

# **blooloop.**

**networking the attractions business**

The world's leading online  
resource for attractions  
industry professionals



# About Blooloop

Blooloop 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.**

**“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**

The screenshot shows the Blooloop website homepage. At the top, there is a navigation bar with the Blooloop logo and a tagline "networking the attractions business". Below the navigation bar, there is a "LATEST NEWS" section featuring a large article titled "Wicker Man – how Alton Towers' red hot wooden coaster was planned, developed and delivered" dated 20th March 2018. To the right of the main article, there is a sidebar with social media icons for Facebook, Google+, Instagram, LinkedIn, and Twitter, along with a "Most read" section listing top articles. The bottom of the page features a "Features" section with images of various attractions.

# Audience

## Attractions industry professionals worldwide

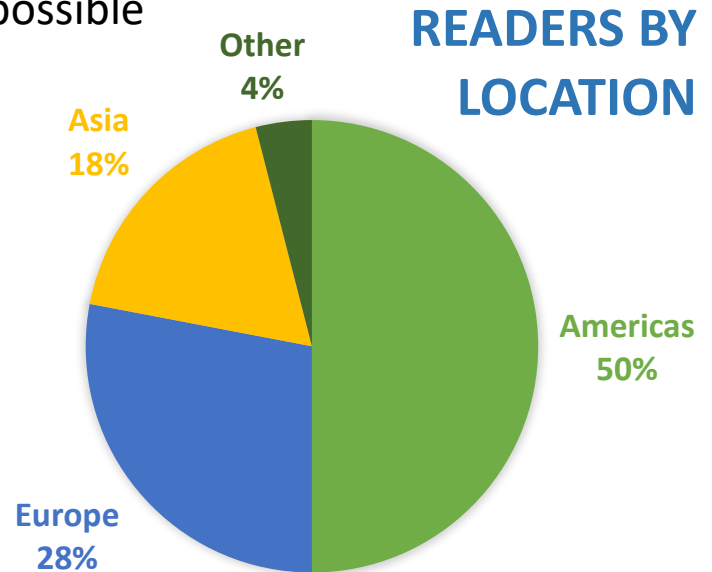
At Bloolooop we are continuously working hard to increase our reach by keeping up to date with the latest SEO techniques and investing in our website. Because we are only online we are web experts, and our focus is on delivering the best possible results for our readers and our clients.

> 100,000 visits per month  
and rising

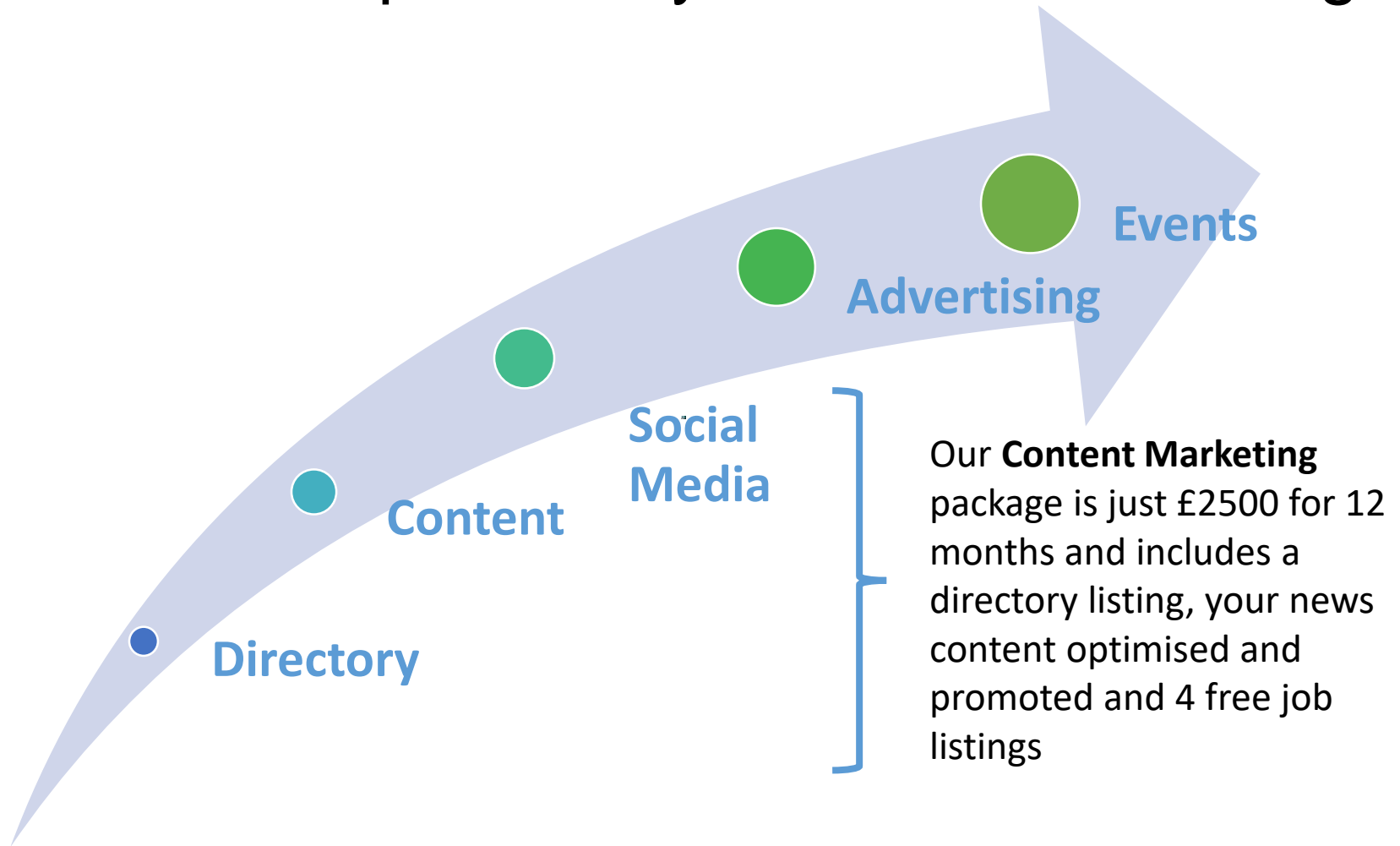


**“Bloolooop is Best in Class.”**

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



# How Blooloop boosts your online marketing



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

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

# Directory

## Company Profile

*Your own mini website on [www.blooloop.com](http://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.

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networking the attractions business

**Data-Driven Insights** | Trusted by insiders and decision-makers worldwide. [VISIT OUR BLOG](#)

Home News Features Blog Events **Directory** Video Jobs Blooloop 50

### FORREC Ltd.

## FORREC

f t in p g+

Profile Video Showcase

**FORREC is an entertainment design company that creates places of escape and destinations of distinction.**

Our creative house leads in the design of theme parks, water parks, retail and mixed-use developments, resorts and visitor attractions globally. We create guest experiences others don't, master plan like no one else can, and give the world's biggest brands results they never thought possible. Based in Toronto, Canada, FORREC has built projects in 20 countries, with a history that spans 30 years.

We've worked for six of the top 10 theme park developers in the world. Some of our most well-known clients include Universal Studios, LEGOLAND, Herschend Family Entertainment, Six Flags Entertainment, BBC Worldwide, World Wrestling Entertainment Inc., Samsung Everland, Chimelong Group, Wanda Group, OCT Group, and so many more.

**Video**

Hubei in the Air — Wanda Movie Park FORREC

**Showcase All**

Water Parks Our very first water park in Canada's  
Visitor Attractions People have unlimited choices on  
Resorts After 30 years as entertainment

**Contact**

Address 219 Dufferin in Osgoode 100C South Building Toronto ON M6R 3J1  
Email [designs@forrec.com](mailto:designs@forrec.com)  
Tel +1 416 696 8686  
Web <http://www.forrec.com>

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Map Satellite

**Related news**

**Creating Nighttime Spectaculars at ISE: blooloopLIVE and the art...**

The recent ISE show in Amsterdam saw the first blooloopLIVE at ISE event. 'Creating Nighttime Spectaculars' highlighted the growing trend for attractions to...

27th March 2018

**“Blooloop 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**



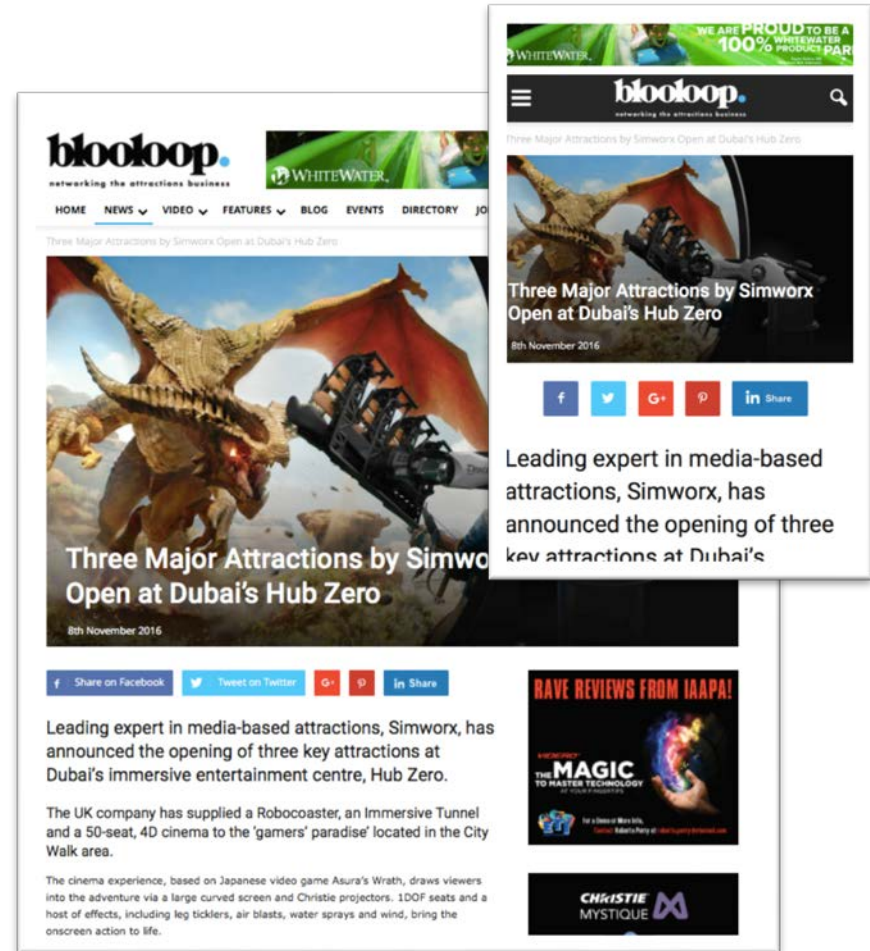
# Content

## 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



*“Blooloo 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

18,000 members



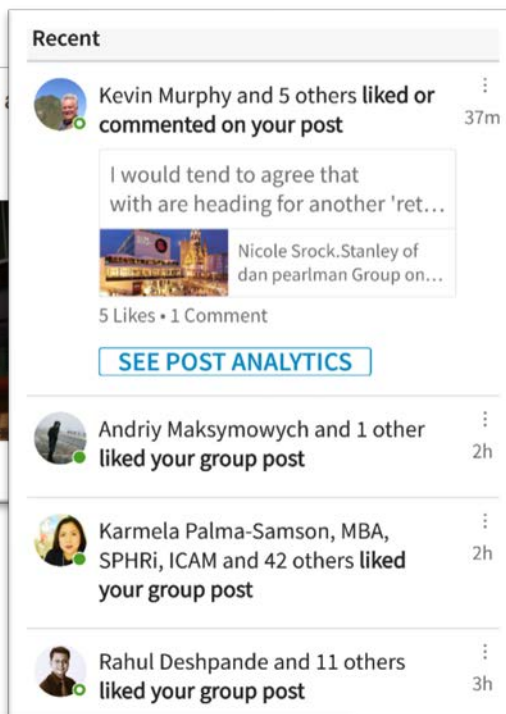
5,700 followers



95,000 followers



4,300 followers



*“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 Options

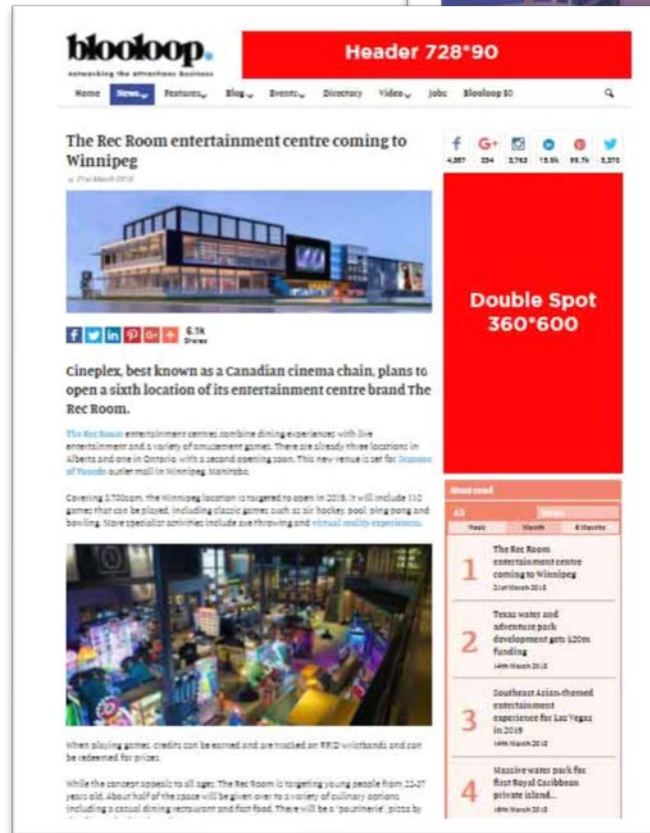
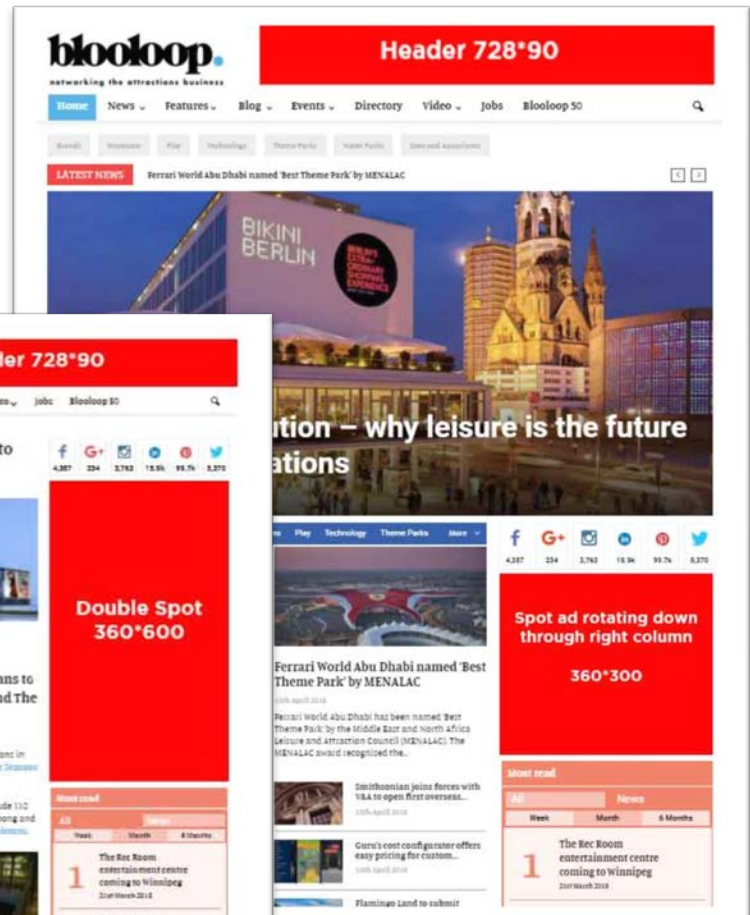
## Additional Exposure

We have a wide variety of advertising positions available.

The flexible Spot and Header ads can be linked to the Homepage or Sectors or just one page or keyword.

The Double Spot is available on news and feature articles for a particular sector.

All ads are mobile responsive.



**“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**



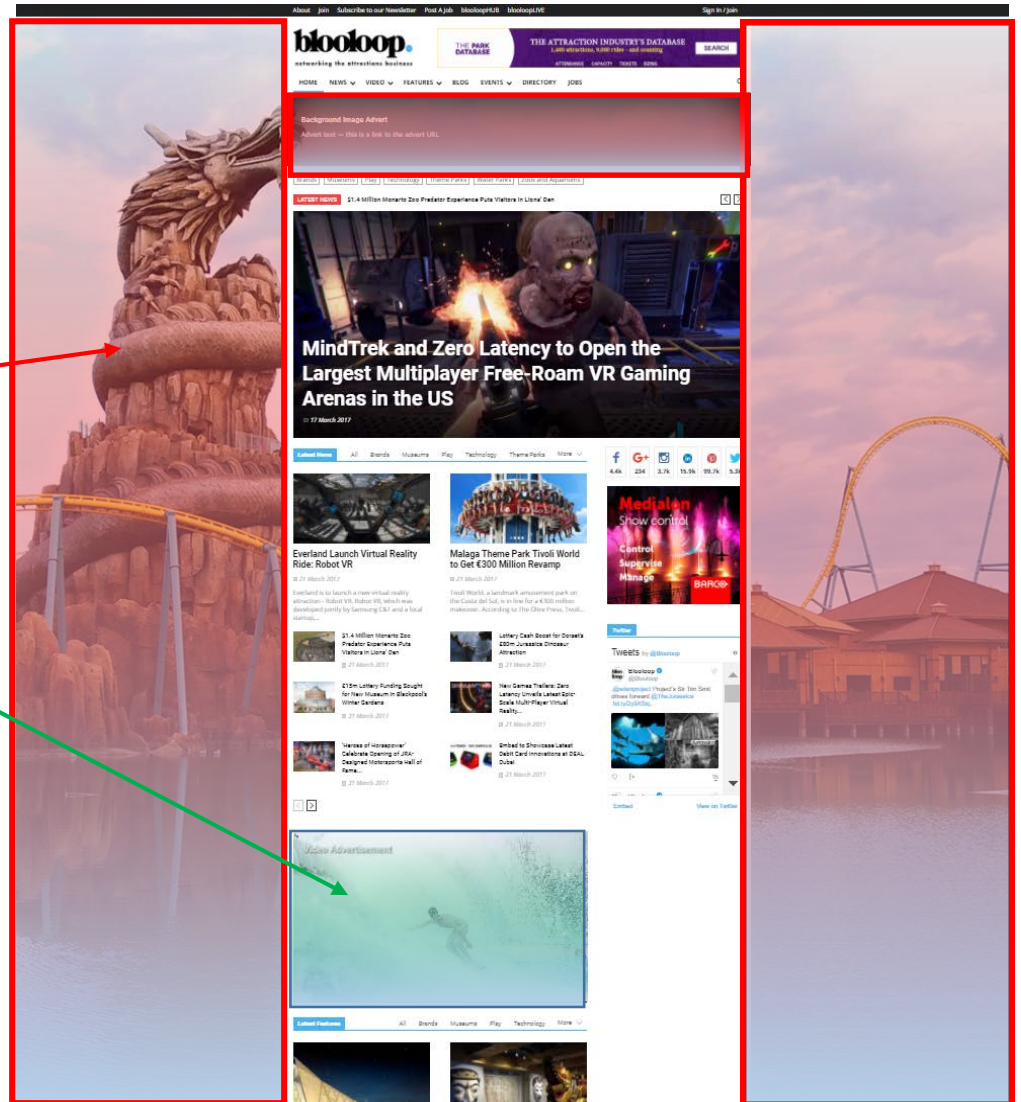
# Advertising

## Additional Exposure

For when you really want to shout about it, we have the **Home Page Takeover** for a week.

We also have a **Video** ad available on the home or sector pages.

If you would like to create a bespoke package please contact us.



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

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

# Events

## Networking and High Profile Sponsorship

Save the date: 14 September 2018. We will be hosting a blooloopLIVE conference in the UK, supported by the DIT and PwC. 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



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

# 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: **Only £2500 for 12 months**

## Advertising

	Video	Header	Spot	Double Spot
Home	£3500pa	£3500pa	£2500pa	n/a
Sector (e.g. "Museums")	£2000pa	£2000pa	£1500pa	n/a
News/Features per Sector	n/a	n/a	n/a	£2000pa

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

<i>Examples:</i>	Video	Header	Spot
Content Marketing + Home	£5400pa	£5400pa	£4500pa
Content Marketing + Sector	£4050pa	£4050pa	£3600pa



# Rate Card

## Homepage takeovers

For when you have something you really want to shout about ... Bloolooop can now offer homepage takeover ads for a week.

w/c	£/week	w/c	£/week	w/c	£/week	w/c	£/week
02-Apr	2,000	02-Jul	2,000	01-Oct	2,000	31-Dec	1,000
09-Apr	3,000	09-Jul	2,000	08-Oct	2,000	07-Jan	2,000
16-Apr	2,000	16-Jul	2,000	15-Oct	2,000	14-Jan	2,000
23-Apr	2,000	23-Jul	2,000	22-Oct	2,000	21-Jan	2,000
30-Apr	2,000	30-Jul	1,000	29-Oct	2,000	28-Jan	2,000
07-May	2,000	06-Aug	1,000	05-Nov	4,000	04-Feb	2,000
14-May	2,000	13-Aug	1,000	12-Nov	4,000	11-Feb	2,000
21-May	2,000	20-Aug	1,000	19-Nov	2,000	18-Feb	2,000
28-May	3,000	27-Aug	1,000	26-Nov	2,000	25-Feb	2,000
04-Jun	3,000	03-Sep	2,000	03-Dec	2,000	04-Mar	2,000
11-Jun	2,000	10-Sep	2,000	10-Dec	2,000	11-Mar	2,000
18-Jun	2,000	17-Sep	3,000	17-Dec	2,000	18-Mar	2,000
25-Jun	2,000	24-Sep	3,000	24-Dec	1,000	25-Mar	2,000

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

# FAQs

## 1) How often can I change my company profile content on Bloolooop?

As often as you like. You'll have a login to get into the easy-to-use admin panel which you can access at any time. And whenever you change your content, your profile in our directory comes to the top of the listing. We have some top tips to help you to create a stunning profile.

## 2) I don't have a marketing department to create press releases. Can I still work with Bloolooop?

Because all our content is original and optimised for the search engines, we don't need to have a perfectly polished press release from you. Whilst we don't offer a press release writing service, we can give you simple guidelines about what information we need from you to enable us to cover your news on Bloolooop. Just send us the info whenever you have something to shout about, and our team of writers will do the rest.

## 3) Are you just UK focussed?

Although we are a UK registered company, the vast majority of our readers and clients are international and we cover attractions industry news from around the globe. For further details see page #3.

## 4) How do I make sure my content is optimised for SEO?

Don't worry about it. We are experts in creating content for the web and we optimise all our content to deliver the best results.

## 5) What about social media?

We've worked for years to build our social media network which complements the Bloolooop website. Your news will be promoted across our channels, significantly boosting visibility. We also offer regular social media tips in our client newsletter to help you develop your own channels and expertise.

**Any other questions? Contact Ella at [ella.Baskerville@bloolooop.com](mailto:ella.Baskerville@bloolooop.com)**

# What people say about us

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

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

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

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**“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

**“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