

blooloop.

networking the attractions business

The world's leading online
resource for attractions
industry professionals



About Bloolooop

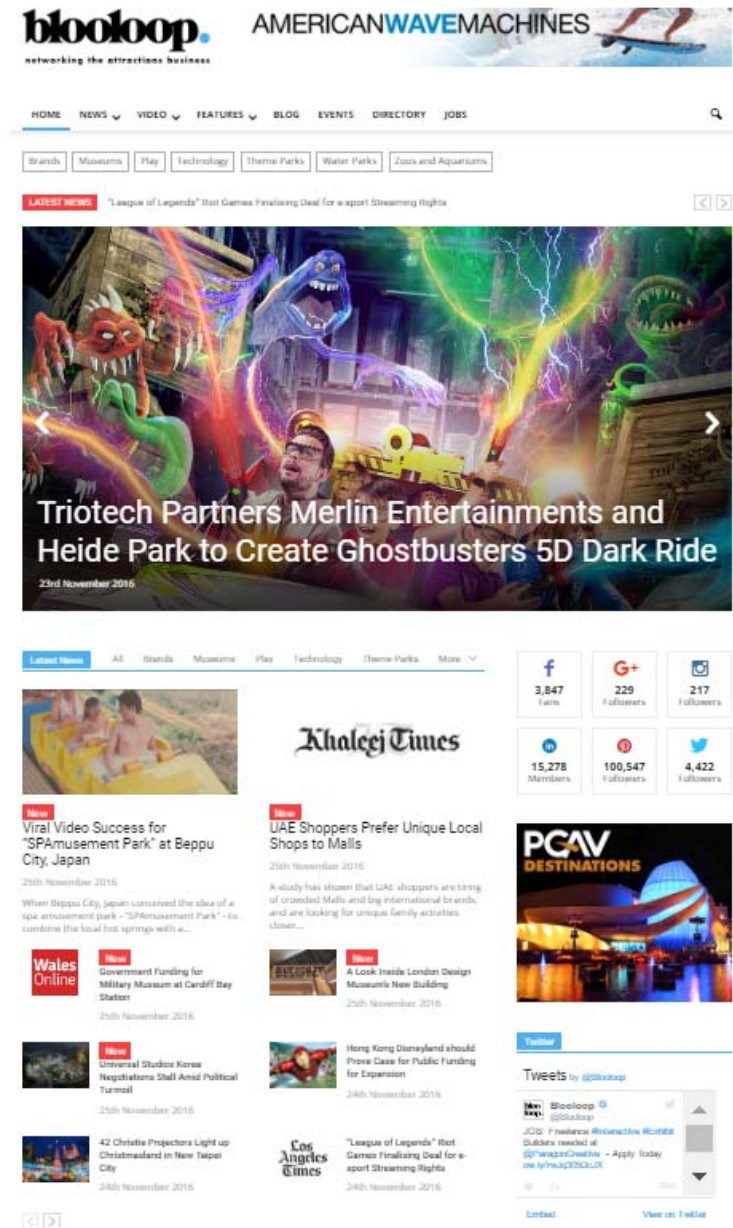
Bloolooop is the world's premier online resource for attractions industry professionals.

- 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.

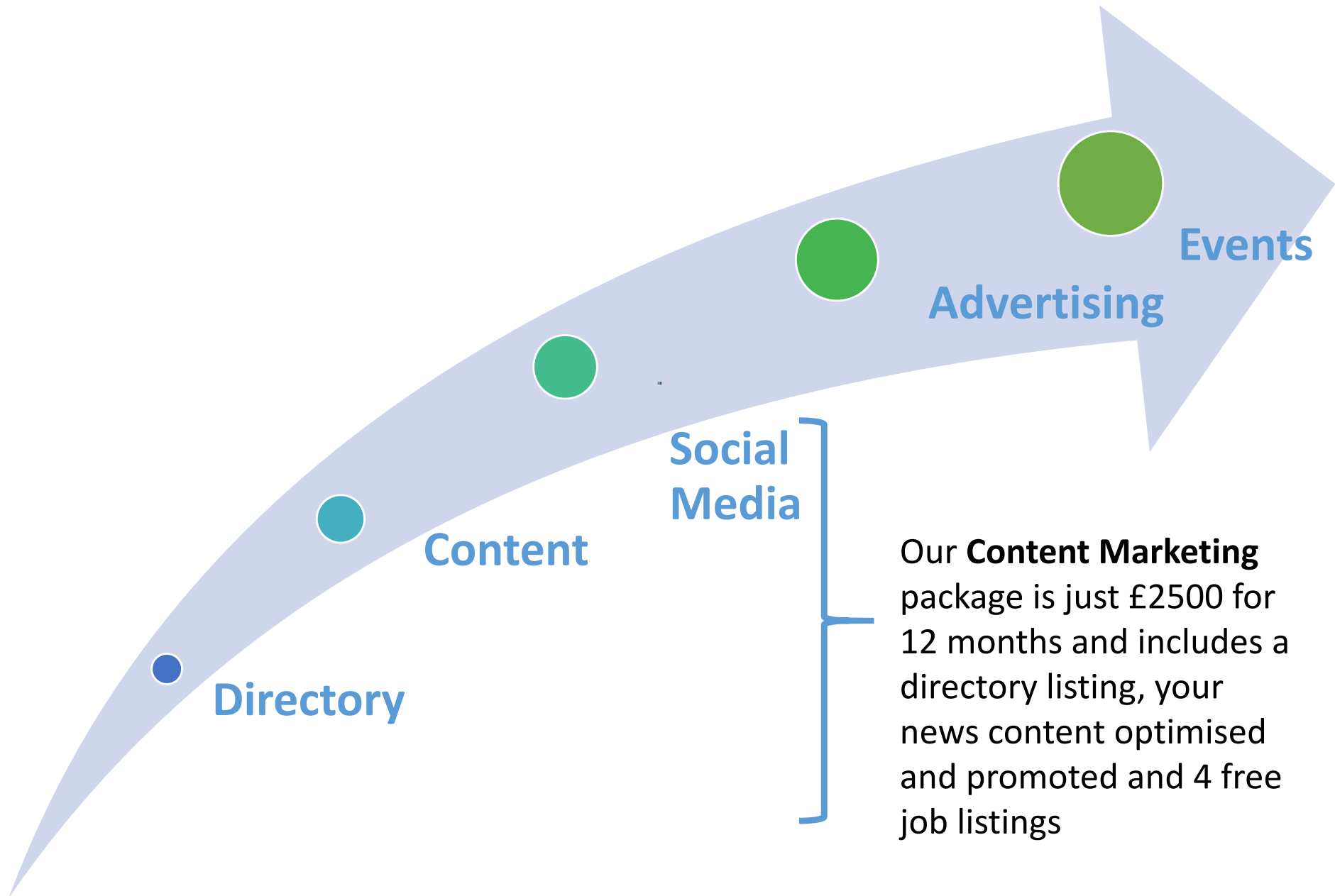
We use our influential presence to boost your online marketing.

“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



How Blooloo boosts your online marketing

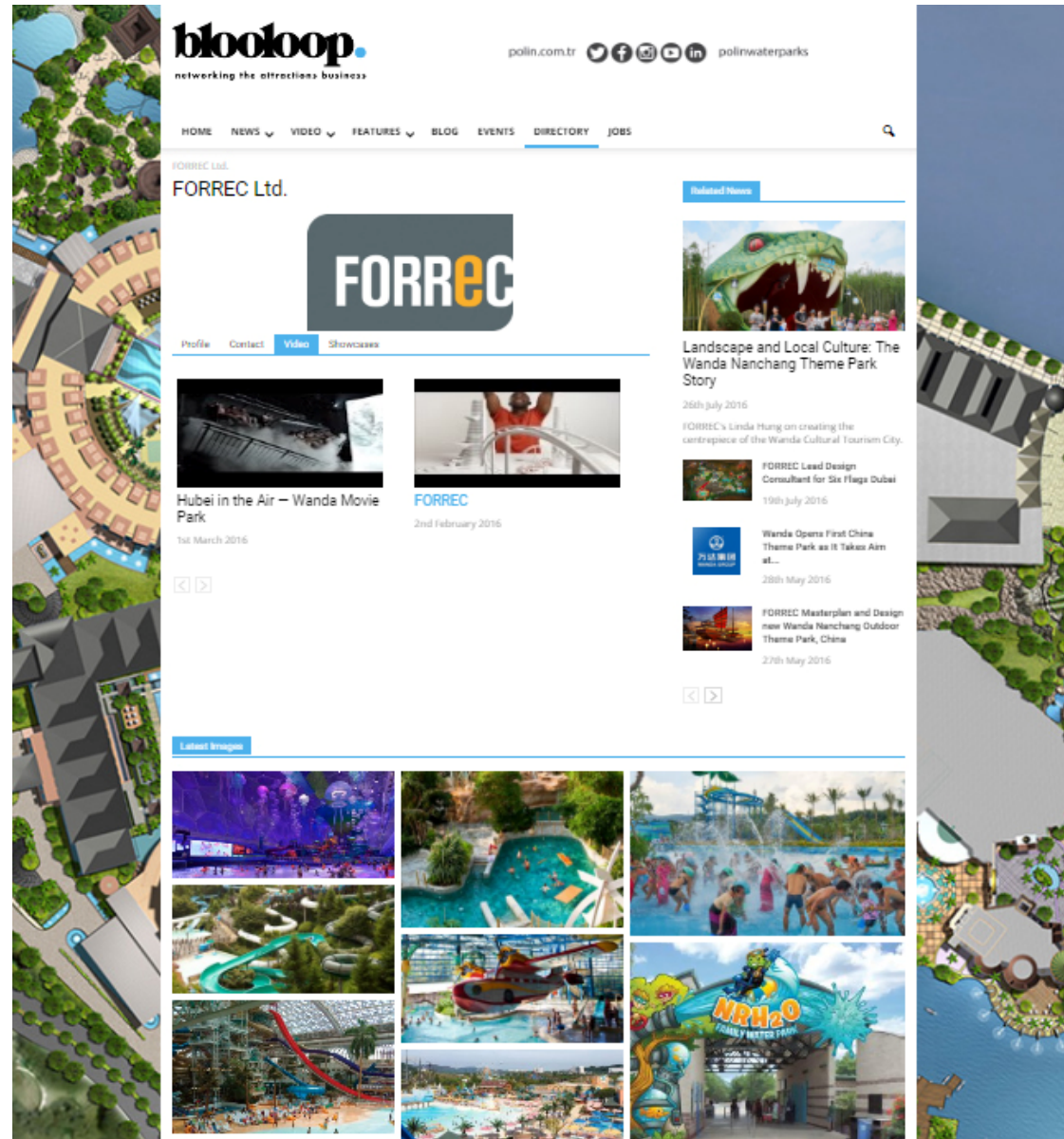


Directory

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.



"It's the first place I look to source suppliers for products"

Abby Cronje, Head – Marketing, Leisure & Entertainment, Meraas Holdings

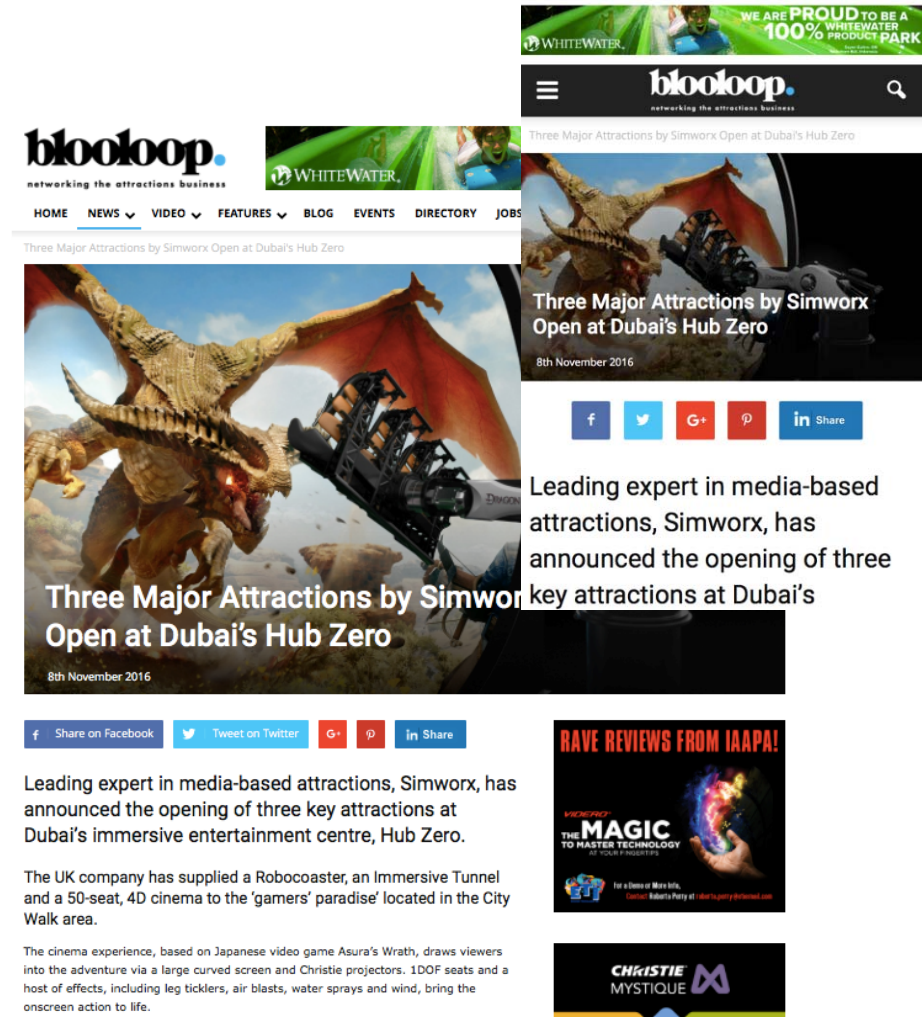
Content

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



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

Mike Konzen, Principal, PGAV Destinations

Social Media

Expertise & Reach

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

15,600+ members



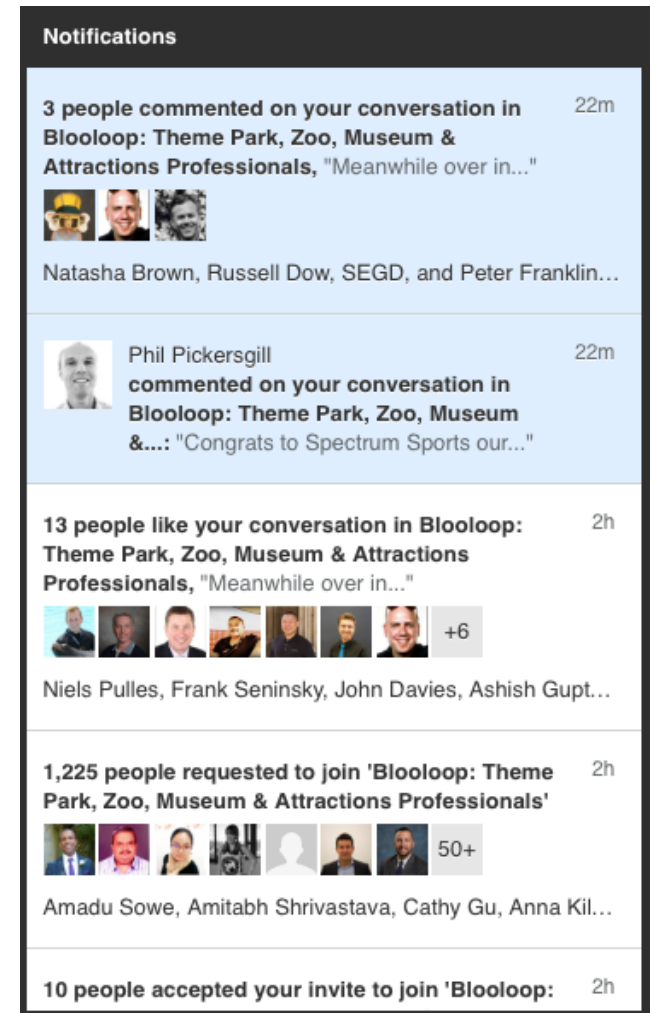
100,000 followers



4,400+ followers



3,800+ likes



"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

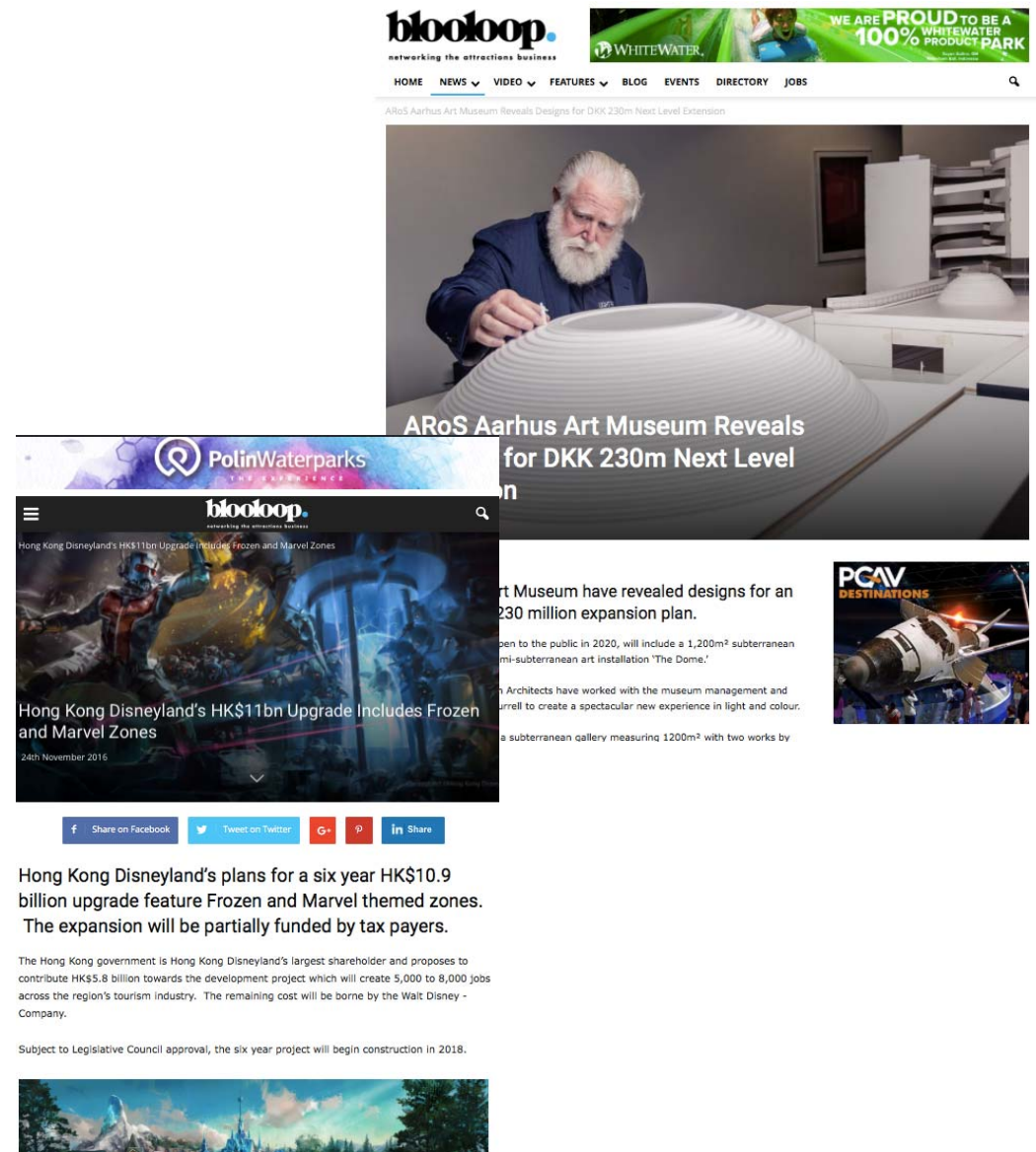
Advertising

Additional Exposure

We have a wide variety of advertising positions available.

Banners can be placed on sector pages or 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.



blooloop.
networking the attractions business

HOME NEWS VIDEO FEATURES BLOG EVENTS DIRECTORY JOBS

ARoS Aarhus Art Museum Reveals Designs for DKK 230m Next Level Extension

PolinWaterparks
THE EXPERIENCE

blooloop.
networking the attractions business

Hong Kong Disneyland's HK\$11bn Upgrade Includes Frozen and Marvel Zones

24th November 2016

Share on Facebook Tweet on Twitter G+ Pinterest LinkedIn Share

Hong Kong Disneyland's plans for a six year HK\$10.9 billion upgrade feature Frozen and Marvel themed zones. The expansion will be partially funded by tax payers.

The Hong Kong government is Hong Kong Disneyland's largest shareholder and proposes to contribute HK\$5.8 billion towards the development project which will create 5,000 to 8,000 jobs across the region's tourism industry. The remaining cost will be borne by the Walt Disney - Company.

Subject to Legislative Council approval, the six year project will begin construction in 2018.

PCAV DESTINATIONS

“Blooloop is Best in Class.”

Luke Riley, Senior VP, Village Roadshow Theme Parks

Events

High Profile Sponsorship

We host 3 blooloopLIVE conferences each year in the UK, Asia and Dubai. 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 600 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



ELECTROSONIC



“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

“Blooloop'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, Blooloop 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 Blooloop.”

Shawn McCoy, VP Marketing & Business Development, JRA

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

John Hogg, Senior Production Designer, Universal Creative

“Blooloop is invaluable in keeping me connected with the Industry no matter where I am in the world. It’s breadth of impartial coverage – across all genres – really helps me keep up to date.”

Sarah Gibbon, Acting VP – Show Design & Production, Dubai Parks & Resorts

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

Jonathan Casson, Director of Development, Global Location Based Entertainment, 20th Century Fox

What people say about us

“I log on to Bloolooop every few days 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
Home	£3500pa	£2500 pa
Sector (e.g. "Museums")	£2000pa	£1500pa

Packages – Content Marketing + Advertising Banners **SAVE 10%**

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

Find out more:
Please contact Ella at
ella.baskerville@bloolooop.com