

Attractions

MANAGEMENT NEWS

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28 MARCH 2018 ISSUE 100

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Bob Iger hails Disney's 'era of expansion'

Bob Iger says Disney is going through a "tremendous era of expansion", with the company's chair and CEO adding that the new additions to the operator's parks are going to be "truly extraordinary – even by our standards".

Speaking during Disney's annual shareholder meeting, Iger ran through the company's ever-expanding list of IPs, hinting at future additions to the company's parks from new releases scheduled for 2019.

"We've got an unbelievable slate of Disney, Pixar, Marvel and Star Wars movies scheduled for release through 2019 and there are many more beyond that," said Iger.

"You look at next year and you see The Avengers, Dumbo, Aladdin and Frozen 2.

"The characters that we create and the stories that we tell don't just live on the screen, but we bring them to life at our parks and resorts around the world.



■ Bob Iger has hinted at future additions to the company's parks based on film releases

We're currently in the midst of a tremendous era of expansion at Parks and Resorts.

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The characters that we create and the stories that we tell don't just live on the screen

Bob Iger



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Stephen Hawking hailed 'beacon of inspiration', as London Science Museum pays tribute

The London Science Museum has paid tribute to Stephen Hawking, calling the famous scientist a "beacon of inspiration" following his death.

Hawking, who died at the age of 76 at his home in Cambridge after a long battle with motor neurone disease, was a big supporter of the museum, calling the London attraction one of his favourite places to visit.

"He was generous to a fault in supporting our work and in allowing us to join him in seeking to inspire the next generation to look up at the stars," said Ian Blatchford, director of the Science Museum Group. "Stephen was once kind



■ Hawking had visited the Science Museum since childhood

"He was a beacon of inspiration for how the limitations of the body can be overcome by the power of the mind"

enough to describe the Science Museum, where he was a Fellow, as one

of his favourite places and the warm feeling was absolutely mutual."

Hawking had visited the Science Museum since childhood, being taken to the museum as a young boy, fuelling his fascination for the subject.

"Hawking will be mourned now not just for his science but for his cosmic force of will that saw him defy a devastating diagnosis for more than half a century," said Roger Highfield, director of External Affairs at the Science Museum Group.

"He will be mourned for his remarkable impact, not just on the field of cosmology but as a hugely successful science writer and a beacon of inspiration for how the limitations of the body can be overcome by the power of the mind."

Terri Irwin continues to spread Steve Irwin's conservation message, with Australia Zoo aquapark announcement



■ Steve and Terri Irwin's wildlife documentaries brought Australia Zoo to the world stage

Queensland's Australia Zoo is to open a kids' waterpark zone, zoo owner Terri Irwin has said.

Irwin – wife of the 'crocodile hunter', the late Steve Irwin – said the children's waterplay area is under construction, with the eco-friendly, above-ground design utilising "specially designed recycled water components".

Theming for the new area includes a huge laughing frog, a kookaburra and a crocodile.

"We are so excited to see this new area being created by our incredible team"

The area will be finished off with cabanas and places to get food and drinks.

"We are so excited to see this new area being created by our incredible team," said Irwin.

"Our enormous laughing frog will tip immense amounts of water after you hear him start croaking.

"We'll have a giant squirting kookaburra, a huge

water bubbling crocodile, and many more attractions.

"We'll keep everyone updated with grand opening information over the next few weeks."

Irwin took up management of the zoo following Steve's death in 2006, working with their children Bindi and Robert to spread his message of conservation beyond the confines of Australia.



■ Mark Hamill cut the ceremonial red ribbon with a lightsaber

**At the top of the Rock of Gibraltar
the Skywalker will serve as a stunning
attraction for years to come**

Gibraltar's aptly-named Skywalker attraction opened by **Mark Hamill**

A new attraction has opened up high on the Rock of Gibraltar, with *Star Wars* actor Mark Hamill on-hand to launch the aptly-named Skywalker to the public.

Sitting 340m (103m) above sea level, the new attraction offers 360-degree views of the British overseas territory, with views spanning three countries and two continents. The new attraction links up with the existing Upper Rock Nature Reserve, Windsor Suspension Bridge and the Apes' Den, which are connected by a series of walking trails.

A joint venture between Koala Construction and Bovis,

the Skywalker is made from four layers of treated glass, with the 42 panels able to hold up to 350 people without breaking. Extending out 6.7m (22ft) from the rock face, the 30,000kg steel structure is anchored by 70m (230ft) of rock.

Hamill, who played Luke Skywalker in *Star Wars*, officially opened the new attraction by cutting the ceremonial red ribbon with a lightsaber, declaring that the "Force is strong" with the Skywalker.

"At the top of the Rock of Gibraltar the Skywalker will serve as a stunning attraction for years to come," said Fabian Picardo, chief minister of Gibraltar.

Attractions

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Merlin creative lead **Bradley Wynne** reveals the inspiration behind Alton Towers' Wicker Man wooden coaster



■ Bradley Wynne served as creative director on the Wicker Man project

Following the launch of Alton Towers' new Wicker Man ride last week,

Bradley Wynne, the man behind the daring fire-infused new attraction, has revealed the inspiration behind the wooden rollercoaster.

Wynne, who is creative lead at Merlin Magic Making (MMM) said the new ride used its local surroundings, including the village of Alton for inspiration in its design.

"We've literally taken inspiration from Alton village and drawn on local legend to



"Combining wood and fire, the Wicker Man monopolises on the wood material of the coaster"



make it feel like part of the Alton environment, to make it ownable by Alton. It's at home here," said Wynne speaking to *Attractions Management News*.

"Combining wood and fire, the Wicker Man monopolises on the wood material of the coaster."

Great Coasters International created the ride, which cost £16m (US\$21.6m, €18m) to create and is the first such

ride to combine wood and fire according to Merlin.

Wicker Man is the first wooden coaster to open in the UK in 20 years. Plans for the ride were first submitted in June 2016. The coaster features a blazing wicker man, that stands at nearly 60ft-tall (18.2m) and bursts into flames three times through the course of the ride. It is based on local legend and pagan rituals.

George Lucas' long-awaited Museum of Narrative Art finally breaks ground as construction underway

The official groundbreaking has taken place for the Lucas Museum of Narrative Art – *Star Wars* creator George Lucas' long-awaited cultural venture in Los Angeles' Exposition Park.

The 300,000sq ft (27,800sq m) museum will celebrate the art of visual storytelling – from comic art, paintings and illustrations to photography, filmmaking and drawings – with collection galleries, exhibition spaces and two theatres displaying original works of art, digital technologies and daily film screenings.

"The focus of the museum is to open up people's imaginations and inspire them to dream beyond what is considered



■ Lucas (middle right) attended the groundbreaking ceremony

"The focus of the museum is to open up people's imaginations and inspire them to dream beyond what is considered possible"

possible," said Lucas, speaking at the groundbreaking ceremony on 14 March.

"Narrative art and storytelling stirs our emotions, shapes our aspirations as a

society, and is the glue that binds us together around our common beliefs."

MAD Architects' Ma Yansong is behind the building's futuristic design, which will transform a series of asphalt parking lots into an organic, streamlined form, not unlike some of the spacecraft familiar from Lucas' most famous cinematic creation.

The museum will feature an expansive public landscaped roof, artificial waterfalls and pathways through 11 acres of surrounding new parkland and gardens, created by LA landscape architects Studio-MLA.

Construction is commencing immediately and is anticipated to be complete by late 2021.



■ Eureka! 2 could open as soon as 2021, according to Stradeski

"Anyone from any background can learn and enjoy STEM subjects and go on to change the world around us"

Eureka!'s **Leigh-Anne Stradeski** plans second science attraction

The CEO of Eureka!, the National Children's Museum in Halifax, UK, has said plans for a second branded attraction are "advancing well".

The £11m (US\$15.3m €12.5m) project, which has the working name of "Eureka! 2", is being planned for Liverpool and will focus on children aged between 7 and 14.

Content and galleries at the attraction will look to develop the technical and digital skills of children and teenagers.

Eureka! CEO, Leigh-Anne Stradeski, said the Liverpool site could – if fundraising is

successful – open as early as 2021. To be located on the site adjacent to Liverpool's Seacombe Ferry Terminal, Eureka! 2 is backed by Merseytravel – which currently runs the site – and Wirral Council, alongside strategic support from the Liverpool City Region Local Economic Partnership and the Metro Mayor Steve Rotheram.

"We hope it will open the eyes of parents and young people, showing them how anyone from any background can learn and enjoy STEM subjects and go on to change and transform the world around us," she said.

MEET THE TEAM

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MUSEUMS

Should the rich pay more to visit museums?

Following a recent entry fee hike for New York's Met museum, it has been suggested that the world-renowned art institution should introduce a more inclusive entry system – using a sliding ticket scale based on visitor income.

Earlier this month, the Met changed its ticketing policy, keeping a decades-long standing pay-as-you-wish fee for visitors from inside the state, but charging out of state and overseas visitors a flat rate of US\$25 (€20, £17.80).

Campaign group Towards Equitable Met Ticketing (TEMT) argues that the new policy is exclusive of lower-earning people, and

that the flat fee will “cut off communities that the Met seeks to serve — especially marginalised and low-income out-of-state visitors and undocumented individuals.”

The TEMT proposal suggests a sliding scale of recommended payment tiers from US\$0-US\$35 (€28.50, £25), applied to all visitors, in-state and out. Visitors will then have the option to pay as they wish, in accordance with this scale or not, however ticket prices should be “explicitly recommended”.

“The Met's value is not universal: it reflects its affluent, largely white, founders and donors,” said a TEMT statement.

MORE: http://lei.sr?a=k4p7X_T



■ The Met has introduced a flat fee for out-of-state visitors



The Met's value is not universal: it reflects its affluent, largely white, founders and donors

Towards Equitable Met Ticketing

WATRPARKS

Involuntary manslaughter charges filed over death



We are deeply disappointed to learn that any individual is being personally charged for the terrible accident on Verrückt

Schlitterbahn

Charges have been filed against waterpark operator Schlitterbahn and a former employee in connection with the 2016 death of a young boy on its Verrückt waterslide.

On a mission to deliver a record-breaking slide, say investigators, the attraction in Kansas City rushed a ride which was dangerous and structurally complicated.

10-year-old Caleb Thomas Schwab died riding Verrückt. Schlitterbahn and Tyler Austin Miles, who is the park's former director of operations, have been charged with involuntary manslaughter



■ Caleb Thomas Schwab died riding Verrückt

and several counts of aggravated battery, aggravated endangering a child and interference with law enforcement.

“We are deeply disappointed to learn that any individual is being personally charged for the terrible accident on Verrückt,” said a Schlitterbahn statement.

MORE: http://lei.sr?a=T3r6A_T

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THEME PARKS

Ten-year jail sentence for theme park fraudster

The US businessman touted as a top investor in a multi-billion dollar multi-theme park proposal has been handed a 10-year prison sentence for defrauding more than 40 investors in relation to the project.

Bryan Robinson pleaded guilty to one count of securities fraud for engaging in a business that "operated as fraud or deceit upon more than 40 Alabama investors," according to a statement from District Attorney Chris Connolly and Joseph Borg, director of the Alabama Securities Commission.

Robinson had announced grand plans in 2015 to construct two US\$3.5bn (€2.8bn, £2.5bn) theme park

projects in Texas and Alabama.

One of the two parks – DreamVision SoundScape – was touted as being 10 times the size of Disney's Magic Kingdom, with the park anchored by a central 'mountain' and surrounding musically-themed neighbourhoods showcasing country, pop, gospel and jazz, among other genres.

Beyond the announcement, neither of the two parks ever came to fruition, with Robinson ordered to pay a fee totalling more than US\$7m (€5.7m, £5m) in restitution to the victims, as well as covering court costs.

"Bryan Robinson engaged in a course of business which operated as a fraud upon



■ Bryan Robinson pleaded guilty to one count of securities fraud



Robinson sought to profit by stealing millions of dollars from over 40 Alabama investors

Joseph Borg

Alabama investors," said Borg. "Robinson sought to profit by stealing millions of dollars from over 40 Alabama investors who trusted him with their life savings; this conduct will not be tolerated in Alabama."

MORE: http://lei.sr?a=5W3n7_T

MUSEUMS

Winning design for €125m Pompidou museum satellite



We want to radically engage with and trust what is there

Jonathan Sergison

London architects Sergison Bates have won an international competition to convert the Citroën Yser Garage in Brussels – once Europe's largest car factory – into a new branch of the Pompidou Centre art museum.

The attraction, called KANAL - Centre Pompidou, will bring together a Museum of Modern and Contemporary Art, an architecture centre run by the CIVA Foundation and public spaces devoted to culture, education and leisure. The brief calls for the facility to be "open to the city and its districts, welcoming as many people as possible and serving as a genuine tool for life in the community."



■ The new museum will be housed in a former garage

"Rather than a spectacular gesture, our proposal offers an attitude of Radical Optimism: critical, receptive, dedicated, precise," said architect Jonathan Sergison. "We want to radically engage with and trust what is there."

MORE: http://lei.sr?a=H7b3b_T

A person wearing a red t-shirt, black pants, a black safety harness, and a black crown is climbing a large, colorful play structure. The structure has green, purple, and blue sections. The person is holding a blue pencil. The background is a stylized cityscape with colorful buildings. There are black line drawings of vines and leaves on the structure. The text "Where Dreamers Play" is written in a large, blue, cursive font. The word "Where" is in a smaller, white, sans-serif font. The word "Play" is in a smaller, white, sans-serif font. There are several small black stars scattered around the text.

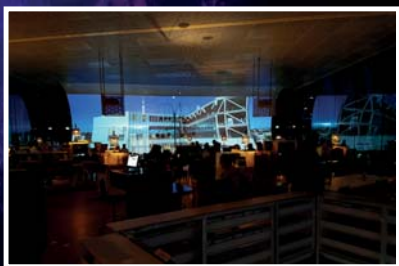
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DISNEY

Disney Imagineers to reinvent hospital experience

Disney is committing more than US\$100m (€81m, £71.6m) to children's hospitals across the world, with the company's Imagineers tasked to reinvent the patient and family experience in a care setting.

Disney's Imagineers, who usually lend their talents to theme park design, will create a rich array of distinctly Disney elements, bespoke for children's hospitals. Using Disney's iconic characters, the Imagineers will create a number of experiences, all of which will include a supportive atmosphere that is personal, warm and entertaining for patients and families during their time at the hospital. Announced at the Texas

Children's Hospital in Houston, US, the five-year initiative will be rolled out worldwide, building on a legacy of supporting children's hospitals dating all the way back to company founder Walt Disney.

"Patient care is at the centre of our mission, and in addition to providing the highest-quality medical care to children, we strive to make the hospital experience as enjoyable and stress-free as possible for every patient and their family," said Mark A. Wallace, president and CEO of Texas Children's Hospital – the largest children's hospital in the US.

"We are looking forward to working with Disney to enhance our efforts in this area."

MORE: http://lei.sr?a=7w2n2_T



■ Mark Wallace, Mickey Mouse and Bob Iger with a hospital patient



“

we strive to make the hospital experience as enjoyable and stress-free as possible

Mark Wallace

ZOOS

Japan's largest polar bear exhibit comes to Sapporo

Sapporo Maruyama Zoo in Sapporo, Japan, has launched a new polar bear exhibit, with the facility doubling as a specialist breeding facility for the country's zoos.

The largest polar bear exhibit in Japan, the new facility – which is five times the size of the zoo's existing habitat – is hosting four polar bears from overseas zoos in their new home.

Costing ¥2.3bn (US\$21.6m, €17.5m, £15.6m) to build, the enclosure offers more than 500sq m (5,400sq ft) of exhibition

space for every polar bear, with a 3m (9.9ft) deep pool 20 times bigger than the animals' previous habitat at the zoo. Rising over two storeys, the enclosure has 1,500sq m (16,000sq ft) of additional space dedicated to polar bear breeding.

In addition to raising the issues facing the polar bear as climate change takes effect in the Arctic Circle, an exhibition as part of the new facility will tell visitors about the ecology of a polar bear.

The facility's main attraction is an 18m (59ft) walk-through



■ The enclosure includes an 18m (59ft) walk-through tunnel

underwater tunnel, which allows visitors to see the bears up close as they swim in the pool. Creating an Arctic experience, visitors will also be able to see seals in an adjacent pool, with the walkthrough experience looking at both enclosures.

MORE: http://lei.sr?a=n9j9K_O

PLANETARIUMS

Shanghai planetarium construction progresses

A dramatic drone video released by international design studio Ennead Architects has offered a glimpse at their planetarium for the Shanghai Science and Technology Museum taking shape in the Chinese city.

The footage provides a sweeping overview of the 38,000sq m (409,000sq ft) structure as it rises from the ground in the city's Lingang district. Construction began on the project in November 2016, and completion is scheduled by 2020.

The project is being led by Ennead design partner Thomas Wong and management partner Guy Maxwell.

"In linking the new museum to both scientific purpose and

to the celestial references of buildings throughout history, the exhibits and architecture will communicate more than scientific content: they will illuminate what it means to be human in a vast and largely unknown universe," Ennead design partner Wong told *Attractions Management News'* sister publication, *CLAD*.

"We looked at planetaria all over the world, of all eras, and were influenced by many ancient structures including the Aztec pyramids at Teotihuacan, the Pyramids at Giza, Stonehenge and the Temple of Heaven in Beijing. They were all very inspirational in terms of the power they deliver to a culture through built form."

MORE: http://lei.sr?a=G5n5K_T



■ Construction is scheduled for completion by 2020



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The exhibits and architecture will communicate more than scientific content

Thomas Wong

TRAVEL

Arctic hotel on skis offers unique look at Northern Lights



“

Kilpisjärvi is known for its uninterrupted Arctic tundra

Jonny Cooper

Remote holiday specialists Off the Map Travel have created a set of mobile semi-transparent glamping cabins, designed to be towed into the remote wilderness of the Arctic Circle so that guests can experience the Northern Lights from the comfort of their beds.

Three rooms, each set on skis, have been made available for booking until mid-April 2018. They are situated in the Aurora Wilderness Camp, 6km (3.7m) east of Kilpisjärvi, Finland.

"The wilderness surrounding Kilpisjärvi is known for its remote and uninterrupted Arctic tundra," said Jonny Cooper, founder



■ Each room is set on skis and towed into the Arctic

of Off the Map Travel. "Away from any man-made light pollution, it's here that the wilderness camp is placed for the winter, giving guests the best possible opportunity to experience the Northern Lights and simply enjoy the silence of the Arctic plains."

MORE: http://lei.sr?a=U5N4P_T



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Royal Caribbean's perfect pursuit

Royal Caribbean is developing a new family-friendly collection of island getaways, the first with a towering waterpark at its heart



■ The waterpark will be one of a number of leisure activities on the island

Royal Caribbean International – the cruise line brand founded in Norway – has unveiled the first details for its new “Perfect Day Island Collection”, a series of bespoke destinations under development worldwide, with each set to boast a number of distinct experiences and features.

The first to debut, Perfect Day at CocoCay in the Bahamas, will have a waterpark as its main attraction when it opens, with the development anchored by North America’s tallest waterslide.

Called Thrill Waterpark, the island’s centrepiece is made up of 13 slides – the most slides found in any waterpark in the Caribbean – as well as the region’s largest wave pool and a kid-friendly obstacle course.

The tallest slide, Daredevil’s Peak, stands at 135ft (41.1m) tall. Part of the Daredevil’s Tower structure, Daredevil’s Peak is one of seven slides, with the twin Dueling Demons drop slides, the duo of Manta Raycers, the vertical Screeching Serpent and the coiling Green Mamba also featuring. A smaller family tower will also be included, with six multi-rider slides, including The Twister, a winding tube slide for two sharing a raft; The Slingshot, a zero-gravity slide for four; and the

Once Perfect Day at CocoCay is complete, it will be unlike anything else in the world



Perfect Day at CocoCay will be anchored by North America's tallest waterslide

When you name a place Perfect Day, you're making a big, bold claim, but it's one we're going to deliver on

four-lane Splash Speedway racing slides.

Not stopping at the great heights offered with the waterpark, Perfect Day at CocoCay will also offer the highest view in the Caribbean, with a fixed helium balloon taking visitors 450ft (137.2m) up in the air.

Guests of all ages will be able to enjoy the island's Oasis Lagoon, which will be the Caribbean's largest freshwater pool. Made up of three distinct coves, the area offers a child-friendly beach, swim-up bar and private cabanas. At the centre of the lagoon will be three mini swim-up islands with in-water loungers.

The island's south beach will be full of action, with competitive sports such as volleyball, beachside basketball, soccer, paddle boarding, glass-bottom kayaking and zorbing on tap. A 1,600ft (487m) zipline

is also planned, featuring the only splash-water landing in the region.

"At Royal Caribbean, it's not just about the hardware. Our destinations are an equally important part of the cruise vacation," said Michael Bayley, president and CEO of Royal Caribbean International.

"When you name a place Perfect Day, you're making a big, bold claim, but it's one we're going to deliver on. Once Perfect Day at CocoCay is complete, it will be unlike anything else in the world."

Royal Caribbean has a host of Perfect Day destinations lined up, with islands locations under development in Asia, Australia and the Caribbean. CocoCay will be rolled out in phases starting this September, when the island's pier is completed. The majority of the attractions will be ready for Q1 2019, with the full experience open by the end of next year.



A zipline is also planned, featuring the only splash-water landing in the region

■ Blackgang
Chine first opened
its doors in 1843



175 years and counting

The Isle of Wight's Blackgang Chine is celebrating its 175th birthday this year. *Attractions Management News* speaks to chief executive Alex Dabell



■ Chief executive Alex Dabell is the great great grandson of the park's founder of the same name

Not many visitor attractions can say they've operated through and survived two World Wars, and had Queen Victoria come to visit. But the Isle of Wight's Blackgang Chine can.

Overlooking the English Channel, the family-run attraction was founded in 1843 and is the UK's oldest theme park.

"My great great grandfather, Alex Dabell, started Blackgang," said the park's current chief executive, also called Alex Dabell.

"Ten years after we opened, just before the start of the Crimean War, Queen Victoria came to visit. That had a huge effect on increasing the popularity of the island and it cemented what we were doing."

Not only is the park the oldest in the

UK, but it's among the oldest in the world; only topped in age by Bakken, north of Copenhagen, which opened in 1583; and then Wurstelprater amusement park in Vienna, which opened in 1766. Both the Danish and Austrian attractions however, have ceased operation at certain points during their existence, making Blackgang the world's longest continually-operating theme park.

"My grandmother used to tell me stories about the Second World War. The Luftwaffe came over and were doing a lot of bombing," he said.

"In truth we're closer to Waterloo than we are to World War One. The Crimean War affected us too.

As the years have gone on, Blackgang has evolved, metamorphosing into the



■ The park has evolved over nearly two centuries, keeping family at its core and retaining its most popular elements



family-friendly theme park you can visit today. The park has been offered little choice but to grow and adapt. While its business foundations might be solid, its physical ones have proved not to be, with constant landslides seeing the park forced to retreat inland over the last two centuries.

“Part of my decision to leave for a period of time was prompted by the 200 year old cottage I’d moved into just a fortnight before falling down, with me inside it,” he said.

Because of coastal erosion, the cliff the park sits on is retreating at a rate of around 3.5m (11.5ft) each year. The process isn’t gradual, with smaller movements happening fairly regularly and larger slides following heavy rain, with the three largest cliff falls happening in 1928, 1961 and 1994.



My grandmother used to tell me stories about the Second World War. The Luftwaffe came over and were doing a lot of bombing

“It is a challenge,” said Dabell. “My great grandfather may have had a nice idea but he wasn’t particularly knowledgeable on picking his site. We’re aware of it. It makes change necessary. How much would we have changed had it not been for that?”

Landslides aside, the park this year reaches its 175th year in operation.

According to Dabell, the reason Blackgang has endured so long is because of its mission to create memories crossing multiple generations.

“We had our dinosaurs originally installed in the 1970s,” said Dabell. “But there came a time when they were getting a little bit past their sell by date and we removed some of the tired-looking ones, adding in some animatronic dinosaurs. One of the crane drivers that was helping us put them into place told us that he would come to Blackgang in the 70s as a child. He added that he couldn’t wait to bring his grandson to show him the next generation of dinosaurs. That sums it up – our secret is everybody’s secret. We create those memories. That’s what we do.”



This will be one of our largest exhibits and one of the largest expansions we've done in our history

Mike Leven, chief executive officer, Georgia Aquarium



You're gonna need a bigger aquarium

There's something in the water at the Georgia Aquarium, as the visitor attraction prepares to expand with a giant shark tank



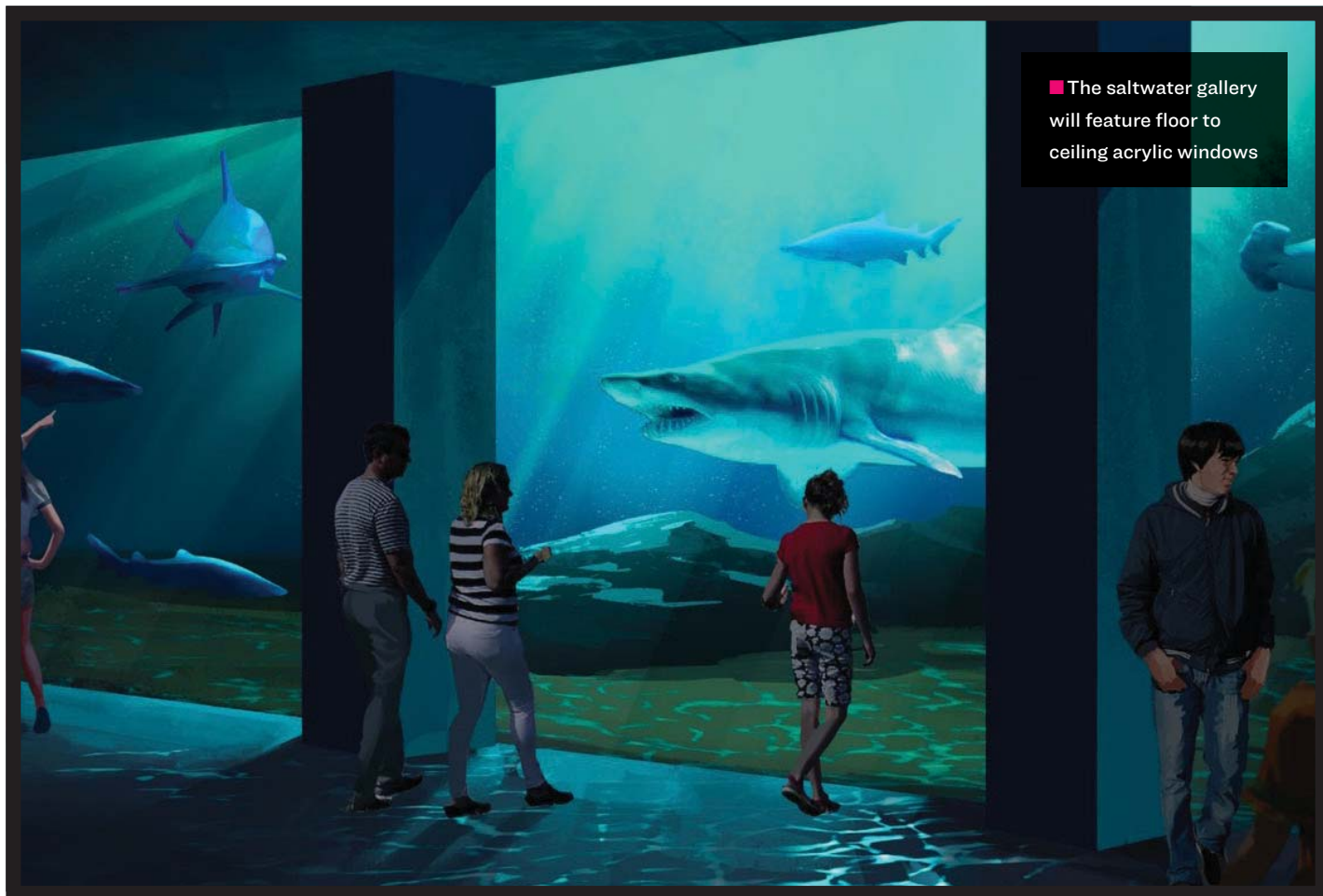
■ Shark species under consideration include hammerheads, sand tiger sharks, and sandbar sharks

The US's largest aquarium has revealed details about its major expansion plan, with a new saltwater gallery home to a variety of sharks at its heart.

The Georgia Aquarium first announced the plans in February, naming PGAV Destinations as lead architect on the project, which will cover 41,000sq ft (3,809sq m) and is slated to open in 2020.

In a news release, aquarium president and CEO, Joesph Handy, said the new development would spotlight "the awe-inspiring species of shark", taking a line from *Jaws* and adding that Georgia is "going to need a bigger aquarium", to house the sea creatures.

Called Expansion 2020, the plan features the new shark habitat and a redesigned entrance. The saltwater gallery will feature floor to ceiling



■ The saltwater gallery will feature floor to ceiling acrylic windows

The aquarium's focus is to provide a fresh perspective on the vital role sharks play in our oceans' health

acrylic windows, giving guests an up-close and personal view of the aquarium's sharks. According to the aquarium, potential shark species under consideration include hammerheads, sand tiger sharks and sandbar sharks.

As an additional feature to the new tank, the aquarium says it is working on a "number of animal interactions" for the new exhibit, with details to be finalised and revealed in the near future.

"Our focus is to provide a fresh perspective on the vital role sharks play in our oceans' health," said a statement from Georgia Aquarium.

"Sharks face many challenges, like overfishing and habitat degradation. Humans pose the biggest threat to sharks and through this new engaging exhibit, guests will learn more about these apex predators and their importance to our ocean."

Construction work is scheduled to start next month, with a temporary guest entrance opening in September while the main entrance is extended out onto the aquarium's plaza.

The expansion is expected to be a hit with out-of-state visitors, who count for about 60 per cent of the aquarium's 2.4 million annual visitors.

A 2016 study by the Central Atlanta Progress showed the Georgia Aquarium has contributed US\$1.9bn (£1.4bn, €1.7bn) to the economy since opening in 2005 and credited the attraction as being a driver for the development of the downtown Atlanta area where it is located.

"This will be one of our largest exhibits and one of the largest expansions we've done in our history," said Mike Leven, Georgia Aquarium CEO. "We look forward to bringing the ocean even closer to our guests."

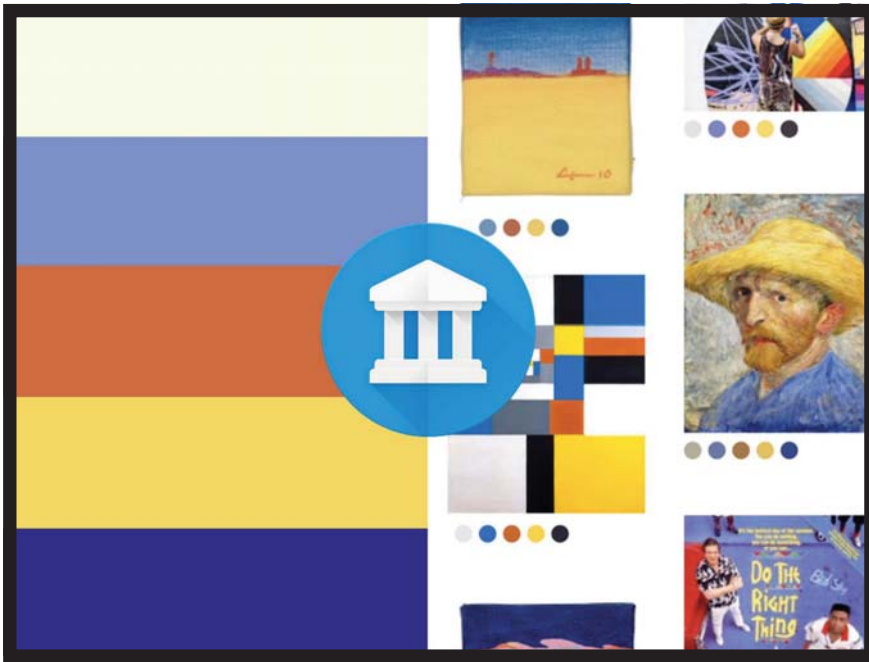


■ The aquarium's entrance will also be redeveloped to better serve guests

PRODUCT INNOVATION

Suppliers tell Attractions Management News about their latest product, design and technology launches

For the latest supplier news and company information, visit attractions-kit.net



● Google's Arts & Culture Lab in Paris has been experimenting with how AI can be used for the benefit of culture

Machine learning meets culture, as Google rolls out experimental programs on Art and Culture app



● Google Cardboard co-inventor Damien Henry is behind the programs

Google has released three experimental computer programs through its arts and culture platform, each designed to explore how machine learning can enhance the public's understanding of, and access to, art.

The three experiments include new tools offering users the opportunity to search for and discover art and photography in archives that would otherwise be "overwhelming or inaccessible".

The first new application, called 'Art Palette', allows users to select several colours, with the app then generating classic and modern

artworks that conform to the selected restrictions. In a promotional video.

The second experiment allows access to a broad range of American history and culture, with Life Tags offering access to *LIFE* magazine's archive.

With the new app, 4 million of photos are now available to look at, with the tool organising the LIFE archives into an interactive encyclopedia, where users can search by topics such as astronauts, babies making funny faces and boxing to name a few.

The last of the three experiments uses machine learning to help turn the New York

Museum of Modern Art's archive of more than 30,000 photos into an interactive archive of the institution's exhibitions.

"We've collaborated with institutions and artists, and we hope that these experimental applications will not only lead you to explore something new, but also shape our conversations around the future of technology, its potential as an aid for discovery and creativity," said Damien Henry, experiments team lead at Google Arts & Culture.

ATTRACTIONS-KIT KEYWORD
GOOGLE

Aardman develops interactive app for Science Museum Group



● Aardman most famously created Wallace & Gromit

The Science Museum Group has released a new app, *Treasure Hunters*, in partnership with Aardman, the acclaimed British animation studio behind *Wallace & Gromit* and *Shaun the Sheep*.

Treasure Hunters, which launched on 15 March, was created by Aardman's interactive division, and is available at all five museums in the Group's portfolio.

Encouraging visitors to interact and engage with displays in the museums, the app is designed to facilitate



● The app can be played by groups and encourages learning through play

learning through play, combining gamification with interactivity.

"We wanted to develop an experience that actively inspired visitors to explore the museum and the world around them, encouraging people to really think about and question the objects they discover," said Hannah Jones, interactive producer at Aardman.

"By mixing in a little friendly competition we hope to promote discussion and debate that leads to even deeper engagement, understanding and of course fun."

The app is available on iOS and Android and is free to download.

.....
ATTRactions-KIT KEYWORD

AARDMAN
.....

International growth

Road King acquires stake in Holovis with plans for Asia expansion

Holovis has secured a multimillion pound investment from asset management company Road King, with the Hong Kong firm now owning a minority investment in the experiential design specialists.

Road King – with its core business including investment,

development, operation and management though Asia – has now taken up a stake in Holovis, which was founded in 2004 and has offices in London, Shanghai and China.

With the investment, Road King has expanded its investment division's focus to bring together specialist technology



● Stuart Hetherington, Holovis

for our global clients," said Stuart Hetherington, CEO of Holovis.

"With Road King's backing we will accelerate our development of immersive, mixed reality solutions, tailored to specific market applications in the enterprise, entertainment, museum and simulation sectors, including the rollout of our extended-experience augmented and mixed reality technology platform."

Through the investment, Holovis will now significantly expand its Asian operation across all of its market sectors, integrating its technology into Road King's existing and new real-estate projects across China.

.....
ATTRactions-KIT KEYWORD

HOLOVIS
.....



● Holovis will now significantly expand its Asian operation

companies such as Holovis, who will work alongside other complementary businesses within the Road King portfolio.

"This significant investment will allow Holovis to grow more strategically, particularly in the Far East, while maintaining our market leadership position in delivering unique, innovation-led solutions

Diary dates

3-5 APRIL 2018

AAA 2018 (Asia Amusement & Attractions Expo)

China Import & Export Fair
Complex No.380, Haizhu
District, Guangzhou, China

Covering a total exhibition area of 100,000sq m, with 3,000 booths and more than 500 exhibitors, AAA (integrated with CIAE & TPAE) has become the largest event of games, amusement, theme parks and attractions in Asia and the second largest on the annual calendar across the entire world.

Tel: +86-20-22106418

Email: grand.ti@grahw.com

www.aaaexpos.com

9-11 APRIL 2018

DEAL 2018 (Dubai Entertainment and Leisure Show)

Dubai World Trade
Centre, Dubai, UAE

The largest amusement and leisure trade show in the world outside of the US, DEAL is the region's most anticipated and leading attraction for global and local stakeholders in the amusement and entertainment industries.

Tel: +971 4 3435777

Email: frida@iecdubai.com

www.dealmiddleeastshow.com

16-17 APRIL 2018

IAAPA US Advocacy Days 2018

Washington, DC, US

IAAPA US Advocacy Days is the attractions industry's annual opportunity to communicate to key policy makers pressing priority issues affecting the industry. This two-day event offers IAAPA's US members a unique opportunity to interact with lawmakers and staff on Capitol Hill.

Tel: +1 321 3197600

Email: gr@IAAPA.org

www.iaapa.org



■ Europa Park founder Roland Mack is set to deliver the keynote speech at the event

2-3 MAY 2018

SATE Europe

Europa Park, Rust, Germany

The Themed Entertainment Association (TEA) brings its SATE (Storytelling + Architecture + Technology = Experience) event back to Europe for a second

year. A two-day event, SATE Europe will explore the elements changing and influencing award winning visitor attractions across the sector

Tel: +91 22 6523 1643

Email: info@teaconnect.org

www.teaconnect.org

17-21 APRIL 2018

IAAPA Latin American Summit

San Jose, Costa Rica

Join the Latin American leaders of the entertainment industry and see the newest and most exciting attractions in one of the main tourist destinations in the region: Costa Rica. For the first time, the Summit comes to Central America, with a high-level tour through the vibrant Costa Rican industry.

Tel: +52 55 33005894

Email: latinoamerica@IAAPA.org

www.iaapa.org

7-9 MAY 2018

Disney Institute Customer Experience Summit

Disney's Grand Californian Hotel,
Disneyland California, US

Provides a rare opportunity to hear from some of Disney's most accomplished and influential leaders and how their vision and strategic direction deliver stories, characters and experiences that are welcomed into the hearts of millions of families around the world.

Tel: +1 407 566 1738

Email: programsupport@disneyinstitute.com

www.eventswithdisney.com

6-9 MAY 2018

AAM MuseumExpo

Phoenix, Arizona, US

The American Alliance of Museums' (AAM) Annual Meeting and Museum takes place this year in Phoenix. Offers museum professionals to explore the many ways museums serve as hubs of community activation and learning.

Tel: +1 866 226 2150

Email: registration@aam-us.org

www.aam-us.org

7-9 MAY 2018

AALARA Conference

Novotel Twin Waters Resort,
Sunshine Coast, Australia

Australia's only attractions, amusements, leisure and recreation industry exhibition where buyers from throughout Australia, New Zealand, and the Pacific region connect with industry manufacturers, distributors, suppliers and consultants. This trade event offers an opportunity to showcase your business, products and services to buyers from a vast selection of industry sectors.

Tel: +61 07 3807 3508

Email: info@aalara.com.au

www.aalara.com.au



EUROPE
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AFRICA

IAAPA EMEA 2018 SPRING FORUM

FOCUS ONE: IRELAND

DUBLIN AND BELFAST

14-16 MAY 2018



**BRANDING SEMINARS.
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UNIQUE EXPERIENCES.**

High-level networking, educational sessions on branding, and a carefully selected series of EDUTours make the IAAPA EMEA Spring Forum an essential event for professionals with an eye on the future.

VISIT A UNIQUE MIX OF ATTRACTIONS IN THE EMERGING IRISH LEISURE MARKET:

- Tayto Park
- Guinness Storehouse
- Viking Splash Tours
- The Jameson Distillery
- Titanic Belfast

As part of these exclusive EDUTours, the key industry leaders behind these projects will share their stories on the branding story, history, vision, and future of these attractions.

REGISTER EARLY AND SAVE!

For more information on the event and how to register, visit
<http://www.iaapa.org/connect/emea/iaapa-emea-spring-forum>

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Recruitment headaches?
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Tell me about Attractions Management News

Whatever leisure facilities you're responsible for, the AM News service can raise your recruitment to another level and help you find great people.

How does it work?

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

There are loads of recruitment services, how is AM News special?

AM News is the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

What are the most powerful features?

We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to-reach candidates who aren't currently job hunting.

In addition, to celebrate the 100th issue of AM News, we've also relaunched the website with fantastic enhanced search functionality which enables you to target the best candidates with a laser focus.

I hear you're part of Leisure Media

Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Leisure Opportunities, Health Club Management, Sports Management, Leisure Management, Attractions Management, and Spa Business/Spa Opportunities.**

What packages are available?

We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing and open day and schools and apprenticeship marketing.

Is there more?

Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

What now?

We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

Meet the Attractions Management News recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Simon Hinksman



Gurpreet Lidder

Hope to hear from you soon on +44 (0)1462 431385 or email theteam@leisuremedia.com



Theme Park Trainee Managers

3 UK Locations

Our family Theme Parks are thriving and this year we begin work on a brand new resort project at Rother Valley which means we need more great leaders for the future. Following the huge continued success of our Trainee Manager programme, we are delighted to announce its annual return in 2018 for the fourth consecutive year. This is a fantastic opportunity to join a rapidly growing business in a challenging leadership role at one of Gulliver's Theme Park Resorts at Warrington, Milton Keynes or Matlock Bath and with one eye on Rother Valley.

With a hands-on approach and excellent communication skills, you'll be used to organising and dealing with customers, be innovative with your ideas and have an infectious enthusiasm that engages and inspires those around you.

The Trainee Manager programme will be structured over a 12 month period starting in May 2018 and will include:

- A number of placements across different areas of the business.
- First class training programme to develop skills and knowledge.
- Senior level mentor from within the business and access to external development coaches and experts.
- Ownership of bespoke projects which will challenge skills and develop learning.

You'll be a high energy, ambitious individual who is prepared to work hard to gain experience and develop new skills in order to progress into more senior leadership roles within the business. The ability to work across all of our locations is essential and you will be able to demonstrate evidence of a strong work ethic from your previous experiences.

2018 is Gulliver's Ruby Jubilee, celebrating 40 years of great value family fun. With resorts in Warrington, Matlock Bath and Milton Keynes our resorts include Theme Parks, Splash Zones, Nerf Zones, high ropes experiences, Dinosaur and Farm Park, plus themed hotels and lodges.

Our award winning accommodation offering is also expanding rapidly and we'll be hosting even more sleepovers, short breaks and 'Stay and Play' experiences during our Ruby Jubilee year and beyond. With all of this expansion and our fourth theme park resort on the horizon, we'd love to meet individuals who share the desire for a future that's as ambitious as ours.

If you feel you have the drive, attitude and necessary skills for the Trainee Manager positions and want to be part of a great, growing company then please apply below.

Candidates MUST send a Covering Letter with their application – otherwise they will not be considered. Closing date 6th April 2018.

Interview and assessment days will be held on 13th, 14th and 15th April 2018.

To Apply, Email Your CV and Cover Letter to: careers@gulliversfun.co.uk



General Manager

Namco Funscape, Ipswich

£25,000 Basic + Bonus + Benefits



An enthusiastic, driven General Manager is sought to run this ten pin bowling Family Entertainment Centre. Located next to Morrison's in Sproughton, Ipswich you will be suitably located or be willing to relocate to the area.

Role:

The role consists of directing, training and developing duty managers as well as managing technical and sales staff along with around 20 full and part-time general staff. You will drive, motivate and encourage the team to achieve their targets, provide excellent customer service whilst ensuring Company standards of presentation are maintained.

Business:

The business consists of a 24 lane tenpin bowling centre, catering for both league and leisure bowler, a vibrant bar and café serving Costa Coffee, along with the usual video/gaming/redemption machine portfolio for which Namco is normally associated. The site benefits from party business encompassing children, teens and adults along with corporate events for business and company clients.

Opening Hours:

Operating in the leisure environment the business opens and operates daily 364 days a year with key trading times being evenings, weekends and school holidays. As a result, the role demands flexibility. The ability to work changing shift patterns with the team across all opening hours as determined by the needs of the business is a given.

Applications are therefore sought from suitably qualified or experienced individuals who have a proven track record of achieving in their roles to date. It is viewed by the Company as an excellent location for experienced deputy managers to “cut their teeth” in their first General Manager role given the size and challenging nature of the business.

Skills:

You will be an excellent communicator, having the ability to drive and inspire the team to achieve both business and Company targets. With a “hands-on” approach you will acquaint yourself with all processes within the business making efficiencies and increasing effectiveness wherever possible. You will generate and implement central and local marketing strategies that increase footfall and ultimately revenue whilst keeping to budgeted margins and costs. Overcoming obstacles, confronting situations, resolving problems and thinking “out of the box” are all skills that will be required within this role.

The ability to prioritise, meet deadlines, implement Company strategies and ensure Company compliance are all requirements of the successful candidate!

APPLY NOW:
<http://lei.sr?a=m2B1J>

Sales Manager

£43,344 per annum plus benefits.



We are Chester Zoo, and for over 80 years we've been a leading conservation and education charity, and an amazing, award-winning visitor attraction.

We're also a team of passionate, talented, enthusiastic and expert people, doing everything we can to keep the zoo going, from feeding the animals to discovering new conservation ideas, and giving our 1.9 million visitors an inspirational day out. We work hard because we love animals, we care about nature, we love Chester Zoo and we want to be the best zoo in the world!

If you think you can help us to achieve that, then we'd love to hear from you.

We currently have an exciting opportunity for a **Sales Manager**, to develop and manage the sales of the zoo's membership and adoptions, corporate and private events, gift and experiences packages, and groups and travel trade business, in order to support the organisation's strategy to meet financial targets and deliver outstanding customer service.



Please visit
<http://lei.sr?a=L4t9E>
 for further details about
 the role, and the skills
 and experience
 required to
 deliver it.

Closing date for applications is 8 April 2018. Interviews will be held on 16 April 2018



Anglian Water is more than just pipes and pumping stations.



Did you know we are also responsible for some of the area's most popular recreational sites in England? Our Recreation Team manages over 4,000 hectares of parkland, woodland and reservoirs including Rutland Water. These areas provide valuable open space offering high-quality leisure opportunities ranging from international triathlons, sailing regattas to fishing competitions. We want our visitors to experience and enjoy our great leisure facilities and to be as passionate and proud of our environment as we are.

Set in 4200 acres of open countryside, Rutland Water Park is the central rural attraction in England's smallest county of Rutland and offers activities for all the family.

LIFEGUARD/SENIOR LIFEGUARD

● OAKHAM, RUTLAND, UK ● COMPETITIVE SALARY

We are looking for Lifeguards to make sure our visitors are safe when on our inland beach at Sykes Lane.

Hundreds of people visit Rutland Water Park every year and we need dedicated lifeguards and senior lifeguards who take a vigilant approach and respond with urgency and efficiency to any swimmers and visitors in distress. You'll be the first point of contact for our visitors so you'll need strong communication and social skills.

It's an advantage if you hold the National Pool Lifeguard Qualification (NPLQ) and have previous experience in a similar outdoor environment.

Training may be provided to exceptional candidates who can commit to working for at least 30 hours a week over the peak season in July and August.

If you thrive with extra responsibility and feel that you have the skills to lead and supervise a team of lifeguards, you could be our next senior lifeguard.

This is a seasonal opportunity (June – October), and you will be employed on a flexible, 0 hours contract.

Spend your summer, helping the public, in a beautiful lake setting.

WATERSPORTS INSTRUCTOR

● OAKHAM, RUTLAND, UK ● COMPETITIVE HOURLY RATE

We are looking for Watersports Instructors to work at Rutland Water and provide tuition and general assistance to our visitors.

Our visitors can hire rowing boats, canoes and kayaks and take part in raft building and power boating. As a Watersports Instructor, your key responsibility is to ensure all visitors are enjoying their time at the Park whilst remaining safe.

Working on a casual basis during busy periods, mainly at the weekends and during school holiday periods, you will be paid a competitive hourly salary and become part of the great Rutland Water Team.

You will receive in-house training, an annual car parking pass to use at our Water Parks and discounted rates on many of the activities at the Park.

Requirements:

- You'll have a keen interest in watersports and have experience in a similar role and want to share your enthusiasm with our visitors.
- It's advantageous if you have a First Aid qualification and/or watersports qualifications.

If successful you would be issued with a flexible zero hour contract, therefore shift patterns and rotas vary, dependent on the need of the Water Park and your availability.

Closing date for both positions: 12th April 2018

Apply now: <http://lei.sr?a=g9J5g>



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Heritage Great Britain PLC is a privately owned company that owns and operates many of the UK's most outstanding landmark destination and popular visitor attractions.

Our current portfolio stretches from the coastal splendour of Land's End at the South-Western tip of Cornwall to remote John O'Groats in the far North of Scotland. In between, the 125 year old Snowdon Mountain Railway takes passengers from Llanberis, in the heart of Snowdonia National Park, to the summit of the highest mountain in England and Wales, where visitors can see the award winning building of Hafod Eryri.

The Needles Landmark Attraction welcomes visitors to the Isle of Wight's iconic Westerly point and Mattel Play (Liverpool) is an exciting indoor attraction concept that takes world famous brands such as Thomas & Friends, Bob the Builder and Fireman Sam and brings them to life in an interactive and entertaining family experience together with quality retail and catering experiences.

New projects and sites are already in place which will see an expansion of the group in 2018 and beyond.

Operations Manager

Heritage Great Britain PLC (Liverpool)

Salary : £30,000 to £35,000

Location : Liverpool

Heritage Great Britain is the owner and operator of a number of high-profile and successful visitor attractions around the UK. The group is now continuing to grow with a number of new large scale projects planned or under development within the north west region of England. These projects are at varying levels of development, and this role will be instrumental in working with the existing senior management team and board to ensure they are delivered to the highest standard.

The role will involve being a key member of the project's team throughout the development phase but then oversee the operational phase as operations manager - recruiting and developing the day to day operations team. This role requires a pro-active and high energy manager with proven commercial ability, to drive and manage new projects within the portfolio, based in the north west.

The individual will be supported by and work with the existing well-established senior management team, reporting directly to the board.

The role

- To work with the directors and senior management team and a wide breadth of external advisors, suppliers and professionals to deliver projects in the north west.
- To drive and deliver the commercial performance of the new businesses and projects.
- To drive and deliver the operational excellence of the businesses
- To manage and develop other managers, supervisors and teams to continued success.
- To ensure compliance with all group and statutory requirements, policies and regulations

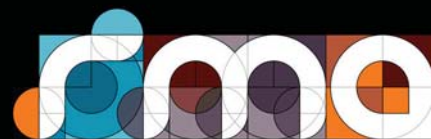
The candidate

- Must have a proven and successful track record of management experience within the tourism, hospitality or attraction related industry
- Must be able to demonstrate skill for driving sales, customer service and coordinating local marketing activity.
- Management skills to manage a successful and diverse team.
- Be able to prioritise and manage multiple demands
- Ideally will have experience as an Operations Manager overseeing such business areas or have solid experience in a similar operational function.

This is a new role which will be both varied and developing over time, offering exposure to new projects and business opportunities with the group, in the north west region. You will be working with the board and other senior group managers to drive these new opportunities forward in both their development and operational phases.

Salary will be determined by reference to skills, experience and qualifications but is expected to be £30,000 to £35,000. The role has the opportunity to develop further as the projects are delivered and further projects are planned.

For more information about this role and to apply for these roles please click the link - <http://lei.sr?a=o8o3o>



Senior Creative Designer

Bramley, Guildford

Competitive Salary and Benefits

RMA Ltd, an established company specialising in themed attraction and theme park design and build are looking to expand their design facility and are looking to employ a senior creative designer/project manager.

Over the years we have worked with a number of leading attractions operators including Peppa Pig World, Cadburys World, Thomas Land and Jorvik Viking Centre (above).

The successful candidate will be self-motivated and able to work closely with the rest of our design and build teams to develop concepts and master plans and onward to produce detailed

build drawings and specifications whilst overseeing the construction phase on site.

Our ideal candidate will need to be conversant with AutoCAD 3D, Photoshop and Illustrator and have a good understanding of project costing and budgeting.

Salary will be commensurate with experience and talent, so this opportunity is open to both the experienced and newly qualified.

The position will be predominately based at our office in Bramley, Guildford.

To apply for this position, please send your CV and covering letter by clicking <http://lei.sr?a=q5z6k>