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Picture credit: Team JNELC

IAAPA Virtual Trade Show

Team JNELC

We are thrilled to participate in the IAAPA Virtual Expo: Asia and are very excited for this new experience.

The virtual trade show starts next week Tuesday 28th – Thursday 30th July and will be live from 2 – 6p.m. China Standard Time (CST), 8 a.m.- 12 noon. Central European Time (CET), but if you would like to schedule a virtual meeting on a specific time and date please e-mail us at: info@jnelc.com

Feel free to register for the show, as it is FREE for IAAPA Members or get in touch with us for 50% off for non-members.

<https://www.iaapa.org/expos/iaapa-virtual-expo-asia/attend-iaapa-virtual-expo-asia>

Reopening in Asia

MIKA NUR FAEZAH

The month of July has been looking positive with reopenings of most Asia's amusement parks and tourist destinations. One of the sought after digital events that I am looking forward to is the IAAPA Virtual Trade Show Asia. In anticipation to connect with clients and friends in the industry, here is some of what is happening at some of the Asia countries that have gradually reopened its doors.

Singapore is in the phase of reopening most businesses and social second activities. Hotels have slowly begun to operate and attractions like the Mandai Zoo and Universal Studios Singapore have



Picture credit: Gagik Nushikyan

Exclusive Interview with Yerevan Park Director

Gagik Nushikyan

GEORGIA VITKUTE

A brand new theme park with 5 ZIERER rides will be opening its doors in Armenia. Yerevan Park is the first theme park there and its Director Mr. Gagik Nushikyan is excited to open the doors and bring happiness to his guests this October. We are also excited for him and we wanted to hear more about his experience and what he has learned while planning this awesome theme park.

What encouraged you to think of opening a Theme Park in Armenia? Was it one of your life goals which you wanted to achieve?

My father, who is the founder of our company, has always had an innovative spirit; when he visited countries in Europe, he felt bad that our country lacked something that was present in other cities. Inspired by the idea to bring amusement parks to Armenia, we first opened our smaller, FEC scale park called Zazaland. It proved to be a successful project, winning a trophy for one of the 10 best parks in the CIS region. More importantly, it brought smiles and colours into the lives of people, especially children, in Yerevan. This persuaded us to think and aim

bigger and open Yerevan Park - the first theme park in Armenia. Personally, I have always been a fan of the amusement/entertainment industry and it has been a real pleasure to be involved in this project.

What have you learned from planning and buying attractions? Would you do something different?

We have gone through a long process of choosing attractions. We have always kept in mind the following points:

- 1) The mix of attractions: getting the right balance between kiddie, family and thrilling attractions. It was our idea to have a few spectacular, key attractions that would fascinate the public (roller coasters, ferris wheel, etc) and build other rides around them to ensure our guests spend more time in the park.
- 2) Quality: we have gone for the best manufacturers in the market to ensure the highest quality and safety of our guests.
- 3) Price: being a small country with relatively low incomes, we were aware of the purchasing power of public, hence keeping a budget in mind has always helped keep our feet on the ground.

We are always appreciating our partners



HB Leisure



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Exclusive Interview with Yerevan Park Director

Gagik Nushikyan

Given these points, it was important to analyse all offers in detail, to be able to compare them "apples for apples". The negotiation process has definitely been a lot of fun! Would I do something different? Not really. It's good to look back and learn, but it's more important to look forward.

You have chosen quite a few rides from the ZIERER portfolio, tell us more about the line-up of attractions for your Theme Park?

In total we have 25 rides in both indoor and outdoor areas. We have gone for 5 Zierer rides: Elevated Seating Coaster, Flying Flowers, Wave Swinger, Kontiki and Family Freefall Tower. Zierer is known in the industry to make rides of great quality, and we really enjoyed our visit to their factory in Deggendorf. Mr. Jeroen Nijpels has also played a great role in assisting us every step of the way.



ZIERER Flying Flowers ride

Picture credit: Gagik Nushikyan

Where did your inspiration for creating the theming/storyline(s) for Yerevan Park come from?

We have always had our mind on building a classic fairytale park as opposed to creating something modern and futuristic. Furthermore, we wanted to create characters that had Armenian roots and something that locals could be proud of and consider "theirs". Therefore, we created Yan & Ana, our two main characters. After, we had to create their "friends", in classic cartoons and fairy tales these friends are often animals. We have decided to go a bit deeper and created four characters, each of whom was a representation of an emotion: joy (Looys), calmness (Noonj), bravery (Zor) and curiosity (Pinchoo). We chose these emotions because 1) these are emotions that people like to see their children develop, 2) these are emotions often experienced by guests of all ages in theme parks. We will try to promote our brand inside the park through merchandise, mascots, theming; we have even composed a soundtrack for the park and for each character separately. The characters have been created by a professional and imaginative local branding agency called Maeutica and we cannot wait for the public to see the results!

What advice would you give to others when it comes to planning a new Theme Park?

Number one would definitely be to start planning early. There are a lot of meticulous details regarding

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MIKA NUR FAEZAH

reopened their doors in limited capacity with government inspections and contact tracing platform have been compulsory in all facilities island wide.

Most businesses have reopened and interstate travel is allowed for domestic holidays in Malaysia, a move that helps to revive its economy. Family theme parks like Legoland Malaysia Resort are reopening since late June after months of closure, promising safety-conscious holiday experiences.

The government of Indonesia has plans to reopen the country to international visitors in September adopting strict health measures. Amusement parks like Dufan in Taman Impian Jaya Ancol reopened late June operating at 30 per cent capacity wooing local visitors by offering free ticket admissions through a quiz in their social media.

Championing the Covid-19 success, Vietnam has resumed its businesses and entertainment sectors.

construction, engineering and communications, ordering products varying from merchandising, F&B, street furniture, tools and others. Step one would be to choose the rides and design your park, fix the masterplan and all the communications including lights, CCTV, sound, green areas, etc. Some details will definitely change as time goes by but it's good to have a set framework to work around. Number two would be to choose a good core team from early on, in order to be able to control everything that's going on and to have people who see the construction of the park from ground up, building the organizational values and views; this core team would then help spread these values across the large team and all the various departments. Number three would be to enjoy the journey! It may get a bit overwhelming at times, but this is the time that builds up your character and teaches you a lot. It's important not to get lost in the chaos and make the most of it.



ZIERER Family Freefall Tower (left)

Picture credit: Gagik Nushikyan

You are building a first Theme Park while you are under 30, it does sound pretty challenging, have you ever had any doubts? How did you overcome them?

Yerevan Park is a family company and I have been lucky to go through this process with my family by my side and my father leading us all. Sure, times do

Reopening in Asia



Picture source: unsplash.com

Resuming domestic flights and reopening hotels have allowed local visitors to visit amusement parks and water parks like Sun World Group and Vinpearl attractions across Vietnam.

Implementing cashless transactions, requiring visitors to wear face masks, conducting temperature checks, providing hand sanitisers, physical distancing marks and disinfecting properties are the new best practices and standard operating procedures among health and safety protocols imposed by all these attractions in Asia.

get tough, but it's important to stick together, find solutions instead of being overwhelmed with problems, enjoy the journey instead of focusing on the endpoint, and have belief. God tests us all, but behind the tests he gives us clues and guidance to overcome these tests, and we need wisdom to understand that all challenges are ultimately making us stronger and wiser.



ZIERER Elevated Seating Coaster Track

Picture credit: Gagik Nushikyan

You seem very motivated and passionate, what is your life motto?

I don't have a motto as such, but I will give some quotes from a great film I keep re-watching every now and again called Peaceful Warrior. "Take out the trash. The trash is anything that is keeping you from the only thing that matters - this moment. Here. Now."

"Life is choice, you can choose to be a victim or anything else you'd like to be."

"The journey is what brings us happiness, not the destination."

Thank you Mr. Nushikyan for taking your time in answering these questions and we wish you all the success!