

# IAAPA 2002 news review

IAAPA exhibitors collectively breathed a huge sigh of relief as the 2002 show in Orlando generated the first glimmers of optimism for quite some time. Clearly, business was being done on the trade floor, though much of it still at the front end of projects, and exhibitors were gladdened by the sight of overseas delegates who were returning in force after the hiatus that followed the 9/11 attacks.

With James Bond around to brief IAAPA general managers and owners (Roger Moore CBE in his capacity as UNICEF ambassador), there was a belief that anything was possible, with IAAPA H'Q' behind our own agents.

There was also a greater diversity of visitors than ever before on the show floor, with representatives from museums, science centres, zoos and aquariums, and heritage sites walking the floor alongside traditional IAAPA delegates. As we've long realised, the boundaries are coming down between the different sectors and we are starting to talk to each other. We'll be feeding through news and views from IAAPA over the coming months, and we'll start with a flavour of the news from the show floor...



**Fiesta magic at Pueblo Español, Miziker's latest project**

## MIZIKER'S PASSION FOR MALLORCA

Miziker is taking on its biggest project yet, having completed an arrangement to develop Pueblo Español, a five-acre vacation destination on Mallorca. "We are going to bring this village to life with a themed historical experience that will dazzle the 10 million tourists who visit the island," says Ron Miziker, CEO of Miziker Entertainment Group.

Built in the late 1960s by the architect, Fernando Chueca Goitia, Pueblo Español is a unique village featuring life-size recreations of Spain's most famous buildings. The full-scale replicas of major classical works of Spanish architecture are set among streets and open plazas. The village already offers shops featuring local artisans and crafts and restaurants specialising in regional cuisine and wines. Miziker is planning to add musicians, performers, pirates, wenches and singing monks to the mix. "By combining the spectacular authentic settings with interactive fun based on Spain's 2,000 years of history, we will create a tourist attraction that appeals to the entire family," says president, Bobby Miziker.

## UNLIMITED SNOW SCAPES

Netherlands-based Unlimited Snow is well known as a specialist provider of snow and ice leisure experiences, with a strong emphasis on creativity and innovation. This year the company takes on one of its biggest projects - a 6,000sq ft indoor snow complex in Badhoevedorp in Holland, due to open in September.

The attraction, based on The Arctic® concept created by Unlimited Snow, is a unique, re-locatable snow and amusement park that is designed and themed as an igloo. It contains a snow mobile circuit, a pre-show experience themed around Arctic life, simulation, a children's area, ice carving and snowmen building activities, bumper cars on ice, ice skating and an ice climbing wall. It also comes with food and beverage and merchandising facilities.

Unlimited Snow prides itself on being able to offer turnkey snow and ice solutions for any type and size of leisure facility. For 2003, Unlimited Snow is committed to exploring new franchise opportunities. Check out [www.unlimited-snow.nl](http://www.unlimited-snow.nl)

## ITPS INKS DEALS AT IAAPA

International Theme Park Services is feeling confident, according to its president, Dennis Spiegel, having secured deals to act as the sales representative for such sites as Visionland, Alabama, and the Adventure Landing Waterpark and Family Entertainment Centre in Daytona Beach, Florida. ITPS is also involved with Ocean Journey, the Denver, Colorado aquarium.

At IAAPA, ITPS signed on as the project management team for the new Ripleys Believe It Or Not! sites in Key West and New Orleans. The company is also involved with an adult entertainment facility on Rhodes. Spiegel says to expect more news from ITPS, which has major projects pending and is experiencing its busiest period in two years, a positive sign for the rest of the attractions industry. The company, says Spiegel, is undertaking five feasibility studies spread around the world. "When we do these studies, there is going to be subsequent activity within the industry over the next 12 to 18 months," he predicts.