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# AMUSEMENT INDUSTRY NEWSLETTER

APRIL (I) 2024 Edition 91

## IAAPI Amusement Expo 2025: Booth Booking marks a NEW RECORD

The space booking for IAAPI Amusement Expo has opened with a record. Over 2000 sqm booth area has already been booked. The last expo witnessed an impressive footfall of business visitors and several deals signed. Do not miss to book your space at the 23<sup>rd</sup> edition of Amusement Expo 2025 scheduled from 19 - 21 February 2025 at Hall 4, Bombay Exhibition Centre, Mumbai - India.

Visit <https://iaapi.org/about-expo-2025>



(IAAPI booth at 2023 SEA Expo)

## IAAPI will be present at SEA Expo, Riyadh

As part of the global promotion of IAAPI activities, the association will mark its presence at the Saudi Entertainment & Amusement Expo 2024 from 7 - 9 May at Riyadh Front Exhibition & Convention Center, Saudi Arabia.

Do visit IAAPI Booth 2A243 at this expo. This is the Largest Gathering of the Entertainment & Leisure Industry in the Middle East

## Funky Monkeys Partners with ace Turtle to Open Indoor Play Areas at Toys"R"Us Stores

Ace Turtle, India's leading technology-native retail company, and Funky Monkeys, India's premier indoor play center today announced their partnership to launch Indoor Play Areas at Toys"R"Us stores across the country. The first collaborative venture between Funky Monkeys and Ace Turtle will unfold within the expansive 12,500 sq ft. Toys"R"Us flagship store is located at Linking Road, Bandra in Mumbai. In 2023, ace turtle unveiled the first Toys"R"Us store in India in Hyderabad and the flagship Toys"R"Us store in Mumbai both of which have received phenomenal response from customers. ace turtle plans to expand the retail footprint of Toys"R"Us to other cities in India this year. Additionally, customers across India have been hopping for their favourite toys from the online store [www.toysrus.in](http://www.toysrus.in).

Source: <https://newsmantra.in> ///



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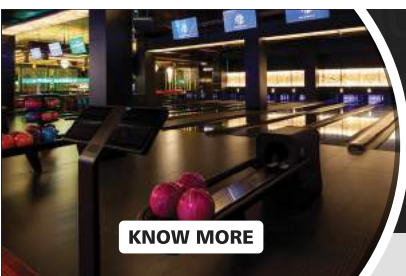
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## Special Toy Train Service Set to Run to Attract Foreign Tourists In Nilgiris

Southern Railway Salem Division has announced that a special mountain train will be running between Mettupalayam-Ooty-Coonoor-Ooty from March 29, 2024, to July 1, 2024, for tourists given the summer season in Nilgiris district. Nilgiris district is an international tourist destination and the summer season falls in April and May. Thousands of tourists visit every day to enjoy this summer season. Salem Division of Southern Railway has announced that a special mountain train will be operated between Mettupalayam-Ooty on Fridays and Sundays and between Ooty-Mettupalayam on Saturdays and Sundays from March 29, 2024 to July 1, 2024. Despite the summer special Toy train will run from March 29. A large number of tourists are expected to visit Nilgiris Ooty and enjoy the Toy train. (ANI)

Source: <https://lok marg.com> ///



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## Smaaash adds karting to Indian venue

One of India's biggest FEC chains, Smaaash, has launched a new go-karting attraction at its venue in Udyog Vihar, Gurgaon, near New Delhi. Featuring a 300m track and electric go-karts, Smaaash says that the new attraction will provide thrills for those living in the city. Avanish Agarwal, consulting CMO at Smaaash, said: "We are thrilled to be able to provide our clients with an entirely new experience at our brand-new go-karting track in Udyog Vihar. It's the ideal experience for thrill-seekers, blending speed, excitement and sustainability in one seamless package. "We aim to be able to take this innovative new development nationwide, where we envision ourselves creating new benchmarks for gaming and immersive experiences."

FEC refers to Indoor Amusement Centres

Source: [www.intergameonline.com](http://www.intergameonline.com) ///



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## Assam Zoo to undergo remarkable Rs 300-Cr revamp with theme parks

The Assam Zoo-cum-Botanical Garden is gearing up for a innovative makeover, promising an immersive experience for visitors and enhanced living conditions for its diverse inmates. The proposed transformation, approved by the government with an allocation of Rs 300 crore, following a detailed proposal from zoo officials, promises a blend of entertainment and education. Key highlights of the project include the introduction of theme-based sections, a vibrant food court, an expansive auditorium, and enlarged enclosures

Source: <https://nnews.in> ///

## Shanghai's newest museum turns the world upside down

Welcome to the Paradox Museum, Asia's first immersive gallery that tests the senses and defies logic. This museum, in Shanghai's Huashi Plaza, is a maze of mind-bending illusions and eye-tricking wonders. Imagine walking on the ceiling, half-disappearing corpses, water drops that defy gravity and flow upwards, weightless bridges, and glass mazes. It is not magic; rather, the Paradox Museum is bringing the impossible to life. The Paradox Museum has 15 centers in major cities across the world and specializes in creating a world full of paradoxes. It combines seemingly conflicting occurrences and concepts using the force of science, technology, and art to provide an experience that goes beyond ordinary thinking. The museum's goal is not just to wow visitors with breath-taking visual effects, but also to motivate them to question, ponder, and innovate, promoting the discovery of science's mysteries and appreciation for art's allure with each visit.

Source: [www.shine.cn](http://www.shine.cn) ///

