

Details revealed for Dubai's AED10bn mega resort

Dubai-based property company Meeras Holding has revealed the details for its three major theme parks coming in the first phase blueprint of its mega-leisure development, Dubai Parks and Resorts – coming in 2016.

Motiongate Dubai will include a Sony Pictures Studio and a Smurfs Zone as part of the Hollywood-inspired theme park, with 12 themed attractions inspired by popular Sony Pictures theatrical releases, including *Cloudy with a Chance of Meatballs*, *Ghostbusters*, *The Green Hornet*, and *Zombieland*, in addition to hosting *The Smurfs* in a separate, dedicated zone.

The planned Bollywood theme park will host 16 rides within



The Hollywood-inspired Motiongate is set to open in late 2016

five Bollywood-themed areas, featuring content developed in partnership with India's major film studios. The five areas will be

known as Bollywood Film Studios, Mumbai Chowk, Hall Of Heroes, Regal Plaza and Rustic Ravine. Guests will enter the park on

'Bollywood Boulevard', which will feature live entertainment made up of dancers, character interactions and street theatre. Around the park will be a number of retail outlets and themed restaurants.

Legoland Dubai, which will become the seventh Legoland when it opens, will feature more than 15,000 Lego model structures and host 40 interactive rides, shows and attractions in the park's six areas; Lego City, Adventure, Lego Kingdom, Create, Lego Factory, and the magical Miniland.

In addition to the theme park developments, a Riverpark, grand entrance plaza and hotel are scheduled for phase one.

More: http://lei.sr?a=Z6c4S_A

Gandhi the focal point of South Africa tourism drive

South Africa's tourism body has launched a new Gandhi-inspired tourism drive, highlighting 13 attractions that enable tourists to "walk in Gandhi's footsteps and experience the places where he created history in South Africa".

With 2014 marking the 100-year anniversary of Gandhi's departure from South Africa – after which he would go on to lead India to independence from colonial British rule in 1947 – the initiative by South African Tourism (SAT) aims to tell the story of Gandhi in his formative years.

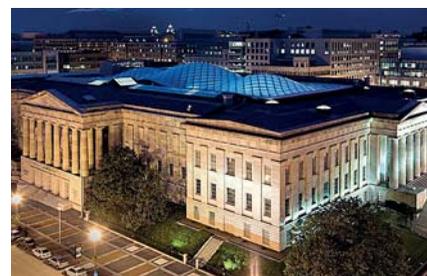
More: http://lei.sr?a=5X5D7_A

Smithsonian targets US\$1.5bn in fundraising by 2017

The Smithsonian Institution is looking to raise US\$1.5bn (€1.2bn, £928m) in an organisation-wide fundraising campaign – the largest in history for any cultural body.

A 'quiet' phase of the campaign has been ongoing since October 2010, with the initiative due to continue through to 2017. So far, the Smithsonian says it has raised two thirds of its target, accruing US\$1bn (€781m, £619m) over the past four years through gifts from individuals, foundations, corporations and other donors.

The campaign is directing its efforts towards the institution's focus on history, science, art and culture. The US\$1.5bn sum is a joint effort between the Smithsonian complex



The funding is for all Smithsonian facilities

in Washington D.C. as well as the 19 other museums in Washington and New York City, the National Zoo (also in Washington) and nine research facilities from around the world.

More: http://lei.sr?a=M5t2Y_A

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Universal Studios makes leap into China with plans for US\$3.3bn theme park

Universal Studios has finally confirmed plans to open a US\$3.3bn (€2.6bn, £2bn) theme park in China after more than a decade of trying to enter the market.

The park, to be located in Beijing, will be designed in-part by film director Steven Spielberg and is being developed in partnership with local state firm Beijing Tourism Group.

More than 60 theme parks are now under development in China – including parks from Disney, Dreamworks and Merlin – with IAAPA CEO and president, Paul Nolan, recently calling the region “the fastest growing market in the world.”



Universal has been looking at the Chinese market since 2001

The company did not reveal an opening date for the park, though reports say the launch will be around 2019.

Growth in China's media and entertainment market is expected to more than double from 2013's figures to around

US\$148bn (€117bn, £93bn) by 2015, according to a recent study by PricewaterhouseCoopers.

Site clearing in Beijing has already begun, with a goal of opening in 2019.

More: http://lei.sr?a=c2Y2G_A

Leading architects put up for AU\$450m Sydney Modern art gallery revamp

The AU\$450m (US\$394.4m, £246m, €312.2m) revamp of the Sydney Modern art gallery in New South Wales (NSW), Australia has taken a step forward after its director announced 12 highly acclaimed architecture firms as potential designers for the project.

Those invited architects – who have all accepted the challenge – bring a truly global flavour to proceedings, with two firms – SANAA and Kengo Kuma – from Japan, Renzo Piano from Italy, Herzog and de Meuron from Switzerland, RMA from India, Kerry Hill from Singapore and Tod Williams and Billie Tsien



The main entrance to the Art Gallery of New South Wales

from the US among them. With a reported budget of AU\$450m and the celebrated firms on the shortlist, there's no doubt the gallery's board is looking for an exceptional design that will

get the world's attention. The existing Art Gallery NSW building dates back to 1896 and is a recognisable Sydney landmark, attracting 1.3 million visitors per year. More: http://lei.sr?a=C6s3g_A

SeaWorld ‘will not back down’ against activists

San Diego SeaWorld’s president, John Reilly, has said the park will “not back down” against activists opposing the park’s decision to continue to keep cetaceans in captivity.

“The wild is a threatened place,” said the SeaWorld executive speaking to political leaders and businessmen at the South County Economic Development Council’s 24th annual economic summit in San Diego on 10 October. “I’m very proud of SeaWorld, and we’re not backing down. We have no intention of allowing anyone to close all zoos and aquariums.

“The best thing we can do at SeaWorld is let our employees tell their story about how they care for our animals.”

In the wake of the controversial documentary *Blackfish*, SeaWorld has seen a significant drop in share value, while proposed legislation for California, would mean it could no longer host orca shows in that state. Big name sponsors have also been withdrawing their support for SeaWorld, with Virgin America being the most recent firm to cut ties.



If state legislation passes, SeaWorld will no longer be able to hold Orca shows in California

SeaWorld has actively fought back against the criticism though, revealing plans for a US\$100m (€78m, £62m) redevelopment to double the amount of water devoted

to orcas at the San Diego park for 2018, with similar upgrades to follow at parks in Orlando, Florida and San Antonio, Texas.

More: http://lei.sr?a=D7g5j_A

India’s first international-standard waterpark opens close to Mumbai

India’s first international-standard waterpark has opened to the public, meaning that for the first time ever, Indians can now enjoy world-class aquatic amusement facilities without having to travel abroad.

Adlabs Aquamagica Waterpark, situated at Khalapur in Raigad district, around 90km (56m) from Mumbai, is designed to be an “all-weather entertainment destination”.

The park features 14 water slides and is aiming to “become a hangout for young party-goers”, according to Adlabs CEO, Kapil Bagla. Throughout the year, Indian and inter-



Bollywood star Sidharth Malhotra is the face of the waterpark

national artists and DJs will perform under the “Go With The Flow” banner, while Bollywood actor Sidharth Malhotra has been named as Aquamagica brand ambassador.

Rides have been supplied by international waterpark manufacturers including Whitewater West and Polin, while a four-star hotel is set to open by the end of the year. More: http://lei.sr?a=U3N6C_A



Dredging plans are ‘putting Venice at risk’

UNESCO threatens to put Venice on ‘in danger’ list

UNESCO has threatened to put Venice on its Heritage at Risk list after expressing concern over development projects relating to shipping near the city.

The Italian government has decided to deep-dredge a channel through the Laguna Veneta, leading to 40 senators questioning the move and environmental scientists expressing concern.

UNESCO has requested the Italian government host a UNESCO monitoring mission in 2015 to assess the condition of Venice and its lagoon.

More: http://lei.sr?a=n6H2F_A

Ebola fears send safari bookings plummeting

More than 500 tour operators offering safaris in Africa have been questioned about the effect of the current Ebola outbreak on bookings, with more than two-thirds stating numbers were down anywhere between 20 and 70 per cent.

The survey, by *SafariBookings.com*, saw significant decline across the sector in bookings since the Ebola outbreak, even in places nowhere near the affected area of Africa.

According to tour operators, many tourists see Africa as a single country when it comes to risk assessment, not realising that the east or south of the continent – where the vast majority of safari tours are conducted – are just as far if not further from the outbreak area as Europe or South America.

At present, major safari countries such as South Africa, Kenya and Zambia have had no confirmed Ebola cases, with a very low risk of exposure. All have strict precautionary measures in place, comparable to those of countries in Europe and North America.

Of those surveyed, 69.7 per cent of the 506 companies surveyed reported a decrease



Most areas of Africa that offer safaris are further away from Ebola than mainland Europe

in bookings since the outbreak, with 54 of those (10.7 per cent) reporting more than a 70 per cent decrease in bookings. In addition, 80.4 per cent of safari operators

reported that customers booking or on safari raised concerns over the Ebola virus in relation to the tour.

More: http://lei.sr?a=a6J5n_A



The Beatles' roots go back to Liverpool

Beatles exhibition to open on site of Strawberry Field

The historic gates of Strawberry Field in Liverpool, UK, will be returned to their original location to become part of a permanent Beatles visitor attraction and training centre for young people with learning difficulties.

Beaconsfield Road will include the training centre, a café and a permanent exhibition looking at the area's history and its connection with the Beatles, who immortalised the site in the song 'Strawberry Fields Forever', written in 1966 by John Lennon.

More: http://lei.sr?a=w3Q7B_A

Belgian comic museum announces international expansion plans

Much-loved cartoon characters such as *Tintin* and *The Smurfs* are about to go on a world tour as Belgium's Comic Strip Centre has announced plans for the museum to travel overseas as part of an international expansion.

The comic museum, which draws around 200,000 visitors annually and is one of Brussels' top 10 visitor attractions, recently celebrated its 25th anniversary by opening two new exhibitions dedicated to Belgian artist Pierre Culliford (also known as Peyo) who created *The Smurfs* and Flemish cartoonist Pieter De Poortere,



Tintin is one of Belgium's most recognisable brands

creator of Belgian comic strip *Dickie*. The museum says that 80 per cent of its visitors come from outside Belgium, including around 40 per cent from France and at least 3 per

cent from China. While the museum did confirm plans to expand outside of Belgium, details of where and when have not yet been revealed.

More: http://lei.sr?a=6Q8k3_A

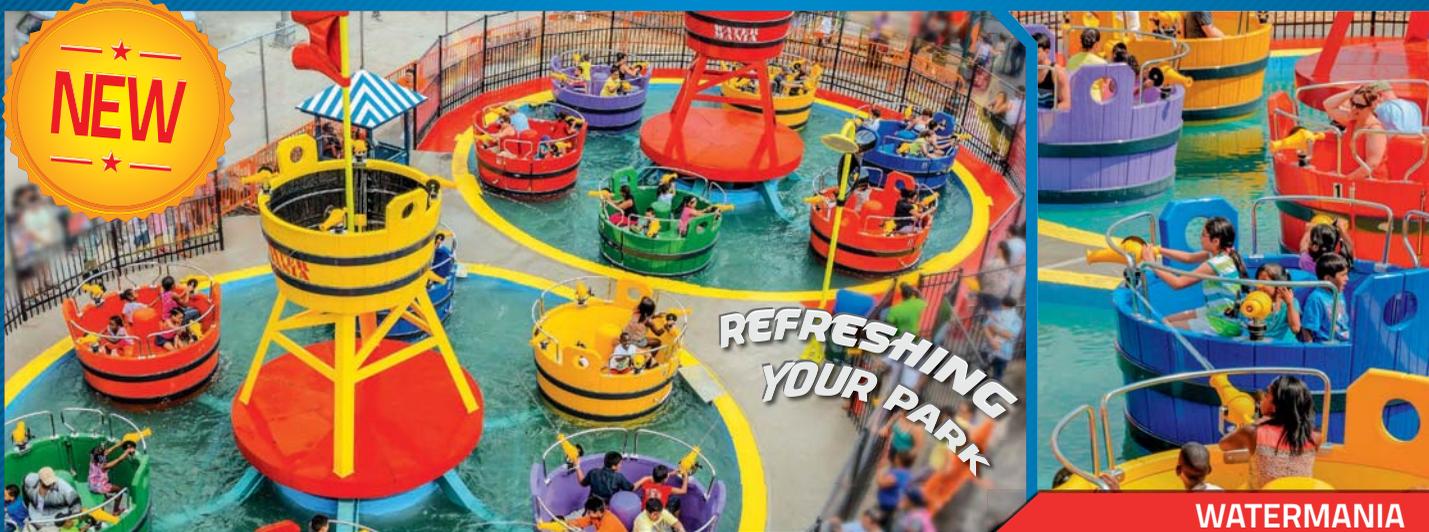


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Our Zoo TV show worth £30m in PR to Chester Zoo

Chester Zoo's managing director Jamie Christon has said the hit BBC show, *Our Zoo*, has provided the equivalent of around £30m (US\$48.1m, €38m) in free PR for the visitor attraction in the north of England.

Our Zoo tells the tale of zoo founder George Mottershead, how he decided to start the establishment and the trials and tribulations he came up against while doing so. The show's first season – which ran for six episodes airing every Wednesday on the BBC in a prime time slot between September and October – garnered an average rating of 5.1 million viewers an episode.

"Response has been fantastic," said Christon speaking to AM2. "We've had about 5 million viewers every week and visitor numbers for the month of September are 52 per cent up on last year. A combination of a good month of a weather and *Our Zoo* is what I think has made it happen.

"£30m is PR equivalent," he continued. "If we were out there buying space to promote the zoo it would have cost us £30m to get



Our Zoo just finished up a six-episode run on BBC One, which airs in the UK

the same sort of media exposure with the amount of publications and media outlets the zoo has appeared in." The zoo recently launched a number of new offerings in

conjunction with the show, including tours around George Mottershead's home, which was heavily featured in the show.

More: http://lei.sr?a=q5c2H_A



Karim Chakor designed the museum

Morocco launches its first major museum since 1956

The first major museum to be built in Morocco since it gained independence from France in 1956 has opened in Rabat.

Showcasing modern and contemporary works by Moroccan artists, the Musée Mohammed VI d'Art Moderne et Contemporain (Mohammed VI Museum of Modern and Contemporary Art) – now partnered with the Smithsonian Museum in Washington DC and the Louvre in Paris – had been under construction for a decade following a US\$20m (€15.6m, £12.4m) investment.

More: http://lei.sr?a=K4r7H_A

Travelling guitar exhibition strikes chord in New Jersey science centre

The Liberty Science Center in New Jersey, US, has debuted its latest exhibit – a travelling guitar museum complete with a fully functioning 43ft (13.1m) Gibson electric guitar.

Guitar: The Instrument that Rocked the World spans two galleries in the science centre and explores the evolution of the popular instrument from 3,000 BC to the present day.

The first gallery, a hands-on exhibit, includes the 2,255lb (1ton) playable guitar – the world's largest, a virtual fretboard, wooden beat boards, "Freeze" – a vibrating string played using strobe light and a station for visitors to design



The exhibition will soon be looking for a permanent home

their own dream guitar.

A second gallery – comprised of more than 60 rare instruments – includes early Fender, Gibson, Ovation, and Martin guitars; the only playable

guitar with 8 necks; and finally a series of guitars with paint jobs and shapes designed for rockers such as Ozzy Osbourne's guitarist Randy Rhoads.

More: http://lei.sr?a=J7t8K_A

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IAAPA Attractions Expo 2014 Orange County Convention Center Orlando, Florida, US

With more than 27,000 people in the attractions industry on-hand for the event, IAAPA 2014 is the premier

conference and trade show for the global attractions industry. The event features new products from 1,000 exhibiting companies and includes a variety of educational sessions.

Tel: +1 703 836 4800

Email: iaapa@iaapa.org

14-16 APRIL 2015

Dubai Entertainment Amusement and Leisure Show (DEAL)

World Trade Centre, Dubai, United Arab Emirates

The Dubai Entertainment Amusement and Leisure Show (DEAL) is the Middle East's annual focal point for all stakeholders in the amusement and related industries looking for a successful entry or greater growth in the region's markets. Now in its 21st edition, DEAL is the only platform in the Middle East for exhibitors in these industries to connect with buyers, for buyers to see and test the latest products and services, and for professionals to share best practice and make new industry contacts.

With last year's show generating a record number of exhibitors and visitors, and most of them pledging to return, DEAL 2015 is expected to witness an even larger gathering of key players and visitors in the amusement industry from the Middle East, African, Mediterranean, and Asian countries.

Tel: +971 4 3435777

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www.dealmiddleeastshow.com

26-29 APRIL 2015

2015 Annual Meeting & MuseumExpo Atlanta, US

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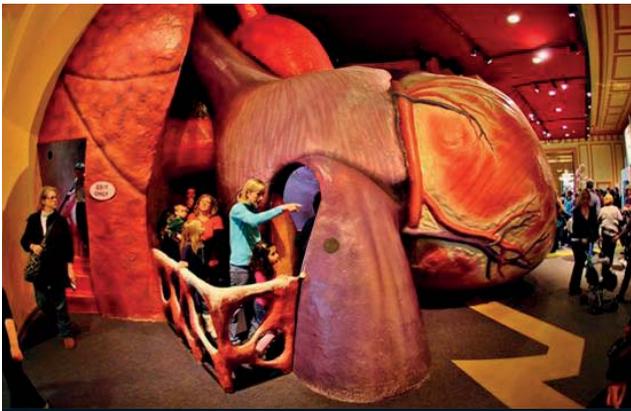
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A walk through a giant heart in The Franklin Institute

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 onsite at the venue or online ahead

of time using the venue’s ‘eGalaxy’ web store.

In addition to front gate, plus 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 dates back to 1824.



Legoland Florida is part of the Orlando testing cluster

Merlin to trial Accesso solution at Orlando cluster

Merlin Entertainments is to extend its current trial of Accesso’s ‘Passport’ suite of ticketing and e-commerce solutions to four venues in Orlando, Florida.

The operator will evaluate the system as part of its Florida cluster opening, with planned attractions the Orlando Eye, Madame Tussauds Orlando and Sea Life Orlando joining

the already-open Legoland Florida theme park. The trial will commence in Q1 2015.

Passport offers access to online, tablet and mobile optimised advanced ticket sales while supporting an attraction’s on-site sales, combining traditional point-of-sale, mobile point-of-sale and self-service kiosks in a cloud-based platform.



Spectacular lighting effects at the Gedinne Plein Air event

Dance event moves ahead with CAST Software solution

CAST Software’s ‘Wysiwyg R33’ solution has been used to create all lighting at a long-running open air dance event in Belgium.

Belgium-based RG Light Service created the lighting, from concept to design to pre-cueing to execution, at the 26th annual Gedinne Plein Air event using the software suite. The company designed

lighting for a 20m (66ft) high rigging structure, and 180sq m projection screen positioned behind performers and artists. Denis Andrien served as production manager.

Equipment used throughout the process included the Wysiwyg software suite, MA Lighting’s ‘VPU and Media Server’, as well as the ‘grandMA2’ full-size case.



Accesso’s newly-updated ‘Qband’ queuing solution

Accesso reveals enhanced waterpark queuing solution

An updated version of a wristband that lets guests wait for popular waterslides without standing in line has been unveiled. The new version of Accesso Technology Group’s ‘Qband’ queuing solution – which was specifically designed for waterparks – features enhanced display technology, expanded RFID capability and a new design.

The wearable device will now display ride names, has a larger display screen featuring a countdown timer, and an improved battery life of four to five years. New RFID capabilities include increased support of cashless payments and locker rentals.

Qband’s wrist straps are also now replaceable and the device supports multiple languages.

Second pro-Russia theme park coming to Crimea

Despite the Crimea region still being disputed between Ukraine and Russia, detailed plans for a historical theme park – in addition to one in the works by French company Puy du Fou – have been unveiled by the attraction's developers.

The 400,000sq m (4.3m sq ft) park will have sections showcasing different eras of Crimea, including areas past, present and future – from a Russian perspective. Attractions at the park will include a climbing wall, laser games and multiple performance venues.

In a statement, Russia's minister of Economic Development, Svetlana Verba Losifovna, said: "The park will bring together both educational and entertainment components, and will be the largest amusement park in Eastern Europe. The Crimean peninsula still lacks facilities for a year-round family holiday, to discover something new, interesting, entertaining and associated with the native region. We hope the park is the pride of Crimea as one of its main attractions."



The pro-Russia theme park is the second of its kind announced for the Crimea region

The theme park plan has gained the support and approval of ex-president and current Prime Minister of Russia, Dmitry Medvedev, and has also reportedly been

approved by Russian President Vladimir Putin, who signed a deal in August to also bring Puy du Fou to the Crimea region.

More: http://lei.sr?a=G3j8d_A



Hello Kitty is extremely popular in Asia

Hello Kitty attraction coming to Indonesia

Indonesia's Ancol Dreamland theme park in Jakarta has revealed plans to launch a brand new visitor attraction based on popular Japanese cartoon character Hello Kitty by the end of 2014.

Hello Kitty has proved popular in the region, with Hello Kitty Town in neighbouring Malaysia among the country's most popular visitor attractions.

Set for launch on 12 December, park director Teuku Sahir Syahali said that the attraction had been in the works for the past two years.

More: http://lei.sr?a=E6V2t_A

The Queen launches London Science Museum's £16m Information Age gallery

The Queen and Duke of Edinburgh were in attendance for the landmark launch of the London Science Museum's new £16m (US\$26m, €20m) Communications Gallery. It is the first in the UK dedicated to the history of information and communication technologies and the largest in the museum's history.

Part of an ongoing £60m (US\$96m, €76m) redevelopment of the Science Museum, *Information Age: Six Networks That Changed Our World* will explore technological breakthroughs over the last 200 years. The gallery, by architecture firm Universal



The Queen sent a tweet to mark the opening of the gallery

Design Studio, features more than 800 unique objects from the Science Museum collections, as well as interactive displays to illustrate the stories of those whose lives were changed by each

new wave of technology. The gallery's centrepiece is a 6m (20ft) high aerial inductance coil, which was once part of the most powerful radio transmitter in the world.

More: http://lei.sr?a=r3X8n_A

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■ **Group Food and Beverage Manager**

Company: The Continuum Group
Location: Nationwide, UK

■ **Commercial Manager**

Company: Legoland Discovery Center Atlanta
Location: Georgia-Atlanta, United States

■ **Marketing Manager**

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

■ **Entertainments Team Lead**

Company: Legoland Discovery Chicago
Location: Illinois-Schaumburg, United States

■ **Commercial Sales Operations Coordinator**

Company: EDF Energy London Eye
Location: London, UK

■ **Ice Marshal**

Company: EDF Energy London Eye
Location: London, UK

■ **Supervisor - Admission**

Company: Legoland Malaysia
Location: Johor, Malaysia

■ **Manager - E-Commerce**

Company: Legoland Malaysia
Location: Johor, Malaysia

■ **LEGOLAND Associate**

Company: LEGOLAND California
Location: California-Carlsbad, United States

■ **Event Sales Manager**

Company: Madame Tussauds Hollywood
Location: California-Hollywood, United States

■ **Master Model Builder**

Company: Legoland Discovery Center Atlanta
Location: Georgia-Atlanta, United States

■ **Front Desk Agent**

Company: LEGOLAND California
Location: California-Carlsbad, United States

■ **Attraction Host**

Company: Merlin Entertainments Group Ltd
Location: Texas-Grapevine, United States

■ **Model Builder Lead**

Company: Legoland Discovery Center Atlanta
Location: Georgia-Atlanta, United States

■ **Operations Manager**

Company: Sea Life
Location: Michigan-Auburn Hills, United States

■ **MANUTENTORE ELETTRICO**

Company: Gardaland Resort
Location: Castelnuovo del Garda, Italy

■ **ADDETTI ATTRAZIONI**

Company: Gardaland Resort
Location: Castelnuovo del Garda, Italy

For more details on the above jobs visit www.am2.jobs

All 1,715 designs revealed for record breaking Helsinki Guggenheim contest

Multiple images for each of the 1,715 entries for the Guggenheim coming to Helsinki, Finland, have been released by the upcoming museum, with a huge number of anonymous stage-one entries showcased.

The €126m (£100m, US\$160.5m) waterfront project is officially the most popular architectural contest in history, attracting more entries than the contest for the Grand Egyptian Museum in Giza, which was won by Heneghan Peng from a total of 1,557 submissions.

Competition organiser Malcolm Reading also confirmed that the 12,000sq m (129,000sq ft) project



Each design explores a variety of ideas and themes

had received a significant number of UK application among the submissions. Applications came from 77 countries, with considerable interest also being shown in the US, Italy, Finland, France and Japan.

An 11-member jury must now delve into each project and will meet next month to select a shortlist of six projects to be announced on 2 December 2014.

More: http://lei.sr?a=n3f9R_A

Whitewater's CA\$29m waterpark deal in China is the largest in history

Zhengzhou Yinji Kaifeng Waterpark in Henan, China, has made a CA\$29m (¥157m, US\$25.7m, €20.2m, £16m) order for WhiteWater products – the largest ever single order for the global waterpark sector.

Guests to the Yinji Dynasty's waterpark will be in line for nine separate water-slide complexes featuring nearly 50 waterslides, three custom themed AquaPlay structures, a Shoot the Chute water ride, three wave pools, two types of Wave Rivers and a FlowRider Double.

Set to open in Q3 2015, Zhengzhou Yinji Kaifeng Waterpark will be the largest in China and will boast both



The order is the largest ever in the waterpark sector

an outdoor and indoor section, which at peak capacity will be able to hold 32,000 and 15,000 respectively.

"This is a remarkable project for WhiteWater," said Geoff Chutter, WhiteWater's

CEO. "Since 1980, we've been committed to creating world-class, entertaining waterparks. Yinji Dynasty's recent order is a testament to that commitment."

More: http://lei.sr?a=F4g3B_A

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- Association of American Zoos & Aquariums**
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- Association of Art Museum Directors**
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- Association of Independent Museums (AIM)**
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- European Network of Science Centres and Museums (Ecsite)**
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- Giant Screen Cinema Association (GSCA)**
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- Historic Houses Association (HHA)**
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- International Association of Amusement Parks & Attractions (IAAPA)**
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- International Planetarium Society**
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- The Aquarium & Zoo Facilities Association (AZFA)**
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- World Waterpark Association (WWA)**
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- Zoo & Aquarium Association**
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