
PRESS RELEASE

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New Rope-A-Phobia attraction enjoys successful launch at UK's LIW show

The latest addition to the wide range of interactive family attractions on offer from UK based Innovative Leisure Ltd. made its official European debut at the LIW show in Birmingham last week – and received a hugely positive response from attendees.

The new Rope-A-Phobia multi-activity, high ropes attraction provides participants with the opportunity to take part in a number of activities approximately 22ft. from the ground. Having first clambered up a rope net at one end of the unit and been hooked onto a safety harness, participants then work their way through a total of eight interchangeable elements incorporated into the experience, each of which challenges all ages and can be changed if required to provide different thrills. Easy to set up and maintain, it is ideal for both static sites and mobile operators, and can accommodate up to 12 people.

"We had a tremendous response to Rope-A-Phobia at LIW," noted Innovative Leisure's Managing Director Phil Pickersgill, "from representatives of all kinds of operation, including amusement and theme parks, mobile operators and event organisers. It was the only 'live' attraction in the show which had visitors actually using it, so it was possible to see first hand exactly how it works and the very positive reaction of those who tried it out. We had some really excellent feedback from visiting operators looking for something new and different and I'm confident it's going to be a big success."

Another "first" on the company's stand came in the shape of a fold-up version of the massively popular Water Wars game, which continues to be one of the most successful "cool down" attractions available for both static and mobile operations, while also on display was a climbing tower and the recently introduced 3 Kick game, making the Innovative Leisure stand one of the largest in LIW's FamilyLand section.

"The extra space we took at this year's show reflected our growing range of products," said Phil Pickersgill, "and the fact that our attractions are so appropriate to the LIW visitor audience. We were also looking for a larger presence due to BALPPA's renewed involvement in the event and the many association members we felt sure would visit because of this. And we were not disappointed."

Other attractions being promoted by Innovative Leisure at LIW were the Coconut Tree Climb, the Rascal Rocket and The Rock, a climbing simulator, while the company was also supporting the presence at the show of German manufacturer Huss Park Attractions, for which it is the exclusive UK representative.

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