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AMUSEMENT INDUSTRY NEWSLETTER

July (II) 2023 Edition 74

IAAPI Amusement Expo 2024 - It is going to be a BIG SHOW.



Amusement Industry Professionals: -Spread the word of the most popular and much awaited event – IAAPI Amusement Expo 2024. The 22nd edition is scheduled from 27 to 29 February at Mumbai, India. With an overwhelming response, the current floorplan is set to get booked soon. Choose from the available spaces and get ready for business deals, networking, concurrent events and much more. For more information on booth booking, sponsorship, advertisement and promotions, connect with IAAPI Secretariat
Call : +91 99674 99933 Email : amusementexpo@iaapi.org
Visit : <https://www.iaapi.org/about-expo.html> ///



August 2023 - Destination Indore for Amusement Industry Professionals

We welcome delegates to enrol at the residential industry meet happening at Essentia Luxury Hotel at Indore (Madhya Pradesh). The event is scheduled from 23 to 25 August 2023. Booking is available on first come basis due to limited seats. This Annual event has always been popular for the industry get together of professionals, power packed sessions, distinguished speakers and networking. A not to miss event, kindly enrol the participation before the seats get full.

ANNUAL MEET & TRAINING PROGRAM 2023

23 - 25 AUGUST 2023 | INDORE

For more information kindly connect with IAAPI Secretariat on
Cell: +91 98678 29998 / Email: padma@iaapi.org For booth / Sponsorship Opportunities at the Annual Meet connect on Cell: +91 9967499933/ Email: aarti@iaapi.org ///



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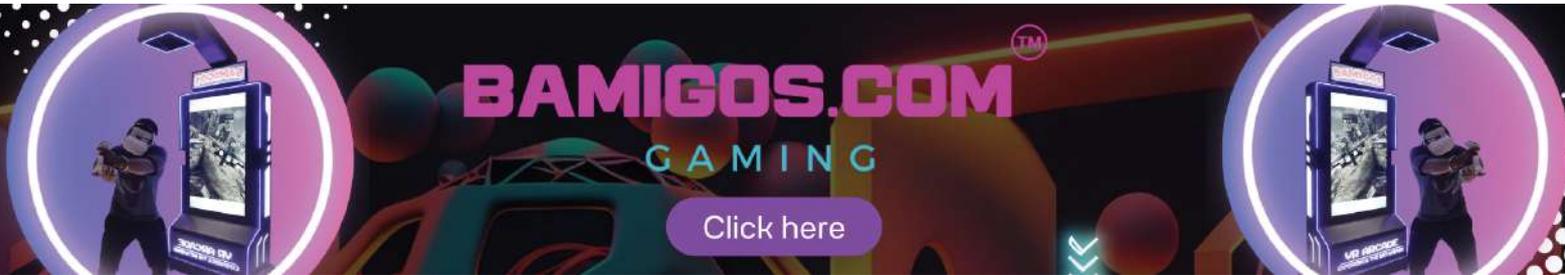


Lulu Group unveils Kerala's first AR billboard in Thiruvananthapuram

Bengaluru: Multinational conglomerate Lulu Group became the first in Kerala to put up an augmented reality (AR) billboard for its marketing activities, according to the company's post on LinkedIn. The 40 ft X 15 ft life-sized billboard was put up near Fair Exports at Pattom, Thiruvananthapuram went live on the 3rd of July. It was used to promote Lulu Group's special 50% discount offer on several products including high-priced consumer durables from 6 July to 9 July across at its malls. The discounts were part of the ongoing end-of-season sales (EOSS) across malls that began on 1 July. While the EOSS ends on 23 July, the billboard was removed after the 50% offer ended. Augmented reality billboards carry hidden advertising content which is revealed by following links mentioned or scanning QR codes found on the billboard. These often include motion pictures.

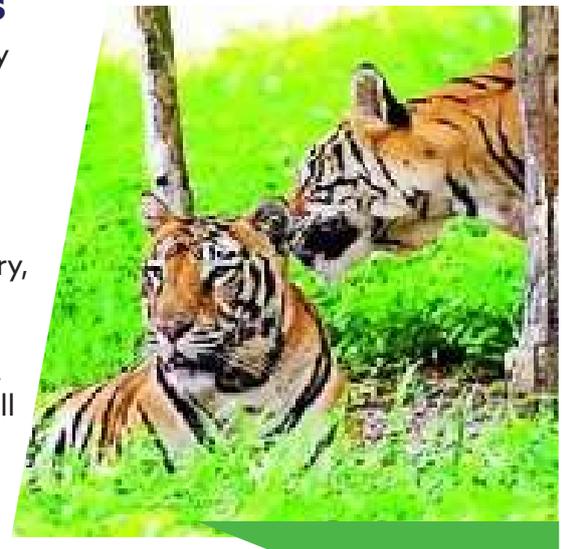


Source :<https://www.indiaretailing.com> ///



Cabinet approves tourism development plans

Lucknow: After getting declared Chitrakoot's Ranipur Wildlife Sanctuary as a tiger reserve last year, the UP cabinet approved a proposal for development of tourist facilities around it. A proposal in this regard was tabled by the state tourism department. The department has identified about 49 hectares of land around the Markundi inspection bungalow for development of tourist facilities in the region. The land was barren and belonged to the gram samaj. Principal secretary, tourism, Mukesh Meshram said that Ranipur tiger reserve is covered by northern tropical dry deciduous forests and is home to mammals like megafauna tiger, leopard, bear, spotted deer, sambhar and chinkara. As per the state government, the establishment of this tiger reserve will lead to opening up of eco-tourism in the area and the creation of immense employment opportunities. As of now, the Ranipur wildlife sanctuary in Chitrakoot district has no tigers of its own.



(Source:<https://timesofindia.indiatimes.com> ///)

Fun never ends at Black Thunder



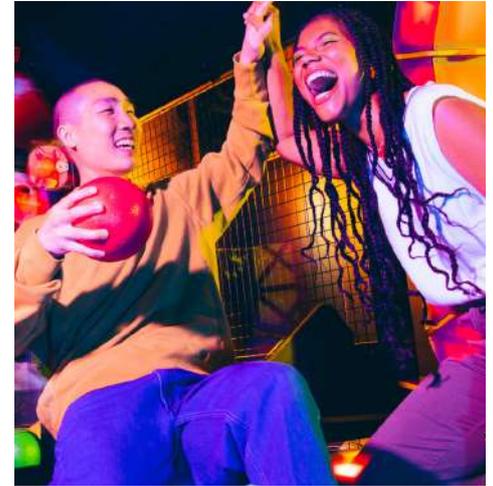
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Dave & Buster's to launch 20 new FECs in Australia and India

Dave & Buster's is opening 20 family entertainment centres (FECs) in India and Australia as part of its global expansion plans. In partnership with the Malpani Group, the FEC operator will open 15 stores in India. It will launch five stores in Australia through a deal with NightOwl Entertainment. Since announcing its expansion plans in 2022, Dave & Buster's has committed to opening 31 new stores in the Asia-Pacific, Middle East and Africa regions. Antonio Bautista, chief international development officer for Dave & Buster's, said India's "vibrant economy has ranked the country in the top five globally". Founded in 1982 and headquartered in Texas, Dave & Buster's owns and operates 200 venues in North America through its Dave & Buster's & Main Event brands.



Source: <https://blooloop.com> ///

India 2023 foreign exchange earnings from tourism could reach pre-covid level

New Delhi: Foreign tourist arrivals in India stood at 3.13 million in the first four months of calendar year 2023, up from 1.17 million arrivals in the year-ago period, according to the data from ministry of tourism. Despite the rise, foreign tourist arrivals remained lower than pre-covid levels of 2019, when the number stood at 3.95 million in the comparable period. To put in perspective, India earned a total of ₹2.1 trillion in foreign exchange from tourism in 2019, an increase of 8.3% year-on-year.

Source: <https://www.livemint.com> ///

Museum of Illusions' largest location to open in Las Vegas next month

LAS VEGAS, Nev. (FOX5) - The Museum of Illusions is opening a new, flagship location in Las Vegas next month. According to a media release, the brand's largest museum to date will be located on the strip between The Cosmopolitan of Las Vegas and The Shops at Crystals. Early bird tickets are available to purchase now at moilasvegas.com and start at \$22. To help introduce the brand-new location, Museum of Illusions Las Vegas has partnered with Michael Carbonaro for an exclusive grand opening event where he will perform his world-famous magic from his hit television series and live stage show, Michael Carbonaro Live in Las Vegas at Rio Las Vegas. "The most incredible part of producing my television series was getting to see the fascination on people's faces when presented with illusions as part of their everyday life, so to be part of opening Museum of Illusions' flagship location in Las Vegas is the perfect collaboration," said Carbonaro. "I can't wait to perform at the exclusive opening event and welcome hundreds of guests to the never-before-seen, innovative space."



Source: www.fox5vegas.com ///