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# AMUSEMENT INDUSTRY NEWSLETTER

INDIAN ASSOCIATION OF AMUSEMENT PARKS AND INDUSTRIES (IAAPI) | ESTABLISHED SINCE 1999 | WWW.IAAPI.ORG | PAGES 2 | FEBRUARY (I) 2021 / EDITION 15

## RAMOJI Filmcity set to reopen for tourists from 18 February 2021

Ramoji Film City is set to resume tourism operations as before with live shows, attractions, studio tours and hospitality. Tourists can experience the fun-filled cinemagic, entertainment and leisure offerings. Visitors will have a safe trip with all the COVID-19 safety precautions in place. The hygiene and safety protocol has been enhanced across the entertainment zones, spacing out of the tourists will be ensured with physical distancing markers, all the high-contact surfaces are being sanitised and disinfected. Personnel trained with safety procedures will guide the tourists.

## Travel firms launch ad campaigns to promote domestic tourism

With international travel still restricted, travel firms are pushing Indian destinations in their new ads. MakeMyTrip has launched 'My India' campaign nudging travellers to explore the lesser-known destinations across the country.

"When we travel within India, we don't just return with memories but often with awe, pride and a sense of gratitude for the diverse and incredible travel experiences that India as a travel wonderland has to offer. That's the emotion we hope to bring alive through #MyIndia, where we will create conversations on the best that India has to offer," said Sunil Suresh, group chief marketing officer at MakeMyTrip.

(Source: www.livemint.com)

## This park is offering free entry to all Kamala's to celebrate US Vice President Kamala Harris

Wonderla amusement theme park chain offered free entry to all the Kamala's on Sunday- 24th January 2021, to celebrate US Vice President Kamala Harris. If your name is Kamala, then you will get a free entry to this amusement park on Sunday. Wonderla, the amusement theme park chain currently in Kochi, Bengaluru and Hyderabad, is celebrating Kamala Harris, first Indian American Vice President of the United States of America with a special offer.

The amusement theme park chain announced that anyone whose name is Kamala will get a free entry to any of their parks.

"Name: Kamala. Park entry: Free," a poster released by Wonderla reads.

(Source: www.timesnownews.com)

## Assam's Manas National Park launches cycle safaris for tourists

Manas National Park in Assam has become the country's first to introduce cycle safaris for tourists. Reportedly, during the first phase, 12 cycles will be made available for tourists, who will be able to enjoy a trip around the periphery of the deep forests and explore the off-beaten tracks. Manas National Park, a UNESCO heritage park, is also a tiger reserve that is spread across an area of more than 2837 sq km.

(Source: www. timesofindia.indiatimes.com)

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## Maharashtra govt to start jail tourism in state from 26 January 2021

The Maharashtra government will start 'jail tourism' in the state from Pune's Yerawada prison on January 26 to facilitate people to visit and see from close quarters the historical prisons, a minister said on Saturday.

Chief Minister Uddhav Thackeray and Deputy Chief Minister Ajit Pawar will inaugurate the jail tourism initiative at Yerawada Central Jail on the Republic Day, state Home Minister Anil Deshmukh said in a press conference.

This is the first of its kind initiative in the country, he claimed.

"Jail tourism in the state will start from the Yerawada jail in the first phase. Students from schools, colleges and other people will get a chance to visit these historical places," he told reporters at Police Gymkhana here.

(Source: www.livemint.com)

## #NewFeedingStationsAlert at EsselWorld Bird Park

It's good news for bird lovers! EsselWorld Bird Park has installed 2 new very interesting and unique umbrella shaped Feeding Stations. Each of these feeding stations has about 10 feeding plates attached to a hanging stand along with swinging ropes that are hung over the circumference of the umbrella. It's a breathtaking view to spot around 50-70 birds in one go that are of different colours, species, breeds, etc. Its literally their picnic spot where they eat, drink, play and chill! Moreover, there is a new Machaan too that stands upright at the Rock Deck area in the Park. With 2-3 different floors it has, the birdies sit and enjoy their respective balcony views!

So be ready for this beautiful visual treat on your first visit to EsselWorld Bird Park once it reopens.

## Resorts World Genting in Malaysia to add new theme park

Resorts World Genting in Malaysia revealed that it will open a new outdoor theme park called Genting SkyWorlds soon. The park will feature attractions based on international class movies and 20th Century Fox films such as "Planet of the Apes" and "Minions".

A previous report by The Edge Markets in June last year, which confirmed that RWG's outdoor theme park will be opening in the second quarter of 2021.If everything goes according to the timeline, we can expect the theme park to be fully opened to the public by June 2021.

Although Genting dropped 20th Century Fox from the name of the new theme park, visitors can still expect to see attractions based on some of the film stodio's movies, as well as other "international class" movies.

(Source: www.rojakdaily.com)