

# InterPark

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## UK seaside piers

*Maintaining traditional values in a modern world*



**11** Waterparks



**22** Middle East update



**53** Digital marketing



**Park Life**  
Enchanted Kingdom,  
Philippines

**Live**  
entertainment  
in parks

**Open to Question**  
Tom Mehrmann,  
Ocean Park

# Polin Waterparks and Pool Systems

"DEAL 2011 was one of the best DEAL shows in its history," said Bilge Pakis, architect for Polin. "As a regular exhibitor at this show, we can easily say that not only the quantity but also the quality of the visitors was increased.

"We promoted several new products, including King Cobra, Racer Series, Splash Cinema, Surfstream and Creek Surfing this year. As a company located in the region, the Middle East leisure market has always been important for us. The importance of the region will definitely grow when we look at the quality of the visitors."



**Polin architect, Bilge Pakis**