



MAPIC 2024: How Brand Licensing is Revolutionising Competitive Socialising and Big-Brand Leisure

With its dedicated zone and success stories from industry leaders like Gaëtan Le Jariel, President of Gulli Parcs, MAPIC is showcasing how leisure activities are now key to redefining the retail landscape.

Paris, 30 October 2024 – As retail evolves, MAPIC 2024 will explore how brand licensing is shaping leisure, drawing in consumers and fuelling new revenue streams. A featured talk by Gaëtan Le Jariel, President of Gulli Parcs, on 26 November will reveal how brand licensing propelled Gulli Parcs into a market leader with 25 parks, 2 million annual visitors, and €18 million in revenue. Gaëtan’s insights demonstrate how leveraging licensed brands offers scalable growth, extends market reach, and aligns leisure with consumer expectations.

“Our strategy is to identify high-potential projects and support their growth with a comprehensive approach that builds them into strong, scalable businesses. Each project offers valuable lessons that we apply across all our parks,” Gaëtan explains.

MAPIC’s **Licensing Village** will spotlight prominent brands like Crunchyroll, TF1 Licensing, and Hasbro, demonstrating how licensed IP drives competitive socialising. In the UK, this sector has surged, with “combo” attractions growing by 455% and single-activity venues like axe-throwing up by 162%, capturing the shift towards experiential activities that extend dwell time and visitor spend which is [highlighted in a recent report from Savills](#). The growth of IP-based concepts such as Flight Club and Electric Shuffle exemplifies how licensed brands fuel engagement and provide compelling experiences that consumers seek.

The out-of-town leisure market echoes this trend, where brand-driven “drive-thrus” saw rental growth of 25.9% in 2023, underscoring IP’s impact across retail. *“LeisurUp at MAPIC offers retail and leisure leaders a unique opportunity to explore how brand licensing can enhance experiential destinations, increase foot traffic, and build consumer loyalty,”* says MAPIC’s Director, Francesco Pupillo. *“Licensing isn’t just a tool; it’s a game-changer, bringing lasting value to retail spaces.”*

MAPIC attendees can meet over 300 leisure and licensing leaders, bridging the gap between retail property and immersive, IP-driven experiences. By spotlighting how third-party brand licensing attracts consumers and maximises marketing, MAPIC sets the stage for the next era of experiential retail.

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