



AAMA

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MACHINE ASSOCIATION

VIRTUAL REALITY SURVEY RESULTS

The American Amusement Machine Association (AAMA) is thrilled to share the results of our inaugural VR survey.

Goal: To gain valuable insights that will help VR content creators and manufacturers to better serve the operating community.

Methodology

Objectives

- To gain a benchmark understanding of the needs of VR Attraction operators
- To gather information for use by VR Manufacturers and content creators to aid in development of industry standards

Method

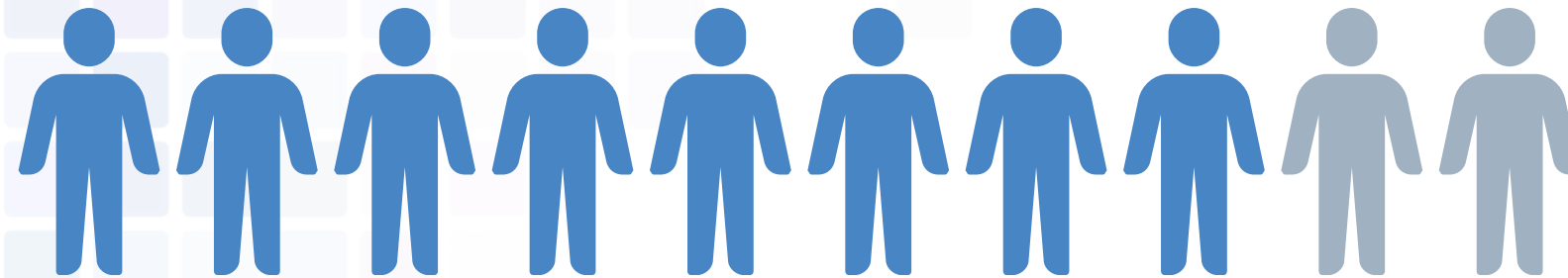
- We distributed an online survey to our mailing list, allowing respondents to provide comments and clarifications.
- All responses were collected and organized into a spreadsheet for analysis.

Conclusions

- VR Attractions are becoming a key player in our industry
- We need standardizations of terms and processes
- VR Attractions would benefit from an increase in durability of high use items.

Are FEC Operators utilizing VR/AR?

93%



Already offer some kind of VR/AR attraction, or plan to in the near future.

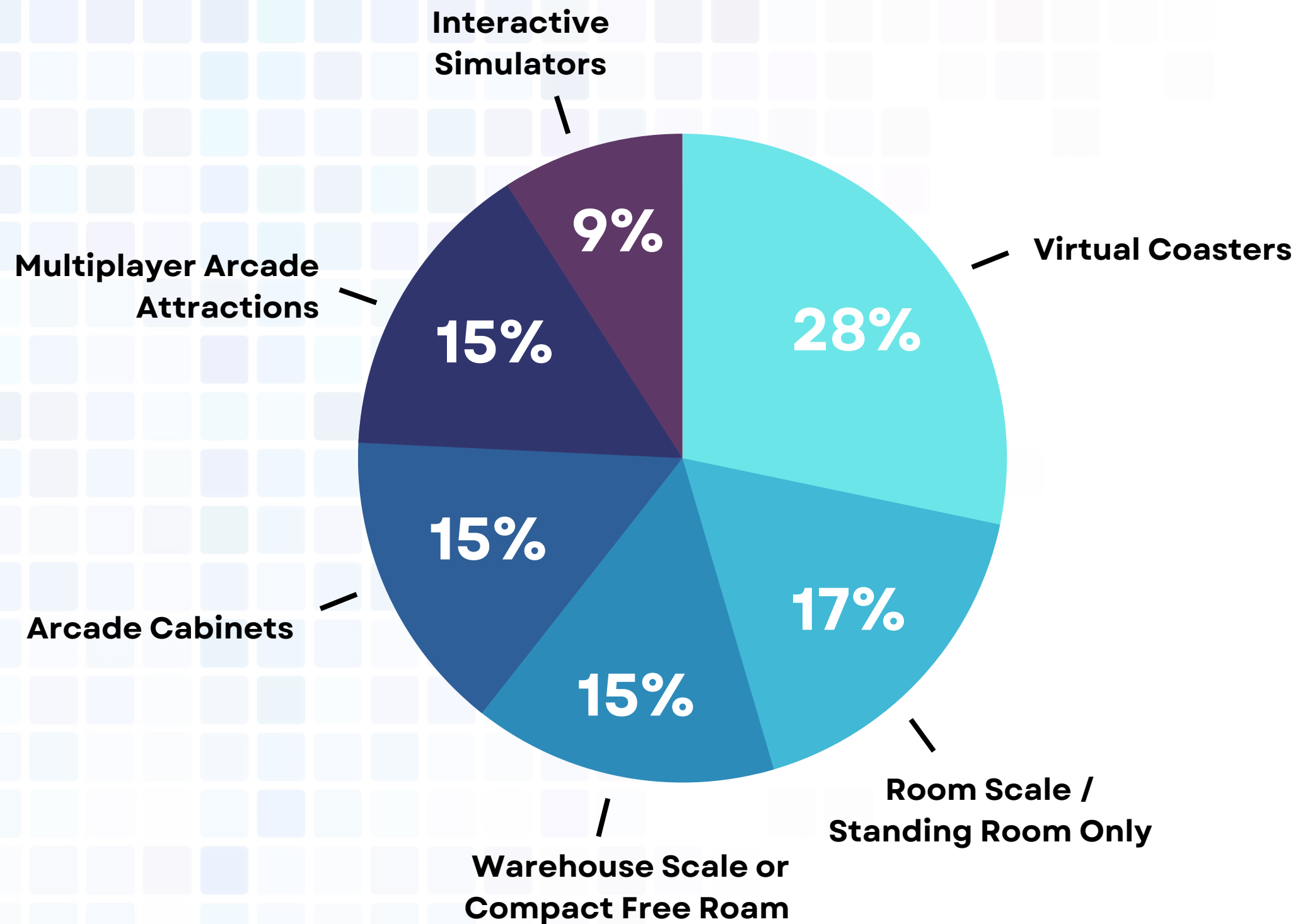
*Source: AAMA VR Attraction Industry Survey, 2023

“It’s clear that VR has transitioned from a fad to a solid trend.”

-Danny Gruening, Creative Works, Inc.



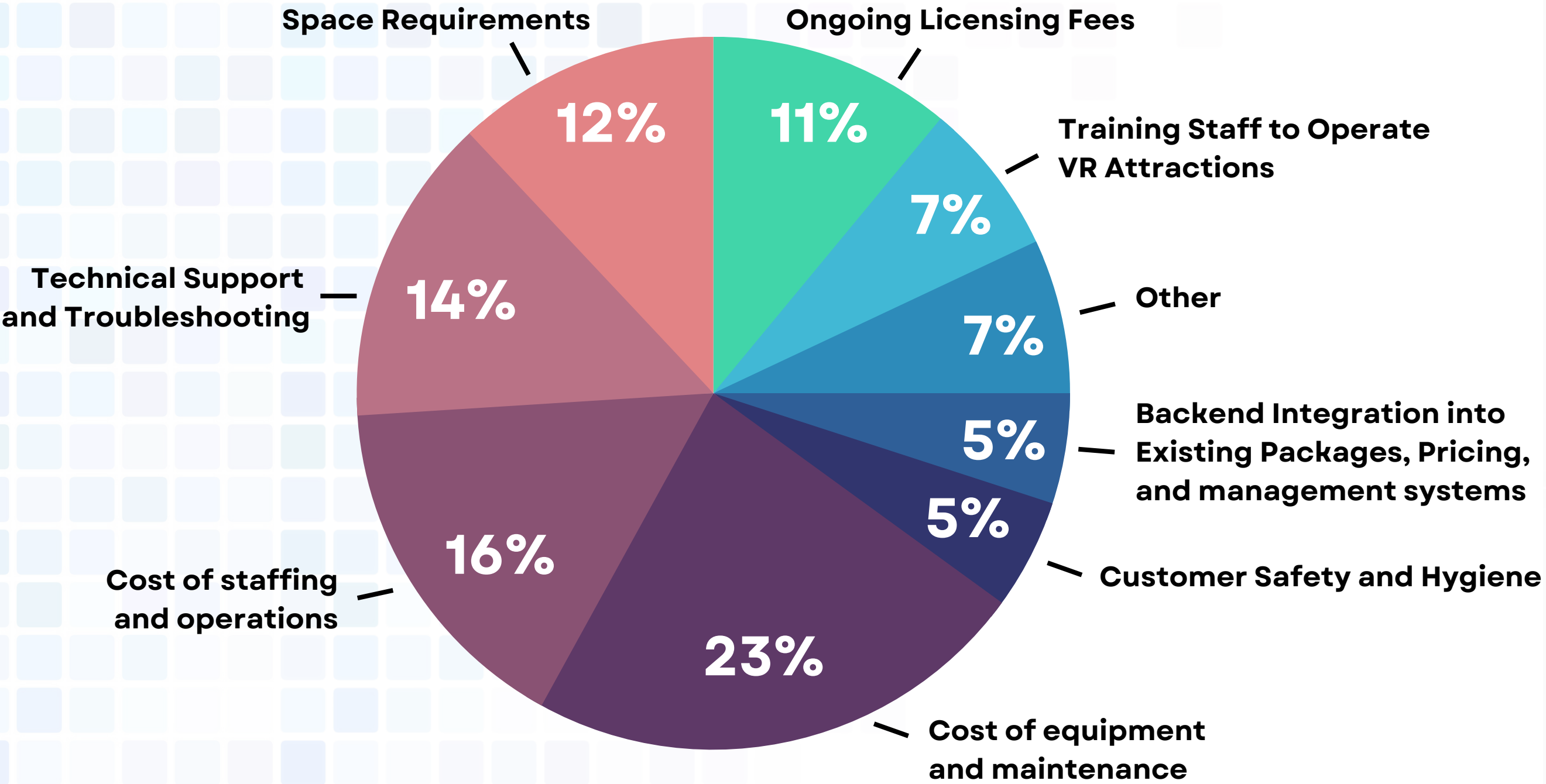
The Most Popular Types of Attractions



"We're looking for something truly immersive. Something that is multi-sensory, engaging, and deeply enriching."

-Clayton Talley, CX Immersive

Pain Points when implementing VR Attractions



*Source: AAMA VR Attraction Industry Survey, 2023

The Demand for Standardization in VR Attractions



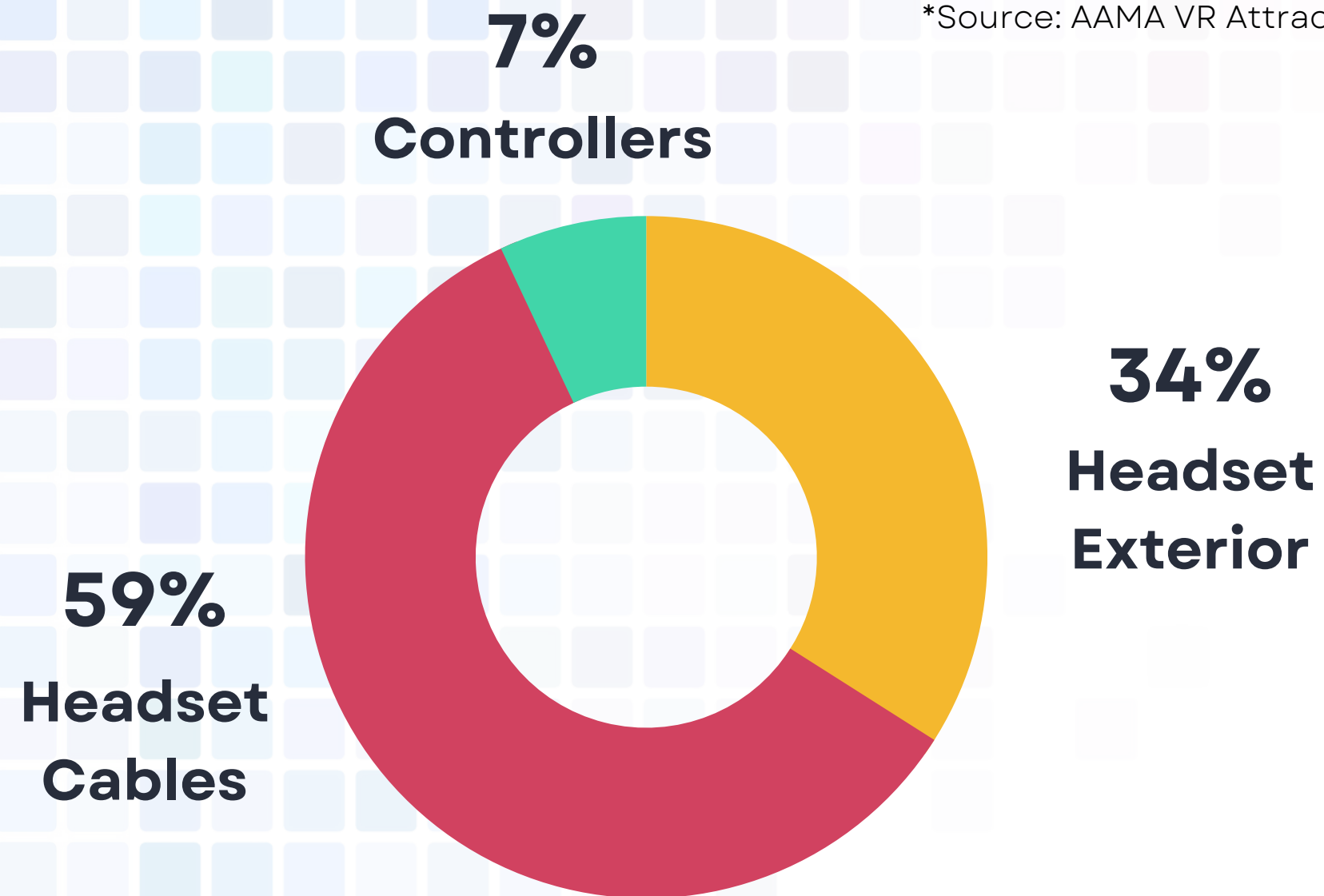
"We need clear definitions of what VR attractions are. The word immersion is muddy at best. VR still has a negative stigma around it despite best efforts to define a new way to engage digital experiences."

-Clayton Talley, CX Immersive

Experience categories with **consistent terminology and definitions** for free roam VR, attended VR, unattended VR, etc. across manufacturers is the most requested area operators want to see standardized.

Components Most Prone to Damage

*Source: AAMA VR Attraction Industry Survey, 2023



93% of respondents reported that the headset is prone to damage

“Operator staff training is crucial. Most of our damage reports happens on the first month. And once operators are familiar, we don't hear reports for months. I'd love to see how we can speed this learning curve up.”

-Benjamin Lee, VAR Live

Industry Support for VR Attraction Implementation



The majority of respondents want more networking opportunities and funding/finance options.

Key Takeaways

The sentiment toward VR/AR among operators is **largely positive**, with most already operating such attractions and others planning to do so in the future.

The main barriers to operating VR are:

- Space Limitation
- Intimidation of the technology
- Costs of support and maintenance

These are the areas where further support and resources would **help increase adoption**

