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AMUSEMENT INDUSTRY NEWSLETTER

FEBRUARY (I) 2024 Edition 87

10 Days for the Biggest Event - Register for IAAPI Amusement Expo 2024

Business Time: Expo Time: 27 to 29 February 2024
Mark your diaries, book your events to attend, plan your meetings. The excitement begins with the biggest ever IAAPI Amusement Expo to be held in Mumbai.

Gear up to explore the exclusive floor for this industry.

Visitors register on: <https://expo2024.iaapi.org/visitors2024>



Networking Evening 2024: IAC Connect 2024 - Not to MISS concurrent events

Members are requested to register for the concurrent paid events during Amusement Expo 2024.

Networking Evening: Meet your industry colleagues and fraternity over wine, beer, juices & snacks. (27 February 2024: 18.15 hrs to 20.15 hrs)
To register email: aarti@iaapi.org

IAC Connect : Interactive Session, Eminent speakers and knowledge sharing platform. Breakfast included. (28 February 2024: 08.45 hrs to 11.30 hrs)
To register email: padma@iaapi.org

REGISTER NOW



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Uttar Pradesh Tourism launches Caravan Tourism

Uttar Pradesh's Tourism Department, in partnership with Motohom, has launched caravan tourism in the state, signalling a significant move to enhance travel experiences focused on families. The initiative, inaugurated by tourism and culture minister Jaiveer Singh at Lucknow's paryatan bhawan, aims to address accommodation challenges in regions where proper facilities are lacking. The inaugural event witnessed the presence of Principal Secretary of tourism and culture, Mukesh K Meshram, and UPTDC Managing Director, Ashwini Pandey, alongside the representative of Motorhome Caravan Tourism. Minister Jaiveer Singh expressed optimism that the new facility would significantly boost tourism in the state. Acknowledging Uttar Pradesh's prominent position in domestic tourism, he emphasized the goal of achieving a similar status for foreign tourists.



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

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Kerala bets big on 'Sky Escapes' heli-tourism project to attract visitors

Kerala Tourism has set ambitious goals for 2024, unveiling its innovative 'Sky Escapes' Heli-Tourism project in New Delhi. The groundbreaking initiative aims to connect the state's top destinations, enhancing accessibility and offering visitors a unique perspective of Kerala's diverse landscapes. Shri P B Nooh, Director, Kerala Tourism, described 'Sky Escapes' as a potential game-changer, drawing parallels with the transformative impact houseboats had on the state's tourism industry three decades ago. The project is part of a strategic campaign to attract more domestic tourists, tapping into the growing interest in experiential and adventure-based travel. At a press conference held during the B2B trade meet in New Delhi, Shri P B Nooh highlighted the significance of 'Sky Escapes' in redefining the tourism landscape of Kerala.



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

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Indian tourists can now purchase Eiffel Tower tickets via UPI

NPCI International Payments Limited (NIPL) in partnership with Lyra, a French leader in securing e-commerce and proximity payments, has announced the acceptance of Unified Payments Interface (UPI) payment mechanism in France starting with the iconic Eiffel Tower. Indian tourists can now book their visit to the Eiffel Tower by purchasing tickets online using UPI – making the transaction process quick, easy, and hassle-free.

This announcement is of particular significance considering that Indian tourists rank as the second largest group of international visitors to the Eiffel Tower. With this development, Indian tourists can make secure online transactions by simply using their UPI-powered apps to scan the QR code generated on the merchant website and initiate a payment.

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



INTERGAME MAGAZINE PARTNERS WITH IAAPI

InterGame magazine provides unrivalled access to FEC and amusement arcade owners worldwide and their extensive budgets. Established for over 25 years, InterGame is the longest-standing magazine serving the pay-to-play / coin-operated amusements sector internationally. It has an extensive, continuously updated operator database and is recognised worldwide as the leading source of news and analysis for the industry. To receive regular print copies at an introductory discounted rate use promo code IAAPI24 at <https://www.intergameonline.com/subscriptions/igm>



Tokyo DisneySea hosting months-long Fantasy Springs event ahead of launch

Ahead of the launch of the Fantasy Springs expansion at Tokyo DisneySea, the park is hosting the 'Dreaming of Fantasy Springs' special event from 9 April through 30 June. Like Fantasy Springs, the event at Tokyo DisneySea will feature characters and experiences themed to Frozen, Tangled and Peter Pan, as well as special merchandise and menu items. Every day, there will be a Fantasy Springs-themed show on the Mediterranean Harbor with characters including Mickey, Minnie, Elsa, Anna, Peter Pan, Wendy, Rapunzel, Flynn Rider, Donald Duck and Goofy.

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

