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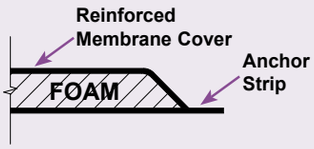
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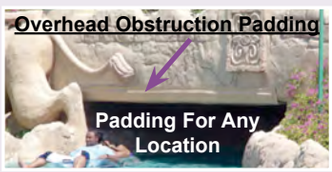
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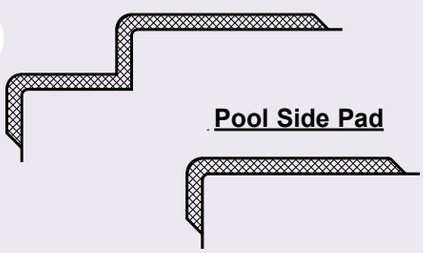
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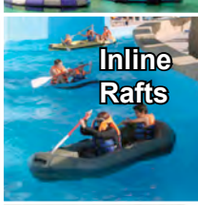






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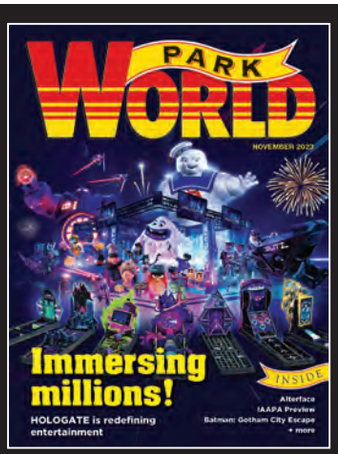
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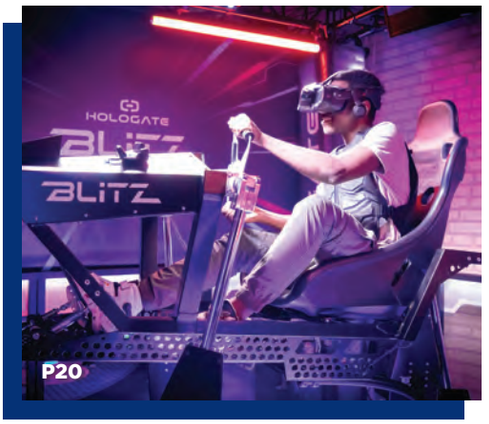
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As HOLOGATE celebrates 20 million players, Park World finds out more from the immersive media company and hears from CEO and founder Leif Petersen in a Q&A. Head to pages 20-21.









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Park Word

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Welcome to the latest issue!

The event of the year is finally here - IAAPA Expo in Orlando. The entirety of the industry has this one on the calendar, and while it's clearly not to be missed from a business and networking point of view, Susan Storey is right - it's also a wonderful opportunity to reconnect with peers, uniting a vast extended amusement industry family (page 5). And it really is an event that speaks for itself, so I'll say no more other than to go to pages 42-45 for just a snippet of what to expect!

On the subject of IAAPA, we interview someone who is not only a member of the IAAPA Hall of Fame but who has also twice served as IAAPA's director. Check out this month's Industry Insider feature with none other than John Wood of Sally Dark Rides on pages 28-29.

Elsewhere in our November issue, Rick Spring in 't veld talks to us about the role P&P Projects played in the creation of Batman: Gotham City Escape at Parque Warner Madrid (pages 23-24) From start to finish, suffice to say it's quite the story!

Meanwhile, we hear all about what Alterface has been up to on pages 26-27; Susan Storey hits Six Flags Fiesta Texas on pages 38-39; and we check out China's record-breaking Chimelong Spaceship in the wake of its soft opening. Sci-fi meets under-the-sea at what is now the world's largest indoor theme park, and you can read more on pages 32-33.

There's all this and more, so happy reading - and for all those attending, have a great IAAPA Expo 2023!

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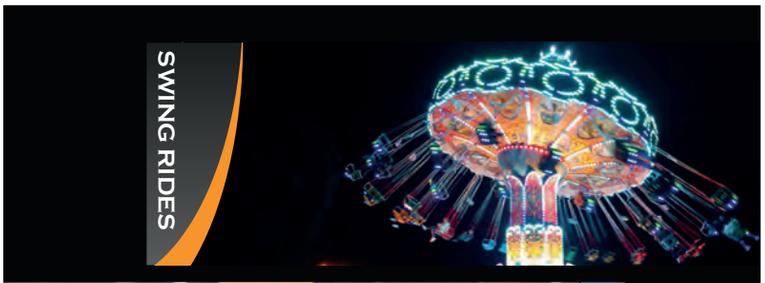
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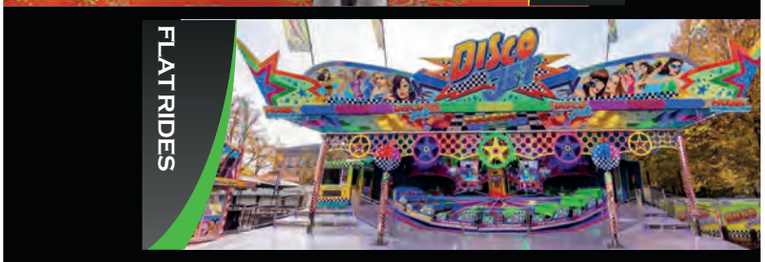
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Park Hoppin' with Susan Storey



One of the most talked about and special aspects of the amusement industry is its people. Professionals of all ages, from all backgrounds, are united in their shared passion for rides, attractions, food, creativity and serving others. They will also refer to their colleagues and peers as members of their 'extended' family. Industry events, like this month's IAAPA Expo, are just as much family reunions as they are business meetings. Discussions about per caps and travel trends also include birth announcements and wedding celebrations and shared photos of children who are growing up in the middle of it all. There truly is something special about being part of a family that is made up of talented, smart, and fun people who live around the world.

There's another layer of the industry though that includes related families. Those whose family focus includes their company. This year, my family's travels, as well as professional assignments, connected me mostly with family owned and operated companies. Industry suppliers including Extreme Engineering, Sally Dark Rides, Galaxy Multi Rides and Daniels Wood Land are fascinating, successful businesses that understand family runs deep. Their family tree can be overlayed on an organisational chart. I'm fascinated by these companies. I try to imagine what it would be like to have the stresses of running a business while rising above petty childhood rivalries and worries of whether the grandchildren will want to take the helm one day. I'm also jealous of them. Their family bonds are stretched yet strengthened as together they build upon a generational legacy or are first-generation organisations that are creating the future for the next. I often imagine meals as the dinner scenes from CBS' Blue Bloods where everyone tries not to talk shop, yet the connected focus and passion for what they do brings them back to discussing what did, could and should happen. I picture minor disagreements over pricing strategy occurring while passing the vegetables and celebrating honor roll accomplishments.

I'm sure I'm simplifying it, but I also think there's something really unique about growing up in the industry and truly understanding what it is your parents do, and why what they do matters. As children, the concept of 'going to work' can seem abstract and foreign. Park families create tangible fun. Work is not just work, it's a lifestyle that teaches flexibility, celebrates ingenuity, embraces quality time over quantity, and understands that together everyone achieves more.







My son, Aiden, and I visited Knoebel's Amusement Park during the last operating weekend of the 2023 season. Since 1926, the park has remained a family owned and operated, free-admission destination with a ride collection unlike any other. (The Flying Turns is as much fun as it is a wood-working masterpiece.) Throughout my career, I have been blessed to call Dick, Brian, and Haley Knoebel dear friends. Industry insiders will tell you they are the third, fourth and fifth generations of the park. We were excited to visit the park during the fall season, and the Knoebel family truly made sure we felt like we belonged. Serving the thousands of families who were experiencing that final weekend of operation was still focus number-one and it gave me a firsthand glimpse into how a family that works together truly succeeds together.

Probably the funniest moment of the visit was within minutes of our arrival when we were in the park's Marketing offices. We were catching up with Brian and other team members when suddenly Dick Knoebel called Brian over the radio stating he could "see in the window he was hanging out in the office" and wondered why he wasn't out helping during the busy night. I'm sure for most of us, such a call from a leader would prompt us to reply that we were coming right out. Brian was quick to say his office visit was my fault. When I went over to said window to wave down to Dick, we luckily got a smile back – but Brian still went back to work. It was memorable for me watching Brian respond to both Dad and company leader. Throughout the rest of the weekend, we met more of the extended Knoebel family members - by blood and marriage - along with so many long-tenured team members who in essence were also family members by being a part of the Knoebel's park experience. At Knoebel's, each building has a purpose and history, each ride has a story, and every aspect is lovingly safeguarded and shared. They work hard. They play hard. They are connected.

My hometown park is Seabreeze in Rochester, New York. Also a family-owned and operated park, Seabreeze is where many of my earliest childhood memories were made. Years later, when I met Rob and Deb Norris I felt like I was already part of their family, although I'm pretty sure they thought I was just some crazy fan of the Jack Rabbit. Their family business has impacted my family in so many ways. You could probably even say it may have helped spark some of my earliest ideas about my future career goals.

So that brings me full circle. As the vast extended amusement industry family comes together in Orlando, many are traveling with colleagues who have the dual titles of dad, sister, mother, brother, grandfather. I believe they are the VIPs of the industry. They create experiences for families just like their own. It's why they are focused on safety. It's why they adapt. It's why they innovate. You could say they are the reasons this vast industry is really the incredibly large family we are all proud to be a part of.

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Opening date revealed for Disney's Pixar hotel

The Disney Resort has announced that its Paradise Pier Hotel will officially rebrand as Pixar Place Hotel on January 30, 2024.

The hotel, which has remained open during its transformation, will feature reimagined guest rooms featuring Pixar-inspired decorations. Disneyland today released a new concept photo of one of the new Pixar Place Hotel guest rooms.

Disneyland also shared updated concept art for the hotel's lobby, which will feature Luxo Jr. atop a Pixar ball, below an abstract mobile inspired by various Pixar characters.

The official theme switch does not happen until January, but the hotel already has opened its refurbished rooftop pool area as well as a new and expanded fitness center. Next month, the hotel will welcome its new Great Maple restaurant, to be followed by a new lobby grab-and-go coffee shop called Sketch Pad Café and a new menu at the Small Bytes rooftop pool bar.

Dorney Park & Wildwater Kingdom

Construction begins for new Dorney Park coaster

Iron Menace is the new dive roller coaster set to open at Dorney Park & Wildwater Kingdom near Philadelphia, Pennsylvania - and the first piece of steel track has arrived.

Iron Menace is due to open in 2024. It will be the park's newest roller coaster since Hydra opened in 2005 and its eighth coaster at the park.

Riders will commence their journey in the remains of an old steel mill before climbing 160ft and ultimately confronting a beyond-vertical first drop, before diving into the first of four inversions.

After an initial drop, the train will pull up sharply and flip 180 degrees in an Immelmann inversion.

Iron Menace will race around at up to 64 mph and will feature a novel first-ever tilted loop on a dive coaster.

Deadmau5 chooses EpiSurf from ADG

EpicSurf, a new stationary surf experience from the water park experts at Aquatic Development Group (ADG), has revealed that internationally acclaimed electronic musician and artist deadmau5 has chosen the firm as his surf wave technology partner.

deadmau5, whose real name is Joel Zimmerman, is an influential Canadian electronic music producer and performer who has made significant contributions to the genre.

In his spare time, deadmau5 enjoys surfing and has been seen wake surfing with leading sportspeople Austin Keen, World Champion Skimboarder, and Jake Caster, World Champion Wake Surfer – as well as Kx5 music collaboration partner Kaskade.

Caster began coaching deadmau5 after meeting at Wake-to-Wake Watersports in Turks and Caicos.

The professional wake surfer has been a supporter of EpicSurf since its launch, having taken part in testing and then adopting the surf wave technology for training and leisure. deadmau5 decided to partner with EpicSurf as his surf wave technology provider after joining Caster at the EpicSurf demo wave in New York this summer. Here, he was able to practice his skills and see the factory headquarters.

EpicSurf is a deep-water stationary surf wave created from genuine water waves. In contrast to sheet wave technology, this realistic deep-water wave provides surfers with a real surfing experience which can be customised to their skill level. The technology is suitable for beginners learning the basics, specialists honing their skills, adaptive programming and surf therapy. EpicSurf's real wave surfing offers an optimal platform for training, progressing, and enjoying the mental, emotional, and physical benefits of surfing.

This groundbreaking surf system, built in the United States, generates true deep waves



ranging from 3 to 5 feet on a small footprint. The experience is suitable for all surfers as it is easily customised for beginners learning to surf, through to professionals cross-training for their next ocean tournament.

EpicSurf recently announced that it has been chosen as a technology supplier for Glo Entertainment's new cutting-edge sports and entertainment centre in the King Abdullah Financial District (KAFD) in Riyadh, Saudi Arabia.

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Great Coasters to open hybrid coaster in China

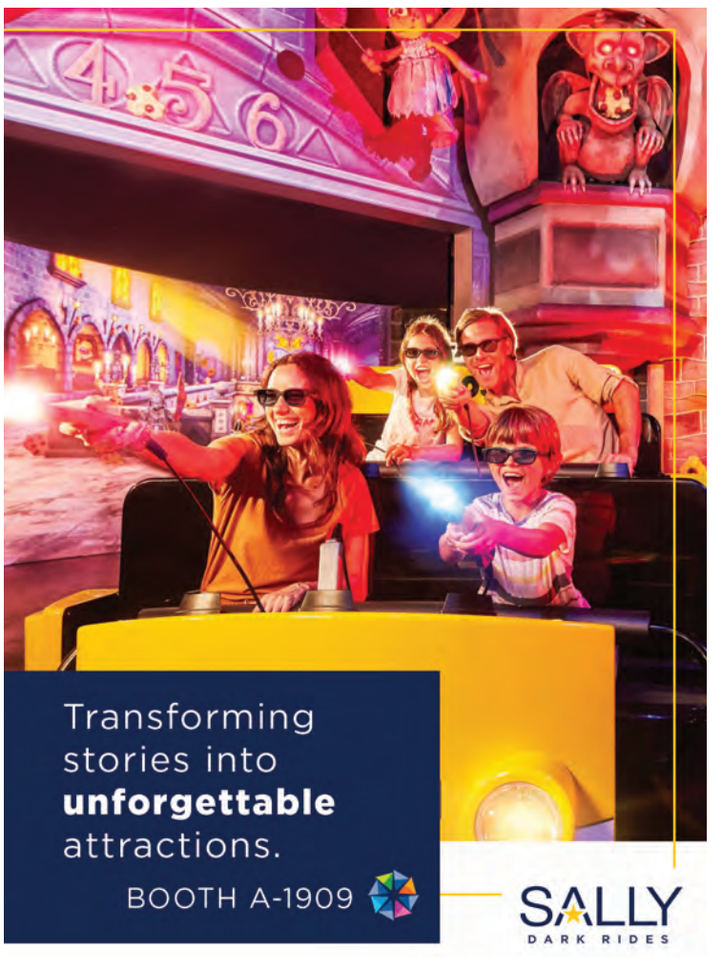
Great Coasters International Inc. (GCI), a coaster manufacturing company recognised for its exceptional wooden roller coasters, has announced that it is building its first wood and steel hybrid coaster in China.

The coaster, provisionally named The Anger of Yeti, will reach 26.2m in height, with a total track length of 789.52 m. Passengers will enjoy top speeds of 78.9 km/h, with a 49.5-degree angle of inclination and a pivot angle of 67.2 degrees.

The ride will run two trains, each with a capacity of 24 passengers.

The ride's hybrid wood and steel structure creates a groundbreaking layout and unique experience, with strong aesthetic appeal. Visitors can expect an adrenaline-filled, fun-packed ride.

The ride is located in OCT Xiangyang's Kunlun Fantasy Land area, which takes its name from the most important sacred mountain in Chinese mythology. Above the snow level, the mountain is home to one of China's largest glacial areas, which measures over 3,000 square km.



Crayola Experience FEC for Beijing

Crayola, in association with Max-Matching Entertainments, is to launch a Crayola Experience location in Beijing's Top Park, a new FEC complex, in 2026.

The Crayola Experience already has a number of locations in the US, and this announcement marks the creativity brand's first deal for an international Crayola Experience location.

The new 40,000sq.ft Crayola Experience will provide diverse family-centered experiences including creativity-forward interactive activities with Crayola core products, animation theatres, colour labs, and customised products, empowering children to draw their own colourful world with Crayola.

Warren Schorr, Crayola senior vice president, business development, global licensing and experiences, said: "On behalf of Crayola, we are profoundly grateful to Max-Matching Entertainments, and the local city officials for embracing our mission to connect generations, cultures and families through unique colour and creativity activations.

"We look forward to helping make Top Park a destination for imagination-inspiring activities and unique learning experiences for children."

Giant FEC reopens with fresh attractions

The biggest soft play centre in the UK county of Lancashire has reopened with fresh management and new attractions.

Funtazia Softplay at Merchants House in Blackburn was recently transferred into new hands and has introduced fresh soft play areas, bumper cars, VR, an adventure experience, birthday rooms, go-karts and laser tag, plus new F&B facilities.

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Disney unveils Haunted Mansion-themed bar on Treasure ship

Disney Cruise Line has unveiled the first-ever Haunted Mansion-themed bar on the new Disney Treasure ship, which sets sail late next year.

Called the Haunted Mansion Parlor, the drinking establishment will immerse visitors in "the next chapter of the Haunted Mansion saga, bringing this fan-favorite lore to life in a whole new way", Disney said in a blog post.

Guests will enjoy craft cocktails, exclusive merchandise, themed decor (including the iconic wallpaper), and characters from the Haunted Mansion attraction at Disney parks and "some new seafaring arrivals".

"The one-of-a-kind experience will be a swinging wake unlike any other, that of a jovial captain who entered the ghostly realm after a disastrous dinner with his beloved fiancé," said Disney.

The design is based on a first-class drawing room on a classic cruise liner from the golden age. It is inspired by the original Haunted Mansion attraction with a nautical twist.

Exclusive merchandise on the Disney Treasure includes an eerie music box rumoured to belong to the captain's bride-to-be, a parlor clock inspired by the old grandfather clock from the Disney parks attraction, and a haunted mirror.



Creepy cocktails on the ship include Sympathetic Libations, which includes sour cherry and blood orange flavours, Ghoulish Delight, which combines ube fudge, oat milk and tapioca pearls, and a signature tequila-based drink that contains a secret message.

The Haunted Mansion Parlor is one of several Disney parks-themed venues coming to the Disney Treasure.

These include Skipper Society, a lounge based on the Jungle Cruise attraction, and Periscope Pub, themed to the 1954 film 20,000 Leagues Under the Sea and the former Walt Disney World attraction.



Zootopia land to open at Shanghai Disneyland

The Zootopia-themed land at Shanghai Disneyland is now confirmed to open in December. It will be the eighth land within the seven-year-old theme park.

Based on the Walt Disney Animation Studios animated film "Zootopia," which released in 2016, the new land will include a new attraction, Zootopia: Hot Pursuit, where guests can hop on an all-terrain cruiser powered by a trackless ride system in an action-filled chase through Zootopia's different districts.

Other themed entertainment experiences and character moments include the Zootopia Park Apartments, where a lineup of animal residents will interact with each other and guests throughout the day, appearing from time to time, in a show.

Guests will also get the chance to spend at Fashions by Fru Fru, a merchandise store owned by Fru Fru, a Zootopia fashionista. The land will also offer a range of casual walk-up dining options.

The official opening of the section has been set for Dec. 20. But before that, cast members have begun extensive preparations to test and fine-tune all of the experiences in Zootopia for operational readiness. In the weeks prior to its official opening, Disney cast members and other invited participants will test selected offerings on specific dates.





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Urban Air Adventure Park expands



Urban Air Adventure Park, the world's leading indoor adventure park operator and part of the youth enrichment platform Unleashed Brands, has announced the latest addition to its growing family of franchisees, Pat Curry, of Waco, Texas.

With an extensive background in franchising and investment, Curry has acquired two existing Urban Air locations in Amarillo, Texas, and Knoxville, Tennessee, and has secured franchise agreements for future development in Lubbock and Abilene, Texas, signaling significant expansion for the brand across these markets.

Curry, alongside his son and chief operating officer, Coleman Curry, brings a wealth of experience and a stellar track record in the franchise industry to the brand. Notably, Pat Curry was one of the largest and most successful Miracle-Ear franchisees, overseeing 110 stores and leaving a lasting mark in the hearing aid franchise sector. His franchising acumen spans a wide range of industries, from trucking and logistics to mining. Coleman Curry, a successful business operator in his own right, has a strong track record of managing and growing his own business, gaining respect among customers and employees along the way in the financial and commodity sectors.

"I'm thrilled to continue offering the Urban Air experience to families in Amarillo, Knoxville, Lubbock, and Abilene through businesses that positively impact children and families and make memories within each community," said Curry. "Partnering with Unleashed Brands equips us with the support and resources needed to ensure our operations deliver the ultimate customer experience."

As the new owners and operators of the existing locations in Amarillo and Knoxville, Pat and Coleman Curry are determined to implement a comprehensive strategy focused on safety, recruiting and retaining top-tier staff, and delivering an exceptional customer experience. Their strategies include a strong safety record, establishing a customer and employee-friendly culture, flexible scheduling, and forging robust relationships with local school districts to attract and retain outstanding employees.

Urban Air has garnered attention from seasoned, multi-unit entrepreneurs like Curry, seeking diversification opportunities while making a positive impact on children.

Urban Air is the largest indoor adventure park operator in the world with over 20 different attractions such as intense ropes courses, Urban Air's Sky Rider, Battle Beams, laser tag, dodgeball courts, electric Go-Karting, obstacle courses, and more. Every park also offers an easy-to-execute, state-of-the-art, fast-casual café.



PortAventura to partner with FC Barcelona

PortAventura World and FC Barcelona are entering into a new partnership to explore entertainment experiences.

These experiences are expected to complement the future museum, commercial and leisure experience at FC Barcelona's stadium complex Spotify Camp Nou which is due to open in November 2024.

They will also study projects on an international scale, such as the opening of specific entertainment zones and other, larger format theme parks under the FC Barcelona brand. Juli Guiu, vice president of FC Barcelona's marketing department, said: "This partnership with PortAventura World responds to FC Barcelona's strategy of exploring new ways to generate resources within the entertainment industry."




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Attractions Technology Lab returns

The Attractions Technology Lab (ATL) is back and better than ever! This November, immerse yourself in the latest technological innovations, custom-designed to deliver the industry's distinct requirements by the companies dedicated to serving this market.

This year, the ATL delivers a higher level of collaboration than before. With additional contributions from an expanding list of partners, this Lab focuses on the power of imagination and creativity facilitated through technical collaboration.

"We're excited to announce the exceptional creative service partners who have joined us on this journey," notes Loren Barrows from the Attractions Technology Collaborative (ATC). "Good Theory Studios, Fivestone Studios, Stephen Arnold Music, and Theme Park AV have been instrumental in shaping this Attractions Technology Lab into a one-of-a-kind experience."



Good Theory Studios and Fivestone Studios partnered to develop content specifically for the Dark Ride Lab. Demonstrating two different approaches to content creation, the artists at Good Theory Studios and Fivestone Studios have transformed the ATL vision into one-of-a-kind stunning visual realities.

Barrows notes: "In the true spirit of collaboration, both companies worked together to craft the visual experiences that serve as our canvas for the art of technology. Their dedication to detail and design has added a layer of intrigue and story that transformed our entire Lab."

The talents of Stephen Arnold Music have come on board to create custom music for the event. Music is the soul of any great story, and creative music agency, Stephen Arnold Music, has crafted the soundtrack of the Attractions Technology Lab with rhythms and soundscapes that will transport you deeper into this year's immersive experience.

Every attraction needs talent to bring the technology behind the magic to life. Stephen Arnold Music's soundscape permeates the entire Lab, facilitated by a system designed by Theme Park AV in partnership with several manufacturers. Using gear provided by Holoplot, Alcorn McBride, Q-SYS, and Powersoft, ThemePark AV developed an advanced audio ecosystem that is expertly suited to meet the demands of any dark ride environment.

The Attractions Technology Lab was created to showcase technologies designed for the needs of attractions while advancing innovation through collaboration. Attend and be part of a dynamic community that thrives on pushing the boundaries of imagination through technology and relationships.

UNIVERSAL HORROR UNLEASHED

Universal unveils first permanent horror experience

Universal Destinations & Experiences has released details of its first ever permanent immersive horror experience.

Named Universal Horror Unleashed, the attraction will be located at Area15 in Las Vegas, US, and brings a number of the company's biggest properties to an immersive attraction.

Universal says the venue will be continuously updated with seasonal events and will feature one-of-a-kind experiences. Page Thompson, president of new ventures at Universal Destinations, said: "Universal Horror Unleashed is another way we are using our unique style of horror storytelling to engage fans of this genre.

"We look forward to bringing frightful fun to Las Vegas year-round."

Universal Horror Unleashed is the anchor tenant of the new Area15 entertainment district, an 80,000sq.m space located on Rancho Drive.

Australia to see Monopoly-themed park

A Monopoly-themed park is opening this month in Melbourne, Australia.

The 1,650sq.m attraction will feature a 4D theatre experience and a chance wheel, where punters can win Monopoly money that can be spent at the park's café or retail store.

Monopoly Dreams Melbourne will be twice the size of the first Monopoly-themed indoor park which opened in Hong Kong in 2019 and will feature two areas: Monopoly City and Monopoly Mansion, with the experiences ranging from 60-90 minutes.

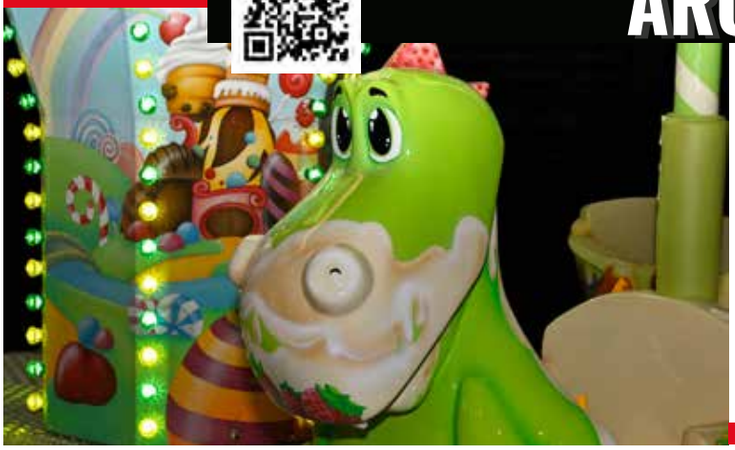
Visitors will have the opportunity to enjoy a total of 15 unique attractions.







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Caribe Resort calls in AGS

Caribe Resort in Orange Beach, Alabama along the Gulf Coast, recently engaged Adventure Golf & Sports (AGS) to replace a concrete-built miniature golf course on the rooftop of a parking deck that had been severely damaged when Hurricane Sally came ashore in 2020. While the three 13-story towers of condominiums and vacation rentals that were originally built 16 years ago with poured concrete and post tensioned slabs at the resort were relatively undamaged, the mini golf course and some other outdoor amenities at the resort suffered severe damage and needed renovations estimated at $3 - $4 million.

According to Stan Szapiel, general manager of Caribe Resort: "Hurricane Sally was a high Category 2, we tipped over to a Category 3 with sustained winds of 120 miles per hour and speeds higher than that for gusts. The island lost power for six days and our staff was able to recover and get our operation back up and running. Since then we have done a tremendous amount of upgrades to the property."

When it came to upgrading their golf course, Caribe Resort chose AGS for the quality of their work, price-point and relevant experience such as building on top of cruise ship decks.

Szapiel adds: "Our team down here prepped the area and it was unknown what was under that (existing rooftop course) 16 years ago when artificial sod and turf was laid. It had a very thin Astroturf-like product that was laid like you would carpet. It was really a dated product when you look at what's developed in the market these days. So when AGS came to us, they said, 'Look we now have different panels with different thickness, different padding, we have a completely different product.'"

AGS proposed using their Custom Modular System that is much lighter in weight than concrete and features a proprietary anchoring system that is safe, secure and even seaworthy. AGS says it is able to withstand heavy 24/7 foot traffic in all kinds of weather – from the harsh Caribbean sun and salt water to monsoon rains, wide temperature fluctuations and hurricane-force winds.

"Their team was super professional," says Szapeil. "They (AGS) gave us a truly three-dimensional links course that has accents with topography, it's aesthetically exceptional looking…

"The benefit of this thing also is that when it rains, we have drainage up there. This (course) is on top of a deck where we don't want to pool water into this area. So drainage was taken into consideration with the elevations that they did so they were able to create proper drainage and proper elevation so that we don't have standing water after a big storm… It all drains fully. And we have ADA access throughout the course.

"We have three towers of 13 stories each and close to half of these condominiums can look down upon this (mini golf) amenity from the south side of our building between the Gulf of Mexico and the building. So you go out on your balcony which is substantially large and you look over and we want to see what is the equivalent of a Disney-looking quality resort. And so that was our mission when we went into renovation. When you look down on this mini golf course, it is so enticing that you've got to play! And so at night, when we have our lights up, the accents of the different color of artificial sod that we have there, the tan sod that appears to look like you're in the sand up there, it's exceptional.

"We've got a full 18-hole course. It's like a links course. It's interesting and people are loving it. This is really a three-dimensional kind of aspect and look and feel, whereas the other (course) was pretty flat. We had a little bit of elevation with the old course but not that much. It was a very plain, open course. Here, the elevations give it a true three-dimensional feel that, when you're playing through it, you've got some more challenges other than flat surfaces. So this is so much more interesting and fun to play."



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Festive season starts at Universal Orlando Resort

Universal Orlando Resort invites guests and clients to set their festive side free with its destination-wide Holidays celebration kicking off this month. Guests can experience a mix of merry and mischief brought to life from holiday classics to experiences inspired by pop culture icons, creating a memorable holiday atmosphere unlike any other beginning Friday, November 17 and running daily through Sunday, December 31.

From the wondrous spectacle of "The Magic of Christmas at Hogwarts Castle" in The Wizarding World of Harry Potter – Hogsmeade, coming face-to-face with everyone's favorite green grouch, the Grinch, during Grinchmas, to gazing at the floats and larger-than-life balloons during Universal's Holiday Parade featuring Macy's, there are boundless opportunities for guests to enjoy at Universal Orlando this holiday season.



Christmas in The Wizarding World of Harry Potter at Universal Studios Florida and Universal Islands of Adventure

Holiday magic fills The Wizarding World of Harry Potter as the streets of Diagon Alley and Hogsmeade transform into a wizarding holiday wonderland overflowing with festively themed décor, lights, garland and more. The nighttime spectacle, "The Magic of Christmas at Hogwarts Castle," returns to Hogsmeade at Universal Islands of Adventure bringing to life a stunning projection show highlighting Christmas moments and holiday spirit inspired by the beloved characters and stories of the "Harry Potter" films.

The Frog Choir, comprised of Hogwarts students and their giant croaking frogs also returns to Hogsmeade with a special holiday-themed performance, plus guests can groove to the music of the wizarding world's most popular singing sensation, Celestina Warbeck and the Banshees, in Diagon Alley.

Universal's Holiday Parade featuring Macy's at Universal Studios Florida

Guests will gaze in awe as beloved pop culture-inspired stories from Illumination's Despicable Me and DreamWorks Animation's Shrek and Madagascar fill the streets of Universal Studios Florida during Universal's Holiday Parade featuring Macy's.

These beloved stories come to life as larger-than-life balloons, colorful holiday floats and hundreds of jolly performers embark on a picturesque journey that culminates in a stunning finale including a special appearance by Santa Claus and the lighting of the magnificent 80-foot Christmas tree.

Grinchmas at Universal Islands of Adventure

Revel in the spirit of Grinchmas at Universal Islands of Adventure where the Grinch stars in the live retelling of the Dr. Seuss holiday classic, the "Grinchmas Who-liday Spectacular."

Seuss Landing will transport guests into a whimsical atmosphere decked out with oversized candy canes, twisty Christmas trees, stunning tinsel ornaments and more. There will even be appearances from the Whos from Who-ville and a special photo opportunity that brings guests face-to-face with the mean, green one himself, the Grinch.

Mannheim Steamroller at Universal Studios Florida

The top-selling holiday artist of all time, Mannheim Steamroller, will return to Universal Studios Florida to get guests into the holiday spirit with live performances on December 2, 3, 9 and 10.

If that wasn't enough, there's even more Holiday cheer to be found around every corner at Universal Orlando Resort with a wide variety of additional, unique add-on experiences.

Universal's Holiday Tour

Guests can enjoy a guided tour that gives them special access to all the beloved holiday entertainment experiences taking place across the destination, including:

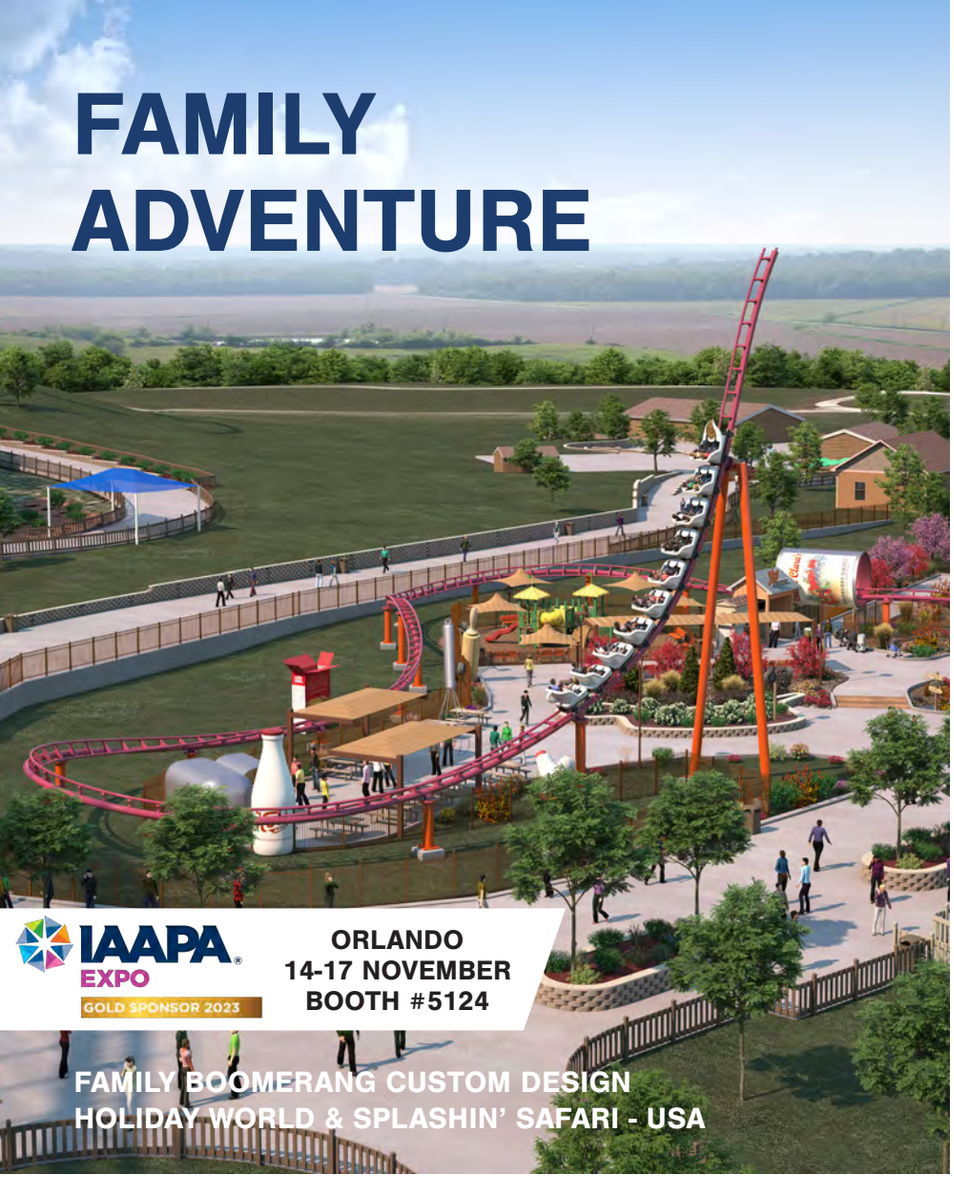
- A chance to meet the maven of mischief himself, the Grinch, and his dog, Max, while enjoying small bites, desserts and non-alcoholic beverages
- Reserved seating at the "Grinchmas Who-liday Spectacular" in Universal Islands of Adventure
- A meet-and-greet photo opportunity with Santa Claus in Universal Studios Florida
- An exclusive, after-hours showing of "The Magic of Christmas at Hogwarts Castle" in The Wizarding World of Harry Potter – Hogsmeade at Universal Islands of Adventure to complete the night's festivities

Universal's Holiday Tour is available on select dates beginning November 19 through December 30, 2023.

The Grinch & Friends Character Breakfast at Universal Islands of Adventure

The popular dining experience, The Grinch & Friends Character Breakfast, allows guests to start their day with a delicious breakfast and fun appearances by the Grinch and other favorite Dr. Seuss characters.

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Immersing millions!

HOLOGATE is celebrating 20 million players... and counting! Here, Park World explores the company's latest innovations and speaks with CEO and founder Leif Petersen to gain a glimpse into the future of immersive entertainment

Immersive entertainment is on the brink of a transformation, pushing the boundaries of reality and imagination. We delve into the world of HOLOGATE, a trailblazer reshaping the landscape of interactive experiences. From pioneering multiplayer systems and revolutionary free-roam VR to futuristic mini golf, HOLOGATE is at the forefront of redefining leisure entertainment.

HOLOGATE's global footprint spans over 450 installations across 42 countries, firmly establishing it as the largest VR network on a global scale. Its achievement of 20 million players is primarily attributed to the resounding success of their pioneering multiplayer VR system, the HOLOGATE ARENA. Not only is this system HOLOGATE's best-selling product, but it is also the world's most successful turnkey multiplayer VR system.



Munich-based Leif Petersen founded HOLOGATE in 2013 with the vision to make VR accessible to everyone. At the heart of his mission lay the ambition to craft unrivaled VR experiences, enabling individuals to escape from reality and venture into the extraordinary realms they've only ever imagined. These shared, social experiences encourage people to step away from their couches and embrace entertainment venues, fostering enduring memories of quality time spent with friends and family.

This mission is further enhanced by an exceptional content platform and a constantly expanding library of exclusive games. These encompass both competitive and cooperative experiences catering to a wide spectrum of audiences, from kids to adults, newcomers to seasoned veterans.

A stellar example of HOLOGATE's recent success is Ghostbusters VR Academy. Developed in collaboration with Sony Pictures VR, fans now have the opportunity to enlist at the all-new, fully-immersive Ghostbusters training academy, embarking on a journey to become real life Ghostbusters. They can fulfill a lifelong dream of operating iconic ghostbusting equipment in two distinct games offered across two HOLOGATE platforms: the pioneering multiplayer VR platform, HOLOGATE ARENA, and the premium VR motion simulator, HOLOGATE BLITZ.

Jake Zim, senior vice president, Virtual Reality at Sony Pictures Entertainment, spoke enthusiastically about the experience: "Ghostbusters VR Academy takes full advantage of HOLOGATE's location-based entertainment technology to immerse players in the Ghostbusters universe with friends and family, it's an absolute thrill for Ghostbusters fans old and new. Players can strap on a proton pack and operate a brand-new hovercraft version of the ECTO to train to be a real Ghostbuster in an amazing academy setting, complete with iconic characters like Slimer and the Stay-Puft Marshmallow Man. This story-expanding, fantasy-fulfilling experience is only possible in virtual reality."

Transforming entertainment destinations worldwide

In the realm of cutting-edge entertainment technology, HOLOGATE stands as a transformative force, dedicated to elevating the success of entertainment venues across the globe. With a client-focused approach, HOLOGATE has emerged as the go-to solution for a diverse range of locations, including FECs, cinemas, malls, and even luxurious cruise ships. These venues all have one thing in common: the desire to immerse their customers in unparalleled entertainment experiences.

A striking illustration of the positive impact of HOLOGATE can be observed at various entertainment venues such as Andretti's Indoor Karting & Games in the USA, Bavaria Film Park in Munich, Germany, and Gravity London. These venues provide only a small selection of the locations that have wholeheartedly integrated HOLOGATE products, yielding remarkable results. This year in total, HOLOGATE venues combined have witnessed almost four million visitors indulging in HOLOGATE experiences, resulting in substantial revenue gains. This extraordinary success story underscores the outstanding outcomes that can be attained through partnerships with HOLOGATE.

Valeria Torchiaro-Steinmeier and Stefan Bryxi, co- anaging directors at Bavaria Film Park, share their optimism about the collaboration: "Most of our visitors are completely new to VR, but their natural curiosity drives them to explore. Our partnership with HOLOGATE introduces our guests to an exciting dimension of entertainment that is both immersive and exhilarating. We are thrilled to provide such an exceptional and unforgettable adventure to our visitors."

As HOLOGATE continues to redefine the landscape of interactive entertainment technology, it remains committed to partnering with venues worldwide to deliver immersive and unforgettable experiences, ensuring that client success remains at the forefront of their mission.

A futuristic hole in one

The HOLOGATE team lives and breathes virtual reality, but they yearned to launch something that would infuse the future into a classic beloved tradition. Their creative journey led to the birth of HOLOGATE HYPER GOLF – a groundbreaking and unprecedented fusion of miniature golf with a dash of next-level gamified social experience.

Picture this: a geometric layout, adorned with playful bumpers and deviously challenging obstacles - but that's not all. This enchanting course comes alive with activated animations and dynamic physical props, accompanied by electrifying sound and lighting effects. With their own characters, backstories and funky names (think Space Frenzy, Galactic Pinball and Monster Mash), each hole presents a different challenge to club-wielding players. Here, mini golf transcends its traditional boundaries and evolves into a multisensory adventure.

But the true enchantment of HYPER GOLF resides within the very heart of the game – the golf balls themselves. These little spheres are packed with special technology that allows them to communicate with both the players and the course. As players take their shot, these marvels with LED lights emit reactive signals, guiding them through the game, showing whose turn it is, and where the action is. Moreover, HYPER GOLF keeps an eye on the score for everyone, ensuring that no epic moment goes unnoticed. It does this by automatically updating scores on real-time scoreboards, culminating in the prestigious Hall of Fame.

The nine individually-themed and uniquely challenging holes can be installed to fit any venue layout. So whether you're a seasoned golf enthusiast or just looking for a memorable experience, HYPER GOLF promises an adventure that's nothing short of extraordinary.





In conversation with HOLOGATE's CEO

We sat down with Leif Petersen to glean his perspectives on the future of immersive entertainment.

Park World: You recognised the potential of VR back in 2013 and have been an industry leader ever since. What would you say are the biggest areas of growth in VR currently?

Leif Petersen: As we emerge from challenging times, we predict that experiences that support strong social engagement in small groups will become more popular than ever. We have also seen several HOLOGATE operators further 'level up' their social experience for their customers by implementing a party reservation model where guests can book access to the entire game library for a set period of time, order food and drink in advance and have a comfortable place to sit and socialise between games (similar to the bowling experience). Through the many testimonies from various HOLOGATE operators, we really see this added social experience directly increasing the system revenue per hour ratio, increasing team efficiency, increasing food and drink sales, and most importantly, increasing the social experience that leads to increased group happiness and ultimately more loyal and repeat business.

PW: Home-based VR has grown in popularity recently. So why would people still go to entertainment locations to experience VR?

LP: HOLOGATE delivers a social, multiplayer experience which gets customers off their couches and repeatedly into venues. Here they can enjoy incredible experiences and create mind-blowing memories together with friends and family. Our incredible content library, high-end VR headsets, haptic vests and epic immersion through 4D effects like scent and wind transport guests to epic worlds they could only ever dream of. The quality of our attractions is unparalleled and absolutely crushes in-home entertainment!

PW: Finally, it sounds like VR is the future! So what does the future hold for HOLOGATE?

LP: This year we secured €8.3 million in external investment, a huge milestone for our company. The investment will propel us towards ambitious goals in this era of spatial computing, play a vital role in our plans for strategic hiring, explore new markets, innovate with new products and ultimately supercharge our growth, both in our entertainment and enterprise divisions. Securing this financing is a testament to the strength of our team and our unwavering passion for immersive, social experiences!

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Origin story

Parque Warner Madrid's Batman: Gotham City Escape combines thrills and theming to ensure visitors leave with a story to tell. Charlotte Westwood sits down with Rick Spring in 't veld, lead business development at P&P Projects, to find out what it took to develop this epic adventure of a coaster

Charlotte Westwood: First, congratulations are in order! There's good reason Batman: Gotham City Escape won Best Roller Coaster of the Year at the Park World Excellence Awards! Can you start by telling us more about P&P Projects' role in the creation of this amazing coaster?

Rick Spring in 't veld: Thank you so much! We're very proud of this one. It was developed by P&P Projects in a complete design-build fashion. From the main entrance to the exit through the gift shop and the attraction's surrounding area, the P&P team was the lead creative partner in bringing this new experience at Parque Warner to life. This process started with the creation of the ride's initial concept and the storyline that is woven throughout the entire attraction and its direct environment in the park – we did this in collaboration with DC Comics and Warner Bros. Once this concept was established, the entire design development was taken care of by P&P Projects: concept design, schematic design, technical design, graphic design, character design, ride vehicle design, and so on.

Following the completion of the design phase, our team was responsible for the full-scale production of everything thematic about the attraction's experience: show sets, theming elements, props, graphics, figures, audio, video, lighting, music and special effects.

This included all facades that make the attraction and its surrounding area – Wayne Manor, ACE Chemical Shop, the Gotham City Subway and the facades in the nearby Robinson Park. After completion of production, all elements, sets and show pieces were installed on site by the P&P team.

CW: What does the ride bring to Parque Warner Madrid?

RS: I would say what makes Batman: Gotham City Escape unique, is its dedication to its story. The experience narrative developed for the attraction is represented on all fronts, in all aspects of the ride. It makes for a carefully constructed package where guests have joined their favourite superhero on a complete adventure. The experience offers a captivating and intriguing entrance, a thrilling and exciting journey and a satisfying end. We aim for all who experience the attraction to exit the ride with a fulfilled sense of 'WOW!', followed by a long-lasting impression – and hopefully, the desire to experience it again!

CW: Talk us through the storyline - and how does the theming support it?

RS: Bruce Wayne has opened the doors of Wayne Manor to guests of Parque Warner for an interesting tour through the estate. Guests enter the manor through an impressive library, home to a fascinating interior showcasing a collection of relics and stories to discover.



Ride Vehicle

Then, all of a sudden, guests are locked in the room by the Joker; the arch-villain plans to hold the visitors hostage and strike them with an attack of laughing gas that is quickly filling the room. Batman comes to the rescue as he takes over the communication system and directs guests through a secret passage hidden in the bookshelves of the library.

This leads guests into the famous Batcave, brought to life using impressive rockwork formations centred around the superhero's main control system. Screens show local Gotham news coverage, revealing the city is



Batcave



Ace Chemical Show Set

being attacked by more nefarious villains from the Batman stories. Guests pass by Batman's famous suit as they make their way through an underground passageway towards the Gotham City Subway. Showcasing a variety of easter eggs and hints to the broader world of Batman, the station has guests board the famous Batmobile as a final step towards their escape. Batman appears on screen as he directs guests to their way out, but is interrupted by the Joker on a weaponized mobile, hovering above the guests and hell-bent on revenge. Before he gets the chance to strike, guests are launched into the city at a maximum speed of 104 kilometres per hour. They fly through Robinson Park, taken over by Poison Ivy, who has surrounded the guests' path to freedom with her carnivorous plants. Narrowly escaping her grasp, guests fly past Harley Quinn, who has blasted a hole in the façade of ACE Chemical – seemingly trapping guests inside. In the facility, guests are confronted by the Joker and his laughing gas one last time, as they ascend to a vertical dead end. Falling backwards into the building, the Batmobile comes to a final stop as it is revealed that the Joker has finally been captured by Batman. Guests safely make their return to the station, passing through a decontamination chamber to rid them of the chemicals they have come into contact with.

As they exit from their heart-pounding adventure, guests pass through an immersive shop inside the ACE Chemical facility, allowing them to bring a wide collection of memorabilia home to remind them of their thrilling Gotham City Escape.

CW: What was the thought process behind the development of the ride vehicles?

RS: As I'm sure is clear from the experience narrative, we wanted the ride vehicles to resemble the Batmobile, in order to have the story represented seamlessly in each aspect of the ride. It's amazing to see how these elements come together to form such a complete experience since the attraction has opened to guests!

CW: Parque Warner Madrid describes this coaster as a multi-sensory experience. Can you elaborate on how P&P Projects achieved this?

RS: During the entirety of the experience, we have designed the guest journey throughout the attraction to stimulate the senses on multiple levels. I would say the realism and attention to detail put into the experience really makes a difference there. The way this is integrated into the set pieces that make up the attraction's environment, allows for a 'look and feel' (literally) that leaves guests with no doubt as to the level of immersion when they step into the story.



Joker Encounter

For example, in the Gotham City Subway, we designed the space to be built up in an 'imperfect' way to accentuate how the walls and tiles are all a bit disordered. Some pieces of show set here aren't even actually broken; we've used various decorative techniques in our scenic finish to achieve the desired 'wear and tear' in the area.

Furthermore, in the Batcave, we wanted to add an additional layer of auditory experience. Even though Batman himself cannot be seen in this area (physically or digitally), we wanted guests to still be able to feel his presence. We did this through integrating a soundscape of flying bats that moves throughout the Batcave.

By integrating on-board audio into the coaster trains, our teams made sure the experience that we build up in the pre-show and queue is seamlessly continued after guests leave the station. This shows – quite literally – how story-driven the attraction is!

The dialogue of the characters throughout the experience is narrated by the official Spanish voices of the characters in the films. When it comes to the music, we directed it to live in the same style as Michael Giacchino's score for the movies. This ensures the auditory level of the experience matches the serious, thrilling character of the attraction and its story.

CW: Did you encounter any significant challenges or set-backs during the project?

RS: A creative challenge we faced during production was the creation of the rockwork formations present in the Batcave. In order to accommodate weight restrictions for this area, we had to develop an innovative production method that combined various materials for multiple levels of the same rockwork formation. Each level was produced and constructed in a different way. Still, each level had to achieve the same visual result in order to form one indistinguishable formation. This way, we could ensure the impressive immersive aspect of this scene would be guaranteed; conforming to the productional regulations while retaining the quality of the experience. We have received wonderful reactions from guests regarding this part of the queue – some of whom even told us they re-entered the attraction just to be able to spend more time in this particular scene. A great compliment for our work!

CW: How would you describe the overall experience of Batman: Gotham City Escape?

RS: Batman: Gotham City Escape is a unique, immersive attraction that takes guests into the captivating world of the famous superhero where they get to be a part of the story – as they face Gotham's most menacing villains in a thrilling roller coaster experience that is simply oozing with story.

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Action League Popcorn Revenge

Alternative worlds

Belgium-based interactive dark rides and media-based attractions specialist, Alterface, is going from strength to strength. Park World gets the latest from the company's marketing communication manager, Giulia Florian.

Throughout this year, Alterface has been at the forefront of delivering cutting-edge interactive technology for some remarkable projects.

Notably, we provided interactive technology for the Treasure Hunt Dark Ride at Cannery Row, Monterey, California. This project celebrates a longstanding partnership with Sally Dark Rides, a testament to the trust and synergy we've cultivated over the years.

Additionally, Alterface has contributed to the 28th LEGO Dark Ride at LEGO Discovery Center Brussels, further cementing a long-lasting collaboration with Merlin Entertainment.

Working with IP

Alterface is also thrilled to see our beloved IP, Popcorn Revenge, making its mark around the world. Following its successful integration in several rides in Europe, we recently installed an Interactive Theatre at Hamanako Palpal, Japan, featuring our cherished IP. Moreover, Alterface has successfully installed an Interactive Theatre featuring the well-known Hasbro IP My Little Pony at My Little Pony Happy World in Shanghai.


Wander

Additionally, the world's first SpongeBob SquarePants Interactive Dark Ride, designed by Sally Dark Rides and featuring Alterface's cutting-edge interactive technology, is set to captivate visitors with the exhilarating charm of this beloved IP at Las Vegas's Circus Circus.

A turnkey service

We pride ourselves on offering a turkey service to our clients. We ensure that we remain at the top of our game throughout each step of the process through a combination of key strategies. These include:

Great partnership: One key of our success is the result of strong collaborations with industry leaders. We work alongside great partners, ensuring that we can deliver comprehensive solutions that cater to our clients' unique needs.

Solid and Unifying Technology: At Alterface, our mission is clear: to provide reliable, easy-to-implement, and future-proof solutions. We achieve this by utilising the powerful Salto interactive show control system as a unified platform. With Salto, you can effortlessly manage all ride elements, including video, audio, lights, vehicle motions, animatronics, and special effects.

Adaptable Processes and Tailor-Made Solutions: We recognise that every client is unique, and their needs vary. To cater to this diversity, our processes and technology are designed to be highly adaptable. Thanks to our compact and easy-to-install technology, we are able to craft tailor-made solutions that seamlessly align with each client's distinct aspirations. Beyond technology, our expertise in gameplay and storytelling is an integral part of our turnkey projects, delivering a truly personalised and exceptional experience.

Research and development

At Alterface, we're all about research and development (R&D), especially when it comes to interactive technology. Our R&D approach has three key aspects:

Client-Centric Innovation: We actively respond to our clients' needs, embracing their challenges and demands, which often drive us to innovate and enhance our features and functionality.

LEGO Discovery Center Brussels



Embracing Technological Advancements: We continuously adapt to the evolving landscape of technology, ensuring that we utilise the latest developments to improve our offerings.

Cross-Industry Vision: Leveraging our extensive expertise and insights from adjacent markets, such as live shows and the gaming industry, we shape our vision of the future. This multi-faceted approach helps us keep innovating and leading the way in our field.

While we have exciting projects in the pipeline, we're keeping our secrets close for now, but stay tuned for some thrilling innovations!

A commitment to innovation

In the ever-evolving landscape of interactive entertainment and technology, Alterface remains committed to innovation. We continually explore new technologies and approaches to enhance our projects and provide the best experiences for our clients and their audiences. Here are some recent developments and technologies we've adopted to assist in our projects.

Thanks to advancements in 3D real-time engines, we've developed a powerful tool that enables us to effectively simulate our rides. This tool allows us to anticipate and address various aspects of a ride, resulting in a faster design and installation process, ultimately ensuring a high-quality and immersive ride experience for our clients and their audiences.

In addition, we've leveraged our knowledge of networking, web technology, and big data from previous experiences to create Wander, a groundbreaking software-based solution for the design and activation of adventures in themed venues. With Wander, thousands of visitors can engage in interactive experiences simultaneously and the content dynamically adjusts to their actions over multiple days.

Visitors now have the freedom to interact anywhere in the venue, engaging with live actors, solving physical puzzles, impacting other visitors' adventures, and using our interactive technology to interact with virtual worlds. Wander enriches these experiences, providing visitors with personalised and ever-evolving stories, delivering an unparalleled level of immersion and interactivity.

Delivering solutions

Working on Harrington Flint's Island Adventures, Fantasy Island, UK was indeed a unique challenge. This refurbished project involved integrating various components from different rides, including media, lighting, vehicles, and physical targets. As the supplier of the show control system and interactive technology, we had the task of seamlessly connecting and managing all these elements to ensure a smooth and immersive experience for guests. This project exemplifies our ability to adapt and deliver innovative solutions even in complex scenarios.

Looking to the future

As we look to the future, Alterface is excited to unveil three upcoming projects that showcase our commitment to innovation and custom solutions in the world of interactive entertainment.

First up, the world's first Action League Popcorn Revenge is set to make its debut in May 2024 at Suzhou Paradise Forest World, Huqiu District, Suzhou City, China. This innovative interactive tournament is based on a totally new formula where multiple teams compete against each other up to a final winner, featuring an ultra-dynamic multi axis rotation. Guests will enjoy the excitement of interactive shooting, competitive gaming, and the sensation of a rotating platform, making this thrill ride a must experience for all ages!

Developed in collaboration with Boren, The Action League Popcorn Revenge is a turnkey compact solution specifically designed for FECs and malls. Featuring our beloved Popcorn Revenge, this affordable solution stands as a versatile and catchy addition for any mall or FEC worldwide!

Second, SpongeBob's Crazy Carnival Ride is the world's first interactive SpongeBob SquarePants dark ride, designed by the creative minds at Sally Dark Rides and featuring Alterface's cutting-edge interactive technology. This innovative attraction, located at Circus Circus Las Vegas, is set to transport guests on a whimsical journey through vibrant seafloor scenes. Here, you'll encounter vibrant sets, special effects, animatronics, and vivid integrated projections. Get ready for a hilarious and immersive adventure!

Third, Moviemax is a breakthrough compact interactive attraction set to revolutionise entertainment on the go. Conceived by Léo Verstiggel, Moviemax showcases Alterface's ability to craft tailored solutions for varied client demands.

The attraction's ingenious design, unveiled from a simple container, transforms into a beautiful compact setting reminiscent of a vintage Hollywood movie theatre, complete with an abundance of classic light bulbs and iconic marquee signages. The setting features ticketing, a photo booth, a queue line, and seating for twelve.

This cost-effective attraction, uniquely adapted for fairs and itinerant events, boasts an easy setup requiring just 2 to 3 hours and minimal operator involvement, translating to lower operational costs.

As for its initial debut, Moviemax will make its first appearance at the Quinconces Fair in Bordeaux in March, followed by the Attractive Fair in Nancy in April. It will then delight visitors at the Saint-Tropez amusement park (AZUR PARK) throughout the entire summer season, and finally return to Bordeaux in October.

Sharing knowledge

Alterface is excited to participate in several upcoming events, where we will share our insights and expertise in the world of immersive entertainment and technology. These events all provide a valuable platform for us to contribute to the constantly changing landscape of interactive experiences. First, as part of the IAAPA Education Program during IAAPA Expo in Orlando, our CEO, Stephane Battaille, will be a panellist in a captivating session on 'Emerging Technologies: What's Next in Immersive Experiences.' This session promises to inspire and shape the future of location-based education and entertainment. Another panel featuring our product manager, Etienne Sainton, will delve into 'Interactive Guest Experiences,' providing insights into the ever-evolving technology that engages guests.

Treasure Hunt: The Ride





Leading light

Sally Dark Rides is renowned across the world for many of the most successful dark rides ever created. It's John Wood - chairman and one of the original founders of Sally - who has led the business on its dark ride journey for over 45 years. Park World finds out more in this Q&A.

> **"I am very proud of all of our creations"**

Charlotte Westwood: What brought you into this industry?
John Wood: We started Sally with a business plan of marketing moving and talking mannequins to the retail display and museum industry, but within a year discovered IAAPA and found a home there! Since 1978 we haven't missed one of the IAAPA exhibitions.

CW: Tell me about your role in founding Sally Dark Rides.
JW: Two other gentlemen named John had the idea and built five prototypes in their garage, but they both had other careers and families, so they recruited me to be the rainmaker as head of sales and marketing. Soon after, we rented office space and began the business. The other two founders returned to their original careers within the first decade of the company.

CW: Has the business evolved in the way you expected over the years?
JW: When we started, we were pioneering new ways to use animatronics. We sold Santa Claus's to retail stores, Tooth Fairies to dentists and logo characters to major corporations, but around 1982, Chuck E. Cheese and Showbiz emerged in the marketplace and the demand for animated musical shows went through the roof! As a result we developed new control technologies that would enable us to manage multiple characters on multiple stages and were thrust into the entertainment side of animatronics. In the late '80's Chuck E. Cheese went Chapter 11 and the market for animated musical shows dried up. At that juncture we set out to expand our efforts in the amusement park industry through dark ride development.

Due to the fact that we could produce the animatronic stars of the dark rides, we firmly believed that we could rejuvenate dark rides in the regional park and have spent the last 35 years in the industry doing just that.

CW: What are the proudest moments in your career to date?
JW: We have had the good fortune to create some outstanding attractions however the three THEA Award dark rides are truly special: Challenge of Tutankhamon now in its 21st season at Walibi, Belgium, Justice League Battle for Metropolis at multiple Six Flags and Sesame St. Street Mission at PortAventura. Being there on opening day and seeing the visitor response was almost as great as receiving the recognition from our peers at the THEA Awards!

CW: In your opinion, what makes an exceptional dark ride?
JW: Story is always the backbone of a good dark ride but creating gags that affect the visitors emotions to make them jump, laugh, scream or shriek helps to make it memorable. However, the pace of the ride with a great beginning, middle and end is what ties the experience up with a bow!

CW: With that being said, do you have a personal favourite?
JW: I am very proud of all of our creations, however I would have to select Sesame Street: Street Mission as my personal favourite to date!



CW: Can you comment on the next major trend for the dark ride format?

JW: We've seen dark rides evolve from a series of startles and gags through the story telling of Disney and Universal and the growth of interactive dark rides at the regional park. Interactive rides have gone from purely practical experiences to mixed media incorporating more of the video gaming that is so popular today. Moving into the future we are seeing video play a larger role in the entertainment experience and the incorporation of both virtual reality and augmented reality in some locations. We believe our newly patented mini dark ride will provide dark ride opportunities for smaller spaces including FEC's. It will be a great experience in a small space.

CW: What can we expect next from Sally Dark Rides?

JW: We are working with some great IPs including those from Nickelodeon, Warner Bros., Angry Birds, Aardman and others. It will be an exciting future!

CW: Looking to the future of the industry as a whole, what would you say are the greatest challenges it faces?

JW: The industry is facing a number of challenges. In particular the issues with the weather and the economy. As summers get hotter and winters get colder through the expanded season, indoor family attractions should play a vital role in the industry's future. A dark ride or two may just be the perfect solution!



Tivoli Gardens, Copenhagen

Sustainability takes many shapes

A look at the different ways in which parks are working towards the same goal - reducing their environmental impact for a more sustainable future

Concern over the effects of climate change has been growing across the globe for years, and the entertainment and leisure tourism industries hold their fair share of responsibility in ensuring these effects are addressed - and mitigated. Many amusement parks are busy working towards more sustainable operations - and lots of these theme parks around the world are starting with green campaigns that include initiatives such as recycling, reusing, and generating their own power through more sustainable resources. Here are three examples of leading theme parks taking sustainable measures - and they're all quite different.

Tivoli Gardens, Copenhagen

Founded in 1843, Tivoli Gardens is one of the oldest amusement parks in the world, and one of the greenest. Located in Copenhagen, Denmark this Disneyland-inspired old-fashioned park has long been practicing sustainability while enchanting and entertaining guests for decades.

Some of the green practices at Tivoli include a tram that runs on biofuel. This theme park also has an innovative, deposit-based recycling program that saves about 1.2 million plastic cups from being landfilled annually. Tivoli reduces the amount of waste from disposable beverage containers. All refreshment outlets serve all beverages in reusable cups. DKK 5 (0.72 USD approximately) is added to the price of the beverage as a deposit for the cup. The deposit will be reimbursed at one of Tivoli's Reusable Cup Refund Points, and this improves the rate of recycling in the park.

They go a step further with the use of eco-friendly cleaning products, as well as minimally using chemical-based landscaping products. At Tivoli Garden, in-park eateries also focus on the use of local, seasonal, and vegetarian ingredients. More recently, Tivoli announced that it hopes to completely power the park via an offshore wind turbine that will be installed shortly, making this one of the best amusement parks in the world in terms of sustainability.



Disney (Orlando, Anaheim, Paris)

These days Mickey Mouse and company are becoming more earth-friendly as Disney Theme Parks continue to address how to be both sustainable and one of the top amusement parks in the world. Today Disney is focusing on water and energy conservation, greenhouse gas emission reduction, waste reduction, and ecosystem conservation. Interestingly, Disney is reportedly taking Tivoli's lead and looking at the possibility of wind power for its incredible amusement parks.

Disney is reducing energy consumption with the use of electric tram systems, they are also focusing heavily on using more sustainable solar energy.

For example, PortAventura World in the section of Spain at Epcot is entirely carbon neutral. Universal's Volcano Bay also features real volcanic rocks to help in the reduction of water use. As one of the best amusement parks in the world, Disney is also attempting to eliminate food waste by growing fresh produce on-site.

Six Flags

Six Flags has added a number of energy-reducing measures throughout its 20 theme park locations. They aim to be the best and most thrilling theme parks on the planet, and feel a responsibility to do their part to protect the planet. They are actively working to reduce the impact of their operations on the environment.

Six Flags uses vegetable oil straight from the kitchens to power all trains and vehicles at four of its parks. The company's Great Escape Lodge & Indoor Water Park in New York boasts 450 mattresses that are plant-based memory foam and bamboo fabric covers.

In addition, two of its parks, Six Flags Great Adventure and Six Flags Discovery Kingdom, are now powered with solar panels.







It's electrifying!

From March next year, Japan's Ghibli Park - the magical theme park featuring attractions based on the stunning movies produced by Studio Ghibli - will feature an all-electric Catbus. All aboard!



Starting next spring, visitors to Japan's Ghibli Park will be able to hitch a ride in Toyota-made electric vehicles resembling the iconic Studio Ghibli character Catbus.

The Catbus, drawn directly from Hayao Miyazaki's My Neighbor Totoro, is the vessel by which Ghibli Park attendees can drift between universes. Beginning operation next year, the beloved Catbus has come to life, reimagined as a fully functional electric low-speed vehicle.

Research has shown that electric vehicles are better for the environment. They emit fewer greenhouse gases and air pollutants than petrol or diesel cars - and this takes into account their production and electricity generation to keep them running.

Studio Ghibli showcased a prototype of the all-electric Catbus vehicle during a press conference at Aichi prefecture's main government office.

The joint effort of Toyota and technology powerhouse MONET, the smiling, twelve-legged Catbus was crafted using a Toyota APM (Accessible People Mover) electric trolley and can comfortably seat six guests in addition to the driver.

Initially created for the 2020 Tokyo Olympics, the vehicle will offer smooth transit across the park, reaching a maximum speed of 19 kilometers/hour. Seeing a sleek matte finish and plush seat covers, the detailing on the Catbus is striking identicality to Miyazaki's on-screen creation.

Toyota Motor is producing the Catbus vehicle, with the mechanical design based on its low-speed Accessible People Mover. The fleet of five Catbus vehicles will be introduced at the theme park in March 2024 to ferry visitors between attractions.

"A challenge was to convey the impression of a living creature that can move at any time," says Keiji Yamamoto, a senior fellow at Toyota. "We gave [the bus] a round shape and a matte coating. For the seats, we used material that is soft and fluffy."

"Seeing Toyota's craftsmanship up close was an incredible experience," adds Goro Miyazaki, director of three animated films for Studio Ghibli. Goro Miyazaki is the son of Hayao Miyazaki, the studio's co-founder and director of "My Neighbor Totoro," the animated movie where the Catbus character appeared.

The elder Miyazaki was pleased to hear about the real-world Catbus, according to Goro Miyazaki, who added that his father had readily taken on the job of drawing artwork to appear on the Catbus tickets.

Ghibli Park opened last November in Aichi's Nagakute city outside of Nagoya. The park started with three attractions and will add two more by next March.

"This is the only Catbus in the world that runs in real life," comments Aichi Gov. Hideaki Omura.



Out of this world

Park World explores the world's largest indoor theme park, Chimelong Spaceship in Zhuhai, China, following the beginning of trial operations at this record-breaking destination



Inside the aquarium

After several years of development and some project delays, the new leisure destination Chimelong Spaceship - previously called Chimelong Marine Science Park among other names - located in Zhuhai, China, has had its soft opening and started trial operations.

Designed by Los Angeles-based Legacy Entertainment (the business behind impressive projects such as Shanghai Haichang Ocean Park and the stunning Sea Shell Aquarium at VinWonders Phu Quoc) and filling 4,271,783 square feet, Chimelong Spaceship is an aquatic park, built around what is now the world's largest aquarium facility (more than 16.5 million gallons), with the world's largest single aquarium tank.

The reasoning behind the park's name is clear. With its futuristic design boasting sleek curves, clean lines and a silver exterior - and nestled in a green landscape amid towering tree-covered hills - Chimelong Spaceship is like something straight out of a sci-fi movie.

The destination is the second park to open as part of the huge Chimelong International Ocean Tourist Resort



Bermuda Storm

in southern China - and with its opening, it means that Warner Bros World in Abu Dhabi will no longer hold the title of world's largest indoor theme park, as per the Guinness World Records. Indeed, in an unprecedented feat, Chimelong Spaceship now holds no less than seven Guinness World Records.

As the park gears up for its grand opening, more than 150,000 marine animals of more than 400 species are expected to call Chimelong Spaceship home. Among these will be orcas - as part of Chimelong Spaceship's Whale Universe - living in the park's 12.4 million gallon main tank, which can generate 10.5-foot waves, making it the world's largest indoor artificial wave.

Whale Universe is just one of 15 themed zones, another of which is called Coral Secret, which features the world's largest living coral reef exhibit, in 10 specialised tanks of more than 626,000 gallons in total.

Chimelong Spaceship will introduce guests to an awe-inspiring underwater world on a scale never seen before. But let's not forget that this place is a theme park as well - so what about the rides?

The rides are found in the park's Universe Paradise. They're as varied and impressive as the many components of the aquarium facility - and with theming that ties in perfectly.

Chimelong Spaceship boasts China's first real underwater submarine ride, Deep Sea Submarine - a submarine dark ride supplied by Mack Rides - plus no less than 11 Zamperla rides within a collection of themed carnival rides and play areas.

Then there is what is now the world's largest motion simulator attraction, the epic Bermuda Storm. Implemented by Brogent Technologies, Bermuda Storm experience accommodates up to 304 riders on a single motion-base platform, watching on what the park has declared to be the world's largest curved projection screen, at 1,682 square metres.

The theme park is located next to the 1,250-room Chimelong Spaceship Hotel and is part of the same resort as Chimelong Ocean Kingdom, which ranked as one of the world's top 10 most-visited theme parks before the pandemic.

Legacy Entertainment has designed multiple other parks in the region, including Shanghai Haicang Ocean Park and Lotte World Adventure Busan in Korea.

GUINNESS WORLD RECORD WINS

World's Largest Indoor Theme Park - Chimelong Spaceship boasts 397,064 square metres of enclosed area (4,271,783 square feet)

World's Largest Aquarium - With a combined total of 75,350,969 litres of tanks (16,574,889 gallons), Chimelong surpasses its own record established at the neighbouring Chimelong Ocean Kingdom in 2014. The facility houses 38 aquarium tanks, home to nearly 300 species.

World's Largest Aquarium Tank - Breaking its own record once again, the park's largest tank has a capacity of 56,450,136 litres (12,417,288 gallons).

World's Largest Indoor Artificial Wave - The park's record-breaking main tank is equipped with hardware capable of generating waves measuring up to 3.2m (10' feet 6" inches).

World's Largest Living Coral Reef Exhibit - Spread over 10 specialised coral tanks, the 2,848,562 litre (626,595 gallons) exhibit is the largest of its kind.

World's Highest Seated Capacity Motion Simulator - Boasting a capacity of 304 riders on a single platform, the Bermuda Storm simulator ride is unprecedented in scale.

World's Largest Curved Projection Screen - Accompanying Bermuda Storm's super-sized simulator platform is a colossal projection screen, encompassing over 1,682 square metres of surface.



Chimelong Spaceship

CGI superstar

Helping theme parks, museums, and FECs choose the perfect CGI content for their media based attractions, Red Raion is captivating audiences worldwide with its stunning movie experiences. Here's what the digital attractions trailblazer has been up to recently.

Founded in 2014, Red Raion is a CGI studio specialising in media-based attractions. With recent accomplishments including the launch of its highly-acclaimed movie for licensing, Around the World in 80 Days – Journey of Wonders, and an exciting collaboration with renowned screenwriter Lorien McKenna for Red Raion's upcoming film, Van Helsing – Rise from the Dark, Red Raion continues to assert its position as an authority in the global visitor attractions industry.

Around the World in 80 Days – Journey of Wonders

Red Raion's latest release, Around the World in 80 Days – Journey of Wonders, takes audiences on an unforgettable adventure. Using cutting-edge CGI technology and captivating storytelling, the film immerses viewers in a whirlwind journey across the globe, following the footsteps of Phileas Fogg.



The meticulously crafted visuals and seamless integration of motion seats and special effects transport spectators into the heart of the action, creating an unparalleled sensory experience.

This ground-breaking movie has received widespread acclaim from both visitors and industry professionals, solidifying Red Raion's position as a leading provider of immersive content.

The movie is available for licensing in VR, 5D, Dome, and Fly formats, expanding the company's catalogue of CGI titles in the most requested formats in the industry.

Collaboration with Lorien McKenna

Building on the momentum generated by its recent successes, Red Raion has announced an exciting collaboration with Emmy-nominated screenwriter, Lorien McKenna, for its upcoming CGI movie Van Helsing – Rise from the Dark, which was first announced at this year's Saudi Entertainment and Amusement Expo.

McKenna's extraordinary storytelling prowess – as showcased in notable projects such as the Oscar-winning Ratatouille, Up, Brave and Inside Out – adds an exceptional dimension to Red Raion's immersive experiences.

Van Helsing – Rise from the Dark promises to captivate audiences with its thrilling narrative, breathtaking visuals and innovative use of technology. Red Raion's partnership with McKenna demonstrates its commitment to pushing the boundaries of CGI storytelling, as the company strives to redefine the attractions industry and deliver unforgettable cinematic adventures to visitors worldwide.

Red Raion's accomplishments demonstrate its exponential growth and ascent as a leading authority in the industry. With each new release, it raises the bar for immersive entertainment, captivating audiences with its visually stunning and emotionally engaging experiences.



"We're thrilled with the positive response to our recent projects," says Valeria Rizzo, business development director at Red Raion. "Our focus on combining cutting-edge CGI technology with compelling storytelling is resonating with audiences worldwide.

"We have many projects in our pipeline and we're further defining our company structure by expanding our professional roster with valuable new roles and key people, such as our new commercial manager and the COO.

"Also, our collaboration with industry experts, such as Lorien McKenna, further reinforce our commitment to delivering exceptional experiences and cement our position as a trusted leader in the attractions industry."

As the company forges ahead, its commitment to innovation and storytelling excellence ensures its presence in the industry will only grow stronger, delighting audiences worldwide for years to come.

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Pricing games and schemes

Dr. Jack Samuels aka The Fun Doctor gives his two cents on park pricing in this opinion piece

> "In these inflationary times the problem of pricing may require more creativity"

In these inflationary times, pricing of services can be a difficult task. Park operators are by no means exempt and the problem of pricing may require more creativity.

Traditional pricing schemes for the theme park and attractions business include some common and might include some other - perhaps not-so-common - pricing models:

1 One-day tickets: Visitors can purchase a ticket for a single day of admission to the park or attraction. Whereas many places utilise consistent fixed pricing, some have experimented with dynamic pricing. Disney first tested the concept of dynamic pricing with their Broadway Show "The Lion King". In January 2023 this show broke another revenue record and is still the highest grossing longest running show on Broadway. Other producers wanted to buy Disney's pricing model. These pricing models can be built statistically by anyone but take a lot of data collection and input to make them workable. Disney has been using this in their parks as well. The problem is not dynamic pricing, but rather over-pricing given the current economic conditions. I used to hear that people would go to Disney every year, but now they say they can't afford it that frequently. Disney and much of Central Florida's parks have survived on foreign tourists. It is easy to see this if you visit almost any time of the year. Although most parks sell add-on food packages or other single-day add-ons such as fast-type attraction passes, we have not seen what we might call an "ultimate package" that gives you everything for a day at a value price.

2 Multi-day tickets: Parks offer tickets that allow visitors to enter the park multiple times over a set period, usually up to a week. These tickets often provide significant savings. Sometimes, you can also purchase a multi-day ticket that does not expire, which is a variation of this. Multi-day tickets might also include additional perks like those mentioned above for single-day tickets, but this does not appear to be a common practice.

3 Season passes: Visitors can purchase a pass that grants them unlimited access to the park or attraction for an entire season. Season passes can be a great value for frequent visitors.

4 Purchased Frequent User Discount Cards: This is something that we haven't seen in the Theme Park Industry much if at all. A frequent user discount card might be sold at a small price which affords a discount for other things purchased. Such a scheme would also enable attractions to generate additional mailing lists and targeted promotions by collecting data when customers purchase such a card.

5 Group rates: Many parks offer discounted rates for groups of a specific size, such as school groups or corporate outings. This is another category that can be played with, for example, by offering special add-ons or accommodations rather than entry ticket discounts.

6 Special promotions and discounts: Parks may offer discounts for military personnel, senior citizens, or residents of certain states or regions. Each of these can be a subject for discussion. Military and other public service discounts such as first responders and teachers are given more or less to honour these populations. Perhaps some other types of perks should be offered to these people? For example, Delta Airlines allows the military to get on the plane before all able-bodied passengers begin boarding, but they don't offer a military ticket discount. Maybe a limited fast pass for free for such people would be a better idea because sometimes these people have limited time or vacations. Age-related discounts such as those given to senior citizens or children may or may not be appropriate, but seem to be customary. Location-related discounts such as local or state residents are designed to attract locals more to places so that they come more frequently and spend money on food or merchandise.

7 VIP packages: Some parks offer premium packages with additional perks, such as skip-the-line access or exclusive add-on experiences. By offering a variety of pricing schemes, parks, and attractions can attract a diverse range of visitors and cater to different budgets and preferences. I have not been a big proponent of skip-the-line or fast-pass add-ons and have discussed this at great length in previous articles.

So, it seems that the problem of pricing has many different ways to go. Some of the ideas expressed might be new or untried - but should provide food for thought when it comes to considering a solution to the issue.

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Super P'Sghetti

Park World's North American editor, Susan Storey, heads to Six Flags Fiesta Texas to check out the park's new installation, Kid Flash Cosmic Coaster

Superheroes and spaghetti are two key elements of childhood. Visits to amusement parks provide favourite childhood memories as well. This month, Six Flags Fiesta Texas celebrated the combination of all three with the grand opening of its much-anticipated new coaster, Kid Flash Cosmic Coaster. The only racing roller coaster in Texas, the new attraction's twin tracks operate simultaneously and cross over and under each other a dozen times during each ride cycle.



The latest creation from Skyline Attractions, the Kid Flash is part of the P'Sghetti Bowl Children's Coaster line. Celebrating the innocent and awkward way young kids often first pronounce 'spaghetti', Skyline has named the coaster product - which features six off-the-shelf layouts as well as customisable ride elements - after the pasta dish. The P'Sghetti Bowl Children's Coaster product was first introduced in September 2021 with its innovative weld-free track design, which allows for a streamlined fabrication process. The inclusive train design comfortably seats an adult and child, or two children, in each row, and has broad appeal for operators of all sizes.

Kid Flash's two parallel duelling tracks allow both trains to run simultaneously so guests compete and race during each ride cycle. The 36" (91 cm) minimum height requirement makes it accessible to young thrill seekers and expands Fiesta Texas' coaster collection to guests of all ages.

A breath of fresh air

"The P'Sghetti Bowl Children's Coaster is a long-awaited breath of fresh air in the world of children's coasters," shared Tyler Mullins, design engineer, Skyline Attractions. "Completely manufactured in the United States, the innovative single-rail track design is weld-free, allowing for a simplified fabrication and an affordable price for parks, FECs, zoos and just about anyone who would like to add a children's coaster to their operation."

By creating the weld-free track, Skyline has ensured fabrication is done at a lower cost than traditional coasters while providing the sleek aesthetic single rail coasters are known for.





Kid Flash, and all P'Sghetti Coasters, is the first single-rail children's coaster in the marketplace. "We also designed and engineered the similar Titan Track product for Great Coasters International, Inc.," Mullins continued. "This design has been successfully installed on nearly a dozen different roller coasters in North America and Europe."

Park president for Six Flags Fiesta Texas, Jeffrey Siebert, is particularly excited about the broad appeal of the new ride. "Kid Flash Cosmic Coaster is a new prototype family coaster experience," he said. "It meets one of our ongoing strategic goals to expand our park lineup of multigenerational attractions. Kid Flash Cosmic Coaster complements our existing ride package and delivers broad thrills that everyone will enjoy."

The new coaster joins the park's DC Universe which stars heroes and villains of the beloved comic books. Captivating storyboards and lighting help guests fully immerse themselves into their own comic book story as they fly along the track.

"In addition to the thrilling coaster experience, the ride is visually stunning," Siebert continued. "The innovative lighting package Skyline Attractions incorporated into the ride creates endless opportunities for us to change the look and feel of the ride throughout the year. We are excited to open another world-first attraction."

Kaleidoscope of light and colour

Mullins agreed the exclusive lighting package sets Kid Flash, and all P'Sghetti coasters, apart. The unique installation provides vastly different ride experiences as day turns to night. "The Aurora LED lighting package can be a key component of a P'Sghetti Bowl Children's Coaster. Providing a kinetic element never before seen on a roller coaster, we've barely scratched the surface of what Aurora can be used for. Clients can customise their track colours and lighting sequences for holiday overlays, private events, custom messaging and so much more."

Skyline Attractions first unveiled the Aurora lighting package during IAAPA Expo 2022. Its ability to transform the P'Sghetti coaster into a kaleidoscope of light and colour attracted attention on the show floor, and Six Flags, Inc. made sure its order for Six Flags Fiesta Texas - and Six Flags Over Georgia -included the outstanding enhancement.

Since then, Skyline has continued to expand how Aurora not only enhances the attraction package but also fully engulfs the ride in light with its bright, visible LED panels that can be installed on the top, sides, and even underside of the roller coasters' tracks.

Jeff Pike, President of Skyline Attractions, said, "Aurora is the most innovative and exciting lighting system in the market. It allows us to create truly unique and immersive experiences for our customers and their guests."

The debut of Kid Flash at the San Antonio park was quickly followed by a second for both the theme park company and ride manufacturer. Skyline also installed a Kid Flash Cosmic Coaster at Six Flags Over Georgia. Located in the Gotham City section, the Atlanta-based park's coaster is very similar to its sister ride in Texas. Both coasters feature over 1100 feet (335 metres) of track, however Fiesta Texas's coaster is approximately 34 feet (10 metres) longer.

"We can't think of a better way to debut the P'Sghetti Bowl Children's Coaster than with our partners at Six Flags," Mullins finished. "All of us at Skyline Attractions are proud of this high-quality, family-friendly roller coaster and seeing it come to life at two Six Flags parks has been incredibly fulfilling. With the six off-the-shelf models that range in cost and footprint, as well as the many opportunities we can provide for custom designs, we are ready to introduce more servings of the P'Sghetti Bowl layout to destinations of any size."





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ACTIVE SHIELDZ







IAAPA Expo 2023: exciting new offerings and major sponsorships

IAAPA Expo 2023, the premier event for the global attractions industry, will spotlight a host of exciting new features and attractions for attendees, making it an event like no other expo event. In addition to the indoor exhibit space being sold out for the first time since 2019 – featuring more than a staggering 1,100 exhibitors – this year's expo highlights an expanded exhibit space and sponsored programming that shines a light on major industry brands.

"The team has outdone themselves with the number and creativity of sponsorships and only-at-IAAPA Expo programming being offered this year," said Jakob Wahl, president and chief executive officer for IAAPA. "IAAPA Expo 2023 is going to be great. We wanted to bring new offerings to the participants this year and the team has come up, together with our partners, with many fun ideas to present to the larger attractions industry."

Here's a look at some of the new offerings available this year:

Hasbro CLUE Game in the IAAPA Expo Insider Booklet

Upon registration, each attendee may pick up their exclusive IAAPA Expo Insider Booklet, sponsored by leading toy and game company Hasbro. This booklet is your key to an attractions industry twist on the classic mystery game, CLUE, which was recently reimagined by Hasbro earlier this year. Attendees are encouraged to channel their inner detective and solve the mystery for a chance to win a special prize and, of course, gain bragging rights among their industry peers.

The prize can be claimed at IAAPA Member Central, adding an extra layer of trade show floor excitement to this year's event. The IAAPA Insider Booklet containing instructions and materials for the game will be readily available at entrances to the trade show floor, the exhibit hall entrance, and outside of the opening ceremony.

New Alcohol, Beverage, and Innovation Pavilion

As IAAPA continues growing its membership base and welcomes more companies that align with the evolving needs of the industry, this year's tradeshow floor will include a new Alcohol, Beverage, and Innovation Pavilion. This area, which will feature brands like 375 Park Avenue Spirits, Dogfish Head, Twisted Tea, Liquid I.V., BuzzBallz, Beverage Management, Craft Standard Draft Cocktails and Taub Family Wines, includes a fully operational bar and networking space. Please note that this is different from the Food & Beverage Pavilion, ensuring that there's something for everyone's taste.

Take Brightline to IAAPA Expo 2023

With IAAPA Expo taking place Nov. 13-17 at the Orange County Convention Center in the heart of Orlando, we're offering a new way for attendees to get to this industry event through a new partnership with Brightline, the brand-new rail connection that links central and south Florida. Use promo code IAAPA15 at checkout to save 15% on select SMART fares starting September through November 17, 2023.

SkyElements Drone Shows

Prepare to be mesmerized as IAAPA Expo presents four spectacular drone light shows on select nights Nov. 10-17. Soaring high above the convention center, Central Florida visitors should keep their eyes on the sky after sunset for thrilling aerial displays and a cutting-edge light show, generously sponsored by SkyElements.

ShimmerTech Photo Ops

Attendees at IAAPA Expo 2023 can capture memories that shimmer and shine with two incredible selfie walls, including an 8'x8' wall on the South Concourse and a massive 9'x26' display on the North Concourse, sponsored by ShimmerTech.

Connect+ and CaptureLife photographers

IAAPA Expo 2023 is fully replacing the trade show program with Connect+, IAAPA's official mobile app. Attendees can access the complete IAAPA Expo agenda, networking tools, and a full list of exhibitors on Connect+. Additionally, through a sponsorship with CaptureLife, photographers will scan IAAPA Expo badges to sync event photos to Connect+, creating a personal photo gallery for attendees to relive the experience.



IAAPA Expo: Press Events

November 14 will see the show floor open for IAAPA Expo 2023 in Orlando - and a packed three-day schedule of press events and conferences awaits

Putting passion, innovation, and creativity on display, 27 exhibitors and their respective operator partners are set to host press conferences at IAAPA Expo 2023. Everything from product partnerships and development to park expansions to general industry news will be shared during this year's incredible event.

IAAPA Expo is the global attraction industry's premier international event, and the show floor opens Tuesday, November 14, at the Orange County Convention Center (OCCC) in beautiful Orlando, Florida. With more than 550,000 square feet of exhibition space, the trade show features over 1,100 exhibitors.

Press conferences take place Tuesday-Thursday on the trade show floor or on the newly imagined EDUTalk Stage located in room S220DE on the south concourse of the OCCC.

Media are also welcome to stop by booth #3800 for a mixer with J&J Snack Foods on Wednesday, Nov. 15, from 2-3 p.m. Be among the first to sample new snacks and concessions coming to an amusement park or entertainment venue near you! J&J Snack Foods, known for beloved brands like SUPERPRETZEL, ICEE, Dippin' Dots, and iHola! Churros is a leader in innovative and delicious foods. Guests will be able to chat with executives and taste exclusive items from some of their most popular brands.

IAAPA Expo includes an education conference and the exciting trade show floor, both of which focus on members discussing critical business needs, education sessions and panels, networking opportunities, and discovering the latest products and innovations.

Registration for press and influencers closes on Friday, Nov. 10. There is no on-site registration for media during the expo. The press conference schedule and planned announcements are subject to change.

IAAPA members and exhibitors holding press conferences include:

- Cedar Point with Zamperla
- Sally Dark Rides
- Holiday World with Vekoma Rides
- Triotech
- Falcon's Creative Group
- Busch Gardens Williamsburg with Premier Rides
- Zamperla
- Sub Sea Systems, Inc.
- Hersheypark with Philadelphia Toboggan Coasters, Inc.
- Extreme Engineering
- Silver Dollar City with Rocky Mountain Construction
- The Gravity Group with Six Flags Great Escape
- Intamin with the Qiddiya Investment Group
- SeaWorld Orlando with Bolliger & Mabillard Inc.
- S&S Worldwide with SEVEN
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- WhiteWater
- LAI Games
- Embed
- LeftCoast Entertainment
- DOF Robotics
- Hasbro City FEC
- Aquatic Development Group
- SeaWorld Parks & Entertainment with Proslide
- SPREE Interactive
- Life Floor
- Immersive GameBox
- Lane Terralever





Attractions.io

Attractions.io, a leading creator of mobile visitor apps, will be exhibiting at this year's IAAPA Expo in Orlando, Florida, from 14 – 17 November. The company will present a not-to-be-missed reveal during the show, for attraction operators, digital experts and agency owners.

The Attractions.io team will be available to demonstrate the firm's core platform, which includes its native guest-facing mobile apps and robust operator console. This is ideal for attractions searching for a comprehensive guest experience platform that links every touch point in the guest journey and can launch in as little as six weeks.

During the trade show, attendees can:

- Explore the interactive Attractions.io park to discover how mobile technology reduces friction and unlocks the full potential of every visit.
- Learn how to unlock consensual guest data for better decision-making and enhanced experiences.
- Connect with Attractions.io's partnership experts and build a plan to integrate their technology into a unified experience for both guests and operators.

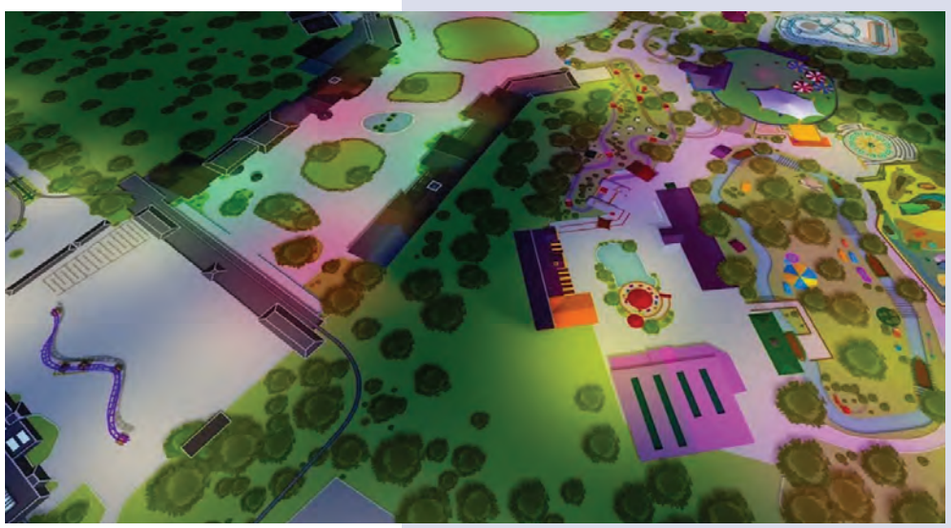
Over the past year, Attractions.io has experienced quick and sustainable development, which has enabled the firm to expedite its product roadmap.

The guest experience platform now includes:

- Major map updates, including rotatable and tiltable maps, along with a new Night Mode that has been used by Alton Towers.
- Enhanced user segmentation messaging by demographic, geolocation, guest data and purchase data.
- Deeplinks, allowing guests to load tickets directly from emails and allowing attraction operators to link to the apps directly from push notifications.
- In-app photos, enabling guests to purchase, download and share photos from their visit.

MapLayr from Attractions.io

There was a single, primary reason why Attractions.io created and developed its sophisticated mapping engine and wayfinding system: nothing else could meet its needs. In the present day, it has evolved into the most powerful mapping system available for location-based companies.



Attractions.io's main platform, which includes native mobile apps, has been powered by its mapping features, which are continually being improved and upgraded. In time for Halloween and the holidays, a new night mode was introduced this year, adding to the rotatable and tiltable map capability from the previous year.

However, the business realised that there was a huge opportunity to improve user experiences thanks to this innovative technology. Therefore, the team will announce at this year's IAAPA Expo that, in order to meet the many needs of the attractions sector, its mapping feature will be available as a stand-alone SDK. It will also continue to be a key component of the core platform.

The new MapLayr SDK provides enterprise-grade mapping technology and wayfinding without the time and complexity involved with building map capabilities in-house. It offers multi-level, one-way, and accessible routes. To get going, all you need is an API key.

The Attractions.io team will be at booth #4343.

Extreme Engineering

Extreme Engineering has lots in store for this year's IAAPA Expo. The all-new skateboard inspired flat ride, the Ollie-loop, will make its debut in Orlando. You can now pre-order the exciting Ollie-loop attraction to ensure a faster delivery date. Extreme Engineering will also be displaying two new suspended Cloud Coaster vehicles on the show floor, including the award winning Flex-Shade system. With the company's skillful engineering design services, and new tooling for fabrication, Extreme Engineering can make your concepts more real than reality itself!



The Ollie-Loop is Extreme Engineering's latest attraction, spinning and launching guests high in the air on a skateboard inspired ride. The Ollie-Loop will safely secure up to six riders providing unpredictable motions, and sudden jumps, all while spinning in circular motions. The entire platform is on a programmable turntable, for those brave enough to experience additional thrills on this skateboard attraction.

Meanwhile, Extreme Engineering's Cloud Coaster Storm will showcase the company's side-by-side ride vehicle, while Typhoon will show a front to back ride vehicle configuration. Stop by the booth to see both vehicles.

Extreme Engineering's FLX Shade

Awarded Best New Product at IAAPA, the patent pending FLX Shade can create shade practically anywhere. The FLX Shade system can be easily installed without requiring massive pilings or infrastructure. The brand's innovative, post installation methods allow the FLX Shade to be an easy addition to any application. Flush mount installation methods are also available, which also don't require deep pilings.

Find Extreme Engineering at booth #2659.

SPREE Interactive

SPREE Interactive, a leading provider of active free-roam VR experiences, will be exhibiting at IAAPA Expo 2023, which takes place at the Orange County Convention Center in Orlando, Florida, from 13 – 17 November. During the show, attendees will be able to experience the company's range of VR attractions for themselves and can book a VIP demo in advance, as well as discussing with the team how SPREE games can boost FEC revenue.

The company's VR attractions, which have over 100 turn-key installations globally, are well-known for their assortment of lighthearted games appropriate for players six years of age and up. SPREE Interactive now offers a selection of VR experiences for the whole family, including three new VR Laser Tag titles for players aged 10 and up and six remastered games for younger players.

In addition, SPREE Interactive is now offering a new software-only licencing strategy in response to the increasing demand from VR arcades for content appropriate for younger audiences. The SPREE game library is slated for release in November and will be licenced on a pay-per-play basis. The first release will support up to ten players concurrently and work with the HTC Focus 3 headsets.

To sign up as an early adopter for the software-only alternative, please click here. To book a VR attraction demo at IAAPA Expo 2023, please click here.

SPREE Interactive is a Gold Sponsor of IAAPA Expo 2023. The firm revealed a new multiplayer VR laser tag game, CyberMosh Mayhem, in the summer. Earlier in the year, it also celebrated the success of its new attraction in Medellin, Colombia. This SPREE Arena is the company's first South American project and the first VR attraction at the Happy City family entertainment centre. In a record-breaking month, the SPREE Arena generated revenue of Col $13.959m for the FEC.

Find SPREE Interactive at booth #4028.



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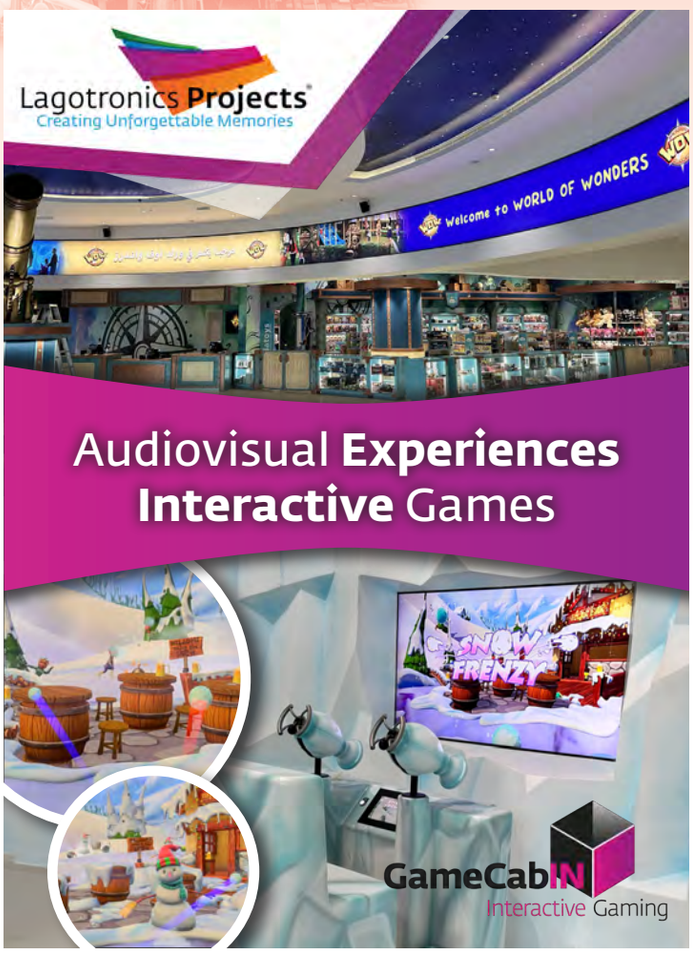
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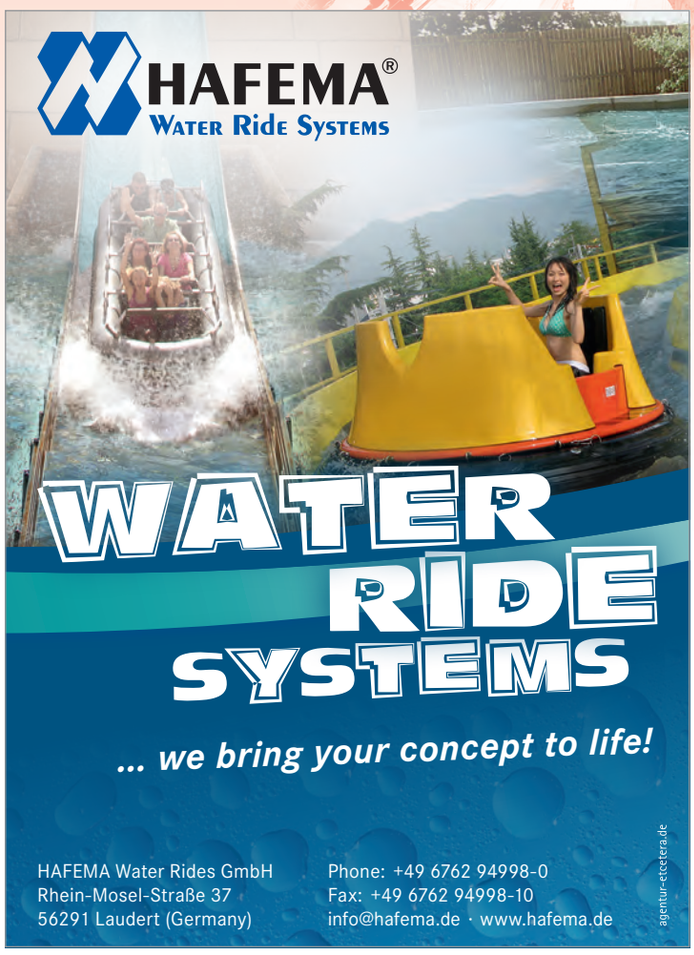
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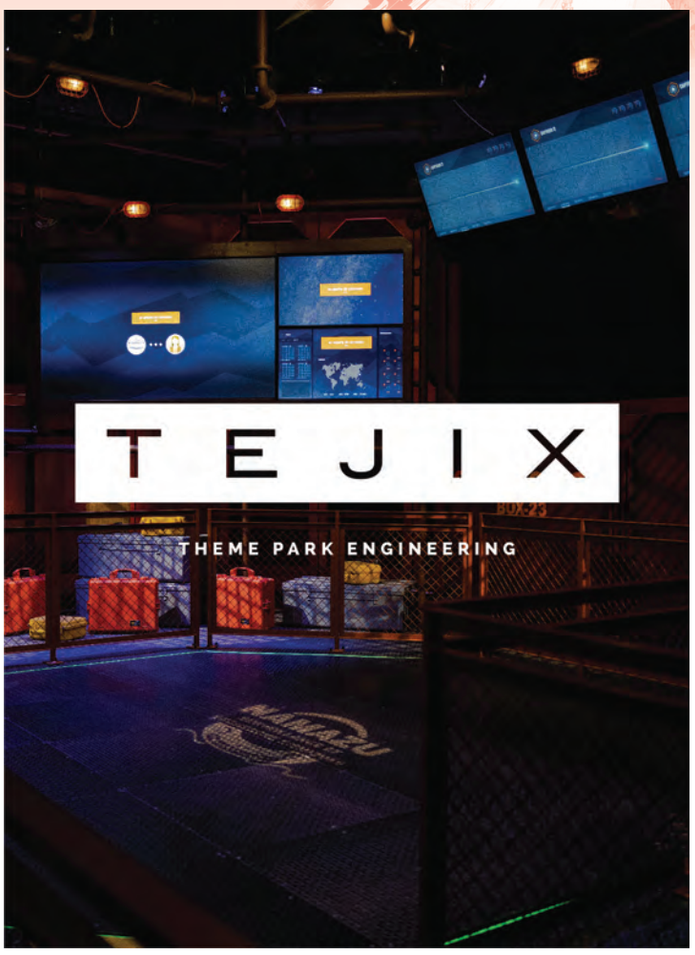
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ExCel London Convention Center
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ICE London 2024
ExCel London Convention Center
London, UK

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IISF Headquarters
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IAAPI Amusement Expo 2024
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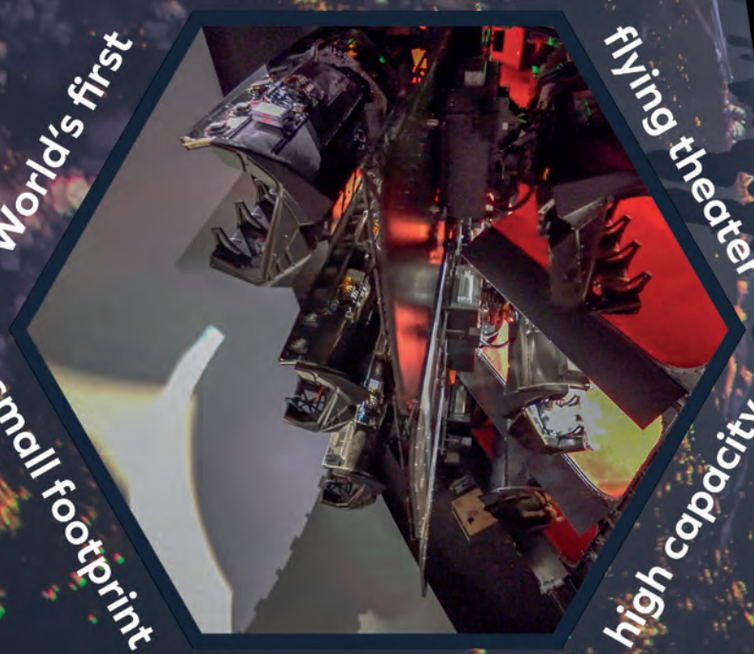
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