



iFLY Paris Named Best Leisure Retail Concept at MAPIC 2017

*Revolutionary indoor skydiving concept takes the consumer
and retail experience to the next level*

Austin, Texas – **November 22, 2017** – [iFLY Indoor Skydiving Paris](#), an integral part of the world's largest indoor skydiving brand, was named "best leisure concept in a retail center" at the [2017 MAPIC Awards](#) on November 16, honoring cutting-edge concepts in the retail real estate industry.

Created in 1996, the highly-respected MAPIC Awards recognize excellence, innovation and creativity in the retail real estate industry. Honoring the very best of the retail industry, the 21st edition of the MAPIC Awards celebrate the most outstanding retailers and retail real estate projects.

iFLY European President Simon Ward commented, "When the new Vill'Up mall next to Cité des Sciences wanted to make a statement, it was iFLY that was chosen. Quiet enough to operate inside this heritage building, engineered to fit, and designed to provide the most impressive 'wow' factor, this is something that only the team at iFLY can pull off. Winning the prestigious 2017 MAPIC award for 'best leisure concept in retail space' confirms this".

With concepts around entertainment, amusement and leisure becoming ever more critical for shopping centers to draw consumers, iFLY is a unique solution for retailers as the innovator of modern indoor skydiving with patented technology. iFLY Paris incorporates this vertical wind tunnel technology into the atrium of the Vill'Up Shopping Center where spectators from all floors can witness the thrill of flight within a 14-meter-tall tower of glass in the center of the mall.

"In an evolving retail landscape, it is unique experiences like iFLY that create not only life-long memories for consumers, but also opportunities for increased foot traffic to large retail centers," said Manu Ars, Director of Flight at iFLY Paris.

iFLY Paris is one of 64 locations all over the globe, from Texas to Dubai (and on three cruise ships too), as the company experiences tremendous growth.

To find out more about iFLY tunnel sales, please visit www.iFLYsales.com

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About iFLY Indoor Skydiving: Austin-based iFLY Holdings, LLC., is the world leader in design, manufacturing, sales and operations of wind tunnel systems for indoor skydiving. The company has flown more than 8,000,000 people in a dozen countries and at sea since launching the modern vertical wind tunnel industry in 1998. iFLY has more than 67 facilities operating worldwide with more than 28 wholly-owned in the US and has significant growth plans across the globe in the next 24 months. iFLY supports and utilizes the safety and training guidelines set out by the International Bodyflight Association (IBA) to ensure safety and progression of the sport of indoor skydiving. For more information on iFLY, visit iFLYworld.com.