

Attractions

MANAGEMENT NEWS

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US\$50m earmarked for Mosul restoration

The restoration of Iraq's cultural heritage has been given a huge boost following a US\$50.4m (€41.7m, £36.7m) donation from the United Arab Emirates to restore damaged heritage sites in Mosul.

Though still a very tumultuous region, a decrease in violence in between regular cycles of warfare over a decade has led to a period of recovery for the country.

The city of Mosul, which was liberated in July 2017, will undergo what has been called the largest cultural restoration project in Iraq's history.

Over the course of the next five years, one of the project's main objectives will be to restore Mosul's Al Nuri Grand Mosque, an iconic part of the city which was built in 1172.

"The UAE supports the efforts of our Iraqi brothers," said Noura Al Kaabi, minister of culture for the UAE.

"Heritage is one of the cornerstones of civilisation and as part of this, the image



■ The Al Nuri Grand Mosque's restoration is the target for the five-year plan

of Al Nuri Mosque will again become synonymous with hope and cultural revival". Further sites in Mosul are also on the redevelopment agenda, including ancient gardens, a memorial site and a museum.

MORE: http://lei.sr?a=w9E4t_T

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Al Nuri Mosque will again become synonymous with hope and cultural revival

Noura Al Kaabi



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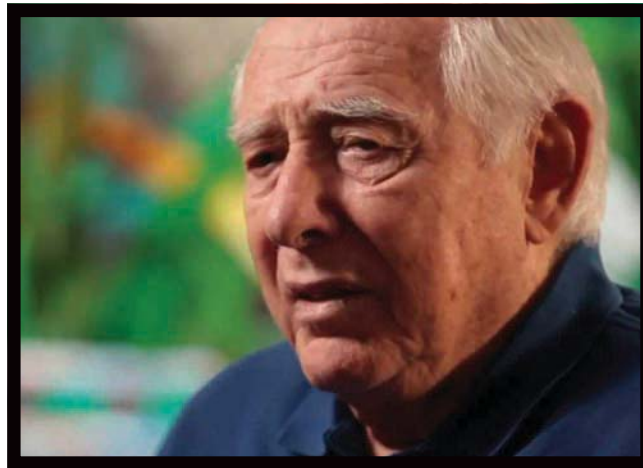
Give Kids the World founder **Henri Landwirth** dies aged 91

Henri Landwirth, the founder of Give Kids the World Village – a cost-free resort for children with life-threatening illnesses – has died aged 91.

Born into a Jewish family in Antwerp, Belgium, in 1927, Landwirth survived the Nazi death camps of the Holocaust, moving to North America following the conclusion of World War Two.

Later becoming a hotelier, in 1969 Landwirth opened his first Holiday Inn franchise in Orlando ahead of the opening of Walt Disney World Resort in 1971. In 1980 he decided to offer free accommodation to the Make-A-Wish foundation for use of families wanting to visit Disney with terminally ill children.

In 1986 he started Give Kids the World, which has



■ Henri Landwirth created Give Kids the World in 1986

Henri recognised that he could move forward with compassion and love. He made a huge difference

grown over the years from an initial 35-acre village, to the 84 acres on offer today. Completely accessible for children of all abilities, Give Kids the World has welcomed

more than 150,000 families since its foundation.

"Words cannot express the sense of loss we feel today," said Pamela Landwirth, president and

CEO of Give Kids The World and Henri's former wife.

"When people endure what he did – experiencing the worst of humanity – I think it can either make you bitter or lead you to think that you were spared for a reason. Henri recognised that he could move forward with compassion and love. He made a huge difference."

Last year, Pamela and Henri were inducted into the IAAPA Hall of Fame. An organisation Give Kids the World has built close ties with.

Landwirth's legacy reaches beyond Give Kids the World, with the Fanny Landwirth Foundation – a grant-making foundation for charities in Orlando, Jacksonville and Asheville.

Prepare the youth to protect world heritage in the future, says Unesco's **Mechtild Rössler**



■ Mechtild Rössler said the youth population should be prepared

Mechtild Rössler, director of Unesco's World Heritage Centre, has said the youth population must be prepared to protect the world's heritage for future generations.

Speaking on the International Day for Monuments and Sites, Rössler said that education of young people would be the best way to protect heritage in the future.

"The World Heritage Education Programme gives young people around the world the chance to learn

Education is the first step in protecting our shared heritage, now and in the future

about their heritage," she said. "It enables tomorrow's decision-makers to participate in heritage conservation and to respond to continuing threats facing our World Heritage."

To date, Unesco's World Heritage Volunteers Initiative has seen more than 3,500 people take part in action camps across 142 World Heritage sites in 61 countries. Unesco has also invested in

schools education, with over a thousand teachers worldwide given special training.

Unesco's World Heritage in Young Hands Kit has also been translated and adapted to national needs in 37 languages.

"If we want to protect our heritage, we have to know about it," said Rössler.

"Education is the first step in protecting our shared heritage, now and in the future."



■ Balshaw was named the new Tate director in February last year

We are acting on what 16 to 25-year-olds say they want so that we can make the changes needed for future generations

Tate director **Maria Balshaw** introduces £5 U25s ticket

A new scheme from Tate will enable many more young adults to experience Tate's leading cultural events in London, Liverpool and St Ives.

Newly introduced £5 tickets are part of the new Tate Collective initiative, which is a free membership programme open to young adults around the world. The membership programme also entitles them to bring up to three friends for £5, and gain discount in the shop and café.

"We are acting on what 16 to 25-year-olds say they want so that we can make the changes needed for

future generations," said Tate director Maria Balshaw.

"Our sector should be shaped by their creative energy and their message to us is clear: arts institutions should plan 'with' not 'for' them. To do this it is important their voices are heard across the organisation, not just in niche programming."

The £5 tickets are part of the new Tate Collective initiative, which is a free membership programme open to young adults around the world. The membership programme also entitles them to bring up to three friends for £5, and gain discount in the shop and café.

Attractions

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Jim Reid-Anderson welcomes China theme park regulations as Six Flags eyes further developments



■ Jim Reid-Anderson says Six Flags will not be stopping at 10 parks in China

Jim Reid-Anderson, president and CEO of Six Flags, has praised the "huge potential" of the Chinese theme park market, welcoming new guidelines to up quality standards in the country.

"When you look at the Chinese market, it's so encouraging," said Reid-Anderson.

"There are massive cities in China which have a very little in the way of entertainment options and certainly not the quality of the sort of parks we have in the US, so



The population of China is four times that of the US but there are half the number of parks



a regional strategy in China makes a lot of sense to us.

China's central planning body recently warned developers about the country's ongoing theme park boom, raising concerns over potentially unpayable debts and low grade or copycat developments. When asked about the extra scrutiny that would now be placed on large scale theme park developments including those

by Six Flags, Reid-Anderson welcomed the decision.

"There is no ban on theme park development in China," he said. "They're not laws, but they do portend greater regulation of in line with what we have in North America or Europe.

"I think it's really good to have regulations that make sense. All our parks are progressing nicely towards their anticipated opening dates."

Scotland's first minister Nicola Sturgeon backs £150m investment into whisky tourism

Britain's largest alcohol distiller is looking to take a leaf out of Ireland's booming alco-tourism trade by announcing plans to invest £150m (US\$209m, €171.3m) into initiatives promoting whisky tourism at sites and distilleries across Scotland.

The investment comes from Diageo, which is the world's second-largest distiller, with brands including Smirnoff, Baileys, Guinness and more.

The largest investment into whisky tourism ever made in Britain, refurbishments will be carried out at visitor centres across Diageo's 12 flagship single malt distilleries, with a new attraction dedicated to Johnnie Walker opened in Edinburgh.



■ Nicola Sturgeon said the plans would provide a tourism boost



This significant investment underlines the fundamental importance of the whisky sector to Scotland's economy



The Johnnie Walker experience will be set over multiple floors, each with

whiskies from distilleries that make up the iconic blended brand, representing "the

four corners of Scotland".

"This significant investment will not only help attract more tourists to Scotland, offering world-class visitor experiences, but it also underlines the fundamental importance of the whisky sector to Scotland's economy," said Nicola Sturgeon, Scotland's First Minister.

"I recently launched Scotland is Now, a new campaign that will put Scotland in the international spotlight and showcase the country's world-leading assets, such as whisky, to a global audience. This announcement highlights to the world that Scotland is a leading destination for tourists and business investors."



■ Chris Lehane is Airbnb's head of Global Policy

{ To democratise the benefits of travel, Airbnb offers a healthy alternative to the mass travel that has plagued cities for decades }

Chris Lehane on Airbnb's new 'Office of Healthy Tourism'

Airbnb has launched a new initiative to counteract the tourism saturation of major cities worldwide.

"With travel and tourism growing faster than most of the rest of economy, it is critical that as many people as possible are benefiting – and right now not all tourism is created equal," said Chris Lehane, Airbnb's head of Global Policy.

"To democratise the benefits of travel, Airbnb offers a healthy alternative to the mass travel that has plagued cities for decades."

Called the Office of Healthy Tourism, the new platform from

Airbnb will aim to address the issue, bringing tourism benefits to businesses and residents living "off the beaten track", while also lessening the burden placed on popular holiday spots such as Barcelona.

"Airbnb supports tourism that is local, authentic, diverse, inclusive and sustainable. Through the meaningful income earned by the mosaic that is our global community of hosts; our ability to promote tourism to places that need it the most; and the inherent sustainable benefits of hosting, Airbnb is providing the type of travel that is best for destinations, residents, and travelers alike."

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THEME PARKS

Warner Bros World Abu Dhabi gets July launch

The largest theme park development coming to the Middle East this year has been set its opening date, with developer Miral confirming the launch of Warner Bros World Abu Dhabi on 25 July.

To feature six immersive lands, the 1.65 million sq ft (153,000sq m), US\$1bn (€808m, £703m) indoor attraction is the latest addition to the Emirate's Yas Island.

"The launch of Warner Bros World Abu Dhabi is yet another milestone in the Emirate's journey to further enrich its tourism offering, and help establish it as one of the world's leading tourist destinations," said Miral chair Mohamed Khalifa Al Mubarak. "As part of our fulfilment to

Abu Dhabi's ambition to drive increased visitors and enhance the UAE's appeal as an international destination, we are thrilled that fans will be able to enjoy the outcome of this partnership and the massive, fun and engaging park offerings in a few months."

The DC universe will make up two of the six worlds.

The next world, Cartoon Junction, will bring together popular Warner Bros characters such as Bugs Bunny and Scooby-Doo.

For fans of *The Flintstones*, a recreation of Bedrock will make up the fourth world, while Dynamite Gulch will feature Looney Tunes.

MORE: http://lei.sr?a=M6E3M_T



■ The park is one of the Middle East's largest developments



“

The launch is yet another milestone to enrich the Emirate's tourism offering

Mohamed Mubarak

HERITAGE

Earth Day: Remove plastics from heritage Sites, says Unesco

“

Cleaning up is just a start – we also need to use less plastic and not put waste in our oceans

Unesco

Unesco has sent out a message on Earth Day 2018, calling for an end to plastic pollution at World Heritage sites.

Research suggests that rubbish and pollution are a significant problem at many World Heritage sites. Increased tourism means that more people are leaving trash at the world's most iconic sites.

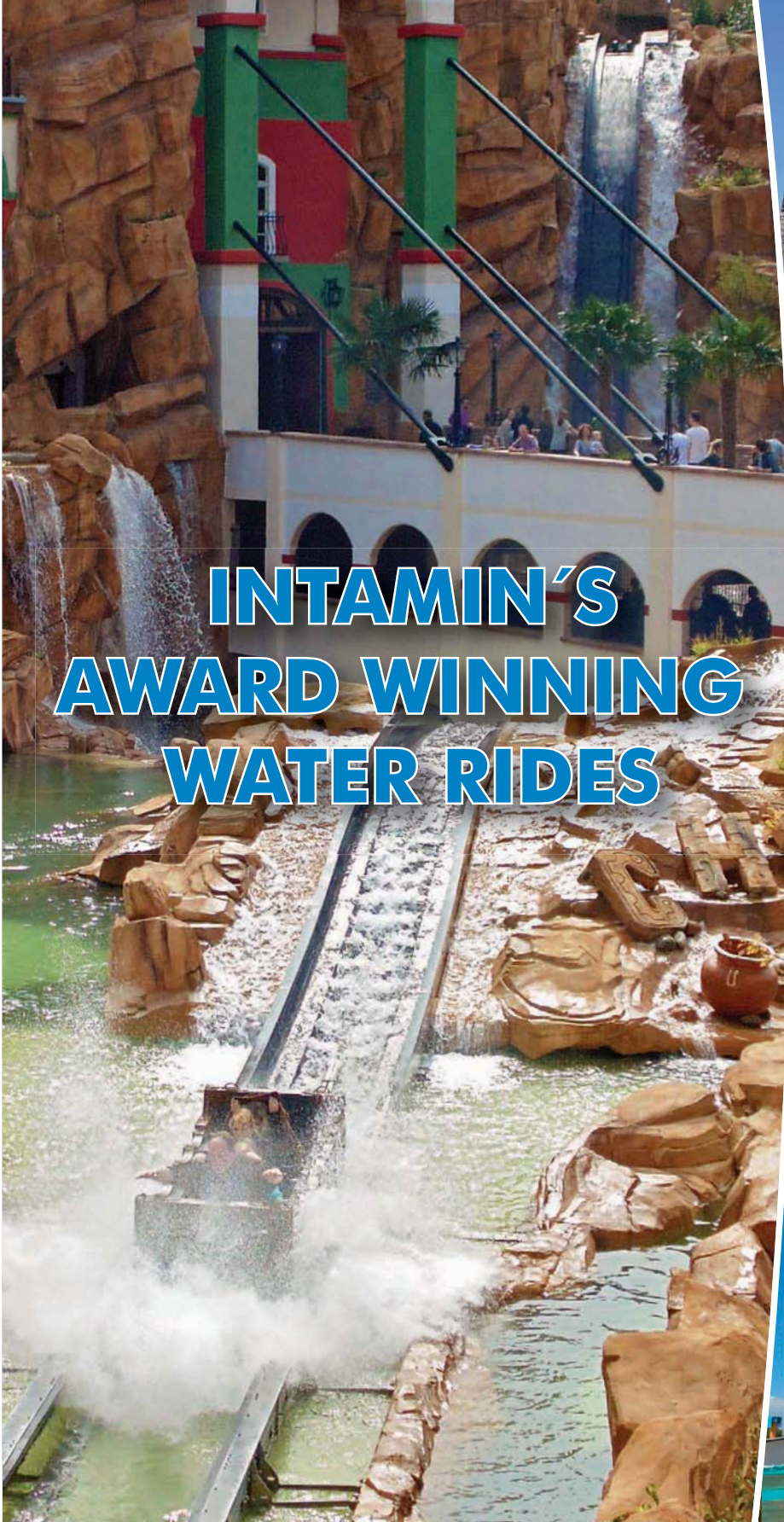
Marine pollution is also a problem, with waste including plastics washing up on beaches. Unesco says that birds, turtles and marine mammals get entangled in marine litter or mistake it for food, leading to high mortality rates.



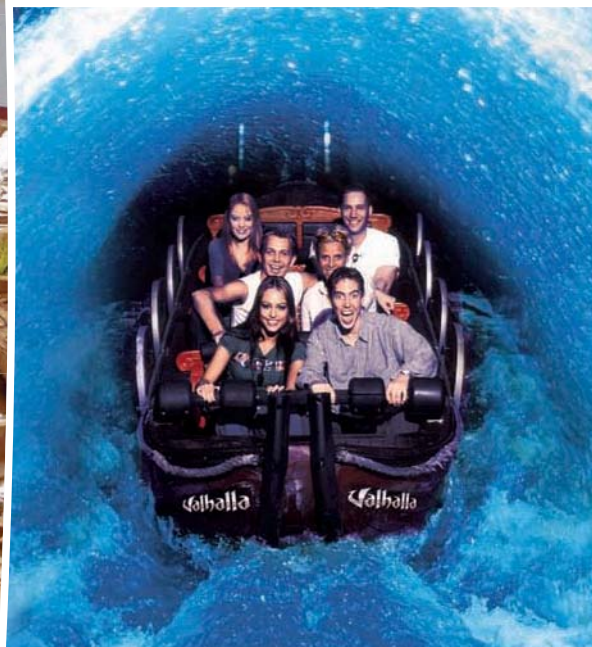
■ Marine pollution is a problem, with waste including plastics washing up on beaches

"We must take action," said Unesco. "Cleaning up is just a start – we also need to use less plastic and not put waste in our oceans. Let's keep our beaches clean, and dispose of plastics properly or not use them at all. The future of our oceans depends on it."

MORE: http://lei.sr?a=Q2w8z_T



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MUSEUMS

Study could transform digital use in museums

New research aimed at transforming the ways museums in the UK use digital technologies to share their collections and engage new audiences with their work has suggested that the key to success lies within improving digital literacy of staff across all levels.

Called Mapping the Museum Digital Skills Ecosystem, the Phase One report outlines how digital responsibilities and skills are managed and shared by those working in museums. The research was compiled by the Institute for Employment Research (IER) and the Research Institute for Cultural and Media Economies (CAMEo) at the University of Leicester, with

the team visiting a range of UK museums to find out how staff and volunteers are currently using digital technology, and to investigate how demand for these skills is changing.

According to the report, "there is great potential to create a digitally confident museum workforce that can adapt and evolve with technology".

"The phase one findings offer museums and the cultural sector an opportunity to reflect on their own digital skills and how they can be used to take advantage of digital," said Dr Sally-Anne Barnes, who led the IER team. "This important study offers a new approach to understanding and developing digital literacy in the UK museum sector."

MORE: http://lei.sr?a=X6U9b_T



■ The report offers new ways to approach digital in museums



This study offers a new approach to understanding and developing digital literacy in the UK museum sector

Dr Sally-Anne Barnes

HERITAGE

HLF invests in Skills for the Future with railway scheme



We need to ensure that there are people with the necessary skills

Paul Lewin

Wales' biggest tourist railway has secured national lottery funding to support an ambitious training scheme encouraging careers in the heritage sector.

Worth £454,500 (US\$633,000, €519,000), the Heritage Lottery Fund (HLF) grant – awarded to the Ffestiniog and Welsh Highland Railways – will be used to support the training programme, which aims to introduce heritage skills to a more diverse audience.

"For our national heritage to have a bright future we need to ensure that there are people with the skills necessary to conserve, work with and interpret our



■ Karen Spring (centre) will lead the training scheme

heritage assets," said Paul Lewin, the railway's director and general manager. "As traditional heritage skills diverge from the requirements of mainstream industry, it is ever more important that we concentrate on developing those skills."

MORE: http://lei.sr?a=u7f5F_T



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HERITAGE

Academics promote heritage protection in Africa

Unesco's World Heritage Centre recently held a heritage workshop as part of its mandate to promote culture and education in Africa.

Taking place at the Great Zimbabwe University in Masvingo, Zimbabwe, between 26 and 28 April, World Heritage and Education Institutions in Africa was organised in conjunction with the African World Heritage Fund (AWHF) and the Unesco Regional Office for Southern Africa in Harare.

The workshop, says Unesco, was a direct response to the "urgent need to build African capacities in a sustainable way and to spearhead international efforts to draw on the vast potential of safeguarding

the continent's cultural and natural heritage to foster sustainable development".

"Despite efforts to introduce heritage sciences in Africa's academic institutions in recent years, the number of African heritage experts needed to safeguard the continent's immensely diverse natural and cultural wonders remains insufficient," said a Unesco statement.

"The workshop provided a platform for English-speaking academics from over 20 key African educational institutions, to exchange on matters related to capacity-building in heritage conservation and management in Africa."

MORE: http://lei.sr?a=P7R4p_T



■ Africa wants to safeguarding its cultural and natural heritage



The number of African heritage experts needed to safeguard the continent's immensely diverse natural and cultural wonders remains insufficient

World Heritage Centre

VISITOR ATTRACTIONS

Xiamen walkway plan will be 'new standard for green mobility'



It could possibly become an icon for Xiamen

Steen Savery Trojaborg

A year after the opening of the world's longest bicycle bridge in Xiamen, China, Danish architecture firm Dissing+Weitling have won another large-scale infrastructure project in the city, with its designer saying the network will "set new standards for green mobility and recreational experiences in cities all over the world."

A 20km (12.4mi) network of footpaths featuring seven "spectacular" pedestrian bridges, city officials want to create a large-scale network of elevated walkways, up to 4.5m (14.7ft) wide, that will lead residents and visitors through the mountainous landscape of Xiamen, "creating outstanding



■ Officials want to create a series of elevated walkways

experiences in the exchange between bustling urban life and luscious nature."

"It will be a major attraction for the city and possibly become an icon for Xiamen that can attract tourists from all over the world," said Steen Savery Trojaborg, partner and CEO at Dissing+Weitling.

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

EARNINGS

New attractions drive strong profits at Universal

Continued impressive results from Universal's theme park division has fueled strong revenue's for Comcast's first quarter, with theme park revenues increasing by 14.5 per cent.

For Q1, revenues for the operator at its parks were US\$1.28bn (€1.04bn, £918m) – an increase from the US\$1.12bn (€918m, £803m) recorded the year previously. Adjusted earnings before interest, taxes, depreciation, and amortization (EBITDA) showed profits for the quarter significantly up, rising from US\$397m (€325.3m, £284.6m) in 2017, to US\$495m (€405.5m, £354.8m) in 2018 – a 24.6 per cent jump.

Higher per capita spending has been attributed for the rise, with Universal also benefiting from the timing of spring holidays, as well as the continued success of Volcano Bay in Orlando, Minion Park in Japan and the new Wizarding World of Harry Potter attraction at its Hollywood park.

For Comcast, the parent company of Universal, revenue grew 10.7 per cent to US\$22.79bn (€18.67bn, £16.33bn), with profits up 3.3 per cent to US\$7.24bn (€5.93bn, £5.19bn).

"Universal delivered double-digit EBITDA growth, fueled by impressive results at our theme parks," said Brian Roberts, chair and CEO at Comcast.

MORE: http://lei.sr?a=d9F9r_T



■ Universal is repaying the rewards from continued investment



Universal delivered double-digit growth, fueled by impressive results at our theme parks

Brian Roberts

EARNINGS

Six Flags enjoys record start to 2018



We are poised to deliver another record year

Jim Reid-Anderson

Off the back of a record financial start to the year, Six Flags has announced plans to develop three more theme parks in China, as the operator continues to ride the international wave of momentum it has created.

For the first quarter of the year, Six Flags revenues jumped by US\$29m (€23.8m, £20.8m) – a 30 per cent increase on the previous year – to a record US\$129m (€105.7m, £92.5m).

Six Flags attributed the increase to a 27 per cent rise in visitor numbers, boosted by new additions and a new pricing strategy.



■ Six Flags has 10 parks in China under development

The company's international licensing programme was also credited.

"We are poised to deliver another record year of financial performance in 2018," said Jim Reid-Anderson, Six Flags chair, president and CEO.

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Reimagining the ride experience

Exclusive: Thorpe Park's Dominic Jones upping the ante with new immersive ride experiences



■ Thorpe Park wants to extend its ride experiences, creating truly immersive encounters for visitors to the attraction

Dominic Jones, the man in charge of Britain's Thorpe Park, wants to up the ante when it comes to theme parks, with plans to take its IPs to a whole new level as part of immersive ride experiences.

Thorpe Park has heavily invested in ride theming, particularly in recent years, with Derren Brown's Ghost Train and the rebranded Walking Dead rollercoaster both prime examples of this.

Speaking exclusively to *Attractions Management News*, Jones, who was named divisional director of the park in January last year, said that immersion was key to creating memorable experiences for visitors, not just riding the ride itself.

"What we're trying to do with all of our experiences and rides is making them more than just that," he said. "We want you to be immersed in whatever world it is and that's what we've done here."

After securing the exclusive rights to the *Walking Dead* brand last year, Thorpe Park has gone all in, creating Halloween-themed horror mazes based on the property and now opening the former X: No Way Out as the rebranded *Walking Dead: The Ride*. Combining the elements of a traditional horror maze with a rollercoaster, the unique addition to the park has completely

We spent a lot of the budget on making sure the theming for *Walking Dead* is spot on



■ With the British summer fast approaching, Jones promised another 'game-changer' for the park

“What we’re trying to do with all of our experiences and rides is make them more than just that. We want you to be immersed in whatever world it is and that’s what we’ve done here”

refreshed the offering, turning the formerly empty queue lines into one of the park's most popular attractions.

"What's been nice about this ride is the level of theming," said Jones. "It's been really important for me since I've been that everything we put in, we get to that level of theming and immersion.

"We spent a lot of the budget on making sure the theming for *Walking Dead* is spot on. We've had the creators come over and work with us on it. We've got everything from the iconic bits of the show to hidden stuff and little nods."

With the British summer fast approaching, Jones promised another

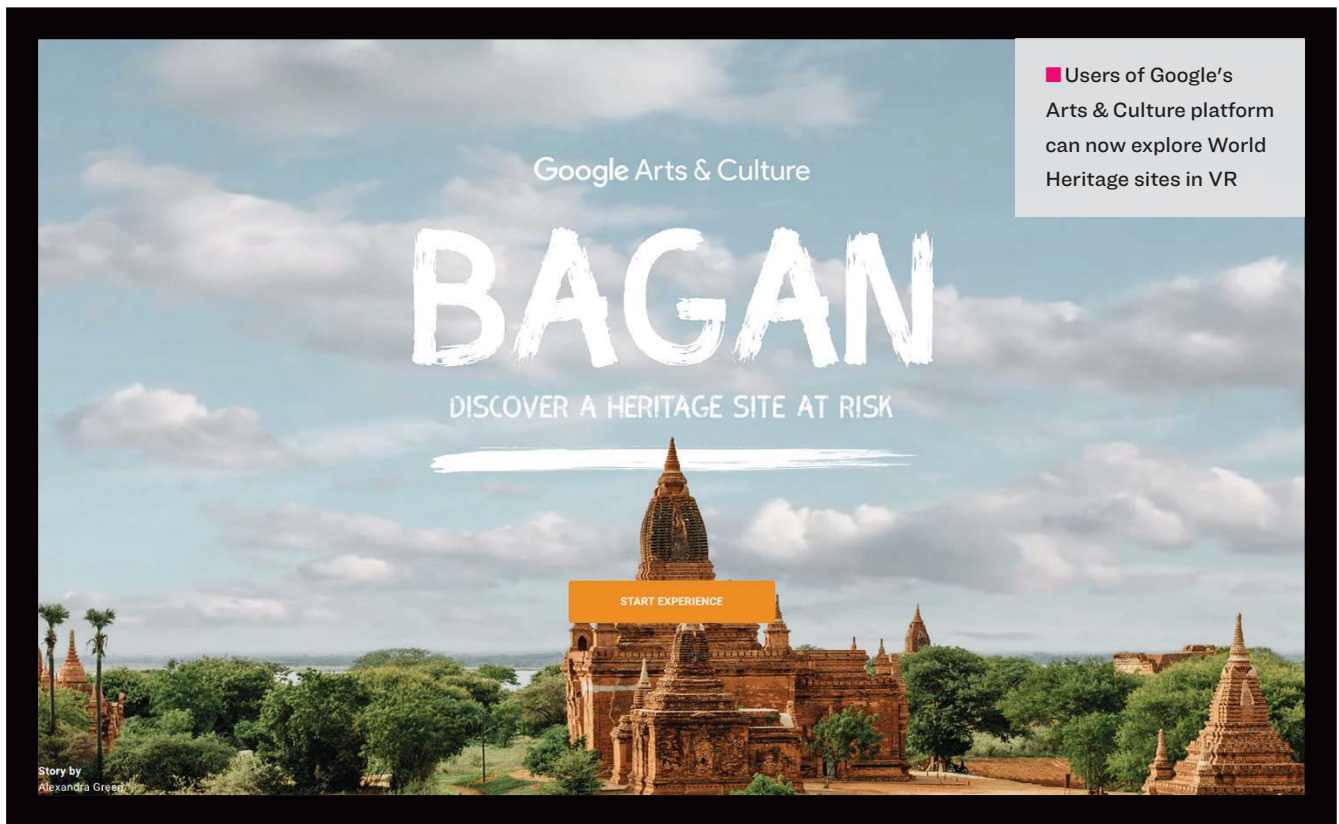
"game-changer" for the park – last year's being the *Walking Dead* additions.

"For me, we need to put the guests at the heart of everything we do," said Jones. "We call it 'guest obsession' – everything we're doing over the next five years, we look at 'how do we make sure we're guest obsessed?' It's about getting that thrill potential back. It's important to reinforce that with *Walking Dead: the Ride* and everything we're doing with the *Walking Dead*.

"I can't reveal our plans for the summer because we're currently in the contract stages. What I can say is it's another game-changer.



■ Dominic Jones was appointed divisional director of Thorpe Park last year



World heritage's digital dynasty

CyArk and Google team up for virtual reality tours of remote World Heritage sites



■ John Ristevski is CEO of CyArk

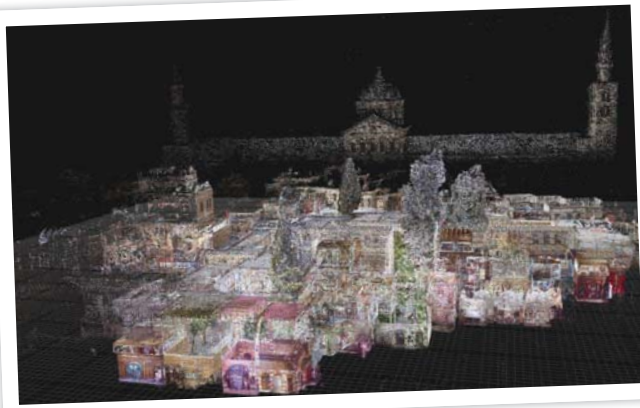
CyArk – the non-profit foundation dedicated to digitally capturing and preserving cultural heritage sites around the world – has teamed with Google's Arts and Culture project to allow people to explore World Heritage sites in virtual reality.

Founded in 2003, the non-profit organisation uses cutting-edge technologies to create detailed 3D representations of significant cultural heritage sites before they're damaged or destroyed by natural disasters, conflicts or the passage of time.

To create the representations that help preserve these sites for the future, CyArk uses an advanced system of laser scanners to mark millions of points that create an almost perfect 3D data set, which can then be used to create a solid 3D model.

Teaming with Google, CyArk has made its data library broadly accessible to the public, using the new Open Heritage site to distribute data on 27 important historical sites.

In the VR experiences, visitors can virtually walk down corridors, seeing



■ CyArk's team travels to heritage sites worldwide to digitally map them for future generations

examples of damage done by past incidents. Each experience is narrated, with additional videos available for the scanning conservation process.

"CyArk has accomplished some incredible things in the 15 years since it was started, capturing data on hundreds of sites on all seven continents, empowering local stakeholders with better information to make decisions about the sites they manage in order to safeguard them for future generations, and now providing access to these



CyArk is providing access to these incredible sites to anyone, anywhere with an internet connection

incredible sites to anyone, anywhere with an internet connection," said John Ristevski, CEO of CyArk.

"These recent projects start to deliver on the full promise that Ben and Barbara Kacyra envisaged when they founded CyArk 15 years ago, and with the launch of our Open Heritage initiative we now get to unlock the potential of this data fully by putting it into the hands of others.

"There is an incredible power in sharing this information with a broad community and we can't wait to see what they do with it."



We're incredibly proud of this one-of-a-kind, world-class destination, and we are thrilled to give our Chinese guests even more to explore

Bob Iger, president and CEO, Disney



To infinity and beyond...

Disney launches first Toy Story Land at Shanghai theme park

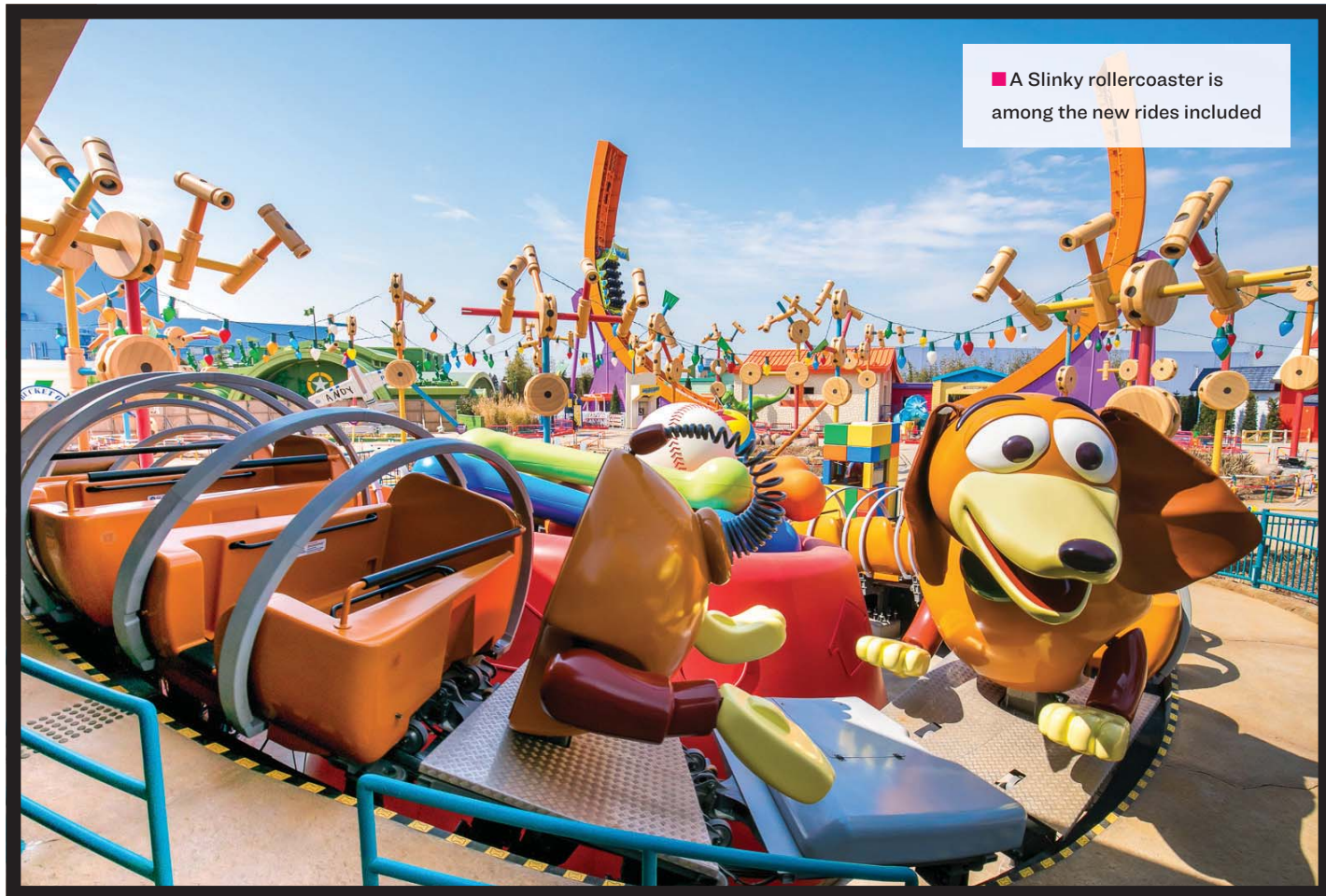


■ The all-new land 'shrinks' visitors to the sizes of Woody and Buzz

Disney chief Bob Iger was on hand in Shanghai on 26 April, to launch the company's latest landmark attraction – the world first Toy Story Land.

Also coming to Disney's Hollywood Studios park in Orlando later this year, the all-new land shrinks visitors "to the sizes of Woody and Buzz and the other toys in Andy's collection as they explore Andy's backyard".

Covering 10 acres, the new attraction is the first major expansion for Shanghai Disney resort since it opened in 2016. It features the popular Toy Story Mania ride, Rex's Racer, and a Slinky dog-themed family rollercoaster. The new land also features meet and greet areas for Toy Story characters, and immersive shopping and dining experiences created by the team at Walt Disney Imagineering.



■ A Slinky rollercoaster is among the new rides included

The new attraction is the first major expansion for Shanghai Disney resort since it opened in 2016

"We're grateful to the people of China for wholeheartedly embracing Shanghai Disney Resort, for truly making it their own and also making it one of the most successful theme parks we've ever opened," said Iger, speaking at the launch.

"We're incredibly proud of the success of this one-of-a-kind, world-class destination, and we are thrilled to give our Chinese guests even more to explore and enjoy at the resort with the addition of a spectacular new land based on Pixar's beloved Toy Story characters."

Shanghai Disney resort already boasts the only Toy Story-themed hotel in the world, which opened in 2016, with the park also already featuring Buzz Lightyear Planet Rescue, which the most advanced targeting system for the ride at any Disney Park.

Shanghai Disney has gone from strength to strength since its 2016 launch. In its first year, the theme park and resort welcomed more than 11 million visitors – more than a million guests higher than Disney's projections. The park has also enjoyed strong occupancy at its hotels, with around 90 per cent of rooms filled since opening.

"The resort has quickly become a premier tourism landmark in Shanghai, for both Chinese and foreign visitors," said Fan Xiping, chair of Shanghai Shendi Group, the resort's majority shareholder.

"We look forward to continuing our close collaboration with the Walt Disney Company as we further position Shanghai as a world-renowned tourism city, introducing exciting new experiences to guests and delivering a top-tier level of service." ww



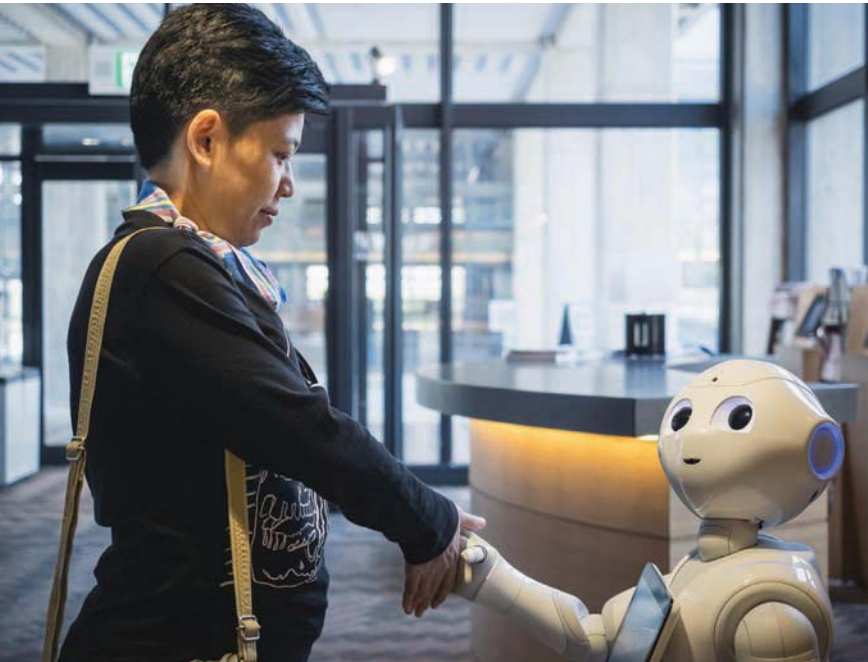
■ The new land also features immersive shopping and dining experiences

PRODUCT INNOVATION

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● The deal aims to ensure that the innovators and tech entrepreneurs of tomorrow are based in the UK

British government unveils £1bn artificial intelligence sector deal



● Business secretary Greg Clark made the announcement

More than 50 leading technology firms have teamed up as part of a £1bn (US\$1.38bn, €1.14bn) deal to put Britain at the forefront of the world's development of artificial intelligences.

Called the AI Sector Deal, the agreement between the British government and AI sector includes nearly £300m (US\$414.3m, €342.8m) of new private sector investment as part of the overall package, as well as £300m of newly allocated government funding for AI research to make the UK a global leader in this technology.

"The UK must be at the forefront of emerging technologies, pushing boundaries and harnessing innovation to change people's lives for the better," said digital secretary Matt Hancock, who made the announcement alongside business secretary Greg Clark.

"AI is at the centre of our plans to make the UK the best place in the world to start and grow a digital business. We have a great track record and are home to some of the world's biggest names in AI, but there is so much more we can do.

"By boosting AI skills and data driven technologies

we will make sure that we continue to build a Britain that is shaping the future."

The deal, says the government, will help establish the UK as a research hotspot, with measures to ensure the innovators and tech entrepreneurs of tomorrow are based in the UK.

In addition to investment for research and production, the £1bn package includes finances to train up to 8,000 specialist computer science teachers and 1,000 government-funded AI PhDs by 2025.

ATTRACTIONS-KIT KEYWORD

AI

WallJam brings interactive sports technology to Alton Towers



● Tim Worboys is the founder of WallJam

Crowd-funded company WallJam has opened its interactive gaming wall at Alton Towers theme park in Staffordshire, UK.

The interactive wall, which was developed by Tim Worboys, is an interactive physical experience, where players aim balls at intelligent LED activated targets and score points for speed, accuracy and power. Scores are then shared to an online leaderboard, which guests can access via the WallJam app.

"WallJam offers something different to all our other games,



● Users score points based on accuracy, power and speed

and we hope visitors to Alton Towers will love it", said Pete Hubberts, Games and Arcade manager at Alton Towers.

"We are delighted to highlight the engagement potential of WallJam in the amusement and theme park sector, kicking off with the UK's most iconic theme park", said Tim Worboys, founder of WallJam.

"Our entry into this area underlines the shift in skills games from very basic platforms to 21st century immersive technology which allows for relevant user content and scope for inter-venue gaming opportunities", he added.

.....
ATTRACTIONS-KIT KEYWORD
WALLJAM

4D

Guests experience life as a dolphin in SimEx-Iwerks' new 4D film

SimEx-Iwerks has partnered with Talbot Films to create a new cinematic experience taking guests on an exciting undersea journey, giving them a glimpse of life as a dolphin.

Being Dolphin 4D premiered at The National Aquarium in Baltimore, US, last week, and was directed by environmentalist and

marine photographer Bob Talbot, and produced by Adam Ellison.

It's a unique cinematic experience told from the dolphin's perspective that explores the ways dolphins interact with each other to survive and thrive in the ocean. The film is billed as a 'visually stunning look at one of the ocean's most complex



● Adam Ellison produced the film

musical score, designed to complement the ethereal beauty of the ocean.

Vision Research supplied a Flex4K camera that was used to capture extreme slow-motion sequences, while Prime Focus converted the original footage into 3D and EFilm completed the finishing work.

"The dedication everyone brought to this project stemmed from our common desire for creating a highly entertaining and enlightening experience that provides a fresh perspective on dolphins and their place in the natural world," said Adam Ellison, who produced the film.

.....
ATTRACTIONS-KIT KEYWORD
SIMEX-IWERKS



● Being Dolphin 4D is told from the perspective of the dolphins

and charismatic animals'.

To create the film Talbot partnered with Canadian special effects firm Spin VFX, and visual effects designer Boyd Shermis to create the computer-generated scenes.

Film composer Cliff Eidelman, who worked on *Star Trek VI* and *Free Willy 3*, composed the

Diary dates

6-9 MAY 2018

AAM Museum Expo

Phoenix, Arizona, US

The American Alliance of Museums' (AAM) Annual Meeting and Museum Expo takes place this year in Phoenix. Offers museum professionals the opportunity 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



■ MuseumNext promotes innovation and "what's next" within the museum sector

18-20 JUNE 2018

MuseumNext Europe

The Royal Geographic Society, London, UK

Bringing together delegates from more than 40 countries, MuseumNext offers the museum community the opportunity

to hear inspiring presentations, pick up career skills in expert hosted workshops and network with fellow delegates.

Tel: +44 1912 573 439

Email: kala@museumnext.com

www.museumnext.com

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

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 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

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

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



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IAAPA EMEA 2018 SPRING FORUM

FOCUS ON: IRELAND

DUBLIN AND BELFAST

14-16 MAY 2018



**BRANDING SEMINARS.
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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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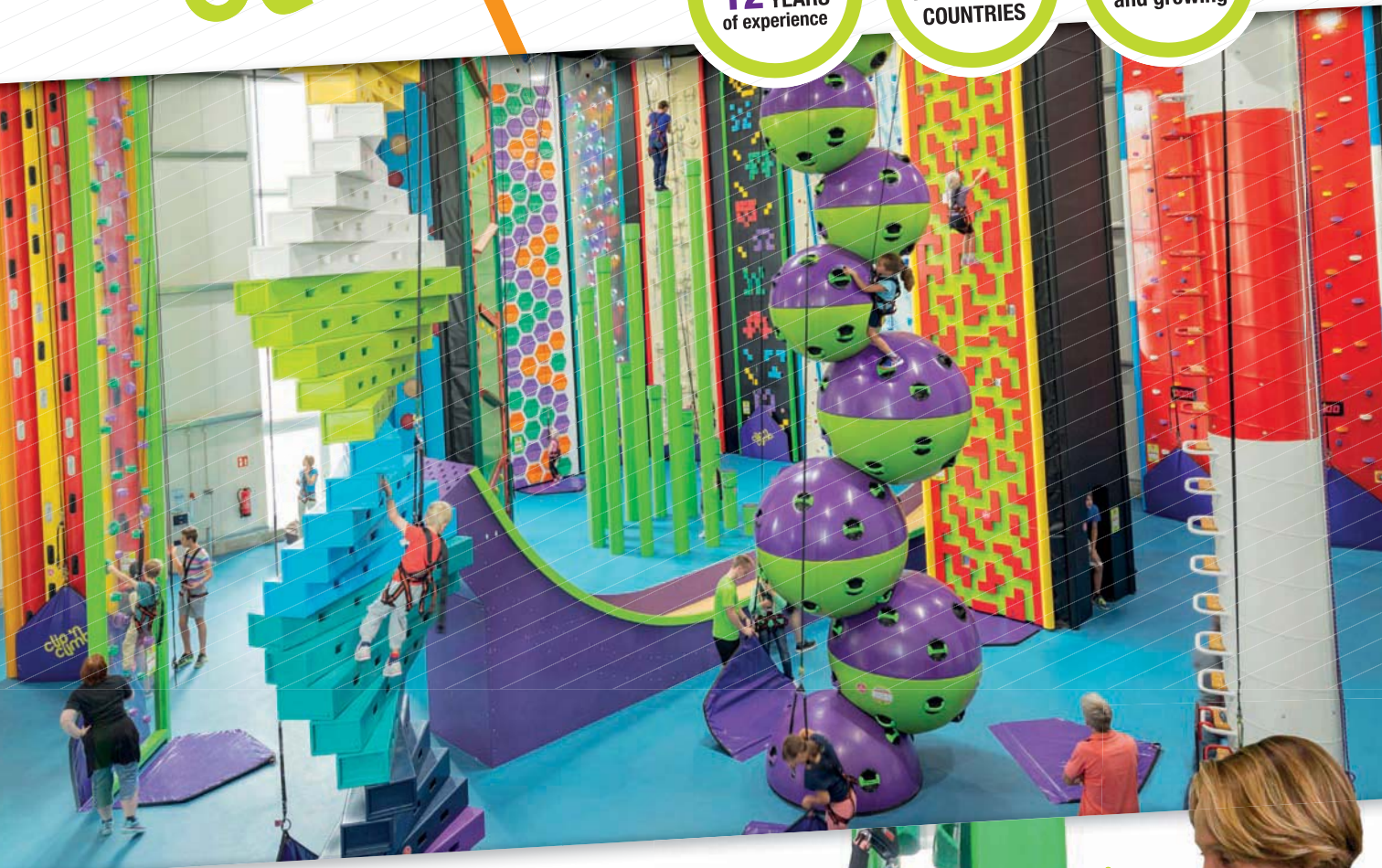




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MANAGEMENT NEWS



Recruitment headaches?
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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



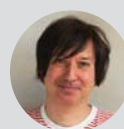
Paul Thorman



Sarah Gibbs



Chris Barnard



Simon Hinksman



Gurpreet Lidder

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

WEST MIDLAND SAFARI & LEISURE PARK



Games & Wristbands Manager

Salary: £22,000 - £25,000

***Do you have the ability to make a memorable experience for everyone you meet?
Can you provide the enthusiasm and energy your team will need to create smiles and
laughter everyday? If so, then why not consider a career at West Midland Safari Park.***

We have an exciting opportunity for a dynamic individual to join our diverse management team. The position will carry the responsibility of managing one of our key commercial areas and will require an individual who is able to manage a team to deliver both excellent customer service and profitability. In order to succeed in this role you will thrive in a busy environment, demonstrate your ability to focus on key financial elements and use your initiative to drive forward both sales and product development.

Responsibilities of the Games & Wristbands Manager

- Managing the daily operational needs of the Games & Wristbands department
- Actuate management of cash, stock and inventory
- Ability to lead and positively influence a team
- Ensure Customer focus is at the forefront of decision making

About you

We would love to hear from you if you have previous experience in a sales management role and can show us your ability to effectively plan, organise and prioritise your workload. You will have an engaging personality and possess strong communication skills. You will need to be flexible in your approach to work outside of standard business hours, including weekends and some evenings. Previous employment in the leisure industry may also be advantageous.

Benefits

As well as benefiting from working in a unique and beautiful location, you'll also receive a range of additional perks to employment including:

- Annual pass plus which gives you and your family and friends free admission and theme park ride wristbands
- 30 days holiday (inclusive of bank holidays) with an additional day after 5 years service
- Discount through the WMSP Reward Website - on online purchases
- Discount through the WMSP Reward Vectis Card - on in store purchases
- 35% discount in retail and catering outlets

About us

West Midland Safari Park is home to some of the world's most beautiful and critically endangered species, with a four mile safari drive-through, walk-through Discovery Trail, African Village and Lemur Woods exhibiting hundreds of exotic animal species with close encounters opportunities galore. The 200 acre site includes a wide range of catering and retail outlets, and a large amusement area with over 25 rides and attractions providing the ideal venue for family days out.

Apply now: <http://lei.sr?a=I1R2u>



Visitor Experience Manager

Competitive Salary + Benefits

Closing Date: 25th May

Woburn Abbey forms part of the Bedford Estates and is a leading visitor attraction and the private residence of the Duke and Duchess of Bedford.

We have an exciting opportunity for an experienced Visitor Experience Manager to be responsible for the successful management of the Abbey visitor services team.

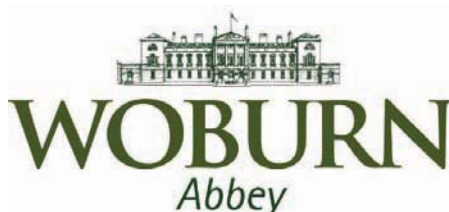
The Visitor Experience Manager will be accountable for managing all operational activities whilst ensuring the delivery of an exceptional visitor experience including managing, planning and delivering events.

In addition, the role will be instrumental in the delivery of the Abbey master plan, a planned multi-million pound refurbishment programme for the Abbey and visitor services.

The ideal candidate should be able to demonstrate strong interpersonal skills, be performance driven and possess excellent organisational and planning skills. In addition, they should be educated to degree level and have previous experience within a similar role.

Benefits

- Free entry into the Woburn Abbey and Woburn Safari Park
- Courtesy rounds of golf at The Woburn Golf Club, subject to availability and handicap
- Discounts on selected items within the retail areas of the Abbey, Safari Park and Golf Club
- Discounted food at The Woburn Hotel, Safari Park, Golf Club and the Duchess Tea Rooms
- Annual leave entitlement increasing with service
- Venue hire discount at the Sculpture Gallery, subject to availability
- Health Cash Plan with Simply Health at preferential rates
- Life Assurance Cover



For more information and to apply: <http://lei.sr?a=j8b8X>



Namco UK Ltd. is part of the Bandai Namco group of companies a listed company that operates across the globe. The main business units of the worldwide group are toy and hobby products, game software and amusement facilities however in the UK Namco UK Ltd operates leased large scale multi leisure facilities and significant revenue share contracts.



Opportunities to work within a diverse leisure business working at the busy Flag Ship site Namco Funscape The Trafford Centre

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 roles demand flexibility.

Senior Bowling Technician

Location: Manchester
Salary: Competitive + Benefits

Within the role your responsibilities will include:

- Daily routine maintenance of the GX98 pinsetters
- Training and Development of the current technical team
- Instil and maintain high standards of pinsetter maintenance
- Ensure the pinsetters remain operationally sound especially during peak periods
- Ensuring Health & Safety procedures are adhered to at all times
- Organisation of the workshop area
- Working with a set budget for spares and ordering of replacement parts

Previous experience working with GX pinsetters would be advantageous but not essential.

You will be an excellent communicator, having the ability to drive and inspire the technical team to achieve high maintenance standards.

With a 'hands-on' approach you will acquaint yourself with all processes within the Bowling operation on site making efficiencies and increasing effectiveness wherever possible.

Food & Beverage Manager

Location: Manchester
Salary: Competitive + Benefits

Within the role your responsibilities will include:

- Increasing current F&B sales on site and pushing the business forward
- Training and Development of onsite staff
- Improving the delivery and standards of the F&B operation
- Full P&L accountability of F&B sales
- Managing Costs of Sales to ensure profitability remains in line with company targets
- Weekly stocktakes & line cleaning
- Health and Safety compliance
- EPOS/Stock review and variance analysis

Previous experience of working within a busy F&B operation is essential.

You will be an excellent communicator, having the ability to drive and inspire the onsite team to push and maximise F&B sales.

With a 'hands-on' approach you will acquaint yourself with all processes within the F&B operation on site making efficiencies and increasing effectiveness wherever possible.

CLOSING DATE FOR BOTH ROLES: 20TH MAY 2018

APPLY NOW: <http://lei.sr?a=l7G6w>



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.



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