India’s first flying trapeze

Della Tecnica Group launched Della Adventure in Lonavala in 2009 with over 80 adventure activities with an investment of close to ₹250 crore. The activities include ATV Rides, four different types of Zorbing (first time in India), two flying fox ziplines (one being India’s longest permanent zipline - 1,250 meters), telegames (first time in India) like mini flying fox, barrel crawl, tarzan jump, slippery slope and many more. It is soon going to introduce India’s first flying trapeze (being imported from New Zealand) which allows beginners/first timers to use a circus trapeze. It also plans to include Kikking (a 20 foot swing that turns 360 degrees) in its activities soon. Last year, the Company recorded a growth of 20 per cent and with new activities and more traffic from MICE and FIT segment, it is targeting an additional 30 per cent growth this year with an aim to break even by October 2012.

Talking about the concept and future plans, Jimmy Mistry, Chairman & Managing Director, Della Tecnica Group said, “India is still at a nascent stage of adventure industry and we are going to tap the right market at the right time. Adventure tourism industry in the country is around ₹1,500 crore and with an investment of ₹250 crore for a park with multiple facilities and activities, we are offering something which is of interest for every investor. With adventure activities, accommodation, banquet and F&B under one roof, we are offering an all-in-one package with each facility being a feeder for the other. Our strength lies in ‘word-of-mouth’ marketing and working with corporate houses and MICE operators.”

It is aiming to open adventure parks in JV with land owners and investors in Delhi NCR, Ahmedabad, Indore and Bengaluru within the next five years and Baroda, Surat, Chennai, Hyderabad, Nagpur, etc in the long term. According to Mistry, the park is focussing on attracting the MICE segment as FITs will come as default travellers if corporate travellers are pulled in.