract people



<http://blog.nowescape.com/101-best-puzzle-ideas-for-escape-rooms/>

Since 2014, a new trend emerged: the escape room. The concept is to manage to escape a room by solving enigmas. In general, people have 60 minutes to evade the room. In the last 2 years, lot of businesses proposing this activity have opened. Each room is decorated to a specific theme, to emphasise a strong atmosphere looking like a cave or even prison.

At the end of 2015, a business opened in Yverdon. Only 6 months later, the results are really positive: the visitation increased between 30% and 35% each month.

People do like this kind of activity because of the entertainment it brings as well as the challenge and the team work. This trend not only convinced privates but also business companies to do their annual outing. What is more, in order to keep the authenticity and the trial of the game, the solution and code changes every time. Therefore, it is interesting for everybody, even to come again and retry the experience

In the Valais, we already have escape rooms in Charrat, Loc (near to Sierre), Bagnes and Vernayaz. A new one is operating from few weeks in Sion. Its challenge is to promote the winemakers in Sion by keeping the same concept but focusing on the wine history of the city. It's a good way to reach people from another generation and make them discover the culture interactively.

To conclude, this expanding idea, that already convinced a wide range of people, is on the good way to grow more. But how long is it going to last? Is it just a trend that people want to experience now and won't remain in the time?

Sources:

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