Super Nintendo World Country Analysis

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Super Nintendo world is a theme park which centres around the world of Nintendo and its characters and games such as the iconic Super Mario Brothers game. Its currently located in Japan and is looking to expand into other regions across the world. In this paper we will be delving into multiple locations I have found across the world, The structure in which I done this is I found by research areas I feel suit this on both a business level such as having customers, being able to accommodate such a project as well as the political and risk management side where we need it to fit the culture and political landscape and minimize risk while doing so.

Japan made an easy first choice of location for super Nintendo world for a multitude of factors. One of the biggest is the fact Nintendo has been operational in Japan for 134 years as of writing this, this means they have a large following here in Japan but also understand the environment quite well from legal and political matters to their customers wants, Japan as a single country also shows to hold its own against much bigger markets such as the U.S.A

A graph of numbers and a number of people

Description automatically generated with medium confidence

https://www.statista.com/statistics/216627/revenue-of-nintendo-by-region/

If we look at this chart by statisica we can see while the US holds the largest share of revenue made Japan isn’t far behind while having about half the population aswell as preforming quite well against Europe who is about 6 times larger than the Japanese population.

Also, to add to these revenue figures if we look at the attendance rates of Disney land as they have a theme park in all 3 markets, we can see Disney land Paris hosted about 9.9 million visitors in 2022 Disney land California hosted about 16.88 million and Disney land Japan hosted an impressive 12 million visitors showing that the Japanese market is a market that thrives.

Aswell as this the Japanese market is a quite free one while yes there is certain differences between the west and eastern environment they still boost a lot of economic principles the west does and are a lot more open to tourists and tourists ways of life than other eastern countries such as China.

According to the 2023 Index of Economic Freedom, Japan’s economic freedom score is 69.3, making its economy the 31st freest in the world (https://www.heritage.org/) . Its score is 0.6 point lower than last year. Japan is ranked 6th out of 39 countries in the Asia-Pacific region, and its overall score is above the world and regional averages.

Using this information, I decided to break my research into segments based on a geographical approach the reason being areas that are geographically similar often hold similar values and ways of life’s. Then I approached it with a more hands on view getting more into details of specific locations.

So, when looking at the world I broke it into the 5 areas of the world that are most used being Asia-Australia, Africa, North America, South America, and Europe-Middle east.

# Asia and Australia

When we look at Asia, we discount Japan as they already have one, Due to this the main countries I looked at where India due to its location and size of population aswell as having a large market monetary wise. Then China as the market is also extremely big both monetary wise and population. When looking at China I include places such as Hong Kong as one of these locations and Australia, Australia is a good location for various reasons from location to culture which will be talked about.

***India***

Pros

Large population: India has a population of over 1.3 billion people, which could translate to a large potential market for a theme park.

Growing middle class: India’s middle class is growing, which could mean more people have disposable income to spend on leisure activities like theme parks.

Cultural diversity: India is a diverse country with many different cultures, which could provide a rich source of inspiration for themed attractions.

Cons

Infrastructure: India’s infrastructure is still developing, which could make it challenging to build and maintain a theme park.

Regulatory environment: India’s regulatory environment can be complex and bureaucratic, which could make it difficult to obtain the necessary permits and approvals to build a theme park.

Competition: India already has several theme parks, including Adlabs Imagica, Wonderla, and EsselWorld, which could make it challenging for a new theme park to stand out.

India has one of the largest populations in the world coming in at 1,425,775,850. This means if you can capture a small % of the populations interest you have a very good chance of success, another positive of this is that while India is often portrayed as a poor country its slowly on the climb. It’s the fastest growing major economy in the world currently while it says some problems during covid the end of the pandemic seems to potentially have set up a new economic period for India. It grew a staggering 7.8% at the first quarter of 2023s fiscal year to 484.94 billion USD (times). Showing a promising sign for the economy. As well as that India is seeing not only the rich increasing the wealth bust the bustling economy is also now helping the middle class, As India moves out of a more impoverished economy the money seems to be circulating a lot more freely helping pull up the middle class too. The middle class is the fastest-growing major segment of the Indian population in both percentage and absolute terms, rising at 6.3 percent per year between 1995 and 2021. It now represents 31 percent of the population and is expected to be 38 percent by 2031 and 60 percent in 2047 (times, How the middle class will play the hero in India's rise as world power).

India is also a melting pot of a country, being an ex-British commonwealth country and being in the location its in neighbouring the middle east and eastern Asia it has a huge mix of cultures. This means that if Nintendo where to decide on India it would get access to a large diverse community and population. Also, the western influence England brought to India makes it also an open environment for tourists as India also speaks English meaning its more inviting compared to a country like Japan which is known for its lack of English ability and a much different culture.

Now while India does see a huge growth in wealth and middle-class population it does still have financial problems as it’s such a huge country. This is often evident in the building and maintenance seen through India. As seen through out news coverage over the past few years India is yet to be known for its regulations and building standards as buildings often end up collapsing or missing safety standards etc this could create a problem as it will increase the cost of building and maintenance as you might need to get an outsider building company to come into play for creating as well as maintaining the park as this is hugely important as if not maintained right it could lead to the loss of life which would both be tragic on a human and business perspective. Damaging both PR and possibly leading to the shutting of the park leading to a huge loss of investment and leading to fear for other investors with future projects. The media also often does portray India in a negative light to do with these standards possibly creating a sense of fear within foreign tourist thinking about visiting.

India’s regulatory environment is also a complex and intricate one. While regulations are very important especially in terms of as fore mentioned with building standards it can also really make things much more difficult when over regulated which India certainly is looked at as being the most "over-regulated countries in the world" in a survey on Asian business and politics by Hong Kong-based Political and Economic Risk Consultancy Ltd (PERC).

It is also the home to several parks already including Adlabs Imagica, Wonderla, and EsselWorld, While its not a huge amount of competition and Nintendo already having a recognizable IP you would be competing with them but also not at the same time as on a purely theme park level you would but most people are going to Nintendo world for the fact its Nintendo themed but this would still be a factor worth looking at.

***China***

Pros

Market Potential: China has a vast population, and a significant portion is comprised of young people and families who could be enthusiastic consumers of entertainment products like Super Nintendo World.

Rising Interest in Theme Parks: There is a growing interest in theme parks and entertainment complexes in China. The success of existing theme parks like Shanghai Disneyland indicates a potential market for Super Nintendo World.

Technological Advancements: China has been rapidly advancing in technology and innovation. This could facilitate the incorporation of cutting-edge technology and interactive experiences within Super Nintendo World.

Cons

Government Regulations and Censorship: China has strict regulations and censorship policies, particularly when it comes to cultural content. Adapting Super Nintendo World to comply with these regulations may pose challenges.

Intense Competition: China's entertainment market is highly competitive, with numerous theme parks and attractions already in operation. Super Nintendo World would face stiff competition for visitors' attention.

Cultural Adaptation: Adapting the theme park to suit Chinese cultural norms and preferences is crucial. Failure to do so may result in a lack of connection with the local audience.

China is home to the largest populations in the world with a population size of 1.412 and a GDP of 17.73 trillion USD (2021) that’s about 5x bigger than India in 2021. This leaves China as a huge potential market for Nintendo world as this population means they don’t need to try attracting foreigners as the domestic market is so massive. If we look at places like Disney land Paris an estimated 50% of visitors are foreign (lovethemaldives.com) due to this Disney needs to continue to advertise it worldwide meaning more cost on advertising and adaptation of environments for certain markets. Aswell as potentially cutting out large markets as they can’t travel to Paris as it’s a hugely expensive city to come to. By having a domestic Chinese market, you would cut down on these problems.

The growing number of theme parks in China is also an indicator of a rise of interest in China for these experiences. While I said for India this could be a problem with China it could be a good thing as they have a much more similar culture to Japan than India while they don’t get along historically the cultures have less of the western influence that England brought to India. China is home to about 13 Theme parks mostly all located in the east with about 23.8 million visitors’ as shown in the graphic below. This is a good indication that the market is thriving but would also lead to a needed caution on location within China.

A map of the world with numbers and circles

Description automatically generated

China is also home to one of the most technologically advanced societies in the world having a huge tech industry meaning that the cost would be must more effective to host it within China. By doing so not only would you cut cost on personal, transport etc but you would also be so close to the producers it’s easier to create connections and you would be closer to the ground floor of these innovations meaning you could be one of the first to get hands onto the innovations.

One of Chinas biggest problems is the fact its run by the CCP due to this China has a huge problem with restrictions and censorship. By picking China you will need to be very tight on control of these restrictions to be allowed to operate. As China is a very closed economy it also means that moving your profits from China is extremely difficult as due to these CCP regulations the government dosnt want money leaving the Chinese banking system. According to a report by The World Bank, China’s trade-to-GDP ratio was 37.8% in 2019 (Business), which is lower than the global average of 61.6%. The report also states that China has a relatively low level of foreign direct investment (FDI) compared to other countries, with FDI accounting for only 1.3% of China’s GDP in 2020.

However, in 2019, China passed a new foreign investment law that aims to create a more level playing field for foreign investors. The country has also been actively participating in international trade agreements, such as the Regional Comprehensive Economic Partnership (RCEP).

Due to China having a very censored and closed environment to the rest of the world you would need to adapt some stuff to their environment. From language to characters this could be an expensive undertaking. If you didn’t most likely the Government wouldn’t let the project, go ahead as well as it might not catch onto the domestic market which is one of the biggest reasons behind picking there

***Australia***

Pros:

High Disposable Income: Australia has a relatively high standard of living, with a significant portion of the population having disposable income for entertainment and leisure activities.

Tourism Appeal: Australia is a popular tourist destination, and Super Nintendo World could attract both domestic and international tourists, contributing to the tourism industry.

Cultural Similarities: Australia shares cultural similarities with Western countries, simplifying the adaptation and marketing of Super Nintendo World, which is rooted in Western pop culture. English is also the primary language in Australia, facilitating communication and interaction within the theme park for visitors and staff.

Stable Political Environment: Australia has a stable political environment, providing a favourable business climate for long-term investments.

Favourable Climate: Many parts of Australia enjoy a favourable climate, conducive to year-round outdoor attractions, enhancing the overall theme park experience.

Cons:

High Operating Costs: Australia has relatively high operating costs, including labour and construction expenses, which could impact the financial viability of the theme park.

Environmental Considerations: Australia's unique ecosystems and environmental concerns may require careful planning to ensure the theme park's construction and operation are environmentally sustainable.

Limited Local Population: Australia has a relatively small population compared to some other countries, potentially limiting the local market size and repeat visitors.

As Australia has a rather good and forward economy it would be a suitable country for a theme park. Australia is ranked 12th in GDP per capita with the average at 66,916 USD. Coming behind nations that are often show as the leaders in fair pay and wealth nations like Denmark this shows that Australia in a monetary light would make sense. As the country has a very high GDP Per capita over a just high GDP net this shows that the wealth is more evenly spread than our last countries like India and China who rank near the bottom, Having this high wealth spread means the population as a whole is more likely to visit and able to do so plus you can still charge a higher price as for example India’s GDP per capita comes in at 2,274USD meaning Australia is almost 30x higher. This also means it’s a much more attractive location for staff etc that might be contracted to move country for projects as the living standards are much higher by being able to do this Nintendo can continue to carry on its business in the same high standards it does as they can get high skilled staff.

Australia is also seen as an exotic holiday destination for people all over the world it brings in a huge inflow of tourists from the Americas Europe and Asia due to its geographical location. 5.8 million people visited Australia in 2023 the main nationalities of this being New Zealand, USA, India and the U.K. Also looking at just these 4 countries alone 3 of the 4 are high ranked first world economies and one is a rapidly growing economy meaning not only do the domestic market have a high disposable income but also the main tourist visiting would do also. The average GDP of the 4 countries comes out to 41706.25USD. Having a large sized population of tourist willing to spend as well as the domestic population mitigates risk by taking an approach that’s not wholly reliant on one sector of the market.

Australia is a very stable political environment which makes conducting business much easier as you don’t have as many risks to face against in terms of wars political environments changing hugely as well as a democratic environment that lets the country progress in a more civil manner. In 2021 Australia ranked 46th on the world stability rankings with a score of .85 just behind economies like Ireland and Monaco. The average world rating is -.07 (Political stability index ranking goes as such (-2.5 weak; 2.5 strong))

Australia is also located in the southern hemisphere meaning its winter/ summer season is inverted compared to a large part of the population meaning they can technically benefit from both sides of the summer boom’s theme parks get, and also the climate is Australia is already favourable to year-round running.

Due to the fact Australia does have such high living standards and a good GDP the cost of production and maintenance/running is quite high compared to other areas in the region. The one good side as already mentioned is higher standard of work force, but cheaper labour is often coming in from countries in Asia who are looking for a better life. While the cost factor can come across negatively it also means it invites more of the tourist from wealthier countries as its more to what they expect.

Another possible problem is that while Australia is a very good politically run country it’s also a huge country filled with natural beauty which it wants to maintain, This can lead to various problems in construction of a theme park as it does take up huge amounts of room and certain laws are in place that could make it a little tricker such as The Environment Protection Act 1997 which regulates things like pollution of air sea and land.

The downside of Australia is while its quite large land wise a huge amount of this land isn’t really inhabited and the population is quite small for the size coming in at 25.69 million, A side benefit though is the fact that it’s quite densely compacted around certain areas meaning that while it’s a large land mass with a small population it isn’t a problem if you locate it in the right area.

# Africa

Africa is the second biggest continent after Asia. Its home to 54 countries hosting a huge range of diversity. It also Holds some countries that have a growing economy but due to political instability its often fluctuating. It also has a youthful population as African countries tend to not see a problem with population growth slowing down. It also holds a market that’s relatively untapped as a lot of companies tend to stay away from Africa other than natural resource mining etc. But unfortunately, many of these companies have used Africa to strip of natural resources while leaving the country in ruins and leaving political problems due to this Africa sees a lot of wars, civil problems, and things like starvation. Theres also a lot of infrastructure problems sprouting from the miss use of state money from political instability and wars as previously stated. Different countries have varying regulatory environments, and navigating local regulations for entertainment and tourism industries is crucial. Due to this the two countries, I would of previously recommended being South Africa and Nigeria facing various political and civil problems at the minute make me advise against these. A potential Nation I would now be looking at is Morocco for several reasons.

***Morocco***

Pros

Tourism Appeal: Morocco is a popular tourist destination known for its historic cities, picturesque landscapes, and cultural attractions such as the medinas, Sahara Desert, and the Atlas Mountains.

Stable Political Environment: Compared to some other countries in the region, Morocco has maintained a relatively stable political environment, contributing to a favourable climate for investment and tourism. As well as having relatively stable relations with certain western countries also boosting tourism.

Language Morocco is a culturally and historically diverse region with this brings many different spoken languages in the nation a 2012 study by the Government of Spain, 98% of Moroccans spoke Moroccan Arabic, 63% spoke French, 26% Berber, 14% spoke English, and 10% spoke Spanish

CONS

Economic Disparities: While Morocco has made economic progress, there are still economic disparities, with some regions facing higher levels of poverty and unemployment.

Limited Political Freedoms: Despite stability, there have been concerns about limited political freedoms and human rights issues in the country.

Traffic and Infrastructure Challenges: In urban areas, traffic congestion can be an issue, and certain regions may have infrastructure challenges that impact transportation and services.

Morocco is a very well-known tourist destination especially for Europe as they speak a multitude of languages, The tourist ministry expects about 14 million visitors by end of 2023 seeing about 13.2 million by end of November (reuters.com). This opens the market to a lot more than just the domestic residents. Many of these visitors come from wealthy countries such as France due to the shared history. Aswell as wealthy individuals from countries like Mexico as Morocco has an impressive history and a strong tourism sector.

Morocco has one of the more Stable Political Environments in Africa with a score of -0.4 in the world stability index with the average in Africa at -.69 and Somalia being the worst at -2.68. It is a constitutional monarchy, led by King Mohamed VI, who came to the throne in 1999. Due to not being an absolute monarchy it’s a place with relatively happy people with how the country is run which in Africa even with country’s ran politically over monarchy face problems of corruption, The EU granted Morocco European Neighbourhood Policy (ENP) Advanced Status in 2008, reflecting the ambition to strengthen EU-Morocco cooperation, and further support economic and political reforms. Morocco also has good relations with the middle eastern countries as well as the west due to its Arabic history meaning they attract investments and tourist worldwide.

Morocco’s history and geographical location mean they have a hugely diverse culture and have a well-diversified number of spoken languages. Having 98% of Moroccans speak Moroccan Arabic, 63% speak French, 26% Berber, 14% speak English, and 10% speak Spanish means staff who speak multiple languages will be easier to find and hire helping make it a better experience for foreign guests of the park.

While Morocco is a relatively wealthy country it does still face troubles with the share of wealth as shown through its GDP at 3,795.38 USD per capita. Due to this the domestic market would still be viable but wouldn’t be looked at when trying to run figures aswell as that you would have to then place it strategically in a wealthier area or near an area that sees a lot of tourists pass through or by. But on the other hand, Morocco has seen a huge decline in poverty with the severity of poverty declined by 75 percent at the national level, 80 percent in urban areas and 73 percent in rural areas from 2001-2014 (worldbank.org) which is huge in that time period.

While Morocco is a Relatively stable country in terms of politics its still a more conservative country and Arabic which hold different values to the western world aswell as some eastern countries meaning some things will need to be adapted but also the political freedoms are not quite as progressive yet as other countries may be. A 2022 report by the US Government found various human rights violation under workers rights from forced labour and child labour to not enforcing the minimum wage, In a society that cares very highly of SDGs and human rights etc this could create a bad look for Nintendo if a sub-contractor etc you work with is found for these breeches. Starbucks helping the IDF in Israel is a good example of how this can affect a company falling about 9% in November which is about 11billion in market cap.

As Morocco is only a relatively newly developed and improved country, they still see problems with things like infrastructure while the areas suitable to developing super Nintendo world would probably be up to scratch nation wide problems can still occur. Having poor infrastructure also makes it more of a hassle for people in other parts of the country to come visit. A report from the international labour office highlights the problems Morocco see in infrastructure challenges the top two in this care being shortages in domestic energy sources aswell as sanitation problems (https://www.ilo.org/).

# Europe and the Middle East

Through out Europe and the middle east there is several countries suited to hosting the new super Nintendo world for several factors from government policies and infrastructure to holding the most visited cities. I have decided to group them together because of many reasons like proximity to each other and trade taken place between the countries aswell as the tourism that they share of middle easterners coming to Europe and vice versa. Europe holds about 20 different parks the majority being in the UK, France and Germany and the Middle east holding some too such as Ferrari world and Warner bros world. The middle east is usually home to more extravagant theme parks while Europe its more about rides etc but Europe still holds similar parks such as Disney land.

The main countries I have picked in these regions are France, Germany, and Saudi Arabia.

***France***

Pros

Large Market and Tourism: France is a major tourist destination with a high volume of international visitors. Nintendo World could attract both local residents and tourists, contributing to its success.

High Disposable Income: France has a relatively high standard of living, and many residents have disposable income for entertainment and leisure activities.

Proximity to Other European Markets: France's central location in Europe provides easy access to visitors from neighbouring countries, potentially expanding the customer base.

Cons

Competition: France already has a competitive entertainment market with well-established theme parks like Disneyland Paris. Nintendo World would face competition for visitors' attention.

Labor Costs: Labor costs in France are relatively high, which could impact the overall operational expenses of the theme park.

Regulatory Challenges: France has strict regulations, including labour laws and environmental standards, which could pose challenges during the planning and construction phases.

France is the single most visited country in the world brining in 79.4million visitors in 2022 and is growing year on year. Paris being the most visited city due to many tourists’ attractions such as Eiffel tower, arc de triumph and more importantly to this topic Disney world. This means that Nintendo wont necessarily need to try make people want to visit France to go to the park it would be much easier to just attract the guests already in France along with domestic residents of France which is also quite large compared to other countries in the region and world meaning the market is quite well suited for Nintendo a world known brand.

France also holds a good standard of living meaning that the residents often have high disposable incomes meaning that both tourist and residents alike should be able to afford to visit. The GDP per capita of France comes in at 43,658.98 USD which is quite high compared to previously talked about countries. This would then mean the wages needed to be paid would be higher on the flip side.

France also is part of the European single market meaning that they use euros a strong currency as well as are close to many other markets and don’t require Visas for Europe as well as many other countries they have good relations with. Due to the benefits of close markets and open markets tourism is boosted and you can really look at Europe as a whole market almost for France.

Competition in France and Europe for theme parks is quite high due to these pros. The high GDPs per capita as well as the love for theme parks western culture holds means its more important to stick out in such a market. A plus is most theme parks in Europe are fully centred around the rides the bad thing Is Paris is home to Disney land which also has a strong IP name behind it. Also, Disney land has never turned a profit from sale of tickets showing it might not be the best choice.

As previously mentioned, France has a high standard of living and GDP per capita meaning that the wages paid to workers are going to be higher. As well as wages building contracts and maintenance contracts will be more expensive also. This would impact the over all cost of the project in short and long term but the higher willingness to spend should if it runs smoothly cancel it out.

France also has strict labour laws meaning paid time off etc will also be higher than countries for example in the east where they usually work much longer, and more stressful years compared to the west. The EU also has a lot of laws in place such as environmental laws that could hinder placement of the park as well as how the park can be built. Such laws as noise pollution laws would possibly be a problem for a theme park as they usually produce a lot of noise. These laws can impact both planning and construction as well as overall running of the park.

***Germany***

Pros

Infrastructure: Germany has a well-developed infrastructure, including a modern transportation system and a high-speed internet network.

Skilled workforce: Germany has a highly skilled workforce, with a strong emphasis on education and vocational training.

Strong economy: Germany has the largest economy in Europe and the fourth largest in the world1. This makes it an attractive location for investment and business opportunities.

Cons

Competition: Germany already has a number of popular theme parks, such as Europa-Park and Phantasialand. A new Super Nintendo theme park may struggle to compete with these established attractions.

Cost Factors: while Germany is a big industrial country providing value its still known as an expensive country due to the quality nature it comes with. The manufacturing sector in Germany is relatively high but it is also located close to cheaper countries.

Laws: The German building law and the international standard describe the safety-relevant requirements for the planning, construction, operation, and testing of amusement rides. The rides at potential big rivals like Europa-Park and are periodically inspected by independent experts according to their website meaning strict adherence to these rules must be followed.

Germany is heavily invested into the country’s infrastructure due to not having an Army they have a budget that can afford to keep up high standards of infrastructure such as roads electric lines etc. For example, the rail network is 39,379 km long in Germany, this leads to more potential for people from places further away to visit as well as the fact its connected to mainland Europe with a country like France bordering it. Germany also has an airport in the top 25 biggest and 2 in the top 50 busiest meaning they can handle international customers. Germany is also known for their roads and the safety of them helping also boost potential customers ability to go. Germany also has a very impressive green energy program producing 46.0 per cent of German electricity demand as green energy.

Germany’s well-educated and skilled workforce is key to the country’s high level of productivity. Its workforce includes a population of more than 43 million – making it the largest pool of skilled labour in the European Union. The German workforce is quite skilled with about 87 % of Germans getting at least a high school diploma and 38% having a third-level diploma according to OECD website. The German work force is also highly effective even though they are given some of the most holidays out of any country in the world. This is due to the good work life balance Germans bring to the table meaning they still provide quality service even though they may work less.

Germany being a stable and huge economy would greatly benefit Nintendo setting up the theme park here as Germany has a consumer base with high purchasing power who are more sustainable to spending large amounts on experiences as they don’t struggle with everyday needs. Also having a stable economy and a stable country due to the economy helps attract international guests expanding the market past the domestic one. This is also the perfect example of due to Germany having a thriving market other businesses are set up in Germany like engineering where we benefit from the geographical location of not needing to hire in workers etc.

Germany is already home to 4 major theme parks which bring in 11 million visitors a year, This means that Nintendo world would be setting up in a country already with established parks. As well as having major parks they also have France Spain Italy the Netherlands and the UK as neighbours all with Major parks too. Meaning that not only is the domestic market but the European market is saturated with Amusement parks. Nintendo world would need to stand out which wouldn’t be too hard as most of the domestic parks in Germany don’t have a theme such as Nintendo the biggest rivals would probably be Lego land. On the other hand, the EU market is just under 10 billion USD and Germanys Europa-park is the second most visited EU park after Disney land Paris.

One of the biggest factors about Germany comes into cost. Germany is a big country so land cost isn’t too huge but will factor largely depending on where in Germany you decide to locate the park. The bigger costs would be wages, As Germany is a big mover in human rights they tend to lead in places like minimum wages and paid time off, In Germany the minimum wage Is 12.5€ an hour which is about 1584€ a month a little over France with that but wages in Germany are also quite high for the industrial sector with the average wage coming in at 62,000€ via Glassdoor statistics. This higher price in the German skilled craft work force brings with it a sense of being done correctly and safety as Germany has a long history of industrial engineering. On the flip side Germany does have very fair rates of corporate tax coming in at 15% compared to a French 26.5% minimum.

It is crucial to strictly follow a comprehensive set of regulations when opening a theme park in Germany. Standards for environmental preservation, fire safety, and accessibility are imposed by building regulations, guaranteeing that park infrastructure satisfies sustainability and safety requirements. Environmental regulations, which cover water protection, waste management, and air pollution control, require eco-friendly and responsible practices. Respecting German employment law is essential for maintaining fair and safe working conditions for park employees. This law addresses minimum wage, working hours, and health and safety at work. To protect against legal problems pertaining to the theme park's branding and content, intellectual property law considerations, such as patents, trademarks, and copyrights, are crucial. Furthermore, to guarantee a secure and open experience for guests, compliance with consumer protection laws is essential. These laws address product safety, accurate labelling, and truthful advertising practices. Establishing and maintaining a theme park in Germany requires adeptly navigating these legal frameworks.

***Saudi Arabia***

pros

Economic Opportunities: Saudi Arabia has a growing economy, driven by initiatives such as Vision 2030. There are opportunities for investment and economic growth, and Nintendo World could tap into this expanding market.

Tourism Potential: Saudi Arabia is making efforts to boost tourism, with projects like NEOM and the Red Sea Project. Nintendo World could become a major attraction, drawing both local and international visitors.

Government help: Saudi Arabia is known for the oil wealth which means the government often is willing to spend on the country’s infrastructure as well as giving help to companies to come set up in their country to help attract others.

Cons

Regulatory Challenges: Saudi Arabia has specific regulations related to entertainment and cultural events. Navigating these regulations, including censorship and content approval, can be challenging.

Cultural Sensitivity: Adapting Nintendo World to align with local cultural norms and sensitivities is crucial. Some content may need modifications to respect the conservative cultural context.

Saudi Arabia is a huge growing economy, Raising GDP/Capita about 130% since 2000 to 23,185.87 USD. Saudi Arabia's Vision 2030 seeks to improve the country's tourism industry, diversify its economy, and raise the standard of living for its people. It is a road map for Saudi Arabia's improved quality of life, worldwide engagement, and economic diversification. Three key pillars support the plan: a thriving economy, an ambitious nation, and a vibrant society. The first pillar, “a vibrant society, aims to create a strong social infrastructure that values cultural traditions, national pride, and modern amenities”. This is where Nintendo world could possibly get a leg up as Saudi Arabia is Clearly trying to modernise the country and bring in entertainment for their society as well as ways of bringing in tourists. “The second pillar, a thriving economy, aims to provide a supportive business environment for businesses of all sizes and invest in education to prepare for the jobs of the future.” This would also be an interesting way that Saudi would be a good investment as it shows the government in concerned about making sure the economy continues how it has over the past 20 years meaning they have forward thought policy makers. It also means that they want to support businesses making entry to market etc smoother meaning Nintendo could get support with the fact they are invested in education meaning the future employees would also have a higher level of education.

The goal of NEOM, is to build a new megalopolis that will encircle forty islands and span 450 kilometres of coastline. The project is a component of Saudi Arabia's Vision 2030. The Red Sea Project is a posh island resort in the Red Sea with excellent connectivity to the neighbouring Mediterranean and an emphasis on offering guests’ remarkable experiences both above and below the water. This means that Saudi are trying to bring in visitors and capture some of the market that the middle east has for tourism with the likes of Dubai. So, if theres a large increase in these tourists they will want things to do meaning that Nintendo world has a domestic and foreign market while also helping benefit the government by having a tourist attraction that can bring in these visitors they are looking for.

With the combined 2 previous points we can see that Saudi Arabi is trying to renew the society they have and modernise it as Islamic societies are often old school societies that wouldn’t match to western ones. We can see with the 2030 vision plan how the Government is open and willing to help companies come set up in Saudi as they try this modernisation. The Saudi Arabian government has a history of providing subsidies to its citizens. According to a report by the International Monetary Fund, Saudi Arabia spent a total of $253 billion on subsidies in 2022. While this encompasses all Subsidies it shows the willingness to give subsidies mixed with the future plans could be a good help for Saudi Arabia.

While Saudi Arabia does try and modernise the society and the new way Islamic counties operate, they do still hold traditional values and beliefs that are very strict and probably wont change soon. This is such beliefs to do with a lot of sensitive topics such as LGBT rights women’s rights etc. By setting up in a country that has such controversy it could bring the spotlight into Nintendo world for the wrong reasons and be looked at like Nintendo as a company supports these ideas too which in a world where social responsibility is so important can have detrimental effects as seen by companies like Balenciaga for the stunt with kids and pornography or Starbucks and other companies supporting IDF in Palestine.

Adapting Nintendo World to align with local cultural norms and sensitivities is hugely important to ensure that the company’s products are well-received in different markets. In Saudi Arabia, the country has a conservative culture that values modesty and respect seen in Islamic traditions. Nintendo can take a page from other companies that have successfully adapted their products to local cultures. For example, McDonald’s adapted its menu to local tastes and religions in different countries, offering items such as McSpicy Paneer in India and Teriyaki Burger in Japan.

Saudi Arabia’s Public Investment Fund has made a significant investment in Nintendo, owning 5.01% of the company. While this investment does not give Saudi Arabia significant influence over the company’s actions, it does help show that Nintendo dosnt go against there beliefs enough to make them stay away from the company and means that it would be easier to probably get help from the government in setting up.

# The Americas

When looking at the Americas, North America holds similar beliefs and traditions while central and south hold similar beliefs to each other. With that said Due to Mexico’s growing currency and market with the “Super Peso” the relationship between Mexico and the US has been improving especially I trade relations with immigration relations being still a contention point for the nations.

In This region I decided to go with United states, Mexico, and Argentina.

***USA***

Huge market: The US has a huge population and are keen enjoyers of theme parks and the biggest market for Nintendo.

Brand recognition: Nintendo is a well-known company in the US, and many people have played its games since they were young.

Infrastructure already in place: Super Nintendo World and other theme parks are supported by Universal Studios Hollywood.

Cons

Competition: The US already has many theme parks, and Super Nintendo World would have to compete with these established parks meaning they will be entering a saturated market which could push costs etc.

Cost: Building a theme park area like Super Nintendo World is expensive, and it would require a significant investment.

Weather: Some parts of the US experience extreme weather conditions, which could impact the number of visitors to Super Nintendo World.

The US has a very high GDP per capita and is known for being a wealthy country coming in at 70,248.63 USD. This is why I picked the US over Canada as well as weather conditions. This means that they have a higher disposable income and can spend more on enjoyment activities like Theme parks as evident on the size of the market in the US coming to 23.4 billion USD in 2023. As well as this the us is the biggest revenue market for Nintendo, in 2023 pulling in just under half of there total revenue as a marketplace.

To add onto the last, point the us market is very aware of Nintendo meaning they won’t need to try get the domestic market to be aware of there brand and what they do as well as the park. They will just need to focus more efforts on getting word of the park out. Its also a brand recognized from old and young people due to the nature of the business as well as how long they have been around. A study found that in Nintendo consumers 43 percent fell into the 25-34 age group, while 20 percent slotted into the 19-24 category. This shows that the market is not only kids from playing super Mario bros etc but that they have young adults all the way up to middle aged adults.

If Nintendo was to set up in the US market, then the chances are that they could create a strategic partnership with a company like Universal studios who have the experience running parks. If universal helped support and set up the infrastructure either on one of there already existing park sites or a new one this could help save a huge amount of time and money. Also, this could help stop the waste of future money as the company has the expertise of also maintaining and keeping visitors coming, The down side is obviously they wont do this for free and would be looking for compensation which would need to be looked into more.

The Biggest problem Nintendo could potentially face is the fact that they will be entering a market that’s already quite saturated as the market already has well established brands in the theme park market. This could pose a potential problem with attraction but on the bright side they have there IP to help overcome this problem. Additionally, they may need to spend more due to this competition on either more extravagant rides etc or advertisement.

Building a park like Super Nintendo world in a country like the US with such a high cost of living can be quite expensive requiring a large investment. But the industry is expected to grow at a rate of more than 3.5% during the forecast period of 2023-2028. Meaning that while it will be a large investment theres still room for the market to increase meaning that over the next few years if the market continues to increase Nintendo could capture that growth by establishing itself.

Some parts of the US see extreme weather from earthquakes to tornados and other natural disasters. This would affect the area in which the park could be set up as you would need to take out excessive insurance policies increasing the costs once more if you could even get coverage for the park. Places like Florida are hot spots for these parks but is also often hit with hurricanes and flooding due to the climate meaning that they would be susceptible to damage and extra cost.

***Mexico***

Pros

Growing economy: Mexico has seen a large growth in the economy over the last few years. There pesos being named the “super peso” due to this growth.

Large market: The Nintendo brand is well recognized in Mexico as well as having a huge population a lot of which are starting to see middle class incomes willing to spend on experiences, they previously havnt had the chance to.

Youthful Population: Mexico has a relatively young population, and the younger demographic often has a strong interest in gaming and technology. Nintendo World could cater to this demographic, creating a fan base that appreciates the interactive and digital experiences offered.

Cons

Instability in the region: Due to things like corruption and Drugs Mexico is still considered an unstable and dangerous environment.

Economic Disparities: Mexico faces economic disparities, with a significant portion of the population experiencing lower income levels even though it has a growing middle class there is still some equilibrium problems.

Bad relations in the region: Nintendo actually no longer has official distribution in Mexico due to a game being released before the intended date.

Mexico has gained the nick name the super peso due to being such a strong Latin American currency. Lifted by higher central bank interest rates, as well as the relocation of manufacturing capacity to the region from Asia - a trend known as nearshoring - the peso has been rising against the dollar this year, outperforming international peers. This means that the average Mexican can now afford more, and the average population is now seeing a higher disposable income compared to Latin American countries. A look into Mexico’s economy by the International monetary fund has shown the economy has risen 3.2% in 2023 led by “robust private consumption and investment, with notable strength in service sectors, construction, and auto production.” These are also often looked at as middle-class blue-collar jobs which most of Mexicans work in.

The market for tourism and adventure is a huge sector of Mexico’s market with a study from statistica showing that about 8% of the economy comes from tourism. The adventure tourism market, it is estimated to be worth USD 288.08 billion in 2021 and is predicted to reach USD 2824.42 billion by 2030 with a CAGR of 28.8% from 2020-2030.

Mexico also holds a relatively young population. With the average age at 29 years old if we compare that to the US with 10 years older at 39 years old we can see that the market is young. This means that Nintendo has a market that’s in the perfect age range of there users, If we use the statistics used earlier the average age of Nintendo users is “43 percent fell into the 25-34 age group, while 20 percent slotted into the 19-24 category”. These age groups are also usually more educated than the older age groups meaning they have more disposable income and can also be hired as employees of the park. A little over 11% or 5 million of Mexicans also speak English the more north you go the more popular meaning that staff of English speakers would be easier to find.

One of the biggest problems Mexico faces and has faced for a long time is that the region is quite unstable and dangerous due to the power the cartels hold and fight over. While the violence has slowed down since the 90s, Cartels like the “Jalisco New Generation Cartel” are very open with violence to keep their power the government and military struggle to contain these groups and the violence leading to high crime and death rates through out Mexico. While it is usually in certain areas the whole of Mexico comes under this violence, May resorts etc are either owned by the cartels or forced to pay protection money to them. Due to this selection of the area would be extremely important to the safety of guests and staff. According to the Global Peace Index, Mexico is the 24th least peaceful country in the world.

While Mexico has seen a Huge change in the past 20 or so years, They still face economic problems such as disparity through share of wealth in the population. This means that while the market is growing, and quite large selection of area would be important as certain areas face a lot more economic hardship compared to others. As well as that if its to open relatively soon it might not do as well at the start but should over time do well as the economy booms.

Also, Mexico has seen some problems with Nintendo in the past. According to Retro Only, Nintendo has banned Mexico from selling its products because distributors in Mexico released one of the Nintendo games early, violating Nintendo’s rules. As a result, Nintendo pulled their contract, and Mexico was banned from selling Nintendo products entirely in that country. This will obviously affect the popularity of Nintendo in Mexico as well as might need to see new contracts being filled to help boost the name in the region again.

***Argentina***

Pros

Current Economic situation: With Argentina having its new president voted Javier Milei it presents a huge new chance for companies.

Market Size: While Argentina isn’t the most visited country it still boasts a impressive population size at 45.81 million.

Cons

Currency Exchange and Inflation: Argentina has faced issues with high inflation rates, which can affect the cost of doing business. Currency exchange fluctuations may impact the pricing and profitability of Nintendo's products.

Consumer Purchasing Power: product pricing to match the purchasing power of the Argentinean population is crucial.

Milei has been very vocal on how he wants to stop the devaluation of the currency and really start investing into the economy opening it up after many years of economic isolation. Argentina has seen huge inflation over the last few years due to the presidents running of the country with it surpassing 160% at a point. This opens an opportunity for Nintendo if they get in while the country is still cheap, If Milei is successful in his policies and Argentina see a boost Nintendo could of struck gold as they got in cheap and stayed to see a growing economy.

The Argentinian Market is a huge market. While the economy isn’t the most impressive, they still have a massive market at that and have for south America a relatively high GDP per capita coming in at 10,636.12 USD. As well as that the market has been untapped in recent years due to Argentina simply not allowing many imports into the country for example the sale of apple products not being there. This means if they launch in Argentina the new name and attraction could pull the hype of what the population has been missing for years.

While things look good for Argentina with there new president no one what will actually happen due to this if inflation isn’t combatted Nintendo could see big problems with losing money due to devaluation as previously mentioned at one point inflation hit 160%, This would be a huge loss and even worse when brought to the US or even back to Japan to Yen as the purchase power of the peso is also quite low in comparison.

Due again to the inflation problem and the low price of the peso purchasing power is no where near as strong as the dollar for example. One peso is worth 0.0011 Euro. It dropped from .0025 to .0011 in one day due to Mieli according to the guardian this was because “Argentina has devalued its currency, the peso, by more than 50% as part of a package of large-scale spending cuts intended to address the country's worst economic crisis in decades.” So while it could be a smart move to get in early if you get in too early it would be hugely risky and could lead to massive losses.

# The Final choice

For the Location I recommend to Nintendo to pick I would advise Saudi Arabia. To be more specific Riyad/ The area close by like how Disneyland Paris is. I have broken this into a few paragraphs explaining why.

Political/Government help

Saudi Arabia’s Government are very forward on helping business through the use of subsidies as talked about previously the Vision 2030 Program is a clear indicator of this. I also believe that the vision 2030 program could be extremely beneficial to Nintendo as the government wants to help bring in more entertainment for the society having a huge theme park to help this that has a company like Nintendo’s name on it would be a huge move towards this Vision 2030 goal. Saudi Arabia’s government is one of the biggest providers of subsidies to their country. While countries like China have 2.2 trillion in subsidies China also has a much bigger population, Saudi has given 253billion usd in 2023 in subsidies. They also have a lot of independent bodies and funds for the likes of growing tourism. In 2020 Saudi Arabia set up a fund of 4billion USD to help bring in tourism and outside private investments into the tourism sector to help create Saudi Arabia into a tourist hotspot in the coming years. This is a major gate way for the start of tourism in Saudi Arabia meaning Nintendo could get help off the government just like Disney Land does in Paris. It also means that Saudi Arabia are concerned on the growth of tourism which can bring in more visitors for Nintendo. According to the Saudi Arabian government website there are 9 key players in helping boost tourism through help from the government. These include a few like Ministry of Tourism, Tourism Development Fund and Ministry of Culture and Culture Commissions. Currently Religious tourism is actually there biggest field, and they want to help expand past just that, while they have said they want tourist destinations that still align with the ideals of Islam it doesn’t mean they won’t accept anything that’s not Islamic. They also recently set up a plan to build man made luxury islands this would mean they are trying to attract other people than the only Islamic faith tourists. Qiddiya is planned to be the world’s largest entertainment city, almost three times bigger than Walt Disney World. This means that if Nintendo pitched them the right Idea, they could get a spot in Qiddiya World, and it also again reinforces the point of how forward-thinking Saudi Arabia is that they need to diversify the wealth in the country

Economy

Saudi Arabia is an extremely wealthy nation due to natural resources it holds. This means that the GDP per capita has been on a constant rise over the last few years and should continue to do so. By having set up in a wealthy nation this means that the pricing of the tickets merchandise etc can be higher than ones with low levels of wealth. The GDP in Saudi Arabia isn’t huge at the moment, but they also do have some one the wealthiest individuals living in the country too and not on a small scale, Saudi Arabia has the largest number of millionaires in the Middle East with more than 224,000 millionaires living there. This means that they have a very open market to appeal to as well as the fact the tourist sector is trying to appeal to even more rich tourists with the red sea project etc. They also have a very open economy thanks to the governments new policies and outlook on how an economy should run. At the moment one 1 Saudi Riyal (the currency of KSA) is equal to about .25-.24 cents (Euro) meaning while the purchase power isn’t as much as the euro or the USD its still a strong currency compared to places like South America. A special feature of KSA is that they have a pegged currency and not a free float meaning that the currency wont fluctuate against the USD. It is pegged to the US dollar at a rate of 3.75 SAR per USD. The peg has supported national economic growth in Saudi Arabia for more than three decades and is an anchor of monetary and financial stability. This would make the exchange from SAR to USD easier for financial planning etc as they don’t need to worry about it constantly fluctuating for example with oil or eur to usd etc.

Tax

Saudi Arabia being a Muslim country it dosnt tax individuals and only recently added VAT to their system. This is a very attractive feature of the country for Nintendo employees who might be thinking of moving there if the park does set up as they get to save anywhere from 20-40% of there pay compared to other nations. While they don’t tax individuals, they do tax businesses but still at a relatively low rate of about 20%. Due to the Muslim nature the tax system can be confusing as for mainly international businesses CIT is added Corporate Income Tax but for domestic companies, they usually tax them in the way of Zakat, an Islamic wealth tax Calculated as a percentage of a company's net worth, Zakat reflects the country's adherence to Islamic principles in its economic policies.

Location

Saudi Arabia Is located in the middle east beside North Africa below Europe and beside western Asia, this makes it a super viable country as its located near so many distinct and important countries that with the help of the government ideas it could become a hugely important tourism spot in the next few coming years. It is also one of the largest countries in the world coming to 2.15million km^2. This means that Nintendo have a huge selection of location from desert to sea front. Being a central eastern country also means that the weather is on the hotter side this means that year-round running would indeed be easier but also that certain costs like air conditioning would need to be thought about while planning the building of the area.

Tourism

As ive already touched on it a bit ill keep this part short, But Saudi Arabia is a very forward-looking economy that plan on trying to diversify the nations income with things like tourism this means that if Nintendo gets into KSA sooner rather than later they can reap the rewards of being early adopters of the nation as a home for super Nintendo world. In 2022 the tourism industry brought in 77.84 million tourists which equated to 107.26 billion in spending from the tourist alone. When looking at the governments website (<https://mt.gov.sa/tic/dashboard/domestic-tourism>) you can see it was staying at a steady growth rate but after covid and with the governments new ideas and policies tourism has had a massive jump. From 47 million in 2019 before covid to 63 million in 2021 to now the 77.84 million in 2022. The average length of a stay is also about 5 days which is the perfect type of customer we would be targeting someone who’s here for a few days or weeks who wants to have an active holiday.

While there will still be challenges of setting up in a country like Saudi Arabia due to its differences with western cultures etc, I feel if done correctly it could be a huge success. Saudi Arabia is also one of the more open-minded Islamic countries especially with the youth as they are also a big population of the country. As long as its properly thought true I see this being a success.

Thank you for reading my Ideas.

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