

## SeaWorld struggles as profits plunge 84 per cent

SeaWorld has attributed an 84 per cent drop in profits to its ongoing PR push as the company continues to try and repair its damaged reputation.

SeaWorld has been struggling to restore its reputation, tarnished by the 2013 documentary *Blackfish*, which alleged an orca at the attraction killed its trainer because it was traumatised by its living conditions.

As a result, the company's stock value has plummeted, attendance has lagged and sponsors have withdrawn their support for the company.

SeaWorld hasn't sat back however, launching a massive marketing push, known as the



SeaWorld attributed the low result to its multi-million Truth Campaign

Truth Campaign, to rehabilitate its name and reputation, also planning to build significantly larger enclosures to improve

its whales lives at the cost of several hundred million dollars.

The company reported Q2 profits of US\$5.8m

(€5.3m, £3.7m), down from an operating profit of US\$37.4m (€34.2m, £24.1m) for the same period in 2014. Total revenues for the three months ended 30 June were US\$391.6m (€362.7m, £255.2m), down from US\$405.2m (€371m, £261.1m) in 2014.

While income is down significantly, attendance is actually slightly up on 2014 for the first six months of the year in its Florida attractions, while overall attendance across 11 theme parks has declined by around 2 per cent – a drop of around 100,000 people. Share prices have also risen 4 per cent since the last quarter.

More: [http://lei.sr?a=s2d6Y\\_A](http://lei.sr?a=s2d6Y_A)

## National Gallery strike protests privatisation

Staff at London's National Gallery have gone on an indefinite strike in opposition to plans for privatisation of the publicly-funded entity.

With privatisation affecting around 400 of the gallery's 600 staff, approximately 200 members of the Public Commercial Services (PCS) union started the ongoing action on 11 August, also protesting the sacking of union representative Candy Udwin.

The strike is an unwelcome headache for new director Gabriele Finaldi, who takes up his new role this week.

More: [http://lei.sr?a=7p4t9\\_A](http://lei.sr?a=7p4t9_A)

## Wanda challenging Disney in battle for top spot

China's largest private property developer want to surpass Disney as the world's largest tourism enterprise by 2020, aiming to welcome more than 200 million people and earn annual tourism income in excess of CN¥100bn (US\$16.1bn, €14.6bn, £10.3bn) with its 'Wanda city' plan.

According to research, Disney is expected to welcome nearly 160 million visitors worldwide when Shanghai Disneyland arrives in 2016.

Speaking at the China International Tourism Investment Conference, Wanda chair Wang Jianlin outlined the ambitious goal to overtake Disney, with plans to set up culture and tourism cities, known as 'Wanda cities'. Each city is being built on



Wanda's Wang Jianlin is Asia's richest man

a grand scale, with the indoor projects, designed to operate all-year-round. Three Wanda cities are currently in operation, with seven more still under construction.

More: [http://lei.sr?a=H5S3X\\_A](http://lei.sr?a=H5S3X_A)

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## Portland Science Center to make debut with Gunter von Hagens' *Body Worlds*

After several months of delays, a new science exhibition space in Portland, Massachusetts, is set to open by the end of August with the debut of controversial German anatomist Gunther von Hagens' *Body Worlds* exhibit.

Managed by travelling edutainment firm The Gold Group, Portland Science Center occupies 12,000sq ft (1,114sq m) over two floors of a building on Maine Wharf. The building will host rotating exhibits, likely to be two a year, which will take up the entire space of the facility. The new building also hosts a separate restaurant and an art gallery.



*Body Worlds* features real preserved human bodies

The unique *Body Worlds* exhibition – first developed by Gunther von Hagens more than 20 years ago – features real preserved human bodies and organs, stripped down to reveal individual systems. The exhibition typically

tours larger cities, but often faces opposition over the display of actual human remains. In its history, *Body Worlds* has attracted more than 40 million people. More: [http://lei.sr?a=J3E3D\\_A](http://lei.sr?a=J3E3D_A)

## Dubai government creates 'innovation fee' to fund city's Museum of the Future

In order to fund its planned AED500m (US\$136.2m, €124.1m, £87.9m) Museum of the Future, Dubai's government is imposing an 'innovation fee' on some of its agencies to support the museum and future projects.

Sheikh Mohammed Bin Rashid Al Maktoum, vice-president and prime minister of the United Arab Emirates, issued a new law ruling that several government agencies would be charging a fee of AED10 (US\$2.72, €2.48, £1.76) for each transaction with services supplied.

Details on when the fee will be introduced or which agencies will add the charge



The museum is designed to act as a catalyst for innovation

are still to be announced, with the museum scheduled to open in 2017.

Architect Shaun Killa of Dubai-based practice Killa Design, has imagined the ring-shaped Museum

of the Future. The giant steel-clad structure will be covered in the poetry of Sheikh Mohammed, with light entering the building through the perforated text. More: [http://lei.sr?a=w8x5n\\_A](http://lei.sr?a=w8x5n_A)



# Architects plan £1.85bn recreation of Minas Tirith

An ambitious group of British architects are planning to construct a replica of the fictitious ancient walled city of Minas Tirith from JRR Tolkien's Middle Earth writings and have launched an ambitious online fundraising campaign to bring the fantasy city to life.

In fiction, Minas Tirith is built into a mountainside, rising up the gradient and culminating in the Citadel at its summit. On each of the city's seven levels, which rise 100ft (30m) higher each time, is a white wall, with the exception of the First Circle, which is black.

The city is the site of the largest battle of *The Lord of the Rings* and is one of the most iconic locations in director Peter Jackson's reimagined Middle Earth.

Formed of a group of architects and structural engineers, Realise Minas Tirith want to create a replica of the city, which in the films takes its inspiration from Le Mont Saint-Michel in Normandy, France.

The £1.85bn (US\$2.9bn, €2.6bn) project would create a one-of-a-kind tourist attraction and would be funded by sale of residen-



In fiction, Minas Tirith is built into a mountainside and is the capital of the realm of Gondor

tial properties. The vast majority of this expense covers building costs, with £15m (US\$23.2m, €21.2m) to buy the necessary land, £188m (US\$291m, €266m) for labour

costs and £1.4bn (US\$2.2bn, €2bn) for materials. The remainder of the money will be invested in public services until the year 2053.

More: [http://lei.sr?a=p7b5X\\_A](http://lei.sr?a=p7b5X_A)

## AU\$45m Bali-inspired waterpark development underway in Cairns

Work has started on a AU\$45m (US\$33m, €29.9m, £21.2m) waterpark development in Cairns, with the new tourist offering coming to Australia in late 2016.

Inspired by Indonesia's Waterbom Bali, Adventure Waters will be supplied by ProSlide, featuring a lazy river, Tornado 45, Mammoth River, six-lane Octopus Racer, wave pool, dual Twister slides, Plummet Freefall and a Turbo Tunnel slide across the 70,000sq m (753,000sq ft) site. The cashless waterpark will use waterproof wristbands for guest to make purchases throughout the park, with



Adventure Waters will be supplied by ProSlide

amenities including a mix of restaurants and retail.

The development is six years in the making after a legal challenge, approval delays and a cyclone hampered progress.

Gregg Construction has been awarded tender for the site, with civil works now underway and the attraction pegged to open in September next year.

More: [http://lei.sr?a=d8k2Q\\_A](http://lei.sr?a=d8k2Q_A)



The event will be at the UK Pavilion

## TEA SATE Academy Day coming to Milan Expo

The Themed Entertainment Association (TEA) is holding another of its SATE (Storytelling, Architecture, Technology, Experience) Academy Days in September, this time hosted at the 2015 Milan Expo.

Taking place at the Expo's UK Pavilion, the event – which is hosted and sponsored by UK Trade & Investment – will provide attendees with insight into how Expos are created, with participants including Sir Tim Smit, creator of the Eden Project.

More: [http://lei.sr?a=p4t8J\\_A](http://lei.sr?a=p4t8J_A)

# New Zealand art gallery reflects work of Len Lye

Auckland-based architecture firm Patterson Associates have created a shimmering art museum dedicated to artist Len Lye.

The NZ\$18m (US\$11.9m, €10.8m, £7.6m) development in New Plymouth, New Zealand, is the country's first institution dedicated to a single artist.

Described as 'a temple for art', the gallery creates a sensory experience of light inspired by Len Lye, who was known for his kinetic and multimedia pieces. The stainless steel shimmering design pays homage to the New Zealand-born experimental artist, with the folded surface reflecting and refracting light and its surroundings, changing in appearance throughout both the days and seasons.

In the gallery's interior, gaps between the exterior facade allow controlled amounts of light through at various points in the day, creating an interior colonnade effect of moving light patterns on the walkway, which the architect describes as "passive kinetic architecture".



Described as 'a temple for art', the gallery creates a sensory experience of light

The building is adjoined to the existing Govett-Brewster and will operate in tandem with the institution. While separate entities, the two buildings share a single entrance, as well

as management facilities. The two galleries also share an educational suite, exhibition space, a 62-seat cinema, a shop and a café.

More: [http://lei.sr?a=k6C4X\\_A](http://lei.sr?a=k6C4X_A)



Florida will gain access to Cuban reefs

## US and Cuba form historic aquarium partnership

Tampa Bay's Florida Aquarium has agreed a partnership with Cuba's National Aquarium in Havana, the first time such a deal has been struck since the US imposed a travel ban in 1960 – one year after Fidel Castro came to power.

The partnership will initially focus on Cuba's coral reefs, with the Florida Aquarium being granted access to the Gardens of the Queen – a reef in the southern waters of Cuba off the provinces of Camagüey and Ciego de Ávila.

More: [http://lei.sr?a=E2r4t\\_A](http://lei.sr?a=E2r4t_A)

## Northern Ireland urged to turn Game of Thrones set into visitor attraction

With Northern Ireland on a continued push of the *Game of Thrones* brand as a means to increase tourism in the country, officials are calling for the set of the show's ice wall to be turned into a permanent visitor attraction.

In reality a disused cement works in County Antrim, The Wall – an ice wall which separates Westeros from the north's Wildlings, White Walkers and giants – is a key part of the books and television series.

Local councillors have asked show producer HBO to leave the set behind once filming is completed so the site can be used as part of its ongoing *Game of Thrones*



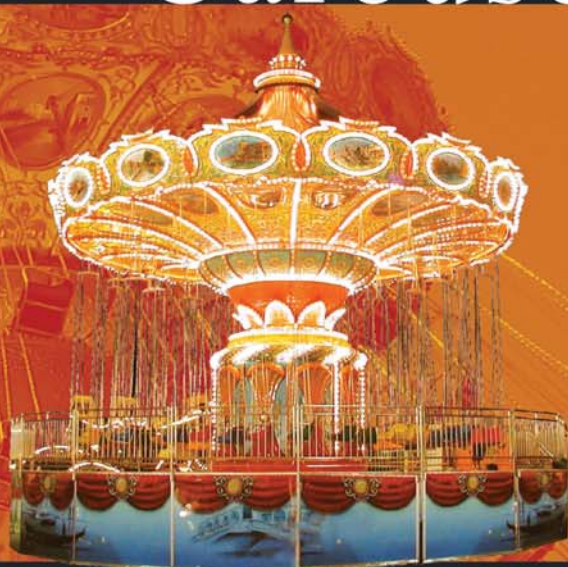
The Wall is one of the focal points of Game of Thrones

tourism drive. The site would work particularly well as a tourist attraction as there are already plans in place to carry out a wider development of the area for recreation once filming is complete.

Discover Northern Ireland teamed up with HBO for its 2015 campaign, which aims to bring more than two million tourists to "The Real Westeros" by 2016. More: [http://lei.sr?a=z6k2C\\_A](http://lei.sr?a=z6k2C_A)



# The Carousel Company



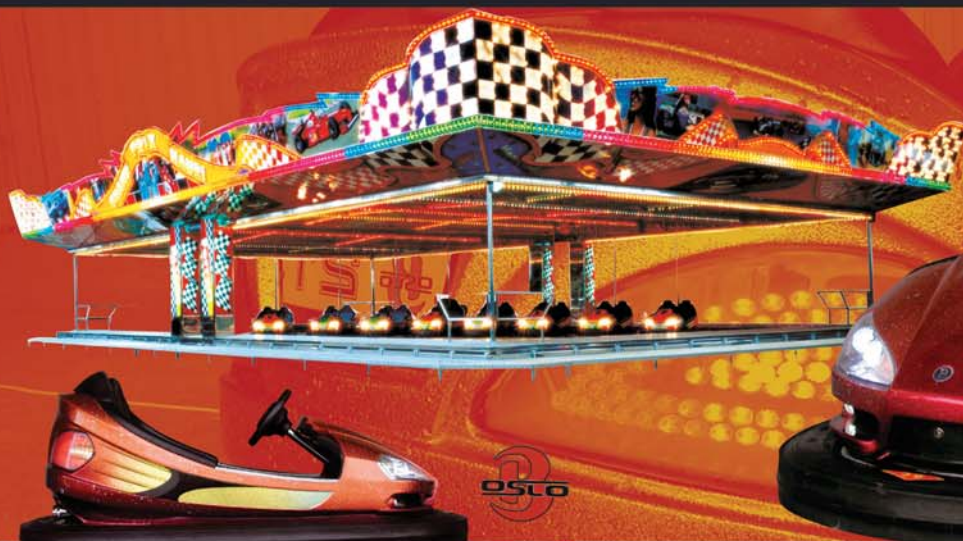
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# HoloLens available to developers ‘within a year’

Microsoft will be releasing the first developer version of its augmented reality HoloLens headset “within the next year”, according to the company’s CEO.

Speaking to the BBC, Microsoft chief Satya Nadella, said the the V1 HoloLens headset would be available before the end of 2016 and that the new hologram-projecting device would be focused “more around developers and enterprises.”

Microsoft first unveiled the technology at the E3 gaming conference in June, using a stunning Minecraft demo to show off the new technology.

The HoloLens headset is the first fully untethered, see-through holographic computer. The next-gen technology enables high-definition holograms to come to life, seamlessly integrating with real-world physical places, spaces, and objects, allowing the wearer to reach out and manipulate the virtual world presented to them.

Even in its development phase, the new technology has already attracted



The HoloLens is the first fully untethered, see-through holographic computer

big technology companies, including AutoDesk, a software firm which creates tools for the architecture, engineering and manufacturing fields. The technology also

offers wider implications to the leisure industry, which is just starting to capitalise on the less advanced Oculus Rift headset.

More: [http://lei.sr?a=9r2z2\\_A](http://lei.sr?a=9r2z2_A)



The attraction is set for late 2018

## Mather to design new beer exhibition in Brussels

Design consultancy Mather has been awarded the contract for a new project in the heart of Brussels dedicated to Belgian beers.

Working alongside local architects Robbrecht en Daem and Baneton Garrino, Mather will convert the former Brussels Stock Exchange into the Belgian Beer Palace exhibition, which is hoping to rival the likes of the Guinness Storehouse in Dublin and the BRC-designed Heineken Experience in Amsterdam.

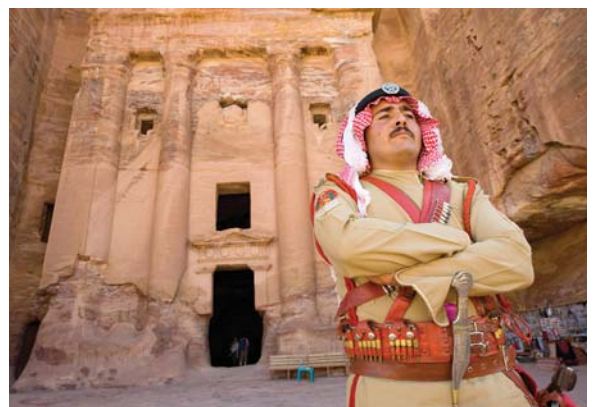
More: [http://lei.sr?a=m5Z5K\\_A](http://lei.sr?a=m5Z5K_A)

## Experts call for ‘tourism police’ to protect Middle East’s heritage sites

Governments across the Middle East have been urged by heritage experts to consider establishing tourism police departments to protect the region’s in-danger heritage sites.

Speaking at a forum organised by the Saudi Authority for National Heritage, Naif Arab University for Security Sciences professor Mohammad Al-Thaqafi expressed the importance for a force dedicated to protecting the Middle East’s heritage sites, something that draws a lot of the region’s international tourism.

“Attendees of the forum and speakers agree on



Bodies from across the Gulf want to create a ‘tourism police’

the need to cooperate in order to establish an authority of high security to protect national heritage from getting destroyed in catastrophes, wars and natural disasters,”

said Al-Thaqafi. He added that efforts should also go into educating tourists about their rights and responsibilities at ancient heritage sites.

More: [http://lei.sr?a=D3a2s\\_A](http://lei.sr?a=D3a2s_A)

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*A word from Nathalie Depetro, MAPIC Director*

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PHOTO: AL AIN ZOO

The event will take place inside the expanded Al Ain Zoo

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### **IAAPA Attractions Expo 2015 Orange County Convention Center, Orlando, Florida, US**

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CEO Jeff Kelisky has big plans for Picsolve

## Picsolve acquires Maxifoto, adds Efteling to portfolio

Picsolve has acquired Dutch ride photography company Maxifoto International, in a move that furthers the company's global expansion ambitions.

With the buyout – worth an undisclosed amount – Picsolve inherits a Maxifoto portfolio of eight new clients, including Efteling theme park in the Netherlands. According

to UK-based Picsolve, these eight sites increase the company's potential customer base for attractions photography experiences by 7.5 million guests per year.

Maxifoto, which was founded in 1976, was a market leader in introducing digital photography in amusement parks and the first to install a high-resolution digital ride photo system in the UK.



Whitewater has turned the slide into an interactive game

## Whitewater creates interactive slideboard experience

WhiteWater West has created a Slideboarding interactive experience for the Great Wolf Lodge indoor waterpark resort in Williamsburg, Virginia, US.

Opened on 5 August, the Slideboarding ride begins when a guest chooses their Slideboard and a player name or avatar.

Before sliding into action, riders choose their favourite

type of music for the ride, and then take their position on the unique Slideboard.

Throughout the slide, LED lights flash and light up, encouraging the player to click corresponding colored buttons on the handles of the Slideboard.

The game experience ends with a splash and they find out their score.



Bose supplied all the audio for Kidzania, London

## Bose provides audio for Kidzania in London

As an official industry partner of newly opened Kidzania in London, Bose has supplied all of the audio within the city, from the streets on the main concourse to many of the 60 individual establishments.

Designed by Bose, and installed by Bose Pro Partner PEL Services, the sound system comprises 62 Bose FreeSpace® DS40SE

loudspeakers in the main concourse areas on the ground and mezzanine floors, with further FreeSpace® loudspeakers in the entrance, airport check-in area, aircraft and radio station.

All of the main system is centrally controlled by Bose ControlSpace ESP-00 DSP engineered sound processors, with Dante-enabled networking.



The Defender filtration system and RMF System Controller

## Neptune Benson's controller allows remote operation

Neptune Benson has launched a new controller for its most advanced water filtration system.

The Defender Regenerative Media Filter (RMF) can be operated via the RMF System Controller, a graphic interface which allows owners to programme and manage everything.

The new controller can be used remotely via a smart device

or laptop, meaning owners can monitor system performance wherever they are.

Neptune Benson has installed more than 1,500 Defenders around the world. The new control system can also partner the company's Greendrive variable frequency drive (VFD), regulating the motor speed of the recirculation pump and its ETS-UV disinfection system.

# Six Flags marks record revenues in Q2 earnings

Six Flags enjoyed a successful second quarter in 2015, marking record financial performances for the three months ending June.

The theme park operator recorded a net income of US\$84.6m (€77m, £54.5m) in Q2, with revenues rising 3 per cent to US\$386m (€350.7m, £248m).

Over the first six months of the financial year, Six Flags has seen revenues increase to US\$471m (€429m, £303.3m), representing 5 per cent growth. In this most recent quarter, nearly nine million people visited one of Six Flags' theme parks, a 9 per cent increase compared to the same period in 2014.

In response to the results, Six Flags president and CEO, Jim Reid-Anderson, said the park was "highly encouraged by the trends, with strong momentum across all Six Flags parks."

Andersen also attributed the boost in part to US\$70m (€64m, £45m) worth of capital improvements at its parks and to increased visitation by season pass holders, which were "working well" and offered "highly



In this most recent quarter, nearly nine million people visited a Six Flags' theme park

encouraging trends in our business." On a per-share basis, the Texas-based company recorded profits of 67 cents, surpassing stock market expectations and increasing

slightly more than 7 per cent since the beginning of the year, with stock rising 12 per cent over the last 12 months.

More: [http://lei.sr?a=P6P6q\\_A](http://lei.sr?a=P6P6q_A)



The concept is available in 17 countries

## KidZania hits milestone with 20th city in Manila

KidZania is continuing its rapid global expansion, opening its latest franchised location in Manila in the Philippines.

The edutainment centre, where kids can roleplay as adults in a pint-sized city through a range of professions, covers 9,000sq m (96,785sq ft) and is located at the Park Triangle in Bonifacio Global City – the financial district of Manila.

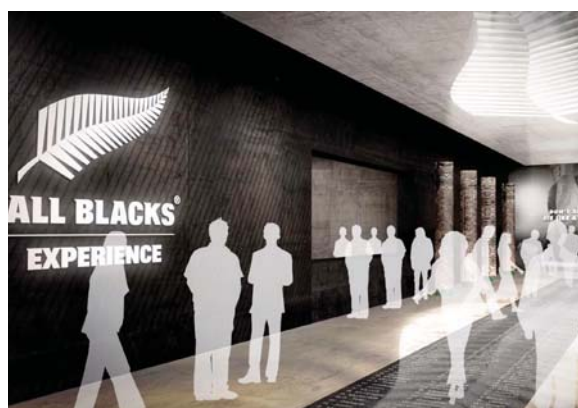
Having also recently opened its global flagship in London, the KidZania concept is now available in 17 different countries and 20 cities.

More: [http://lei.sr?a=C8s6K\\_A](http://lei.sr?a=C8s6K_A)

## New Zealand Rugby bringing All Blacks experience to Auckland in 2017

New Zealand Rugby (NZR) has announced plans for an All Blacks tourist attraction in Auckland's Wynyard Quarter, with the new experience celebrating the country's rugby heritage, achievements and culture when it opens to the public in 2017.

Developed with Discovery Partners – who have also worked on experiences with the likes of Manchester City, British Airways and Comvita – The All Blacks Experience will give visitors an insight into New Zealand rugby with a 3D interactive offering, using the latest technologies to provide an immersive experience covering the part rugby



The experience will be located in Auckland's Wynyard Quarter

plays in communities across the nation and how the game is intertwined with New Zealand's culture.

"We are bringing together the stories of our rugby legends, the drama and

excitement of test rugby, and the mastery and legacy of the All Blacks into a unique, world class attraction on Auckland's waterfront," said NZR chief executive Steve Tew.

More: [http://lei.sr?a=q7Q5J\\_A](http://lei.sr?a=q7Q5J_A)



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*"Benefits include improved sales of the guidebook, more visitors using the Roman Baths Kitchen café. Staff are engaging with our customers and selling more proactively than before they had the CREW training. Customer spend per head has improved significantly."*

Katie Smith, Visitor Services Manager,  
Heritage Services, the Roman Baths



SOUTH WEST ENVIRONMENTAL PARKS LTD

## Director of Guest Services

Salary £50,000

SWEPL is a conservation and education charity which owns three zoos in the south west of England. The zoos receive around 800,000 visitors per annum and are leaders in the development of good zoo practice in the UK. The company is a wholly-owned subsidiary of the Whitley Wildlife Conservation Trust.

A vacancy has arisen for the above position, which is one of the key roles within the Senior Management Team of the company. Answerable to the Executive Director, the post holder will have substantial experience and a proven track record in commercial activity and guest services matters. An understanding of the working of the charitable sector would also be an advantage.

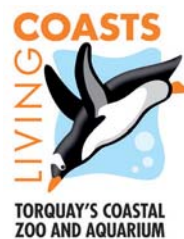
The post holder will oversee the company's guest services and trading operations and will deliver an overall high quality visitor experience to guests at the zoos.

For a full job description and person specification, telephone 01803 697502.

Please send full CV and covering letter to: Helen Lawrence, PA to the Executive Director, Paignton Zoo Environmental Park, Totnes Road, Paignton, Devon TQ4 7EU

Or email [helen.lawrence@paigntonzoo.org.uk](mailto:helen.lawrence@paigntonzoo.org.uk)

**CLOSING DATE: 11TH SEPTEMBER 2015** No agencies.



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### ■ Model Designer- MMM Studios

Company: LEGOLAND Florida

Location: Florida-Winter Haven, United States

### ■ Director of Guest Services

Company: Paignton Zoo

Location: Paignton, United Kingdom

### ■ Operations Supervisor

Company: Weymouth SEA LIFE Tower

Location: Weymouth, United Kingdom

### ■ Commercial Supervisor

Company: LEGOLAND Kansas

Location: Missouri-Kansas City, United States

### ■ Visitor and Commercial Operations Manager

Company: National Trust

Location: Standen House & Garden, West Sussex, United Kingdom

### ■ Entertainment/Events Team Leader

Company: Legoland Discovery Chicago

Location: Illinois-Schaumburg, United States

### ■ Hotel Front Office Manager

Company: LEGOLAND Florida

Location: Florida-Winter Haven, United States

### ■ Resort Product Excellence Duty Manager

Company: LEGOLAND Florida

Location: Florida-Winter Haven, United States

### ■ Operations Compliance Manager

Company: LEGOLAND California

Location: California-Carlsbad, United States

### ■ Zoo Operations Manager

Company: Chessington World of Adventures

Location: Surrey, United Kingdom

### ■ IT Project Manager Lead

Company: Merlin Entertainments Group Ltd

Location: Chessington, Surrey, United Kingdom

### ■ Hotel Reservations Advisor

Company: Merlin Entertainments Group Ltd

Location: Chessington, Surrey, United Kingdom

### ■ Front Office Manager

Company: LEGOLAND California

Location: California-Carlsbad, United States

### ■ Attractions Safety Auditor

Company: LEGOLAND Florida

Location: Florida-Winter Haven, United States

### ■ Customer Experience Advisors

Company: Merlin Entertainments Group Ltd

Location: Chessington, Surrey, United Kingdom

### ■ Aquarist Sea Life Jesolo

Company: Gardaland Resort

Location: Castelnovo del Garda, Italy

### ■ Hotel Resident Manager

Company: Gardaland Resort

Location: Castelnovo del Garda, Italy

### ■ Cultural Projects Manager

Company: Ashford Borough Council

Location: Ashford, Kent, United Kingdom

## Thinkwell Group creates interactive finale to Warner Bros Studio Tour

Experience designers Thinkwell Group have created a new 25,000sq ft (2,300sq m) addition to the Warner Bros Studio Tour Hollywood, a finale to the backlot attraction and the culmination of a two year project exploring how films and TV shows are made.

The new aspect of the Los Angeles attraction, known as 'Stage 48: Script to Screen', provides visitors with cutting-edge technology to create a hands-on look at the world of filmmaking, with several interactive exhibits and features highlighting the production process. In addition to gaining behind-the-scenes insights,



The original Central Perk Café from *Friends* is a new addition

visitors will be able to look at costumes, sets and models from films and TV shows such as *The Dark Knight*, *Friends* and the *Harry Potter* films.

Similar in style to the Warner Bros Harry Potter Studio Tour – also by

Thinkwell – guests walk through a series of exhibits detailing the production process, from screenwriting and set design to visual effects and post-production.

More: [http://lei.sr?a=M7S6j\\_A](http://lei.sr?a=M7S6j_A)

## Disney dominates theme park sector with strong results in third quarter

Walt Disney continues to dominate the theme park market after posting strong fiscal results in its third quarter, breaking attendance records and also presenting record financial figures.

Theme park revenue for Disney was US\$4.1bn (€3.8m, £2.6m) for the quarter, an increase of 5.1 per cent over the previous year's results in the same time period. Year earnings up to 27 June 2015 are also up at US\$11.8bn (€10.8bn, £7.6bn), a 6.3 per cent increase on 2014 when the company recorded revenues of US\$11.1bn (€10.2bn, £7.1bn) by Q3.



Record attendance in Q3 led to good results for Disney

Disney marked record attendances in Q3, which combined with higher guest spending, higher resort occupancy and breaking the US\$100 ticket barrier earlier this year, led to

the record figures. Theme parks provided a large chunk of Disney's overall earnings for the quarter, which were up 5 per cent to US\$13.1bn (€12bn, £8.4bn).

More: [http://lei.sr?a=x7h3M\\_A](http://lei.sr?a=x7h3M_A)

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### International Planetarium Society

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### The Aquarium & Zoo Facilities Association (AZFA)

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