

## Constant reinvention keeps Guinness ahead of game

Paul Carty, managing director of the multi-award-winning Guinness Storehouse, has said constant reinvention has been the key to creating a highly successful business model for Ireland's most popular tourist attraction.

Designed by London-based Imagination in conjunction with Dublin's RKD, the attraction was created out of a disused grain storage building, which was turned into an iconic hub for both Guinness and Ireland at a cost of €42m (US\$45m, £32m). Since opening in 2000, the Storehouse has gone from strength-to-strength, with half of all visitors to Ireland now visiting the attraction annually.



The Guinness Storehouse is Ireland's top tourist attraction

"We reinvest every year," said Carty, speaking to *Attractions Management*. We always try to create a new area so we have

a new story to tell. This helps us maintain our position as a must-see attraction for tourists and encourages repeat visitors."

Arguably the Storehouse's most important investment came in 2011 when it hired BRC Imagination Arts, who looked at the attraction and rethemed each floor to create a more coherent and interactive visitor journey, rethinking the way the Guinness story was told. The results of BRC's work were staggering, with a 35 per cent jump in attendance and a 240 per cent increase in net profit.

*For more on the Guinness Storehouse as it celebrates its 15th year, check out the Q1 2016 edition of Attractions Management, coming soon. More: [http://lei.sr?a=z4D4j\\_A](http://lei.sr?a=z4D4j_A)*

## President Obama allocates US\$3bn to national parks

US President Barack Obama's budget request for the fiscal year 2016 has included US\$3bn (€2.7bn, £2.1bn) for the National Park Service (NPS).

Obama wants to boost the NPS budget by US\$432.9m (€387.2m, £298.9m) to fund essential programmes at national parks across the US.

According to the NPS, for every dollar appropriated to the bureau in the 2016 budget, US\$10 (€9, £7) would be returned to the US economy in the form of visitor spending, travel and tourism and construction jobs.

More: [http://lei.sr?a=Q7b6t\\_A](http://lei.sr?a=Q7b6t_A)

## Star Wars helps Disney smash earnings records

After being recently named the world's most powerful brand, Disney has continued to excel, using its *Star Wars* muscle to drive the company to record earnings in its latest financial report.

In the last quarter, Disney reported earnings totalling US\$2.9bn (€2.6bn, £2bn) for the period, exceeding analyst estimates and largely being driven by the *Star Wars* franchise.

Led by overall revenues of US\$15.24bn (€13.5bn, £10.5bn), Disney reported a surge at its theme parks, with operating income up 22 per cent from US\$805m (€714.7m, £555.5m) to US\$981m (€871m, £676.9m) in 2016.

At the box-office, Disney cited earnings of more than US\$2bn (€1.7bn, £1.4bn)



Bob Iger has attributed success to *Star Wars*

worldwide for *Star Wars: The Force Awakens*, which sent studio income skyrocketing by 86 per cent and boosted consumer products by 23 per cent.

*Continued on back cover*

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## AM2 NEWS

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# Sesame Street launches venture capital arm for education and wellness startups

Iconic children's television programme *Sesame Street* is adding venture capital to its portfolio with its not-for-profit arm – the Sesame Workshop – partnering with Collaborative Fund to create the all-new Sesame Venture.

Designed to help shape the future of technology for kids, Sesame Venture will create an investment portfolio focused on education, health, and wellness, media, family development, social and cultural development and food. Much of the education focus could see the Sesame Street IP harnessed for educational exhibitions in museums and 'edutainment' ventures.



Sesame Venture will fund a range of educational startups

Collaborative Fund will provide early-stage startups with as much as US\$1m (£911,000, £687,000). In addition, startups will get access to networking opportunities and useful data provided by the Workshop.

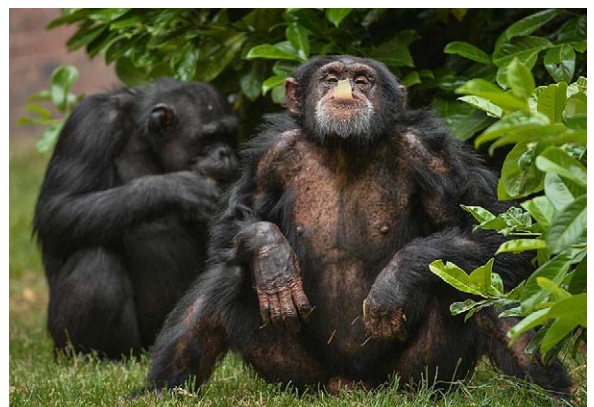
Assuming it's appropriate for the startup, Sesame Venture says it will also consider chosen projects using the *Sesame Street* characters in their marketing and promotion. *More: [http://lei.sr?a=c5x6e\\_A](http://lei.sr?a=c5x6e_A)*

# Chester Zoo reports record attendance off the back of Channel 4 documentary

*The Secret Life of the Zoo* – a documentary focusing on the relationship between animals and their keepers at Chester Zoo in the UK – has proved a huge hit, with the zoo reporting an attendance upswing of 20 per cent.

The new series – which is halfway through a six-episode run on Channel 4 – uses a range of filming techniques to capture animal behaviour close up, also taking viewers behind the scenes to show not only the animals, but also the relationships they share with their keepers.

Jamie Christon, managing director at Chester Zoo, revealed to *AM2* that visitor numbers for the



The documentary captures the zoo's animals close up

February half-term-period were "unprecedented", exceeding last year's numbers by several thousand people each day.

"Last year was a record year for us," said Christon.

"But this year we're seeing visitor numbers of around 8-9,000 a day compared to around 6-7,000 a day in 2015 – roughly a 20 per cent increase year-on-year."

*More: [http://lei.sr?a=j9Y6n\\_A](http://lei.sr?a=j9Y6n_A)*



# Goldstein gifts *Big Lebowski* house to LACMA

The owner of a US\$40m (€36m, £28m) luxury house, famous for its role in 1998 comedy *The Big Lebowski*, is to donate the property to the Los Angeles County Museum of Art (LACMA) with the intention of turning it into a museum.

James Goldstein, who owns the Sheats Goldstein residence in the Hollywood hills, has pledged the building to LACMA, along with its gardens, artworks and fashion collection.

“Los Angeles should represent a city that’s contemporary and moving into the future,” said Goldstein. “I want people to build houses in a way that haven’t been done before that are moving into the future instead of the past, so I hope my house is an inspiration for that kind.”

The building’s design has constantly evolved over the past 30 years, with Goldstein and designer John Lautner working together to refine and adapt the property, which has included the addition of frameless windows throughout the entire house and the design of bespoke minimalist furniture made of concrete, wood, and glass.



James Goldstein has pledged the US\$40m Sheats Goldstein residence to LACMA

The acquisition is just the start for LACMA, which said in a statement that the museum was looking for more properties to “develop a collection of important architectural homes”

in which it could create “immersive art experiences”, also taking on essential care and preservation costs for the properties it acquires.

More: [http://lei.sr?a=C6K4k\\_A](http://lei.sr?a=C6K4k_A)

## Argentina returns stolen items as South America battles cultural trafficking

Argentina has returned several-thousand stolen cultural heritage items to museums in Ecuador and Peru – one of the largest recoveries in South American history.

Marking the newly-signed Agreement for the Protection, Conservation, Recovery and Return of Stolen or Illegally Exported or Transferred Cultural, Archaeological, Artistic and Historical Property, 4,150 cultural heritage items were returned to Peru, while 438 pieces were returned to Ecuador.

Of the total, 3,898 were seized from art collectors and traffickers in Buenos



South America’s governments are unifying to combat smuggling

Aires in the year 2000. In the past two years, Ecuador has recovered some 15,000 cultural objects stolen from the country at different times. In South America, smuggling

cultural property is heavily connected with organised crime, with the continent’s governments unifying to combat the ongoing trafficking problem.

More: [http://lei.sr?a=u6d2y\\_A](http://lei.sr?a=u6d2y_A)



Melbourne wants to up its tourism share

## MCG skywalk to rival Sydney Harbour Bridge

Melbourne Cricket Ground in Australia is creating an experience to “rival the Sydney Harbour Bridge walk” – a skywalk and zipline experience on top of the famous stadium.

Attempting to emulate the success of the Harbour Bridge climb, the AU\$2.55m (US\$1.8m, €1.6m, £1.3m) project will place tourists 70m (229.6ft) above the famous oval, where they can ride a 173m (567.6ft) zipline from the stadium’s scoreboard to a landing point on the opposite side.

More: [http://lei.sr?a=q9j6g\\_A](http://lei.sr?a=q9j6g_A)



# Zoolander stunt turns attractions into catwalks

In a move benefiting both visitor attractions and Hollywood, Ben Stiller has hit some of the world's most well-known attractions as he markets the new *Zoolander* film under the guise of its main character, Derek Zoolander.

Dubbed the "Zoolander 2 World Tour", the promotion saw Derek Zoolander strutting his stuff at the Eiffel Tower in Paris, Real Madrid FC's Santiago Bernabéu, Abbey Road in London and on Sydney Harbour Bridge in Australia.

The marketing stunt has been very beneficial for Paramount Pictures and the attractions visited on the tour, with the appearances going viral across social media.

In Paris, Stiller, along with co-star Owen Wilson, headed for the Eiffel Tower, where they pulled their best Parisian poses in front of the famous French landmark.

The tour then sent Zoolander to the world-famous Santiago Bernabéu in Madrid, with Stiller posing inside the stadium and on the stadium tour.

Rejoined by Wilson in London, Zoolander appeared on the famous Abbey Road walk,



Ben Stiller and Owen Wilson recreated the famous Beatles album cover on Abbey Road

recreating the famous Beatles album cover in a variety of signature poses.

The last visitor attraction on the tour was Sydney's iconic Harbour Bridge.

Taking the BridgeClimb Zoolander captured his new shot "Koala" as well as the signature "Blue Steel".

More: [http://lei.sr?a=b9N5U\\_A](http://lei.sr?a=b9N5U_A)



Messi is one of football's biggest stars

## Messi signs with Expo 2020 as ambassador

Footballer Lionel Messi has signed on with Dubai's 2020 World Expo, taking on an international role to act as an ambassador and champion the event, which is expected to draw more than 20 million people to the UAE.

In his role as an ambassador, Messi will travel the world, meeting with stakeholders to explore connections between their work and Expo 2020, along with potential opportunities for further collaboration and engagement.

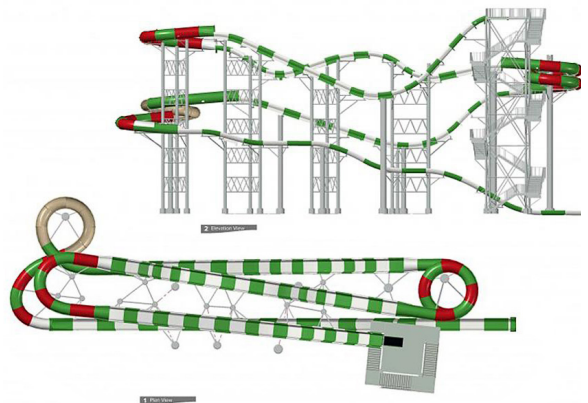
More: [http://lei.sr?a=e3T5X\\_A](http://lei.sr?a=e3T5X_A)

## Record-breaking watercoaster coming to Schlitterbahn's Galveston Island

Schlitterbahn has announced record-breaking plans to build the world's tallest watercoaster at its park in Galveston, Texas.

Celebrating Schlitterbahn Galveston Island's 10th anniversary, "Massiv" will not only be the tallest waterslide in the world, but it will also feature four uphill sections with blaster jets, seven translucent sections and a triple-drop ending into a landing pool.

WhiteWater West is handling development of the 926-foot-long (282m) slide, which will be twice the length of any other slide already in the park. The exact height of the



WhiteWater West is developing the 926-foot-long slide

slide has not yet been finalised, though Schlitterbahn expects to confirm that in the coming months.

"We are thrilled to be bringing this iconic ride here," said Ron Sutula,

general manager for Schlitterbahn Galveston Island. "It's a massive anniversary present to all our guests, and is going to be a blast to ride!"

More: [http://lei.sr?a=M7T2y\\_A](http://lei.sr?a=M7T2y_A)



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# Winnipeg's CA\$60m Inuit art plans advance

More than 8,000 artefacts of Inuit origin will soon go on display at the Winnipeg Art Gallery in Canada as part of a CA\$60m (US\$43.7m, €39.4m, £30.5m) project to create an Inuit Art Centre.

With more than 13,000 pieces, including 7,400 sculptures, 4,000 prints, 1,800 drawings and hundreds of artefacts, the gallery's Inuit collection is the largest in the world and represents half of its overall collection.

The four-storey, 40,000sq ft (3,716sq m) Inuit Art Centre addition will sit adjacent to the existing gallery. As well as offering a new space for its vast collection, newly-acquired pieces will go into new Inuit and indigenous galleries. The expansion will also include a new visible vault open storage system, space for artist and curator residences and five studios offering year-round programming.

More than CA\$30m (US\$21.8m, €19.7m, £15.2m) has been secured so far from a combination of public and private funding. The CA\$60m total includes the new development, future endowment costs and programming.



An additional 8,000 pieces, previously kept in storage, will now go on display at the gallery

Development will start at the end of 2016 or in early 2017, with a 24-month timeframe for construction. Los Angeles-based Michael Maltzan

Architecture are principal architects for the expansion, while Winnipeg-based Cibinel are acting as associate architects.

More: [http://lei.sr?a=t9T9j\\_A](http://lei.sr?a=t9T9j_A)



Sonic the Hedgehog turns 25 in 2016

## Sega global expansion includes theme parks

Sega Sammy boss Hajime Satomi has said the company wants to expand outside of the gaming market with new ventures including indoor theme parks.

"We must focus on expanding into markets other than smartphones and online gaming – such as indoor theme parks in Asia," said Satomi, speaking to *The World Folio*, adding that aside from its traditional IPs, Sega owns the rights to several popular animated shows in Japan, such as *Conan*, *Lupin III* and *Anpanman*.

More: [http://lei.sr?a=W4j4U\\_A](http://lei.sr?a=W4j4U_A)

## Science and Natural History Museums enter discussions for West London sites

Both London's Science Museum and Natural History Museum have confirmed they are in discussions to open satellite sites as part of the multi-billion pound Old Oak Common redevelopment in London.

The 30-year Old Oak development plan – conceived as the UK's largest regeneration project – will include a litany of leisure projects, including a 40,000-capacity stadium, hotels, cinemas, restaurants, commercial space and homes.

"We can confirm that the Science Museum and Natural History Museum have had discussions regarding Old Oak Common but they are at a very preliminary stage and, at this



Both museums could set up satellite sites in West London

point in time, the business case still needs to be made," said a joint statement from both institutions.

A spokesperson for the development confirmed to AM2 that discussions with

high-profile cultural institutions were ongoing, adding the development is open to other museums as Boris Johnson strives to create a cultural quarter in West London.

More: [http://lei.sr?a=r8W7H\\_A](http://lei.sr?a=r8W7H_A)

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Organised by the Russian Association of Amusement Parks and Attractions (RAAPA), the event is the premier trade show in the Russian amusement industry. Exhibitors from across the sector will be showcasing products, with representatives of the sector encouraged to attend.

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16-20 MARCH 2016

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19-21 APRIL 2016

### **DEAL 2016**

#### **Dubai World Trade Centre, United Arab Emirates**

Held annually, DEAL is the region's most anticipated and biggest attraction



Marian Goodell, CEO of Burning Man Projects, will speak at the event

18-20 APRIL 2016

### **MuseumNext**

#### **Mansion House, Dublin, Ireland**

MuseumNext is a major conference on the future of museums. Since 2009, it has acted as a platform for showcasing best practice today to shine a light on

the museum of tomorrow. MuseumNext Dublin will be the eighth European conference and will feature a day of activity highlighting Dublin followed by two days of curated conference sessions. Email: [kala@museumnext.com](mailto:kala@museumnext.com) [www.museumnext.com/conference](http://www.museumnext.com/conference)

for global and local stakeholders in the amusement and entertainment industries that are looking for a strong entry into these markets. The show in 2015 ushered in more than 300 firms from across 33 countries, and attracted 7189 quality trade visitors and 64 new exhibitors. For its 22nd edition, DEAL 2016 expects to witness an even larger gathering of key players and visitors in the amusement industry from Middle East, African, Mediterranean, and Asian countries. With last year's show breaking the record of the number of new and old exhibitors and visitors since the show's inception in 1995, DEAL has developed into an unrivalled platform that gathers exhibitors, buyers, and professionals from the international amusement and entertainment industry. Email: [some@iecdubai.com](mailto:some@iecdubai.com) Tel: +971 4 3435777 [www.dealmiddleeastshow.com](http://www.dealmiddleeastshow.com)

18-19 MAY 2016

### **Museums + Heritage Show**

#### **Kensington Olympia, London, UK**

The free-to-attend Museums + Heritage Show offers two days of seminars, features, cultural attraction experts and

sector suppliers. Those in attendance are given first-rate advice, ideas and tools that they can walk away with and put into practice in their own organisations. An awards ceremony will also take place, recognising the sector's best and brightest. Email: [anna@museumsandheritage.com](mailto:anna@museumsandheritage.com) Tel: +44 1905 724 734 [museumsandheritage.com/show](http://museumsandheritage.com/show)

9-11 JUNE 2016

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The WaveOz has enough space for more than one surfer

### WhiteWater creates the never-ending wave for surfers

FlowRider and WhiteWater have developed the WaveOz - a never-ending surfing wave.

The WaveOz (pronounced 'huevos') is a 180-degree semi-circle, 37m-long sheet wave, allowing riders the largest wave experience on the market.

Using its latest inflatable ride surface technology, surfers can coast on a 2,200sq ft carpet of air.

WaveOz has been designed to be expansive enough to allow expert riders to put on a show in one area, while novices can practice off to the side without interference.

The WaveOz debuted in Olimpia, Brazil at Thermas dos Laranjais waterpark, and future WaveOz installations are being planned for Puerto Rico and Europe.



Six Flags has extended its agreement with acceso through to 2025

### Acceso signs new ticketing deal with Six Flags

Ticketing and queue management specialist Acceso has extended its partnership with theme park chain Six Flags, and will continue to supply the US attractions until 2025.

The deal means 18 Six Flags parks across North America will stay with the Acceso LoQueueSM virtual queuing solution, sold as the Flash Pass in Six Flags

parks, and the Acceso Passport ticketing suite.

"This extension marks over a decade of successfully working with Six Flags and is a testament to how we approach our clients as true partners while delivering world-class solutions that improve the guest experience and contribute to their bottom-line business results," said Acceso COO Steve Brown.



The Line Cheetah app works on Apple and Android devices

### Line Cheetah means visitors can skip the queues

Line Cheetah is a new product from GFR Tech that allows customers to "cheat the queues" with new mobile ordering technology in the form of a downloadable app.

Using the simple-to-use program, customers can place a food and drinks order, pay for the order and then pick it up at the collection point when ready.

Line Cheetah was originally designed with sports stadiums in mind, but it is now being marketed to a range of sectors, including arenas, leisure parks and attractions, FECs and bowling venues.

The app works with the client's existing EPOS system, and can be customised as the operator would like to fit the branding of the venue.



The partnership covers the park's ticketing

### Virgin Megastore to provide ticket sales for Dubai's IMG

Virgin Megastore and IMG Worlds of Adventure have formed a strategic partnership for the theme park's ticketing.

Virgin Megastore is handling online and in-store ticket sales for the upcoming mega-park, which will be the largest indoor theme park on the planet when it opens in the next few months.

"Virgin Megastore is continuously working on

bringing the best in entertainment and lifestyle to our customers, through products and services both in store and online. Our partnership with IMG Worlds of Adventure is one more way we can provide memorable experiences for our customers," said Nisreen Shocair, president Middle East & North Africa, Virgin Megastore.



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



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# Magic Leap secures funding for lightfield device

Augmented reality (AR) startup Magic Leap has said it's secured a further US\$793.5m (€728m, £549m) in new funding, enough to finance its first product – a digital lightfield device which shoots computer-generated images into the user's eyes.

Differing from market competitors in AR, such as Microsoft's HoloLens, which uses a stereoscopic technique to create the illusion of a three-dimensional image, Magic Leap's device uses its alternate mixed-reality lightfield to create a world where digital and physical seamlessly blend together.

Based in Dania Beach, Florida, with offices in the US, UK, New Zealand and Israel, the company first hit the headlines in October 2014 when Google revealed that it had invested US\$524m (€479.6m, £361.7m) in Magic Leap, despite no-one at the time knowing what the secretive company did. In March 2015, Magic Leap showed-off its first tech demo when its groundbreaking technology used AR to turn the company's office into a first-person shooter.



The Magic Leap device shoots images into the user's eyes

The new funding from the Alibaba Group is the latest in a line of big-name investors including Google, Qualcomm Incorporated, Warner Bros, Fidelity Management, JP

Morgan, Morgan Stanley and accounts advised by T.Rowe Price Associates and Wellington Management.

More: [http://lei.sr?a=K8d6x\\_A](http://lei.sr?a=K8d6x_A)



The initiative focuses on preservation

## UNESCO plans coastal management workshop

UNESCO is running a heritage training workshop at the end of this month designed to teach skills in management of coastal and marine world heritage sites in the Asia-Pacific region.

Co-organised by UNESCO and the World Natural Heritage Management and Training Centre for Asia and the Pacific Region (WNH-AP), the training course at the Wildlife Institute of India in Chandrabani, within Sundarbans National Park World Heritage site, will cater to 50 countries in the Asia-Pacific region.

More: [http://lei.sr?a=6k5S8\\_A](http://lei.sr?a=6k5S8_A)

# US Air Force turning former Cold War missile site into tourist attraction

US Air Force officials and the State of Wyoming are working to turn a former Cold War nuclear missile silo into a visitor attraction, with plans to transfer the site to the Wyoming State Parks & Cultural Resources agency next year to ready it for public use.

With a scheduled opening date of 2019, the Quebec-01 missile alert facility first opened as a military base in October 1962. Chosen for its close proximity to the Soviet Union, the facility remained operational and on continuous alert until January 1975. In 1988 the facility was modified to hold 50 Peacekeeper



The facility once held 50 Peacekeeper thermonuclear missiles

thermonuclear missiles, designed to deter any action from rival nations until its deactivation in 2005.

Over a two-year period, the site will be restored to look as it did when fully

operational, with tours into the base 100ft (30m) below-ground led by former air force members acting as docents to tell the station's history.

More: [http://lei.sr?a=U6b8V\\_A](http://lei.sr?a=U6b8V_A)





**H**  
**Castle Howard**  
YORK

**C**astle Howard is a magnificent 18th century residence set within 8000 acres of breathtaking landscape in the Howardian Hills, an area of outstanding natural beauty in the heart of North Yorkshire. We operate daily tours of the House, offer fabulous grounds and gardens, an adventure play area, cafés and shops. We welcome visitors from all over the world throughout the year and deliver an extensive day and evening events programme.

### **DUTY MANAGER (VISITOR EXPERIENCE)**

**Salary £23,000 per annum, plus excellent pension and benefits**

Full time, 40 hrs per week over seven days including weekends and bank holidays

### **DUTY MANAGER (CUSTOMER CARE)**

**Salary £23,000 per annum, plus excellent pension and benefits**

Full time, 40 hrs per week over seven days including weekends and bank holidays

With exciting developments ahead we are seeking experienced and creative Duty Managers to join, inspire and lead our team at Castle Howard. As Duty Manager (Visitor Experience), your role will lead the team in the development of the visitor experience, ensuring regular assessment of feedback and content working closely with the Curatorial department. This role will also be instrumental in the operational delivery of events and functions. The successful applicant may have a background in developing tour content and previous event experience.

As Duty Manager (Customer Care), day to day you will work to develop and implement effective Health & Safety and operational practices to ensure the highest standards for our visitors and team. Health and Safety training or a qualification will be required and previous experience of staff training desirable.

These key operational, hands on roles will have daily duty management responsibilities and will actively contribute to and deliver the visitor experience strategy embracing Castle Howard as an inspirational environment to be part of and bring visitors to. Candidates for both roles will have previous duty management and cash handling experience within the tourism or hospitality sector, be commercially astute, pro-active and motivated.

### **SALES & RESERVATIONS ASSISTANT**

**Salary: £17,000 per annum, plus excellent pension and benefits**

Full time, 40 hrs per week Monday - Friday

As our Sales & Reservations Assistant your days will be varied; you will manage incoming group enquiries and bookings online providing an efficient and excellent customer service. On a weekly basis you will be implementing sales activity to drive bookings and generate sales and at busy times you will enjoy meeting and welcoming the coach operators and groups visiting Castle Howard. To achieve all this you will have excellent communication skills, be well presented and results driven, some previous sales experience is desirable.

Further details about all the roles and how to apply can be found on our website [www.castlehoward.co.uk](http://www.castlehoward.co.uk).

Closing date for applications is **Monday 7th March 2016**.

Interviews will be held week commencing **14th March 2016**.

Successful applicants are required to undertake a DBS check.



# CENTRE MANAGER

## The Look Out Discovery Centre, Bracknell

£32,419 to £37,144 per annum (37 hours/week)

**Closing date:** 14 March 2016

**Interview date:** 22 March 2016 (Timings TBC)



Are you looking to further develop your leisure management career and want an exciting role leading one of Bracknell Forest Council's key leisure attractions?

The Look Out Discovery Centre is located at the gateway to Swinley Forest, part of Her Majesty's Crown Estate, and has always attracted large numbers of visitors from both the local community and further afield, and currently welcomes around 650,000 visitors per year. It comprises a hands-on science exhibition, gift shop, coffee shop and an extensive outdoor play area.

With overall responsibility for the management of the Look Out Discovery Centre, you'll be task

orientated and able to translate ideas into action to achieve challenging financial targets. With a hands-on approach and strong problem solving, organisational and leadership skills, you'll relish the opportunity to deliver excellent results.

You'll be enthusiastic and highly motivated, and able to bring your own management style into practice in order to drive continued success and a quality experience for customers and staff alike.

With significant management experience in a similar leisure environment and a proven track record of achieving results and managing change, you'll also be vocationally qualified. Widespread knowledge of maintenance and finance will be essential, as will experience of managing people and providing excellent customer service. Ideally you'll also have an understanding of sales & marketing, science in education and catering functions.

We are also on "The Look Out" for a Duty Manager and a Part-time Duty Manager to assist in the management of our popular visitor centre housing our hands-on science and nature exhibition. Working as part of a close team of enthusiastic and dedicated staff, applicants must possess excellent organisational and customer care skills, with an ability to cope under pressure so that The Look Out always runs smoothly and efficiently.

**Centre Manager:** <http://lei.sr?a=A5K7C>

**Duty Manager:** <http://lei.sr?a=u4N1r>

**Part-time Duty Manager:** <http://lei.sr?a=A6p6X>





For more details on the following jobs  
visit [www.am2.jobs](http://www.am2.jobs) or to advertise  
call Sarah on +44 (0)1462 471908



■ **Health and Safety Director**

Legoland

Salary: Competitive

Job location: California, USA

■ **Centre Manager**

The Look Out Discovery Centre

Salary: £31,846 - £36,571 annual

Job location: Bracknell, UK

■ **Front of House Supervisor**

Legoland Discovery Centre

Salary: Competitive

Job location: Manchester, UK

■ **Marketing Coordinator**

Sea Life

Salary: Competitive

Job location: Hunstanton, UK

■ **Technical Supervisor**

The Eye Brand

Salary: Competitive

Job location: London, UK

■ **Watersports Manager and Centre Principal**

The Parks Trust

Salary: Dependant on experience

Job location: Milton Keynes, UK

■ **Marketing and Operations Manager**

Merlin Entertainments Group

Salary: Competitive

Job location: Chessington, UK

■ **Project Finance Manager**

Merlin Entertainments Group

Salary: Competitive

Job location: Shanghai, China

■ **Audio, Visual, Lighting Technician**

Madame Tussauds

Salary: Competitive

Job location: New York NY, USA

■ **Duty Manager - Part Time**

The Look Out Discovery Centre

Salary: £11,948 - £14,522 annual

Job location: Bracknell, UK

■ **Admissions Coordinator**

Legoland

Salary: Competitive

Job location: California, USA

■ **Water Park Operations Coordinator**

Legoland

Salary: Competitive

Job location: California, USA

■ **Guest Experience Host**

Legoland Discovery Centre

Salary: Competitive

Job location: Chicago, USA

■ **Retail Operations Manager**

Legoland Discovery Centre

Salary: Competitive

Job location: Chicago, USA

■ **Advertising and Research Executive**

Legoland

Salary: Competitive

Job location: Johor, Malaysia

■ **Visitor Experience Consultant (Programming)**

National Trust

Salary: £20,080 annual

Job location: Chesterfield, UK

■ **Visitor Experience Consultant**

National Trust

Salary: £20,080 per annum

Job location: Chesterfield, UK

■ **Head of Visitor Experience**

National Museums Scotland

Salary: £45,376 - £52,863 annual

Job location: Scotland, UK

■ **Visitor Experience Manager**

National Museums Scotland

Salary: £26,660-£29,860 annual

Job location: Scotland, UK

■ **Visitor Experience Manager**

RNLI - Royal National

Lifeboat Institution

Salary: £30,000 + company car

Job location: Home based, UK

■ **Duty Manager**

The Look Out Discovery Centre

Salary: £22,103 - £26,866 pa

Job location: Bracknell, UK

■ **Public Relations Manager**

Merlin Entertainments Group

Salary: Competitive

Job location: New York, USA

■ **Marketing Manager**

Sea Life

Salary: Competitive

Job location: Birmingham, UK

■ **Health and Safety Director**

Legoland

Salary: Competitive

Job location: California, USA

■ **Guest Service Area Lead - Initial Presentation**

Legoland

Salary: Competitive

Job location: California, USA

■ **Attraction Manager (High Ropes)**

Chessington World of Adventures

Salary: Competitive

Job location: Chessington, UK

■ **Assistant Attraction Manager (High Ropes)**

Chessington World of Adventures

Salary: Competitive

Job location: Chessington, UK

■ **Marketing Executive- The York Dungeon**

The Dungeons

Salary: £22,000 - £25,000 annual

Job location: York, UK

■ **Rides and Attractions Maintenance Manager**

Legoland

Salary: Competitive

Job location: California, USA

■ **Wax Figure Maintenance Manager**

Madame Tussauds

Salary: Competitive

Job location: New York, USA

■ **Marketing and Communications Manager**

Gateshead Council

Salary: £31,846 - £34,746

Job location: Gateshead, UK

■ **Technician Supervisor**

Madame Tussauds

Salary: Competitive

Job location: New York NY, USA

■ **Head of Operations - Newbury Racecourse**

Conundrum Consulting Ltd on

behalf of Newbury Racecourse

Salary: Competitive

Job location: Newbury

■ **Events and Cultural Development Officer**

Arun District Council

Salary: £27,924 - £29,558 annual

Job location: Bognor Regis, UK

# Chinese slowdown hits Hong Kong as Disneyland posts first loss in four years

*Continued from front cover*

While Disney might be riding high on its *Star Wars* successes, things aren't looking so rosy for its Hong Kong theme park, which posted its first net loss for four years after a slump in Chinese visitors to the attraction.

Disney recorded a net loss of HK\$148m (US\$19m, €17m, £13.2m) for 2015, according to a report from Hong Kong's Legislative Council Panel on Economic Development.

China's slowing economic growth has hit Hong Kong hard, with less tourists from mainland China travelling to the city, noted by an overall tourist decrease of 2.5 per cent to 59.32 million visitors,



Low occupancy rates contributed to a drop of 36 per cent

with mainland visitors accounting for roughly three quarters of that figure.

Visitor numbers for Hong Kong Disneyland (HKDL) for the year were 6.8 million – a 9 per cent drop on 2014's

figures. The drop in attendance, combined with low hotel occupancy rates, meant year-on-year figures saw an earnings decrease of 36 per cent.

*More: [http://lei.sr?a=j8X8J\\_A](http://lei.sr?a=j8X8J_A)*

# New Simworx division brings cutting-edge tech to wider attractions sector

Media-based dynamic simulation attraction developer Simworx has launched a new division, bringing its expertise to a new audience outside of the theme park sector.

Simworx continues to expand with its latest venture, which now focuses on attractions such as museums, science centres, zoos, aquariums, FECs and heritage sites.

Known as Simworx Ventures, the new concept focuses on revenue-share opportunities, offering visitor attractions its range of media-based experiences, including dynamic motion simulation attractions and AV solutions.



Simworx Ventures focuses on revenue-share opportunities

Operating under the revenue-share model, Simworx Ventures will offer products such as its 4D cinemas, immersive tunnels, motion theatres and 360 flying theatres, which it will

install with no up-front payment required by the operator. The attraction will then operate the ticketed visitor experience, splitting revenue with Simworx.

*More: [http://lei.sr?a=J8U2S\\_A](http://lei.sr?a=J8U2S_A)*

## American Association of Museums (AAM)

T: +1 202 289 1818 W: [www.aam-us.org](http://www.aam-us.org)

## Association of American Zoos & Aquariums

T: +1 301 562 0777 W: [www.aza.org](http://www.aza.org)

## Association of Art Museum Directors

T: +1 212 754 8084 W: [www.aamd.org](http://www.aamd.org)

## Association of Independent Museums (AIM)

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

## Association of Leading Visitor Attractions (ALVA)

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

## Association of Science and Technology Centers (ASTC)

T: +1 202 783 7200 W: [www.astc.org](http://www.astc.org)

## Association of Scottish Visitor Attractions (ASVA)

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

## Association of Zoos and Aquariums (AZA)

T: +1 301 562 0777 W: [www.aza.org](http://www.aza.org)

## Australian Amusement Leisure & Recreation Association (AALARA)

T: +61 7 3807 35 08 W: [www.aalara.com.au](http://www.aalara.com.au)

## European Association of Amusement Suppliers Industry (EAASI)

T: +39 0522 554 176 W: [www.eaasi.org](http://www.eaasi.org)

## European Association of Zoos and Aquaria (EAZA)

T: +31 20 520 07 50 W: [www.eaza.net](http://www.eaza.net)

## European Network of Science Centres and Museums (Ecsite)

T: +32 2 649 73 83 W: [www.ecsite.eu](http://www.ecsite.eu)

## Giant Screen Cinema Association (GSCA)

T: +1 919 346 1123 W: [www.giantscreencinema.com](http://www.giantscreencinema.com)

## Historic Houses Association (HHA)

T: +44 (0)20 7259 5688 W: [www.hha.org.uk](http://www.hha.org.uk)

## Indian Association of Amusement Parks & Industries (IAAPI)

T: +91 22 6523 1643 W: [www.iaapi.org](http://www.iaapi.org)

## International Association of Amusement Parks & Attractions (IAAPA)

T: +1 703 836 4800 W: [www.iaapa.org](http://www.iaapa.org)

## International Planetarium Society

T: +1 808 969 9735 W: [www.ips-planetarium.org](http://www.ips-planetarium.org)

## Irish Science Centres Awareness Network (ISCAN)

T: +353 (0)51 302 865 W: [www.iscan.ie](http://www.iscan.ie)

## Museums Australia

T: +61 2 6230 0346 W: [www.museumsaustralia.org.au](http://www.museumsaustralia.org.au)

## National Farm Attractions Network (NFAN)

T: +44 (0)1536 513 397 W: [www.farmattractions.net](http://www.farmattractions.net)

## NAVET

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

## Outdoor Amusement Business Association (OABA)

T: +1 407 681 9444 W: [www.oaba.org](http://www.oaba.org)

## The Aquarium & Zoo Facilities Association (AZFA)

E: [rif@tnaqua.org](mailto:rif@tnaqua.org) W: [www.azfa.org](http://www.azfa.org)

## The Canadian Museums Association

T: +1 613 567 0099 W: [www.museums.ca](http://www.museums.ca)

## The Canadian Association of Science Centres (CASC)

T: +613 566 4247 W: [www.canadiansciencecentres.ca](http://www.canadiansciencecentres.ca)

## Themed Entertainment Association (TEA)

T: +1 818 843 8497 W: [www.teaconnect.org](http://www.teaconnect.org)

## World Waterpark Association (WWA)

T: +1 913 599 0300 W: [www.waterparks.org](http://www.waterparks.org)

## Zoo & Aquarium Association

T: +61 2 9978 4797 W: [www.zooaquarium.org.au](http://www.zooaquarium.org.au)