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Attraktion! secures two new FlyXD Flying Theater projects for 2027

Upcoming projects in Austria and Poland highlight growing demand for compact, economically attractive flying theater solutions.

Vienna, Austria – 16 September 2026 – Attraktion! has secured two new FlyXD flying theater projects for 2027, with installations planned in Austria and Poland. Both attractions are currently targeting summer 2027 openings.

FlyXD delivers the emotional sensation of flight through motion, rotation, media, wind and special effects in a space-efficient attraction format. With scalable seating capacities, flexible screen options, custom theming possibilities and customised media content, the attraction can be adapted to different venue sizes, market needs and project ambitions. It is suitable for parks, indoor entertainment venues, resorts, museums and destination projects seeking a high-impact attraction with a more accessible investment model. FlyXD is the only system on the market that enables small and mid-sized venues to deliver an authentic flying theater experience profitably, combining a lower initial investment with the original soaring sensation, rotation and a full range of movement.

Ahead of the 2027 project openings, Attraktion! will present its latest FlyXD unit with LED solution at IAAPA Expo Europe 2026 in London. Flying theater attractions have traditionally relied on projection-based media systems, while the LED-based configuration demonstrates an additional visual solution for venues seeking high image quality, operational flexibility and alternative design possibilities.

FlyXD has also been shortlisted in the Innovation Rides, Games, Shows category at the 2026 Park World Excellence Awards, providing further industry recognition for the attraction ahead of its upcoming 2027 projects.

“These two new projects confirm that FlyXD is opening the flying theater category to a wider range of venues and investment models,” said Markus Beyr, CEO of Attraktion!. “Our goal is to deliver the emotional impact of a true flying theater in a format that is more accessible for operators, developers and destination venues. The LED configuration adds another layer of flexibility and shows how FlyXD can be adapted to different project requirements.”

Operators, developers, investors and media representatives are invited to meet Attraktion! at IAAPA Expo Europe 2026, booth S2737. Meetings can be scheduled here:

https://calendly.com/attraktion/iaapa-europe-2026

About Attraktion!

Attraktion! is an international creator and supplier of innovative media-based attractions and immersive technology solutions for the amusement and leisure industry. The company develops globally unique ride formats and immersive experiences that combine attraction design, media production, show technology and interactivity. Attraktion! also owns and operates Immersium: Wien, an immersive museum and family destination in Vienna, Austria, which serves as a permanent showcase for immersive storytelling, themed environments and media-based visitor experiences. For more information about Immersium: Wien, visit www.immersium.com.

Attraktion!'s attractions have received international recognition, including for Hypersphere 360 at SeaWorld Abu Dhabi, which was honored with IAAPA's Impact Award, the Blooloop Innovation Award for World's Most Immersive Attraction, the Park World Excellence Award for Best Media-Based Attraction and further industry distinctions. In 2026, Attraktion! is shortlisted for Best Supplier at the Park World Excellence Awards, while FlyXD and Circulum 360 Interactive are both shortlisted for Innovation Rides, Games, Shows. Circulum 360 Interactive is also shortlisted for Best Dark Ride, and Querion Hypermedia Entertainment Park for Best FEC.

For more information, visit www.attraktion.com

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