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AMUSEMENT INDUSTRY NEWSLETTER

NOVEMBER (II) 2023 Edition 82

**HAVE YOU BOOKED
your Dates: - 27 to 29 February 2024**

Book your dates, mark your calendar and be ready to witness yet another edition of amusement expo 2024 at Mumbai, India. The 22nd edition will mark success stories for the Industry professionals. From coin operated rides, kiddie games, virtual reality to big amusement & water park rides & slides, inflatables, outdoor equipment, inflatables, plush toys, admission systems, RFID and much more to explore all on a single platform.

Do connect with IAAPI secretariat on [+91 996749933](tel:+91996749933) / aarti@iaapi.org for Booth booking, sponsorship and advertisements.

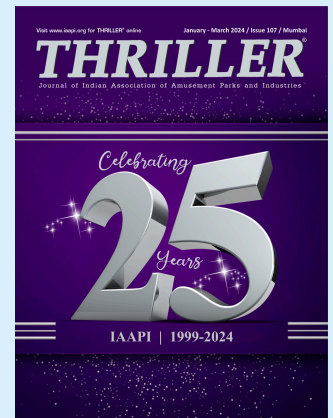
For more info on Booth : <https://www.iaapi.org/about-expo.html> //



BE a part of THRILLER Magazine's 25th Anniversary Cum Trade Show Special Issue.

IAAPI will be turning 25 on 19th January 2024. To mark this feat, IAAPI will be publishing the 25th Anniversary Cum Trade Show Special issue 107. This issue will be inaugurated during the amusement expo on 27th February 2024 and distributed to all Visitors, Exhibitors followed by members and industry colleagues.

	INR / USD
Company Logo on Reverse Gate Fold (on cover page)	Rs. 50,000 / \$ 1000
Your Company's Retro Journey (1 Page with Photos) - For Companies over 15 years	Rs. 40,000/ \$ 800
Company Logo on Reverse Gate Fold (on cover page)	Rs. 35,000/\$ 700
1 Page Advertorial	Rs 30,000 / \$ 600
1 Page Advertisement	Rs. 9,500 / \$ 200
Central Spread Advertorial / Advertisement (2 Page Spread)	Rs. 42,000 / \$ 950



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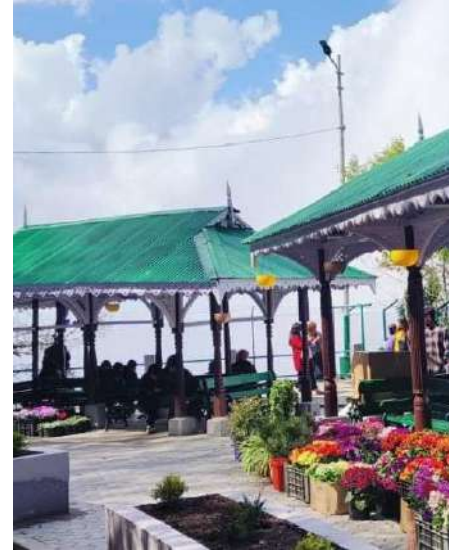
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Bengal government greenlights proposal to grant industry status to hospitality sector

The Bengal cabinet approved a proposal to grant industry status to the hospitality sector in a bid to draw investments in tourism and to generate employment ahead of the 2024 Lok Sabha polls.

"The tourism department had put forward a proposal to give the status of industry to the hospitality sector, which includes hotels and other tourism-related facilities. The cabinet today approved the proposal as it would help to draw investment in the sector that has a tremendous potential to generate jobs," said a minister present in the cabinet meeting at Nabanna. Sources said the initiative would ensure several facilities for the hospitality sector. First, the hotels would be able to save a handsome amount on electricity bills as they would have to pay power tariff as per the industrial rate, and not the much higher commercial rate.



Source: www.telegraphindia.com ///



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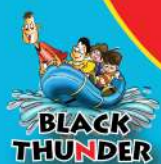
Fun City launches first outlet in Kerala

"Fun City India is now open with its first store in Kerala at Forum, Kochi with a large variety of games, thrill rides and lots of Fun," said Amit Kumar Sen, head of projects at Landmark Leisure India in a LinkedIn post while sharing visuals of the new store. Catering to 1-12-year-olds, the play areas feature a multi-level soft-play structure with more than 100 activities including various small and big rides, video games and skilled games with redemption and rewarding options. Fun City was founded in 1999 as a flagship brand of Landmark Leisure, the entertainment division of UAE-based multinational conglomerate Landmark Group. Currently, the brand has over 34 outlets in India across more than 17 cities. The company also has a strong global presence with about 50 locations across UAE, Bahrain, Saudi Arabia, Kuwait, Oman, and Qatar, according to the company's official website.



Source: www.indiaretailing.com ///

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SPREE Interactive expands VR Arena footprint in Middle East and India

SPREE Interactive, a leading provider of active free-roam VR experiences, has announced a new collaboration with landmark leisure which will see SPREE Interactive's state-of-the-art technology and immersive experiences rolled out to FECs across India and the middle east. Five turn-key free roam virtual reality (VR) systems will be installed at different landmark leisure family entertainment centres thanks to an order arranged by amusement services international, the exclusive middle eastern and Indian distributor for SPREE Interactive GmbH. This large order comes after a SPREE VR arena was successfully installed as a pilot project at a landmark leisure location in the United Arab Emirates. The arena was a huge hit with guests and became an invaluable source of income.

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

FEC to open in Indian shopping mall

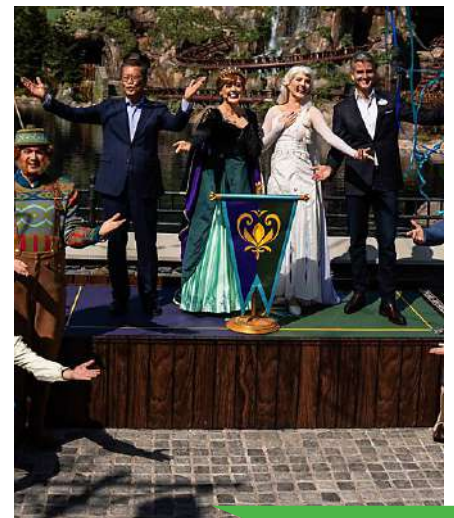
NassaaUth Hub will be opening its third FEC soon in the Marina Mall, Chennai, hosting laser tag and bowling. It will be the first Nassaa location to host laser tag and bowling lanes within the same venue. Other Nassaa venues host activities including arcade games, snooker and mystery rooms. Parties, events and teambuilding activities can be booked. It will open on the second floor of the mall, neighbouring the Airborne Inflatable Park.

Source: www.intergameonline.com ///



Disneyland's \$60B expansion means parks in Hong Kong and Shanghai are only getting bigger

Hong Kong Disneyland opened its first "Frozen" attraction with thousands of eager visitors turning up to experience the new rides, some lining up for hours to get an early start. Based on Disney's wildly popular "Frozen" animation film, the new section of the park features landscapes and characters from the movie and two new rides, a roller coaster and a boat ride that takes visitors through different scenes featured in the film. "Over the past decade, the film has grown into one of the most successful franchises in Disney history," said Josh D'Amaro, chairman of Disney Experiences. "World of Frozen represents Hong Kong Disneyland's largest and boldest expansion since the park opened in 2005." The opening comes after Disney announced in September a \$60 billion expansion of its parks and cruises over about a decade. Now that Chinese tourists are venturing abroad again after the pandemic, the new attraction is meant to be a game changer for a theme park that has run losses for years.



Source: <https://baynews9.com> ///