

Find great staff™

# AM2

The news & jobs magazine  
from Attractions Management

AM2.jobs

14 JUNE 2017 ISSUE 80

## Universal confirms *Mario Kart* plans at Nintendo groundbreaking

Universal has shed more light on its upcoming Super Nintendo World in Japan, hosting a groundbreaking ceremony and confirming that *Mario Kart* will be brought to life as part of the highly-anticipated immersive attraction.

Scheduled to open in time for the 2020 Tokyo Olympics, the ¥60bn (US\$544m, €486m, £428m) Mario-themed addition to Universal Studios Japan will feature zones filled with modern rides, interactive areas, shops and restaurants.

A *Mario Kart* ride – which had been at the top of many Nintendo fans' wish lists – was confirmed by the operator during the groundbreaking.

Mark Woodbury, who is president of Universal Creative and vice chair for



Universal will eventually expand its Nintendo presence to the US

Universal Parks and Resorts, called the creative partnership between Nintendo and Universal “revolutionary”, promising big things for the *Mario Kart* attraction.

“Our common vision is to bring the remarkable characters, stories and worlds of Nintendo to life in ways the world has never seen before,” he said. “One centerpiece will be the revolutionary *Mario Kart* experience – a new kind of attraction that takes theme park entertainment to entirely new levels.”

According to Universal, the economic effect created by Universal during the 10 years following the opening of Super Nintendo World will be about ¥6,200bn (US\$56.18bn, €50.2bn, £44.2bn) in the Kinki Region of Japan.

Universal Studios Japan enjoyed its third record year in a row last year, welcoming almost 15m visitors – an increase of 700,000 on 2015.

More: [http://lei.sr?a=7n8k6\\_A](http://lei.sr?a=7n8k6_A)

## Study suggests heritage volunteering can improve wellbeing

A new study supported by the Heritage Lottery Fund (HLF) has suggested that there are significant wellbeing benefits for people volunteering on heritage projects.

The study – *Inspiring Futures: Volunteering for Wellbeing* – was financed by a £528,700 (US\$682,872, €605,775) grant from the HLF.

Taking place between March 2013 and December 2016, 231 local people in Manchester who were long-term unemployed, socially isolated or had wellbeing challenges, were recruited for a bespoke training programme designed to help their respective situations.

Taking place at IWM North, Manchester Museum and Museum of Science and Industry, the training helped participants secure volunteer places at a number of heritage venues in the northwest of



Wellbeing improved over the three year scheme

England, including the Whitworth Art Gallery and People's History Museum.

An evaluation of the project said that more than 75 per cent of participants reported significant increases in wellbeing over the course of a year, with almost 60 per cent reporting improvements over two to three years. Additionally, more than 30 per cent of participants gained new employment or new opportunities for getting into work.

According to the HLF, the project's success has led to talks with the Central Manchester Clinical Commissioning Group and Mental Health services, exploring the possibility of ‘social prescribing’, where patients would be ‘prescribed’ museum and gallery volunteering to improve mental and physical wellbeing.

More: [http://lei.sr?a=Y4T9w\\_A](http://lei.sr?a=Y4T9w_A)

GET  
AM2

Magazine sign up at  
[AM2.jobs/subs](http://AM2.jobs/subs)

PDF for iPad, Kindle & smart phone  
[AM2.jobs/pdf](http://AM2.jobs/pdf)

Online on digital turning pages  
[AM2.jobs/digital](http://AM2.jobs/digital)

Twitter  follow us:  
[@am2jobs](https://twitter.com/am2jobs)

Job board live job updates  
[AM2.jobs](http://AM2.jobs)

Ezine sign up for weekly updates,  
[AM2.jobs/ezine](http://AM2.jobs/ezine)

Instant sign up for instant alerts,  
[AM2.jobs/instant](http://AM2.jobs/instant)

RSS sign up for job & news feeds  
[AM2.jobs/rss](http://AM2.jobs/rss)

**Leisure Media**

Tel +44 (0)1462 431385  
 Fax +44 (0)1462 433909  
 e-mail [fullname@leisuremedia.com](mailto:fullname@leisuremedia.com)

**Subscriptions**

[subs@leisuremedia.com](mailto:subs@leisuremedia.com)

**Editor**

Liz Terry +44 (0)1462 431385

**AM2 Managing editor**

Tom Anstey +44 (0)1462 471916

**Attractions Management**

Alice Davis +44 (0)1462 471918

**Head of news**

Matt Campelli +44 (0)1462 471912

**Journalists**

Kim Megson +44 (0)1462 471915

Jane Kitchen +44 (0)1462 471929

**AM2 Products editor**

Lauren Heath-Jones +44 (0)1462 471927

**AM2 Publisher**

Julie Badrick +44 (0)1462 471919

**Associate publisher**

Sarah Gibbs +44 (0)1462 471908

**Sales**

Simon Hinksman +44 (0)1462 471905

Paul Thorman +44 (0)1462 471904

Chris Barnard +44 (0)1462 471907

**Design**

Ed Gallagher +44 (0)1905 20198

**Web team**

Michael Paramore +44 (0)1462 471926

Dean Fox +44 (0)1462 471900

Tim Nash +44 (0)1462 471917

Emma Harris +44 (0)1462 471921

**Research**

Joe Neary +44(0)1462 431385

**Financial administrator**

Denise Adams +44 (0)1462 471930

**Circulation manager**

Michael Emmerson +44 (0)1462 471932

**Subscribe to AM2:**

Online [www.am2.jobs/subs](http://www.am2.jobs/subs)

Email [subs@leisuremedia.com](mailto:subs@leisuremedia.com)

Tel +44 (0)1462 471913

Annual subscription rates are UK £31

Europe £41, Rest of world £62

UK Students £16

AM2 is published fortnightly by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK and is distributed in the USA by SPP, 75 Aberdeen Road, Emigsville, PA 17318-0437. Periodicals postage paid @ Manchester, PA POSTMASTER Send US address changes to Spa Opportunities, c/o PO Box 437, Emigsville, PA 17318-0437. The views expressed in print are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Limited. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise without the prior permission of the copyright holder. Printed by Preview Cromatic Ltd. ©Cybertrek Ltd 2017 ISSN Print: 2055-8171 Digital: 2055-818X



Almulla takes up the role at DXB after spending nine years at the Arab Media Group

## DXB Entertainments names Almulla as CEO

DXB Entertainments, owner of Dubai Parks and Resorts, has named Arab Media Group (AMG) CEO Mohamed Almulla as its new chief.

As new CEO, Almulla replaces Raed Al Nuaimi, who has been appointed as head of a new entity created to manage multi-billion dollar development projects for both Dubai Holding and Meraas Holding, as well as other third

parties. Meeras Holding is the majority shareholder of DXB Entertainments, owning 52.29 per cent of the company.

Almulla takes up the role at DXB after nine years at AMG, having joined the firm in November 2008. During his tenure he managed the operation of all corporate and consumer products for the company.

*More: [http://lei.sr?a=W7w4m\\_A](http://lei.sr?a=W7w4m_A)*

## Wonderful world of Dr Seuss celebrated with launch of new Springfield museum

A museum dedicated to Theodor Seuss Geisel – more commonly known as Dr Seuss – has opened its doors in the author's hometown of Springfield, Massachusetts.

Located in the grounds of the existing Dr Seuss National Memorial Sculpture Garden in Springfield – the town where Geisel was born and raised – the US\$7m (€6.2m, £5.4m) museum features five zones where visitors can learn about famous Dr Seuss stories, such as *The Cat in the Hat*, and *Green Eggs and Ham*.

Set over three storeys, the 21,000sq ft (1,950sq m) attraction will be managed by the Springfield Museums organisation and has been funded by private investors, the Dr Seuss Enterprises and the Dr Seuss Foundation.



Interactive exhibits explore Dr Seuss's Springfield roots

The museum is well situated within the sculpture garden, which attracts around three million visitors each year. Some 3,000 people were in attendance for the launch, with 1,800 visiting the museum on the sold-out opening day. Plans for the second phase of development include an outdoor Seussian Alphabet Maze.

*More: [http://lei.sr?a=x7X5q\\_A](http://lei.sr?a=x7X5q_A)*

## Lionel Messi 'Experience Park' coming to China in 2019

Lionel Messi has inspired a new theme park in China, which will have over 20 multimedia attractions dedicated to the footballer.

A consortium of developers, including China's Phoenix Group and Spanish conglomerate Mediapro, are backing the Messi Experience Park in Nanjing – described as “a unique global experience” that will allow visitors “to immerse themselves in all things Messi”.

The park will use virtual and augmented reality technologies for both rides and special football clinics teaching some of Messi's skills. It will also have its own football pitches for visitors to use.

In total there will be 46,000sq m (495,000sq ft) of indoor facilities alongside 12,000sq m (130,000sq ft) garden game areas and 25,000sq m (270,000sq ft) of public space. The complex is set to be opened in early 2019.

A large team of designers, including the Catalan architecture firm DAW Office, are working on the project. Messi himself is



The Messi Experience Park will help increase football uptake in China, according to Messi

consulting on his eponymous park, which has been conceived by the consortium as a way of using his popularity to “strengthen the ties between Europe and Asia.”

Launching the project during a recent four-day trip to China, Messi said the

attraction could increase the number of children taking up football in China, saying that he hoped “to provide them the experience they never had before and to inspire them to pick up the sport early on.”

*More: [http://lei.sr?a=B5X6j\\_A](http://lei.sr?a=B5X6j_A)*

## Yorkshire Wildlife Park announces £50m expansion plans

Britain's Yorkshire Wildlife Park in Doncaster has announced plans for a huge £50m (US\$64.6m, €57.5m) expansion, securing 150 acres (61 hectares) of new land next to its existing site, which will be used to turn it into one of the UK's leading leisure destination.

Plans include new reserves and the introduction of new species to continue conservation and welfare work conducted at the park.

The expansion will also feature a new entrance to the zoo, complete with a visitor hub which could include a hotel and support restaurants and retail. These facilities will be available before visitors enter the park.

“It will be a natural expansion of the wildlife park,” said Neville Williams, Yorkshire Wildlife Park director. “The expansion and proximity of Doncaster airport means the potential is there to take the park from a regional attraction to a national and even international destination.”

“We are very excited about this next stage of our life and believe it will be a game changer for Yorkshire Wildlife Park, Doncaster and



Plans include new reserves and the introduction of new species to expand on existing work

the surrounding area,” said Park CEO John Minion. “Since opening we have been able to contribute hugely to protecting endangered species such as Amur tigers, leopards and African painted dogs. Our visitors share our passion to cherish wildlife and ensure its survival. This expansion will allow us to take our conservation work to

another level. Providing an excellent visitor experience is also key to what we do.”

The park, which opened in 2009, is one of the UK's most popular zoos, welcoming a record 761,000 visitors in 2016. It employs 300 members of staff, this number doubling to 600 on completion of the project.

*More: [http://lei.sr?a=w7c9E\\_A](http://lei.sr?a=w7c9E_A)*

## AU\$28.5m masterplan revealed for home of Arthur Boyd

The masterplan for the AU\$28.5m (US\$21.4m, €19m, £16.5m) redevelopment of the home of Australian artist Arthur Boyd has been unveiled by Bundanon Trust – the charity managing the property – with the development plans expected to more than double visitation to the attraction.

Created by Kerstin Thompson Architects (KTA), the addition of a new gallery will enable the Bundanon Trust to display a much greater proportion of its AU\$37.5m (US\$28m, €25m, £21.8m) collection of 3,800 artworks – 1,300 of them by Boyd.

The work will also include the additions of workshops, 32 bedrooms, learning spaces, a café and an arrival hall. These will be built inside a 140-metre-long by 9-metre-wide trestle bridge structure crossing two ridges over a gully on the property. At one end, the bridge will meet the gallery, while at the other end it will finish near an existing number of 19th century buildings.

Preliminary approval has been granted for the project, but funding still needs to be secured. Seeking finances from the



Kerstin Thompson Architects won a competition in November from a shortlist of six firms

commonwealth and state governments, the Bundanon Trust says the development will have substantial regional economic benefits including AU\$51m (US\$38.2m, €34m, £29.6m) of spending and the creation of 142

jobs during the construction phase, with an additional 59 permanent created. Once the funding goal is reached, the development will take around 12 months to complete.

More: [http://lei.sr?a=n8j5z\\_A](http://lei.sr?a=n8j5z_A)



The museum was renovated in 2001

## Miami Beach's Bass gets October reopening date

The Bass – a contemporary art museum on Miami Beach – has been given a reopening date of 8 October following a US\$12m (€10.7m, £9.3m) renovation headed by project architects David Gauld and Arata Isozaki.

The new renovation expands the internal structure by 47 per cent, adding 4,100sq ft (380sq m) to the existing 8,700sq ft (808sq m) space, including three new galleries, a new museum store and café, and a designated education facility to better serve expanded programmes and increased attendance.

More: [http://lei.sr?a=n6S3b\\_A](http://lei.sr?a=n6S3b_A)

## Varney calls on new UK government to shake up “undervalued” tourism sector

Merlin Entertainments chief Nick Varney has said the UK government must hand over responsibility for promoting tourism to a new department, saying the Department for Culture, Media and Sport (DCMS) had made it a “second-tier priority”.

Varney, who is also chair of the British Hospitality Association (BHA), was speaking at the body's annual summit, where he outlined the association's agenda for the new government following the general election.

According to Varney, the Department for Business, Energy & Industrial Strategy should take up Britain's tourism remit, saying the sector “would not be regarded as a serious industry” within government until that happens.



Varney is chair of Merlin Entertainments and the BHA

Varney also called on the government to reduce VAT on tourism industries – including visitor attractions, accommodation and restaurants – something he said was a “silver bullet solution” to tackle rising costs within the sector and competition from overseas.

More: [http://lei.sr?a=F8A5g\\_A](http://lei.sr?a=F8A5g_A)



 **VORTEX**  
**A CLEAR  
SOURCE  
OF  
AMAZEMENT**



**CLICK TO PLAY VIDEO**

**WANDA XISHUANGBANNA WATER PARK | XISHUANGBANNA, CHINA**

# **ATTRACT FAMILIES AND KEEP THEM ONSITE LONGER**

Unique aquatic play environments create everlasting memories and bring families back again and again. **All through the wonder of water.**

**JOIN US AT  
BOOTH L547**



World leader in aquatic play solutions with over 6,500 installations worldwide  
1.877.586.7839 (free USA/CANADA) | +1.514.694.3868 (INTERNATIONAL)  
info@vortex-intl.com | [VORTEX-INTL.COM](http://VORTEX-INTL.COM)      

## MoMA unveils renovation and reveals plans for expansion

The Museum of Modern Art (MoMA) in New York has completed the first phase of its major renovation programme, and unveiled its final plans for a multi-year expansion designed by architects Diller Scofidio + Renfro, alongside Gensler.

The renovation of the museum's east section, which began in February 2016, is now finished. Galleries and public spaces have been enhanced on three floors with the reconfiguration of 15,000sq ft (1,393sq m) of space and the extension of the historic Bauhaus staircase to the ground level. A new first-floor lounge facing The Abby Aldrich Rockefeller Sculpture Garden has also been added.

The larger, long-term expansion programme, including the west side that is now under construction, will increase MoMA's gallery space by a third, to 175,000sq ft (16,250sq m).

A stack of new galleries of various heights are being added to the western side of the building and will vertically interlock. Around 50,000sq ft of connected new space



Galleries and public spaces have been enhanced on three floors as part of the renovation

will allow the museum to exhibit a series of fluid, interconnected narratives of modern and contemporary art across all mediums.

There will also be a gallery for contemporary design; a fully customised

studio space for media, performance, and film; and a sixth-floor lounge with an outdoor terrace facing 53rd Street. Work is expected to be completed in 2019.

More: [http://lei.sr?a=w4K9k\\_A](http://lei.sr?a=w4K9k_A)



The work looks at diversity in society

### Grayson Perry exhibition on display at Serpentine

London's Serpentine Gallery has opened a new exhibition by British contemporary artist Grayson Perry dubbed *The Most Popular Art Exhibition Ever*, touching on themes including popularity and art, masculinity, and the current cultural landscape.

Tackling the issue of how contemporary art can best address a diverse cross section of society, the exhibition was featured on a recent Channel 4 documentary *Grayson Perry: Divided Britain*, which followed the artist as he created new work for the show.

More: [http://lei.sr?a=p9m9f\\_A](http://lei.sr?a=p9m9f_A)

## Cape Town's Iziko Planetarium among Africa's elite following R30m upgrade

Cape Town's Iziko Planetarium has reopened its doors to the public following a R30m (US\$2.3m, €2.1m, £1.8m) digital upgrade.

The Iziko Planetarium, part of the Iziko South African Museum, has had a much-needed upgrade to the 31-year-old facility, with its new digital full-dome 8K theatre allowing for multimedia image production and data visualisation "on a scale not previously seen in Africa".

South Africa's Iziko Museums are an agency of the government's Department of Arts and Culture, which has funded the project along with the University of the Western Cape, the National Research Foundation, the National Lotteries Commission, the University of Cape Town and Cape Peninsula University.



The new digital full-dome 8K theatre is a first for Africa

The planetarium is one of only six fully-fledged planetariums on the African continent, which in addition to acting as a visitor attraction, will also serve as a research facility and will be used to bridge the divide between the sciences and the arts.

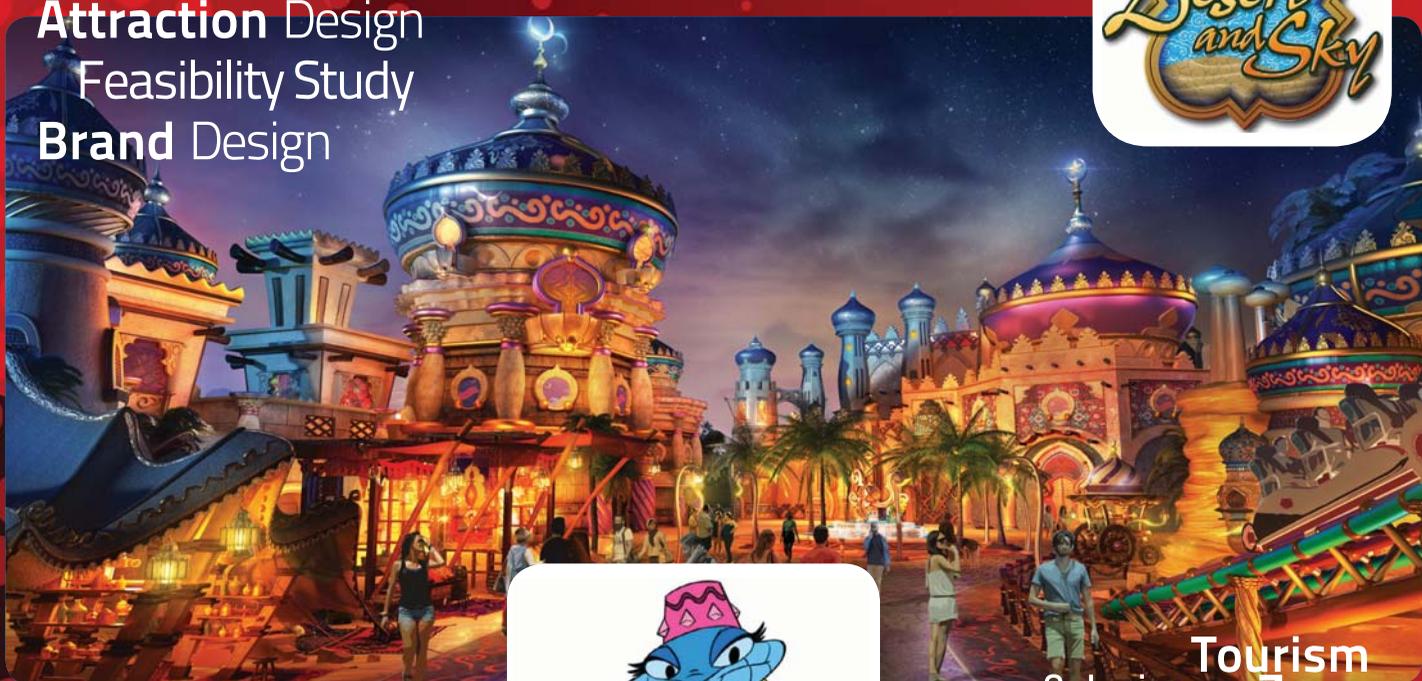
More: [http://lei.sr?a=V9k2p\\_A](http://lei.sr?a=V9k2p_A)

A Global Leader in the Tourism & Leisure Design Industry

# IDEATTACK®



MasterPlanning  
Concept Design  
Detailed Design  
Attraction Design  
Feasibility Study  
Brand Design

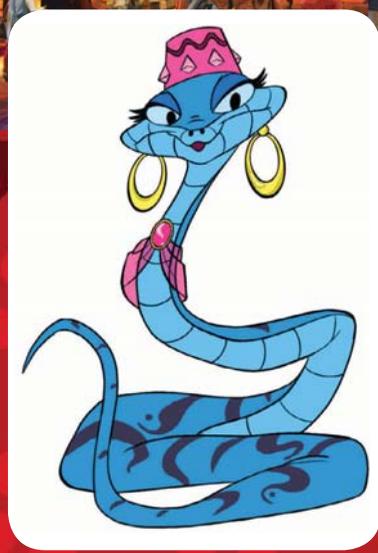


Tourism  
& Leisure Zones  
Theme Parks  
& Water Parks  
Themed Resorts  
& Amenities  
Cultural Attractions  
Mixed-Use Retail  
& Lifestyle Centers



IDEATTACK Inc.  
1055 E Colorado Blvd  
Suite 500  
Pasadena, California  
91101 U.S.A.  
Phone 626-204-4087  
info@ideattack.com

[ideattack.com](http://ideattack.com)



**AM2****DIARY DATES**

15-17 JUNE 2017

**Ecsite Annual Conference 2017**  
**Porto, Portugal**

The Natural History and Science Museum of the University of Porto and Ciência Viva are the hosts of this 28th edition. The largest of its kind in Europe, the Ecsite conference is open to everyone interested in public engagement with science.

Tel: +32 2 649 7383

Email: [info@ecsite.eu](mailto:info@ecsite.eu)[www.ecsite.eu](http://www.ecsite.eu)

22-24 JUNE 2017

**AIM National Conference 2017**  
**Chatham, UK**

2017 is the Association of Independent Museum's (AIM) 40th year, so this year's National Conference will provide the opportunity to focus on how independents prosper under effective leadership, through inspirational stories from AIM members.

Tel: +32 2 649 7383

Email: [aimadmin@aim-museums.co.uk](mailto:aimadmin@aim-museums.co.uk)

30 JULY - 3 AUGUST 2017

**Siggraph 2017**  
**Los Angeles, California, US**

The 44th Siggraph conference features five days of research breakthroughs, alternative realities, advanced training, digital-media extravaganzas, human-computer interaction, creative collaboration, and tomorrow's technologies.

Tel: +1 805 677 4286

[www.s2017.siggraph.org](http://www.s2017.siggraph.org)

5-7 AUGUST 2017

**Amusement & Attractions Africa**  
**Johannesburg, South Africa**

Africa's first and only exhibition focusing the amusement industry. AAA can be used as a tool to introduce suppliers and manufacturers to the African marketplace, where exhibitors and project partners can grow their business on the continent.

Tel: +86 20 2894 5348

Email: [africaexpo@163.com](mailto:africaexpo@163.com)[www.gnaafrica.com](http://www.gnaafrica.com)

This year's conference focuses on the topic of 'Museum Gamechangers'

26-28 JUNE 2017

**MuseumNext Europe**  
**Rotterdam, Netherlands**

A major conference on the future of museums, MuseumNext Rotterdam will be the ninth European conference. This year's MuseumNext focuses on

'Museum Gamechangers' and will be a celebration of the people, ideas and technologies that are changing the landscape of the museum sector.

Tel: +44 1912 573 439

Email: [kala@museumnext.com](mailto:kala@museumnext.com)[www.museumnext.com/conference](http://www.museumnext.com/conference)

9-13 SEPTEMBER 2017

**AZA Annual Conference**  
**Indianapolis Zoo, Indiana, US**

The Association of Zoos & Aquariums (AZA) Annual Conference is the largest, most comprehensive zoo and aquarium professionals' event in the world. The conference offers attendees valuable networking and learning opportunities, and the chance to explore cutting-edge product and service providers. More than 150 companies and organisations will showcase their latest products to 2,800 delegates from AZA aquariums and zoos.

Tel: +1 301 244 3347

Email: [cwallen@aza.org](mailto:cwallen@aza.org)[www.annual.aza.org](http://www.annual.aza.org)

sessions look at topics of interest to the European zoo community.

Tel: +31 20 520 07 50

Email: [mirko.marseille@eaza.net](mailto:mirko.marseille@eaza.net)[www.eaza.net](http://www.eaza.net)

24-28 SEPTEMBER 2017

**Euro Attractions Show**  
**Berlin, Germany**

The world's attractions leaders will descend on Berlin, when 11,000 gather for this year's Euro Attractions Show (EAS). The 2017 EAS trade show floor will have more than 500 exhibiting companies, while a full lineup of educational sessions has been set for the five days.

Tel: +31 20 520 07 50

Email: [mirko.marseille@eaza.net](mailto:mirko.marseille@eaza.net)[www.iaapa.org](http://www.iaapa.org)

19-23 SEPTEMBER 2017

**EAZA Annual Conference**  
**Wildlands Adventure Zoo, Emmen, Netherlands**

The European Association of Zoos and Aquaria (EAZA) Conference is the biggest annual gathering of the European zoo and aquarium community. More than 600 delegates are expected to come together for four days of meetings, presentations, discussions and networking opportunities. Conference

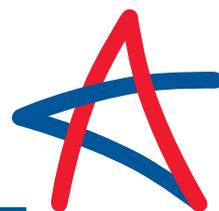
26-29 SEPTEMBER 2017

**GSCA Conference & Trade Show**  
**Chicago, Illinois, US**

The Giant Screen Cinema Association (GSCA) Conference and Trade Show this year includes a marketing symposium to help theaters increase attendance.

Tel: +1 919 346 1123

Email: [info@giantcreencinema.com](mailto:info@giantcreencinema.com)[www.giantcreencinema.com](http://www.giantcreencinema.com)



# VAC2017



**4 October 2017**

*Put it in your  
diary now!*

## **THE ANNUAL NATIONAL CONFERENCE OF VISITOR ATTRACTIONS**

**Wednesday 4 October 2017 - The QEII Conference Centre, London.**

The essential event for owners, managers and marketers of a visitor attraction, for opinion formers and tourism or heritage professionals.

VAC is a national conference organised by the industry, for the industry where you can:

- Get involved in a unique forum for industry professionals.
- Network and share experiences.

Don't miss this opportunity to:

- Understand your business in the context of the wider visitor attractions market.
- Keep up to date and find new directions for your business.

**Join our mailing list to receive regular conference updates.  
Early bird and multiple booking discount registration rates apply.**

[www.vacevents.com](http://www.vacevents.com)

Principal Sponsor:



Official Publication:

**Attractions**  
MANAGEMENT

Supported by:





# TEA/AECOM THEME INDEX

This year’s edition of the *TEA/AECOM Theme Index* report has a distinctly Asian focus, as Disney dips, waterparks ride the wave and the world’s museums rally.

## THEME PARKS

Following a period of growth in 2015, the world’s top theme parks have experienced a mixed year, according to the latest edition of the *TEA/AECOM Theme Index* report.

For the world’s top 25 theme parks, attendance declined 1.1 per cent, down from 235.6 million visitors in 2015, to 233.1 million in 2016, with the top operator – Disney – telling a similar story.

### Mouse trap?

According to the eleventh edition of the report, overall attendance at Disney attractions was actually up by 2.5 million, though this was largely in part to the launch of Shanghai Disneyland, which recorded visitor numbers of 5.6 million during its debut year.

Florida’s Magic Kingdom remains the world’s most visited park, with Disneyland California and Tokyo Disneyland in second and third place respectively. All three parks suffered attendance declines however, with drops of 0.5 per cent, 1.8 per cent and 0.4 per cent respectively.

For the year Magic Kingdom welcomed 20.4 million visitors, while Disneyland California drew 17.9 million and Tokyo Disneyland 16.5 million. Disney’s other parks included in the index all recorded attendance declines, the largest being Hong Kong



Despite Disney declines, Magic Kingdom remains the world’s most visited theme park

**“Disney resources have lately been concentrated in Asia, with Shanghai Disney Resort having opened in mid-2016”**

Disneyland, which suffered a 10.3 per cent drop of 700,000 visitors with 6.1 million visitors.

### Universal approval

Other operators have fared better than Disney, with Universal Studios recording attendance increases at all of its parks, buoyed by new attractions and IPs including the continued phenomenal success of its Harry Potter worlds.

Universal Studios Japan was ranked fourth for attendance overall, with visitor numbers increasing from 13.9 million in 2015 to 14.5 million in

## Theme Park Groups Worldwide

Rank & Group name	% Change	Attendance 2016	Attendance 2015
1 WALT DISNEY ATTRACTIONS	1.8%	140,403,000	137,902,000
2 MERLIN ENTERTAINMENTS GROUP	1.2%	61,200,000	60,500,000
3 UNIVERSAL PARKS AND RESORTS	5.5%	47,356,000	44,884,000
4 OCT PARKS CHINA	11.9%	32,270,000	28,830,000
5 FANTAWILD	37.0%	31,639,000	23,093,000
6 SIX FLAGS INC.	5.4%	30,108,000	28,557,000
7 CHIMELONG GROUP	16.0%	27,362,000	23,587,000
8 CEDAR FAIR ENTERTAINMENT COMPANY	2.7%	25,104,000	24,448,000
9 SEAWORLD PARKS & ENTERTAINMENT	-2.1%	22,000,000	22,471,000
10 PARQUES REUNIDOS	-6.0%	20,825,000	22,154,000
<b>TOP 10 TOTAL ATTENDANCE 2016</b>		<b>438,267,000</b>	<b>416,426,000</b>
<b>TOP 10 ATTENDANCE GROWTH 2015-16</b>	<b>4.3%</b>	<b>438,267,000</b>	<b>420,360,000</b>

## Top 20 Amusement/theme parks Worldwide

Rank, Park & Location	% Change	Attendance 2016	Attendance 2015
1 MAGIC KINGDOM AT WALT DISNEY WORLD, LAKE BUENA VISTA, FL, U.S.	-0.5%	20,395,000	20,492,000
2 DISNEYLAND, ANAHEIM, CA, U.S.	-1.8%	17,943,000	18,278,000
3 TOKYO DISNEYLAND, TOKYO, JAPAN	-0.4%	16,540,000	16,600,000
4 UNIVERSAL STUDIOS JAPAN, OSAKA, JAPAN	4.3%	14,500,000	13,900,000
5 TOKYO DISNEY SEA, TOKYO, JAPAN	-1.0%	13,460,000	13,600,000
6 EPCOT AT WALT DISNEY WORLD, LAKE BUENA VISTA, FL, U.S.	-0.7%	11,712,000	11,798,000
7 DISNEY'S ANIMAL KINGDOM AT WALT DISNEY WORLD, LAKE BUENA VISTA, FL, U.S.	-0.7%	10,844,000	10,922,000
8 DISNEY'S HOLLYWOOD STUDIOS AT WALT DISNEY WORLD, LAKE BUENA VISTA, FL, U.S.	-0.5%	10,776,000	10,828,000
9 UNIVERSAL STUDIOS AT UNIVERSAL ORLANDO, FL, U.S.	4.3%	9,998,000	9,585,000
10 ISLANDS OF ADVENTURE AT UNIVERSAL ORLANDO, FL, U.S.	6.5%	9,362,000	8,792,000
11 DISNEY'S CALIFORNIA ADVENTURE, ANAHEIM, CA, U.S.	-0.9%	9,295,000	9,383,000
12 CHIMELONG OCEAN KINGDOM, HENGQIN, CHINA	13.2%	8,474,000	7,486,000
13 DISNEYLAND PARK AT DISNEYLAND PARIS, MARNE LA VALLÉE, FRANCE	-14.2%	8,400,000	9,790,000
14 LOTTE WORLD, SEOUL, SOUTH KOREA	11.5%	8,150,000	7,310,000
15 UNIVERSAL STUDIOS HOLLYWOOD, UNIVERSAL CITY, CA, U.S.	13.9%	8,086,000	7,097,000
16 EVERLAND, GYEONGGI-DO, SOUTH KOREA	-3.0%	7,200,000	7,423,000
17 HONG KONG DISNEYLAND, HONG KONG SAR	-10.3%	6,100,000	6,800,000
18 OCEAN PARK, HONG KONG SAR	-18.8%	5,996,000	7,387,000
19 NAGASHIMA SPA LAND, KUWAN, JAPAN	-0.3%	5,850,000	5,870,000
20 EUROPA PARK, RUST, GERMANY	1.8%	5,600,000	5,500,000
21 SHANGHAI DISNEYLAND, SHANGHAI, CHINA	-	5,600,000	NEW ENTRY
22 WALT DISNEY STUDIOS PARK AT DISNEYLAND PARIS, MARNE LA VALLÉE, FRANCE	-1.6%	4,970,000	5,050,000
23 DE EFTELING, KAAATSHEUVEL, THE NETHERLANDS	1.8%	4,764,000	4,680,000
24 TIVOLI GARDENS, COPENHAGEN, DENMARK	-2.0%	4,640,000	4,733,000
25 SEAWORLD FLORIDA, ORLANDO, FL, U.S.	-7.9%	4,402,000	4,777,000
<b>TOP 25 ATTENDANCE GROWTH 2016</b>		<b>233,057,000</b>	<b>228,081,000</b>
<b>TOP 25 ATTENDANCE GROWTH 2015-16</b>	<b>-1.1%</b>	<b>233,057,000</b>	<b>235,568,000</b>

2016 – a 4.3 per cent increase.

Universal Studios in Orlando also saw its numbers surge by the same percentage, up from 9.6 million to 10 million. The neighbouring Island of Adventure park in Orlando increased numbers by 6.5 per cent from 8.8 million to 9.4 million during the period.

Universal Studios Hollywood launched its new Wizarding World of Harry Potter attraction in April 2016, with the boy wizard's magic spell once again driving park attendance, which was up 13.9 per cent to 8.1 million from 7.1 million year-on-year.

### An eye on Asia

“Disney resources have lately been concentrated in Asia, with Shanghai Disney Resort having opened in mid-2016,” said Brian Sands, vice president of economics, The Americas, for AECOM. “Meanwhile, Universal's Harry Potter attractions have been a powerful draw in both Hollywood and Orlando. But Disney has new IP magic of its own to deliver in its North American parks, most notably the Pandora land (Avatar) at Disney's Animal Kingdom, as well as the redesigned and renamed Disney Springs retail-dining-

entertainment area. For its part, Universal is also continuing to grow domestically, with its new second gate in Orlando – Volcano Bay – opening around the same time as Pandora.”

### Group dominance

For the world's top 10 theme park groups, overall attendance was up 4.3 per cent, with numbers rising from 420.4 million in 2015 to 438.3 million in 2016.

Walt Disney Attractions holds a substantial lead over second-placed Merlin Entertainments, with 140.4 million visitors in 2016 for Disney's parks, compared to 61.2 million for all of Merlin's theme park operations worldwide. Universal Parks and Resorts places third with 47.35 million visitors.

In terms of attendance, Fantawild, which opened two theme parks in 2015, had the largest increase with a 37 per cent jump from 23.1 million in 2015 to 31.7 million in 2016. Out of the top 10, SeaWorld Parks & Entertainment and Parques Reunidos were the only two groups to record a decline, with drops of 2.1 per cent and 6 per cent respectively.



Universal Studios Japan enjoyed an attendance increase of 600,000 in 2016

“China was generally strong for waterparks, with increased visitor numbers or flat performance recorded despite a significant increase in new facilities”

**WATERPARKS**

Waterparks worldwide enjoyed a fruitful 2016, with combined attendance among the top 20 increasing to nearly 30 million.

**Asia making a splash**

The waterparks sector performed particularly strongly in Asia last year, with 6.9 per cent overall growth in 2016.

Chimelong in Guangzhou, China, retains the title of world’s most-attended waterpark, with a 7.9 per cent increase year-on-year, up from 2.35 million visitors in 2015 to 2.54 million in 2016. China was generally strong for waterparks, with increased visitor numbers or flat performance



Chimelong in Guangzhou, China, retains the title of world’s most-attended waterpark

**Top 20 Waterparks Worldwide**

Rank, Park & Location	% Change	Attendance 2016	Attendance 2015
1 CHIMELONG WATER PARK, GUANGZHOU, CHINA	7.90%	2,538,000	2,352,000
2 TYPHOON LAGOON AT DISNEY WORLD, ORLANDO, FL, U.S.	-0.70%	2,277,000	2,294,000
3 BLIZZARD BEACH AT DISNEY WORLD, ORLANDO, FL, U.S.	-0.80%	2,091,000	2,107,000
4 THERMAS DOS LARANJAIS, OLIMPIA, BRAZIL	11.20%	1,959,000	1,761,000
5 BAHAMAS AQUAVENTURE WATER PARK, PARADISE ISLAND, BAHAMAS	0.00%	1,868,000	1,868,000
6 CARIBBEAN BAY, GYEONGGI-DO, SOUTH KOREA	8.10%	1,550,000	1,434,000
7 AQUATICA, ORLANDO, FL, U.S.	-4.00%	1,536,000	1,600,000
8 OCEAN WORLD, GANGWON-DO, SOUTH KOREA	-2.40%	1,473,000	1,509,000
9 AQUAVENTURE WATER PARK, DUBAI, U.A.E.	2.10%	1,430,000	1,400,000
10 HOT PARK RIO QUENTE, CALDAS NOVAS, BRAZIL	7.20%	1,381,000	1,288,000
11 WET 'N WILD, ORLANDO, FL, U.S.	0.00%	1,310,000	1,310,000
12 SUNWAY LAGOON, KUALA LUMPUR, MALAYSIA	17.90%	1,270,000	1,077,000
13 THERME ERDING, ERDING, GERMANY	0.80%	1,245,000	1,235,000
14 WET 'N' WILD GOLD COAST, GOLD COAST, AUSTRALIA	3.50%	1,242,000	1,200,000
15 SHENYANG ROYAL OCEAN PARK WATER WORLD, FUSHUN, CHINA	1.70%	1,170,000	1,150,000
16 TROPICAL ISLANDS, KRAUSNICK, GERMANY	13.10%	1,133,000	1,002,000
17 ATLANTIS WATER ADVENTURE, JAKARTA, INDONESIA	14.40%	1,110,000	970,000
18 BEACH PARK, AQUIRAZ, BRAZIL	7.60%	1,044,000	970,000
19 SCHLITTERBAHN, NEW BRAUNFELS, TX, U.S.	0.00%	1,037,000	1,037,000
20 WUHU FANTAWILD WATER PARK, WUHU, CHINA	44.60%	1,024,000	708,000
<b>TOP 20 ATTENDANCE GROWTH 2016</b>		<b>29,688,000</b>	<b>28,370,000</b>
<b>TOP 20 ATTENDANCE GROWTH 2015-16</b>	<b>3.6%</b>	<b>29,688,000</b>	<b>28,659,000</b>

recorded despite a significant increase in new facilities – as many as 50, according to the Index.

**Brazil boom knocks Orlando**

Due to ongoing macroeconomic challenges, a boost in domestic tourism meant fewer Brazilians travelled to Orlando, a market that Florida has traditionally counted on for attendance.

The loss for Orlando however has been Brazil’s gain, with the economic climate, combined with a facility expansion, driving Olimpia’s Thermas Dos Laranjais to fourth in the overall list. During 2016, visitor numbers at the waterpark increased 11.2 per cent, with the attraction welcoming 1.96 million people. Similar attendance increases were seen at Brazil’s other listed waterparks, with 10th place Hot Park Rio Quente in Caldas Novas increasing attendance by 7.2 per cent to 1.38 million and 18th place Beach Park in Aquiraz increasing attendance by 7.6 per cent to 1.04 million.



The Louvre is no-longer the world's most-visited museum

**MUSEUMS**

Asia's culture sector has experienced rapid growth in recent years, something exemplified by Beijing's National Museum of China, which in 2016 was the world's most visited museum.

**Asia leads global growth**

Growth among the global top 20 museums increased following a 0.7 per cent decline in last year's Museum Index, with a 1.2 per cent increase from 106.5 million visitors in 2016 to 107.8 million in 2016.

Since the first Museum Index in 2012, attendance globally has risen between 2 and 3 per cent, with Asia accounting for most of that growth.

"The US and European markets are mature, with approximately 1 per cent growth annually," said the report. "In Asia, we have seen growth of 9 per cent annually over the past few years, in large part due to the Chinese government's policy directive to develop hundreds of new museums every year and its investment in the provision of free admission."

**Top 20 Museums Worldwide**

Rank, Park & Location	% Change	Attendance 2016	Attendance 2015
1 NATIONAL MUSEUM OF CHINA, BEIJING, CHINA	3.60%	7,550,000	7,290,000
2 NATIONAL AIR AND SPACE MUSEUM , WASHINGTON, DC, U.S.	8.70%	7,500,000	6,900,000
3 LOUVRE, PARIS, FRANCE	-14.90%	7,400,000	8,700,000
4 NATIONAL MUSEUM OF NATURAL HISTORY, WASHINGTON, DC, U.S.	2.90%	7,100,000	6,900,000
5 THE METROPOLITAN MUSEUM OF ART, NEW YORK, NY, U.S.	6.30%	6,700,000	6,300,000
6 BRITISH MUSEUM, LONDON, U.K.	-5.90%	6,420,000	6,821,000
7 SHANGHAI SCIENCE & TECHNOLOGY MUSEUM, SHANGHAI, CHINA	6.20%	6,316,000	5,948,000
8 NATIONAL GALLERY, LONDON, U.K.	6.00%	6,263,000	5,908,000
9 VATICAN MUSEUMS, VATICAN, VATICAN CITY	1.10%	6,067,000	6,002,000
10 TATE MODERN, LONDON, U.K.	23.90%	5,839,000	4,713,000
11 AMERICAN MUSEUM OF NATURAL HISTORY, NEW YORK, NY, U.S.	0.00%	5,000,000	5,000,000
12 NATIONAL PALACE MUSEUM (TAIWAN), TAIPEI, TAIWAN	-11.80%	4,666,000	5,288,000
13 NATURAL HISTORY MUSEUM, LONDON, U.K.	-12.50%	4,624,000	5,284,000
14 NATIONAL GALLERY OF ART, WASHINGTON, DC	3.80%	4,261,000	4,104,000
15 STATE HERMITAGE, ST PETERSBURG, RUSSIA	12.30%	4,119,000	3,668,000
16 CHINA SCIENCE TECHNOLOGY MUSEUM, BEIJING, CHINA	14.00%	3,830,000	3,360,000
17 NATIONAL MUSEUM OF AMERICAN HISTORY, WASHINGTON, DC	-7.30%	3,800,000	4,100,000
18 REINA SOFÍA, MADRID, SPAIN	12.20%	3,647,000	3,250,000
19 NATIONAL MUSEUM OF KOREA, SEOUL, SOUTH KOREA	8.50%	3,396,000	3,130,000
20 CENTRE POMPIDOU, PARIS, FRANCE	6.30%	3,300,000	3,105,000
<b>TOP 25 ATTENDANCE GROWTH 2016</b>		<b>107,798,000</b>	<b>105,771,000</b>
<b>TOP 25 ATTENDANCE GROWTH 2015-16</b>	<b>1.2%</b>	<b>107,798,000</b>	<b>106,514,000</b>

**“Attendance globally has risen between 2 and 3 per cent, with Asia accounting for most of that growth”**

**Louvre loses top spot**

The National Museum of China in Beijing is now the world's most-visited museum, displacing the Louvre in Paris, which suffered a 14.9 per cent attendance drop.

Tourist numbers in Paris and wider France have suffered in the wake of multiple terrorist attacks in the country, marked by the attendance decline at the Louvre, which dropped from 8.7 million in 2015 to 7.4 million in 2016, ranking the historic institution as the world's third-



The National Museum of China is the world's most-visited museum

most visited museum. Similarly in Paris, the Musée d'Orsay experienced a double digit drop in attendance, falling 12.8 per cent to 3 million visitors, dropping outside of the top 20 from 17th position last year.

An increase of 3.6 per cent year-on-year, 7.55 million

people visited the National Museum of China, which narrowly edged out the 7.5 million people who visited the National Air and Space Museum in Washington DC. **The full TEA/AECOM Theme Index is available here: <http://lei.sr?a=T3Z8r>**



# HIGH PERFORMANCE MEDIA SERVING FOR INCREDIBLE DIGITAL EXPERIENCES



**7th**  
Sense

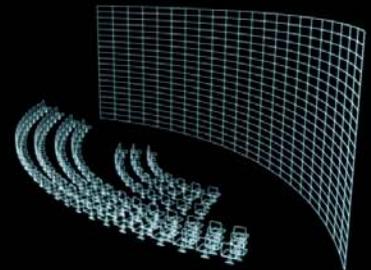
THEME PARKS | ATTRACTIONS | DOMES | 3D | MUSEUMS

[www.7thsensedesign.com/attractions](http://www.7thsensedesign.com/attractions)



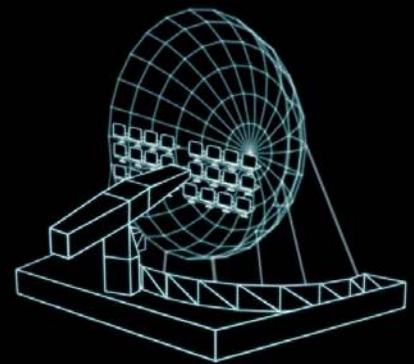
## Built to Amaze

Chosen by many of the biggest and most demanding names in the theme park and attraction world, our technologies deliver the best image quality and performance. Delta Media Server specialises in uncompressed Media Serving at High Frame Rate, such as 120 and 240fps with High Dynamic Range outputs, at up to 12-bits per pixel.



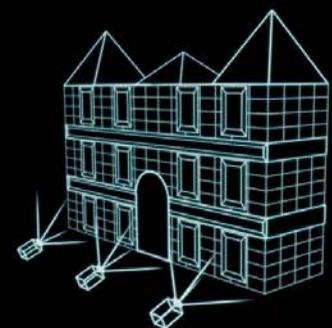
## Built for Flexibility

From projection mapped displays and giant LED video walls to 3D digital full-domes and small scale screens, our solutions can playback any media format onto any display shape, size or surface. Our multi-award-winning Delta Media Servers and Software are designed for every budget. Since we specify and build everything to order, we keep costs down by supplying only the configuration that you require.



## Built for Interactivity

Delta takes interactive control in many forms, including low latency control via network, live capture from external, and local sources at high bit depths, touch input, and integration with 3D tracking systems and third party effects engines such as Notch. Attraction Designers can create highly interactive experiences, safe in the knowledge that the media can be controlled directly at any time from the many types of inputs. Delta Media Server inherently supports touch interfaces allowing customer interaction directly with the server's playback window without any other user interface.

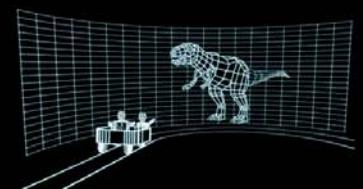


## Built for Simplicity

Show Creation and Content Management are made easy with our software however you may wish to control your show. We offer extensive external control protocols whilst at the same time providing an inbuilt scripting language, together with user-customisable webpages that can serve as the sole hub for all interactivity in applications such as visitor centres or kiosk-type displays, cutting cost and complexity by eliminating other show control or interface hardware.

## Built for Complete Control

Delta Media Server is a comprehensive media serving and display management engine. Its real-time rendering, media playback and composition, frame accurate timing, and display alignment capabilities provide the flexibility to cope with any type of interactive, dynamic, real-time control required by the ever-demanding audiovisual industry.





The ride is designed so that passengers feel immersed in scenarios

**Producers Group unveils dark ride restaurant concept**

The Producers Group (TPG) has unveiled a turnkey attraction that combines the dark ride with the dining room.

The Extraordinary Voyages Adventure Dining (EVAD) experience is centred around a highly themed space where guests buy their tickets, have a drink at the bar, browse in the shop and explore and interact with their surroundings.

“It’s an absolutely immersive dining attraction said Edward Marks, co-CEO at TPG. “You’re on a ride eating dinner.”

The adventure itself takes place in a 80-seat dining vehicle, the Centurion, manufactured by coaster maker Premier Rides. Looking out of the windows passengers feel immersed in destination-inspired scenarios.



Drop Line can accommodate up to 700 riders an hour

**Funtime’s Drop Line opens at Dollywood in Tennessee**

Funtime has completed an installation of its Skyfall drop ride at Dollywood, Tennessee.

The ride, named Drop Line, is a 262ft (80m) tall drop tower, that can seat 24 passengers per ride and accommodate 700 riders per hour.

Drop Line is designed to offer the rider a sightseeing and thrill seeking experience. The seats complete two full

rotations of the tower as they ascend, offering the passengers an ‘unparalleled’ view of the surrounding Smoky Mountains and sweeping views of the park.

Funtime created a custom embed and bottom section of the tower, using the existing foundations. Ride Entertainment’s installation division were also involved in the installation of Drop Line.



Fabian (left) joins Tobias (right) at the head of AV Stumpfl

**Fabian joins brother Tobias at head of AV Stumpfl**

Audio visual technology manufacturer AV Stumpfl has announced that Fabian Stumpfl will join brother Tobias as CEO of the Austrian company, with the pair operating in a dual leadership role.

At the end of 2016 company founder Reinhold Stumpfl handed the reins over to Tobias, his eldest son, who

took up management of the family-owned company.

Prior to becoming CEO, Fabian Stumpfl was responsible for human resources and strategic planning at the company. In his new role, he will aim to grow AV Stumpfl’s international distributor network, which is a high priority for the company.



Three HD10K-M 11,000 lumen projectors took the tiniest details

**Christie articulates Richard Mosse’s thermographic art**

A recent exhibition at the London’s Barbican, taking place between February and April, featured footage taken by a long-range infrared thermographic camera capable of detecting body heat some 30km (19 miles) away.

The filmmaker and artist Richard Mosse took video and images of refugees arriving in Europe using the military-grade technology for an art

installation called *Incoming*.

The camera blurs the faces of the subjects and makes it impossible to tell what they look like or what their origin is.

To display the works at the Barbican, Christie M Series 3DLP projectors were used for their ability to show the luminous quality and tiny details of the footage on a large-scale projection.



**THE FORTUNE DIAMOND**  
GALAXY HOTEL & CASINO  
MACAU, CHINA SAR



**CRANE DANCE**  
RESORTS WORLD SENTOSA  
SINGAPORE



**EXTRAORDINARY VOYAGES  
ADVENTURE DINING™**  
WORLDWIDE



**DABANGG STUNT  
SPECTACULAR**  
BOLLYWOOD PARKS  
DUBAI, UAE

FROM PROJECT DEVELOPMENT TO INSTALLATION AND OPENING,  
WE KEEP YOUR HIGH-TECHNOLOGY GUEST EXPERIENCE ON SCHEDULE AND ON BUDGET.  
CONTACT US AT [INFO@PRODUCERS-GROUP.COM](mailto:INFO@PRODUCERS-GROUP.COM) | [WWW.PRODUCERS-GROUP.COM](http://WWW.PRODUCERS-GROUP.COM)



# THE PRODUCERS GROUP

LOS ANGELES | SHANGHAI | DUBAI  
THE INTERNATIONAL THEME PARK PRODUCTION COMPANY



**LAGOON SPECTACULAR & MARINE MAMMAL SHOWS**  
CHIMELONG OCEAN KINGDOM  
HENGQIN, CHINA



**JURASSIC PARK RAPIDS ADVENTURE**  
UNIVERSAL STUDIOS  
SINGAPORE



**LAKE OF DREAMS**  
RESORTS WORLD SENTOSA  
SINGAPORE



**COBRA'S CURSE**  
BUSCH GARDENS  
TAMPA BAY, FLORIDA

VISIT US AT THE  
ASIAN ATTRACTIONS EXPO  
BOOTH B1516

# Commercial Manager

Salary: £45,888 - £50,339 pa  
 37 hours per week (permanent)  
 Reference: 17CORP32300C

This is a rare opportunity to work with some of the UK's leading national and regional museums, historic sites and archives in the beautiful and culturally rich setting of the 'City of Bath' World Heritage Site.

We are looking for an experienced Commercial Manager to maximise the commercial performance of the Council's Heritage Services, including the Roman Baths & Pump Room, Fashion Museum & Assembly Rooms and Victoria Art Gallery. You will be a member of the Service Management Team.

Led by the Commercial Manager, the Heritage Services Commercial department is responsible for setting primary and secondary income targets through the Service's rolling five-year business plan. Turnover in 2017/18 is forecast to be £18M. A major responsibility is to ensure that the Roman Baths continues to perform in the top quartile of leading UK visitor attractions on a sustained basis.

## Bath & North East Somerset Council

The Commercial department undertakes all marketing, retail, room hire, catering, market research, benchmarking, media & communications, fundraising, website development and web sales. The Commercial Manager oversees three core teams for Marketing, Museums Trading and Corporate Hospitality, and is the monitoring officer for the external Catering Contract.

You will have a proven track record of commercial management in a heritage organisation, museum or visitor attraction, including experience in most if not all areas of commercial activity mentioned above.

**If you are interested in this post and require more detail after reading the job description please contact Stephen Bird on 01225 477750.**

**Please note we do not accept CV's.  
 Closing date: Monday 19 June 2017.**

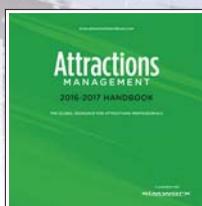
**Apply now: <http://lei.sr?a=b7u1R>**

# The Attractions Management Family



**Attractions Management magazine**  
[attractionsmanagement.com/magazine](http://attractionsmanagement.com/magazine)

Each issue available in print, on digital turning pages and as a PDF download



**Attractions Management handbook**  
[attractionsmanagement.com/handbook](http://attractionsmanagement.com/handbook)



**Attractions Management website**  
[attractionsmanagement.com](http://attractionsmanagement.com)



**Attractions Management ezine**  
[attractionsmanagement.com/ezine](http://attractionsmanagement.com/ezine)



**Attractions Management handbook website & archive**  
[attractionshandbook.com](http://attractionshandbook.com)



**AM2 magazine**  
[www.am2.jobs](http://www.am2.jobs)

Each issue available in print, on digital turning pages and as a PDF download



**attractions-kit.net**  
 product search engine  
[attractions-kit.net](http://attractions-kit.net)



**Attractions jobs website**  
[attractionsjobs.com](http://attractionsjobs.com)



**AM2 ezine**  
[www.am2.jobs](http://www.am2.jobs)

**Subscribe:**  
[leisuremedia.com/subs](http://leisuremedia.com/subs)  
**Sign up for free digital editions and ezines:**  
[attractionsmanagement.com/green](http://attractionsmanagement.com/green)

**Tel: +44 (0)1462 431385**  
[www.leisuremedia.com](http://www.leisuremedia.com)

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



● **Technical Services Technician**

Warner Bros. Studios Leavesden

Salary: Competitive

Job location: Leavesden, United Kingdom

● **Operations Assistants**

Parkwood Leisure

Salary: Up to £8.00 per hour

Job location: Ollerton, Nottingham, United Kingdom

● **Group Product Excellence Manager**

Merlin Entertainments Group

Salary: Competitive

Job location: Poole, United Kingdom

● **Electrical Maintenance Engineer**

Alton Towers Theme Park

Salary: £33,677

Job location: Stoke-on-Trent, United Kingdom

● **Duty Manager**

Legoland

Salary: Competitive

Job location: Michigan, United States

● **Commercial Manager**

Bath and North East Somerset Council

Salary: £45,888 - £50,339 pa

Job location: Bath, United Kingdom

● **Social Media Specialist**

Madame Tussauds

Salary: Competitive

Job location: New York NY, United States

● **Marketing and Sales Coordinator**

Madame Tussauds

Salary: Competitive

Job location: New York NY, United States

● **Maintenance Director**

Legoland

Salary: Competitive

Job location: California, United States

● **VIP Unit Lead**

Legoland

Salary: Competitive

Job location: California, United States

● **Executive Assistant**

Madame Tussauds

Salary: Competitive

Job location: New York NY, United States

● **Retail Manager**

The Eye Brand

Salary: Competitive

Job location: Orlando, United States

● **Operations Manager**

The Eye Brand

Salary: Competitive

Job location: Orlando, United States

● **Rides Operations Manager**

Legoland

Salary: Competitive

Job location: Florida, United States

For more details on the above jobs visit [www.am2.jobs](http://www.am2.jobs)

## Studio Ghibli announces plans to open *My Neighbour Totoro* theme park

Studio Ghibli has announced plans for a theme park based on its iconic anime movies, with the attraction to open its doors in 2020 on the site of the 2005 World Expo in Japan.

Developed in partnership with the Aichi Prefecture government, the park will be based on the 1988 cult classic *My Neighbour Totoro*, with plans to later expand the 2sq km (0.77sq mi) park to create attractions based on other Ghibli films and characters.

According to Studio Ghibli co-founder and producer Toshio Suzuki, the park will embody *My Neighbour Totoro*'s theme of "respecting nature and embracing culture" and will be a recreation of the world of Totoro, not to include any rides.



*My Neighbour Totoro* tells the story of two young sisters

The film tells the story of two young sisters and their interactions with friendly wood spirits in postwar rural Japan. A house modelled on the children's home in the movie already sits on

the site as part of the 2005 expo site. In a statement, the prefectural government said it will look for other private partners for the theme park as it expands. *More: <http://lei.sr?a=7N->*

## Controversial court ruling hampers Italian government's culture shakeup

A historic shakeup of Italy's museum directors has been thrown into disarray, after the courts overruled a decision by the country's Culture Ministry on the appointment of five new museum directors.

In 2015, the Italian government sought out 20 museum directors, seven foreign, to run Italy's top cultural institutions with the hope of kicking its stuttering museums sector into gear.

An administrative court in Lazio however has ruled that five of the 20 appointments were null and void, saying one foreigner appointed should never have been eligible and that the selection process had not been transparent. The court also objected to the fact



Culture minister Dario Franceschini will appeal the ruling

that some of the candidates were interviewed over Skype.

The Culture Ministry has disputed the ruling, saying in a statement that recruitment had been carried out "in accordance

with not only European and national law but also with the highest international standards, as recognised by the International Council of Museums".

*More: [http://lei.sr?a=4F2e9\\_A](http://lei.sr?a=4F2e9_A)*

### American Association of Museums (AAM)

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

### Association of American Zoos & Aquariums

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

### Association of Art Museum Directors

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

### Association of Independent Museums (AIM)

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

### Association of Leading Visitor Attractions (ALVA)

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

### Association of Science and Technology Centers (ASTC)

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

### Association of Scottish Visitor Attractions (ASVA)

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

### Association of Zoos and Aquariums (AZA)

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

### Australian Amusement Leisure & Recreation Association (AALARA)

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

### European Association of Amusement Suppliers Industry (EAASI)

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

### European Association of Zoos and Aquaria (EZA)

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

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

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

### Giant Screen Cinema Association (GSCA)

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

### Historic Houses Association (HHA)

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

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

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

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

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

### International Planetarium Society

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

### Irish Science Centres Awareness Network (ISCAN)

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

### Museums Australia

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

### National Farm Attractions Network (NFAN)

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

### NAVET

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

### Outdoor Amusement Business Association (OABA)

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

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

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

### The Canadian Museums Association

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

### The Canadian Association of Science Centres (CASC)

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

### Themed Entertainment Association (TEA)

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

### World Waterpark Association (WWA)

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

### Zoo & Aquarium Association

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