AM2

The news & jobs magazine from Attractions Management

AM2.jobs

1 OCT 2014 ISSUE 10

Abandoned London tunnels 'to be transformed'

Up to 34 Transport for London (TfL)-owned "ghost" train tunnels running beneath the UK capital could soon be transformed into an array of attractions and leisure sites.

It is understood that TfL is preparing to invite companies to bid to take part in the transformation of several disused underground and overground stations, as well as old horse tunnels that run below the city.

Ajit Chambers, a former Barclays executive, who started The Old London Underground Company back in 2009, believes TFL's disused assets under the city could be worth around £3.6bn (\$5.8bn, €4.5bn).



Aldwych tube station is among the "ghost" stations up for grabs

Out of the 750 tunnels that TfL owns, Chambers has identified 34 possible sites for transformation and reuse. He envisages 13 of these flagship spaces being used for art galleries, nightclubs, hotels and possibly a National Fire Brigade Museum. Speaking to the MailOnline Chambers said: "In 2009, as part of my effort to assist the financial downturn in the UK, I founded a company that would unearth one of London's state-owned 'sleeping property portfolios."

In a statement, TfL said: "We cannot show any prejudice ahead of public tender" and that it had "no affiliation" with The Old London Underground Company.

TfL has already undertaken several underground station transformations. There is now a herb farm below Clapham North and a deal has recently been signed for customers to pick up Waitrose goods at Chalfront & Latimer.

More: http://lei.sr?a=z4h6X_A

Gehry axed from World Trade Centre development

Frank Gehry's designs dating back to 2003 for a \$395m (£245m, €305m) performing arts venue at the World Trade Centre have been axed after the project's management made a u-turn on the plans.

As part of the masterplan for the World Trade Centre and Ground Zero site, Gehry's performing arts centre has been the slowest to materialise.

Now, more than a decade later, the board behind the centre have revealed that it has changed course with Gehry's stacked boxes design, putting three other architectural firms in the running. More: http://lei.sr/?a=T2f8S_A

John Kerry calls to protect Iraq and Syria's heritage

US secretary of state John Kerry was on-hand 22 September to highlight the destruction of Iraq and Syria's cultural heritage by violent extremist groups, including the Islamic State of Iraq (IS) and the Syrian regime.

Alongside representatives from the New York Metropolitan Museum of Art, Kerry presented the US's case for protection of cultural elements in Iraq and Syria, which are in danger thanks to ongoing attempts by IS among others to deliberately target and destroy heritage sites in the two countries.

Recent satellite imagery has shown that five out of six of Syria's Unesco World Heritage sites have been "significantly" damaged by the country's civil war, with the only site appearing



John Kerry is a former Presidential candidate

to remain relatively unscathed being the ancient city of Damascus. Iraq isn't faring any better, with reports of continued destruction of heritage sites on a near-daily basis.

More: http://lei.sr?a=n3Y4D_A

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Leisure Media

Tel: +44 (0)1462 431385 Fax: +44 (0)1462 433909 e-mail: please use contacts' fullname@leisuremedia.com

Subscriptions subs@leisuremedia.com

Editor

Liz Terry +44 (0)1462 431385

Head of News

Jak Phillips +44 (0)1462 471938

AM2 News Editor

Tom Anstey +44 (0)1462 471916

Attractions Management

Alice Davis +44 (0)1462 471918

Journalist

Helen Andrews +44 (0)1462 471902

Architecture and Design

Katie Buckley +44 (0)1462 471936

AM2 Products Editor

Jason Holland +44 (0)1462 471922

AM2 Publisher

Julie Badrick +44 (0)1462 471919

Sales

Simon Hinksman +44 (0)1462 471905 Jed Taylor +44 (0)1462 471914 Paul Thorman +44 (0)1462 471904

Design

Ed Gallagher +44 (0)1905 20198

Internet

Dean Fox +44 (0)1462 471900 Tim Nash +44 (0)1462 471917 Emma Harris +44 (0)1462 471921

Financial Administrator Denise Adams +44 (0)1462 471930

Circulation Manager
Michael Emmerson +44 (0)1462 471932

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AM2 is published fortnightly by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK and is distributed in the USA by SPP, 75 Aberdeen Road, Emigsville, PA 17318-0437. Periodicals postage paid @ Manchester, PA POSTMASTER Send US address changes to Spa Opportunities, c/o PO Box 437, Emigsville, PA 17318-0437. The views expressed in print are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Limited. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise without the prior permission of the copyright holder. Printed by Preview Cromatic Ltd. ©Cybertrek Ltd 2014 ISSN Print: 2055-8171 Digital: 2055-818X

Popular *Frozen* IP coming to Disney World as new visitor attraction

Winter is coming for Florida and so, rather appropriately, is a *Frozen* attraction, which is set to replace an ancient relic in the 1980s Maelstrom flume ride at Epcot in Walt Disney World.

The area is expected to feature a selection of musical chimes and an array of characters from the Disney film. Thomas Staggs, Walt Disney Parks & Resorts chair, said recently that construction had started on a *Frozen* attraction, although further details were not revealed.

Since its November 2013 movie release, *Frozen* has been a global phenomenon, becoming the high-



Frozen has quickly become one of the most popular Disney IPs

est-grossing animated film of all time and fifth-highest grossing film of all time, generating revenue of around US\$1.3bn (€1bn, £803bn).

 $A \textit{Frozen} \ \text{attraction could}$ be particularly appealing for Epcot from a business stand-

point, with the park lacking newer 'blockbuster' rides in recent years, though traditionalists might give Frozen a frosty reception, with Maelstrom still attracting nostalgic fans.

More: http://lei.sr?a=W2n7C_A

Pakistani government announces first phase redevelopment of country's zoos

The Pakistani government has announced plans to upgrade facilities at Lal Sohanra National Park, Lahore Zoo and Safari Park to bring the visitor attractions up to scratch with international standards as part of a nationwide initiative.

Speaking at a press briefing, the government's Wildlife and Parks Department director general Nayyar Iqbal said that the attractions would be turned into environmentally-friendly and commercially viable resorts and safaris.

He went on to say that the country's wildlife resorts had the potential to attract international and domestic

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Lahore Zoo - first open in 1872 - is to undergo a full makeover

tourists, assuming they could be brought up to standard.

The revamps of both-Lahore Zoo, Lahore Safari Park and Bahawalpur's Lal Sohanra National Park will be carried out during the first phase of the strategy, with each undergoing a full facelift, along with the attractions becoming "model facilities" for the rest of the country.

More: http://lei.sr?a=W6a7S_A

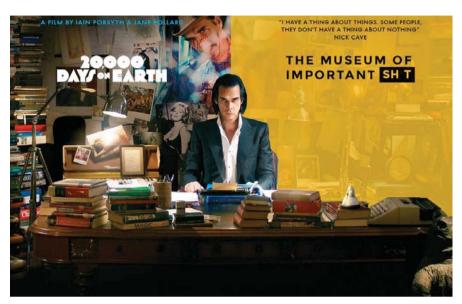
Nick Cave curates museum of 'Important Sh*t'

Musician Nick Cave has launched a virtual museum known as the Museum of Important Sh^*t – a unique collection of ordinary objects with extraordinary significance.

Following the release of his semi-auto-biographical documentary 20,000 Days On Earth, the former Bad Seeds frontman Cave teamed up with film directors Iain Forsyth and Jane Pollard to present the online collection of objects, each of which is of deep and lasting meaning to one person, with the idea inspired by the documentary, the nature of personal memorabilia and the histories these objects preserve.

The project is backed by production company Film4 and content agency Somethin' Else, and is being curated by Cave. Forsyth and Pollard.

The museum will also be run by a series of guest curators including actor and director Richard Ayoade, British Radio 1 DJ Edith Bowman and author Jon Ronson among others, who will select and group their favourite objects according to categories and themes.



The Museum of Important Sh*t is backed by a number of celebrity names, as well as Film4

"It's sh*t, but it's important sh*t," said Cave, speaking in 20,000 Days on Earth. "We all accumulate objects that have little financial value, but they hold the stories of the things that make

us who we are. The Museum will unlock these transformative moments that define our very being. We urge you to share them with us." $More: http://lei.sr?a=y2K7U_A$

National Gallery of Australia launches new NGA Contemporary art space

The National Gallery of Australia in Canberra is about to open a new space which, for the first time in the gallery's history, will be devoted to contemporary Australian art exclusively.

The gallery space, separate from the main facility and to be known as the NGA Contemporary, will sit lakeside on Parkes Place and replaces the Gallery of Australian Design, which has been relocated.

The new space opens at the end of this month with a survey of 21st century Australian art in a range of media from the gallery's collection. The National Gallery is about to enter stage



The new space is devoted to contemporary Australian art

two of a major redevelopment plan, with a new wing dedicated to Australian art set to be built. NGA Contemporary has been funded by private sponsors, while the first stage of development was completed in 2006, with a grand entrance and a new wing devoted to indigenous Australian art at a cost of AU\$92.9m (US\$83.4m, €64.6m, £50.9m). More: http://lei.sr?a=B3W7m_A



The exhibition kicked off 27 September

Ai Weiwei unveils art exhibition in Alcatraz

America's Alcatraz – one of the world's most notorious prisons and now a top tourist attraction – is to play host to an art and sculpture exhibition by dissident artist Ai Weiwei.

Opened to the public on 27 September, seven new installations by Ai Weiwei, a Chinese activist and artist, were put on display throughout Alcatraz prison.

The multimedia exhibition, named @Large, aims to explore human rights and freedom of expression within this historic site.

 $More: http://lei.sr?a=R5R8u_A$

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Rhino poachers endangering Africa's heritage

South Africa's President Jacob Zuma has been called upon by a leading politician to bring an immediate end to rhino poaching, which is having a serious effect on South Africa and surrounding countries' heritage tourism.

Speaking at a parliamentary debate, former deputy environment minister and current leader of the United Democratic Movement party, Bantu Holomisa, warned that the poaching was taking its toll on the heritage tourism, one of South Africa's most lucrative sectors.

More than 3.400 rhinos have been poached since 2006 in South Africa alone, mainly for their valuable horn. Of those poached, more than 1,000 have happened within the last year while 2014's tally stands at 700 "and rising".

Affairs minister Edna Molewa spoke of a relocation plan for 500 rhinos in poaching hotspots, with a number of interventions being put in place to bring an end to the poaching.

The government's strategy to combat poaching also includes awareness campaigns, both locally and in user countries,



Poachers kill rhinos for their horns, which are valuable on the black market

as well as creating new economic opportunities in communities adjoining rhino areas.

South Africa has earmarked tourism as a key sector with excellent potential for

growth. The government is planning to increase tourism's contribution, to R499bn (US\$46.6bn, €35.4bn, £28.3bn) by 2020. More: $http://lei.sr?a=Q6u2T_A$



Smurfs could still appear in a Gulf state

Investor exit leaves Smurf Village developers blue

Plans for a BD2m (US\$5.3m, €4.1m, £3.2m) Smurf Village attraction in Bahrain have collapsed after the project's key investor pulled out following two years of delays. While the plans are dead and buried for the attraction in Bahrain, the unnamed investor is still reportedly keen to open a Smurfs visitor attraction, though any plans would be in a different Gulf state. The attraction would have featured 30 Smurf-style houses and Gargamel's castle. $More: http://lei.sr?a=w5V8j_A$

Miami's Museum of Science gets US\$5m donation for health and wellness wing

The Patricia and Phillip Frost Museum of Science (formerly known as the Miami Science Museum), which is nearing the halfway stage of moving to a new US\$275m (€212m, £168.5m) facility in downtown Miami, has received a donation of US\$5m (€3.9m, £3.1m) to fund health and wellness programmes when the new facility launches in 2016.

To be located inside the new science museum, the Baptist Health People & Science Gallery will teach people "how to make better choices for a healthy life", according to the museum's president and CEO Gillian Thomas.

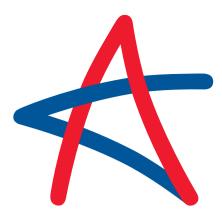
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The gallery will teach people 'how to make better choices'

The new 250,000sq ft (32,225sq m) facility, being built on the Miami waterfront. broke ground in early 2012 and is set to be completed by the end of 2015, opening to the public in early 2016. An architectural team led by Londonbased Grimshaw Architects worked on the design of the new museum, while Hill International is overseeing the whole museum project. $More: http://lei.sr?a=B7J5S_A$





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- Creating Visitor Experiences: Character-Themed Attractions Simulation and 3D Visualisation
 - Innovating for Success: Creating Visitor Experiences Exceeding Expectations
- Management Realities: "Serene on the surface, but paddling like mad below"
- Working Together: England's changing landscape for managing tourism
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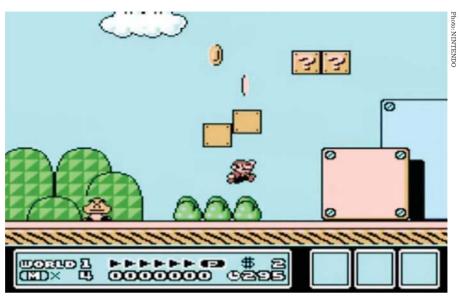
Videogame history museum coming to Texas

Plans have gained unanimous approval to bring a videogame history museum to Frisco, Texas – a first of its kind in the US.

The non-profit venture has been approved by the Frisco Community Development Corporation (CDC) and will include a collection of more than 10,000 games, consoles, artefacts and memorabilia surrounding the videogame industry.

Plans call for the National Videogame Museum 1.0, which would take up 10,400sq ft (966sq m) inside the Frisco Discovery Center, to open in 2015. Upon the museum's establishment, a secondary campaign would start to raise funds for the National Videogame Museum 2.0 – a much larger standalone facility to be located at an as-of-yet undetermined location in Frisco.

The city is planning to spend US\$800,000 (€621,000, £488,000) in support of the museum to facilitate more guests to the Frisco Discovery Center, while the CDC and the Frisco Convention and Visitors Bureau board have each agreed to donate



The new museum will host a collection of more than 10,000 videogame collectibles

US\$100,000 (€77,600, £61,000) with the museum having to supply matching funds.

Museum founders Sean Kelly and John Hardie say that education will play a large part in the museum, with exhibitions incorporating maths, science, technology, engineering, art, music and writing.

More: http://lei.sr?a=Y3D2X_A



The proposed park would open in 2015

Plans touted for US\$160m waterpark in Virginia, US

A US businessman has teamed up with a Chinese investment firm on a project to built a US\$160m (€126m, £98.5m) mixed-use development to include an indoor waterpark, 400-bedroom hotel and a convention center in Chesterfield, VA.

Steven Uphoff unveiled his plans for the development, which would be situated next to leisure complex. Uphoff has teamed with Xing Xing Wu, chair of the Jinma Group, who is also working with the businessman to build a similar bowling alley and waterpark in China. More: http://lei.sr?a=J9W7a_A

Northern Ireland looks to resurrect long-forgotten heritage attraction

A visitor attraction in Northern Ireland – constructed in 1902 and once the country's most popular tourist attraction – is looking for a new lease on life with plans for a complete restoration of the cliff path and surrounding area.

The Gobbins cliff path in County Antrim is undergoing a £6m (US\$9.7m, €7.5m) redevelopment to restore the Victorian pathway and install a visitor centre, café and playground, with the capacity to run 34 tours of 15 visitors a day.

The three-quarter mile path, which was originally linked by a series of unique metal bridges, fell into



The Gobbins was once more popular than the Giant's Causeway

disrepair during World War Two and closed to the public in 1954.

As part of the reconstruction, the new path will include modern versions of the Victorian-era tubular bridges as well as a brand new 25-metre (82-foot) suspension bridge, matching the feats of engineering once evident on the original pathway. More: http://lei.sr?a=8A8G7_A



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Worldwide Head Office

Simworx Ltd
37 Second Avenue
The Pensnett Estate
Kingswinford
West Midlands
DY6 7UL
United Kingdom

W www.simworx.co.uk

E sales@simworx.co.uk

T +44 (0) 1384 295 733

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DIARY DATES

1-3 OCTOBER 2014

World Architecture Festival

Marina Bay Sands, Singapore

WAF is the meeting point for architects, clients and suppliers. Be inspired with architecture's leading lights and the global community as a whole. By hearing from the architects themselves you will find new inspiration to tackle the design challenges you face today. Also spanning 30 categories, the WAF awards recognise the definitive compendium of global architectural excellence across all sectors in 2014. Tel: +44 1438 908777 www.miceconcierge.com/events/WAF2014

2-3 OCT 2014

TEA SATE Design Conference 2014

The John & Mable Ringling Museum of Art, Florida State University, Sarasota, Florida, US

The annual SATE Conference is a professional dialogue on Experience Design. SATE (Storytelling, Architecture, Technology, Experience) is an annual, international gathering of themed entertainment and experience design creators, producers, owners and operators. As such, it explores issues, opportunities and possibilities relating to the creation of compelling guest experiences for entertainment, education, retail and branding. Email: SATE@teaconnect.org www.teaconnect.org

2 OCTOBER 2014

Museum Ideas 2014 International Conference

Museum of London, UK

Museum Ideas attracts museum innovators and challenges them to share transformative ideas in concise, powerful talks, with a global mix of participants from 15 countries taking part. Discover the latest ideas about participatory practice, cutting-edge digital initiatives, innovative storytelling, interpretation and exhibition design, progressive public engagement, inventive



9 OCTOBER 2014

VAC 2014

The QEII Conference Centre, London, UK

The Annual National Conference of Visitor Attractions is the preeminent event for all types of visitor attractions in the UK. The annual VAC conference is firmly established as the key place to meet and network with contemporaries from across the entire spectrun of the attractions industry. Tel: +44 20 8748 8868

http://www.vac2014.co.uk/

and inclusive programming - plus leadership and the future of museums. Email: info@museum-id.com www.museum-id.com

9-10 OCTOBER 2014

Museums Association Conference & Exhibition 2014

Wales Millennium Centre, Cardiff, Wales

The exhibition is the largest event of its kind for museums and heritage professionals in Europe and is free to attend. Around 70 companies will be exhibiting, covering all aspects of museum work from displays and showcases to exhibition design and insurance to collections management. The exhibition will feature a number of workshops, giving visitors a chance to hear from leading museum professionals about the latest practice across the sector. www.museumsassociation.org/

13-15 JANUARY 2015

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Leisure - a vital part of today's shopping mall

Q&A with Nathalie Depetro, director of Mapic





Why are leisure and entertainment so important for retail areas today?

With online sales booming, traditional retail - whether in city centres or shopping centres - has adapted its offering and its marketing approach. The challenge now for those involved in real estate business such as Triple Five. Regions Group, Sonae Sierra, Wanda Group and Apsys, to name a few, is to redefine the idea of the shopping centre, and provide an enhanced customer experience. Customers will still visit shopping centres with the goal of purchasing, but they will also come to spend a day of fun, fellowship and leisure with family and friends. The shopping centre is a one stop shop for today's customers.

How does MAPIC showcase Retailtainment & Edutainment over three days?

Firstly, MAPIC focuses on retail real estate on a global scale. It's the only event where all types of development

sites are represented: shopping centres, city centres, outlying areas, transit zones, factory outlets and leisure centres. This is a unique opportunity for leisure operators and leisure brands to meet with their peers and exchange best practices with international players and owners of different retail site types.

How will entertainment and leisure integrate in shopping centres?

In the previous century, culture, leisure and entertainment played a nominal role in the shopping centre strategy, and were perceived in some ways as merely philanthropic or charitable in nature. But in the wake of online competition, many savvy developers and shopping centre operators now perceive a major opportunity to increase footfall by rebranding the shopping centre as an event-space that encourages the public to stay longer (and buy more) while visiting the mall. Events can be focused on culture, leisure or education.

FIND OUT MORE

Contact Laetitia Garat, sales manager Tel +33 6 03 28 48 33 Email laetitia.garat@reedmidem.com

www.mapic.com

In 2014, a dedicated RETAILTAINMENT zone will gather key players from the sector. Strategically located in Riviera 7,



this unique area will feature pitching sessions and a café to network and do business in.



Gateway's Galaxy selected at US science centre

The Franklin Institute, one of the oldest science centres in the US, has selected Gateway Ticketing Systems to be its new ticketing and access control provider.

The company's flagship point of sale and admission control solution 'Galaxy' will enable visitors to either purchase tickets at the venue or online ahead of time using the venue's 'eGalaxy' web store.In addition to front gate and consumer and mobile online sales, the venue will also employ Galaxy for membership, order entry, resource management and access control.

The institute in Pennsylvania receives more than 850,000 visitors annually and has a history dating back all the way to 1824.



Alterface building "gaming cinema" for Marvel attraction

Alterface Projects is creating an original 3D-animated interactive gaming cinema as part of a project to build a touring attraction based on Marvel comics.

Hero Ventures' "The Marvel Experience' takes place inside a travelling dome complex the size of two (American) football fields, with the aim of providing an immersive experience for audiences who can step into the Marvel universe to become a part of the story.

Alterface's US Partner Tom Gass said the gaming cinema would "enable anyone to feel like a superhero like Spider-Man or Captain America".

Hero Ventures is creating the \$30m (€23.6m, £18.5m) attraction, which will begin touring the US this year, in association with Marvel.



A dynamic and colourful interactive environment

Empex Watertoys has supplied water park equipment at the newly refurbished and redesigned Cronwell Platamon Resort in Platamonas, Greece.

Empex has created a dynamic and colourful spray park for children up to the age of 12. It features an interactive play structure with water sprays and slides. This interactive environment not only

gives children the opportunity to play in completely safety, but also provides an area in which they can learn about the unique dynamics of water play and water movement.

Empex supplied various types of water features from its different design lines including Aquatons, Aquatoys and Aquanetics, which provide different types of entertainment.



The all-new Zone dome is available for use across the sector

Fitness tech adapted as display for attractions

An open platform dome display which began life as a high-end running experience for treadmill users is set to provide the latest in immersive audience experiences for the attractions industry.

Running Unlimited has adapted the Zone domes recently launched for the health and fitness sector after discovering there was a "limited choice of expensive, proprietary immersive dome solutions" available for visitor attractions operators.

Kevin Hewitt, one of the founders of Running Unlimited, said the Zone domes deliver "aesthetically as well as an exceptional, immersive experience, benefiting from a growing content ecosystem."

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Koala conservation top of agenda at Pathways

Koala expert Janine Duffy is set to present important research to delegates on the iconic Australian koala, which could potentially help to safeguard the Koala population and bring a boost to wildlife tourism.

From 5-9 October, the wildlife conference Pathways 2014 Common Futures: Integrating Human Dimensions into Fisheries and Wildlife Management will be held in Coloroado, US, by a collaboration of US universities. The event aims to set the precedent for future research, innovation, and collaboration and to further the application of research in wildlife management and training.

Koalas – a popular tourist draw for Australia – are in serious decline due to the effects of habitat destruction, domestic dog attacks, bushfires and road accidents. The Australian Koala Foundation estimates that there are less than 80,000 Koalas left in the wild, possibly as few as 43,000.

"This is a golden opportunity to highlight koalas and the role of sensitive wildlife tourism in conserving wild animals." said Duffy.



As few as 40,000 Koalas - popular with tourists - are left in the wild in Australia

Duffy's research offers a low-cost, non-intrusive tool for measuring wild koala movements and population size, with her method highly cost effective and able to open up opportunities for public involvement in conservation efforts to save the vulnerable marsupial.

 $More: http://lei.sr?a=K6t6T_A$



Training put staff in real-life situations

Blackpool waterpark staff undergo incident training

The largest indoor waterpark in the UK has put its lifeguard team through its paces, holding an incident training session to better prepare the team as part of an ongoing programme to help ensure guest safety.

Staff at Blackpool's Sandcastle
Waterpark were tested on multiple
scenarios, including aquatic rescues,
spinal injuries, heart attack, seizures,
neck injuries and many more varied types
of injury that would require immediate
action from a trained professional.

More: http://lei.sr?a=t3s9a_A

California tourism agency launches destination training scheme

California-based tourism bureau Visit Oakland has launched a destination training programme for the area's hospitality workers to gain a knowledge of the city's attractions sector.

The scheme, which is part of plans to expand the East Bay city's appeal as a travel destination for domestic and international tourists, is a regular monthly class to train hospitality workers as brand ambassadors for the city of Oakland.

The classes teach trainees about the Oakland area's sights, sounds and things to do, which the workers can then in turn share with visitors they



Museum of California staff were first to take the course

encounter on a daily basis in their line of profession.

The inaugural class, held last month, hosted the Oakland Museum of California's visitor-facing staff, who were taken on a driving tour through Oakland and concluded the day with a classroom session on creating high quality customer experiences for visitors and tourists.

More: http://lei.sr?a=b5c2J_A

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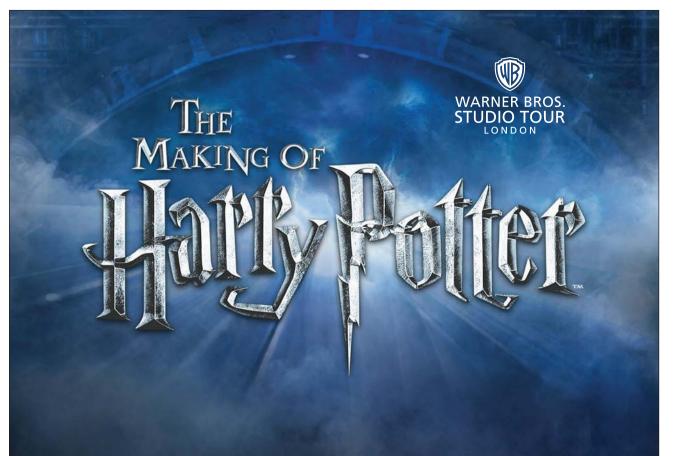
- Inspire great customer service
- Boost retail and FOH confidence
- Enhance communication and presentation skills
- Develop interactive talks and shows
- Improve team morale
- Increase revenue

"As a direct result of CREW training our fund pot for "Gems of the Jungle" at £5000 in August went through the roof and we amassed a further £18,000 in just six weeks. Brilliant!" (summer season 2011)

Dianne Eade, Newquay Zoo Head of Finance, Human Resources and Administration



www.crew.uk.net info@crew.uk.net 0845 260 4414



Director of Visitor Experience 12 month fixed term contract

LEAVESDEN, HERTS

Warner Bros. Studio Tour London – The Making of Harry Potter, showcases the authentic sets, special effects and behind-the-scenes secrets of the Harry Potter film series. Located at Warner Bros. Studios Leavesden, where all eight films were produced, the Studio Tour has been an incredible success, selling out every school holiday and weekend since opening in June 2012.

We are looking for a commercial manager to deliver a memorable visitor experience that exceeds our customer's expectations and ensures they keep coming back. With a creative approach you will have a proven record of delivering ground breaking experiences to your customers from within a senior management role in the tourism, leisure, attraction or heritage industry.

In addition to delivering the best in entertainment, you will be used to managing strategy, budgets, Health & Safety and technical operations, across all operational areas of business. If you have the passion and experience to lead our Visitor Experience team, and bring the behind the scenes world of Harry Potter to life, then we'd like to hear from you.

To find out more or apply online please visit: www.warnerbroscareers.com

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For more details on the following jobs visit www.am2.jobs or to advertise call Julie on +44 (0)1462 471919



General Manager

Company: Merlin Entertainments Group Ltd Location: Arizona-Tempe, United States

Commercial Mger: Retail, Catering, Visitor Reception

Company: National Trust

Location: Leominster, Herefordshire, UK

ADDETTI ATTRAZION

Company: Gardaland Resort

Location: Castelnuovo del Garda, Italy

Duty Manager

Company: Merlin Entertainments Group Ltd Location: Missouri-Kansas City, United States

Duty Manager

Company: Legoland Discovery Center Location: New York, United States

Head of Marketing - North America

Company: Merlin Entertainments Group Ltd Location: New York-New York, United States

Supervisor - Ground Service

Company: Legoland Malaysia Location: Johor, Malaysia

Supervisor - Admission

Company: Legoland Malaysia Location: Johor, Malaysia

■ Front Office Assistant

Company: Legoland Malaysia Location: Johor, Malaysia

■ Water Park Operations Manager

Company: LEGOLAND California

Location: California-Carlsbad, United States

Marketing Manager

Company: Merlin Entertainments Group Ltd Location: Florida-Orlando, United States

■ Trade Sales Manager

Company: Merlin Entertainments Group Ltd Location: Florida-Orlando, United States

Promotions Manager

Company: Sea Life

Location: Florida-Orlando, United States

Marketing Coordinator

Company: LEGOLAND Florida

Location: Florida-Winter Haven, United States

General Manager

Company: The Wildfowl and Wetlands Trust (WWT)

Location: Barnes

Director of Visitor Experience

Company: Warner Bros

Location: Leavesden, Hertfordshire

Vice President - Regional Business Development

Company: Picsolve

Location: North America

■ Theme Park Operations Manager

Company: Gullivers Theme Park Location: warrington, United Kingdom

Splash Team Member

Company: Butlins

Location: Bognor Regis, United Kingdom

General Manager

Company: Planet Ice Limited

Location: Milton Keynes, United Kingdom

■ Food & Beverage Manager

Company: Planet Ice Limited

Location: Milton Keynes, United Kingdom

Promotions Manager

Company: Sea Life

Location: Florida-Orlando, United States

Coca-Cola to stamp brand on London Eye in new multi-year sponsorship deal

Merlin Entertainments has announced a new commercial partnership with Coca-Cola, which will see the beverage giant become the new sponsor of the London Eye from January 2015.

The deal includes full-naming rights to the popular London attraction, though a Merlin spokesperson told *AM2* that "over the next few weeks there will be a visual rebranding with things such as any name changes to be decided in due course." The financial aspects of the deal have not been disclosed.

Coca Cola's two-year deal sees the soft drinks giant replace France's EDF



Coca-Cola will sponsor the London Eye from January 2015

Energy, which has sponsored the Eye since 2011.

"We feel we will be linking the London Eye name with an organisation which not only reflects the same values as our own but which also brings something new and exciting to the party," said Merlin CEO Nick Varney.
"Most of all, we very much look forward to working together to create great value experiences and events for our customers."

More: http://lei.sr?a=Y2F5q_A

Euro Attractions Show draws record breaking crowd for 2014 convention

The Euro Attractions Show (EAS) held at the RAI Exhibition and Convention Centre in Amsterdam, Netherlands, drew to a close 25 September after a three-day run.

For the first time in the event's 11-year history, all booths sold out, with 441 exhibitors from 36 countries presenting their latest products and projects. A record-breaking 10,750 attendees came to EAS, one-third of them from Holland, exceeding expectations according to an IAAPA spokesperson.

Among the products presented at the show, Cruden showcased its 6



A view of Hall 7 at the Euro Attractions Show in Amsterdam

DOF motion simulator, which creates a Formula 1 racing experience; and Attraktion debuted its 4D theatre Cinesplash.

EAS returns next year, from 6-8 October 2015,

in Gothenburg, Sweden.
The event will be hosted at
Liseberg amusement park,
the Swedish Exhibition and
Congress and Centre and
the Gothia Towers hotel.
More: http://lei.sr?a=q6b4t_A

ADDRESS BOOK

American Association of Museums (AAM)

T: +1 202 289 1818 W: www.aam-us.org

Association of American Zoos & Aquariums

T: +1 301 562 0777 W: www.aza.org

Association of Art Museum Directors

T: +1 212 754 8084 W: www.aamd.org

Association of Independent Museums (AIM)

T: +44 (0)1584 878 151 W: www.aim-museums.co.uk

Association of Leading Visitor Attractions (ALVA)

T: +44 (0)20 7222 1728 W: www.alva.org.uk

Association of Science and Technology Centers (ASTC)

T: +1 202 783 7200 W: www.astc.org

Association of Scottish Visitor Attractions (ASVA)

T: +44 (0)141 229 0923 W: www.asva.co.uk

Association of Zoos and Aquariums (AZA)

T: +1 301 562 0777 W: www.aza.org

Australian Amusement Leisure & Recreation Association (AALARA)

T: +61 7 3807 35 08 W: www.aalara.com.au

European Association of Amusement Suppliers Industry (EAASI)

T: +39 0522 554 176 W: www.eaasi.org

European Association of Zoos and Aquaria (EAZA)

T: +31 20 520 07 50 W: www.eaza.net

European Network of Science Centres and Museums (Ecsite)

T: +32 2 649 73 83 W: www.ecsite.eu

Giant Screen Cinema Association (GSCA)

T: +1 919 346 1123 W: www.giantscreencinema.com

Historic Houses Association (HHA)
T: +44 (0)20 7259 5688 W: www.hha.org.uk

Indian Association of Amusement Parks & Industries (IAAPI)

T: +91 22 6523 1643 W: www.iaapi.org

International Association of Amusement Parks & Attractions (IAAPA)

T: +1 703 836 4800 W: www.iaapa.org

International Planetarium Society

T: +1 808 969 9735 W: www.ips-planetarium.org

Irish Science Centres Awareness Network (ISCAN)

T: +353 (0)51 302 865 W: www.iscan.ie

Museums Australia

T: +61 2 6230 0346 W: www.museumsaustralia.org.au

National Farm Attractions Network (NFAN)

T: +44 (0)1536 513 397 W: www.farmattractions.net

NAVET

T: +46 (0)33 41 00 09 W: www.navet.com

Outdoor Amusement Business Association (OABA)

T: +1 407 681 9444 W: www.oaba.org

The Aquarium & Zoo Facilities Association (AZFA)

Email: rlf@tnaqua.org W: www.azfa.org

The Canadian Museums Association

T: +1 613 567 0099 W: www.museums.ca

The Canadian Association of Science Centres (CASC)

T: +613 566 4247 W: www.canadiansciencecentres.ca

Themed Entertainment Association (TEA)

T: +1 818 843 8497 W: www.teaconnect.org

World Waterpark Association (WWA)
T: +1 913 599 0300 W: www.waterparks.org

Zoo & Aquarium Association

T: +61 2 9978 4797 W: www.zooaguarium.org.au