

IP acquisitions key for Disney growth, says Iger

Disney chair Bob Iger has said the company's acquired IPs play a big role in delivering large returns on investment to its parks worldwide.

Speaking during the Deutsche Bank 2016 Media, Internet and Telecom Conference, Iger said that some of Disney's most significant investments in recent years have been pumped into its acquired IPs, including the likes of Pixar, Marvel and *Avatar*.

"We measure our growth outlook on a return on investment capital basis," said Iger. "Our investments in the last 10 years have driven



In 2009 Disney acquired a superhero stable featuring the likes of *Iron Man*

substantially higher returns than we had been seeing previously.

"Some of that comes from the fact that the investments have been made in attractions and shows in our parks that are tied

to branded IPs. Cars Land would be the best example of that. The love people had for that IP played a big part in ROI it delivered."

Looking towards future IP investment for the next few years,

Iger said he was excited about several attractions coming to Disney Parks, including the likes of *Frozen*, *Avatar* and *Star Wars*.

"In terms of larger investment, we licensed *Avatar* from James Cameron and that's enabling us to expand Animal Kingdom in Florida with *Avatar Land* opening in 2017. Ahead of that we're planning a night-time safari and show which will include *Avatar* themes in them.

"Internationally, we have an *Ironman* attraction opening up in Hong Kong and we're looking at further expansion there."

More: http://lei.sr?a=f6Q3V_A

Ferrari inks non-binding deal for China theme park

Ferrari has signed a non-binding agreement with a Chinese property developer to build the luxury car-maker's first theme park in China.

To be located "in a primary city in mainland China", a MOU was signed between Ferrari, the state-owned Beijing Automotive Group and BAIC Eternaland Property for the multi-million investment.

The theme park project would be Ferrari's third worldwide, with its existing one in Abu Dhabi and another due to launch at PortAventura in Spain at a cost of €100m (US\$113.3m, £72.1m).

More: http://lei.sr?a=Z2a5j_A

VR market worth "more than a billion" in 2016

Virtual reality will enjoy its first billion-dollar year in 2016, providing new opportunities to businesses wanting to create immersive experiences for consumers, according to a new study.

Digital Predictions 2016, an annual study by Deloitte, identified VR as one of six major digital technology trends for consumer-facing businesses for 2016, saying that with roughly 2.5 million VR headsets and 10 million games likely to be sold this year, the technology is gaining traction in the consumer market.

"Hotels and car dealers can now offer VR tours of their facilities, while the tech could support brand-building campaigns," said the report. "However, potential obstacles remain, including several usability issues which



2016 has been hailed as the year of VR

may put off many consumers. As consumer businesses continue to experiment, the widespread use of VR technology may require further behavioural changes from consumers."

Continued on back cover

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Uluru transformed into field of light with new art installation by Bruce Munro

Artist Bruce Munro has created a gigantic art installation at the foot of Uluru in Australia, using 50,000 solar-powered flowers to create a sea of colour at the cultural landmark.

The vast field of light, which opened on 1 April, is the latest of Munro's public light works; he has also done similar installations at London's V&A Museum and at locations across the UK, US and Mexico.

During the nights, set pathways will draw visitors into the installation, which will begin to come to life as the sun sets over Uluru.

Titled Tili Wiru Tjuta Nyakutjaku, which



50,000 light stems have been planted around Uluru

translates to "looking at lots of beautiful lights," the installation uses roughly fifteen tonnes of lights made up of flower-like stems topped with frosted glass spheres, using optical fibres to generate the light.

Voyages, Qantas and Investec Finance helped financed the installation, with Qantas flying out a total of 60,000 light stems, 144 light projectors and the miles of cabling required. *More: http://lei.sr?a=H3j6T_A*

EHDD designs California's Aquarium of the Pacific new US\$53m expansion

Long Beach, California's Aquarium of the Pacific has announced plans for a US\$53m (€47.3m, £37.4m) expansion of its facility, adding a new wing and an immersive theatre by 2018.

Inspired by the shape of a blue whale, the new Pacific Visions wing – designed by San Francisco-based firm EHDD – will be made up of 800 glass panels, which will change colour as the sun and clouds move through the day.

At the heart of the new wing will be an immersive 4D, 300-seat theatre with an HD projection screen and 130-foot (40m), 180-degree curved screen for shows simulating ocean and coastal



The Pacific Visions wing will be made up of 800 glass panels

environments. Additionally, the expansion will also host a new art gallery and add 6,000sq ft (557sq m) of space for new animal exhibits.

The development has been supported by a fundraising

campaign which has so far raised US\$35m (€31.2m, £24.7m) through pledged donations, aquarium revenue, a US\$15m (€13.4m, £10.6m) matching grant from the city. *More: http://lei.sr?a=2f3a9_A*

Rolling Stones debut retrospective in London

A touring exhibition chronicling the life and times of the Rolling Stones has made its debut in London's Saatchi Gallery.

Taking up two floors with nine different thematic galleries, *Exhibitionism* features a collection of more than 500 original artefacts from the iconic rock band, using interactive and cinematic technologies to offer a unique and rare insight into the band's fifty-plus-year history.

Developed by Australian company International Entertainment Consulting, the exhibition will embrace "all aspects of art and design, film, video, fashion, performance, rare sound archives and, of course, at the heart of it, the Stones' musical heritage".

Spanning spanning 1,750sq m (18,800sq ft) in total, each gallery looks at a different period of Rolling Stones history. The tour is the largest of its kind to ever be staged by a band or musician and has had its collection curated for the last three years.

In addition to original Stones artefacts, the exhibition includes collaborations



Exhibitionism offers a unique and rare insight into the band's fifty-plus-year history

and work from artists and creators including Andy Warhol, Shepard Fairey, Alexander McQueen, Ossie Clark, Tom Stoppard and Martin Scorsese.

The *Exhibitionism* tour is scheduled to stop in 11 cities worldwide, with other cities including New York, Los Angeles and Tokyo.

More: http://lei.sr?a=n8y9b_A

NASA funds development of shareware content for planetariums worldwide

The Ward Beecher Planetarium at Youngstown State University (YSU) in Ohio, US, has been awarded US\$650,000 (€584,600, £455,300) in funding by NASA to support development of 3D animation and fulldome visual materials to be distributed for free to planetariums worldwide.

The grant is part of a US\$11.5m (€10.3m, £8m) five-year agreement between NASA and Southern Illinois University Edwardsville (SIUE), which is expanding citizen science and educational activities through CosmoQuest – an online virtual reality programme



The planetarium will develop creative commons content

inviting the world to explore the universe.

Teaming up with CosmoQuest, the planetarium will develop new creative commons-licensed content that

can be freely used and modified. Called 'Project Science', the shareware will be produced through an online depository of data visualisations.

More: http://lei.sr?a=Y4u3b_A



Further FECs will open in Europe

Nickelodeon bringing first FECs to Europe

Viacom is teaming up with Parques Reunidos to bring the first Nickelodeon FECs to Europe, with the first of these opening in Spain in 2017.

Parques Reunidos says the deal is just the first step as the company aims to expand with further deals for FECs in leading shopping malls across Europe. According to Nickelodeon, the FECs will feature some of the brand's most popular IPs, including *SpongeBob SquarePants*, *Dora the Explorer* and *Teenage Mutant Ninja Turtles*.

More: http://lei.sr?a=c2p5y_A

Billionaire Lui Che-Woo eyes theme park market

Multi-billionaire casino tycoon Lui Che-Woo is entering the theme park game, with plans for an “Avatar-like” project at his HK\$86bn (US\$11bn, €10bn £7.7bn) Chinese resort destination, Galaxy Macau.

Speaking to *Bloomberg*, Che-Woo, who chairs the Galaxy Entertainment Group, said the company would be including “something special and high-tech” in the next two phases of the resort development, which would be a theme park similar in style to the movie *Avatar*.

Comparing the plans to the upcoming US\$5.5bn (US\$7.8bn, €7.1bn) Shanghai Disneyland opening 16 June, Che-Woo said his plans were “smaller but unique”.

“Nowadays you already see that all these theme parks all have different special ideas, so we’re thinking of how to compete against them,” he said.

The move is part of a government initiative ordered by President Xi Jinping to diversify tourism in Macau away from gambling, as evidenced by Melco Crown Entertainment’s



Lui Che-Woo says he is creating a theme park similar in style to the movie *Avatar*

Hollywood-themed Studio City, which opened in the city last year and features a unique figure-eight Ferris wheel. With an increase in the average wage creating a middle

class willing to spend on leisure activities, China’s government wants to attract more non-gambling tourists to generate new income.

More: http://lei.sr?a=Y5W3b_A



Kerslake was awarded an OBE this year

Ros Kerslake named HLF and NHMF chief executive

Ros Kerslake has been appointed chief executive of the Heritage Lottery Fund (HLF) and the National Heritage Memorial Fund (NHMF).

Kerslake – who was awarded an OBE in the Queen’s New Year’s honours list for services to British heritage – will join the HLF in the third quarter of this year, leaving the Prince’s Regeneration Trust (PRT) after a decade.

Kerslake succeeds Carole Souter, who steps down from her position at the end of April.

More: http://lei.sr?a=M5d7a_A

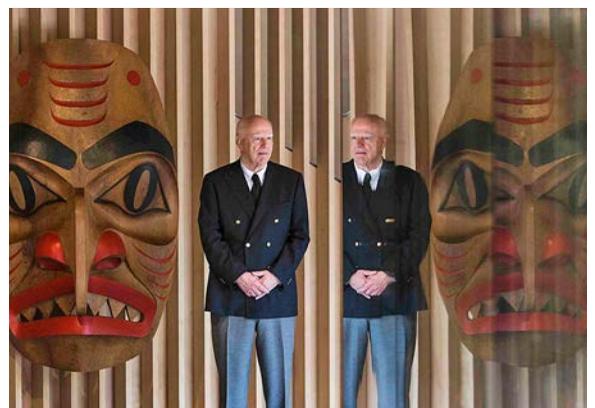
Whistler’s CA\$30m Audain Art Museum set to open to the public

A new art museum dedicated to the art of the people of British Columbia has opened its doors in Whistler, Canada.

Opened on 12 March, the CA\$30m (US\$22.6m, €20.5m, £15.9m) Audain Art Museum, designed by Vancouver-based design firm Patkau Architects, sits within a grove of trees and is designed to blend in with its surroundings.

Nestled in the wooded area, the museum is raised several metres above the ground due to a flood plain.

The 56,000sq ft (5,203sq m) museum features a main gallery to display the art collection of owner Michael Audain and his wife



The museum displays the collection of owner Michael Audain

Yoshiko, as well as a second wing to host temporary exhibitions. The main area is spread over two storeys, with 14,000sq ft (1,300sq m) of exhibition space. The temporary exhibition area

covers 557sq m (6,000sq ft), boasting a high ceiling stretching 30ft (9m) to create an impressive arts space. In total the museum has seven galleries with 183 pieces.

More: http://lei.sr?a=F4s5x_A

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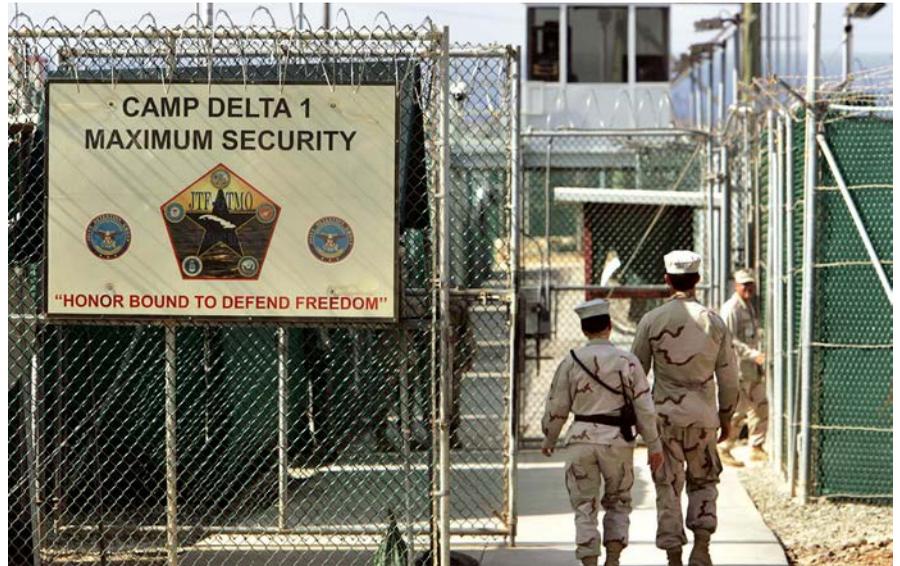
Guantánamo ‘peace park’ could unify US and Cuba

A new scientific paper has suggested that the infamous Guantánamo Bay detention facility should be turned into a science lab and peace park in an effort to solidify US-Cuba relations and to help maintain Cuba’s natural ecosystem.

Released on the eve of a visit from President Barack Obama to Cuba, the paper, published in the journal *Science* proposed an approach to protect Cuba’s coastal ecosystems and enhance conservation research in the Caribbean.

“The US should deliver on President Obama’s recent plan to close the military prison at Guantánamo Bay and repurpose the facilities into a state-of-the-art marine research institution and peace park to help resolve conflicts between the two countries,” said the report. “This model could unite Cuba and the US in joint management, rather than serve as a wedge between them, while helping meet the challenges of climate change, mass extinction, and declining reefs.

“A first step in returning the land to Cuba, the Guantánamo peace park and research



The Guantánamo Bay detention facility is one of the world’s most notorious prisons

centre would encourage nations to convert military bases and conflict zones into areas of creativity, cooperation, and biodiversity conservation. For the next generation, the

name Guantánamo could become associated with redemption and efforts to preserve and repair international relations and the planet.”

More: http://lei.sr?a=C3H7j_A



Energetica explores the elements

Rooftop exhibition debuts at NEMO later this month

Amsterdam’s Science Centre NEMO is preparing to debut its €1m (US\$1.1m, £781,000) rooftop Energetica exhibition, turning the space into an interactive experience about how to use the power of the elements.

The unique exhibition, designed by multi-disciplinary creative agency NorthernLight and Berlin-based Archimedes Exhibitions, will turn the science centre’s roof into an interactive playground, with exhibits responding to sun, wind and water.

More: http://lei.sr?a=X3C5F_A

Japanese aquarium destroyed by 2011 tsunami prepares for reopening

Japan’s first underground aquarium, devastated by the March 2011 earthquake and tsunami, will reopen its doors for the first time in April after a multi-million dollar restoration project funded by the country’s government.

Moguranpia Aquarium, part of the Kuji Science Museum complex, was built inside an oil storage base tunnel and opened in 1994 in Kuji on the coast of the Iwate Prefecture.

Originally displaying 2,000 animals across 200 species, the tsunami and quake destroyed the whole facility, killing nearly all of the sea animals on display.



The redeveloped aquarium greatly expands its floorspace

In the five years following the event, the city has been able to rebuild the aquarium thanks to a public government restoration fund. Reopening in April, the expanded offering features some 3,000 animals

which now call the aquarium home. One of the aquarium’s most notable attractions will be its popular green turtle, which is one of the few animals to have survived.

More: http://lei.sr?a=A5P4Q_A

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Held annually, DEAL is the region's most anticipated and biggest attraction 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 7,189 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.

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18-19 MAY 2016

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The free-to-attend Museums + Heritage Show offers two days of seminars, features, cultural attraction experts and sector suppliers. Those in attendance are given 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



PHOTO: MUSEUMNEXT

There will be more than 50 speakers covering a range of topics on the future of museums

18-20 APRIL 2016

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26-29 MAY 2016

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9-11 JUNE 2016

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A roller coaster train is shown from a low angle, with riders wearing VR headsets. The train is positioned in front of a large, blue, circular structure that resembles a stylized 'G' or a futuristic portal. The scene is set outdoors with trees and a clear sky in the background. The overall aesthetic is futuristic and immersive.

Galactica

How Alton Towers gave an
old coaster the ultimate makeover



After a tough year in 2015, Alton Towers has bounced back with the debut of its new virtual reality rollercoaster Galactica.

A first for the UK in VR and the first in the world to combine a flying-style coaster with VR, the new experience uses John Wardley's Air ride, which first opened in 2002 at a cost of £12m (US\$17m, €15m).

A collaboration between Merlin Magic Making and Figment Productions, AM2's Tom Anstey spoke with ride designer and Figment MD Simon Reveley about what is now one of the world's premier rollercoasters.

How did the ride come about?

I had the idea of creating VR for a coaster and spoke with the team at Alton Towers who were thinking about the same sort of thing. With my background in film writing and directing, we came together and this is the result.

We talked about what would be the ultimate experience that you can't do anywhere else. I grew up watching *Star Wars* in the 80s, so I love the idea of sticking a jet pack on and flying through space. It makes sense with the feel of Air as well.

Why did you choose Air for this project?

It's like the Rolls Royce of rollercoasters so we're very lucky to have this as our base model. Air's designer, John Wardley, came to have a look at what we've done with the ride and I had to thank him because it's such an amazing rollercoaster to work with for something like this. It's so smooth.

How does the technology work with the ride?

It's a Samsung Gear headset. We've removed the straps and replaced it with a much thicker facepad so it's comfortable. It's wipeable too so it's easy to clean. We also built in headphone pouches – sound is half the experience for total immersion.

The brains of the system are the sensors which monitor your position all the way around the track. We recorded the track data first before we created all the content. Each seat has its own Samsung phone as an operating system. There's a gyroscope, an accelerometer – the stuff you would usually have on a phone. The touchscreen control allows the ride operator to go in and change settings, add subtitles or audio description or reboot the phone.



Figment Production's Simon Reveley

How do you ensure the wireless technology maintains charge?

At night, the ride's rails become live rails, turning it into effectively the world's biggest phone charger. Through the day, power is fed through the train itself, which means we can get a full day of use out of the phones and without needing to recharge.

All of this has been custom-designed specifically for Air.

What are the challenges with VR in this environment?

Air has been here for nearly 15 years and with a much smaller investment we've transformed it into

essentially a brand new ride, which is great.

The flip side of that though are concerns with poisoning the well. People who have a bad VR experience might not want to do VR again. If operators look at VR on a rollercoaster and say 'that rattly old coaster we've had for 30 years needs an upgrade so let's chuck some VR on it', people might end up having a pretty horrible experience.

How has the response been?

Canadian astronaut Chris Hadfield was one of the first to try Galactica. After he rode it he told me that the part in the VR film where you break through into space was just like the real experience. Of course, then it all goes awry and you're sent on your wild adventure, but to hear that from one of the few people on this planet who could actually tell you first-hand what that's like, it's incredible. ●

Air has been here for nearly 15 years and with a small investment we've transformed it into essentially a brand new ride



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Bob Williams
General Manager, Calaway Park
Calgary, Canada



Klime Wallz are customisable for any attraction

Klime Wallz gives kids a fun introduction to climbing

Innovative Leisure has launched its new Klime Wallz at the Visitor Attraction Expo, UK.

Klime Wallz is a customisable climbing-based fun wall designed to brighten up adventure zones at any attraction.

Available in a range of heights and styles, Klime Wallz is suitable for people of all ages.

The brightly coloured walls provide a novel alternative

to the more familiar and traditional grey rock climbing walls and towers.

Often referred to as ‘fun walls’, they are an introduction to climbing for younger children, and use Innovative Leisure’s auto delay system for safety.

Klime Wallz can be grouped together to create a fun climbing zone and the walls are available in both static and mobile models.



Guests can interact with Madame Tussauds’ Angry Birds

Angry Birds Movie inspires Madame Tussauds experience

A new experience starring Angry Birds Red, Chuck and Bomb, will open at Madame Tussauds London in the run up to the release of *The Angry Birds Movie*.

The digital experience, developed by innovators in brand experiences, ps Live, and Angry Birds creators, Rovio Entertainment, digitally brings to life one of the key scenes from the film in a 3D backdrop.

Guests can step in, interact and star alongside Madame Tussauds’ figures of explosive Bomb, speedy Chuck and furious Red.

Alex Lambeek, chief commercial officer at Rovio Entertainment said: “It really does marry the digital world with the physical, as animation and smart technology bring the movie to life around guests.”



Operators can marry pods for twin-player capabilities

Star Wars fans offered more immersive gaming experience

Bandai Namco has launched a new flat screen edition of the best-selling Star Wars: Battle Pod.

The new version boasts a 42-inch (107cm) LCD monitor rendered with Unreal Engine’s cutting-edge graphics technology, and the tilted screens create a greater sense of immersion.

Operators can marry two pods for twin-player capabilities. In this Co-op play mode,

players need to work together to contribute to the success of the mission. Both players aim to shoot down the same enemy target, competing for points in destroying enemies.

Players are able to take control of some of the most memorable vehicles in the *Star Wars* universe, achieving victory through the machine’s flight stick controls and throttle.



Embed kiosks let visitors go cashless

Embed systems go live at eight Face Amusements venues

Embed, provider of revenue management systems for the amusement and out of home entertainment industry, has installed its technology at eight Face Amusements venues, most recently Fat Daddy’s Arcade in Florida.

Fat Daddy’s now uses the Embed system for the cashless operation of its games and attractions.

The arcade has more than 80 arcade games, along with dining options and a live alligator attraction.

Face Amusements president Bucky Mabe said, “With the automated reports we receive daily, we are able to be more efficient on operations at each of our locations. Embed also gives our customers a modern, streamline, eco-friendly experience.”

Eurovision exhibition coming to ABBA museum

The European Broadcasting Union (EBU) and the ABBA Museum in Stockholm are teaming up for a new exhibition dedicated to the Eurovision Song Contest.

Open to the public on 8 May, one week before the 2016 Eurovision Song Contest in the Swedish capital, *GOOD EVENING EUROPE!* will be an interactive exhibition celebrating the history of the world's longest running annual television competition dating back to its first appearance in 1956.

As part of the exhibition, hundreds of hours of footage from every existing Contest has been digitised and will be displayed for visitors to access. Singing will be included, with a mock Eurovision stage the location for visitors to cover their favourite songs from the show's history. A number of costumes will also be on display from select artists who have taken part in Eurovision over the past six decades.

Finally, the exhibit will feature a special wall dedicated to the six Eurovision winners produced by Sweden – ABBA, Herreys,



Måns Zelmerlöw was the winner of last year's Eurovision Song Contest in Vienna

Carola, Charlotte Perrelli, Loreen and Måns Zelmerlöw. The wall will tell the stories of their victories and an interactive quiz will test visitors on their knowledge of Eurovision.

After the Grand Final on 14 May, the winning artist will visit the museum and place one item from their performance in the exhibition.
More: http://lei.sr?a=p9j9t_A



Tussauds is coming to the music city

Music-themed Madame Tussauds for Nashville

Merlin has announced plans for a music-themed Madame Tussauds waxworks attraction to open in Nashville, Tennessee, in 2017.

The 22nd Madame Tussauds worldwide and the seventh in the US, the new attraction will strike a chord in a city famous for its music, following the theme of "Soundtrack of America" – celebrating iconic musicians from past and present.

The museum will open at Nashville's Opry Mills mall in Q1 next year.

More: http://lei.sr?a=X5j7f_A

Saudi Arabia restoring historic palaces in effort to drive domestic tourism

Work is underway by the National Urban Heritage Center (NUHC) of Saudi Arabia to restore four historic places, which will be transformed into cultural and heritage centres housing museums to exhibit local culture and to promote domestic tourism.

Donated by their owners to the Saudi Commission for Tourism and National Heritage (SCTNH) – the restored properties will also be used for cultural, heritage and tourism events periodically. The total works across the four sites will cost around SR26.8m (US\$7.1m, €6.4m, £5m).



Salman bin Abdulaziz leads the NUHC and SCTNH

According to a SCTNH representative, restoration work is progressing well with the Bin Raghoosh Palace in Al-Baha Province, Therban Palace in Al-Nammas

municipality, Al-Asskar Palace in Al-Majm'a and Al-Rashid Palace in Al-Qassab, all to act as significant landmarks in their respective territories.
More: http://lei.sr?a=t2p7G_A

Schools move into museums for pilot scheme

Two primary schools and a nursery in the UK have moved regular classes to local museums for up to an entire term as part of an innovation project by King's College London.

The programme, titled *My primary school is at the museum*, is testing the hypothesis that there is beneficial learning, social and cultural outcomes for primary school children and their families when they receive full time education in a museum setting, as well as benefits for museums.

Through the school term, classes will have their day-to-day programme of lessons using the museum's facilities, offering a fundamentally different experience to the occasional visit.

As part of the scheme, a pre-school nursery was based at Tate Liverpool between 29 February and 11 March. Additionally, a group of children aged nine to ten have been based at Arbeia Roman Fort in South Tyneside since January, while a second group aged four to five moved to the National Waterfront Museum in Swansea on 22 February, with a second group occupying the museum between May and June.



Hadrian Primary School at the Arbeia Roman Fort in South Tyneside

The pilot schemes will be used to assess the benefits and logistics of a partnership model, which could in future help to address funding issues faced by both

the education and museum sectors, as well as provide learning opportunities and audience engagement benefits.

More: http://lei.sr?a=e4z7H_A



The museum opens in Q3 2016

Lisbon's shell-shaped MAAT nears completion

The new Museum of Art, Architecture and Technology (MAAT), designed by British architecture firm ALA, is entering the final phases of construction along Lisbon's waterfront.

Designed as a new landmark for the city and Portugal, the museum will cross the disciplines of art, architecture and technology with a cultural programme masterminded by Pedro Gadanho, the former curator of architecture and design exhibitions at the Museum of Modern Art in New York.

More: http://lei.sr?a=2A7D5_A

Six Flags announces Asian expansion plans with Vietnam parks agreement

Six Flags has announced plans to open two of its parks in Vietnam, expanding its Asian footprint.

Using the Six Flags and Six Flags Hurricane Harbor names under a licensing deal, Vietnam's NaVi Entertainment will build both a theme park and waterpark in Ho Chi Minh City.

This is the third development under the Six Flags banner to be announced outside of North America, where the operator runs 18 parks. Both Six Flags attractions in Vietnam are expected to open by 2021.

"Our international licensing strategy is gaining momentum and provides



This is Six Flags' third overseas development

strong long-term upside for the company above and beyond the growth opportunity of our North American properties," said John Duffey, president and CEO of Six Flags.

Aside from the Vietnam parks, deals have also been agreed for Six Flags locations in China and Dubai with "further talks" with other overseas developers.

More: http://lei.sr?a=E3n5j_A

Report: US\$500m invested in US waterparks in 2015

North America's waterpark industry continues to expand with more than US\$500m (€450m, £348m) of investment pumped into the sector in 2015, according to a new report.

The *Waterpark Forecast* by Hotel & Leisure Advisors (H&LA) said that waterpark-related development spending will increase again in 2016, with a number of new facilities opening and several expansions to existing waterparks already on the cards.

Among the openings in 2015 were two major waterparks in the Poconos region of Pennsylvania, while Great Wolf Lodge continues to invest in properties opening across the US, with the operator launching two large indoor waterparks in 2016 in California and Colorado, adding to a portfolio of 13 resorts.

Last year 18 waterparks opened their doors, while a further 25 waterparks are planned for 2016, the largest of which will open in Texas with 27 waterslides at



Waterpark-related development spending is predicted to rise again in 2016

a cost of US\$45m (€41.2m, £31.1m). In total H&LA lists 996 active waterparks in the US as of February 2016.

Texas is leading the charge when it

comes to new waterparks, with eight new openings due in 2016, seven of which will be outdoor and one indoor.

More: http://lei.sr?a=f7T3N_A



The book will be available soon

Walt Disney Imagineering creative to release book

A new book devoted to the art of theme park design and written by a former TEA board member and creative designer at Walt Disney Imagineering is to launch on 28 March.

Theme Park Design & The Art of Themed Entertainment, written by David Younger, is aimed at designers, students and theme park fans, bringing together a wealth of tips and advice from design experts at Disney, Universal and Merlin's creative studios, among others.

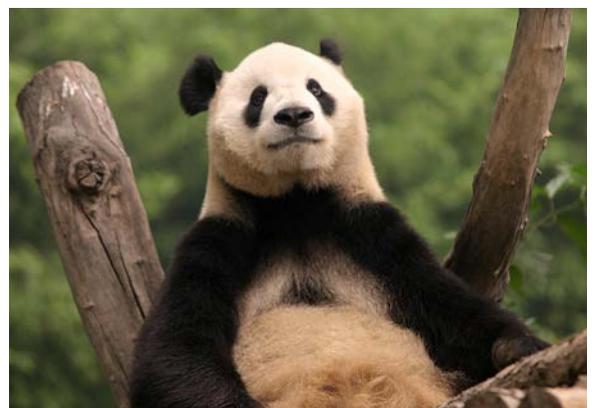
More: http://lei.sr?a=A3a5z_A

China's Beijing Zoo considering partial relocation to improve animal welfare

According to reports, parts of the 110-year-old Beijing Zoo could be relocated away from the city centre to improve both living conditions for the zoo's animals and to help ease traffic congestion for its visitors.

The zoo's central location has meant some of its residents have suffered from noise and pollution caused by Beijing's heavy traffic.

Speaking to China Daily Huang Yan, director of Beijing Municipal Commission of Urban Planning and a member of the Chinese People's Political Consultative Conference (CPPCC), said that the zoo was "working on



Some of the animals have suffered from noise and pollution

the possibility of the partial relocation of Beijing Zoo."

The zoo, which opened in 1906, is very crowded at peak times of year and welcomes more than five million visitors annually.

The plan leans towards a partial relocation, with animals still fit to continue living under the conditions staying at the current location.

More: http://lei.sr?a=r9V9f_A

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

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BRITISH AIRWAYS i360

British Airways i360 in Brighton is the world's tallest moving observation tower conceived and designed by Marks Barfield Architects, creators of the London Eye. The British Airways i360 will include a fine dining Brasserie for up to 400 guests, Tea Rooms, Beach Café and private dining facilities as well as "The Pod".

The futuristic pod will slowly glide to 450 feet and offer breath taking 360 degree views and be the home of the Sky Bar. Additionally there will be unique beach-side event space for up to 1,000 for weddings, conferences, receptions and dinners and the pod can be hired exclusively for events.

We are Heritage Portfolio, a UK catering partner working for discerning clients in venues of distinction with the aim of helping our clients to create an experience beyond food. We have a number of exciting roles available for our prestigious contract due to open this summer on the Brighton Sea Front.

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Salary up to £55,000 + Bonus and Benefits

We are looking for a bright and innovative individual with an inbuilt commercial vision, who is energetic, engaging, credible with a hunger to succeed to open and operate this prestigious venue.

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You'll have a strong hospitality track record with experience of working in 5 star establishments with local knowledge and experience of working in the Brighton and Hove area. A passion for food, beverage and exceptional service is essential as you must have an understanding of multi-faceted service styles, trends and be able to bring new innovation in terms of food & beverage.

Apply now: <http://lei.sr?a=a5b6a>

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■ **Guest Experience Supervisor**

Chester Zoo
Salary: £21,866.96
Job location: Chester, United Kingdom

■ **Catering Operations Manager**

Chester Zoo
Salary: £30,227.53 per annum
Job location: Chester, United Kingdom

■ **Visitor Experience Manager**

National Trust
Salary: 30,000 pa
Job location: near Falmouth, Cornwall, United Kingdom

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Job location: Brighton, United Kingdom

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Legoland Discovery Centre
Salary: Competitive
Job location: Michigan, United States

■ **Catering Services Director**

British Airways i360
Salary: £55,000 + Bonus and Benefits
Job location: Brighton, United Kingdom

■ **Marketing Manager**

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Salary: Competitive
Job location: Chicago, United States

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Chessington World of Adventures
Salary: Competitive
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■ **Visitor Centre Officer - Maternity Cover**

World Horse Welfare
Salary: Competitive
Job location: Snetterton, Norfolk, United Kingdom

■ **Visitor Experience Manager**

National Trust
Salary: £30,200 pa
Job location: Westerham, Kent, United Kingdom

■ **PA - Merlin Animal Welfare and Development**

Merlin Entertainments Group
Salary: Competitive
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■ **IT Local Support Analyst**

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Salary: Competitive
Job location: Castelnuovo del Garda VR, Italy

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Salary: Competitive
Job location: Johor, Malaysia

■ **Advertising and Research Executive**

Legoland
Salary: Competitive
Job location: Johor, Malaysia

■ **Project Finance Manager**

Merlin Entertainments Group
Salary: Competitive
Job location: Hong Kong SAR

Cognitive tech, gigabit broadband and touch payment highlighted in tech study

Continued from front cover

In addition to virtual reality, Deloitte's *Digital Predictions 2016* report identified a number of major trends that will affect consumer-facing businesses in the year ahead.

Machine learning, natural language processing and speech recognition are among the cognitive technologies expected to be adopted by consumer businesses this year.

Gigabit broadband was also highlighted as technology to support innovations such as VR and the Internet of Things.

Touch payment services through mobile phones are also expected to jump in 2016, with a 150 per cent surge



Growth of image sharing could help consumer businesses

in adopting touch-based payment services.

Widespread laptop adoption will continue, as consumers use PCs to complement their smartphones and tablets.

Finally, Deloitte said growth of image-sharing could help consumer businesses use the social media environment as another commercial opportunity.

More: http://lei.sr?a=r2m4f_A

Eleven Arches designed to spark community regeneration, says CEO

Anne-Isabelle Daulon, CEO of the upcoming Eleven Arches in County Durham, UK, has said benefit to the local community is at the heart of the multi-million pound investment.

"They will visit other local attractions, sleep in hotels and eat in local restaurants," she said, speaking to *AM2*. "Overnight guests spent £161 (US\$229, €208) per person in County Durham in 2013. By comparison day trippers spent only £90 (US\$128, €116)."

Eleven Arches has the financial backing of multi-millionaire philanthropist and investment manager Jonathan Ruffer, who



Eleven Arches is expected to bring £4.75m to the local economy

along with Puy du Fou president Nicolas de Villiers sees Eleven Arches as a catalyst to spark regeneration in the area.

"We will reinvest every year to build the legacy,

sustainability and longevity we want to achieve," said Daulon. "If people come each year, there'll be more visitors to the castle and surrounding destinations."

More: http://lei.sr?a=g5M8E_A

American Association of Museums (AAM)

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Association of American Zoos & Aquariums

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International Planetarium Society

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Irish Science Centres Awareness Network (ISCAN)

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Museums Australia

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The Aquarium & Zoo Facilities Association (AZFA)

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The Canadian Museums Association

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The Canadian Association of Science Centres (CASCC)

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Themed Entertainment Association (TEA)

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