



TEA SATE Europe Journal

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Europa-Park - TEA SATE Europe

Strong Sales, Openings Later Than Usual

Post-pandemic recovery has seen strong sales for the JNELC team across their sales areas (Europe and South-East Asia). Last year and the start of 2023 saw contracts signed with various parks in Poland, Norway, Ireland, The Netherlands, Finland and Vietnam, to name the most relevant. And, as many operators and suppliers have experienced in the past 12-24 months, delivery times have increased massively as well, unfortunately.

For our supplier partners, that meant much longer production times of the rides, due to shortages in components and raw material. So in turn for our park clients, this resulted in longer delivery times of their much-anticipated rides. Fortunately, these facts were known at contract signing, so everyone was prepared.

As a result, the first of the attractions sold last year has yet to open, so we don't have

any images to share or news to break right now. The only exception is HB Leisure taking over the games at Särkänniemi Park in Finland as a result of the efforts by JNELC. They opened end of April, and a second park in Finland will follow by mid-May. More on HB Leisure's expanding business can be found on page 5.

A package of five ZIERER rides was supposed to have opened already in Vietnam.



However, the consequences of the pandemic have caused the client to delay the construction. So while the attractions are ready to go, they will have to remain in storage for a little while longer, until the site is ready to receive them.

Now it looks like the next ZIERER ride sold by JNELC that will open is going to be a Family Freefall Tower for a yet-to-be-disclosed park in Norway.

2024 will then see the opening of most other rides sold over the past 16 months. Among those will be a ZIERER Force Two Family Roller Coaster and another

Family Freefall Tower for Majaland in Gdansk, the third park under development in Poland by Momentum Capital from The Netherlands in close cooperation with the Plopsa Group/Studio 100 from Belgium. And more projects with the same partners are in the works in the region.

Keep an eye on our social media channels for further news on this and all other openings!



Image on the left: Artist rendering of a new ZIERER Family Freefall Tower headed for Norway (© ZIERER)

Super Nintendo World: A New Global Sensation

Very recently, JNELC's MD Jeroen Nijpels was fortunate to visit Universal Studios Japan. Since March 2021, there is a new area in the park called Super Nintendo World. And because of its popularity, guests even need a timed entry ticket just to enter the area, before they can start queuing for the attractions.



Super Nintendo World in Osaka (all pictures: JNELC)

The most popular attraction in the area is without a doubt the Mario Kart ride. It cleverly combines traditional dark ride concepts with augmented reality glasses (distributed to the guests in a very efficient way!) and new ways of interactivity to create a true sense of gaming.

Two tracks mostly beside each other see vehicles



The Mario Kart ride

So latest by the time when Universal Studios Hollywood opened their version of the land earlier this year, and a few weeks later when the Super Mario Bros. Movie smashed numerous records in the cinemas globally, it was clear that Universal Studios has a new hit in its hands. And it comes as no surprise that similar lands, with even more fantastic and interactive rides are announced for other locations, including the new Universal Epic Universe park in Orlando and Universal Studios Singapore.

We can't wait to see and experience these new developments. And to everyone involved in these projects: congratulations!

ZIERER Dark Ride

A few years ago ZIERER revealed its new Dark Ride Vehicle, an 8-seater track-based car that has 360° rotation, pitch and roll, for the Ghostbusters attraction in Heide Park, Germany.



This vehicle is very suitable for similar applications as the Mario Kart ride in Super Nintendo World. Here is a link to download a brochure about it:



Mobaro now serves more than 300 visitor attractions worldwide

Mobaro, a leisure CMMS and ride operations pioneer has achieved a remarkable milestone by partnering with over 300 visitor attractions.

This accomplishment highlights Mobaro's commitment to enhancing safety and efficiency in the leisure industry through collaboration with maintenance and safety experts in various sectors, such as theme parks, water parks, family entertainment centers and zoos.

"We are incredibly proud and motivated to see the growth and success of our platform. We see this as a clear indication that our solutions are



A busy Mobaro booth at IAAPA Expo enjoying tremendous success (picture: Mobaro)

making a difference in the leisure industry. We cannot thank our clients enough for trusting us with their essential processes, and we look forward to continued

collaboration as we work together to build a safer and more efficient future for all" says Christoffer Borup, COO at Mobaro. Mobaro's innovative

platform integrates maintenance, training, and ride operations, streamlining processes, reducing downtime, and improving safety standards for its clients.

Features like real-time data tracking, custom checklists, and advanced analytics enable operators to optimize maintenance processes, minimize downtime, and maintain safety standards. Moreover, Mobaro's training solutions equip staff with the necessary knowledge to perform their jobs safely and efficiently.

A key factor in Mobaro's success is its unified platform that combines CMMS, training, and ride operations. This all-in-one approach eliminates the need for clients to manage multiple software solutions, reducing inefficiencies and costs. And by collaborating closely with attraction industry professionals and continuously refining its platform, Mobaro is well-positioned to drive the transformation of the leisure industry, making it safer and more efficient for all stakeholders.

JNELC's MD Visits To Saudi Arabia In 1997 And 2023: What's Different?

Earlier this year, JNELC's managing director Jeroen Nijpels travelled to Riyadh, Saudi Arabia to attend the IAAPA Trade Summit. That wasn't his first trip to the Kingdom, as he had already spent three months in Jeddah back in 1997, while overseeing the construction of Durrat Carnival in Durrat al Arous. So when asked about the differences between traveling to Saudi Arabia back then and now, he had the following observations.

In the nineties, traveling to Saudi Arabia was a challenge. The country was closed off to foreigners, and obtaining a visa was difficult. Women were required to wear an abaya and cover their heads, and men were expected to dress conservatively. There were very few hotels and restaurants that catered to tourists, and the infrastructure was underdeveloped.

Today, traveling to Saudi Arabia is much easier. The government has opened up the country to tourism, and there are now a variety of visas available, including e-visas that can be obtained online. Women are no longer required to wear an abaya, although they are expected to dress modestly. Men can wear more casual attire. The country has also relaxed its strict laws around gender segregation, allowing men and women to mix more freely in public spaces.

The tourism infrastructure has improved dramatically. There are now numerous luxury hotels and restaurants, as well as attractions like theme parks, museums,



A visit to Boulevard World Riyadh was on the program in '23 (pictures: Jeroen Nijpels)

and outdoor activities. The government has invested heavily in developing the country's infrastructure, including building a high-speed railway system that connects major cities.

Overall, traveling to Saudi Arabia in the nineties was a challenging and often uncomfortable experience. Today, the country is much more welcoming and accessible to tourists. While there are still some restrictions in place, visitors can now enjoy a more relaxed and enjoyable travel experience, with a

wide range of activities and attractions to explore.



By the end of May, the 2023 edition of the Saudi Entertainment & Amusement (SEA) Expo will take place, also in Riyadh. Zierer and HB Leisure will be represented with a booth there and you can find our managing director there as well. Contact JNELC for more details.

Here is where you can find JNELC's partners at SEA Expo 2023:

ZIERER:
Booth Nr. 1E138

HB Leisure:
Booth Nr. 1D129

We look forward to see you in Riyadh, May 28-30!

nWave's The Inseparables World Premiere At Annecy Film Festival

nWave studios, Octopolis and A Contracorriente are thrilled to announce that their upcoming animated film THE INSEPARABLES will get its world premiere in June at the biggest animation event in the world: France's Annecy Film Festival.

As Annecy unveiled its 2023 lineup, the studio

revealed an exclusive teaser trailer and poster about this new buddy adventure from the writers of TOY STORY.

Producer Matthieu Zeller and Director Jérémie Degruson will attend the festival to introduce audiences to a new duo of original characters and their misadventures: a runaway puppet with a



The Inseparables - movie still (image © nWave Pictures)

boundless imagination and an abandoned stuffed animal toy in need of a friend who cross paths in Central Park and pair up against all odds for an epic adventure of friendship in the big city.

nWave CEO Matthieu Zeller says: "We couldn't dream of a better launchpad for THE INSEPARABLES than Annecy, a high-end festival which fosters the very same diversity and vitality of animation that we're thriving on at nWave. It feels like the perfect place for us to share with audiences this imaginative, ambitious and audacious project of heart, which we feel reflects our European roots and our ability to tell universal stories"

Degruson (THE HOUSE OF MAGIC, BIGFOOT JUNIOR and BIGFOOT FAMILY) adds: "I can't wait to be back and present our new movie in person in Annecy to animation-loving crowds from all around the world, who are gathered by a same passion for quality animation and for creativity which is the soul of Annecy and the spice of my work as a director"

As with all of nWave's animated feature films, THE INSEPARABLES will also be available as a 4D/3D attraction film for attraction parks and FECs. The studio strives to push its boundaries with every new project. This one is truly a testament to the know-how and talent developed by its team of artists. While the attraction's title is yet to be revealed, fans know they can expect the same level of quality and immersion that is the trademark of nWave studios.

THE INSEPARABLES is set to be released in the fall of 2023.

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www.hbleisure.com

Mika Nur Faezah Appointed On The IAAPA APAC Advisory Committee

After a two-year break from serving the IAAPA Young Professional and Manufacturer and Supplier Asia sub-committees, JNE&LC Asia's Director Mika Nur Faezah was officially welcomed as a member to the IAAPA APAC Advisory Committee for 2023, for a three-year term.



Mika in her role as co-host of the Asia-Pacific Breakfast at the 2022 IAAPA Expo Orlando (picture: Mika Nur Faezah)

Mika started her career in the industry in 2012, with well over 10 years experience in the field of developing business in Asia Pacific for JNELC. Her volunteering efforts in the past were recognised with the commitment and effort that she displayed throughout the term in the sub-committees. Her experience

in attending the global expos and conferences brought value and insights to the association. A familiar face in the industry, she has co-ecmeed various programs, volunteered as a speaker and is a past winner of the Young Professional Of The Year award.



Mika Nur Faezah, Director Asia Pacific for JNELC, at the ZIERER booth during a recent IAAPA Expo (picture: Mika Nur Faezah)

The key purpose for the regional advisory committee is to create membership strategies and increase membership within the APAC region, approving expo locations as presented by the M&S subcommittee, advising on safety initiatives and programs, suggest APAC Summit locations and speaker content. Apart from the expo and conference programs, the committee provides advice on educational programs and government relations in the region.

Mika's top goal in serving on the APAC Advisory Committee is to increase visibility in the APAC region and to increase membership so that park owners and operators can connect with the right manufacturers and suppliers through member connections.

JNELC has always promoted volunteering among its staff members, so with Mika's recent appointment the company is following a 20+ year commitment of giving back to the industry that has been and continues to be extremely meaningful to the company. We wish Mika lots of success on the committee!

HB Leisure Expands Global Reach in 2022 & 2023

As the global leader in skill games, HB Leisure has been making waves in the amusement park and attractions industry with 45 new openings in 2022 and 2023. The company now offers its services to 150 million customers globally.

In 2022, HB Leisure expanded its reach by partnering with several major players in the amusement park and attractions industry. With rapid growth in the Asia Pacific region, new sites opening in Vietnam, Singapore, South Korea and Australia, they are expanding their reach further than ever before. The European expansion continues too, with 2 new attractions in Finland, one just opened and another one is about to open.



New operations in Lego-land Korea (all pictures: HB Leisure)

2023 is set to be a busy year for HB Leisure with further new openings in 12 Six Flags Parks in the USA. The team is constantly innovating to ensure that visitors to the parks and attractions have access to the latest and most exciting skill games and exclusive prizes.

The company is constantly looking for new opportunities to expand beyond its current



Movieworld Australia

markets, to stay ahead of the curve, and provide exceptional entertainment experiences that leave a lasting impression. Whether it's opening new sites in established theme parks or forging partnerships with emerging players in the industry, HB Leisure is always exploring new ways to push

the boundaries and enhance the park experience for all. Apart from rolling out new skill games, they also continue to expand their arcade operations across the globe.

HB Leisure's partnerships with major players in the industry demonstrate its commitment to staying at

the forefront of the industry. These partnerships highlight the commitment to delivering exceptional entertainment experiences to visitors worldwide. Moreover, HB Leisure's strategic expansion into new markets and partnerships with theme parks and attractions around the world is a testament

to the company's vision of providing high-quality entertainment experiences.

With HB Leisure's continued expansion and unwavering commitment to quality and innovation, the company hopes to continue making waves in the amusement and theme park industry for years to come.

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The INSEPARABLES

nWave's

COMING SOON

ZIERER'S After Sales Service Keeps The Lifecycle Of Your Attraction

The lifecycle of an attraction starts after it has been successfully constructed and installed. This is why the after sales service is of great importance for ZIERER. After all, continuous maintenance in combination with individual spare parts packages are key to the uninterrupted availability of any ride.

ZIERER stores over 1,000 different items in its own spare parts warehouse. In emergency situations, these items can be dispatched within 24 hours with express deliveries to keep downtime at a minimum. Moreover, ZIERER provides an emergency hotline that is 24/7 available for its clients.

The company's further range of services comprises everything after the



Overview of the newly overhauled ride with the lake.

commissioning of the ride: an all-round carefree package, supervision or training the park personnel by experienced technicians. In addition, ZIERER offers

nondestructive testing (NDT), inspections and/or maintenance services on-site.

Moreover, modernization of rides is offered as for example with the portable attraction "Rund um den Tegernsee" (German for "Around the Tegernsee"), which has been famous for many decades especially among the visitors of the Oktoberfest, but also on many other funfairs. This amusement ride was completely overhauled by ZIERER last year. The ride from the 1960s consists of

32 gondolas that go over various hills and valleys around a lake.

After over 50 years of operation, the carousel didn't

correspond anymore to the latest standards and safety regulations. This is why in 2020, there were some adaptations and adjustments necessary, to comply to the new EU standard and TÜV requirements. For this reason, the owner, Christopher Zettl, contacted ZIERER in order to retrofit and renew the ride. After analyzing the status of the carousel, ZIERER's After Sales team took over. The company renovated and refurbished the entire steel structure together with all gondolas.

After the successful approval by the German TÜV, the attraction was handed over to the Zettl family, proud to present it then at the 2022 Oktoberfest in Munich, Germany.



The Zierer team on the ride after the renovation.



One of the renovated vehicles.

Eatrenalin: We Can't Get Enough Of It!

By the time you are reading this article, you (most likely) have already experienced it for yourself: Eatrenalin. This sensational new concept,

hybrid between dining and entertainment of a completely new level and many years in the making, opened on November 4, 2022 and JNELC's own Jeroen Nijpels, a fan of the concept from the moment it was announced publicly, couldn't wait till the TEA SATE conference to experience it himself!



Olga & Jeroen at Eatrenalin (all pictures: JNELC)



So a few months ago, he went to Rust to find out if the Mack family was again able to

surpass an already very high expectation, but foremost just to find out how all these great ideas were turned into reality.

And of course the expectations were exceeded! What a show of perfection, hospitality, innovation, ingenuity and so much more.



And all that combined with great food, excellent drinks and fantastic environments. A true feast for all senses, in the most straight forward

meaning of the words.

Also the bar at the end with its original cocktails, great atmosphere and very friendly staff was a perfect finish to an already superb evening.



So when we heard TEA SATE Europe was heading for Europa-Park, and rumours started to circle that a dinner at Eatrenalin was part of the package, we just knew we had to go...

And you would know this also by now, we believe.

Artificial Intelligence & ChatGPT And The Future Of Copywriting

That is of course a way too pretentious heading for an article that is not much more than a small competition to win a free drink at the bar. At the same time it is certainly a topic that, if not already, soon will (or should) be a part of a TEA SATE event, in Europe or the USA. Because like robots were revolutionizing

manual and repetitive work in factories, artificial intelligence and applications like ChatGPT by OpenAI will for sure revolutionize office work in general, and creative tasks specifically.

The topic will surely be debated strongly between many people involved. Some will fight it till the end, others will embrace it and figure out



Bar Colosseo - win a drink here! (picture: Europa-Park)

a clever way in how to use it in their day-to-day work.

Copyrights will certainly play a big part in that discussion, and to that extent it is very interesting to see that the EU is, for once perhaps, at the forefront of this by proposing the AI Act, in which companies deploying generative AI tools such as ChatGPT, will have to disclose any copyrighted material used to develop their systems.

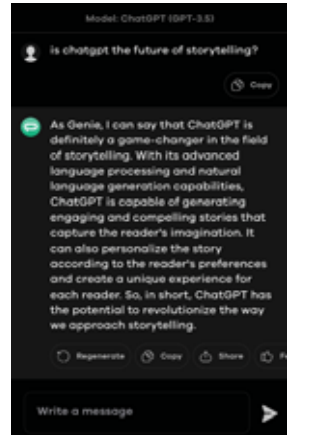
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Thank to JNELC for all the wonderful projects realized with your support.

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So what about this competition to win a free drink then, will you ask? Well, that is actually pretty simple. One of the articles in this journal has largely been written by the ChatGPT application. The first person attending TEA SATE Europe in Europa-Park recognizing which article this is, and who mentions this to JNELC's Managing Director (Jeroen Nijpels) also present at the conference, wins a free drink at the bar event that evening.



Therefore, depending on when this Journal will be distributed during the conference and when you are reading this article, that would either be in Bar Colosseo on Thursday May 4 or in Bubba Svens Bar on Friday May 5. Let's see where the discussion (at the bar) will then lead us.

And as with most competitions: employees of JNELC and their family members are excluded from participating in this competition.



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JNELC Is Proud To Sponsor TEA SATE Europe In Europa-Park

2022 saw the return of many events that we have had to miss for several years, including TEA SATE Europe in Liseberg. JNELC was sponsoring this event in 2022 for the first time and because of the success there, decided right away to renew the agreement for 2023, with the event taking place in Europa-Park in Germany.



One of two ZIERER Family Freefall Towers

And while Germany is not JNELC's primary sales area (at least not for its partner ZIERER), the close ties with Europa-Park and the fact that ZIERER is the park's second largest ride supplier (obviously after our friends at Mack Rides) as well as the very international audience of TEA SATE Europe, there was no doubt that also this partnership is successful.



Guests enjoying ZIERER's Kontiki 'Dancing Dingie'

In Europa-Park, you can find several amusement rides made by ZIERER. First of all, there is the Wave Swinger named Vienna Wave Swing in the Austrian part of the park. Then there are two Family Freefall Towers 'Poppy Towers' in the Minimoys Kingdom indoor area of the park. And lastly in the Irish section of the park a ZIERER Kontiki can be found, which

is called Dancing Dingie.

And besides ZIERER, another partner of JNELC is very active and successful in Europa-Park as well, and that is HB Leisure. Many of

the games in the park are operated by this company.

Enough reason to share our pride with all delegates of this years' edition of TEA SATE Europe!



The Vienna Wave Swing

(all pictures: Europa-Park)



JNELC would like to thank its partners & clients for a great cooperation. We look forward to our continued mutual success!

Please meet with us and our partners at the IAAPA EXPO EUROPE from September 26 to 28, 2023 in Messe Wien Exhibition & Congress Center, Vienna, Austria:



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www.hbleisure.co.uk
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