

InterPark

InterPark.co.uk



Waterparks **17**



Park Life **38**



EAS preview **54**



Grand Pier

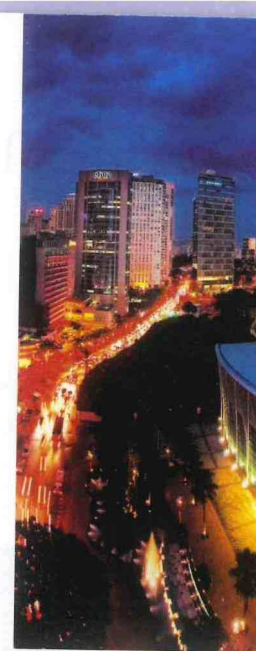
bringing seaside piers into the 21st century

Feature
Play structures

Open to Question
Caroline Maessen,
Toverland

Show report
Asian Attractions
Expo

Asian Attractions Expo 2010



Event organiser: International Association of Amusements Parks and Attractions

Dates held: July 13-16, 2010

Location: Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia

Exhibitors: 212 (up 50 per cent on 2009)

Attendance: 4,750 (up 34 per cent on 2009)

Diary Dates: Asian Attractions Expo 2011, Resorts World Sentosa, Singapore, June 21-24

Analysis

Asian Attractions Expo continues to go from strength to strength, with recession-bucking increases in both exhibitor and visitor numbers clearly ratifying Asia's position as the world's strongest growth market for the global out-of-home entertainment sector. IAAPA's decision to shift the event around Asia from year to year has largely been applauded by exhibitors - who, of course, continue to serve clients in markets across the region - although some have suggested a more permanent move to Singapore may be something to watch out for in the future.

3DBA

3DBA, the diversified developer of theme park rides and equipment, has hit industry headlines throughout 2010 for the successful installation of numerous attractions around the world.

Managing director Roger Houben said AAE has proven to be successful for the group over the last couple of years and that Asia remains one of the company's largest markets.

Riding high from its new partnership with Dynamic Structures/RoboCoaster, Houben said the Flying Theatre and RoboCoaster products attracted a lot of interest in Kuala Lumpur. Furthermore, 3DBA introduced its partnership with Cartoon Network at the show, which also garnered attention.

"The Asian market is very open for new, innovative, high-tech, media-based attractions and will further expand. Certainly now the standards in China will be increased," he stated.

Houben said the quality of visitors at AAE was of the usual high standard and expressed enthusiasm for the 2011 event.

"I believe Singapore would be the better location for future exhibitions, certainly with Resorts World Sentosa attracting extra visitors," he said.

Polin Waterparks and Pool Systems

AFTER recently introducing King Cobra, a new intense-thrill waterslide, to the global market, Turkey-based Polin Waterparks and Pool Systems said AAE 2010 presented the ideal opportunity to reach potential partners, park owners and business investors.

"We displayed a model of King Cobra on the show floor together with a simulation video, along with an RTM manufactured slide component with Polin's unique natural light effects system," said marketing manager Sohret Pakis. "We were very pleased with the record-breaking attendance - it was beyond our expectations. Kuala Lumpur was the perfect place to hold this event due to its unique location and many visitors came from Indonesia, the Philippines, China, India and even Myanmar. I believe it will be same in Singapore next year as well.

"The Asian market is excitingly growing and open to newness. Therefore, this market is of great importance for us. Looking at the geographical distribution of our worldwide references in 75 countries around the globe, we observe an increase in the Asian 'pie' for the last three years. The most significant change in the Asian attractions industry is growth."

