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# AMUSEMENT INDUSTRY NEWSLETTER

MAY (II) 2024 Edition 94

## IAAPI Amusement Expo 2025: Getting Popular Year after Year

Amusement Industry Professionals - Mark Your Calendar for the 23<sup>rd</sup> edition of Amusement Expo scheduled from 19 to 21 February 2025 at Hall 4, Bombay Exhibition Centre, Mumbai – India.

The event is getting popular over the years and has grown considerably in terms of size, visitor footfall and exhibitors. India is the upcoming market for the Amusement & Entertainment Industry and finding all the requirements on a single platform serves the buying purpose for interested buyers.

Companies who wish to book their booth can connect on:  
Email: [amusementexpo@iaapi.org](mailto:amusementexpo@iaapi.org) / Cell: +91 99674 99933

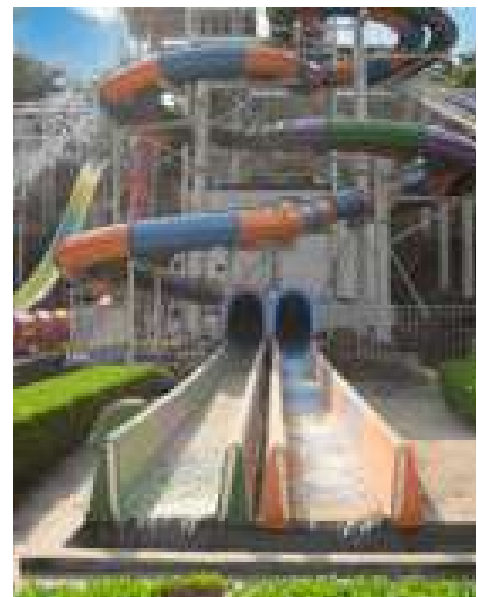
For more information, visit : <https://iaapi.org/about-expo-2025>



## Imagicaaworld Entertainment launched six new rides at the water park

Imagicaaworld Entertainment Limited's shares were up by 2.27 per cent after the company unveiled six new rides at Imagicaa Water Park in Khopoli to enhance the customer experience. The company reported that the expansion increases the water park's daily footfall capacity by approximately 30 per cent, to allow a larger audience on peak days and meet the growing demand for activities. The total capital expenditure for these new rides amounted to around ₹12 crore. These new rides include Thunder Bay, a four-person tube slide, Crusader, a two-person tube slide, Twin Twister, a one-person body slide, Blizzard, a two-person tube slide, Crazy Fall, a one-person body slide and Storm Surge, a one-person body slide. The company said, "The expansion is well-timed for the summer season, offering guests a fresh sense of excitement and novelty."

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





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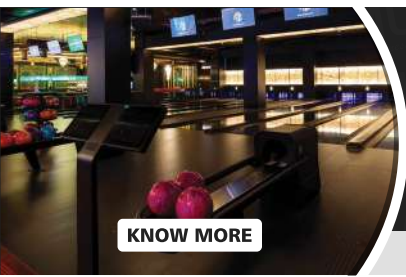


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## VGP Marine Kingdom Brings First-Ever Mermaid Show to Chennai

VGP Marine Kingdom, India's first and largest walk-through aquarium, located at Chennai, has launched its first-ever Mermaid Show, featuring synchronised swimming, acrobatics, and mesmerising underwater manoeuvres of professional aquarium mermaids. The visitors will have the opportunity to interact with the mermaids, take photos/selfies and create lasting memories of the spectacular show. They can also learn about the fascinating world of marine life and conservation efforts as part of the show's educational component, designed to inspire a deeper appreciation for oceans. This premier marine-themed entertainment destination will conduct multiple performances of the mermaid show every day from April 12 – May 31, 2024

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



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## Air India and Merlin Entertainments sign an MOU

Air India, India's leading global airline, and Merlin Entertainments, a global leader in location-based, family entertainment, have entered a global partnership for Air India's flying returns loyalty programme. effective 08 may 2024, flying returns members will earn reward points when they buy tickets to Merlin Entertainments' Madame Tussauds across nine locations around the world. Two more Madame Tussauds locations will be added for the offering in the coming weeks, thus covering all worldwide locations of the popular tourist attraction. Dominique Sidley, Global Trade Strategy Director, Merlin Entertainments, stated: "We at Merlin Entertainments are excited about this partnership with India's leading airline, Air India, and to welcoming the 'Flying Returns' members to our incredible attractions across the globe. India is a strategic focus market for us at Merlin Entertainments and with this partnership with Air India we are confident that we will cater to all segments of the dynamic Indian consumers. We are looking forward to expanding this relationship across many more locations in the coming months.

Source: <https://www.travelturtle.world> ///



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## A first in India: Kody Technolab's surveillance robot "Athena" safeguards 35,000 attendees at Tuneland music festival

At this year's Tuneland Music Festival, held in GIFT City, Gandhinagar, Kody Technolab Limited introduced a ground breaking approach to event security and service, marking a first in India with its autonomous surveillance robot – Athena, and serving robot – Dasher. The event, attracting over 35,000 attendees, showcased unprecedented integration of robotics into public safety and service delivery, setting a new standard for technology in entertainment.

The festival not only featured performances from renowned artists B Praak and Vishal Mishra but also demonstrated advanced robotic capabilities with Athena, Kody Technolabs state-of-the-art surveillance robot. For the first time in India, a music festival leveraged robotic technology for full-scale security and surveillance, with Athena equipped with 360-degree cameras and intelligent threat detection systems. Athenas capabilities included people detection, threat assessment, and monitoring of unattended objects, ensuring a safe environment throughout the festival grounds.

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

## Triotech to deliver largest ever next-gen interactive dark ride for Six Flags Qiddiya

Triotech, an award-winning creator of media-based attractions, has announced that its latest interactive dark ride, Into The Deep, is set to be installed at Six Flags Qiddiya City in Saudi Arabia. The firm has been chosen to design, engineer, manufacture and install the bespoke interactive dark ride for the new Qiddiya Investment Company theme park, the first Six Flags Park to be designed and built outside of North America. Situated in the Discovery Springs area, this immersive experience will span over 2400 square metres (26,000 square feet), and the exclusive media content will be crafted entirely by Triotech's in-house studio in Montreal.

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

