

# **blooloop.**

**networking the attractions business**

The world's leading online  
resource for attractions  
industry professionals



# About Bloolooop

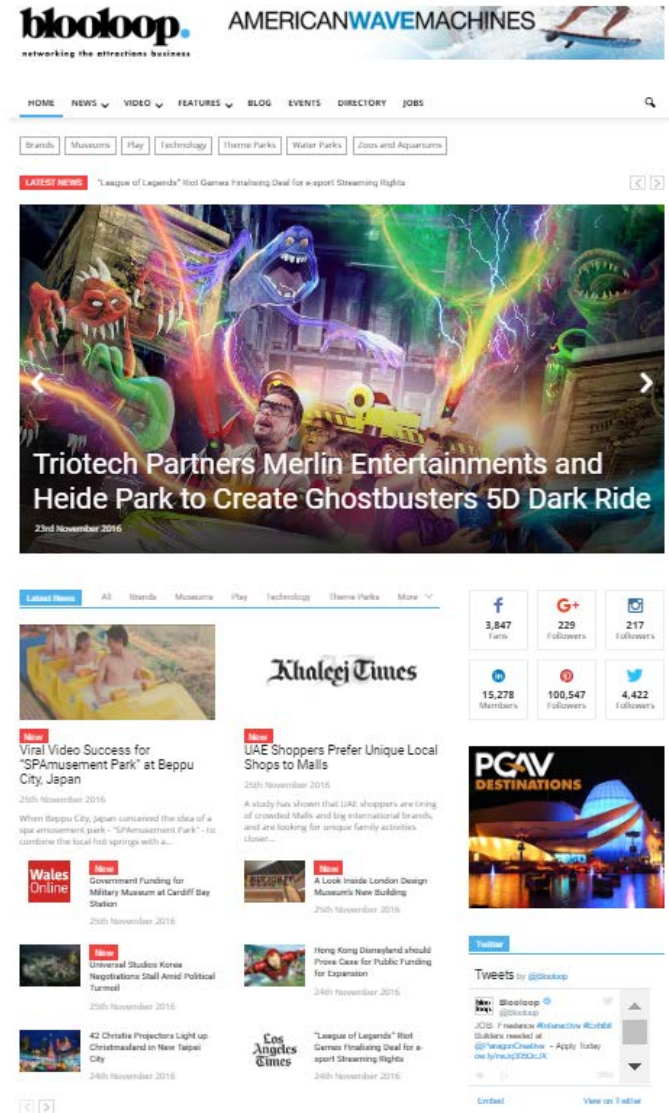
Bloolooop is the world's premier online resource for attractions industry professionals.

- Founded in 2005, we have been networking the visitor attractions business community for over a decade.
- As we are only online, our entire expertise is focussed on optimising our web content, social media and our clients' online profiles.
- We're a recognised Google news source – one of only 4,500 sites in English (50,000 worldwide).
- We understand our clients' businesses and work with them to achieve their goals.
- Our large, growing and highly targeted network of readers has helped us develop over the years to become the industry's most trusted and reliable source for attractions industry news and information.

**We use our influential presence to boost your online marketing.**

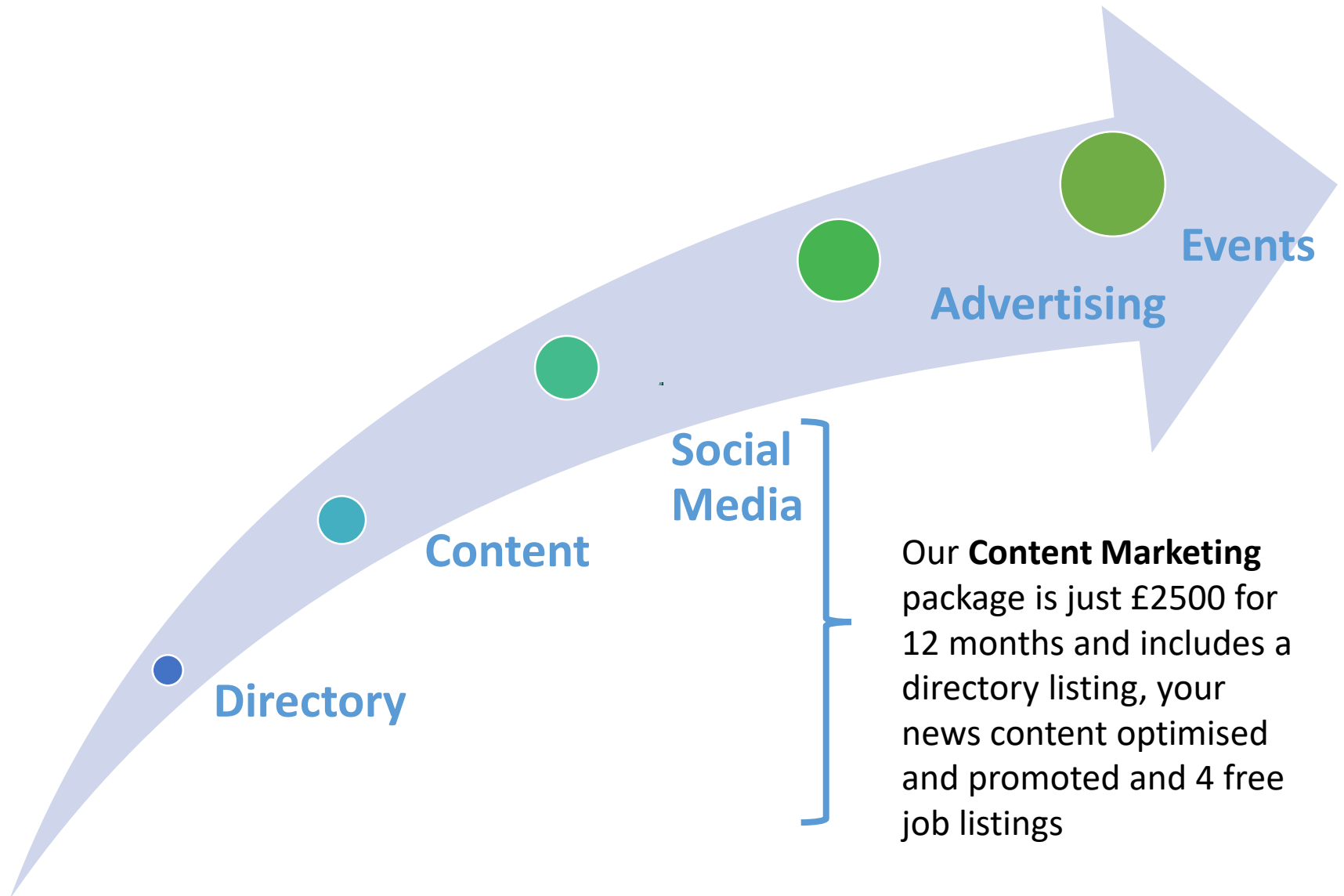
**“Bloolooop is the attraction industry's cool, independent, digital, global communicator about what's new, relevant and fun!”**

**Jim Pattison Jr., President, Ripley Entertainment Inc**



The screenshot displays the Bloolooop website interface. At the top, the logo 'bloolooop' is accompanied by the tagline 'networking the attractions business' and the partner logo 'AMERICANWAVEMACHINES'. A navigation bar includes links for HOME, NEWS, VIDEO, FEATURES, BLOG, EVENTS, DIRECTORY, and JOBS. Below this, a secondary menu lists categories: Brands, Museums, Play, Technology, Theme Parks, Water Parks, and Zoos and Aquariums. The main content area features a 'LATEST NEWS' section with a prominent article titled 'Triotech Partners Merlin Entertainments and Heide Park to Create Ghostbusters 5D Dark Ride', dated 23rd November 2016. The article image shows a man in a hard hat in front of a colorful, futuristic ride structure. To the right of the article is a social media sidebar showing follower counts for Facebook (3,847), Google+ (229), and Instagram (217), along with member counts for LinkedIn (15,278), YouTube (100,547), and Twitter (4,422). Below the sidebar, there are several news snippets from other sources like 'Khalegi Times', 'Wales Online', and 'Los Angeles Times', each with a small thumbnail image and a brief headline.

# How Blooloop boosts your online marketing



# Directory

## Company Profile

*Your own mini website on  
www.blooloop.com, boosted with  
our powerful online presence ...*

- Profile & contact information
- Videos & downloads
- Social Media
- Image Galleries
- 4 Free Jobs
- Linked to your recent News and Features
- Client management tool to upload and manage your own content.

The screenshot shows the website interface for FORREC Ltd. on blooloop.com. The header includes the blooloop logo and navigation links. The main content area displays the FORREC logo and a 'Video' tab. Below this, there are two video thumbnails with titles and dates: 'Hubei in the Air - Wanda Movie Park' (1st March 2016) and 'FORREC' (2nd February 2016). To the right, a 'Released News' section lists several articles with dates, such as 'Landscape and Local Culture: The Wanda Nanchang Theme Park Story' (26th July 2016) and 'Wanda Opens First China Theme Park as it Takes Aim at...' (28th May 2016). At the bottom, a 'Latest Images' section shows a grid of nine images related to water parks and theme parks.

***“It’s the first place I look to source suppliers for products”***  
**Abby Cronje, Head – Marketing, Leisure & Entertainment, Meraas Holdings**

# Content

## Create, Optimise, Promote

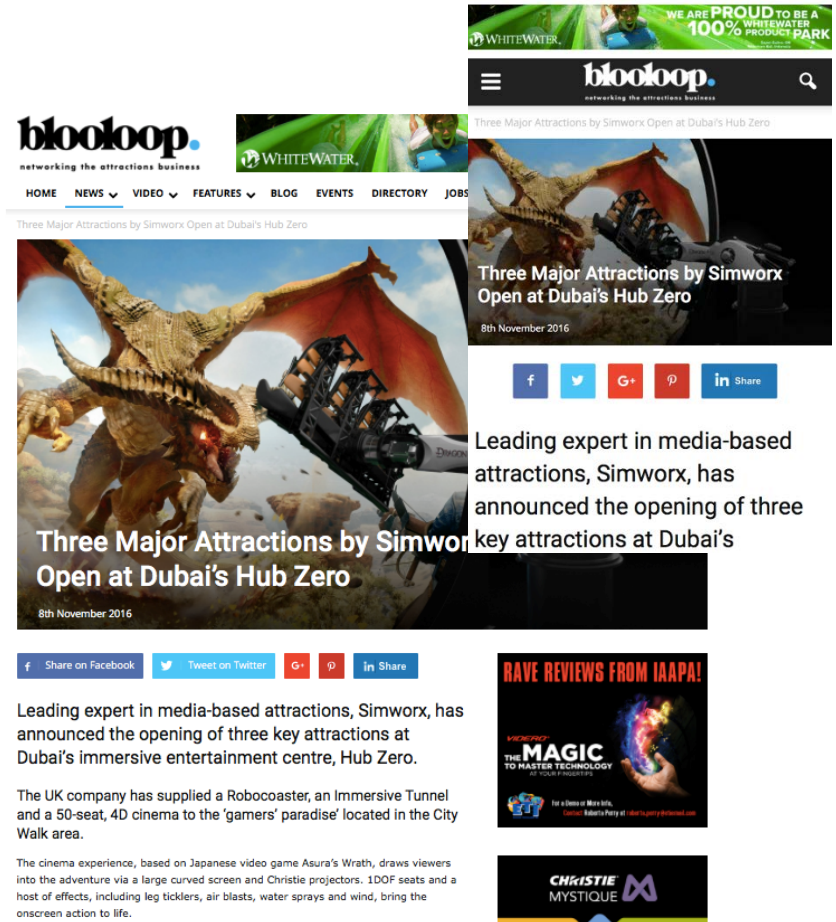
We take your news and optimise it for the web.

- promoted via our newsletters and social media
- mobile and tablet responsive
- listed in Google News
- linked back to your directory listing

No copywriter on your team? We can advise and help you to create engaging news stories for the web

*“Bloolooop has been our best and most consistent source for generating international visits to our website.”*

Mike Konzen, Principal, PGAV Destinations

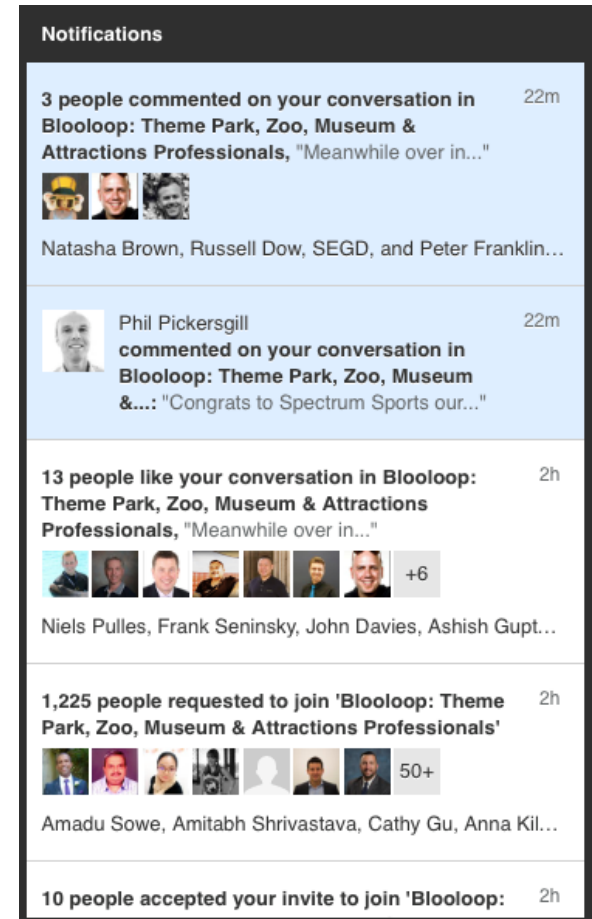


The image shows a screenshot of the Bloolooop website. At the top, there is a navigation bar with the Bloolooop logo and the tagline "networking the attractions business". Below the navigation bar, there is a main content area featuring a large article titled "Three Major Attractions by Simworx Open at Dubai's Hub Zero" dated 8th November 2016. The article includes a large image of a dragon-themed roller coaster and a smaller image of a hand holding a globe. Social media sharing buttons for Facebook, Twitter, Google+, Pinterest, and LinkedIn are visible. Below the article, there is a section titled "RAVE REVIEWS FROM IAAPA!" with a sub-headline "THE MAGIC TO MASTER TECHNOLOGY" and a small image of a hand holding a globe. At the bottom, there is a logo for "CHRISTIE MYSTIQUE".

# Social Media

## Expertise & Reach

All content on Bloolooop is promoted via our influential social media channels

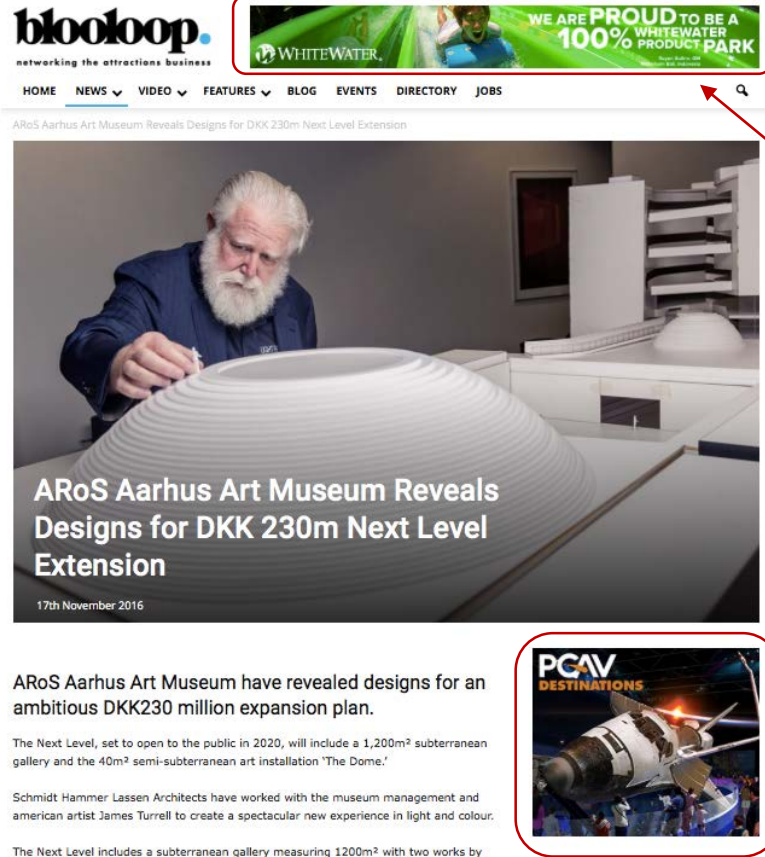


*"Bloolooop has helped us increase traffic to our website and social media pages. They are well respected and well known within the industry and are a pleasure to work with."*

**Gemma Fabian**, Marketing Manager, Electrosonic

# Advertising

## Additional Exposure



The screenshot shows the Blooloo website interface. At the top left is the Blooloo logo with the tagline "networking the attractions business". To the right is a green banner for WhiteWater with the text "WE ARE PROUD TO BE A 100% WHITEWATER PRODUCT PARK". Below the logo is a navigation menu with links for HOME, NEWS, VIDEO, FEATURES, BLOG, EVENTS, DIRECTORY, and JOBS. The main content area features an article titled "ARoS Aarhus Art Museum Reveals Designs for DKK 230m Next Level Extension" with a date of "17th November 2016". The article includes a photo of an architect working on a large white dome model. Below the article is a small image of a space shuttle launch with the text "PCAV DESTINATIONS".

We have a wide variety of advertising positions available.

Banners and spot ads can be placed on the home or sector pages, or even linked to key words.

If you don't see an option that you like in our standard rates then please contact us and we would be happy to create a bespoke package.

**“Blooloo is Best in Class.”**

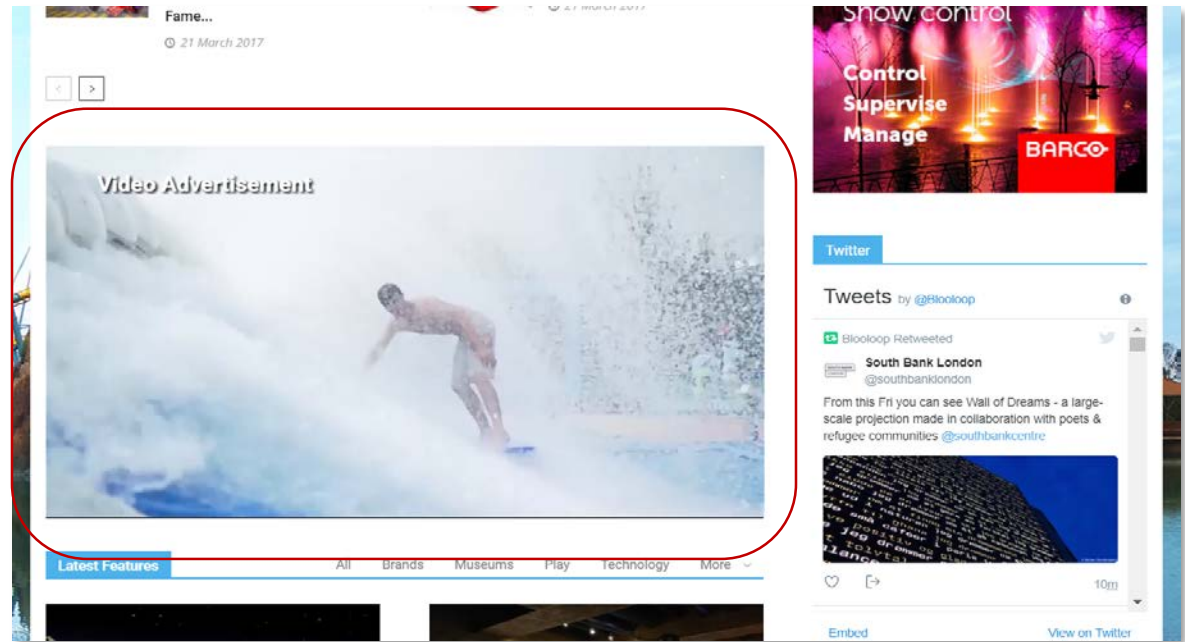
**Luke Riley**, Senior VP, Village Roadshow Theme Parks

# Advertising

## Additional Exposure – new opportunities

Video adverts are now available on the home and sector pages.

Videos of between 10 to 15 seconds can be displayed.



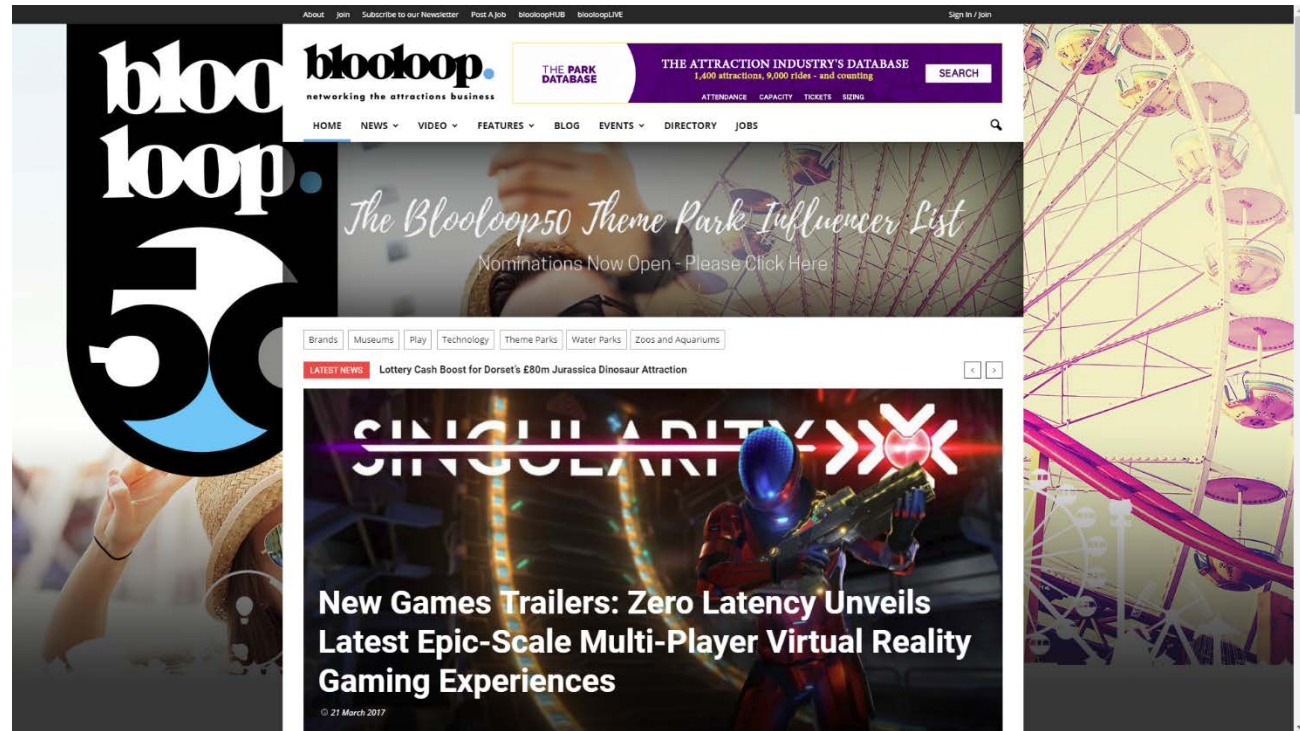


# Advertising

## Additional Exposure – new opportunities

Background takeover adverts can be used to grab attention for short term, high profile campaigns.

Prices for weekly rates available on application. Please ask for more details.



# Jobs Board

## Reach and recruit the best Attraction Industry Professionals

### Jobs Bundles

Your job listing will reach our whole audience over our website and influential social media channels, as well as the extended Indeed network of 100 million candidates!

**Save up to 20%** Check out our Job Bundles for even better pricing.

Bundles don't expire and with your own jobs board account you can add a vacancy whenever you like.

<b>Single Job (30 days)</b>	<b>£300</b>
<b>3 Pack (45 days + Featured Upsell)</b>	<b>£810</b>
<b>5 Pack (45 days + Featured Upsell)</b>	<b>£1275</b>
<b>10 Pack (45 days + Featured Upsell)</b>	<b>£2400</b>

*Blooloo clients receive 4 free jobs with their annual directory listing.*

# Events

## High Profile Sponsorship

We host a blooloopLIVE conference each year in the UK. Our speakers are industry leaders, our programmes focus on key trends and we have great networking opportunities.

We have our annual party at IAAPA in Orlando - an invitation only event attended by over 500 industry professionals.

High profile sponsorship opportunities are available – please ask for details.



*“The attractions industry leaders meet at blooloopLIVE events.”*

**Guy Nelson, President, Dynamic Attractions**

# Clients

Over 95% retention



*“Being part of the Bloolooop community is vital to engaging with the world of visitor attractions.”*

**Ngaio Harding-Hill, Development Producer – Live Events & Attractions, Aardman Animations**

# What people say about us

“Bloolooop's news and wide range of in-depth articles enable me to stay really well informed and right up to date with the latest developments across the industry.”

**Mark Fisher**, Chief Development Officer, Merlin Entertainments

“Without a doubt, Bloolooop is the best online news source for the attractions industry. If you want to know what's going on in the world of attractions, you simply have to read Bloolooop.”

**Shawn McCoy**, VP Marketing & Business Development, JRA

“It’s the themed entertainment industry’s Bloomberg.”

**John Hogg**, Senior Production Designer, Universal Creative

“Bloolooop is consistently one of the most thoughtful and up to the moment resources in our Industry.”

**Jonathan Casson**, Vice President at The Producers Group

“Bloolooop is Best in Class.”

**Luke Riley**, Senior VP, Village Roadshow Theme Parks

# What people say about us

“I log on to Bloolooop to get the latest industry news from around the world. Seeing what our colleagues are developing and, through the many articles, getting valuable perspectives on the industry in general keeps me in the blooLOOP.”

**Matthew Priddy**, Chief Technical Officer, Dubai Parks & Resorts

“Bloolooop is the best online source for this industry. The news and features are superb and the whole site's worldwide scope is invaluable to us.”

**Peter van BilsenSr.**, V.P. Marketing & Sales, Vekoma Rides Manufacturing BV

“Bloolooop is great resource for current news and trends in our industry. In addition, I really value their feature stories that go more in-depth with organizations highlighting their efforts in a wide variety of topics including; guest engagement, entertainment, education and conservation.”

**Jennifer Flowers**, Director, Phoenix Zoo

“Emerging trends and insights are on Bloolooop’s website. Bloolooop is extraordinarily responsive to our needs. We’re big fans!”

**Guy Nelson**, President, Dynamic Attractions

# Rate Card

## Content Marketing

Our gold standard content marketing package includes your directory listing on Bloolooop together with news optimisation and promotion and 4 free job listings: **£2500 for 12 months**

## Advertising Banners

	Header	Spot	Video
Home	£3500pa	£2500 pa	£3500pa
Sector (e.g. "Museums")	£2000pa	£1500pa	£2000pa

## Packages – Content Marketing + Advertising Options **SAVE 10%**

	Header	Spot	Video
Content Marketing + Home	£5400pa	£4500pa	£5400pa
Content Marketing + Sector	£4050pa	£3600pa	£4050pa

**Find out more:**  
Please contact Ella at  
[ella.baskerville@bloolooop.com](mailto:ella.baskerville@bloolooop.com)