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THE COWBOY ATTRACTION

KEY DOCUMENT

WHAT IF you could adventure across the wild west with the goal of delivering a special package while avoiding a dangerous gang of outlaws?

The idea behind this attraction is to fully immerse people in the fantastical elements of the wild west. Audiences can expect to explore lively towns, narrowly avoid attacks from a rival gang, and traverse the open landscapes of the west. All of that on horseback.

Question: What are they delivering?

Answer: Not sure yet. Money? A person?

Question: How do they move around?

Answer: The ride vehicle is an animatronic horse. That horse can seat two riders, similar to the old Space Mountain/Matterhorn Bobsled trains (Except far safer). This is not impossible. The technology to create something like this already exists, just at a larger scale. The challenge is miniaturizing that technology and preparing it to take on heavy weights.

Clarification: The ride vehicle is a trackless ride vehicle with an animatronic horse on top that acts as a motion base for the rider. Now, if that really is too outlandish this can easily be rewritten to be a stagecoach. However, I feel that there is something more personal and exciting about having more individualism.

Question: What kind of attraction is this?

Answer: In an ideal scenario, this is a trackless ride vehicle with a motion base that leads guests through unpredictable show scenes. The ride offers good thrills through its traversal, illusions of high speed, motion base, and visuals.

Realism vs Fantasy

The setting of this ride is exaggerated. The idea for the town that the ride begins in is a town set IN Bryce Canyon. The inspiration for this comes from both Disneyland's Big Thunder, but also the Call of Duty: Black Ops II Zombies map buried.

Question: Shooting?

Answer: So, an idea that I have for an attraction like this is to give the rider a "gun" to use to defend themselves against the outlaws chasing you. I don't think this would go over well; however, I do think it is an extremely engaging and immersive concept. Unfortunately, the action of shooting other humans in such an immersive setting would maybe have the effect on people in the way that some people think violent video games make people more insensitive to violence. Perhaps this works better for a different kind of attraction.

Here's a very rough draft:

My idea right now is for this attraction to be part of a bigger land. Perhaps the Bryce Canyon town setting I mentioned before. Audiences will enter part of the town (perhaps the sheriff's office), and be recruited to do some [bounty work, law stuff, smuggling?]. One of these officers will lead your group at the front of the pack later.

After walking through an elaborate queue featuring different parts of the town and its residents, audiences will enter the sheriff's office. They will meet with a group of officers and the sheriff, and the audience is informed of the package that must be delivered to the next town. They are told that they need some tough individuals to help escort them. The guests are told that it's a dangerous journey and they must be prepared for what lies ahead.

Guests are then led to the loading area, the stable. Parties are led by one of the officers/sheriffs that we met earlier. Each party consists of 5 horses. The leader, and the 4 horses that hold 2 riders (this could, and probably should, be expanded). Another idea would be to have horse carriages. Again, this can easily be rewritten to accommodate that.

Potential Dangers:

- Bandits chasing them, Shooting at them.
- Sneaking out of town
- Weather
- Shootout in the town
- Traversal
- Crossing a river

Once the party has boarded, they depart the stable and out into the town. This is the first show scene. The package the party is delivering is very sought after. The key is to not be seen by the outlaws, so the party must be quiet and make their way out slowly. The town is still active. The leader decides to have everyone split up and meet outside the town to make things less suspicious.

Once out, the party unites and goes on their way to the next town. They ride out into the open terrain. The full moon lights up the land, but some silhouettes loom in the moonlight's glow on the mountain above. The party is being watched.

After a few seconds, the group is interrupted by a gunshot whizzing past them. There's a gunman at the top of a cliff above us. The horses start to run, and the leader tells us to get moving. The horses are full steam ahead as they race towards the mountains. Gunshots continue to just miss, as the group reaches safety.

As the group narrowly escapes, heavy rain and harsh winds make their way in. However, the party still needs to make it over the mountain. Before they do that, they must get across the river. There are no bridges so they're going to have to ride their horses across. There's a lot of rain at this point and the wind is creating rough water for the horses. They chug through as hard as they can as the storm's forces push even harder on them. Eventually they make it through.

Next, they need to get over the mountain. However, the mountain is too wet, but the leader knows a path. The horses are doing their best to make it up part of the slippery, muddy mountain so that they can get back on the path. As they finally make it to the top, the rain and wind begins to stop, and the clouds start to part. At this height, we can see the sun is about to come up, and some of the light is illuminating the town.

At this moment, there are no dangers to worry about. Instead, the group can take in the beauty of this untamed land as they make their way down the mountain and into the next town.

It's quiet in this town. Too quiet. The package is to be delivered to the sheriff's office. Once again, the leader informs us all to split to avoid looking suspicious. Once we get to the front of the building, the sheriff greets us, but he is interrupted by another party. Same size as ours. It's a group of outlaws looking to steal the prize for their own. The two parties are in a standoff. With both leaders drawing their guns at the same time...

POSSIBLE DIRECTIONS:

WITH GUN:

So, if the audience has guns, they can aim at these outlaws and shoot. Obviously, real bullets are not being fired. It's all smoke and special effects. The horses are running around, and each group has a designated bandit that they need to eliminate. Once that shootout is finished, the package is delivered, but we must get back to the old town, and fast, because the bandits are here and there's lots more of them. It's a race back to safety as the group must avoid gunshots and fight back against the outlaws that stand in their way. Finally, they make it back to the town and the mission is complete.

WITHOUT GUN:

If the audience does not have guns, what will happen is the two leaders will fire. The officers in the building will be outside ready to fire as well and will open fire. As the shootout commences, the leader throws the package to the sheriff, who lets our party know that he has this covered. Our party decides to bail, and goes full speed ahead, taking a new route back to the first town. In this race to safety, other bandits are in the way, and the group must dodge incoming fire. Finally, they make it back to the town unharmed and the mission is complete.