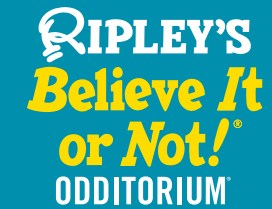
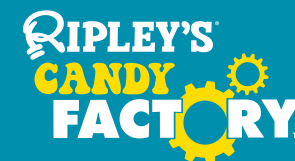


A WORLD LEADER IN  
UNBELIEVABLE FAMILY ENTERTAINMENT





ATTRACTIONS

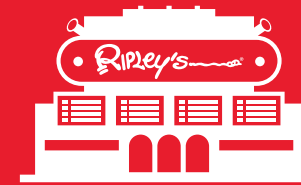


# UNBELIEVABLE FAMILY ENTERTAINMENT

Built on the foundation of a tiny daily newspaper cartoon that debuted in 1918, the company has grown to be a world leader in family entertainment with over 100 attractions in 10 countries. Ripley Entertainment continues to grow by seeking new opportunities to expand its brands across the globe through the development of new attractions, media, and more.

Appealing to families and people of all ages, the company has a long, successful history in book publishing, product licensing, radio, and television. Part of the Jim Pattison Group, Canada's second-largest privately owned company, Ripley Entertainment is proud to be the largest and fastest growing chain of amusement attraction companies in the world.





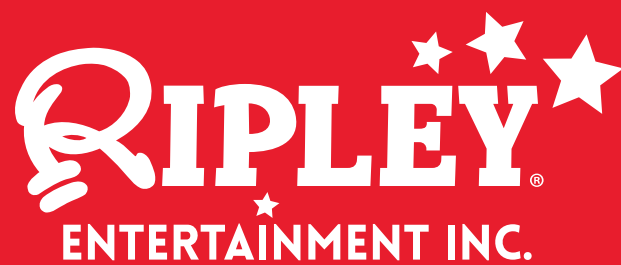
100+ ATTRACTIONS



4 CONTINENTS  
10 COUNTRIES



OVER 15,000,000  
ANNUAL GUESTS



## ATTRACTION LOCATIONS

### NORTH AMERICA

Atlantic City, NJ  
Branson, MO  
Cancún, MEX  
Cavendish Beach, CAN  
Gatlinburg, TN

Grand Prairie, TX  
Guadalajara, MEX  
Hollywood, CA  
Mexico City, MEX  
Myrtle Beach, SC

Newport, OR  
Niagara Falls, CAN  
Ocean City, MD  
Orlando, FL  
Panama City Beach, FL

San Antonio, TX  
San Francisco, CA  
St. Augustine, FL  
Toronto, CAN  
Veracruz, MEX

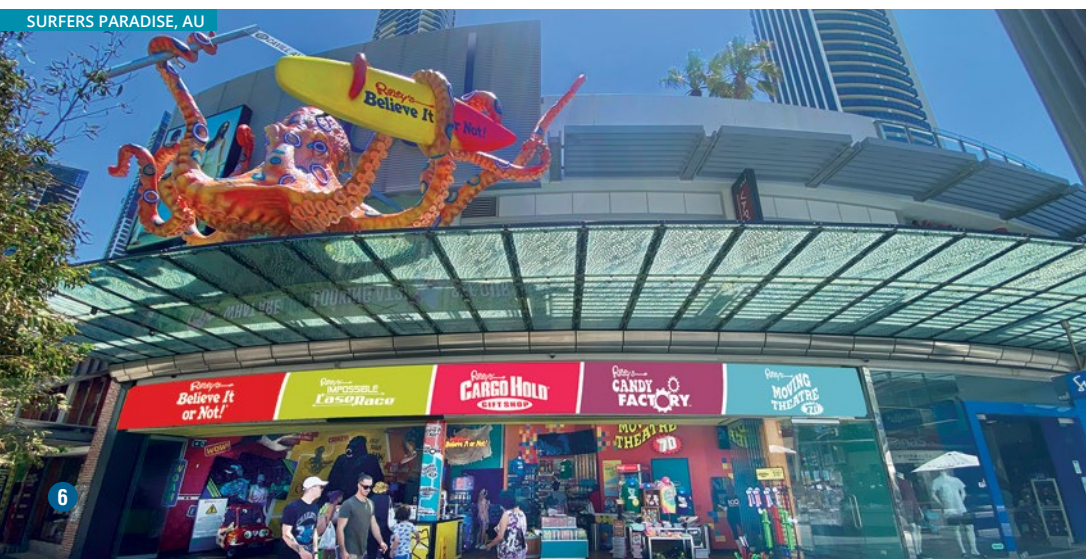
Wildwood, NJ  
Williamsburg, VA  
Wisconsin Dells, WI

### WORLDWIDE

Amsterdam, NL  
Blackpool, UK  
Copenhagen, DK  
Dubai, UAE  
Genting Highlands, MY

Pattaya, TH  
Surfers Paradise, AU





# WEIRDLY ENTERTAINING

Ripley's Believe It or Not! Odditoriums have drawn millions of curiosity seekers from around the world since the 1950 opening of the first permanent location in St. Augustine, Florida. Based on Robert Ripley's personal collection, the expert staff continues to search the globe for the strange and unusual.

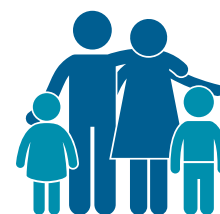
Ripley Entertainment continually adds new artifacts, themed galleries, captivating video stories, and interactive displays to immerse the guests in a fun-filled unbelievable experience.

Odditoriums range in size from 8,000 to 25,000 sq ft (740 to 2,325 sq m) and are designed to stand out in every city in which they're built.

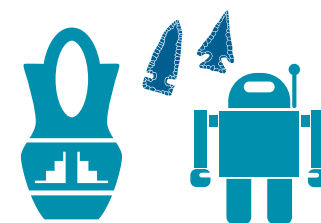
28 LOCATIONS

10 COUNTRIES

Intricate works of art made from everyday objects, incredible collections, and rare artifacts fill the Odditoriums to entice guests.



OVER 4,400,000  
ANNUAL GUESTS

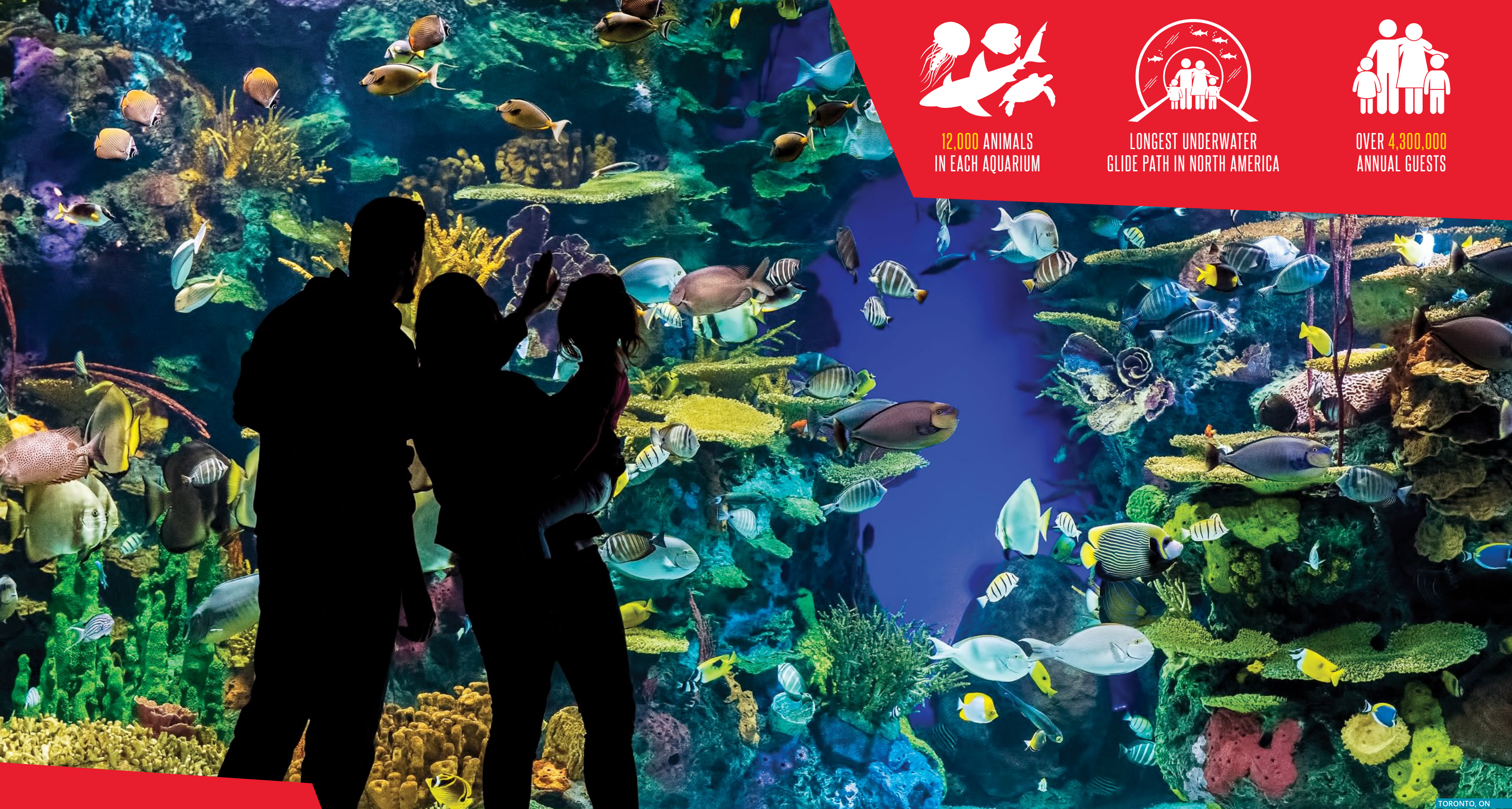


OVER 35,000 EXHIBITS  
IN THE COLLECTION



CUSTOM INTERACTIVE  
DEVELOPMENT





12,000 ANIMALS  
IN EACH AQUARIUM



LONGEST UNDERWATER  
GLIDE PATH IN NORTH AMERICA



OVER 4,300,000  
ANNUAL GUESTS

TORONTO, ON

**RIPLEY'S  
AQUARIUMS**

## WORLD-CLASS AQUARIUMS

At Ripley's three aquariums, guests can enjoy the beautiful colors and peaceful serenity of exotic coral fish, travel on moving glide paths, touch a stingray or even dive with sharks. Visitors come face-to-face with thousands of fascinating fish and menacing sea

creatures including everything from barracudas to sea turtles, jellies, octopuses, moray eels, and giant sharks! At Ripley's Aquariums in Gatlinburg, Tennessee, and Myrtle Beach, South Carolina, guests can admire and encounter a colony of South African penguins!

ACCREDITED BY THE  
**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**





# EVOLVING AQUARIUMS

From temporary exhibitions such as the new Curious Creatures show to aquatic adventures like Sleep with the Sharks, Ripley's Aquariums continue to grow and evolve every year.



## Glass Bottom Boats

Featuring a 16-foot (5-meter) boat, Ripley's Glass Bottom Boat Adventures are the first and only of their kind in North America. This new experience gives guests an up-close view of shark lagoons like never before! Now sailing in Myrtle Beach, South Carolina, and Gatlinburg, Tennessee.

## Penguin Playhouse

Meet the Aquarium's most adorable residents at the Penguin Playhouse! See our curious colonies swim and splash about at Ripley's Aquarium of the Smokies in Gatlinburg, Tennessee, and Ripley's Aquarium of Myrtle Beach, South Carolina.

## Curious Creatures

Ripley's Aquariums regularly feature new, themed temporary exhibits, like the Curious Creatures exhibit on display now at Ripley's Aquarium of the Smokies. This exhibit hosts several rare undersea critters such as peacock mantis shrimp, giant isopods, and flashlight fish. Set inside a replica of the *Mon Lei*, Robert Ripley's world-traveled junk boat, the exhibit tells of Ripley's travels and the curious creatures he encountered along the way.



TORONTO, ON

3 AQUARIUMS | 3 PRIME LOCATIONS



MYRTLE BEACH, SC



GATLINBURG, TN





ATTRACTIONS



BE AMAZED.  
BE AMAZING.

Discover hundreds of amazing Guinness World Record titles in the categories of sports, space, video-gaming, celebrities, amazing achievements, and much more. Incredible displays, interactive games, trivia, themed galleries, and videos tell the incredible stories behind the records. Guinness World Records Attractions capture the challenge, excitement, and accomplishment of being a recognized GWR title holder!



NEARLY 200 RECORDS BROKEN  
AND COUNTING  
[IN GWR ATTRACTIONS]



EXCLUSIVE RECORD-  
BREAKING OPPORTUNITIES



2 LOCATIONS

North America and Europe.







## SELFIE WITH THE STARS

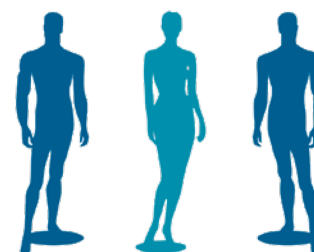
Ripley Entertainment has been operating the world-famous Louis Tussaud's Waxworks since 1957. The attractions feature intricately crafted historic and contemporary celebrities from the worlds of sports, music, film, and history. Photo opportunities abound as guests come face-to-face with their favorite stars.

Step into themed sets—fantasy worlds, red carpets, historical sites, concert stages, and movie scenes!



### 5 LOCATIONS

Louis Tussaud's Waxworks combine realistic wax figures, relevant authentic exhibits, and photo sets to create an engaging experience.



OVER 3,000 FIGURES  
IN THE COLLECTION



ORIGINAL SETS MAKE  
FUN PHOTO OPS



ARTISTS & COSTUME  
DESIGNERS ON STAFF



# RIPLEY'S MOVING THEATER

## Ride the Movies, Feel the Rush

Ripley's Moving Theaters allow guests to experience movies like never before with advanced motion simulators! Feel every bump, drop, and turn in high-energy movies powered by REAL-D 3D and amplified with wind, rain, snow, and other special effects.

Hold on tight and prepare for an out-of-your-seat experience!



# RIPLEY'S MIRROR MAZE

## Get Lost

Ripley's Marvelous Mirror Mazes are an awesome challenge in perception and sense of direction. Focus all five senses to find the way through a dazzling labyrinth of mirrored reflections and colored lights. Get lost! No, really... that's kind of the point!



# RIPLEY'S HAUNTED ADVENTURE

## Get Your Creep On

A world-class attraction, Ripley's Haunted Adventures spook and thrill guests daily. The multi-million dollar haunted houses feature live actors, animatronics, and bone-chilling special effects.



# GREAT WOLF LODGE

## Stay and Splash

A resort destination unlike any other, Great Wolf Lodge Niagara offers year-round family fun with its 100,000-square-foot indoor water park! Between splash sessions, guests can relax in luxurious themed lodgings, savor delicious dining options, or explore a myriad of exciting attractions and free events. All conveniently nestled between Toronto and Buffalo on 25 scenic acres overlooking the majestic Niagara Gorge.

# RIPLEY'S IMPOSSIBLE LaseRace

## Dodge Lasers

Ripley's Impossible LaseRaces challenge guests to expertly navigate a web of brilliant green lasers. Guests race against the clock as they duck, lunge, and tip-toe their way through the lasers as quickly as possible.





## RIPLEY'S CARGO HOLD GIFT SHOP

### Something For Everyone

Purchase a variety of treasures in the gift shops, including best-selling Ripley's Believe It or Not! books, unique jewelry, stuffed animals, clothing, and home decor.



## RIPLEY'S SMASH DASH

### Race to Beat the Clock

Ripley's Smash Dash keeps guests on their toes by testing their reflexes. Buttons light up and buzz around with only seconds to turn them off as fast as possible! Guests can compete against the clock or a friend.



## RIPLEY'S CANDY FACTORY

### For the Sweet Tooth

A trip to Ripley's Candy Factory is a sweet dream come true! With hundreds of varieties of candy to choose from, there's a treat to satisfy every sweet tooth.



## RIPLEY'S MINI GOLF

### Perfecting the Short Game

Ripley's one-of-a-kind miniature golf courses are highly engaging, featuring themed animated characters, water obstacles, and interactive elements at every turn!

## Hans Christian Andersen

### EXPERIENCE

### Let Your Imagination Run Free

Step into a fairy-tale world at the Hans Christian Andersen Experience. Relive your childhood favorites like *The Little Mermaid*, and meet the writer behind the stories as they come to life before your very eyes.



## RIPLEY'S HAUNTED CASTLE TOUR

### Discover St. Augustine's Secrets

Dare to explore the most haunted site on the Southeast Coast. This hands-on experience arms guests with paranormal investigation tools such as thermal imaging cameras, EVP recorders, and more.





# RIPLEY'S ILLUSION LAB™

## Challenge Your Senses

Descend into Ripley's underground lab of illusions, where things are not always what they seem! Switch up your perspective, challenge your senses, and spark your curiosity as you engage with illusions.



## All Aboard

Wind through the Nation's Oldest City aboard fully narrated tours featuring more than 100 points of historical interest. Plus, take in the beauty of St. Augustine's Nights of Lights during the holiday season.



## Mountain Coaster

Fun for the whole family! Zoom through the fresh mountain air as you operate your very own gravity-propelled cart through the beautiful twists and turns of the Smoky Mountains!



# RIPLEY'S SUPER FUN ZONE!

## Game Time

Guests have a blast playing new and classic video and arcade games! The coolest prizes in town can only be won at Ripley's Super Fun Zone!



## Lights, Camera, Action

Ripley's Selfie Studios is ripe for exploration and self-expression — an attraction where you can share your authentic self with the world and have fun doing it!



## A One-Stop Destination For Family Fun

Located at the gateway to the Smoky Mountains, guests can take in the fresh mountain air as they race around the multi-level go-kart track, spin on the carousel, and set sail on bumper boats!







# UNIQUE TRAVELING & POP UP EXHIBITIONS

Ripley Entertainment offers one-of-a-kind opportunities in traveling show and temporary exhibition development. The brand stands alone in its innate ability to intrigue guests and draw them to locations, and it has proven success in increasing attendance.

Ripley's allows partners to leverage the iconic IP to fulfill their goals by providing original artifacts, interactive design and development, intellectual property, media rights, and use of their world famous trademarks. Temporary exhibitions can be designed and adapted to fit specific themes, spaces, and locations worldwide.

**CONTACT:** [TravelingShows@Ripleys.com](mailto:TravelingShows@Ripleys.com)

## Exhibitions

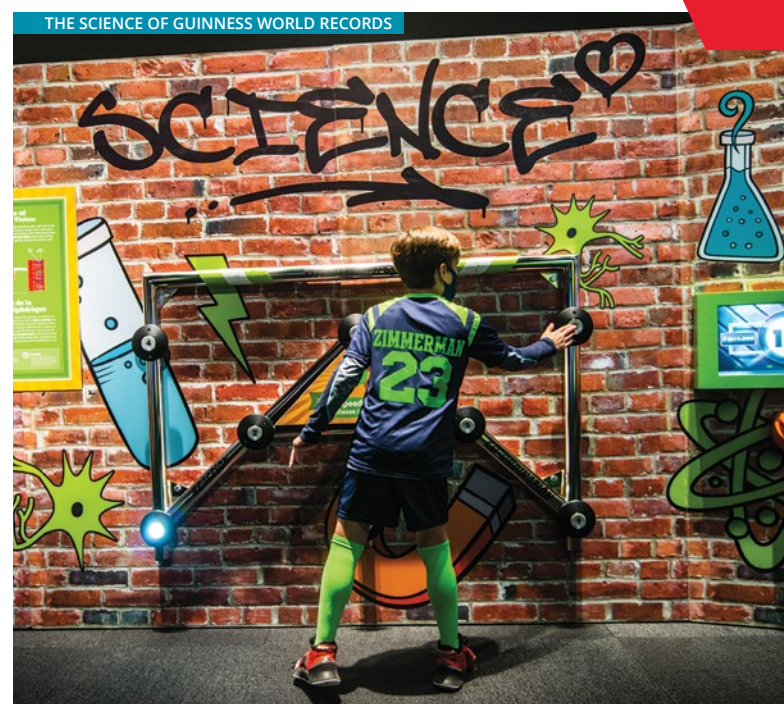
- » The Science of Ripley's Believe It or Not!
- » Willard Wigan Microsculptor
- » The Science of Guinness World Records
- » Custom Ripley's Believe It or Not!
- » Artifact Rental
- » Landmark Designation



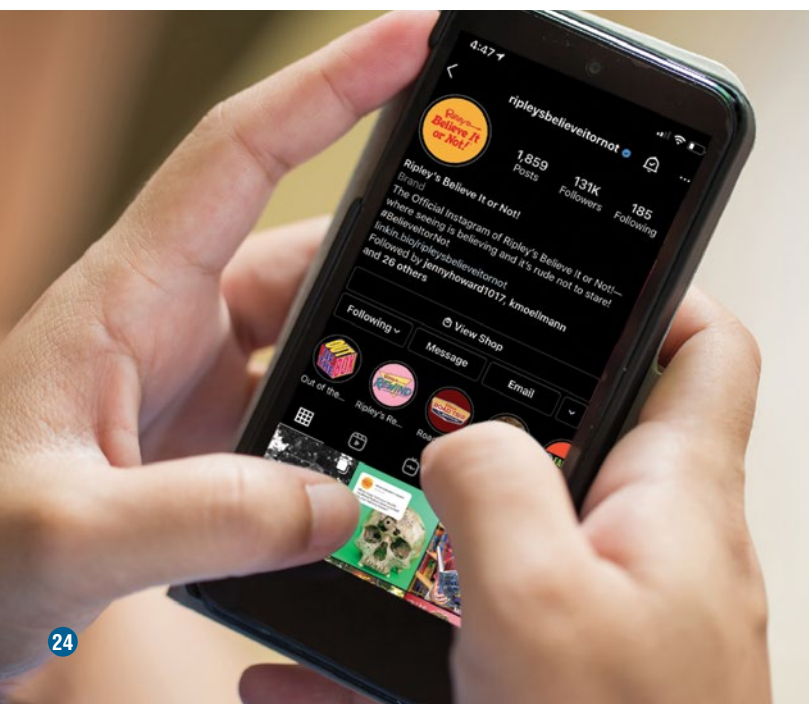
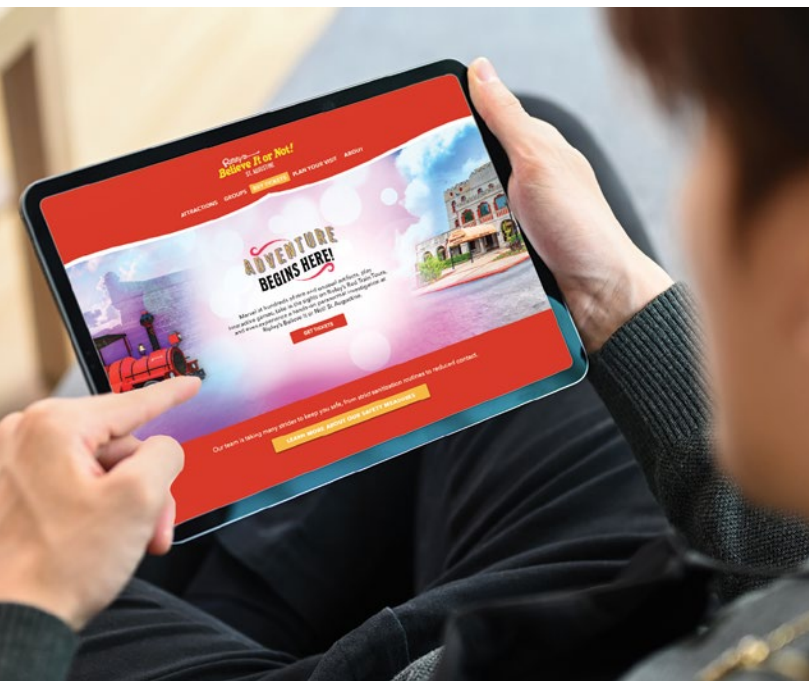
Ripley's covers a variety of subjects—from the science behind the weird and wonderful, to amazing art and oddities.



**RIPLEY'S**  
TRAVELING  
EXHIBITIONS







# TELEVISION, WEB, & SOCIAL MEDIA

From the start, Robert Ripley took advantage of all forms of media to spread his Believe It or Not! stories. He was a champion of radio, newsreels, and the lecture circuit. Then in 1949, he pioneered one of the first regularly scheduled TV shows! His television legacy continues through various shows and specials, including the hit show produced by Columbia Pictures from 1982 to 1986, starring host Jack Palance. The *Ripley's Believe It or Not!* TV show is currently in worldwide syndication

Get your daily dose of the unbelievable at [www.Ripleys.com](http://www.Ripleys.com) and on social media



10 MILLION WEBSITE  
VISITORS PER YEAR  
[IN OVER 200 COUNTRIES]



5.4M+ FACEBOOK FANS  
246.8K INSTAGRAM FOLLOWERS  
206.4K TWITTER FOLLOWERS  
46 MILLION TIKTOK VIEWS  
[AND COUNTING]



**RIPLEY**  
PUBLISHING

Ripley Entertainment can trace its origins back to 1918, when Robert Ripley drew the first Believe It or Not! newspaper cartoon. With a new hand-drawn panel still published every day, Ripley's Believe It or Not! is the longest-running syndicated cartoon in the world. In 1929, Ripley compiled his favorite panels and published them in the very first Believe It or Not! book. Nearly 100 years later, Ripley Publishing continues to delight readers of all ages.

Our wide variety of titles includes everything from board books, leveled readers, and illustrated stories to coffee table books, licensed partnerships, and more. Then of course, there is the highly anticipated Ripley's Believe It or Not! annual book, the latest of which being 2022's *Escape the Ordinary*. As the nineteenth book in the series, it continues to raise the bar with all-new stories, incredible photos, and amazing people from around the globe.

PARENTS' CHOICE – USA BEST BOOK AWARDS,  
MOM'S CHOICE AWARDS





GENTING HIGHLANDS, MALAYSIA



DUBAI, UNITED ARAB EMIRATES

# FRANCHISING

Ripley Entertainment is the owner and operator of the world's largest chain of walk-through tourist attractions. They have been designing and building attractions since the early 1950s, and the large network of attractions provides ample opportunities for cross promotion and purchasing power.

The company has embarked on a strategic and extensive world-wide franchising plan that has expanded Ripley Attractions into 10 countries. The management team has decades of experience in the attractions business and offers their expertise and support in the franchisee's operations including:

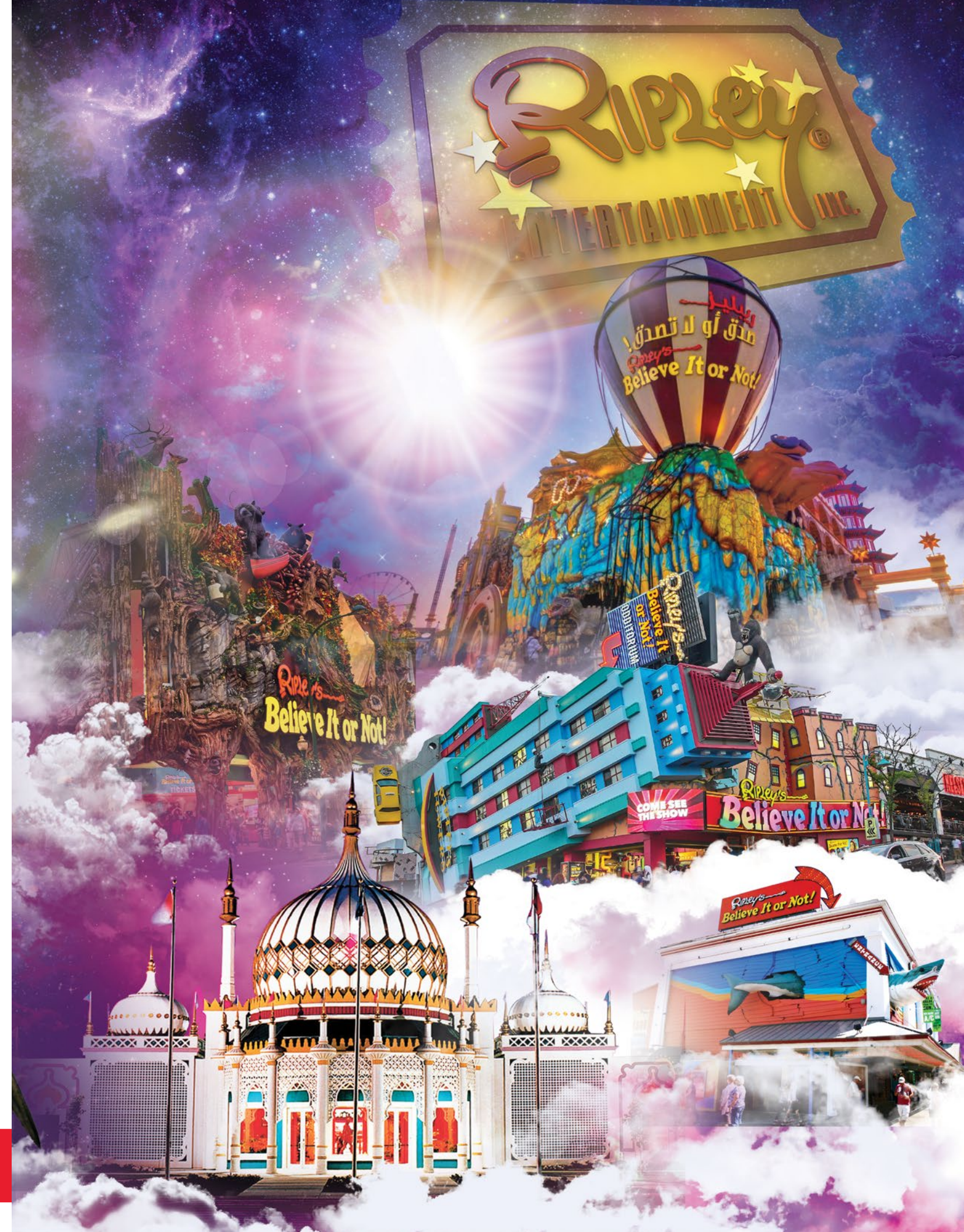
- » Site Selection
- » Advertising & Promotion
- » Attraction Design
- » Cash Controls
- » Access to Exhibits
- » Administration

CONTACT: [Franchise@Ripleys.com](mailto:Franchise@Ripleys.com)

# LICENSING

The Ripley's Believe It or Not! trademark is known around the globe to all demographics. Ripley Entertainment has licensed its trademark for a variety of merchandising and marketing applications, including games, trading cards, books, slot machines, stationary, and more. They have partnered with numerous companies, including Nitro Circus, Wendy's, Scholastic, and FOX.

CONTACT: [Licensing@Ripleys.com](mailto:Licensing@Ripleys.com)







**[www.RipleyEntertainment.com](http://www.RipleyEntertainment.com)**

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