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MANAGEMENT NEWS

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China clamps down on theme park boom

China's central planning body has warned developers about the country's ongoing theme park boom, raising concerns over potentially unpayable debts and low grade or copycat developments, as new parks continue to spring up across the country.

China currently has more than 100 theme parks which are either under development or have been recently completed. This was in part due to the government lifting a ban on theme park approvals in 2013, enabling parks under CN¥5bn (US\$800m, €717m, £633m) to be approved at a provincial level, encouraging further investment.

According to He Lifeng of the National Development and Reform Commission (NDRC), theme park developers should strengthen supervision to "prevent the formation of local debt risks, social risks and financial risks."

"In the development of theme parks we've seen unclear concepts, blind



■ There are concerns of quantity over quality for some of China's under-construction theme parks

construction, imitations and plagiarism, low-standard duplication and other issues," said NDRC chair, He Lifeng, in a statement, which also added that in certain areas "local debt risks" were starting to emerge.

MORE: http://lei.sr?a=R9W3R_T

“

We've seen unclear concepts, blind construction, plagiarism and duplication

He Lifeng



DISNEY

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Could Disney's main man be heading to Washington?

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165ft-tall 'Claw' purchased by Salt Lake aquarium

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Disney chief **Bob Iger** reveals that he considered Presidential campaign for 2020

Disney chair and CEO Bob Iger has revealed that he did consider running as a candidate for the US presidency in 2020.

In an interview with *Vogue*, Iger said the “patriot” in him was his reason to consider the move, with the Disney chief saying that he grew up “at a time when we respected our politicians not only for what they stood for but because of what they accomplished”.

“I am horrified at the state of politics in the US today, and I will throw stones in multiple directions,” said Iger. “Dialogue has given way to disdain. I, maybe a bit naively, believed that there was a need for someone in high elected office to be more open-minded and willing to not



■ Iger said the ‘patriot’ in him was his reason to consider the move

An unhealthy world, a fragile world, is not good for society, and it’s not good for business

only govern from the middle but to try to shame everyone else into going to the middle.”

Iger was briefly involved with current President, Donald Trump, in December 2016,

being named a part of the president’s strategic and policy forum. He left in June last year following Trump’s decision to withdraw from the Paris climate deal.

“The principle of countries getting together and declaring that the world was potentially in peril was right,” he said.

“When the president decided to pull out, I thought, an unhealthy world, a fragile world, is not good for society, and it’s not good for business.”

With the next election set for 2020, Iger’s contract extension with Disney through to 2021 effectively rules him out of the next presidential race. Iger has not commented on his Presidential ambitions for 2024.

Malaysia targets slice of Singapore tourism as politician **Mohamed Khaled Nordin** unveils three theme park plan



■ Nordin unveiled the coalition party’s promises for the state of Johor

The chief minister for Johor has unveiled his manifesto for the Malaysian state, promising to turn it into an economic powerhouse with the development of three major theme parks.

Mohamed Khaled Nordin, chair of the ruling Barisan Nasional Johor coalition, unveiled the party’s promises for the state, which was drafted under the main targets of improving the prosperity of Johor; positioning the state as a new southern economic power; and catapulting Johor

Let everyone know that this Southern Tiger can roar as loud as the Red Lion

to become a viable competitor to anywhere else, with a particular focus on Singapore.

Announcing the three major theme parks, Khaled revealed three distinct projects around the state, valued at RM7.5bn (US\$1.9bn, €1.6bn, £1.35bn).

“If Singapore has Gardens by the Bay, we will build a new tourism centre in Desaru. If Singapore has Universal Studios Singapore (USS), we in

Johor will build the world’s first science fiction theme park,” said Khaled, speaking during the launch of his manifesto.

“We must work hard to make Johor as the best state in Malaysia, so that within five to 10 years, the story of our success will be echoed throughout the nation. Let everyone know that this Southern Tiger can roar as loud as the Red Lion.”



■ Bjarke Ingels is the founder of BIG

{ **The hotel seamlessly rises from the surrounding landscape and gently unfolds onto the site** }

Bjarke Ingels masterminds ski hotel for Swiss attraction

Bjarke Ingels' BIG are designing a hotel next to their forthcoming Audemars Piguet watchmaking museum in the village of Le Brassus, Switzerland.

As with the spiralling attraction – which is due to open in 2019 – the new project, Hotel des Horlogers, will be integrated into the landscape.

Five zigzagging room slabs will expand into a gently sloping exterior path, leading directly to the museum and local ski trails. Inside, a continuous sloping corridor will connect the guest rooms.

Leisure amenities will include two restaurants, a

bar, a spa and a conference centre – with each tucked under the inclined slabs and oriented towards the light “to become individual destinations accessible along the exterior path.”

In a design statement, Ingels said the 6,400sq m (68,800sq ft) project represents “an evolution of the hotel typology.”

“The hotel seamlessly rises from the surrounding landscape and gently unfolds onto the site,” he added. “Interweaving with the building, the topography, the community and public sphere become instantly engaged.”

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Toshio Kagami marks 35th anniversary of Tokyo Disney Resort by confirming ¥300bn expansion plans



■ Tokyo Disney chief Toshio Kagami confirmed the plans

To celebrate its 35th anniversary, Disney's Tokyo theme park has confirmed plans to proceed with its landmark expansion, a move which will see the popular attraction grow in size by roughly 30 per cent.

The biggest expansion in the park's history, the ¥300bn (US\$2.68bn, €2.25bn, £1.98bn) mega-development includes attractions based on *Beauty and the Beast*, and *Big Hero 6* and *Frozen*.

"We would like to create a Tokyo Disney Resort that

We would like to create a Tokyo Disney Resort that fulfils new dreams

fulfils new dreams," said Toshio Kagami, Tokyo Disney Resort CEO, speaking at a ceremony celebrating the park's 35th anniversary.

Details of the plan and when exactly it will happen have not yet been confirmed publicly. What is known is that park operator Oriental Land will build a multi-storey carpark capable of holding 4,000 vehicles, while the existing carpark

space will be redeveloped for new attractions.

Japan's theme park market has recently shown signs of growth, as US operators Disney and Universal continue to invest in new attractions.

Tokyo Disney Resort has drawn more than 30 million visitors a year for the last five years and the swell in numbers has necessitated the expansion.

Study by Prof Russell Deacon says official royal residence could generate millions for Welsh tourism economy

A new report has suggested that opening a royal palace in Wales could be worth an additional £3.6m (US\$5.1m, €4.2m) a year in tourism spend.

According to the Gorwel think-tank, the case for a royal residence in the country should be considered, with its report suggesting such a move could draw thousands of visitors to Wales.

The royal family holds official residences in every UK country, except Wales. The Gorwell report says that if that were to change, there would be both political and economic benefits, with a long-term increase in visitor numbers and more than 100 jobs created as a direct result.



■ Royal events are shown to significantly boost tourism to the UK

We'd like to see whether royal occasions could also benefit Cardiff, why is Wales left out?

In addition, between £765,000 (US\$1.1m, €884,000) and £3.6m (US\$5.1m, €4.2m)

could be generated through tourism income annually, with a further £510,000

(US\$731,000, €590,000) to £2.4m (US\$3.4m, €2.8m). According to the projections such a move could draw between 55,000 and 267,000 visitors annually.

Several buildings were suggested for the residence, including City Hall and Duffryn Gardens near Cardiff.

"There are a number of royal events coming up, which benefit other capitals, such as London and bring in increased tourism there," said Professor Russell Deacon, the report's co-author. "We'd like to see whether royal occasions could also benefit Cardiff. Why is Wales left out of that tourism bonanza? We're part of the UK and in that respect we should have a royal residency here too."

MEET THE TEAM

For email use:
fullname@leisuremedia.com



Editor
Liz Terry
+44 (0)1462 431385



Managing editor
Tom Anstey
+44 (0)1462 471916



Publisher
Julie Badrick
+44 (0)1462 471971



Advertising sales
Paul Thorman
+44 (0)1462 471904



Advertising sales
Sarah Gibbs
+44 (0)1462 471908



Advertising sales
Chris Barnard
+44 (0)1462 471907



Advertising sales
Simon Hinksman
+44 (0)1462 471905



Advertising sales
Gurpreet Lidder
+44 (0)1462 471914



Attractions Management
Alice Davis
+44 (0)1462 471918



Newsdesk
Tom Walker
+44 (0)1462 431385



Newsdesk
Kim Megson
+44 (0)1462 471915



Circulation
Joe Neary
+44 (0)1462 471910



■ Alex Mustonen (left) is co-ounder of Snarkitecture

The project invites visitors to explore Snarkitecture's past installations, furniture and objects

Snarkitecture's **Alex Mustonen** works on pop-up Fun House

Experimental New York design studio Snarkitecture are returning to Washington DC's National Building Museum, three years after their enormous ball pit became a huge attraction for the institution.

The museum has announced the New York collective will create a sprawling Fun House in its Great Hall for the 2018 edition of its annual Summer Block Party, from 4 July to 3 September.

The freestanding structure will recall and re-imagine the idea of the traditional home, with a sequence of interactive rooms featuring

familiar Snarkitecture environments and objects that visitors can explore, as well as new concepts that “underline the studio’s peculiar yet accessible way of reinterpreting the built environment.”

“Part museum exhibition and part immersive environment, the project invites visitors to explore Snarkitecture’s past installations, furniture and objects,” said Alex Mustonen, co-founder of the practice. “In keeping with our goal of making architecture accessible and engaging, we look forward to introducing a new audience to our work.”

MUSEUMS

Plastic out as NHM commits to clean oceans

In an effort to improve its green standing, London's Natural History Museum (NHM) has announced plans to replace all of its plastic water bottles with recyclable cans going forward, offering the first zero-plastic canned spring water to be sold in the UK.

In partnership with British brand Life Water, the canned spring water will be plastic and resin free, with each can 100 per cent recyclable and made of 70 per cent recycled aluminium. The Life Water drinks will also benefit clean water projects globally, with the brand partnering with charitable organisation drop4drop on the initiative.

"Our marine biologists

know only too well the destruction plastics can cause and the critical need to halt the tide of plastic entering our oceans and endangering fragile marine ecosystems," said Ian Owens, director of science at NHM.

"As a world-leading research institution and visitor attraction, we need to lead by example, and this marks an important milestone in our efforts to build a more sustainable future.

"We are delighted to be pioneering the first zero-plastic water cans from Life Water, which is just one of the actions we are taking at the museum to increase our sustainability efforts."

MORE: http://lei.sr?a=y7j2f_A



■ In the US, 24 billion plastic bottles are thrown away a year



As a world-leading visitor attraction, we need to lead by example

Ian Owens

MUSEUMS

BRC masterminds new PT Barnum Museum in Connecticut



Our goal was to tell Barnum's story the way he would have done it

Bob Rogers

BRC Imagination Arts is undertaking the renovation of a museum dedicated to the life of circus showman PT Barnum.

Based in Bridgeport, Connecticut, the original 1893 museum suffered damages after being hit by a series of fires, tornadoes and hurricanes over the years. The new-look attraction will use state-of-the-art technology and special effects, original artefacts, cinema and visitor immersion in exhibits and installations that inspire guests and educate them about Barnum's inventor's creativity, ability to innovate and entrepreneurial attitude.

"PT Barnum basically invented



■ BRC have created the museum design concepts

American show business," BRC chair Bob Rogers told *Parade*. "Our goal from the beginning was to tell Barnum's story the way Barnum would have done it had he had our wondrous toolkit of 21st century special effects and wizardry."

MORE: http://lei.sr?a=y3m3E_T

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MUSEUMS

'Absolute unit' sends rural life museum viral

The Museum of English Rural Life in Reading has found some unexpected internet fame, with its images of animals described as “absolute units” going viral on social media.

The museum and archive, devoted to the history of farming in the English countryside, has received hundreds of thousands of likes and retweets in just a few days after adopting meme culture and adding it to its social media output.

Tweeting a picture of a rather fluffy ram, along with the caption “look at this absolute unit”, the museum found itself trending worldwide on Twitter, something it has continued to take advantage

of, posting more images of ‘absolute units’, along with memes about its other works to the delight of social media.

The original image, a photograph of an Exmoor Horn, taken during the Devon Show in 1962 has become an educational tool for the museum, which has leaned into the social media craze to educate and to entertain.

“When you’ve bred an impressive animal such as our absolute unit, how do you celebrate?,” asked the museum.

“If you are still intrigued and want to find out more, we’ve got lots of livestock portraits on display in the museum, absolute unit included.”

MORE: http://lei.sr?a=r9Y2Y_T



■ The ‘absolute unit’ has more than 100,000 likes on Twitter



When you’ve bred an impressive animal such as our absolute unit, how do you celebrate?

Rural Life Museum

VISITOR ATTRACTIONS

MVRDV win competition for landmark 'infinite loop' design



The SeaSaw is a memorable, undulating public art installation

Jacob van Rijs

The Dutch municipality of Den Helder has announced MVRDV as the winners in a competition to design a new public installation on the city’s northern dike representing the connection between city and sea.

The design, called SeaSaw, is a viewing platform that takes the shape of an infinite loop, with visitors able to walk across it in either direction.

“The SeaSaw for Den Helder is a memorable, undulating public art installation which responds to its context and history, whilst literally representing the dynamics of the sea



■ The SeaSaw design was named the winner

in its infinite movement,” said Jacob van Rijs, co-founder, MVRDV. “The installation respects the existing dike whilst allowing visitors and inhabitants to experience both city and sea from a whole new perspective.”

MORE: http://lei.sr?a=W3s3S_A



WINDSTARZ

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THEME PARKS

Universal acquires land for rumoured new park

Universal has acquired hundreds of acres of additional land in Orlando, leading many to believe the operator is about to build a third park in the area.

The move comes after Stan Thomas, the Georgia businessman who formerly owned the land, finally agreed terms to remove restrictions that would block such a project following a long-running legal dispute.

When owner of the property, Thomas filed a lawsuit against Universal's attempt to acquire the land, arguing that he still owned rights to enforce private deed restrictions, one of which included a ban on theme parks, a restriction which has been since removed.

Although the company has not publicly commented on use for the land, a theme park has been heavily hinted at in planning documents and outward statements. During the court hearing with Thomas, Universal's lawyer referenced the theme park plans, saying they were "obviously super, super secret commercial information."

"We are excited about our plans for this area, and we are looking forward to sharing more at the right time," said a Universal spokesperson.

"We also look forward to working with our neighbors in the area and our partners in the community as we move forward."

MORE: http://lei.sr?a=y4E2q_T



■ The purchase gives Universal space to develop a new park



We are excited about our plans for this area, and we are looking forward to sharing more at the right time

Universal

MUSEUM

Montreal contemporary art museum plans expansion



This will be a museum we will be proud of on a global scale

Alexandre Taillefer

Montreal's contemporary art museum has unveiled the design for its new home, after selecting the winning proposal from a hard-fought architecture competition.

Quebec studios Saucier+Perrotte Architectes and GLCRM & Associés Architectes unanimously swayed the judges with a vision described as "luminous and relevant".

The new design will see gallery space almost double, with three new exhibition rooms and additional educational areas. New open and light-filled spaces will strengthen the connection between the museum, the



■ The museum is one of the most important in Canada

Quartier des spectacles and the Place des Festivals and integrate the new-look building with the existing architecture.

"This will be a museum we will be proud of on a global scale," said Alexandre Taillefer, chair of MAC's board of trustees.

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

MUSEUMS

New York church to become kids museum

Architecture and planning practice FXCollaborative have been selected by the Children's Museum of Manhattan (CMOM) to transform a historic New York church into the attraction's new home.

The 1903 building, located on 96th Street in Manhattan, was originally designed by architects Carrère & Hastings to house the First Church of Christ, Scientist.

The site has now been acquired by the museum, which wants to adapt it into "an ever-evolving place for the most transformative and unpredictable people: children."

FXCollaborative's renovation is expected to double

the amount of room for exhibitions, accommodating up to twice as many visitors to the museum a year. Their design will emphasise cross-pollination between content areas – such as galleries dedicated to arts and creativity, early childhood, health and the environment, and world cultures.

"The design team have the experience and creative vision that's needed to work respectfully within a landmarked building, and a particular understanding of complex programmes and designing spaces for children," said Halley K. Harrisburg, co-chair of the capital campaign.

MORE: http://lei.sr?a=J4k9T_T



■ The project is set to take three years to complete



The design team have the experience and creative vision

Halley K. Harrisburg

MUSEUMS

Dorchester's new museum brings '200 years of crime' to life



Guests will be able to discover famous stories dealt with by the court

A new museum on crime and the history of law and order will open in Dorchester, UK, on 1 May.

Visitors to the Shire Hall Historic Courthouse Museum will be able to walk in the footsteps of people who were tried and sentenced in the court – and find out what happened to them using interactive displays.

Guests will be able to discover famous stories dealt with by the court, such as the fate of the Tolpuddle Martyrs, which sparked the trade union movement.

The centrepiece of the new museum is the historic cells and courtroom, which appear as they did in Georgian times.



■ The museum will open its doors on 1 May

The museum is run by the Shire Hall Trust, a registered charity. The renovation was made possible thanks to a £1.5m (US\$2.1m, €1.7m) grant from the Heritage Lottery Fund, which was match-funded by West Dorset District Council.

MORE: http://lei.sr?a=x5B6m_T

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The joust will be bigger than ever, with knights in armour and the clashing of steel against the backdrop of the medieval village

Stephen Manion, manager, Arundel Castle



A Knight's Tale

950 years since it was first developed, West Sussex's Arundel Castle prepares to celebrate its landmark anniversary



■ The Jousting and Medieval Tournament takes place in July and is set against the backdrop of a tented encampment on the American lawns

Stephen Manion might have been at Arundel Castle for less than a year, but he's ready to celebrate the historic location's 950th birthday.

Construction on the first building at this expansive site, located in West Sussex in southeast England, began in 1068, shortly after William the Conqueror was crowned king. "In a way, we've been waiting 950 years for this," says Manion, "and our plans have been bubbling in the background for some years. It's my job now to deliver these celebratory events."

And the recent news that the Bayeux Tapestry, which is of the same period, is being loaned by France to the UK coincides happily with Manion's promotional phase.

"Like all these things, if you have an attraction that sits in a historical period and something national is happening, it can spark public imagination. In this business, we do like national stories like this and we'll be following the story as it progresses."



■ Arundel Castle will have a packed 2018 schedule of 13 historical events from the professionals at the Raven Tor Living History Group

If you have an attraction that sits in a historical period and something national is happening, it can spark public imagination

Manion brings experience from his work at National Museums Merseyside, Beamish Open Air Museum and, most recently, as manager of Alwick Castle, which was built to defend England from the Scots in the 14th century. At Arundel, he wants to make more of that early history and the landmark's origins.

To do this, Manion commissioned some new permanent exhibitions for the keep and old gatehouse. Opened on 30th March, they tell the story of Arundel Castle from the 11th century through to the English Civil War in the 17th century. Furthermore, the castle's series of live events from the Raven Tor Living History Group – a regular fixture over the past 10 years – will be bigger and better than ever.

Among the events on tap, the Annual Tulip Festival takes place this month, while a six-day 'Jousting & Medieval Tournament' takes place in July, with specially trained horses and armoured competitors.

"The joust will be bigger than ever, with international jousters and a Champion of Champions event," said Manion. "It's

the 10th anniversary of our jousting, so it will be high profile, with knights in armour and the clashing of steel against the backdrop of a medieval village.

Visitors will also bump into different characters as they roam the grounds – a medieval scribe or a dancer or performer, for example – who they can interact with.

"It's a place that's made for exploring. There are lots of nooks and crannies, tracks that meander and unexpected views and experiences. People find it quite surprising when they come here."

Arundel Castle attracts around 180,000 visitors per year, arriving mainly from the local area and the southeast of England, but also from continental Europe, especially France. Although Manion would like to reach out to a less-tapped audience to the west and from within London (less than 100km north), he is wary of increasing attendance.

"Interestingly, we're one attraction that's not in the numbers game," he says. "Last year, we welcomed 182,000, which was a 4 per cent increase, but the Duke of Norfolk and the Trust [who



■ Arundel welcomes 180,000 visitors a year

own the property] are not interested in increasing that figure. We'd all be very happy if it stayed at 170,000 to 180,000 because what we're really looking at is the quality of the visit.

"Having too many visitors at once can spoil the experience, especially indoors. That's why we've been increasing outdoor activities. Visitors often explore the castle and grounds for three or four hours. They feel they've spent their time and money well, which means they'll want to come

Claw-some design

U2's iconic Claw stage to become permanent fixture at Loveland Living Planet Aquarium



■ The Claw was created by the late Mark Fisher of London-based architects Stufish

A unique construction created for U2's most recent world tour has been purchased by Salt Lake City's Loveland Living Planet Aquarium, where it will now become a permanent fixture at the Utah attraction.

From the mind of the late Mark Fisher of London-based architects Stufish, the 250-ton, 165ft-tall (50m) 'Claw' was designed by the firm and created by construction company Stageco, with three different versions built for the three-year tour.

The space beneath the claw will come to life with a number of memorable guest experiences, according to the aquarium, with the venue planning to host concerts for up to 7,000 people on-site. It will also serve as a location for movie screenings, farmers markets and other special events year-round.

Beneath The Claw's stage will be the 'Eco Command Centre', an experience which combines elements from escape rooms, simulators and team building exercises. Using digital technology and immersive virtual reality experiences, the aquarium plans to send visitors on science and ecology-based eco-missions around the globe, ranging from deep oceans and rainforests to deserts and Arctic regions.

The Claw will be an iconic monument that shines a light on our mission to inspire people to explore, discover and learn

THE CLAW AT A GLANCE



**BUILT FROM:
42 TRUCKLOADS OF STEEL**

It takes 42 truckloads to haul the unassembled claw.



**STRENGTH:
SUPPORTS UP TO
200 TONS**

The Claw structure supports up to 200 tons of suspended weight, equivalent to the weight of 10 Whale sharks.



HEIGHT: 165 FEET

At around 33 inches tall, it would take 60 Gentoo penguins stacked one on top of another to equal the height of The Claw.



WEIGHT: 190 TONS

Weighing in at 33 tons, it would take 6 Humpback whales to equal the weight of The Claw.



AREA: 28,287 SQUARE FEET

With an average wingspan of 19 feet, it would take 78 Manta rays to cover the same area as the claw.

“The Claw will be an iconic monument that shines a light on our mission to inspire people to explore, discover and learn about Earth’s diverse ecosystems,” said Brent Andersen, the aquarium’s founder and CEO.

“We want to use this magnificent structure to help people understand that the environments we live in are all interconnected as one global ecosystem – the living planet.”

In addition to The Claw, the Science Learning Campus will be home to the 80,000sq ft (7,400sq m) Science Learning Center, which will provide immersive experiences that encourage guests to learn about the natural world and understand the need for conservation.

Experiences will include the five-story Asian Cloud Forest Habitat and Endangered Species Conservation Center, interactive science stations, new indoor and outdoor animal exhibits, and laboratories and classrooms. The centre will also

include a Science Entrepreneur Incubator and a banquet and conference facility.

The development and installation of The Claw is expected to cost around US\$25m

(€20.3m, £17.5m). A US\$1m (€810,000, £700,000) GoFundMe campaign has

been launched to fund construction, which will take place in Q3 of this year.

■ The Claw was part of U2's world tour set





Moomin Marvellous

New renderings for Moomin Park as opening date set for Japanese nature attraction



■ The attraction is coming up on the edge of Lake Miyazawako in Hanno

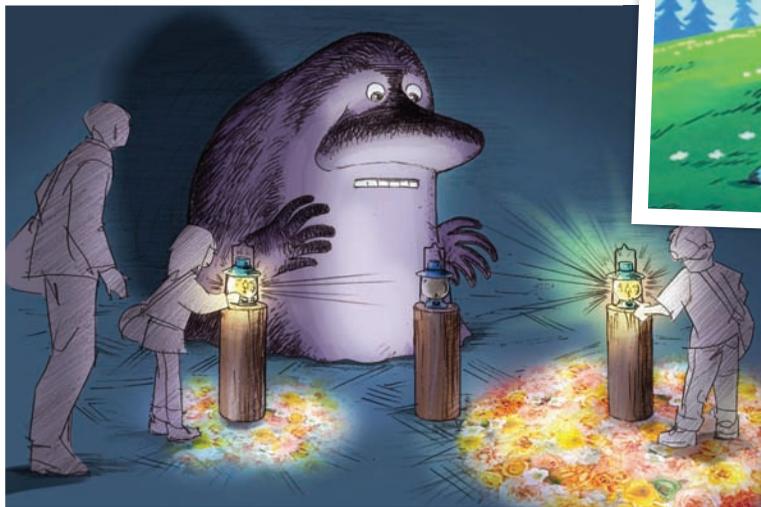
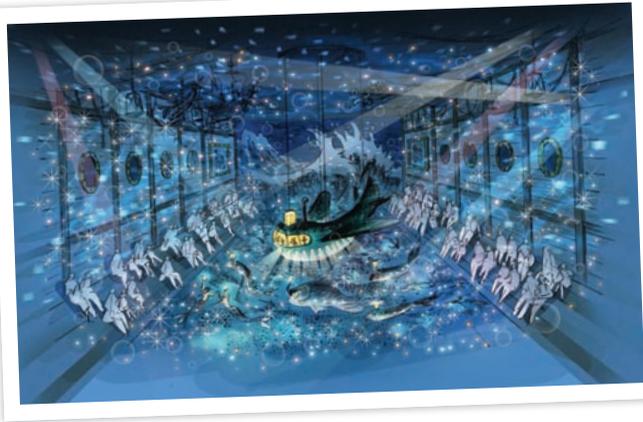
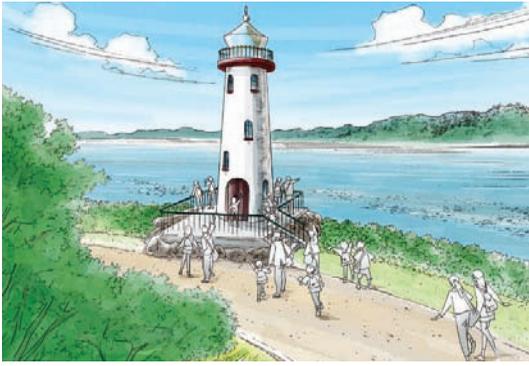
A theme park based on The Moomins will open in Japan's Saitama Prefecture in March 2019, after its developers confirmed construction plans for the nature attraction in the city of Hanno.

Called Moomin Valley Park, the attraction will sit on an area around Lake Miyazawako, owing to the area's resemblance to the nature-rich homeland of the Moomins.

The 190,000sq m (2,000,000sq ft) plot of land at Lake Miyazawako, which was

previously owned by the Seibu Railway company, was in the 1960s a recreational facility. The site will now be developed to emphasise the concept of coexisting with nature as in the Moomin stories.

The park will celebrate Nordic culture, with plans calling for a museum, restaurants offering Nordic meals and facilities where visitors can interact with Moomin characters. A Public Zone, opening in November and called Mezza Village, will also take into account local residents, with the area being maintained as a free-to-visit public park.



■ Renderings show multiple different experiences available at the park

Several artistic renderings have been released of the park, one of which shows the Moomin's iconic home, which will be explorable for visitors with elements such as Mama and Papa's room, and Moomin and Little Mi's room. The Ocean Orchestra will also feature, with the park's version using projections to create an immersive experience for visitors.

Investment bank FinTech Global (FGI) is behind the development, which signed a Basic Agreement on Local Renaissance in 2015 with the city of Hanno to set out the development's parameters.



The attraction will sit on an area around Lake Miyazawako, owing to the area's resemblance to the nature-rich homeland of the Moomins

According to FGI, this agreement underpinned joint efforts to attract tourists to both the theme park and to Hanno.

Moomin Monogatari will oversee the project, which will be supplied in-part by Puuha International Oy, the Finnish playground equipment group.

The Moomin stories were first published in 1945 in Swedish by the Finnish writer and artist Tove Jansson, with the nine Moomin books and various Moomin comic strips since being adapted into animated TV shows worldwide.

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



● The report called for an international AI Code to prevent potential misuse of such technology

UK government's House of Lords says ethics must take centre stage when developing artificial intelligence



● Committee chair Lord Clement-Jones says AI is not without its risks

The House of Lords Select Committee on Artificial Intelligence has published a report calling for the Law Commission to establish new laws surrounding advancements in the field, with current laws deemed insufficiently able to protect AI users from systems malfunction or the potential risk of harm.

The committee – which was established in the UK in June last year to investigate the social, economic and ethical implications surrounding artificial intelligence – called for an international 'AI Code', based on five key principles, focusing

particularly on fairness and education, as well as the potential misuse of the technology.

The code is designed to provide an ethical framework for AI manufacturers and users, and establish the UK as a world leader in the industry.

"AI is not without its risks. An ethical approach ensures the public trusts this technology and sees the benefits of using it. It will also prepare them to challenge its misuse," said committee chair Lord Clement-Jones.

"The UK must seek to actively shape AI's development and utilisation, or risk passively acquiescing to its many likely

consequences", stated the committee in the report.

"We propose five principles that could become the basis for a shared ethical AI framework. Such a framework provides clarity in the short term, and could underpin regulation, should it prove to be necessary."

"Our recommendations are designed to support the government and the UK in realising the potential of AI for our society and our economy, and to protect society from potential threats and risks."

ATTRACTIONS-KIT KEYWORD

AI

Efteling relaunches Python rollercoaster after refurbishment



● Fons Jurgens, chair of Efteling's Board of Directors

Efteling, a fantasy theme park based in The Netherlands, has reopened its iconic Python coaster, following a €4.5m (£3.9m, US \$5.6m) refurbishment.

The Python, which first opened in 1981, is a double-loop corkscrew coaster, developed by German manufacturer Vekoma.

As part of the extensive renovation work, which took place over a period of 12 weeks, the ride was almost completely dismantled, except for the station and lift hill,



● The Python has undergone a €4.5m renovation

and rebuilt, with a new track, manufactured by Belgian steel structures company CSM. Designed to provide a smoother ride experience for guests, the new track features rounded shapes in the corkscrew and fewer angular corners.

"At Efteling we like to build for eternity and the Python roller coaster is certainly part of

that future. Many guests have special memories of the Python, and we want future generations to be able to look back upon their rides on the rollercoaster in the same manner," said Fons Jurgens, chairman of Efteling's Board of Directors.

ATTRACTIONS-KIT KEYWORD
EFTELING

EXHIBITIONS

Sysco completes major tech integration for V&A Museum

Audio-visual specialist Sysco has completed a major tech integration for a new exhibition at the Victoria & Albert Museum in London, UK.

Called *Ocean Liners: Speed and Style*, the exhibition takes guests on a journey through 'the golden

age' of ocean travel. It explores the cultural impact of the ocean liner, paying particular attention to key elements of ship design, including engineering, architecture and interiors. It also explores the lifestyle and fashion of the passengers, and life onboard.



● as



● Graeme Bunyan, Sysco

The Politics of Style zone showcases the interiors of the Queen Mary through a portrait projection displayed on an elevated angular screen, while Life on Board features the Seascape Panorama, a spectacular sea view that consists of two seamlessly blended

laser projections, scaled and overlaid with the networks.

Each zone features its own specially designed soundscape, delivered through discreetly mounted speakers.

"Working closely with the design teams ensured a strong connection with their vision to create a dramatic, decadent and memorable exhibition.

Understanding the exhibits, networks and artefacts enabled a careful and considered approach to the incorporation of audiovisual technology ensuring a sensitive solution that would enhance, but not damage any of these delicate pieces," said Graeme Bunyan, Sysco's director of technology.

ATTRACTIONS-KIT KEYWORD
SYSCO

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 learning.

Tel: +1 866 226 2150

Email: registration@aam-us.org

www.aam-us.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 influential leaders and how their vision and strategic direction deliver stories, characters and experiences. Learn time-tested models for designing and delivering a superior customer service experience from one of the world's most trusted brands.

Tel: +1 407 566 1738

Email: programsupport@disneyinstitute.com

www.eventswithdisney.com

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 to a vast selection of sectors.

Tel: +61 07 3807 3508

Email: info@aalara.com.au

www.aalara.com.au



■ Europa Park will host this year's SATE Europe 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

14 MAY 2018

Experiential Marketing Summit San Francisco, US

The ultimate training conference on experiential marketing. Join more than 1,500 marketers such as Pepsi, Samsung and Under Armour as emerging trends are predicted and dissected, best practices are explained and some of the biggest case studies are shared.

Tel: +1 800 777 5006

Email: ems@eventmarketer.com

www.emsummit.eventmarketer.com

5-8 JUN 2018

IAAPA Asian Attractions Expo 2018

Hong Kong Convention and Exhibition Centre

Join colleagues and industry leaders for the premier international business event for attractions industry professionals in the Asia-Pacific region.

Tel: +1 703 836 4800

Email: iaapa@iaapa.org

www.iaapa.org/expos

16-17 MAY 2018

Museums + Heritage Show Olympia, London, UK

Completely free to attend, the Museums + Heritage Show offers two jam-packed days featuring more than 50 free talks, 150 suppliers and consultants and a raft of special features. The show is the perfect place to discover new ideas and opportunities and to explore new ways of working, all designed to make your organisation bigger, better and stronger.

Tel: +44 1905 724 734

Email: sara@museumsandheritage.com

www.show.museumsandheritage.com

6-7 JUNE 2018

Attractions Africa

Gold Reef City, Johannesburg, South Africa

Attractions Africa is dedicated to advancing the visitor attractions industry in Africa through the sharing of knowledge. The Attractions Africa Conference provides an opportunity for attractions professionals at every level to participate, learn and network. The conference is a two-day event especially designed for visitor attraction professionals.

Tel: +27 21 683 2934

Email: info@attractionsafrica.co.za

www.attractionsafrica.co.za



EUROPE
MIDDLE EAST
AFRICA

IAAPA EMEA 2018 SPRING FORUM

FOCUS ONE:

IRELAND

DUBLIN AND BELFAST

14-16 MAY 2018



**BRANDING SEMINARS.
BEHIND-THE-SCENES ACCESS.
FACE-TO-FACE CONNECTIONS.
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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Attractions Find great staff™

MANAGEMENT NEWS



Recruitment headaches? Looking for great people?

Attractions Management News can help

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

**ARE YOU INTERESTED
IN A UNIQUE CAREER
OPPORTUNITY?**

**Hamburg
Dungeon**

Performance Assistant Team Leader

Hamburg, Germany, Competitive Salary & Benefits

The Hamburg Dungeon belongs to Merlin Entertainments; the second largest live-entertainment company in the world. Every year, our attractions greet around 40 million guests worldwide. Since opening in Hamburg's historic Speicherstadt neighbourhood 18 years ago, the Hamburg Dungeon has become one of the city's most popular tourist attractions. We offer our guests the ultimate live action journey through the murky past of Hamburg, with live shows, exciting rides, and historically horrible professional actors.

YOUR RESPONSIBILITIES:

- You share responsibility for the efficient operational running of the Performance Department through administrative and creative duties, together with the Performance Supervisor.
- Team leadership and coordination, including planning of auditions, training and indoctrination of new cast members, workshops and regular quality control, reporting to the Performance Supervisor.
- Scheduling for the 60 person department according to the budget.
- Lead and motivate the team and report directly to the Performance Supervisor. You actively enhance the unique "guest experience", including assisting with new and seasonal show creating and implementation.
- You assist in maintaining the continuity of the Dungeons brand, the juxtaposition of genuine horror and irreverent humour.
- Network and communicate clearly with members of the Management Team and ensure appropriate information is fed back to the members of the Performance Department.
- Coordination of daily duty operations, including writing the daily plan and performing as an actor in the attraction when necessary.
- This exciting and extremely versatile job requires not only economical responsibility, but also an interest in outstanding customer service, an eye for detail, creativity, and the ability to lead and motivate a team.

These goals help us create an unforgettable experience for our guests.

YOUR QUALIFICATIONS:

- You must have professional training as an actor.
- Experience in the world of themed entertainment is a plus.
- Leadership experience is a plus.
- Experience in communication and organization of Marketing and PR is a plus.
- You can create and analyze performance reports and stay organized while working on multiple projects.
- You can maintain the highest level of service in high-pressure situations.
- You have experience in a creative field.
- You are fluent in written and spoken German and English.

CLEAR PERSPECTIVE:

If you interested in a unique job opportunity, training and workshops, as well as free entrance to all Merlin Attractions worldwide, Click on the link below:

<http://lei.sr?a=d2T6t>



BIST DU UNHEIMLICH GUT GENUG FÜR UNS?



Performance Assistant Team Leader

Hamburg, Germany, Competitive Salary & Benefits

Das Hamburg Dungeon gehört zur englischen Merlin-Gruppe, dem zweitgrößten Betreiber von Freizeitattraktionen weltweit. Jährlich begeistern wir circa 40 Mio. Besucher. Hast Du Lust, in diese spannende Welt einzutreten? In der Hamburger Speicherstadt liegt das Hamburg Dungeon. In seinem 18-jährigen Bestehen hat sich das Hamburg Dungeon zu einer der toptouristischen Attraktionen Hamburgs entwickelt. Hinter seinen Mauern verbergen sich die dunklen Seiten der Hamburger Geschichte, die allesamt von professionellen Schauspielern mit einem Augenzwinkern zum Leben erweckt werden.

DEINE HERAUSFORDERUNG:

- Du stellst die Qualität der künstlerischen Komponenten unseres Tagesgeschäftes am Standort durch Deine operative sowie kreative Erfahrung sicher und zeichnest Dich mit verantwortlich für die Abteilung Schauspiel.
- Dazu gehört die Führung des kompletten Teams, die Durchführung von Castings, Einarbeitung und Einführung neuer Mitarbeiter, deren Trainings, Weiterbildungen und regelmäßige Qualitätskontrollen in Abstimmung und zusammen Arbeit mit dem Performance Supervisor.
- Du erstellst den Dienstplan für das bis zu 60 Köpfige Team unter Einhaltung des vorgegebenen Budgets. Du führst Deine Abteilung motiviert zum Erfolg und berichtest direkt an den Performance Supervisor. Du nimmst aktiv am Prozess der Showentwicklung teil.
- Du trägst Sorge dafür, dass die Marken Richtlinien durchgesetzt und eingehalten werden. Durch regelmäßige Qualitätskontrolle bist Du stets auf dem Laufenden und kannst proaktiv den hohen schauspielerischen Standard gewährleisten
- Darüber hinaus arbeitest Du aktiv mit dem Marketingteam zusammen und sorgst für Auswahl und Briefing von Schauspielern für Marketing/Presse Aktionen.
- Du übernimmst Dutydienste in Deinem Bereich und arbeitest aktiv in den Shows mit.
- Diese aufregende und extrem vielseitige Aufgabe zeichnet sich nicht nur durch wirtschaftliches Denken und Handeln, sondern auch durch Kundenservice, ausgeprägtes Qualitätsbewusstsein, Kreativität sowie Mitarbeiterführung und – motivation aus. Du förderst Talente Deines Teams und schaffst außergewöhnliche Erlebnisse für unsere Besucher.

UNSER WUNSCHKANDIDAT:

- Für diese anspruchsvolle Position ist eine Schauspielausbildung zwingend erforderlich.
- Erfahrung in dem Bereich Freizeitattraktionen oder ähnlichem sind von Vorteil
- Erste Führungserfahrung eines großen Teams ist wünschenswert
- Erfahrung im Umgang mit Marketing/Presse und Kundenkontakt ist Dir nicht fremd.
- Du erstellst Reporting zur Showperformance, analysierst diese und behältst auch bei großen Projekten den Überblick.
- Du behältst auch in Stresssituationen den Überblick
- Du bist kreative und hast dramaturgische Erfahrung
- Fließende Englischkenntnisse in Wort und Schrift

KLARE PERSPEKTIVEN:

Du hast Lust auf einen ungewöhnlichen Arbeitsplatz, Fortbildungen und Trainings sowie freien Eintritt in alle Merlin-Attraktionen weltweit. Senden Sie uns Ihren Lebenslauf und das Anschreiben.

<http://lei.sr?a=H5R5r>



Unique adventure land attraction

*including
an american
style diner*

GENERAL MANAGER

Salary: Competitive Salary & Benefits
Job location: Spalding, UK

We are seeking to recruit a dynamic General Manager to manage this new unique leisure attraction and lead our team in this exciting venture in Spalding, Lincolnshire.

Set in the heart of a busy shopping centre, this is a new exciting leisure experience and American style diner and party rooms.

Previous experience of working in a family friendly leisure environment would be an advantage.

If you are a motivated individual and can drive the commercial success of the attraction and exceed customer service expectations and have an eye for detail, this may just be the opportunity you are looking for.

The attraction is set to open in early summer and we are looking to have the General Manager in place to play a key role in the recruitment selection and business start up.

**For a full job description
and to apply:
<http://lei.sr?a=C9o4l>**



Planning Solutions



WWT Wetlands for life



Retail, Admissions & Membership Manager

WWT London Wetland Centre
Hours per week: 37.5 Salary: £33,065

An exciting opportunity has arisen for a Retail, Admissions & Membership Manager to deliver a high quality operation at WWT London Wetland Centre.

By joining our team you will become part of something amazing and you will be a key contributor to providing our visitors with a warm and genuine welcome and an unforgettable experience. In this way you will make a difference by connecting people and wetlands.

Your responsibilities will include:

- The daily operation of a Retail, Admissions & Membership business
- Delivering excellent standards of customer service
- Leading and inspiring your diverse team of people to perform at their best
- The creative and seasonal merchandising of product ranges
- Driving sales and maximising profit to be invested into our conservation work

You will already be:

- An enthusiastic and highly motivated individual with a flair for presentation and delivering excellent customer service
- Experienced in managing a high quality retail visitor services and visitor centre operation
- A strong leader possessing communication, planning and organisational ability

In return for your hard work and dedication you'll enjoy a wide range of benefits including:

- 25 days annual leave plus bank holidays
- Free parking
- Contributory company pension scheme
- Life assurance
- Free entry to all our centres plus many more

The Wildfowl & Wetlands Trust (WWT) is a conservation charity that protects wetlands for wildlife and people. We conserve, restore and create wetlands. We are pioneers in saving wetland wildlife, both in the UK and around the world. At our 10 UK sites around a million visitors a year engage with wetland nature. We work internationally in key global wetland areas, balancing conservation with sustainable livelihoods and influencing national and international conservation policies.

CLOSING DATE: 1ST MAY 2018 INTERVIEW DATE: 9TH MAY 2018

For more information, and to apply for the role, please visit

<http://lei.sr?a=G5t5v>

Registered Charity Number England & Wales, no 1030884 and Scotland, no SC039410



COME ON BOARD!

TBL International is an umbrella organisation that operates attractions and venues across the tourism, business and leisure sectors.

Its flagship venue **Titanic Belfast**, located on the exact spot where the RMS Titanic was built and launched in Belfast, Northern Ireland, has welcomed approx. 4.5 million visitors since opening in 2012 and was crowned the *World's Leading Tourist Attraction* in 2016. Encompassing a nine gallery interpretative visitor experience, dedicated conference and banqueting facilities, an exhibition gallery, education facilities, retail outlets and three dedicated themed eateries, Titanic Belfast has transformed the tourism landscape in Northern Ireland.

TBL International's portfolio of venues also includes **SS Nomadic**, the last remaining White Star Line vessel in the world which operates as a unique heritage event space and visitor attraction, as well as the **Titanic Exhibition Centre**, a 6,000 square metre space for exhibitions, sporting events and large scale banquets. All three venues are located in Belfast's Titanic Quarter, a thriving part of the city full of industrial and maritime heritage.

TBL International is seeking to recruit a **DIRECTOR OF OPERATIONS** to join its Directorate Team.

This role will have responsibility for the smooth and profitable operations of all existing venues, as well as the development and mobilisation of any future ventures. As part of the senior leadership team, you will have direct responsibility for the Visitor Attraction, Hospitality and Venue Management Departments, including Facilities and IT, driving standards whilst ensuring costs efficiencies in all areas.

Competitive salary and benefits package. For more information and details on how to make an application please contact careers@tblinternational.com.

Closing date 9.00am Monday 14th May 2018.



Titanic Belfast is an equal opportunities employer



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.

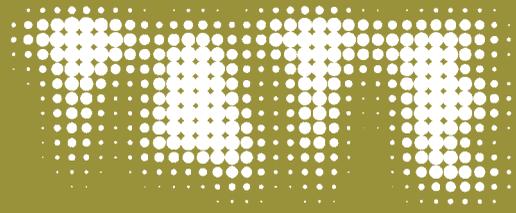
Requirements:

- 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: 8th May 2018

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



Visitor Experience Manager

Salary: £22,269 per annum

Contract: Permanent

Location: Albert Dock, Liverpool

Tate Liverpool is one of the largest galleries of modern and contemporary art outside London, showing the Tate Collection in new and engaging ways alongside special exhibitions of international art. As part of our ongoing commitment to the visitor experience, our aim is to enable all our visitors to explore, experience and enjoy every moment of their visit to Tate Liverpool.

Put simply, as an ambassador for Tate, you'll make sure we do just that. With your impressive front-of-house experience, you'll be a champion for the visitor. Seeing Tate through our visitors' eyes, you'll take ownership of audiences' diverse needs, making sure that the visitor experience is at the heart of everything we do.

Alongside two other Visitor Experience Managers, you'll lead and motivate our team of dedicated Visitor Assistants.

You'll be required to work five days per week, Monday to Sunday on a roster basis. There will also be regular out of hours working on gallery events and activities.

Apply now: <http://lei.sr?a=J2W0e>