

TripAdvisor change shuts out many animal attractions

TripAdvisor will no longer sell tickets to attractions that include direct contact with wild animals or endangered species following a change in company policy.

The travel site says the decision, which will affect hundreds of animal attractions worldwide, includes but is not limited to elephant rides, petting tigers, and swim with dolphin attractions.

In addition to the change in policy, TripAdvisor will also partner with a number of trade groups, conservation organisations, academic experts, tourism experts, and animal welfare groups to launch of a new education portal. Working with the likes



Dolphin swims are among the attractions now excluded via the policy

of the Association of Zoos and Aquariums (AZA) and People for the Ethical Treatment of Animals (PETA), the new

initiative will help inform travellers about the standards of care for wild, captive, and endangered species in tourism

and their interactions with tourists, and their impact on wildlife conservation.

Viator – TripAdvisor’s booking service – says for several years it has prohibited travel bookings where wild animals are “killed or injured for blood sport”. TripAdvisor has already banned reviews for businesses promoting attractions such as bullfights or captive hunts. The new policy does have some exemptions, such as horseback riding and children’s petting zoos, as well as aquariums, zoos or sanctuaries where there is supervised physical animal interaction.

More: <http://lei.sr?a=c2P4MLA>

Atari founder launches new virtual reality company

Atari founder Nolan Bushnell has launched a new virtual reality company which is introducing a hands-free, moveable version of the medium that can be used over large areas.

The Los Angeles-based Modal VR has been co-founded by Bushnell and Modal tech developer Jason Crawford. The company touts itself at the high end of the virtual reality market, pitching its products to businesses rather than the consumer.

The new technology uses standing sensors the follow and record movement. Combined with a full-body tracking suit, Modal’s technology offers a wireless platform that works in an area as large as 900,000sq ft (83,600sq m) with a latency



The VR system is currently still a prototype

of less than 10 milliseconds, offering near perfect visuals for multiplayer action.

“Modal is well beyond the limitations we thought possible,” said Shaun Novak, senior director of production at Machinima – a company using the tech to develop software. “The wireless portability, full-body tracking and massive play area really allows for compelling experience in and out of the headset.”

The Modal system is currently still in prototype stage, with developers kits shipping soon. The Modal VR tech’s advanced system could well provide competition to the like’s of Hololens and Oculus Rift, which are aimed at consumers rather than business.

More: <http://lei.sr?a=p6U2RA>

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Harambe was shot in May 2016 to protect a three-year-old boy who fell into his exhibit

Put Harambe to rest, says zoo director

Cincinnati Zoo has said that while interest in Harambe remains high, it must close the book on the incident surrounding the gorilla's death.

Speaking to Hamilton County commissioners, zoo director Thane Maynard said that staff are having to adapt to a post-Harambe world.

"There's still a lot of Harambe interest," he said. "We've got to put this to rest because our constituents have asked us to."

Following Harambe's death, the internet paid tribute to the gorilla, which became an online sensation in the form of an internet meme.

The zoo reactivated its social media feeds on 18 October, immediately receiving a barrage of Harambe messages from its followers, some of which were aggressive or abusive in tone.

More: http://lei.sr?a=x3N7Q_A

Apex Parks founder Al Weber Jr to lead IAAPA as new chair in 2019

Alexander "Al" Weber Jr, founder and CEO of Apex Parks Group, has been elected by the IAAPA Board of Directors to the post of second vice chair, and consequently IAAPA chair for 2019.

Weber, whose chain of US attractions includes Big Kahuna's Waterpark, Martin's Fantasy Land, Sahara Sam's Oasis and more than 10 FECs, will start his new position in 2017, becoming first vice chair the following year and IAAPA chair in 2019, succeeding Liseberg CEO Andreas Andersen.

"It's truly an honour to be selected to serve this amazing industry and to take a more meaningful leadership role in our global association," said Weber. "Our industry and association have a very bright future and I'm thrilled for



Weber will officially become IAAPA chair in 2019

the opportunity to help make a greater difference at this exciting time as IAAPA's worldwide headquarters moves to Orlando."

Weber started his career in the industry at age 16 as a ride operator at Coney Island Amusement Park in Cincinnati, Ohio.

More: http://lei.sr?a=F8k9j_A

Dual designs unveiled for LA and SF Lucas Museum

The saga of George Lucas' long-running attempt to build a Museum of Narrative Arts in the US has taken another surprising twist, with concept designs released for locations in both San Francisco and Los Angeles.

The Star Wars creator has been trying to establish the museum – which will explore how imagery tells stories, from illustration to comics and films – for several years. His ambition to build it on a site by Chicago's Lake Michigan was recently scuppered by legal challenges from local campaign group Friends of the Parks.

Lucas has responded by pursuing the two alternative options. As with the futuristic Chicago proposal, both museum designs have been created by MAD Architects.

The San Francisco museum is earmarked for a site on Treasure Island in San Francisco Bay, reportedly as part of a masterplanned district designed by Skidmore, Owings & Merrill. Interior spaces would stretch an estimated 275,000sq ft (25,500sq m).

The second location is Exposition Park in Los Angeles, near the Natural History Museum. It would have the



MAD's proposal for the Los Angeles site is in competition with MAD's San Francisco design

same amount of interior space and up to seven acres of parkland around it.

While rather different to the Chicago proposal, both designs demonstrate the type of streamlined, fluid forms typical of MAD's work and both provide

similar spaces for the public to walk underneath parts of the structure.

Lucas is likely to make a final decision in the next four months after gauging levels of support for the respective schemes.

More: http://lei.sr?a=g7R5H_A

St Helena poised to hit the world stage after successful test flight

St Helena has hit a significant milestone in its history, with the remote island successfully conducting a technical stop at its new airport, offering potential tourism possibilities.

The prospect of regular flights connects St Helena to the rest of the world, turning what would be a four-day voyage by sea into a flight from mainland Africa.

The £201.5m (US\$246.3m, €225.6m) airport development was commissioned

in 2011. The project aims to provide regular air services to St Helena, fulfilling the UK government's commitment to improve access to the island, which has in recent years seen major reforms to its immigration, investment, land development and tax regulations in an attempt to attract foreign investors.



The aim is to bring in low-volume, high-value tourism

On Unesco's tentative list for World Heritage designation, St Helena is a natural wonder, acting as a treasure trove of endemic biodiversity, with more than 400 known globally unique species across the 47sq m (121sq km) island.

More: http://lei.sr?a=J9v5b_A



The lowest ranked scored 22 out of 150

UK attractions failing to offer healthy kids meals

Some of the UK's top visitor attractions are failing when it comes to serving healthy food to kids, according to research.

Out to Lunch – an annual survey by charity organisation The Soil Association – found that 75 per cent of lunchboxes sold at popular attractions across the UK did not include a portion of vegetables or salad, while more than half included sweets and cakes, but no fresh fruit, with the Natural History Museum and Brighton Pier ranking joint-bottom.

More: http://lei.sr?a=t5j8M_A

WWF calls plan for African heritage sites ‘short sighted’

The World Wildlife Foundation (WWF) has responded to reports that African nations are arguing for countries to extract oil, gas and minerals from beneath natural World Heritage sites, calling the approach “short-sighted” and a risk for “the long-term value of some of the planet’s most ecologically-rich places”.

Noting locations including the Democratic Republic of Congo’s Virunga National Park, Botswana’s Okavango Delta, Zimbabwe’s Mana Pools and Tanzania’s Selous Game Reserve, Frederick Kwame Kumah, director of the WWF’s Regional Office for Africa, said that more than 60 per cent of Africa’s natural World Heritage sites are threatened by mining.

“When faced with the imperative of alleviating poverty through economic development, it is understandable that our leaders may feel a strong urge to exploit Africa’s resources, even if they are to be found underneath World Heritage sites or other protected areas,” he said. “But a narrow focus on mineral resources overlooks other, more sustainable options for achieving human and economic development in some of the continent’s poorest countries.



Uranium mining in Tanzania would cause significant damage to the Selous Game Reserve

“Pristine places are damaged and changed, sometimes irreversibly, and that’s to say nothing of the risks that extractives pose to ecosystems, such as oil spills, toxic tailings from mining, pollution and contamination of water.”

Kumah added that with limited capacity to respond to such risks, governments must consider if the benefits match the cost for “short-term unsustainable gain.”

More: http://lei.sr?a=9A4J9_A



Olive Grove was founded in 1857

World’s oldest football club bids for World Heritage status

Sheffield FC – the world’s oldest football club – is bidding to Unesco to turn its original ground into a World Heritage site.

Founded in 1857, Sheffield has been determined for a move back to its original ground, with hopes a World Heritage designation could help achieve that goal.

“We want to protect the game’s roots through internationally recognising Olive Grove, the field on which football and the world’s first football club, were founded on 24 October 1857,” said Sheffield FC chair Richard Tims on the club’s 159th

More: http://lei.sr?a=q9p7c_A

Michael Bloomberg donates US\$50m to Boston’s Museum of Science

Philanthropist and former New York City mayor Michael Bloomberg has donated US\$50m (€45.4m, £40.6m) to Boston’s Museum of Science – the single largest gift in the institution’s history.

The contribution will be used for endowment payments to support the institution’s education division, renamed the William and Charlotte Bloomberg Science Education Center, in honour of Michael’s parents.

Bloomberg grew up in Boston and has credited the museum for sparking his intellectual curiosity.

“I know how important this museum is and what an impact it can have on young people because I was one of those young people,” said Bloomberg. “Those mornings



Bloomberg would visit the museum regularly as a child

were the highlight of my weeks – and they helped define the course of my life.

“The Museum of Science is where I learned to ask questions, to recognise just how much there is to learn about the world, and to follow science wherever it leads.”

More: http://lei.sr?a=s2k5b_A



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Lighting the way

Nicholas Garrison, lead architect for the Statue of Liberty Museum in New York, wants his vision to inspire people just as the famous monument has for more than 130 years

Tom Anstey - Journalist - AM2



▲ The Statue of Liberty Museum will blend in with its surroundings so as not to draw attention away from the statue itself

An upcoming US\$70m (€63.7m, £57m) museum designed to celebrate the Statue of Liberty will transform Liberty Island, New York, into a full-fledged visitor attraction, according to Nicholas Garrison, principal for architecture the project's practice, FXFWOLE.

The development, which held a groundbreaking ceremony attended by

◀ **Nicholas Garrison, principal architect for FXFWOLE, wants the museum to inspire the millions who visit it**

New York Mayor Bill de Blasio in October, is a key part of the island's beautification plan and features a large rooftop garden.

"On the island there is a large circular plaza, which was built in the 1980s when the statue was restored," says the architect. "Our site sits just off this, so we wanted to get to the roof via a traditional-style set of monumental steps that would engage this circular plaza in a theatrical, neoclassical way.

"In the US, we have our Supreme Court steps or the Metropolitan Museum steps, for example. We started with examples



“We were kind of back on forth with the degree of natural light that the museum should have vis-à-vis the exhibit experience,” says Garrison, discussing the ESI partnership. “A lot of exhibit designers prefer a ‘black box’ because then they can control the environment, their videos show up better, the sound is better controlled and there’s no glare. We came up with an entrance based on bright daylight. It would invite you in and then after you go through the exhibits inside the museum, you would emerge in this glass space in full daylight with these incredible views. Within that emerging space we will have the museum’s signature piece – the original torch which sat on the Statue of Liberty’s arm for 100 years.”

A beacon of hope

The torch, which is 19 foot tall (5.8 metres) is the centrepiece of the final space, dubbed the Inspiration Gallery.

“Liberty Island sits in line with the 9/11 site. It has a double poignancy when you’re thinking about what liberty means to you. We felt it was important that view was made accessible to the public”

During its 100 years atop the famous statue, the torch was refitted to include stain glass and interior lights.

“It’s a beautiful object and a really meaningful one too,” says Garrison.

“It was on display, but in a dark room underneath the fort. We wanted to put it in a space that had views of the harbour in full daylight where you could appreciate the patina”, he added, referring to the green tinge that has formed on the statue through the process of oxidation.

“In many ways, New Yorkers think of it as New York green because the statue has become associated with the city. Every sporting event that happens in New York and almost every newscast that starts in New York, begins with a flyover of the statue as the intro. It’s become synonymous with the city in many ways and so that

like these and then made it so that the whole building is the grand ascent of these steps, extending the landscape over the building until you’re on the roof.”

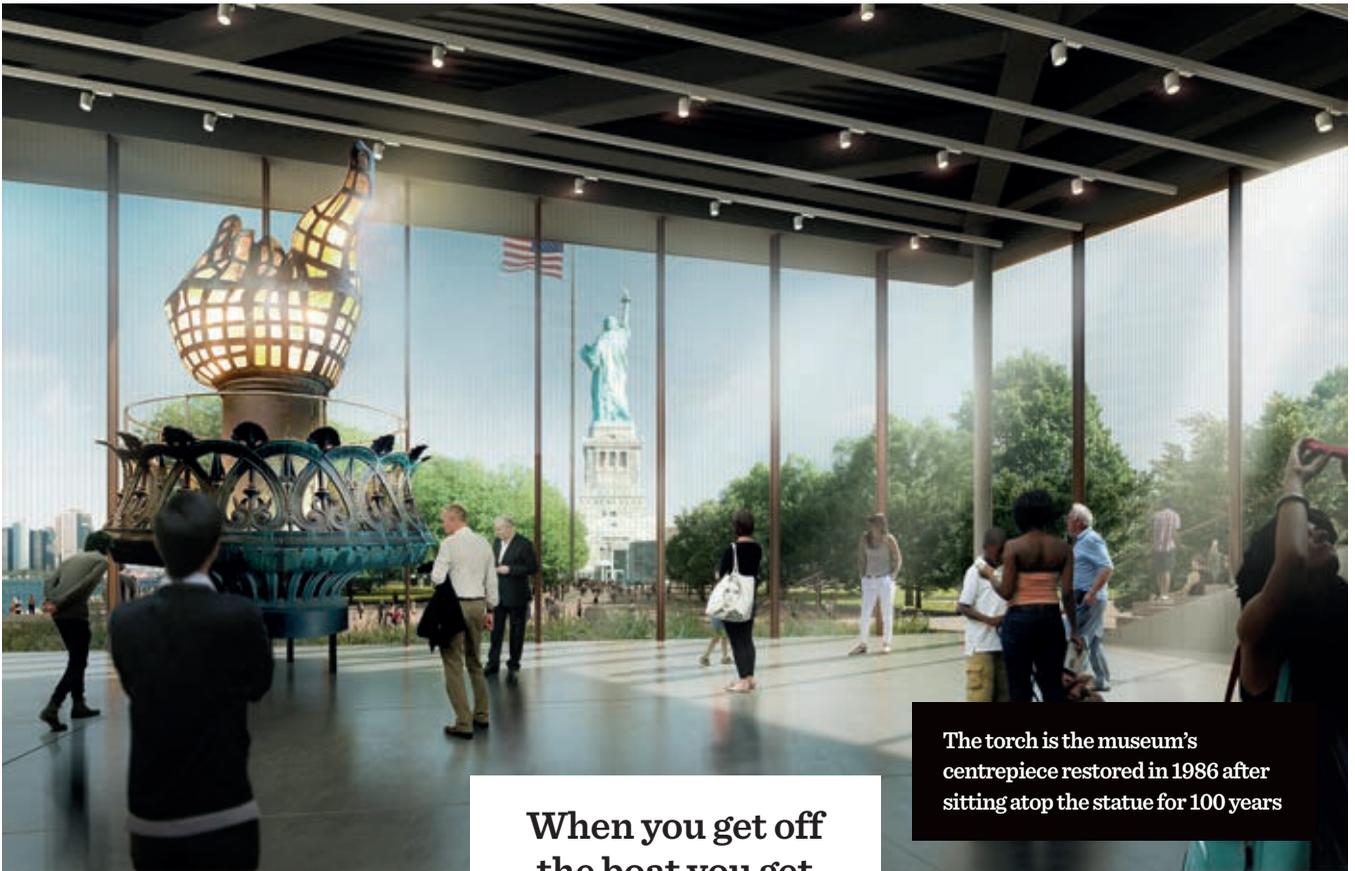
Design to inspire

The 26,000sq ft (2,400sq m) rooftop – one of the key parts of Garrison’s design – incorporates both a viewing spot and a nature space, creating a “plateau” where visitors can observe and reflect.

“Liberty Island sits in line with the 9/11 site, so when you look across the water and you see the new construction,

the One World Trade Center, but you also remember what’s not there anymore,” says Garrison. “It has a double poignancy when you’re thinking about what liberty means to you. You look across and realise it has been faulted and literally attacked in so many different ways. We felt it was really important that view and that spot was made accessible to the public. The roof is really the ‘a-ha’ moment for the whole building.”

For the three interior galleries, FXFWLE is working with ESI Design, who are handling exhibition space.



The torch is the museum's centrepiece restored in 1986 after sitting atop the statue for 100 years

When you get off the boat you get this wonderful panorama of New York. Your first impression is this big statue looming over you on the right, but you've also got this beautiful view of the city straight ahead

green is really special and seeing it in daylight is really important," he said.

Much like the view from the museum's roof, Garrison believes that the view visitors are given when they arrive on the island is key, so his design retains that view, offering views of Manhattan and the towering statue.

"You come off the boat and then you have this amazing view across the island. We didn't want to obscure that," says

Garrison. "In the plan, you will notice that it angles off to the left. We've done that on purpose so that the museum won't be in your main cone of vision when you arrive. When you get off the boat you get this wonderful panorama of New York. Your first impression is this big statue looming over you on the right, but you've also got this beautiful view of the city, straight ahead. We thought that was really important to preserve that,



The museum's roof incorporates both a viewing spot and a nature space for plants and animals



but then when you look left, we wanted our building to say, 'Hey, come on, you know there is this really cool thing that you can come and see.' You can see the torch displayed in the window, like a beautiful piece of jewellery."

Leaving a legacy

The museum is expected to welcome as many as 4.3 million visitors annually – the same amount of people that visit

Liberty Island each year. Slated to open in 2019, famed fashion designer Diane von Furstenberg is leading the the fundraising effort for the development, which has so far sourced US\$40m of the US\$70m total. Furstenberg has also been very important to maintain the vision for museum's design, according to Garrison.

"Diane has been incredibly supportive in helping us realise our goals," he says. "One of the things that happens

with a project like this, is the design is constantly under assault by things like budget pressures and schedule issues. So you design something and you say things like 'this needs to be bronze' and 'this needs to be this' and 'this needs to be that'. Then towards the end it gets really dicey. They say they don't quite have that kind of money and maybe we should do something cheaper. Having Diane be a successful fundraiser and champion for the building has helped us to retain a lot of the essential pieces that we really liked and which were really important to us, so on that level she has been amazing."

Talking about what the project means for New York and its people, Garrison said the statue's powerful message has been the driving force for the entire creative process.

"It's been a lot of fun. It never gets old, and that's probably the best way to put it," the FXFOWLE principal says. "I never get tired of imagining – working on this project and imagining what it could be and how it might help. Very few projects make you glad to be a human being and this one does. It really inspires you every day to get up, to do the best you can.

"It has just been one of those kind of projects, it hits all those buttons and you really just want to do right by it. So hopefully, we will."



Diane Von Furstenberg has been a key supporter of the project

AM2**DIARY DATES**

7-9 NOVEMBER 2016

World Travel Market London 2016
ExCeL London, UK

World Travel Market (WTM) London, the leading global event for the travel industry, is a three-day business-to-business exhibition for the worldwide travel and tourism sector. Almost 50,000 senior travel industry professionals, government ministers and international press attend the event to network, negotiate and discover the latest industry opinion and trends. The event is expected to generate around £2.5bn of travel industry contracts over the three days.

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www.wtmworld.com

7-9 NOVEMBER 2016

Museums Association Conference
SECC, Glasgow, Scotland

The Museums Association Conference and Exhibition is the largest event of its kind in Europe for museums and heritage professionals. The event is made up of a paid-for conference and a free-to-attend exhibition. Speakers from the UK and abroad will come together to discuss the latest thinking and best practice across the relevant sectors.

Email: info@museumsassociation.org
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10-13 NOVEMBER 2016

The College of Extraordinary Experiences

Czocha Castle, Lesna, Poland

The "first-of-its-kind" immersive learning experience and conference brings together some of the most high-profile designers and creators in the world to share with delegates how to stage engaging, memorable and extraordinary experiences. A stellar lineup of speakers are set to speak at the event, including the likes of Mark Ordesky, executive producer of *The Lord of the Rings* trilogy; Kim Wylie, global lead for change and transformation at Google; Sarah Thatcher,



IAAPA chair John McReynolds speaking at IAAPA 2015

14-18 NOVEMBER 2016

IAAPA Attractions Expo 2016
Orange County Convention Center, Orlando, Florida, US

With more than 30,000 people expected to attend, a series of talks and events at IAAPA 2016 will explore the theme of

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creative lead at Walt Disney Imagineering R&D; and Nast Marrero, senior agile coach at Lego.

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14-15 NOVEMBER 2016

MuseumNext NYC
Tribeca Performing Arts Center, New York, US

MuseumNext is a global 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 NYC will focus on the theme of "Transformation".

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1-3 DECEMBER 2016

ATRAX 2016
Istanbul Expo Center, Istanbul, Turkey

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22-24 FEBRUARY 2017

IAAPI Amusement Expo
Bombay Exhibition Centre, Mumbai, India

The three day exhibition provides a platform to share and learn new ideas. Big players from the industry will share their learning, innovative ideas, schemes and experience. Important issues related to the amusement industry will also be discussed in depth.

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8 MARCH 2017

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FROM SHANDONG TO HAINAN

Concept for the Lost
World zone at
Jinan Adventure
Theme Park

Destination park designer IDEATTACK has built a reputation creating story-led, cultural themed experiences in China. We look at three projects, in Shandong, Hainan and Ningxia



JINAN ADVENTURE THEME PARK

LOCATION: Jinan City, Shandong Province, China

BUDGET: \$135m

AREA: 100 acres (40 hectares)

CLIENT: China Resources

DESCRIPTION OF PROJECT:

Jinan Adventure Theme Park is where the magic of storytelling happens everyday. Stories are constantly created by a unique device in the centre of the park, the Storymaking Machine. This peculiar machine works around the clock **Lost World** – adventure stories of lost civilisations, exotic animals and wild jungles; **Fairytale Valley** - fairytale stories about magic kingdoms and their

producing stories that guests can enjoy through immersive environments and exciting rides and attractions. The park, which is scheduled to open in July 2017, features four original thematic lands, each representing a storytelling genre: inhabitants; **Cosmic City** - science-fiction stories about space adventures and distant planets; **Frozen Kingdom** – mystic snow-covered mountains and icy worlds.



Main Street at Jinan Adventure Theme Park, masterplanned and designed by IDEATTACK



SEAWORLD ADVENTURE PARK

LOCATION: an artificial archipelago off the north coast of Hainan Province, China

BUDGET: \$240m

AREA: 32 acres (13 hectares)

CLIENT: Evergrande Group

DESCRIPTION OF PROJECT:

SeaWorld Adventure Park is conceived as highly immersive, entertaining and experiential destination, not as typical animal exhibit-based ocean park. The project features four distinct zones: Boardwalk zone, Polar World zone, Deep Sea Fantasy zone and Tropical World. Each zone features a diverse and original set of attractions, ranging from animal enclosures with interactive information displays, virtual animal displays, live animal show stadiums, motion-based rides with multimedia

zone, combining high-end themed environments with rides, a lifestyle centre with original dining and retail offering, a vacation leisure park and an educational, interactive animal exhibit complex. technology, interactive science pavilions, aquariums, special effects shows, edutainment halls, to numerous smaller attractions enriching the visitor experience including event areas for weddings and parties.



IDEATTACK introduces the storytelling elements of a theme park to the oceanarium concept at SeaWorld Adventure Park in Hainan, China

EONTIME WORLD

LOCATION: Yinchuan City, Ningxia Hui Autonomous Region, China

BUDGET: \$100m

AREA/SIZE: 50,000sqm (540,000sq ft)

CLIENT: Eontime

DESCRIPTION OF PROJECT:

The theme of the Eontime World, an indoor theme park that's part of larger mixed-use development, draws inspiration from the cultural and natural background of its location. The inspiration comes from the notion that water brought life to the desert and as a result, a beautiful, glowing "Oasis City" appeared in the area. The project is envisioned as the main family

entertainment destination in the city of Yinchuan, an ultimate fantasy place and dreamlike twist on the setting of Yinchuan City. Eontime World is a fantasy dream world consisting of three realms. Once visitors pass through the exterior entrance to the building, they find themselves in front of the guarded



A rendering illustrates Eontime World indoor theme park

Magic Gate. The world behind the Magic Gate represents a romanticised city which is themed on the Silk Road, Xi Xia Kingdom and local legends, and myths. The park is divided into three zones: City and Palace, Oasis and Water, Desert and Sky.

Zoo closes after abuse claims drive down attendance

North America's oldest private zoo has been forced to close its doors after animal abuse allegations against its owner led to a dramatic drop in attendance at the Ontario attraction.

Bowmanville Zoo director Michael Hackenberger stepped down from his position earlier this year after secretly filmed footage by People for the Ethical Treatment of Animals (PETA) showed him relentlessly whipping a Siberian tiger during a training session.

Hackenberger first received criticism in August last year when he swore at a monkey riding a small horse on live television. Then the zoo owner was recorded on hidden camera in December 2015 cracking a whip around 19 times on the tiger, later claiming in the secret footage for his actions to be "like a vice".

"Maybe I viciously whipped the ground. Maybe I viciously whipped the air, but I did not viciously whip that tiger," said Hackenberger in his defence. "I didn't strike the tiger except twice to get him turned around."

In June, the zoo announced it would be closing because attendance had declined "catastrophically" following the controversy.



Michael Hackenberger was recorded on hidden camera cracking a whip on a siberian tiger

The zoo, which first opened in 1919, officially closed its doors on 10 October – Canadian thanksgiving – offering free admission to visitors with an option on entry to make a donation towards the rehoming and continued care of its animals.

Hackenberger was charged by the Ontario Society for the Prevention of Cruelty to Animals with five counts of animal abuse in April 2016. The allegations are yet to be proven in court.

More: http://lei.sr?a=s9U2q_A



Massiv is the world's tallest waterslide

Massiv wins WWA's Leading Edge award

Schlitterbahn Galveston Island's record-breaking Massiv watercoaster has won this year's Leading Edge award at the World Waterpark Association's (WWA) annual symposium and trade show.

Incorporating traditional rollercoaster elements into a waterslide, the 282m-long (926ft) slide is double the length of any other ride at the Schlitterbahn waterpark, featuring multiple drops and three uphill shoots, which have been engineered by manufacturer WhiteWater West to make the slide more economical and efficient.

More: http://lei.sr?a=u5Q3p_A

Malta opens doors of first major science centre following €26m development

Malta's first science centre, a €26m (US\$28.7m, £23.5m) investment named Esplora, has opened to the public.

The interactive science centre is located in a former naval hospital in Kalkara. Located in town's Grand Harbour, the new attraction overlooks the historic capital city of Valletta. Esplora, which is supported by the Malta Council for Science and Technology and received €12m (US\$13.2m, £10.8m) in funding from the EU, boasts four buildings, including a 11m (36ft) 4K fulldome planetarium, an outdoor exhibition space, and a café.

The building has been designed by Malta architecture studio DRT.



Esplora science centre is located in a former naval hospital

The 22,000sqm (236,806sq ft) science centre and planetarium are situated on the St Salvatore peninsula in Kalkara, at the site of the Royal Naval Hospital Bighi which was

built in 1832 – the largest naval military hospital in the Mediterranean, responsible for treating numerous sick and injured soldiers through the years.

More: http://lei.sr?a=z7p2p_A

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■ Simworx and Thorpe Park worked alongside illusionist Derren Brown

Real and virtual worlds collide in Derren Brown's Ghost Train

Simworx plays a central role in bringing the groundbreaking multi-sensory attraction to fruition

Derren Brown's Ghost Train – one of the most hotly-anticipated attractions in UK theme park history – opened this summer, with Simworx working closely with Merlin Magic Makers to make the illusionist's mind-bending vision a (virtual) reality.

The groundbreaking addition to Thorpe Park, near London, is touted as a ghost train reinvented for the 21st century, with Brown himself claiming the multi-million-pound ride would "rewrite the rules of what a theme park attraction can deliver".

"I firmly believe that this kind of multi-sensory, mind-blowing attraction represents a glimpse of what the future holds for theme parks the world over," says Brown.

Simworx played an integral role in the design, manufacture and installation of the complex 13-minute experience, which plays with guests' perceptions, pushing them to their psychological limits. The ride is Thorpe

Park's largest single investment to date.

Park owner Merlin Entertainments approached Simworx to oversee the provision of the ride systems and various ride elements. Simworx combined VR and AR technology, grand illusion and live action with motion simulation and advanced dark

ride vehicles, central to which is a 20-metre (66-foot) Victorian train carriage – seemingly suspended in mid-air.

Simworx worked with Severn Lamb, Figment and HTC on the project, delivering three 58-seat motion-based passenger train carriages and 110 metres (360 feet) of train track. Each train carriage is fitted with

58 HTC Vive headsets, an array of special effects and a vibrating floor. In the pre-ride area of the attraction, Simworx supplied effects like smoke, sound, AV projection, and a groundbreaking motion base capable of a 35-ton lift.

"This is a very different attraction to anything people will have experienced before and is truly a Ghost Train for the 21st century," says Simworx managing director Terry Monkton. "This was probably our most challenging project to date, with many bespoke elements designed and created specifically for this unique attraction. The technology involved has taken this form of entertainment to a completely new level and we are absolutely thrilled with the end result."

The theming throughout the ghost train is modelled on a real Victorian train depot near Willesden Junction, with every stylistic and architectural detail recreated by the Merlin Magic Making team. ►

"This was probably our most challenging project to date"

■ The ride building is modelled on a disused Underground station



■ The VR content can differ for each person on the ride





■ The order includes 360° cinemas

Simworx to deliver 30 attractions to Chinese partner

Simworx has secured a major contract to supply three attractions each to 10 venues worldwide, with the first two in China in the next two years. Each location is being equipped with a 360° 4D cinema with seats in a circular configuration inside the panoramic screen and a new-generation simulator themed as an explorer's vehicle with LED screens for windows. Each venue will also take delivery of a VR motion simulator experience. Each rider in the 12-seat 3DOF simulator will have a VR headset.



■ Further advances in the signature ride

RCX robotic attractions continue evolution

Simworx has been working on the development of its RoboCoaster RCX product portfolio. Based on the new three-axis robot motion base for a smooth dynamic ride, the RCX attractions will be available in various configurations and with on-board or off-board dome screens, incorporating a projected AV media system, audio solution and guest management load station. The RCX line supports the best media-based simulation attractions currently available. A demonstration track should be ready for clients early next year at the Simworx premises in Kingswinford, UK.

Blackstorm Bay joins Dino Island in Simworx turnkey offerings

Ever-popular pirates, a readymade fun-time solution for operators



■ The Curse of Blackstorm Bay is an exciting pirate-themed Immersive Tunnel experience

Simworx and Dutch design and theming specialist Jora Vision have created a brand new pirate concept for the ever popular Immersive Tunnel experience. The Curse of Blackstorm Bay is an original storyline that immerses guests from the pre-show and queue line areas through to the main show. The full turnkey attraction features a dark ride scene with projections and physical theming as part of the show, while the ride vehicle is not the usual train or tram, but a pirate galleon. Water surrounds the galleon to simulate a journey on the sea. The ride comes in 30 or 60 seat versions. The Curse of Blackstorm Bay follows the success of Simworx's in-house



■ Simworx has had success with its Dino Island IP

“We believe Curse of Blackstorm Bay will be a popular addition for theme parks worldwide”

Dinosaur Island concept. An example of the dino-themed Immersive Tunnel was installed in 2015 on the Malaysian island of Langkawi, a 30-seater version of Simworx's tracked tram ride accompanied by an

original dino ride film. A jeep-style simulator takes visitors into the show area, where the experience includes 3DOF motion with platform drops and immersive 3D projection to the front and two sides of the car.



■ *Dragon Age* has been reinvented as a quarter dome four-seat RoboCoaster ride

Game changer: Video games come to life in Dubai's immersive entertainment park

Simworx installs three high-throughput attractions at Meeras' Hub Zero in City Walk

The computer games *Asura's Wrath*, *Final Fantasy* and *Dragon Age* have been reinvented as immersive rides by Simworx for a brand new state-of-the-art indoor entertainment destination in Dubai.

Hub Zero, which is located in the Meeras-owned City Walk retail complex, is the first gaming theme park in the Middle East, boasting eight global games IPs and the latest in attractions technology.

Final Fantasy, an IP from Square Enix, is the basis for a 30-seat futuristic Immersive Tunnel, while Sony's *Dragon Age* can be experienced as a quarter dome four-seat RoboCoaster ride. Meanwhile, Simworx also installed a 50 1DOF-seat 4D cinema based on *Asura's Wrath* from Capcom. The Japanese video game is more exciting than ever when experienced with leg ticklers, air blasts, water sprays, wind and special effects lighting.

Other experiences at Hub Zero are based on Electronic Arts' *Battlefield*, *Resident Evil* from Capcom, *Gears of War* from Microsoft and PopCap's *Plants vs Zombies*. There is also an exclusive VR shooting game, *Time Zombies*, built for Meeras by VRStudios.

And in addition to Hub Zero, Simworx has also completed a Thomas and Friends-themed 4D cinema at the nearby Mattel Play! Town, also in City Walk.



■ *Dragon Age* attraction at Hub Zero in City Walk, Dubai (above); Simworx created an Immersive Tunnel inspired by characters from *Final Fantasy* (right)

“Hub Zero is a gamers’ paradise, bringing another immersive dimension to these hugely popular games”





Polin Waterparks has products in 100 countries and has designed and installed major waterparks across the world to become a truly global enterprise



The Antalya waterpark has more than 70 slides

A WORLD OF WATERPARKS



Legends of Aqua opened at the \$1bn Land of Legends theme park in Antalya, Turkey, this summer

As it celebrates 40 years in the waterpark business, Polin Waterparks is working harder than ever before.

The company has hundreds of major and award-winning waterparks under its belt, including Europe's largest outdoor waterpark, Europe's largest indoor waterpark, the Middle East's largest waterpark, and the largest waterparks in Iran, Russia, Turkey, Vietnam, Ukraine, Greece, Czech Republic, and many more.

"Polin Waterparks has designed and installed more than 2,500 waterparks in 100 countries," says Sohret Pakis, director of marketing and communications, of the company's continuing rise. "Some were immense projects with 50 waterslides and many kids' play attractions; some were smaller parks with fewer attractions. Some were themed, some were not. Many were for parks with world-renowned reputations, and others were local venues. Some were indoor, and some were outdoor.

"We have worked with a wide variety of clients, installing our signature rides or creating specially designed rides based on that client's needs and desires."

LIVING LEGEND

Polin Waterparks is known for its work on some of the waterpark industry's



Sohret Pakis, Polin

The Asia market is growing exponentially

most exciting projects and the brand new Legends of Aqua in Antalya, Turkey, is no exception. Polin Waterparks delivered a wide assortment of waterslides, in addition to a water playground, a spray zone, wave and river systems, a SurfStream, a Wave Ball and an entire hydromechanical system, including water circulation and filtration to the park.

The \$1bn (£817m, €917m) facility opened its first phase in July. The family-friendly waterpark – with a Greco-Roman theme – is strategically located in a picturesque setting between the Taurus Mountains and the Mediterranean Sea. The 28-hectare



King Cobra is a signature ride

(69-acre) waterpark boasts 72 waterslides, plus many additional aquatic attractions.

Polin Waterparks' responsibilities included development and design, consulting, waterslides, rafts, tubes, FEC equipment, interactive play structures and other children's equipment.

ASIAN MARKET

"Cartoon Network AMAZON was another game-changing project and Thailand's very first internationally branded water theme park with themed waterslides," says Pakis.

In that park, every waterslide is themed and each attraction reflects a character from the Cartoon Network animation series, such as Ben10, Johnny Bravo and Power Puff Girls. But that's just the tip of the iceberg in Asia.

"Polin Waterparks has reached remarkably high export rates in the past three years," Pakis says. "With the increase in spending power of Asia's middle classes we have seen the increased potential of the waterpark market across the continent. The Asia market is growing exponentially."

COMPANY GROWTH

Further to that, Polin Waterparks' range of innovative signature rides, especially King Cobra, have helped create a 55 per cent increase in sales with company turnover almost doubling since 2012.

To support growth and ensure the highest quality, the company moved to a state-of-the-art facility in 2014. According to Polin Waterparks, it's the world's largest waterslide manufacturing plant.

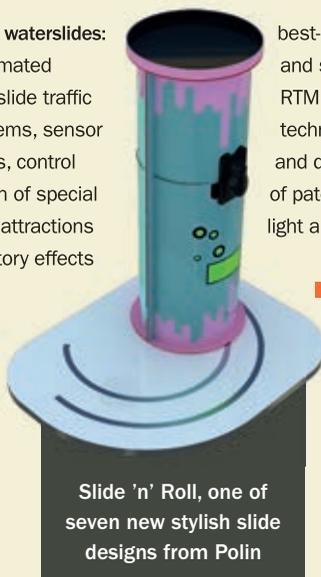
"We also repositioned our brand," Pakis says. "As it's our 40th anniversary, we wanted to change our corporate image to better reflect our evolving business vision. We rebranded with a new logo and slogan that reflects both our heritage and the future vision. The logo represents a bird's eye view of a spiralling waterslide created from the company's initials. And our slogan, the Experience, refers to our 40 years of experience across the globe." ●

Experience the Innovation

Polin Waterparks has developed a range of ride technologies to create the best possible experience for waterpark guests

■ **Technology-integrated waterslides:** Slides that include automated systems, such as waterslide traffic control/signal light systems, sensor systems, timing systems, control units, and the integration of special effect and media-based attractions such as visual and auditory effects and augmented reality.

■ **RTM (Resin Transfer Molding):** Polin is the pioneer in the advancement and application of the RTM process in waterslide manufacturing. The method creates the



Slide 'n' Roll, one of seven new stylish slide designs from Polin

best-looking slides with a smooth and shiny finish on both sides. RTM waterslide manufacturing technology is also less wasteful and quicker. It's available in a range of patented translucent, natural light and special-patterned effects.

■ **Natural Light Effects:** Special pattern effects can be incorporated into almost all Polin's projects. The new design options can be customised for each project. Choose from Graffiti, Mosaic, Triangulated, Wood 'n' Slide, Reflection, Honey Comb and Slide 'n' Roll.

SeaWorld forms new creative team to drive innovation

As it continues to rebuild its identity from the ground up, SeaWorld has announced the formation of Deep Blue Creative – a new team tasked with bringing to life new innovation under its “fun and meaningful” philosophy.

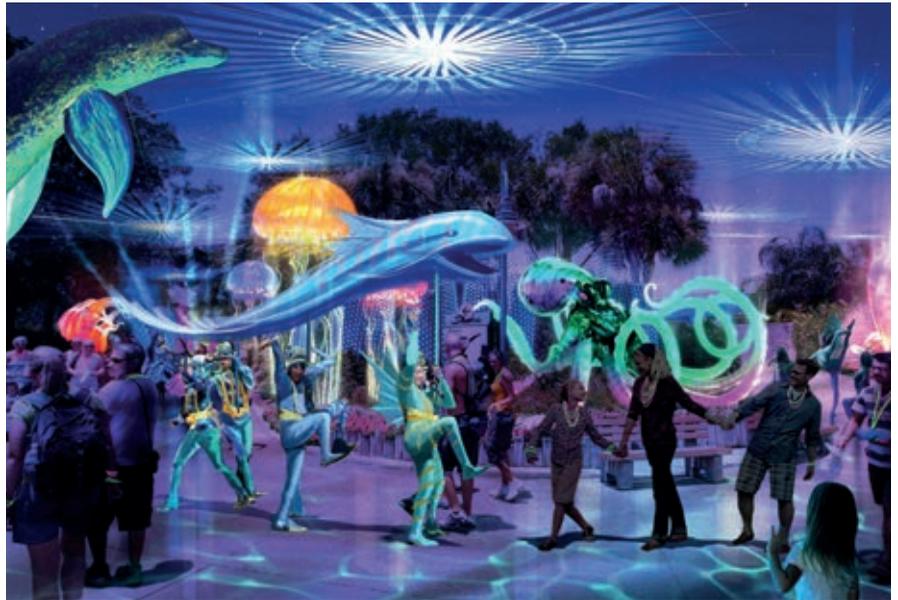
Bringing together talent from within and outside of SeaWorld, Deep Blue Creative is separated into six divisions.

The first two divisions cover theme park development in both the US and overseas, including international expansion, exploration of new business models and site evaluation.

A team will also be dedicated to resort development, while another will handle both events and entertainment, also exploring and developing new event concepts that both inspire family traditions and encourage repeat visits.

The Media Enterprises division will take charge of SeaWorld’s film, television, and music business and the final division – Expedition X – is a team focusing on prototype development for innovative project concepts and technology.

“Deep Blue Creative represents a fresh, inventive approach to executing our mission of



Deep Blue Creative will realise innovative projects for SeaWorld

inspiring guests with experiences that matter,” said Anthony Esparza, chief creative officer for SeaWorld. “Our global brands have a distinct zoological and conservation focus that isn’t

replicated in the industry, and we aim to build on that unique advantage with immersive and interactive experiences for our guests.”

More: http://lei.sr?a=Q5r4d_A



The museum is welcoming 30,000 a day

African American Culture museum sells out allocation

The recently opened Smithsonian National Museum of African American History and Culture has proved so popular that the museum has sold out tickets through March of 2017.

When it opened its doors on 21 September, Smithsonian officials expected 7,000 visitors per day. That number has now more than tripled, with 30,000 flocking to the museum daily.

The nine-story building features exhibition galleries, an education centre, a 350-seat theatre and a café.

More: http://lei.sr?a=V9w7u_A

Waterpark pioneer and Schlitterbahn founder Robert Henry dies at 89

Waterpark pioneer and Schlitterbahn founder Robert Henry has died aged 89.

A statement from the operator said that Henry – or Mr. Bob as he was known to many of his employees – had died at his New Braunfels home in Central Texas following a prolonged illness.

Founding Schlitterbahn in New Braunfels in 1979, Henry’s empire eventually expanded across Texas, with parks in South Padre Island, Galveston and Corpus Christi, as well as Kansas City, Kansas.

“My father, from the very start, hoped to have a family business where he and his children could work together,” said Gary Henry, president of Schlitterbahn



Robert Henry was a pioneer of the waterpark industry

Waterparks and Resorts, and eldest son of Henry. “All of us will miss him dearly. We will miss his leadership, his guidance, and his insights. We are blessed that he leaves behind a legacy

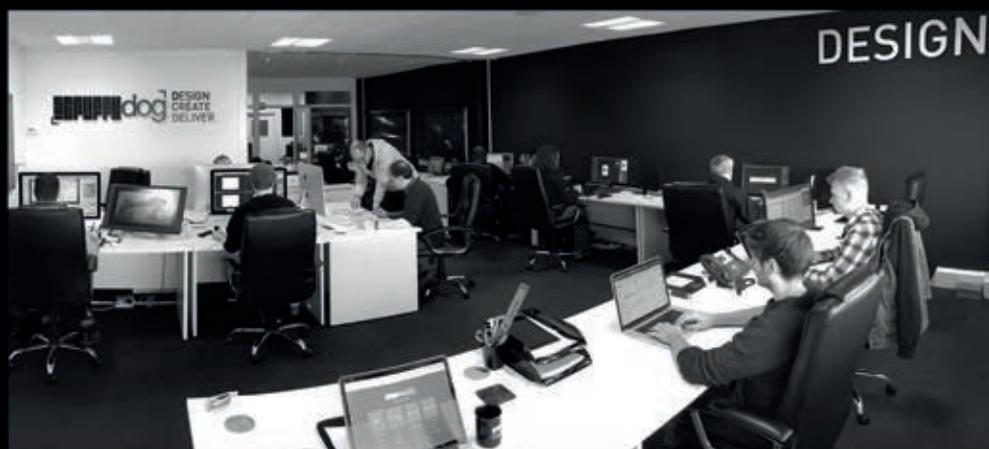
of hard work, dedication, and commitment to both those who work here and to generations of guests who have made memories in the parks he made possible.”

More: http://lei.sr?a=n8D2t_A

SCRUFFY dog

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New technology and guest personalisation are transforming theme parks

A park-wide interconnected ecosystem, powered by Holovis's mixed reality Extended Experience technology, enables guests to engage before, during and after their visit

New technologies are transforming theme park attractions and the guest experience. New forms of interactivity, real-time media and virtual and augmented reality (VR/AR) are taking guests to places they have never been before. When combined with exciting, narrative-driven storytelling, compelling IP and effective personalisation, experiences can deliver new levels of engagement and immersion.

At Holovis, this is all part of the Total Attractions offering. By adding guest personalisation, new engagement formats, gamification techniques and back-end database connectivity, a completely new kind of product offering becomes possible. No longer are attractions standalone three-minute events with long waiting times, but they're part of a park-wide, interconnected ecosystem, giving guests completely new ways to plan their visit, more intensive

ABOUT HOLOVIS

Holovis Attractions has always been at the forefront of creating experiences. Whether conceptualising and advancing early dark ride formats, devising the most effective Immersive Tunnel experience or adding new levels of immersion to Media Coasters, 4D Theatres or FEC solutions, Holovis always delivers something extra.

Holovis has heavily invested in in-house media creation to achieve high-quality guest experiences, with a particular focus on rendering content in real-time using advanced game-engine systems and bespoke middleware technologies. This allows each guest to participate more effectively in the storytelling, giving each person a different and personalised experience depending on the decisions made during their engagement and play.

engagement during their visit and the ability to share the experiences and memories afterwards.

Holovis calls it the Extended Experience (EE). Based around the guest's own smart phone or tablet and a dedicated downloadable app, EE unlocks a rich, interactive park-enabled environment where Holovis's own proprietary Augmented Mixed Reality technology gives the guest a variety of opportunities to enhance their visit.

"Augmented reality is aptly named – it's about transforming the ordinary into something extraordinary, making magic out of the mundane," says Stuart Hetherington, CEO of Holovis. "There's something exhilarating about watching the real world come to life through a layer of AR magic."

Expert delivery

EE has been developed partly in response to changing park usage patterns and the need to increase repeat visits. Parks simply have to deliver more bangs per



Holovis is working on ways to extend and personalise ride experiences

“Augmented reality is aptly named – it’s about transforming the ordinary into something extraordinary, making magic out of the mundane”

Holovis created the app, Battle for Cedar Point, to gamify the park experience for guests



buck. But how do we deliver this most effectively?

“As experience designers, we need to effectively use the available tools and the smart phone/tablet is a fantastic device to work with—they’re slim, powerful, with an expanding sensor array, everyone has one and most regularly upgrade,” he says.

From the moment they download an app, guests can start engaging with the theme park, earning points ahead of their visit and answering cleverly hidden questions about their interests. All of this can be used to personalise the experience when they arrive at the attraction.

Game play

The game play continues during the visit, with more hidden AR “treasure” to find around a site, again leading to extra points and incentives which could mean queue jumps or the ability to trigger something magical nearby, such as a water explosion from a cannon overlooking the queue line by pressing the virtual button that appears.

“Once users are in the attraction space, the app draws upon a variety of sensors to blend the physical and virtual worlds, using the phone’s camera to recognise key elements in the park and overlay digital

BATTLE FOR CEDAR POINT

Holovis recently delivered its Extended Experience (EE) solution for Cedar Fair through The Battle For Cedar Point. This is an AR experience accessed through a custom-designed app that gamifies the park, revealing various levels of interactivity. Five key park coasters each represent a “clan” from which guests then select a favourite and engage throughout the day to earn points and incentives, with the overall winner announced during the Luminosity show in the evening. Points are earned by guests scanning the environment around

them with their mobile device to discover hidden content, complete quizzes and ride the attractions. They can even save captured video content and share with friends across social media channels. Guests are incentivised to reach point targets to access special merchandise that is only available to the winning clan. Holovis and Cedar Fair are now working on major new upgrades to the existing Cedar Point installation, as well as rolling out the product to multiple parks in 2017.

media to create epic videos for sharing on social media,” says Hetherington.

“This is an excellent way of eliminating queue boredom, as people are engrossed in the game. It’s another layer of entertainment, turning a passive activity into a participative experience. It can also benefit the whole park ecosystem by driving footfall to all areas.”

Brand merchandise can be given a whole new lease of life, with AR characters jumping from T-shirts or specially created pin badges and merchandise. This

encourages people to keep using the app outside of the park, showing friends, sharing on social media and wanting to collect them all.

“The next step for Extended Experiences is to synch them with the content people are experiencing during media- and motion-based dark rides. Combine with real-time media, and when a group of guests ride an attraction, the content can be personalised to them based on demographics, interests or even skill level. With other innovations to come, the future of EE is very exciting.” ●

EXTRA SENSORY

Meet 7thSense Design, whose mission is to deliver unbeatable display experiences and the highest quality visual content

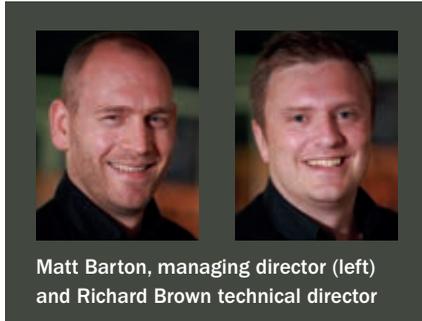
7thSense Design supplies the media servers that power some of the industry's most breathtaking digital environments, from state-of-the-art 8K planetariums to dark rides in top tier theme parks to exhibitions in the world's most visited museums.

The company's high-performance uncompressed Delta Media Servers are the product of choice wherever high quality, high resolution, high frame rate, high fidelity video content is required. And those products are fully supported by 7thSense's Stack content management framework, which can be used to intelligently design, schedule, control and develop shows and content of any kind.

7thSense Design managing director Matt Barton and technical director Richard Brown explain more about the company.

What's the driving force behind 7thSense?

MB: For the company, the team and the product, it's always been about getting as many good high-fidelity pixels on the screen as possible. The architecture of Delta from day one has been uncompressed and every evolution of the product has stemmed from that baseline.



Matt Barton, managing director (left) and Richard Brown technical director

RB: The amount of uncompressed pixels we can process is our claim to fame. We believe our server is capable of processing the largest throughput, the highest performance and highest number of pixels on the market. Our niche is high quality image rendering, so the timing, the frame rate and the bit depth are core elements.

MB: For example, the use of Delta Infinity technology marked the world's first ever live-action uncompressed 4K 120Hz per eye 3D test during previews of Ang Lee's technologically groundbreaking film, *Billy Lynn's Long Halftime Walk*, in September.

Why is 7thSense a good fit with the attractions industry?

MB: It's about the feeling of immersion through



quality. The core team of 7thSense has a background in flight simulation, so from early on they knew that for an experience to really work, a fighter pilot has to truly believe he's on a mission. To do that the simulation has to be so realistic and seamless that he can't be distracted.

BACKGROUND BRIEFING

7thSense Design was founded in 2004 by simulation experts Adam Neale and Ian Macpherson, who wanted to take what they knew about display systems and apply it to the entertainment industry. They developed software which they were able to sell into the planetarium market, and since then the company has consistently innovated and improved the solution to build the highest quality product.

In 2015, long-term colleagues Matt Barton, Richard Brown, Ian Cannell and Ken Showler took over the growing company, which today has a UK office, a US office serving its busiest market and trusted distributors around the world.

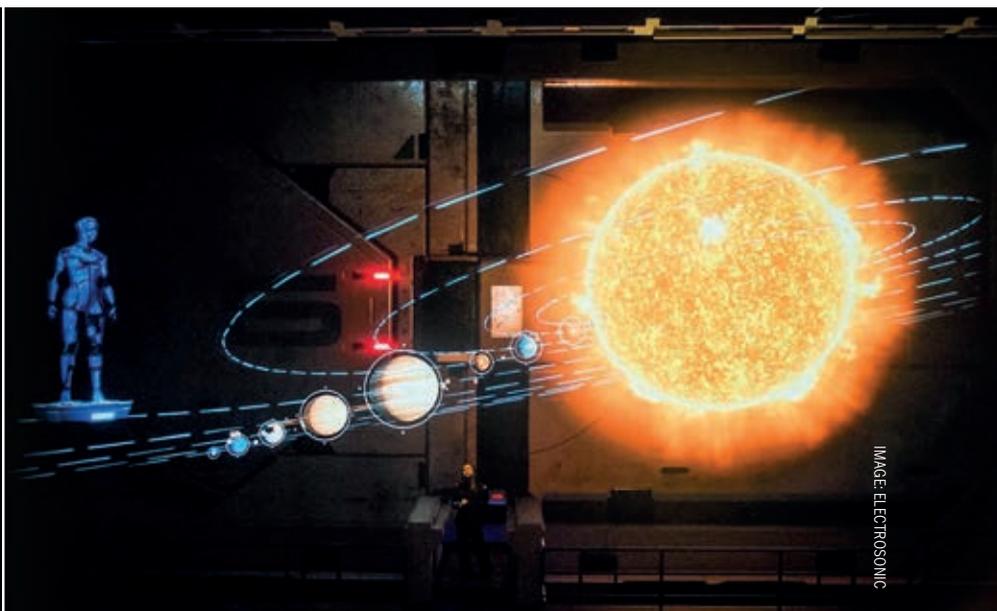


IMAGE: ELECTROSONIC



IMAGE: WINCOONN

7thSense has supplied numerous projects, including the Rolling Stones' Exhibitionism show (above); the Ultimate Energy Theatre at Wuhan Movie Park (left); and Mass Effect: New Earth, a 4D Holographic Journey (bottom left)

IMAGE: ID COMMUNICATIONS AND ELECTROSONIC

In a theme park ride, the audience has to be entirely immersed in the story from the minute they step into the queue. They will see the story in the theming, in the written text, on monitors, all the way through to when they load into the vehicle. Everything builds up to this point, so it's essential that when the ride starts, the visuals are as immersive and believable as everything else they've seen. We're ideally suited because we have that background of understanding what it takes to fully immerse someone in the experience.

How do you work with clients?

MB: We enjoy in-depth relationships with the most respected AV integrators in the world and with experience designers. We talk to them at a detailed level about the product and how it can be used.

RB: Some clients just buy what they need. They know how it works, plus 7thSense has a comprehensive support system, including a customer portal, live chat and trained customer support representatives.

MB: We often contribute to the project design and development process. We can get involved at the early stages of the big projects, to make

PRODUCT OFFER

Delta Media Server

Delta Media Servers are an integral part of numerous cutting-edge AV attractions. The product provides real-time uncompressed video serving, show creation and display matching. The range starts with Infinity, the most powerful, and includes the Nucleus, Proton and Nano, so there's a model to suit the requirements of any project.



Stack

Stack is an intuitive advanced modular framework for content management. Developed hand in hand with Delta, Stack enables remote access show control and, through special modules, access to digital signage, closed captioning and more.

sure that the configuration from architects is as good as it can be, consulting on how best to approach the configuration for a particular display system on an attraction. As well as working with leading-edge integrators, we also work directly with the large theme park operators in the US, China and Europe.

What other projects can you talk about?

MB: We work on big-budget rides, but also on unique or smaller scale experiences. For example, Madame Tussaud's in New York is using a Delta Nano to create a Pepper's Ghost of Slimer in the Ghostbusters Experience. We're also involved in 3D projection mapping projects, such as New York's One World Observatory. We support digital signage in Times Square. We're upgrading some high-profile planetariums. And interactivity, whether gesture based, or through VR or AR, is something we increasingly deliver as part of a solution.

We're involved in a new 3D LED computer game-based ride. Delta is ideally suited to projection, large format, high resolution LED walls – and pretty much any complex display environment you can think of. ●

‘ We’re looking at the Fourth Industrial Revolution and how it is likely to affect our business ’

Alberto Zamperla CEO, Zamperla



Antonio Zamperla is perhaps one of the most recognised and respected names in the attractions industry – and no less the name Alberto, who took over from his late father more than 20 years ago. And the company – the world’s biggest manufacturer of amusement rides – has gone from strength to strength, increasing ride design and production from 50 to almost 250 units per year.

This year, the family business celebrated its 50th birthday, but the loss of his father makes the occasion bittersweet for the current president.

“Replacing my father as the head of the company when he passed away in September 1994 was definitely the biggest challenge I have faced,” Alberto Zamperla told *Attractions Management*. “But I was able to make it through thanks to the

things he taught me, including common sense and values, and thanks to the unconditional support from my family and my employees.”

The ride company, which was born of a 100 years family history in the circus tradition, was established in 1966. In 1976, Antonio Zamperla moved the sales office to Montreal, Canada, and soon his son went to set up an office in New Jersey. The company grew rapidly, helped along the way by some high-profile contracts.

“One of the real turning points for us was when Disney came to Europe and we were selected to build seven of the initial 12 rides for Disneyland Paris,” Zamperla says. “Because we delivered the job on schedule, Disney asked us to make another ride for California, and so we started a very good collaboration which is still progressing to this day. We have sold 25 rides to Disney, with more to come.”

Zamperla is continuing the tradition of keeping the company in the family, as his sons Antonio Jr and Alessandro are both actively involved in the business. Alessandro is in the US, while Antonio manages the company – which has an annual turnover of €70m (£63m, \$76m) – in Italy. But he says nothing is to be taken for granted: “They have to demonstrate they have the qualities to run the business in the long term.”

Innovation

Innovation has been central to the Italian company’s growth over the years, whether that’s with the success of the family thrill coaster Thunderbolt or the brand new multi-feature Factory Coaster (which is themed like a factory). More innovations will be unveiled at IAAPA in Orlando, Florida, in November, including an Oculus-powered VR ride and 100 per cent Zamperla theme park concept.

“We have a natural inclination for innovation and for questioning our decisions and strategies in an effort to improve constantly,” he says. “We’re working on ►



Family values: Antonio Zamperla (left), who founded the company; and Antonio Jr and Alberto (right)





Zamperla made its reputation as a maker of family coasters and kids rides



Zamperla is set to announce a VR ride concept and its concept for an accessible family amusement park

► the first Factory Coaster for an important Chinese customer. We're also looking in depth at the so-called Fourth Industrial Revolution and how it's likely to affect our present way of working and doing business."

Another area where Zamperla is one of the few companies leading the way is in accessible ride experiences. The company donated an adapted Magic Bike Ride to the Give Kids the World park in Kissimmee, Florida, in 2014 (see page 84) and has since pursued this line of ride development. Zamperla admits that it's difficult, if not impossible, to create universally accessible rides because everyone has unique needs, but says it's important to start somewhere.

"Zamperla is already working on the development of a family amusement park concept where people of all ages and abilities can come together and have fun in a safe environment. Giving seriously ill kids the opportunity to have fun is highly rewarding and a way to give back a little bit of the richness that a child's smile offers."

Plagiarism

Protecting the innovation and intellectual property of the company is something Zamperla is passionate about, even more so since the company was forced to issue a statement in May this year following a ride accident that killed one and injured 23



Watermania is a duelling Tea Cup ride on water, with each rider armed with a blaster to shoot water at fellow riders

people in Chennai, India.

The Disco Dancer, which bore similarities to Zamperla's Disk'O came off its rails and crashed. "It is important for the public to know that the ride involved in this accident was not a Zamperla product," said a statement at the time. "The ride involved in this accident was an unauthorised, poorly executed forgery of the Zamperla design."

It was an important move by the ride maker, drawing attention to the level of engineering and manufacturing needed to achieve the high safety standards and the to the matter of creative ownership. It also sent a message to manufacturers of forged rides and the operators who buy them. Zamperla's determination to act severely on

these incidents is clear.

"We are very proud of our designs, whether special projects such as branded IP rides or 'ready-to-go' themed attractions," says the 64-year-old Italian. "I am very proud of our technical, art and prototyping departments and we invest considerably in research and innovation, so I think it's not only my right to protect my investments and IP, but it is also my duty to protect the hard work of my employees."

"I am very serious in addressing the issue of knock-off rides and I have no intention of backing down," he says. ●

50

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More than **1,000 exhibitors** will be at

IAAPA Attractions Show

The biggest attractions trade show of the year is returning to Orlando, Florida. We asked industry names what's going on at their booths

IAAPA

Attractions Expo

Location: Orange County Convention Center, Orlando, Florida

Dates: 15-18 November 2016

Who's there: 1,000 exhibitors and more than 30,000 attendees

What's on: 100 educational opportunities

On-site tickets: \$209 for members and \$395 for non-members



Triotech is unveiling a new technology

TRIOTECH

Triotech is coming to IAAPA's Orlando expo with its new technology that will be showcased in the Triotech Lab. This year's surprise, "will take you to the skies," the company says. In Triotech tradition, trade show visitors will be able to try the experience first hand with a demo unit on the show floor.

Booth #3254



ProSlide hybrid slide at Jamberoo Action Park

GATEWAY

Gateway's Galaxy Connect is a cloud-based platform that connects operators with third-party distributors to enable the selling of live tickets. It eliminates paper vouchers so guests can proceed directly to the gate, provides live tickets to capacity-managed events and streamlines implementation.

Booth #4847

INNOVATIVE LEISURE

Adventure attractions specialist Innovative Leisure is taking part in IAAPA with company representatives on the booths of three US manufacturing partners. Innovative Leisure supplies fun, physically challenging products, including high ropes courses and junior ropes courses from Ropes Courses (5400), climbing walls from Spectrum Sports (5110) and the Water Wars water balloon game from Water Wars (5106). **Booth #5106, 5110, 5400**



Ropes courses are on show

PROSLIDE

ProSlide is introducing Jamberoo Action Park in Jamberoo, Australia and Wanda Hefei Water Park, Hefei, China. Jamberoo features the first triple TORNADO hybrid slide (TORNADO 24+24+60) from ProSlide, delivering more than 60 seconds of ride time. Meanwhile Wanda Hefei Water Park, which was masterplanned, designed and installed by ProSlide, features the TORNADO 60, HydroMAGNETIC ROCKET, MAMMOTH, KrakenRACER, FreeFALL and more. **Booth #5140**

IDEATTACK

IDEATTACK is presenting, among others, a new waterpark project, CITIC Beihai Waterpark, in Guangxi Province, China. The theming revolves around the history of Beihai, transporting guests to a time when Beihai was a famous international harbour. The park mascot is an old sailor, Captain Dugong, who shares his tall stories with waterpark guests. **Booth #1054**

SIMEX-IWERKS

The Jim Henson Company and Herschend Enterprises have partnered with SimEx-Iwerks Entertainment to create a 4D experience based on the PBS KIDS pre-school series *Splash and Bubbles*. Like the series, the ocean-themed immersive experience encourages children to explore the marine world, featuring endearing characters and fun-filled storylines. *Splash and Bubbles 4D* debuts in April 2017, with attendees able to see an exclusive clip at the booth. **Booth #2264**

Meet Splash and Bubbles at IAAPA





Five Nights at Freddy's is new from Sally

SALLY CORP

Sally Corp is unveiling a new interactive dark ride based on the video game *Five Nights at Freddy's*. Combining animatronics, large-scale video projection, special effects and immersive sets and scenery, the six-person motion-base ride makes guests feel like they've stepped into a life-size version of the game. At Sally's booth, find out about another immersive

dark ride, *The Walking Dead: Battle For Survival*, based on the post-apocalyptic AMC zombie series. Sally continues its partnership with Six Flags, installing three more *Justice League: Battle For Metropolis* rides next year. Finally, a ride is being installed at the upcoming *Movie Animation Park Studios (MAPS)* in Malaysia, featuring *Casper the Friendly Ghost* and a journey through a spooky mansion. **Booth #2254**



Kraftwerk's new SD SFX seats

KRAFTWERK

First-time exhibitor and leading provider of 4D attractions, Kraftwerk Living Technologies is showcasing its third-generation 4D SFX motion seat with an integrated special effects armrest. The seat, which is installed at Chimelong Ocean Kingdom's record-breaking and award-winning 5D Castle Theatre, the world's largest 4D theatre, sets the stage to showcase various types of content in a variety of settings – from theme parks to museums, from entertainment to education. Visit the booth to experience the 4D SFX Motion Seats.

Booth #1075



TECHNICAL PARK

Technical Park is launching Skydiving, one of its newest creations, at IAAPA – a scalable project that offers the possibility of customising the ride in different ways. Skydiving can be equipped with virtual technologies such as augmented reality to enhance the guests view from the ride.

Booth #4734, 7110

Empex

Learn about a range of Empex Watertoys' projects at the IAAPA expo, including a new splash park for children up to 12 years old at a Lake Garda camp site. A shallow area of the pool at the Italian San Francesco four-star camping site was raised and covered with the Myrtha PEM soft non-slip surface on which Empex installed its creative, interactive watertoys.

According to Empex, interactive waterplay is an ever-growing trend within the playground market, and the demand for splash parks is constantly increasing in municipal parks and recreation centres, hotels and resorts, campgrounds, zoos, FEC's, waterparks, theme parks and less obvious places such as shopping



Waterplay is a growing trend

malls and cruise ships. At the San Francesco camping resort, interactive spray nozzles, hand wheels, tipping buckets, water jets, spinning wheels, water games and water shooters have been added to the fun.

Booth #1401

WHITEWATER

Following the success of last year's 'I heart waterparks' campaign, WhiteWater has launched a strategy to educate IAAPA visitors on the company's continued focus on customers' success. "Everything we do is driven by a single-minded, customer-centric objective, to make their parks safe and successful," WhiteWater says. The new campaign, 'With you', promotes that when clients choose WhiteWater, they embark on a partnership that lasts season after season. Find out more at www.whitewaterwithyou.com.

Booth #2240, 2037



Vekoma's Space Warp coaster

VEKOMA

Vekoma Rides Manufacturing is one of the largest rollercoaster manufacturers in the world and a leading innovator in the leisure and theme park industries. With in-house concept design, engineering and manufacturing divisions, Vekoma is uniquely placed

to offer custom-designed attractions to clients. Vekoma offers design, engineering and manufacturing of a full range of coasters and attractions, including family coasters, thrill and mega coasters, indoor coasters, and attractions and specialties, all characterised by their innovation, high quality and durability. **Booth #5131**



Movie Base XS from Huss

HUSS

Huss Park Attractions has created the Movie Base XS, a compact version of its Movie Base Classic ride, which is being presented at IAAPA. It's a flying theatre-style immersive attraction, with sensory experiences integrated into the ride to include a 'flight' experience, with lifting and tilting seats, and 4D effects. The Movie Base XS is available from Huss as a full turnkey solution, including the AV and show control system. The first Movie Base XS has been sold to a European client. **Booth #4624**

PICSOLVE

Picsolve is launching its *Theme Park of the Future* vision report at IAAPA. The report will reveal how evolving technology is impacting visitor demand, highlighting growth areas over the next 10 years. The report finds visitors are demanding the latest technology, with a particular focus on integrating VR, wearables and AR in parks worldwide. By embracing such technologies, operators can enhance guest satisfaction, while stats suggest 87 per cent of guests are more likely to visit a theme park if it includes VR. The report will combine unique visitor research and exclusive industry expertise, with future visions and predictions from Picsolve and its partner Dubai Parks and Resorts.

FORREC

At IAAPA, Merlin Entertainments and FORREC are announcing plans for LEGOLAND New York, opening in 2018. The entertainment design company worked with Merlin on LEGOLAND Dubai and the upcoming LEGOLAND Japan. LEGOLAND New York will feature fully themed play areas, more than 50 rides, shows and attractions and a LEGOLAND Hotel. It will be the third LEGOLAND in the US. Visit the booth to find out more about FORREC's global project portfolio. **Booth #2069**



HOLOVIS

Holovis reveals the secrets of experience personalisation at IAAPA. Bespoke apps integrate with existing and new attractions to ensure guest engagement before, during and post visit. Gamification beats queue boredom. Data is tailored to attractions, making them unique and constantly updating to encourage repeat guest visits. **Booth #778**

JRA

Jack Rouse Associates is presenting a brand new project at IAAPA. Rixos Hotels' 64-hectare (158-acre) Land of Legends theme park in Antalya, Turkey. When fully completed, the resort will include a five-star hotel, theme park, shopping boulevard, wildlife park and FEC. The first phase of development, Legends of Aqua, recently opened and features an aquarium, dolphinarium and waterpark with 72 slides. JRA provided master planning, concept and schematic design for the waterpark. **Booth #1369**



Soaring With Dragon is an Intamin coaster

INTAMIN

An Intamin signature coaster, namely the Vertical Ring Coaster, themed around a soaring dragon, made its debut at the latest Wanda theme park in Hefei, China in late September. This unique LSM Launch Coaster features a swing launch (forward-backward-forward) and the

highest non-inverted loop at 60 metres, reaching a maximum speed of 125kph. Another recent opening from Intamin is the Suspended Twin Hammer, named Doomsday Destroyer, at Warner Bros Movie World, Australia, a rotating thrill ride with spectacular theming. Visit the booth to learn more about Intamin. **Booth #3824**



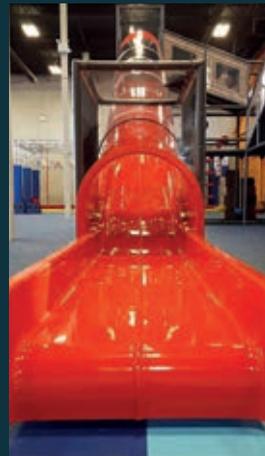
6K flying theatre Wings Over Washington

DYNAMIC ATTRACTIONS

Dynamic Attractions has installed a state-of-the-art flying theatre at a historic attraction in Washington, Seattle. The Wings Over Washington ride offers guests a "flying" experience where they soar over the state's landscapes. The 20-minute ride experience, located at Pier 57's Miners Landing attraction, was created using the latest technology, including 6K cameras, innovative art laser projection, image capture drones, creative design agency Super 78's virtual reality collaborative planning tools and cutting-edge surround sound. **Booth #1078**

IPLAYCO

International Play Company is displaying its new Turbo Tube with clear top and side views, and side by side features, at the IAAPA trade show. The slide does well in both smaller and larger entertainment centre playgrounds. The Turbo Slide made its debut at the 2015 IAAPA Show. Since then Iplayco has installed over a dozen and is forecasting 30 or 40 more will be installed in the next 12 months. **Booth #3862**



Iplayco's Turbo Tube

ALTERFACE

Interactive ride technology company Alterface is celebrating its 15th anniversary at IAAPA with a new tagline, Enjoy the Ride. "Enjoy the Ride" reflects the experiences of our customers during the exciting period when they create their dream ride with our technology and team," says the company. "They keep us excited and remain at the centre of our activities." Attendees can meet the team and experience Alterface's latest technology in an interactive demo unit at the booth. **Booth #862**



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



www.crew.uk.net
info@crew.uk.net

0845 260 4414



Product Manager – Waves

Location: Richmond, BC

Reports to: Chief Operating Officer

The Product Manager is responsible for the product planning and execution throughout the product lifecycle, including gathering and prioritizing product and customer requirements, defining the product vision, and working closely with engineering, product development, manufacturing, sales, marketing and project services to ensure revenue and customer satisfaction goals are met. The Product Manager's job also includes ensuring that the product supports the Company's overall strategy and goals.

Throughout all the stages of the product lifecycle, the Product Manager represents the needs of the end-users, evaluates market trends and competition, and uses this information to determine what features to include. The Product Manager is the team leader



for a given product, products or family of products, in this case, Waves.

Experience and Qualifications:

- Electrical or Mechanical Engineering degree with Product Management experience
- 5+ years' experience in a product management role
- Professional business acumen
- Experience in, or knowledge of the waterpark business is mandatory

To Apply:

Applications will continue to be accepted until position is filled. Include

your cover letter and resume in your application with "Product Manager - Waves" in the subject line of your email to careers@whitewaterwest.com

As a part of ensuring a safe and secure place to work, successful candidates may (role dependent) have to complete a pre-employment drug & alcohol test and/or background check (references, credit, identity check and criminal).

Only candidates who are eligible to accept employment in Canada WITHOUT sponsorship will be considered.

No agencies please. Thank you for your interest in this position!

For more information about this role and to apply please visit: <http://lei.sr?a=s2s1L>

Visitor Experience Manager

(3 roles within specialist areas)

The Postal Museum

Salary: £28,000 per annum

Job location: London, UK

Contract: Full-time, Permanent

Hours: 37.5 hours per week



An opportunity for visitor experience professionals to develop a new heritage attraction in London.

In 2017, The Postal Museum will open as a new attraction in Central London, with two experiences in one. Alongside interactive galleries telling the story of five centuries of British social and communications history, it will also offer a subterranean ride on the old Post Office Underground Railway – Mail Rail – for the first time ever. The Postal Museum will welcome over 180,000 visitors a year, along with a further 400,000 through their public events programme, digital and outreach offers.

About the role:

As a Visitor Experience Manager (VEM) you will fulfil an important role delivering a world class visitor experience and maximising visitor enjoyment by maintaining excellent customer service levels.

This role will include exciting opportunities to recruit, train and shape a brand new team ready for the opening of The Postal Museum and the Mail Rail in late spring 2017. This will be a demanding and exciting period which will be an excellent career opportunity for the right individuals.

As a VEM, you will have direct line management of Team Leaders, Operators and Hosts working across operational functions including visitor experience, retail, admissions and the Mail Rail. They are looking for VEMs to hold three specialist areas; Admissions and Retail, Galleries and Engagement and Mail Rail.

About you:

The successful post-holder will have proven experience in a customer-facing role at management or supervisory level in a similar or comparable environment. Experience of generating income and achieving income targets for a customer service focussed team is essential for this role.

You will be proficient in Microsoft office software, admissions and POS systems, and have demonstrable financial understanding, with the ability to produce, analyse and report on financial data.

Practical working knowledge of legislation relating to Health & Safety is necessary. You will also have the ability to communicate effectively at all levels in order to build positive and successful working relationships.

<http://lei.sr?a=m4C8P>

General Manager

Namco UK Ltd

Salary: £25k + benefits

Closing date: 20 Nov 2016

Location: Namco Funscape, Ipswich, UK

An enthusiastic, driven General Manager is sought to run this ten pin bowling Family Entertainment Centre. You will be suitably located or be willing to relocate to the area. The Namco UK business is part of the Bandai Namco group of companies that operate across the globe. In the UK it operates large scale multi leisure and entertainment centres including this one in Ipswich. The role consists of directing, training and developing duty managers as well as managing technical and sales staff along with around 20 full and part time general staff. You will drive, motivate and encourage the team to achieve their targets, provide excellent customer service whilst ensuring Company standards of presentation are maintained. You will be an excellent communicator with a "hands-on" approach. You will generate and implement marketing strategies and be able to think "out of the box". Applications are therefore sought from suitably qualified or experienced individuals who have a proven track record of achieving in their roles to date. It is viewed by the Company as an excellent location for experienced deputy managers to "cut their teeth" in their first General Manager role given the size and challenging nature of the business.



Apply now: <http://lei.sr?a=O6u6f>

CHIEF ENGINEER

RIDES & ATTRACTIONS

Dreamland Margate, UK

Salary: Competitive

Closing date: 20 Nov 2016

Reports to: Head of technical services

Hours: 42 hpw

The role of Chief Engineer is to Manage along with the Head of Technical Services the Technical Services Department, the team is responsible for maintaining the strategic plan and daily operational maintenance for the Rides & Attractions in Dreamland, including supporting and upholding a robust Rides Maintenance program. The role is suited to a self motivated and resourceful individual.

To view job details, and to apply click here: <http://lei.sr?a=e8x1H>

Please note that candidates whose applications will be progressed, will be contacted within one week of the closing date.

No Agencies please.

OPERATIONS MANAGER

HARROW ARTS CENTRE

SALARY: £29,727 - £31,731

JOB LOCATION: HARROW, LONDON, UK

Harrow Arts Centre is a busy theatre, arts and community complex and the Headstone Manor & Museum site has 4 historic buildings including a successful wedding venue, owned and operated by Harrow Council. We are looking for an outstanding Operations Manager with a record of strong performance in busy, customer facing environments where time management is key to success.

This successful candidate will support an experienced operations and technical team as we work to improve processes and performance. The ability to hit the ground running, learn processes fast, and handle a varying workload including evening and weekend work is vital.

Core aspects of the role will be:

- Lead responsibility for the management and operation of buildings, facilities and equipment to achieve the most efficient and effective use of the resources.
- Be the key contact for the catering and the sales of alcohol operations across the Arts & Heritage Service, act as Licensee for the sale of alcohol and be the named designated premises supervisor.
- Develop and maintain excellent relationships with production teams, hirers and other clients. Communicate

with the operations team as to the requirements of hirers, production teams and other internal and external customers to ensure the smooth operation of the service.

- Provide line management, support and development for the operations team and manage delegated budgets for salaries, production costs and maintenance.
- Responsibility for the management and improvement of compliance with regulatory requirements, including licensing, health and safety, planning and building regulations.
- Develop and maintain emergency procedure protocols and ensure reporting systems and risk assessments are in place.
- Be visible at events across the Arts & Heritage Service ensuring that you take on the Duty Management responsibility on a regular basis, especially being available for high profile events.
- Prepare and maintain a working business continuity plan for the Arts & Heritage Service.



This full time role is initially offered as a fixed term contract until 31st March 2017

Apply now: <http://lei.sr?a=T1v2z>

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



■ **Product Manager - Waves**

Whitewater West Industries Ltd.
Salary: Competitive
Job location: Richmond, British Columbia, Canada

■ **Head Chef**

William's Den
Salary: Competitive
Job location: East Riding Of Yorkshire, United Kingdom

■ **Marketing and Communications Manager**

Flintshire County Council
Salary: £34,196 - £35,926 per annum
Job location: Flintshire, United Kingdom

■ **Director of Marketing and Sales**

Merlin Entertainments Group
Salary: Competitive
Job location: North America, United States

■ **Duty Events Manager**

Sea Life
Salary: Competitive
Job location: Orlando, United States

■ **Operations Manager**

Harrow Arts Centre
Salary: £29,727 - £31,731
Job location: Harrow, London, United Kingdom

■ **Chef de Partie**

Chessington World of Adventures
Salary: Competitive
Job location: Chessington, United Kingdom

■ **Chief Engineer (Rides and Attractions)**

Dreamland Margate
Salary: Competitive
Job location: Margate, United Kingdom

■ **Visitor Experience Manager**

The Postal Museum
Salary: £28,000 per annum
Job location: London, United Kingdom

■ **Social Media Manager**

Legoland
Salary: Competitive
Job location: Florida, United States

■ **Master Model Builder**

Legoland Discovery Centre
Salary: Competitive
Job location: Westchester NY, United States

■ **Operations Manager**

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

■ **Technical / Facilities Manager**

Legoland Discovery Centre
Salary: Competitive
Job location: Boston, MA, United States

■ **Operations Team Leader**

Madame Tussauds
Salary: Competitive
Job location: Las Vegas, United States

■ **Marketing Manager**

Sea Life
Salary: Competitive
Job location: Orlando, United States

■ **General Manager**

NAMCO UK Ltd
Salary: £25k + benefits
Job location: Ipswich, United Kingdom

■ **Attractions Manager**

Openwide International Ltd
Salary: £25,000 to £33,000
Job location: Bournemouth

■ **General Manager**

The Eye Brand
Salary: Competitive
Job location: Orlando, United States

■ **Operations Manager**

Madame Tussauds
Salary: Competitive
Job location: Hollywood, United States

■ **Head of Engineering**

The Eye Brand
Salary: Competitive
Job location: Orlando, FL, United States

■ **Marketing Manager**

Sea Life
Salary: Competitive
Job location: Orlando, FL, United States

■ **Studios Artist**

Madame Tussauds
Salary: Competitive
Job location: San Francisco, United States

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

Watercoaster and virtual queuing confirmed for Universal's Volcano Bay

Universal Orlando has revealed further details about its highly anticipated Volcano Bay waterpark, including a watercoaster and virtual queuing technology.

The operator announced on 3 November that the waterpark will feature a watercoaster thrill ride that journeys through the 200ft (61m) -high volcano structure at the centre of the site. Guests will board specially-designed canoes to ride the Krakatau Aqua Coaster, which uses leading water ride technology to propel them uphill as well as down.

Visitors will be able to



The Krakatau Aqua Coaster at the upcoming Volcano Bay

book ride slots and avoid queuing in the waterpark thanks to Universal's TapuTapu technology. Each visitor will be issued with a wristband enabling them to hold their place in a line and unlock "surprises"

around the park.

The operator has also promised a "a state-of-the-art marquee attraction found only at Volcano Bay," though further details have not been revealed.

More: http://lei.sr?a=J7q5R_A

Native American tribe unveils plan for US\$241m theme park in Alabama

A Native American tribe has announced plans for a US\$241m (€217m, £194m) theme park and resort to feature one of the US's longest rollercoasters.

Located in Foley, Alabama, the multi-million dollar plans by the Poarch Band of Creek Indians will be built over the space of five years in a multi-phased approach, with phase one slated for 29 May 2017 – Memorial Day in the US.

Dubbed Owa – meaning "big water" and named after a 14-acre lake at the centre of the development.

Owa's design will celebrate its rural roots, with concepts giving the feel of a small southern town evolving through time



The theme park is at the centre of a massive development

in certain themed districts of the park. Phase one will include the hotel, retail, dining and theme park. Future phases will include a waterpark, additional hotels, a condominium

complex and a resort level RV park. Future phases of development will bring costs to in excess of US\$500m (€451m, £402m).

More: http://lei.sr?a=n2w8H_LA

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- Association of American Zoos & Aquariums**
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- Themed Entertainment Association (TEA)**
T: +1 818 843 8497 W: www.teaconnect.org
- World Waterpark Association (WWA)**
T: +1 913 599 0300 W: www.waterparks.org
- Zoo & Aquarium Association**
T: +61 2 9978 4797 W: www.zooaquarium.org.au