

Find great staff™

# AM2

The news & jobs magazine  
from Attractions Management

AM2.jobs

26 JULY 2017 ISSUE 83

## Wanda reshapes multi-billion theme park and hotel sale

Following a shock move by Wanda to first sell off the majority of its theme park and hotel portfolio and then loan its purchaser billions of dollars to finance the sale, the landmark property deal has taken another twist, with the addition of a second buyer to the sale.

Earlier this month, Wanda announced the sale of 91 per cent of its physical assets to property developer Sunac China Holdings in a deal worth CN¥63.18bn (US\$9.3bn, €8.15bn, £7.22bn). Following the announcement, it emerged that Wanda was part-financing its own sale, lending the buyer CN¥29.6bn (US\$4.3bn, €3.76bn, £3.32bn) to push the deal through.

The terms of sale have now been changed, with Guangzhou-based R&F Properties



Wang Jianlin's plans have attracted Chinese regulator attention

acquiring Wanda's portfolio of 77 hotels instead of Sunac. As a result, the sale price of Wanda's parks portfolio increases from CN¥29.6bn (US\$4.3bn, €3.76bn, £3.32bn)

to CN¥43.8bn (US\$6.47bn, €5.62bn, £4.99bn), while its hotel sale lowers from CN¥33.6bn (US\$4.94bn, €4.33bn, £3.84bn) to CN¥19.9bn (US\$2.93bn, €2.55bn, £2.27bn). Wanda will also no longer arrange vendor financing to assist Sunac with its purchase. The total value of the transaction will now be CN¥63.75bn (US\$9.41bn, €8.18bn, £7.26bn).

Wanda's massive theme park expansion – three of which opened within the last year – had originally been developed to compete with Disney's attractions

portfolio, with Wanda chair Wang Jianlin boldly declaring that Disney's "one tiger" was no match for Wanda's "pack of wolves." *More: [http://lei.sr?a=k7z2r\\_A](http://lei.sr?a=k7z2r_A)*

## Jim Reid-Anderson takes back reins as president of Six Flags

Six Flags has announced the surprise retirement of its president and CEO John Duffey just 17 months after he initially took up the position in February 2016.

Effective immediately, Six Flags executive chair Jim Reid-Anderson will take up the position of president and CEO, a role he held between 2010 and 2016 prior to Duffey's appointment.

Previously under Reid-Anderson's leadership, Six Flags achieved record guest and employee satisfaction ratings, also making significant operations improvements, according to the operator.

Speaking to AM2, Sandra Daniels, vice president of corporate communications for Six Flags said that Duffey's decision to leave the company was due to personal reasons.



Reid-Anderson held the same role for six years

"Once John made his decision, the board moved quickly and asked Jim if he would lead the company again," she said. "We are fortunate to have Jim leading our team – he is a world-class CEO – and our board and employees are excited to have him back leading the company."

Commenting on his reappointment, Reid-Anderson thanked Duffey for his contributions, and highlighted significant global growth opportunities in the short, medium and long term for Six Flags.

"I am very proud and excited to rejoin the operating team and look forward to executing our business strategy," he said. "We have had seven record years in a row and I believe that the best is yet to come."

*More: [http://lei.sr?a=j8S3e\\_A](http://lei.sr?a=j8S3e_A)*

GET  
AM2

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

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

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

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

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

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

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

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

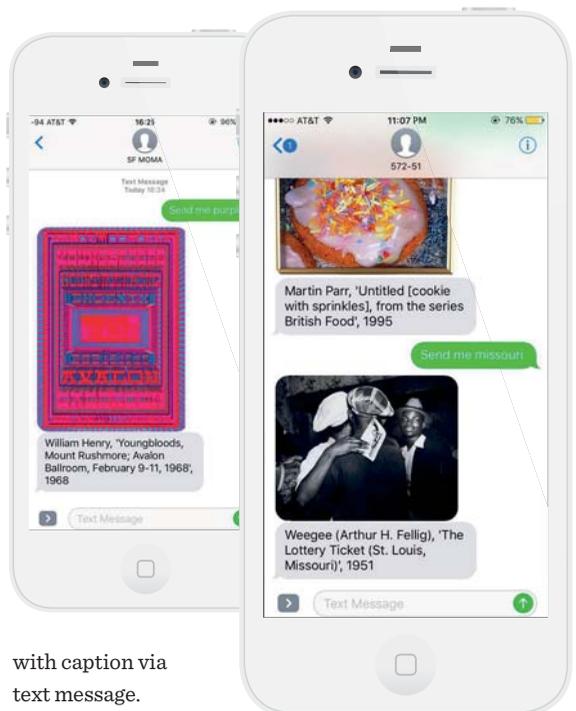
AM2 is published fortnightly by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK and is distributed in the USA by SPP, 75 Aberdeen Road, Emigsville, PA 17318-0437. Periodicals postage paid @ Manchester, PA POSTMASTER Send US address changes to Spa Opportunities, 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

## SFMOMA creates unique SMS art service

San Francisco's Museum of Modern Art (SFMOMA) has introduced a unique way for the general public to take in its collection of more than 34,000 items – through text.

As a way of showcasing this vast collection – only 5 per cent is on display at a time – the museum has introduced its new art discovery tool, an SMS service called “Send Me SFMOMA”.

To use the service, users text the number 572-51 with the words “send me” followed by a keyword or emoji. In response, they will receive a related artwork



with caption via text message.

The service has proved a huge initial success, with more than two million texts sent, far exceeding its summer target of 100,000.

More: [http://lei.sr?a=d5U8q\\_A](http://lei.sr?a=d5U8q_A)

A bot determines searches based on keywords or emojis, then sends out its response

## Unesco launches new fundraising platform for World Heritage projects

Unesco's World Heritage Centre (WHC) has launched a new platform aiming to help donors find heritage projects in need of funding.

Called the Marketplace for World Heritage, the service allows would-be donors to explore in depth what kind of funding heritage projects need and what impact their donation would have on these projects.

The Marketplace features a variety of projects, from funding the development of an official Unesco World Heritage app to safeguarding the Temple of Bel in Palmyra, Syria. The platform will also show success stories with the aim of increasing visibility of heritage work being carried out worldwide. Proposals, which are currently listed between US\$60,000



Proposals include safeguarding the Temple of Bel in Syria

(€52,600, £46,500) and US\$750,000 (€658,000, £581,000), will be submitted by WHC and Unesco's regional offices.

A detailed breakdown is given for each proposal. If a donor chooses to fund a project, a community and visibility plan will be developed in consultation with them.

More: [http://lei.sr?a=6P2W6\\_A](http://lei.sr?a=6P2W6_A)

## Investigation launched into Madrid rollercoaster accident

Spanish theme park Parque de Atracciones has launched an investigation after two trains collided on one of its rides, affecting 33 people.

The incident, which happened on 16 July at the park in Madrid, occurred when one train on the TNT Mina Train – recently repurposed to include virtual reality – completed its circuit but failed to stop.

According to reports, 27 people were treated in hospital for neck, back and stomach injuries, though no injuries were serious, with main problems being bruising and shock.

In a statement provided to AM2, the park said it was “currently investigating the incident in order to give a clear response” over the cause of the accident.

“We can confirm that the involved visitors are not at risk and they are all currently at home,” the statement added.

The Gerstlauer-manufactured ride opened in 2012 and was relaunched as a VR coaster last month. The interactive rollercoaster sends riders down a haunted mine in the old west, with guests able to shoot skeletons and spiders as they progress



The park says it is currently investigating the incident, which occurred on 16 July

along a 1,476ft (450m) track. The ride reaches speeds of up to 55kmph (34mph) and reaches heights of 59ft (18m).

Last year Merlin was fined £5m (US\$6.5m, €5.7m) after last year's horrific Smiler crash at Alton Towers. Also a Gerstlauer ride, an

investigation found the accident was caused by absence of safe systems on Merlin's part. The Health and Safety Executive ruled the crash was the result of human error when an operator manually overrode the ride safety system.

More: [http://lei.sr?a=y7c5K\\_A](http://lei.sr?a=y7c5K_A)

## Google brings back Glass tech with focus on job productivity

Google's Glass smart wear technology has been resurrected with job productivity in mind, two years on from the company scrapping its original consumer model.

The original technology, worn like a regular pair of glasses and fitted with a display offered hands free access to notifications, navigation and applications, with video and photography capabilities.

Creating a more comfortable to wear version with improved battery life, the Glass Enterprise Edition (Glass EE) was developed by X – a division of Google's parent company Alphabet.

In addition to a number of hardware improvements, Glass EE can be decoupled from integrated frames, meaning it can be attached to prescription or safety glasses that don't come with the device.

Speaking on the technology's development phase, project lead Jay Kothari revealed that X had been working quietly with a number of companies – including GE Aviation, Volkswagen and The Boeing Company – to test the new version of Glass.



Manufacturer AGCO has been using the technology as they assemble agricultural machinery

“Workers in many fields, like manufacturing, logistics, field services, and healthcare find it useful to consult a wearable device for information and other resources while their hands are busy,” said Kothari.

“That's why we've spent the last two years working closely with a network of

more than 30 expert partners to build customised software and business solutions for Glass for people in these fields.”

Now out of its experimental phase, bespoke versions of Glass EE are available through a network of partners rather than directly on the consumer market.

More: [http://lei.sr?a=5c2r5\\_A](http://lei.sr?a=5c2r5_A)

## Major US aquariums join forces to eliminate plastic use

A collection of 19 US aquariums will phase out plastic use as part of an initiative to protect the world's oceans.

The 'In Our Hands' campaign is a joint initiative of the Aquarium Conservation Partnership (ACP) – a first-of-its kind collaboration of aquariums formed to increase collective impact on ocean conservation.

Plastic is a growing problem for the world's oceans, with 8.8 million tons of plastic entering their waters each year.

The partnership – initially founded by Monterey Bay Aquarium, National Aquarium, and Shedd Aquarium – is making a commitment to eliminate single-use plastic straws and bags in its aquariums, significantly reduce or eliminating single-use plastic beverage bottles by 2020, and provide alternatives to single-use plastic for its visitors.

Under the new initiative, participating aquariums will work with suppliers to reduce plastic packaging in gift shops and cafés, while also phasing out plastic straws and no longer providing plastic bags to



Supporters of the project can create a personalised graphic on the In Our Hands website

customers. Changes also include offering products and packaging made of alternative materials, installing water refilling stations, and informing visitors about the reasons behind these changes.

The partnership says it hopes showcasing innovative alternatives to single-use plastic can help increase demand for these products in the broader marketplace.

More: [http://lei.sr?a=j6v8B\\_A](http://lei.sr?a=j6v8B_A)



Paul Carty announced the €16m plans

### Guinness Storehouse plans €16m expansion

Ireland's most popular visitor attraction is seeking to draw even more visitors after the Guinness Storehouse in Dublin announced €16m (US\$18.5m, £14.2m) expansion plans centred around doubling the size of its Gravity Bar.

The culmination of the Guinness visitor experience, the plans will see the creation of a new 360 degree space, which will directly link to the original Gravity Bar – Dublin's highest bar – forming an expansive area for up to 500 visitors at any one time to enjoy panoramic views of the city.

More: [http://lei.sr?a=B7F4C\\_A](http://lei.sr?a=B7F4C_A)

## New icon for Natural History Museum as Dippy is replaced by blue whale

London's Natural History Museum has completed a major revamp of its main hall, with a blue whale skeleton replacing its much-loved Diplodocus replica – a sight which has welcomed visitors to the museum for 37 years.

The museum made the move as it aims to refresh its image, wanting to be known for living science rather than its fossil collection, with a focus on "authenticity" and learning relevant to the modern age.

The suspended blue whale skeleton – named Hope – is the focal point of the revamp, with its placement meant to create a dynamic tension between the museum's architectural and scientific narratives, with contemporary displays surrounded by the building's Romanesque architecture.

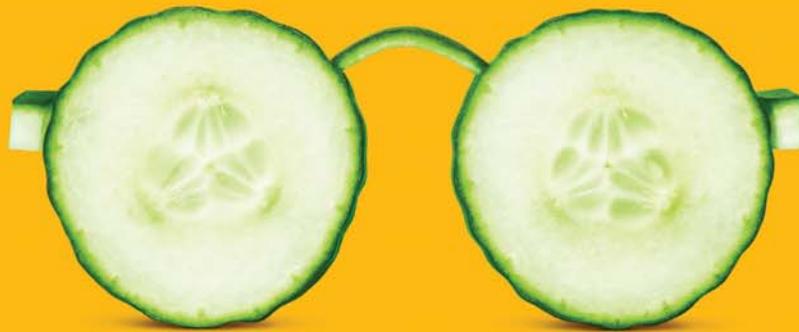


'Hope' the blue whale replaced 'Dippy' the diplodocus

The whale skeleton replaces 'Dippy' – the museum's iconic diplodocus – which has been in the museum's collection for more than 112 years. The 21.3 metre-long dinosaur, with 292 replica bones made of plaster, will soon embark on a UK tour starting in February next year.

More: [http://lei.sr?a=p2H5t\\_A](http://lei.sr?a=p2H5t_A)

# Looking to add a new food attraction to your location?



A Subway restaurant offers a variety of great-tasting, made to order menu items to delight your guests. Own or host a Subway shop in your facility, and become part of one of the world's most recognized brands.

Contact: Liz Smethurst  
800.888.4848 x 1398  
or 203.877.4281 x 1398  
Email: [Smethurst\\_L@subway.com](mailto:Smethurst_L@subway.com)  
[www.subway.com](http://www.subway.com)

## Saudi Arabia gov't grants US\$2.6bn for tourism projects

Saudi Arabia's government has allocated SAR9.9bn (US\$2.64bn, €2.29bn, £2.02bn) to develop and rebuild the country's tourism projects in its attempt to turn it into a world-class tourism destination.

Over the past few years, the country's leaders have paid great attention to various sectors of tourism and national heritage in an effort to help them achieve the Kingdom's Vision 2030 plan – the blueprint to realise its long-term tourism goals by increasing revenue generated from tourism to 18 percent of GDP.

Among the initiatives is development of integrated tourism destinations in Al Ula, Fursan Islands, and Al Raas Al Abyad Shore.

The Saudi Commission for Tourism and National Heritage (SCTH) will also undertake redevelopment and operation of 15 traditional handicraft centres.

A collection of 80 archeological sites will undergo restoration and development, making them accessible to the public, bringing total numbers to 155 across the Kingdom. As part of this, Saudi Arabia will apply to Unesco



80 archeological sites will be restored as Saudi Arabia seeks three new World Heritage listings

for designation of three new sites, which if approved would bring total numbers to seven.

Additionally, 18 urban heritage sites will be restored and 18 regional museums will be established – bringing the total number in

Saudi Arabia up to 24. Ten of these urban sites will have work completed by 2017.

Education schemes are also included, with heritage programmes to be developed.

More: [http://lei.sr?a=T2s5z\\_A](http://lei.sr?a=T2s5z_A)



The groups previously worked together

### Freeman extends reach with BaAM acquisition

Brand experience provider Freeman has announced the acquisition of BaAM, expanding its business into the sports and entertainment markets.

Headed by CEO Reg Bronskill and president Annemarie Roe, with past Themed Entertainment Association (TEA) president Christine Kerr the company's vice president, the Toronto-based BaAM specialises in sports, culture and entertainment projects, with clients including the International Olympic Committee, Major League Baseball (MLB) and FIFA among others.

More: [http://lei.sr?a=W5D4G\\_A](http://lei.sr?a=W5D4G_A)

## €12m Fun Park Mirnovec opens doors as Croatia's first major theme park

Croatia's first major theme park has opened its doors, with the €12m (US\$13.7m, £10.6m) development by Italian amusement design specialists Bausaa officially launching on 15 July.

Constructed over a 14-month period after breaking ground in April last year, the 45,000sq m (491,000sq ft) Fun Park Mirnovec debuted with 20 attractions across three themed zones split into wild west, pirate city and space areas.

The new attraction has been likened to Italy's Gardaland – the nearest major theme park to Croatia with a minimum three-hour drive. The project has been funded by Croatian pyrotechnics company Mirnovec, which last year launched a new arm known as Mirnovec Parks.



The park is predicted to attract 200,000 visitors a year

The park has two rollercoasters – a Looping Star designed by Anton Schwarzkopf and a Mine Train by SBF-Visa Group. Other rides include a Ferris Wheel, swing ride, swinging ship, pirate water ride, bumper boats, spinning cups, train ride and Sky Fly.

More: [http://lei.sr?a=N8d4d\\_A](http://lei.sr?a=N8d4d_A)

**EAS**

**Euro  
Attractions  
Show**



**IAAPA**



**...AND LEISURE IS AT ITS BEST**

THE INTERNATIONAL ASSOCIATION OF AMUSEMENT PARKS AND ATTRACTIONS PRESENTS

## **EURO ATTRACTIONS SHOW 2017**

Messe Berlin Exhibition Center | **BERLIN, GERMANY**

**CONFERENCE:** 24–28 Sept. 2017 | **TRADE SHOW:** 26–28 Sept. 2017

---

Join us as the leaders of the leisure, attractions, tourism, and entertainment industries come together to showcase innovative products and services. Visit with more than 500 exhibitors on the trade show floor, learn industry best practices at 20+ education seminars, and network with 11,000 industry professionals.

---

**REGISTER EARLY AND SAVE!**

---

[www.IAAPA.org/EAS](http://www.IAAPA.org/EAS) | [EMEA@IAAPA.org](mailto:EMEA@IAAPA.org)

**AM2****DIARY DATES**

7-8 SEPTEMBER

**BALPPA Autumn Conference**  
**Devon, UK**

This year's British Association of Leisure Parks, Piers and Attractions (BALPPA) Autumn Conference features a charity golf day, a member meeting, attraction visits at Crealy Great Adventure Park and Resort and Paignton Zoo, and a dinner at Exeter Castle.

Tel: +44 207 4034455

Email: [information@balppa.org](mailto:information@balppa.org)  
[www.balppa.org](http://www.balppa.org)

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. 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)

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.

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



The Siggraph conference focuses on interactive technology and computer graphics

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. A three-day exhibition also offers hands-on experiences with the latest pieces of technology.

Tel: +1 805 677 4286

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

more than 500 exhibiting companies, as well as educational sessions.

Tel: +31 20 520 07 50

Email: [iaapa@IAAPA.org](mailto:iaapa@IAAPA.org)  
[www.iaapa.org](http://www.iaapa.org)

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 theatres increase attendance.

Tel: +1 919 346 1123

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

1-6 OCTOBER 2017

**AZA: Principles of Aquarium Husbandry, Design and Leadership**  
**Shedd Aquarium, Chicago, Illinois, US**

This course will help aquarists build their husbandry, design and leadership skills to advance both their career and institution. Students will experience lectures, group discussions and behind the scenes tours.

Tel: +1 301 562 0777

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

4 OCTOBER 2017

**Annual National Conference of Visitor Attractions**  
**Queen Elizabeth II Conference Centre, London, UK**

The annual conference is run by the industry, for the industry and is firmly established as the key place to meet and network with contemporaries and to participate in an innovative and stimulating programme.

Tel: +44 207 0456921

Email: [vac@zibrant.com](mailto:vac@zibrant.com)  
[www.vacevents.com](http://www.vacevents.com)

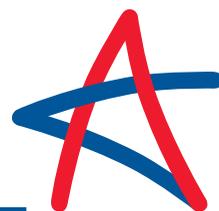
10-12 OCTOBER 2017

**Brand Licensing Europe**  
**Olympia, London, UK**

Brand Licensing Europe brings together more than 280 leading brand owners from across the world showcasing the leading brands, characters and images available to license. BLE offers the opportunity to spot what's up-and-coming, network with the industry and start the conversations that could lead to your next big licensing deal.

Tel: +44 207 921 8028

Email: [Sonia.Shann@ubm.com](mailto:Sonia.Shann@ubm.com)  
[www.brandlicensing.eu](http://www.brandlicensing.eu)



# 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:



Supported by:



# Star Wars hotel, Pixar Pier and Mickey Mouse ride among D23 announcements

Disney spills the beans at its fan expo Anaheim, California.

Disney has announced a slew of new additions for its parks worldwide, including a *Star Wars* hotel, Marvel and Pixar attractions, and the very first ride for the company's iconic figurehead, Mickey Mouse.

## Star Wars

Star Wars was a focal point of the presentation, with the newly-named "Star Wars: Galaxy's Edge" to open at Disneyland California and Disney World in Orlando in 2019.

Following the unveiling of a scale model of the new attractions on Thursday (20 July), parks and resorts chair Bob Chapek told attendees at the fan convention in Anaheim, that there were plans to develop a *Star Wars*-inspired hotel and resort at Walt Disney World.

Part of Disney's new "360 vacation" concept – where immersive experiences allow guests to be part of their favourite stories – the holiday experience will be a living adventure, with visitors staying at the resort existing as part of the *Star Wars* universe.

"It's unlike anything that exists today," said Chapek, speaking at D23. "It's 100 per cent immersive, and the story will touch every single minute of your day, culminating in a unique journey for every person who visits."

## Pixar

There were a couple of big announcements for Disney's Pixar brand, the first being the debut of Toy Story Land at Hollywood Studios, which will open in summer 2018.

Featuring two new themed attractions, the immersive larger than life world shrinks down visitors to the size of a toy, with a family coaster based on Slinky Dog "testing slinky and his coils to the limit". Designed as a toy play set Andy gets from Pizza Planet in the original *Toy Story* movie, Alien Swirling Saucers sees Aliens flying around in toy saucers trying to capture rider's rocket toy vehicle with "The Claw".

Also in 2018, Disney California Adventure will welcome an immersive attraction, with the park's Paradise Pier rebranded as Pixar Pier.

A revamping of the area with a brand new look, the waterfront attraction will feature

IPs including *The Incredibles*, *Inside Out* and *Toy Story*, with characters from Pixar films populating the area and debuting during Pixar Fest – a celebration of the brand which will include a Pixar-themed fireworks display and the Pixar Play Parade.

## Marvel

Disney has a couple of plans in the pipeline for its Marvel IPs, with *Guardians of the Galaxy* soon to be joined by *Spiderman* and *The Avengers* at California Adventure.

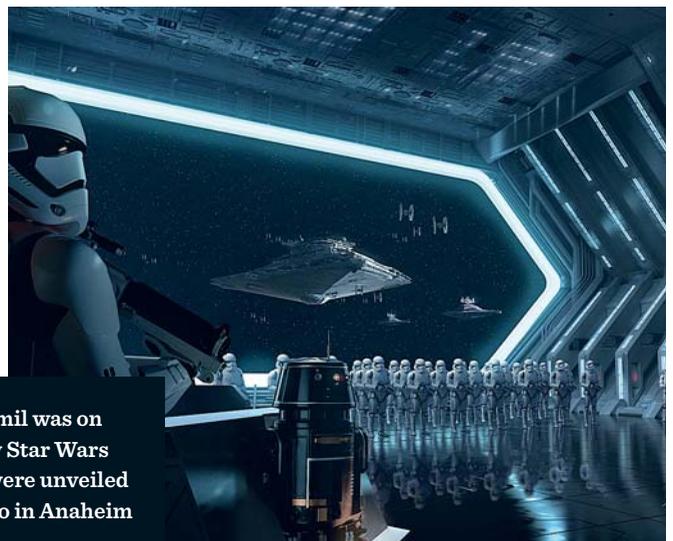
The operator's *Guardian's of the Galaxy* ride – Mission: BREAKOUT! – will see the superheroes team up "like never before", with a new experience to be revealed at a later date.

Meanwhile at Disneyland Paris, Disney's Hotel New York is getting a Marvel-themed makeover, dubbed "The Art of Marvel".

"We're going to create a hotel at Disneyland Paris that would make Tony Stark proud," said Chapek. "The Art of Marvel will transport our guests to the action-packed, inspiring world of superheroes including *Iron Man*, *The Avengers*, and *Spider Man* among others."



Mark Hamill was on hand as new Star Wars experiences were unveiled at the D23 expo in Anaheim





Pixar and Marvel additions are making their way to Disney's parks, as is Mickey Mouse's first ever ride

### Epcot

As Disney attempts to diversify its offering at Epcot to draw increased visitor numbers, the operator announced plans to bring *Guardians of the Galaxy* to the park in the form of a new attraction, while also bringing Pixar's *Ratatouille* to the park, with a ride based on the existing version at Disneyland Paris.

Disney is also developing a restaurant for Epcot, which will simulate dining in outer-space for a starlit experience.

Operated by the Patina Restaurant Group, which also runs several other Disney restaurants, the new dining venue will be built next to Epcot's Mission: SPACE and Test Track.

"We know our guests love dining at Epcot – and the restaurants really are out of this world," said Walt Disney Imagineer Tom Fitzgerald, speaking at D23. "Now we're about to create one that takes that literally."

### Mickey Mouse

Disney's iconic mascot is finally to get his first ever ride experience, when Mickey and Minnie's Runaway Railway comes to



Across Walt Disney Parks and Resorts, we've been upping the game in entertainment

- Bob Chapek

Hollywood Studios, replacing the existing Great Movie Ride, which will close on 13 August.

Featuring a "singable attraction theme song", the experience will be "2.5D" according to Disney, with a no-glasses-required approach to the 3D attraction, "turning the flat world of a colourful cartoon short into a dimensional display of amazingsness."

Based on *Mickey Shorts* seen on the Disney Channel, the ride will feature "surprising twists and turns, dazzling visual effects and mind-boggling transformations that happen before your very eyes."

### And finally

*Tron* is making its way to a Disney park in the US, with plans announced for a rollercoaster ride to come to Magic Kingdom in Florida.

Also at Magic Kingdom, Disney is introducing a new entertainment venue on Main Street, U.S.A., with a theatre based on the 1920s Willis Wood theater in Kansas City – the city Walk Disney lived in for a period of time.

"Across Walt Disney Parks and Resorts, we've been upping the game in entertainment with shows like *Frozen Live at the Hyperion*," said Chapek. "This new theater at Walt Disney World continues that streak by bringing a new venue for world-class entertainment to the world's biggest park."

Disney's fleet of cruise liners is also expanding, with three new ships being built to nearly double its existing fleet. With two ships under construction at the Meyer Werft shipyard in Germany with scheduled completion dates of 2021 and 2023, an additional ship will also be built at the same shipyard and is scheduled to be completed in 2022.

COMING SOON IN 4-D

A RIDLEY SCOTT FILM

MATT DAMON

# THE MARTIAN

© 2017 Twentieth Century Fox Film Corporation. All rights reserved.

For additional information please contact us at [film@simex-iwerks.com](mailto:film@simex-iwerks.com)

**SimEx! Iwerks**  
ENTERTAINMENT

# A WALK ON THE WILDSIDE

Chester Zoo managing director Jamie Christon has laid out plans for the UK attraction's long-term development, with its existing footprint to be completely redeveloped over the next decade

**C**hester Zoo will redevelop 100 acres (405,000sq m) of its existing site into grassland and forest areas as part of a £100m (US\$130.4m, €113m) development masterplan.

Building on the success of the zoo's £40m (US\$52.2m, €45.2m) Islands project, the new developments will follow the same blueprint, creating an immersive environment, with natural habitats and scenery.

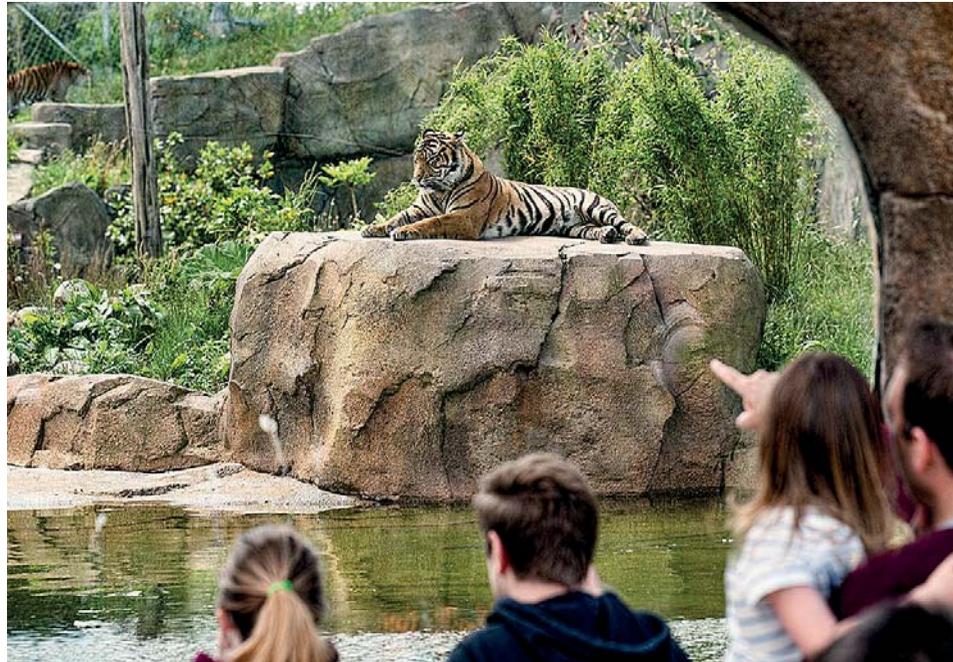
The grasslands area will be located in the western part of the zoo and will be characterised by large, open savannah landscape populated by a mix of free-roaming species in the same areas.

To the eastern side of the zoo the forest zone will be multi-layered, with ground level experiences telling the story of trees and teaching visitors about the various animals that live in forests, while a treetop experience will offer exploration of the forest from a different viewpoint.

"We'll be developing new zones which have a similar feeling to how we have presented Islands, but with each area in its own realm," said Jamie Christon, managing director of Chester Zoo, speaking to *AM2*.



Ride experiences are also in the works



The zoo wants to replicate the success of its Islands addition with its 2030 masterplan

"The quality of the build and theming has been very successful with Islands and we want to continue that with our forests and grasslands zones.

"We will be applying for planning permission for two or three schemes in Q3 and start building once the main season is out of the way."

According to the zoo, the improvements will allow it to continue to develop with the vision of its founder George Mottershead's "always building" philosophy, with its next opening being the next phase of Islands.

Costing £3m (US\$3.9m, €3.4m) the work includes new areas for Sunbears and Malayan Tapir's and a large walkway. A second phase of the zoo's Madagascar play area is also in the works, with construction starting in September.

Oakfield House, the Victorian property in the middle of the zoo, is also currently undergoing a

**"We'll be developing new zones which have a similar feeling to how we have presented Islands"**

renovation and redevelopment, with the Grade II-listed property to open next year as a 150-seat gastro pub.

There is no main contractor for each build during the zoo's redevelopment, with individual projects being put out for tender. A large internal development team will carry out much of the work, according to the zoo.

Phase one of the zoo's masterplan will be completed "within the next seven years", with grasslands scheduled to open by 2023. Forests has been given a tentative completion date of 2028. The entire zoo masterplan is expected to be complete by 2030.



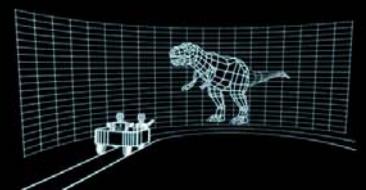
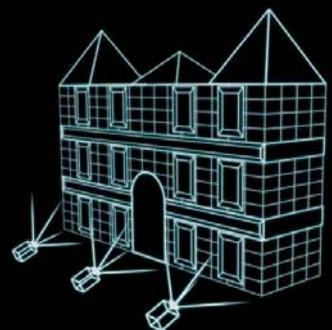
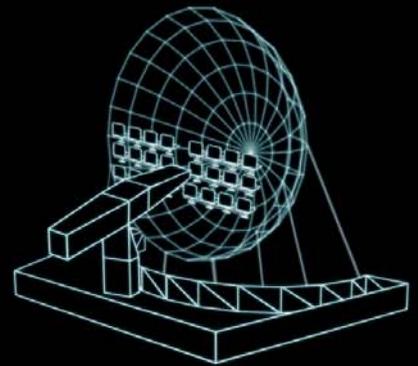
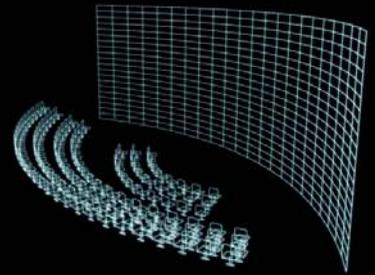
# HIGH PERFORMANCE MEDIA SERVING FOR INCREDIBLE DIGITAL EXPERIENCES



**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 fulldomes 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

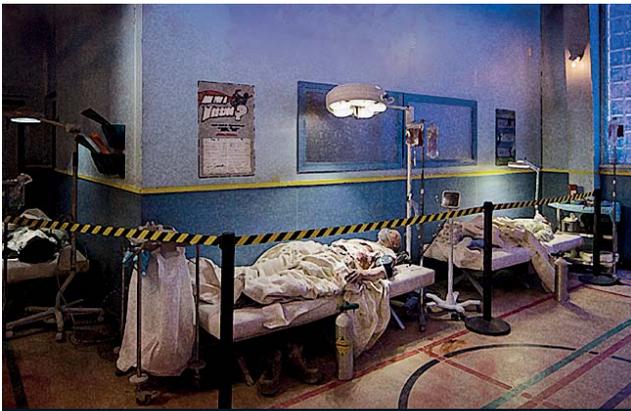
Delta takes interactive control in many forms, including low latency control via network, live capture from external, and local sources at high bit depths, touch input, and integration with 3D tracking systems and third party effects engines such as Notch. Attraction Designers can create highly interactive 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.



Fear the Walking Dead Survival is based on the hit AMC TV series

**Triotech partners with AMC for Walking Dead experience**

Triotech has partnered with American broadcasting company AMC to create a new attraction at the Fremont Street Experience in Las Vegas.

Set against the backdrop of a zombie apocalypse, Fear the Walking Dead Survival features immersive audio and video and simulator technology.

Inspired by AMC's hit TV series *Fear the Walking Dead*,

the experience combines a thrill ride, escape room and maze, and includes interactive elements.

On entering the experience guests find themselves inside a temporary military facility amid rumours of a zombie apocalypse. Once inside guests have to make their way through a number of different zones while defending against a horde of infected.



Sega has released a new arcade game to celebrate Sonic's birthday

**Sega celebrates Sonic's 26th birthday with new product**

To celebrate *Sonic the Hedgehog's* 26th birthday, Sega has launched Sonic Baby Air Hockey, an air hockey game reimagined for younger children.

Designed for use in arcades and family entertainment centres (FECs), Sonic Baby Air Hockey has a narrow playing field and a lower height so that younger children can use it easily. It features a scratch-

resistant surface and reinforced structure designed for durability.

"The current TV series and a multitude of consumer games on various platforms are helping players engage with this great license through various touch points," said Justin Burke, general manager of Sega. "By launching Sonic Baby Air Hockey we wanted to extend that experience to kids too."



Six Flags will expand the resort with new rides and a hotel

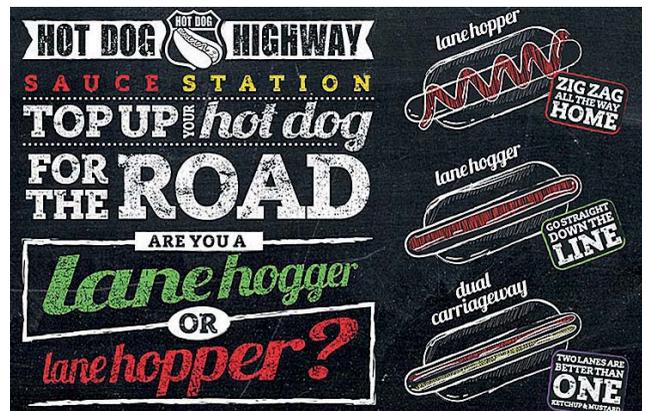
**Six Flags Hurricane Harbor opens in Mexico**

Six Flags has collaborated with its long-time partner Aquatic Development Group (ADG) to open its first waterpark site in Mexico.

The new attraction in Oaxtepec, Mexico, originally a state park, was acquired by the American amusement park company in 2015, with extensive renovation work taking place throughout 2016.

One of its main attractions is a 30,675 sq ft (9,350 sq m) wave pool, the largest in Latin America. It is operated by ADG's Wavetek wave system and can create waves of varying patterns measuring up to 2.5 ft (0.7 m) tall.

Other attractions include a 2000 ft (610 m) adventure river, a play area for younger children and nine ADG waterslides.



Crealy Park is now offering customisable hot dogs

**Crealy Park announces Westlers collaboration**

Crealy Park Resort in Exeter, UK, has expanded its catering offering with a new partnership with hot dog brand Westlers.

As part of the deal Westlers created The Hot Dog Highway, a street-food inspired hot dog snacking experience themed around Crealy Park's latest attraction, Driving School. The Hot Dog Highway features

a menu of gourmet hot dog options including Bears Grill, Blossoms Bandito and Buddys Picnic. The kiosk also has a range of features that gives visitors the option to customise their hot dogs.

"Working with Westlers, we've elevated the hot dog into an engaging and fun street-food staple," said Jon Clarke, head of F&B at Crealy Park.

# Holovis<sup>®</sup>

EXPERIENCE DESIGNERS

*Coming soon...*

***THE WORLD'S FIRST  
HIGH CAPACITY,  
REAL-TIME,  
ROBOTIC ARM EXPERIENCE!***

*Virtual Reality with real-time media, gesture tracked interactivity and robotic motion technology for enhanced personalisation and an attraction that's different every time.*



**Join us at Asian Attractions  
Expo for the grand reveal**

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



[@HolovisInt](https://twitter.com/HolovisInt)

IN PARTNERSHIP WITH

**KUKA**



BEC ENGINEERING



## Forest Centre Manager

Forestry Commission

£29,401 - £32,486

Wendover, United Kingdom



**This is an enviable opportunity to take the lead at a visitor attraction in a beautiful and unique setting**

**A**t the Forestry Commission, we manage and care for England's public forests. Wendover Woods in the Chilterns is home to one of our forest centres. Around 350,000 visitors every year enjoy a wide range of activities including tree top adventure, cycling and walking. We are about to begin a major £4.5 million capital investment project, spanning everything from a new cafe to improved play facilities. These developments create a significant opportunity to deliver an even bigger, better and more diverse recreation offer. You'll be at the forefront at this exciting time.

As Wendover's first ever dedicated Forest Centre Manager, you'll build a team of Recreation Rangers and Visitor Services staff. Together, you will create a flagship forest centre that visitors consider to be the best around. Setting its direction, you'll drive business growth by identifying all kinds of new opportunities to

deliver more income from better services. You'll make a positive impact supporting the delivery of the capital investment project. Ultimately, you'll be at the heart of a visitor experience that is fun, safe and memorable.

To be equal to the challenge, you'll need proven business management skills. We'll expect you to have managed a successful facility, destination or attraction. There, you've led and managed a skilled team, and taken responsibility for the health and safety of staff, contractors, facilities and services. Dedicated to delivering quality services and achieving great value for money, you are an excellent communicator and an inclusive leader, with a passion for partnership and collaboration.

**Closing date is 1st September 2017**

To apply please visit: <http://lei.sr?a=x7X0u>



## Duty Manager

Salary: £18,000 Location: Oxford, United Kingdom

**Bringing our story to life....**

Continuum Attractions is one of the industry's leading attraction operators presenting a growing portfolio of cultural visitor attractions across the UK. We welcome well over a million visitors a year to our attractions and our business is set to grow further. **Our company values are - More than a vision, More than a guest, More than a job.**

To assist in this growth we recruit and retain the most passionate and effective people. Is this you?

As a Duty Manager you will be supported by the General Manager on site as well as our extensive management support team based in York, who can provide you with knowledge and expertise to help you develop your area of the business.

We are looking for an individual who is passionate about building a career in the tourism industry, with a focus on catering or guest experience.

Working in the historic Oxford Castle Quarter, you will have the opportunity to make a direct impact on the success of a heritage site that has a history of over 1,000 years. You will be a part of the site duty management team, contributing to the delivery of a five-star visitor experience.

The role of Duty Manager is a challenging and enjoyable role that will allow the right person to develop their skills and expertise in an exciting, fast-paced and unique heritage environment.

To read more and to apply please visit: <http://lei.sr?a=6f5e0>

# AM2

The news & jobs magazine from Attractions Management

**Next issue:**

**9th August 2017**

**Book by noon on:**

**7th August 2017**

Book online at [am2.jobs](http://am2.jobs) or contact Sarah Gibbs:  
Tel: +44 (0)1462 471908  
email: [sarah.gibbs@leisuremedia.com](mailto:sarah.gibbs@leisuremedia.com)

AM2 is published every two weeks

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



● **Duty Manager**

Oxford Castle

Salary: Competitive

Job location: Oxford, UK

● **Forest Centre Manager**

Forestry Commission

Salary: £29,401 - £32,486

Job location: Wendover, UK

● **Exhibitions Manager**

JORVIK Viking Centre

Salary: £20,000 per year

Job location: York, UK

● **Programmes and Events**

**National Manager**

The Wildfowl and Wetlands Trust

Salary: £22,680 to £28,350 pa

Job location: Slimbridge, UK

● **Creative Media Assistant**

Merlin Entertainments Group

Salary: Competitive

Job location: London, UK

● **Technical Manager**

The Dungeons

Salary: Competitive

Job location: Edinburgh, UK

● **Head of PR and Media Relations**

Alton Towers Theme Park

Salary: Competitive

Job location: Staffordshire, UK

● **Trade Sales Coordinator**

Legoland Discovery Centre

Salary: Competitive

Job location: Kansas City, MO, United States

● **Social Media Specialist**

Madame Tussauds

Salary: Competitive

Job location: New York, NY, United States

● **Duty Manager**

Madame Tussauds

Salary: Competitive

Job location: Hollywood, Los Angeles, CA, United States

● **Cluster Operations Manager**

Sea Life

Salary: Competitive

Job location: Orlando, FL, United States

● **Facilities Manager**

Legoland Discovery Centre

Salary: Competitive

Job location: Boston, MA, United States

● **Duty Manager**

Legoland Discovery Centre

Salary: Competitive

Job location: Boston, MA, United States

● **Technical Manager**

The Dungeons

Salary: Competitive

Job location: Edinburgh, UK

● **Performance Team Leader**

The Dungeons

Salary: Competitive

Job location: San Francisco, CA, United States

● **Facilities Technician**

Madame Tussauds

Salary: Competitive

Job location: San Francisco, CA, United States

● **General Manager**

Madame Tussauds

Salary: Competitive

Job location: Las Vegas, NV, United States

● **Digital Character Modeler**

Merlin Entertainments Group

Salary: circa £22-24K

Job location: Acton, London, UK

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

# Cuban gov't eyes foreign investment for waterpark and theme park projects

Cuba's government is planning to boost tourism by courting foreign investment for theme and waterparks.

Reinaldo Daniel Alonso, director of Development, Investment and Business for the island nation's Ministry of Tourism, has said up to 140 joint venture projects could be included in a portfolio set to be unveiled in November at the Havana International Fair – the largest annual multi-sector trade fair in Cuba.

According to the minister, while the island's major goal is to increase its hotel capacity to accommodate a surge in tourism related to improving US relations, proposed projects include a number of



Cuba is lining up a number waterparks and theme park projects

non-hotel investments, with waterparks and theme parks at the top of the wish list, while golf courses and real estate are also on the agenda.

The country's tourism development plan is anchored

by the construction of 224 new hotels in addition to the expansion of 32 existing ones by the end of 2030. This would boost the number of available rooms from 67,000 to 103,000.

More: [http://lei.sr?a=W5T2H\\_A](http://lei.sr?a=W5T2H_A)

# New York lays out detailed plan for culture, with diversity topping agenda

New York City mayor Bill de Blasio has outlined the US city's first ever plan for culture, linking future funding for museums and arts groups to the diversity of their staff.

A blueprint to guide the future of culture in the city, 'CreateNYC' was built from extensive public engagement, collating the conversations of more than 200,000 New York residents from every borough and background to create a programme of with targeted investments to address underserved communities.

A 2017 study by the Cultural Affairs Department found that in New York, 67 per cent of its residents identify as a minority. Only 38 per cent of employees



de Blasio said that going forward diversity will be a major factor

at cultural organisations belong to these groups.

Speaking at a news conference, de Blasio said that the city will now collect data on the makeup of its staff in terms of things such

as race, religion and gender, with the city's major cultural institutions required to submit "meaningful goals" to diversify workforces in their respective organisations.

More: [http://lei.sr?a=p5x3D\\_A](http://lei.sr?a=p5x3D_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)