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Several Polin slides have been installed at Aqua Magica in Spain

## Adding a waterpark for expansion a 'growing trend'

The US\$6.5m (€5m, £4m) addition of a new waterpark at Isla Magica theme park is the latest example of a growing trend in Europe, according to Polin.

Park owners the Looping Group partnered with Turkish company Polin for the creation of the new Aqua Magica waterpark, which has been added as a major part of a strategy to ensure long-term

guest interest at the Seville, Spain-based Isla Magica.

"We know that these waterslides will help build guest loyalty because they are unique and thrilling. Plus, we'll provide an actual beach experience with our wave pool in an area of Spain that is far from the coast," said Laurent Bruloy, CEO of France-headquartered Looping Group.