

Disney creates superhuman stunt robot

Disney's Imagineers have unveiled their latest innovation in new generation robotics – an autonomous robotic stunt double.

Called Stuntronic, the animatronic robot can control and alter its pose in mid air, as well as guaranteeing the completion of sophisticated aerial stunts with precision every time.

The robot represents a significant improvement to traditional animatronics, as it can be flung from a wire 60ft (18.3m) into the air and execute acrobatics while in flight.

Robots have been used throughout Disney's theme parks for decades to help create an immersive experience for visitors, as the company wants to make the Disney universe and its characters as vivid and as true to their films as possible.

The Stuntronic programme originally began as Disney's "Stickman" project – based on a Z-shaped robot fitted



■ Disney's newest robotics breakthrough is named Stuntronic

with a laser-range finder, that produces a variety of somersaulting stunts.

This year, Disney has also produced other autonomous robots that are interactive.

MORE: http://lei.sr?a=F2n8a_T



The animatronic robot can control and alter its pose in mid air



VISITOR ATTRACTIONS

U2 plans new attraction at Dublin recording studios

The attraction could be one of Ireland's most visited

[p2](#)



MUSEUMS

Bob Dylan attraction coming to Oklahoma

Olson Kundig to design new Bob Dylan Centre

[p11](#)



OPENINGS

A century in the skies for British Royal Air Force

London's RAF Museum completes redevelopment

[p18](#)

U2 plans new visitor attraction in place of iconic Dublin recording studios

A U2 attraction in the heart of Dublin could become one of Ireland's most visited tourist sites, with plans unveiled for an exhibition centre dedicated to the band on the capital's waterfront.

To be developed on Hannover Quay – the current site of the band's existing recording studio – the new three storey complex will display a selection of never-before-seen U2 memorabilia collected over the four decades of the group's existence.

U2 has a long history with the site, going back two decades. It was forced to sell its studio in 2002 to allow for public amenity works relating to the development of the Grand Canal



■ U2 has a long history with the site, going back two decades

The new three storey complex will display a selection of never-before-seen U2 memorabilia

harbour area. As part of that deal, the band was to take the top two floors of a new 32-storey

tower development. That project, however, ended up on hold following the economic crisis.

In 2014, U2 repurchased the site from the Dublin Docklands Development Authority at a cost of €450,000 (US\$521,000, £398,000) and new plans have now been made for the site.

The attraction will include a reconstruction of the band's original studio, multiple exhibition spaces, an auditorium and a café.

The site will be built alongside a 20-bedroom boutique hotel development, which will also feature a restaurant and bar. The developer of that project is Harry Crosbie, who the band purchased the 18th-century space from when they originally moved to the property in the late 90s.

Dreamworld CEO Craig Davidson resigns following inquest into accidental deaths



■ Davidson resigned from his post on 29 June

Dreamworld CEO Craig Davidson has left his position in the midst of a public enquiry into the tragic accident at the theme park in 2016 which saw four people killed.

An inquest into the deaths of Cindy Low, Kate Goodchild, Luke Dorsett and Roozi Araghi started last month, where it was revealed that the Thunder River Rapids ride had broken down two times previously on the day of the accident and that staff had raised concerns about safety

I can only again say how profoundly sorry we are to the families and all those so deeply impacted by this tragedy

in 2001. Davidson, who was in his position when the accident occurred, resigned from his post on 29 June.

"We will never forget the events of that tragic day," said company chair Gary Weiss. "I can only again say how profoundly sorry we are to the families and all those so deeply impacted by this tragedy."

"Like everyone else, I have

been deeply concerned by what has emerged from the inquiry over the past fortnight, and this is why it is important that we listen to the evidence, understand all we can and apply the lessons learned to ensure such accidents never occur at our parks."

Nicole Noye, Ardent's chief experience officer, will take up the CEO role on a temporary basis.



■ Daniel Weiss joined the Met in June last year

{ We're gratified to recognise that these offerings not only resonate with our visitors but also inspire extraordinary support }

Record number of visitors flock to Met under **Daniel Weiss'** watch

New York's Metropolitan Museum of Art has broken its attendance record, with more than 7.35 million visitors coming through its doors in the last year.

The Met is New York's most visited tourist attraction, with the new record cementing its position as one of the world's most important institutions. The record recognises the last fiscal year, which ended on 30 June.

"The Met prides itself on serving the public through our collection, exhibitions and education programmes – all of which meet the highest possible standards," said

Daniel Weiss, who was named president and CEO of the Met in June last year.

"Importantly, we're gratified to recognise that these offerings not only resonate with our visitors but also inspire extraordinary support."

Michelangelo: Divine Draftsman and Designer has been its popular draw over the last year, with the exhibition responsible for drawing 702,516 visitors.

Cristobal de Villalpando: Mexican Painter of the Baroque, also drew 256,339, while the David Hockney exhibition, welcomed 363,877 visitors.

- 02 U2 plans new attraction at Dublin recording studios**
The attraction could be one of Ireland's most visited
- 06 Parques Reunidos acquires Wet 'n' Wild Sydney**
Deal with Village Roadshow signed for AU\$40m
- 11 Bob Dylan attraction coming to Oklahoma**
Olson Kundig to design new Bob Dylan Centre
- 16 Protecting World Heritage**
Unesco makes 18 new additions to World Heritage list
- 18 A century in the skies for British Royal Air Force**
London's RAF Museum completes redevelopment
- 20 New York Sharkitecture**
New York Aquarium celebrates launch of US\$158m shark exhibit six years on from Sandy devastation

CLASSIFIED & JOBS

Job opportunities 28 ➤

Sign up to Leisure Opportunities:

Online: www.leisuresubs.com

Email: subs@leisuremedia.com

Tel: +44 (0)1462 471930

Annual subscriptions: UK £34, UK students £18, Europe £45, RoW £68

Attractions Management News is published 26 times a year by The Leisure Media Company Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. ©Cybertrek Ltd 2018 ISSN 2516-9114

Prince Bader bin Abdullah bin Mohammed bin Farhan Al-Saud to lead Saudi Arabia's first Ministry of Culture



■ Prince Bader bin Abdullah bin Mohammed bin Farhan Al-Saud

As part of its efforts to encourage tourism and significantly improve its leisure offering, the kingdom of Saudi Arabia has announced plans to form its first-ever dedicated Ministry of Culture.

Cultural reform is a major area of focus under the rule of King Salman and Crown Prince Mohammed bin Salman, with recent months seeing several first for the country, including its the opening of its first theatre in three decades and the announcement of plans

Culture is part of the soft power which we hope to cultivate in service to country and national identity

to create a national opera house. King Salman made the announcement last month, issuing a royal decree as part of a larger cabinet reshuffle, declaring the creation of the new authority, which will be led by Prince Badr bin Abdullah bin Mohammed bin Farhan Al-Saud.

"The mission of this ministry is to cater toward culture in all its fields. Culture is part of the soft power that we

hope to cultivate in service to country and national identity," said Al-Saud.

"Our vision, without a doubt, is part of the Saudi Vision 2030 and the ministry will be the main sponsor for all the advancement of culture in various fields, enhancing the Saudi and urban identities."

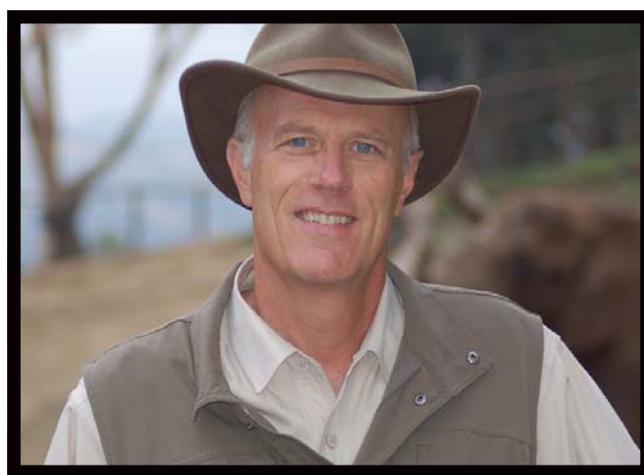
The ministry was previously part of the Ministry of Information and Culture.

Oakland Zoo CEO Joel Parrott oversees doubling of zoo's size with new California Trail

Departing from the traditional zoo enclosure paradigm, Oakland Zoo is about to unveil its new expansion, which recreates the feeling of wild California.

Called the California Trail, and opening to the public on 12 July, the area boasts grey wolves, condors, cougars, black bears, grizzly bears, bald eagles, jaguar and buffalo – animals all native to or found living in the zoo's home state.

"The California Trail at Oakland Zoo is unique. Beyond the gondola ride, spectacular views, and our many rescued animals in their expansive habitats, this is about inspiring people to connect with our state's remarkable biodiversity and



■ Joel Parrott has been responsible for the grand transformation

this is about inspiring people to connect with our state's remarkable biodiversity and

how to live with wildlife so we can protect their futures," said Joel Parrott, president

and CEO of Oakland Zoo and the Conservation Society of California.

The 56-acre (23-hectare) expansion more than doubles the size of Oakland Zoo and "brings to life the rich natural history of California in a whole new way". Visitors enter the US\$70m (€60m, £53m) California Trail via a system of 24 open-air gondolas, taking a four-minute ride from the main zoo up into the hills. Here they encounter the visitor centre and a café/restaurant with huge windows and an observation deck offering panoramic views.

Visitors can explore the trails, where animals roam nearby, stopping to interact with multimedia installations to learn about the animals' stories, many of them rescued and unable to be returned to the wild.



■ Thomas Mack is the son of Roland Mack

{ The expansion, as well as the realisation of this unique themed water world, are an important step in securing this location }

Europa Park's **Thomas Mack** leads operator's biggest investment

Germany's Europa-Park has completed the construction of its new museum-hotel 'Krønasår', which is due to be opened in the first quarter of next year.

This is the sixth adventure hotel in Europa-Park's collection, with the new 304-bedroom hotel themed after a Nordic natural history museum. It will form a major part of Europa-Park's new water world construction, 'Rulantica', which is due to open in late 2019. A pedestrian bridge will connect the two, allowing hotel 'Krønasår' guests direct access to the water park.

"The expansion to our overall offer, as well as the realisation of this unique themed water world, are an important step in securing this location," said Thomas Mack, managing partner of Europa-Park. "In addition, we are creating around 550 new jobs, of which approximately 250 are accounted for by the Krønasår adventure hotel".

The project represents Europa-Park's biggest ever investment. The entire Nordic project will provide guests with a seven-story hotel and 25 brand new attractions which, according to Europa-Park, will "guarantee memorable adventures for the whole family from late 2019".

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
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

WATERPARKS

Parques Reunidos acquires Wet 'n' Wild Sydney

Village Roadshow has announced the sale of its Wet 'n' Wild property in Sydney, Australia, with Spanish operator Parques Reunidos purchasing the waterpark for AU\$40m (US\$29.6m, €25.4m, £22.4m).

Opened in December 2013 at a cost of AU\$140m (US\$103.5m, €88m, £78.5m), the waterpark covers 250,000sq m (2.7 million sq ft), with 42 water slides, three pools and a children's area.

The move is a "unique opportunity" for Parques Reunidos, according to the operator, which said that its first Australian property would provide it the opportunity to build a platform in the

country through acquisition deals and the development of new indoor centres.

The sale of the attraction will result in an overall pre-tax loss of about AU\$25m (US\$18.5m, €15.9m, £14m) for Village Roadshow, with the money raised from the sale being used to reduce the company's debt levels. "This investment provides Parques Reunidos an entry into the Australian market and with extensive experience of operating 20 water parks around the world," said a Village Roadshow statement.

"Parques will be able to add value and enhance Wet 'n' Wild Sydney's performance over the coming years."

MORE: http://lei.sr?a=a6b4b_T



■ There are two Wet 'n' Wild properties in Australia



Parques will be able to add value and enhance Wet 'n' Wild Sydney's performance over the coming years

Village Roadshow

MUSEUMS

Kvorning masterminds Neolithic rock art exhibition in Norway



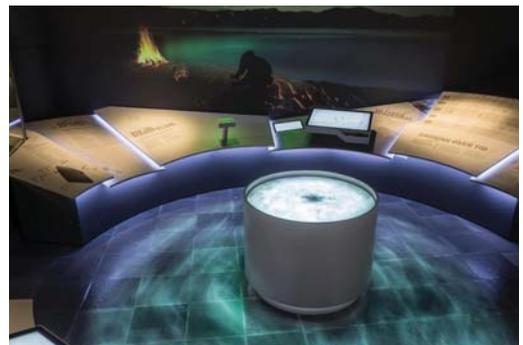
The exhibition offers multiple interactive experiences

Kvorning Design and Communication have created a new installation for Norway's Alta Museum, with the permanent exhibition examining a collection of rock art dating back to the Neolithic era.

Located in Alta, Finnmark, the Alta Museum sits within one of five areas of rock art, which was inscribed on Unesco's World Heritage List in 1985.

Set over 150sq m (1,600sq ft), the Kvorning exhibition features the Unesco-protected carvings and rock paintings created up to 7,000 years ago.

The exhibition offers multiple interactive experiences, with rock carving



■ Evidence in Rock looks at Alta's Unesco-listed rock art dating back 7,000 years

exercises available, while visitors can also explore the history of Alta through an interactive game and generate luminescent rock carvings in the dark by lamplight. A photo booth is also included, with guests able to capture images in front of the Northern Lights.

MORE: http://lei.sr?a=b6V5U_T

MACK RIDES PRESENTS

THE XTREME SPINNING COASTER

MAGNETIC SPIN

On straight track the spinning can be induced by magnetic brakes along the track

UNPREDICTABLE

Each car is spinning freely and depending on the weight distribution So every ride is truly different!



MACK
RIDES GmbH & Co KG

Congratulations Silver Dollar City on this great new addition: The world's steepest, fastest and longest spinning coaster with loops and twists!

© **MACK**
INTERNATIONAL^{GmbH}

MUSEUMS

Minnesota's US\$79.2m Bell Museum reopens

Minnesota's new Bell Museum is set to reopen its doors to the public following a landmark US\$79.2m (€68.2m, £60.4m) renovation.

The Bell, previously known as the James Ford Bell Museum of Natural History, has been Minnesota's official nature museum since 1872.

An exciting product of the refurbishment is a new state-of-the-art planetarium, which will be the first of its kind in North America. Designed to be a seamless experience, the planetarium will immerse visitors, with graphics ranging from the depths of the cosmos to the inner workings of the human brain.

The museum will additionally feature updated exhibit galleries,

with a range of dioramas depicting full-scale natural scenes varying from mammoths and wolves to polar bears.

Curators have also developed the 'Touch & See Lab' – a space where all ages can actively learn through observation and sensory engagement with a range of objects, including some small live animals.

Based on the campus of the University of Minnesota, the museum has been closed since January 2017 and hopes to triple its annual visitor intake following the refurbishment. Local architects Perkins+Will designed the museum, while Minneapolis contractors McGough were in charge of construction.

MORE: http://lei.sr?a=f5y3A_T



■ The Bell was previously known as the James Ford Bell Museum of Natural History



The museum has been closed since January 2017 and hopes to triple its annual visitor intake following the refurbishment

SCIENCE MUSEUMS

China's science museums collaborating with Unesco



The agreement will promote cooperation between the Chinese Association of Natural Science Museums and the museums of Unesco member states

Unesco has reached an agreement with science museums in China to promote the exchange and sharing of science resources between them and other institutions across the world.

Signed at the Shanghai Science and Technology Museum, the agreement will promote cooperation between the Chinese Association of Natural Science Museums and the museums of Unesco member states.

The agreement, says Unesco, will benefit both domestic and foreign science-related museums, with the aim to turn affiliated science centres into



■ The deal was signed at the Shanghai Science Museum

platforms serving the UN's Sustainable Development Goals. As a result of the agreement, there will be an exchange of exhibitions and education resources and greater shared support for improving informal education in STEM subjects.

MORE: http://lei.sr?a=e9W4y_T

DO YOU WANT TO BE COMPLETELY SURE THAT YOUR
CUSTOM-BUILT MOVIE
WILL COME OUT AS YOU'VE IMAGINED IT?



Magicboard allows amusement professionals to instantly see how their tailor-made movie will be like without actually producing it.

No bad surprises, unpredictable delivery times or unexpected costs.



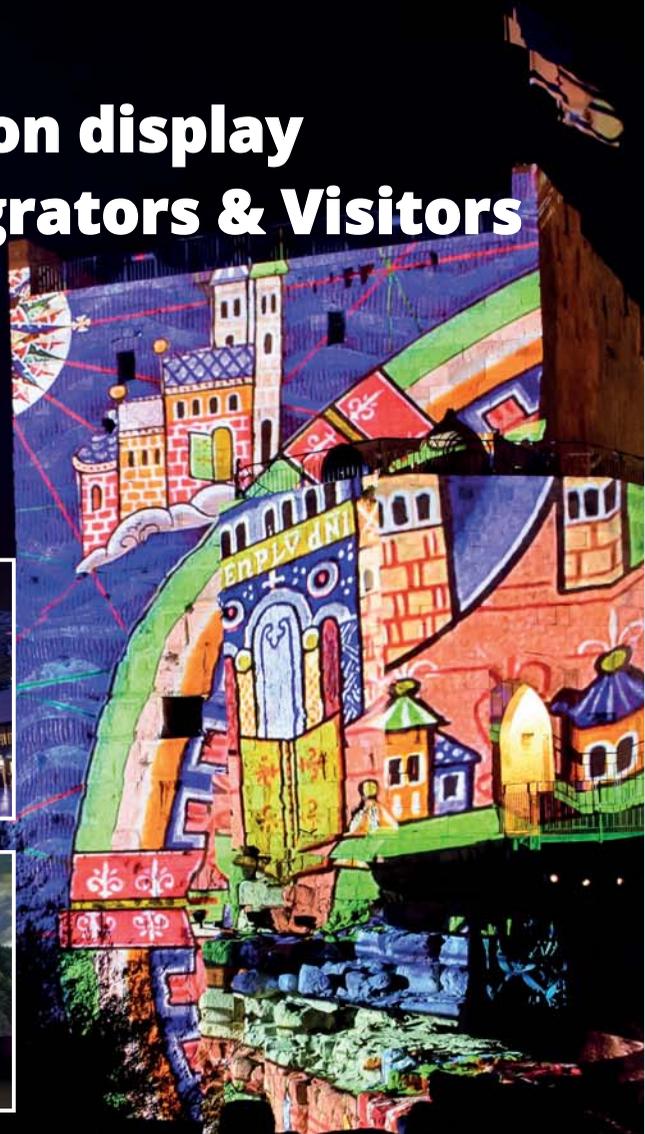
**OPEN YOUR WEB BROWSER AND ENTER THE LINK BELOW
TO RECEIVE A MAGICBOARD SAMPLE ON YOUR DESK FOR FREE!**



bit.ly/magicboard-sample
or call us at **(+39) 344 34 77 205**

Specialist Visitor Attraction display products for System Integrators & Visitors

Proven projector solutions, delivering breath-taking imagery for the modern, immersive Visitor Attraction venue – Theme Parks, Planetariums & Museums



Introducing the world's first 8K DLP Laser Projector -

The **INSIGHT LASER 8K**

Providing an ultra-high 8K resolution (7680 X 4320) of 33-million pixels through 25,000 ANSI lumens of solid-state laser-phosphor illumination

8K



www.digitalprojection.com



8K 4K, HD DLP LASER PHOSPHOR PROJECTORS
20,000 HOURS ILLUMINATION

MUSEUMS

History of Jerusalem revealed with Terra Sancta

Jerusalem's Terra Sancta Museum has opened the doors to its brand new archaeology wing, hosting a new exhibition showcasing more than 300 artefacts from the time of Herod the Great to the sixth century.

The museum, which tells the story of the Christian presence in the Holy Land, has launched the new wing, which debuts with *The House of Herods: Life and Power in the Age of the New Testament and Monastic Movement*.

This recent addition is the second of three archaeological renovations by the Terra Sancta Museum and is dedicated to the archaeological collections of the Studium Biblicum Franciscanum – a Jerusalem based Franciscan academic society.

The new archaeology area is situated adjacent to the multimedia wing and will be positioned amongst the restored ancient ruins of Medieval Jerusalem, ranging from Crusader-era workshops and cisterns to historic Mamluk dwellings.

Among the objects on display are a Corinthian-era capital from Herodium, Peristyle columns from Roman-era courtyards, and an extensive collection of 800 bronze coins from the Second Revolt – the Jewish rebellion against Roman rule – that date back to the 2nd century AD. There is also be a smaller section that is home to 6th-century artefacts from the Byzantine era.

MORE: http://lei.sr?a=R2D3H_A



■ The museum opened the new wing on 27 June



The museum, which tells the story of the Christian presence in the Holy Land, has launched the new wing

MUSEUMS

Olson Kundig to design Oklahoma's Bob Dylan Center



I'm glad that my archives have finally found a home

Bob Dylan

A new attraction set to house more than 100,000 Bob Dylan artefacts will open in Oklahoma in 2021, with architects Olson Kundig to design the exhibition space.

Olson Kundig will be the chief architects creating the public site.

Architect Olson Kundig's design is focused on the notion of Bob Dylan as a "Master of Change".

Design principals Tom Kundig and Alan Maskin "envisioned the new Bob Dylan Center as the embodiment of continual change, from the building's architectural approach to its exhibit design and rotating installations,



■ The centre is set to open in Oklahoma in 2021

helping to preserve the teaching value of his legacy for future generations".

"I'm glad that my archives have finally found a home and are to be included with the works of Woody Guthrie," said Dylan. "To me, it makes a lot of sense and it's a great honour."

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

IAAPA

Registration open for charity events at IAAPA

IAAPA has opened registration for its annual charity events supporting Give Kids the World Village – the cost-free resort for children with life-threatening illnesses.

Entering its 23rd year in partnership with IAAPA at the organisation's annual expo in Orlando, Florida, events to support Give Kids the World in 2017 raised more than US\$123,000 (€105,000, £93,000) for the charity.

On Sunday 11 November, ahead of the show's official launch, IAAPA will host its 16th annual International Charity Golf Tournament. There is a registration rate of US\$200 (€170, £150) per golfer, with proceeds from the event going to the charity.

On the same day, IAAPA will host its 8th annual Motorcycle Ride, with industry colleagues meeting up for a mass drive through of the Orlando area at a cost of US\$100 (€84, £76) per person.

For visitors spending the week exploring the trade show floor, they can opt for some outdoor exercise on 15 November, with a 5k run or 1k walk, journeying through Give Kids the World Village itself. Registration fees are US\$35 (€30, £26) for individuals or US\$30 (€25, £23) for teams of five or more people.

Last year Pamela and the late Henri Landwirth were inducted into the IAAPA Hall of Fame for their work in creating and running Give Kids the World.

MORE: http://lei.sr?a=v6d9V_T



■ IAAPA's charity golf tournament returns for the 16th time



In 2017, IAAPA raised more than US\$123,000 for Give Kids the World

MUSEUMS

Flagship museum and retail complex planned for Hong Kong



K11 will be Hong Kong and Asia's new cultural destination

Adrian Cheng

Asian real estate corporation New World Development has officially launched its "most ambitious" project to date: a museum-retail complex in the heart of Hong Kong's US\$2.6bn (€2.2bn, £1.9bn) Victoria Dockside.

The K11 Musea will form a high-end experiential retail, art, cultural and dining destination, and anchor the Tsim Sha Tsui harbourfront's 3 million sq ft (278,700sq m) art and design district. Ground has now broken on the project and it is expected to open in Q3 2019.

"K11 will be Hong Kong and Asia's new cultural destination, where global



■ The building will feature a living wall

millennials can come together and discover their muse," said Adrian Cheng, executive vice chair of New World Development. "K11 will bring great cultural content back to Hong Kong's Tsim Sha Tsui waterfront."

MORE: http://lei.sr?a=R3Y2R_T

The International Association of Amusement Parks and Attractions presents

EURO ATTRACTIONS SHOW 2018

CONFERENCE: 23–27 Sept. | TRADE SHOW: 25–27 Sept.

DISCOVER



LEARN



NETWORK



5
exhibit
halls

500+
exhibiting
companies

12,000+
leisure industry
professionals

100+
hours of
seminars

EXPAND YOUR **NETWORK**  
BUILD YOUR **KNOWLEDGE**

Join the premier European trade show and conference for the leisure, attractions, tourism, and entertainment industry.

RAI Amsterdam | **AMSTERDAM, NETHERLANDS** | www.IAAPA.org/EAS



Parks and Attractions

Amusement parks, water parks, family entertainment centres, playgrounds



History and Education

Museums, cultural attractions, zoos and aquariums, eco attractions



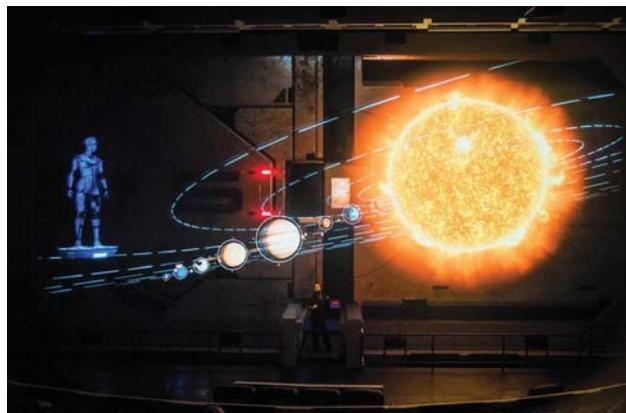
Tourism and Hospitality

Resorts, hotels, cruise lines, holiday/bungalow parks, city attractions, campgrounds



Entertainment and Events

Concert venues, sports arenas, summer/music festivals, carnivals



For Wincomn, working in partnership with 7thSense enables incredible levels of realism

REAL DEAL

**7thSense Design, maker of the Delta Media Server range,
strengthens presence in China with partner Wincomn Technology**

With more than 100 theme parks in the pipeline, China's attractions boom is showing no signs of abating. Responding to this rapid expansion, 7thSense

Design, the UK-based manufacturer of the Delta Media Server range, has been working with Beijing audiovisual solutions provider Wincomn Technology, providing a trusted partner on projects across the country.

Wincomn, which is headquartered in Beijing with sub-branches in Shanghai, Shenzhen, Hong Kong, Chengdu, Wuhan, Xi'an and Shenyang, provides products, software and hardware solutions for control rooms and conferences, culture and entertainment, and VR and simulation projects.

With expertise in the attractions sector, Wincomn acts as the preferred distributor and integrator for 7thSense Delta Media Servers for theme parks, live shows, museums, science centres and planetariums across China, delivering content for dark rides and theatres, projection mapping and other world-class multimedia experiences. The partnership means clients are offered creative planning, design consulting, system design, hardware and software development, software and hardware integration, operation maintenance and after-sales support.



■ Matt Barton, 7thSense managing director

“Our job is to listen and bring together the visions of the end user and the content producers”

7thSense has worked closely with the team at Wincomn on more than 30 projects, bringing state-of-the-art installations to China's most popular visitor attractions.

Incredible realism

For Wincomn, working in partnership with 7thSense enables incredible levels of realism when delivering digital experiences, having recently worked on installations for Wanda, such as Harbin Wanda Movie Park and Nanning Wanda Theme Park, Hunan Museum in Changsha, Hunan province, and large-scale cultural water/light shows in places including Xiamen, Fujian province, and Hancheng, Shaanxi province.

For 7thSense, delivering unparalleled media serving technology involves the ability to offer multi-tool, comprehensive feature sets which can be customised to meet specific client needs and project demands. Delta Media Servers deliver high frame rate, high colour intensity, high-resolution content which is fully supported by a proprietary content management system to enable design, scheduling and show control, and much more.

“Display resolution is now at, or nearing, an eye-limiting level,” says 7thSense Design managing director Matt Barton. “That means pixels can no longer be ‘picked out’ by the human eye. Instead, attention is now turning to other elements that impact



7thSense delivers unparalleled media serving technology

- SELECTED PROJECTS**
- Chisui
 - Dragon Palace White Whale Water World
 - Haikou 5D Theater
 - Hancheng Water Show
 - Harbin Wanda Movie Park
 - Hunan Museum
 - Nanning Wanda Theme Park
 - Shanxi Shangluo Danhe Building Mapping Show
 - SuperD Visual Experience Center
 - Xiamen Haichang Lake Water Shoe
 - Zhengzhou Meisheng Miaoli Sales Center

display perception and visitor experience: colour bit-depth, colour space, frame rate.

“The cinema world has already been experimenting with high frame rate production and playback with the likes of *The Hobbit* and *Billy Lynn’s Long Halftime Walk* – the latter we supplied our media serving technology to for the testing and uncompressed playback of 4K resolution in 3D at 120Hz (per eye) in 10-bit colour at the film’s worldwide premiers.”

Bringing IPs to life

As the Chinese market develops an appetite for introducing IP-led experiences, demand is growing for large-format 3D/4D/5D rides and theatres powered by cutting-edge multimedia technology. Movie-based rides are an effective way to bring big-name IPs to life with highly realistic and visually stunning content, at the same time helping attract more visitors to the park.

“Audiences also want to control their journey through a story more than ever before. They want to have a level of control over what they see on screen. Interactivity is a hugely important feature of AV that’s

Testimonial

“Wincomn is an important AV integrator in China and 7thSense supports us greatly in development of the theme park and exhibition market and we value the partnership with 7thSense very much. 7thSense media servers are very important to theme park AV systems and we have found Delta

Media Servers provide the best technical features and most reliable technology. Setting them apart from other media servers, Delta Media Servers have excellent uncompressed playback, warp and blend ability, and outstanding bandwidth up to 6.5 Gb/s, supporting 8K movie play and 120 fps,



4:4:4, 12-bit formats.”
Hansen Yang
deputy general manager
Wincomn

becoming increasingly in demand and that’s something Delta Media Server delivers.”

“Our job is to listen and bring together the visions of the end user and the content producers, developing our technologies to enable their ambitions. Behind the scenes, the means of transporting this huge amount of data from source to display are developed to allow for higher fidelity.”

Tech you can rely on

In a multimedia experience, it’s crucial that the technology won’t let

you down. Nobody wants to see guests disappointed after finding a ride is closed.

Barton says: “Dependability and reliability are vital. Technology should never interrupt the show and distract the visitor from the story. Many attractions operate for long hours and have little availability for maintenance, so things need to work well and any maintenance must be fast.”

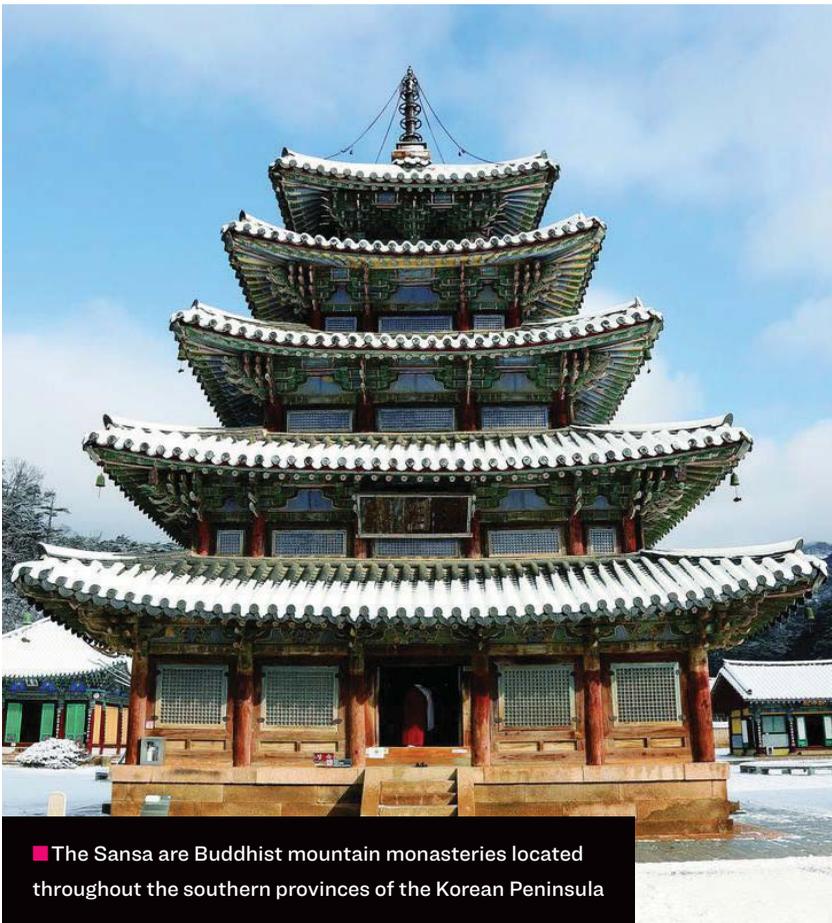
“Working with Wincomn and 7thSense makes sense for clients, as we not only deliver the best quality solutions on the market, but we also have close working relationships with attraction end users, other manufacturers and integrators – across China and the world.” ●

Delta Media Servers deliver high frame rate, high-resolution content



Protecting World Heritage

Unesco makes 18 new additions to World Heritage list



■ The Sansa are Buddhist mountain monasteries located throughout the southern provinces of the Korean Peninsula

The seven temples that comprise the site were established from the 7th to 9th centuries

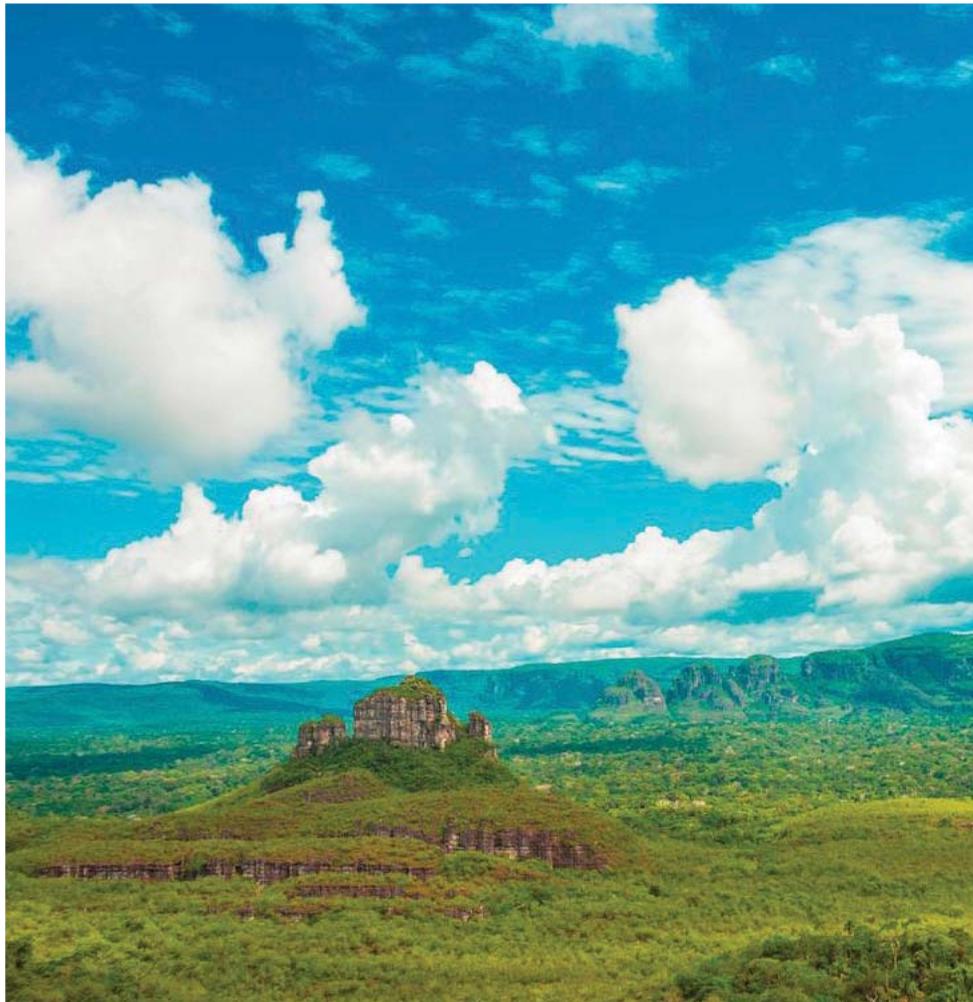
Germany's Naumburg Cathedral, the Caliphate City of Medina Azahara in Spain and the Sansa Buddhist Mountain

Monasteries of Korea are among the 18 new additions inscribed to Unesco's World Heritage list this year.

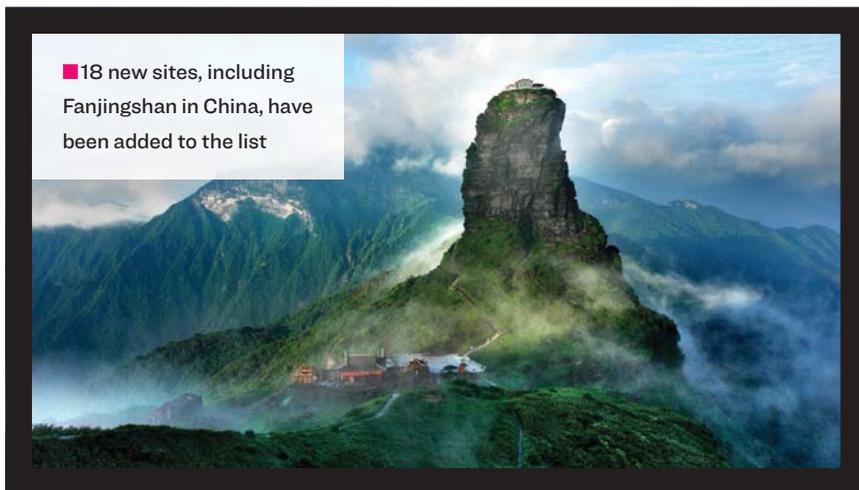
Naumburg is one of two German inscriptions, with the historic cathedral dating back to 1028. It is joined by the Archaeological Border Complex of Hedeby and the Danevirke, which the site of a former trading town from the first and early second millennia.

In Colombia, Chiribiquete National Park – "The Maloca of the Jaguar" is the largest protected area in the country. The park's tepuis – tabletop mountains – have more than 75,000 paintings, spanning more than 20,000 years to the present. Believed to be linked to the worship of the jaguar, the paintings depict hunting scenes, battles, dances and ceremonies. The National Park becomes the country's ninth World Heritage site following its inscription.

Called the "Originary Habitat of Mesoamerica", Mexico's Tehuacán-Cuicatlán Valley also joins the World Heritage list. Part of the Mesoamerican region of Mexico, the site has what is considered to be the richest biodiversity in all of North America. The



■ Located in the north-west Colombian Amazon, Chiribiquete National Park is the largest protected area in Colombia



■ 18 new sites, including Fanjingshan in China, have been added to the list

site is also known for its history, with archaeological remains demonstrating technological developments and the early domestication of crops.

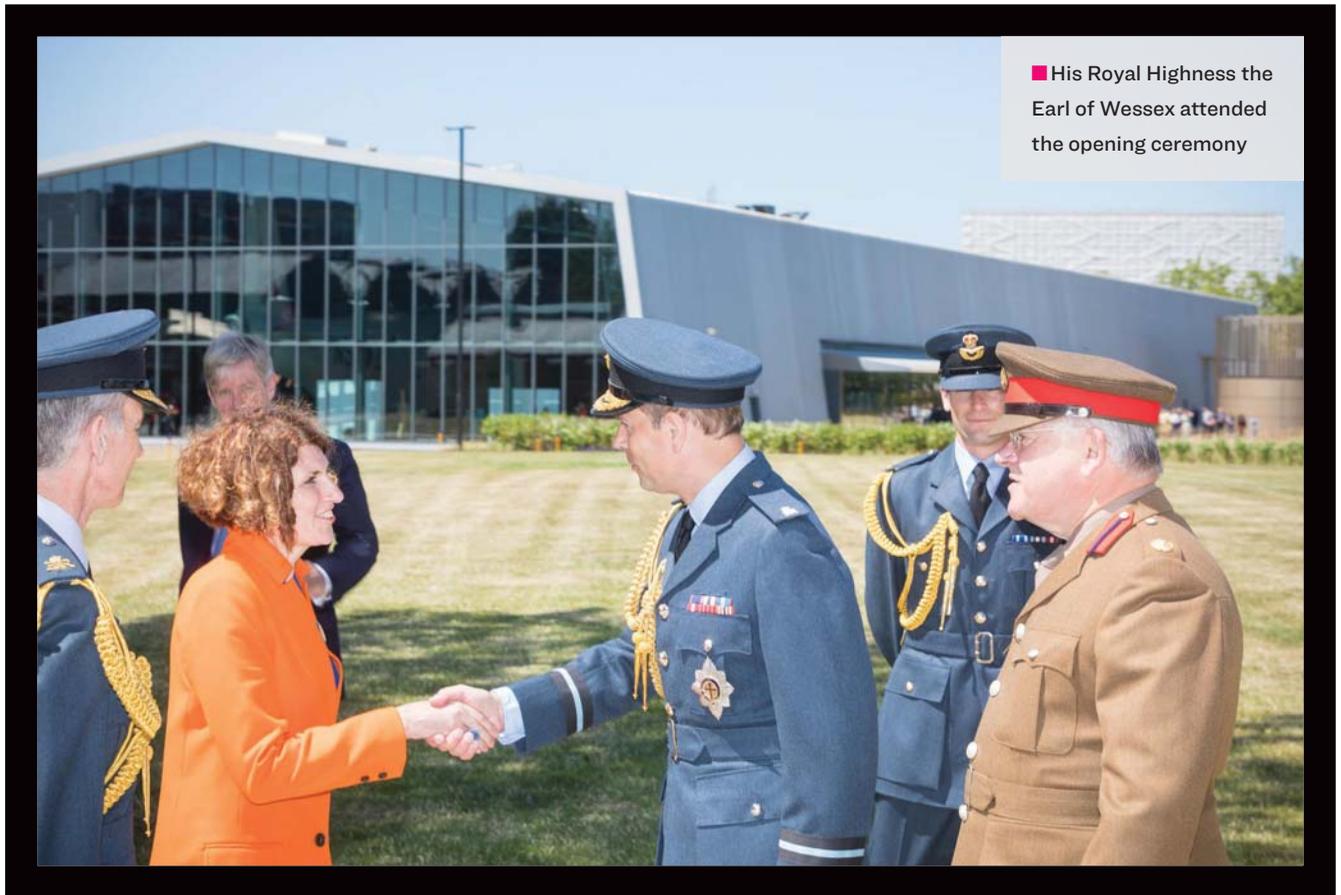
Moving to Asia, the Republic of Korea gains a new addition to the list – the Buddhist Mountain Monasteries in Sansa. Located throughout the southern provinces of the Korean Peninsula, the protected sites are considered sacred places, and have survived

as living centres of faith and daily religious practice to the present day.

Spain's Caliphate City of Medina Azahara also joins the selection, with the 10th century site offering in-depth knowledge of the now vanished Western Islamic civilisation of Al-Andalus. After prospering for a number of years, the city was destroyed during the civil war that put an end to the Caliphate in 1009-10. The remains of the city were lost for nearly a millennium.

THE 18 NEW SITES ARE:

- Archaeological Border Complex of Hedeby and the Danevirke (Germany)
- Naumburg Cathedral (Germany)
- Chaîne des Puys–Limagne fault tectonic area (France)
- Ivrea, industrial city of the 20th century (Italy)
- Caliphate City of Medina Azahara (Spain)
- Göbekli Tepe (Turkey)
- Sassanid Archaeological Landscape of Fars region (Islamic Republic of Iran)
- Al-Ahsa Oasis, an evolving Cultural Landscape (Saudi Arabia)
- Ancient City of Qalhat (Oman)
- Aasivissuit-Nipisat, Inuit Hunting Ground between Ice and Sea (Denmark)
- Victorian Gothic and Art Deco Ensemble of Mumbai (India)
- Sansa, Buddhist Mountain Monasteries in Korea (Republic of Korea)
- Hidden Christian Sites in the Nagasaki Region (Japan)
- Fanjingshan (China)
- Chiribiquete National Park – “The Maloca of the Jaguar” (Colombia)
- Tehuacán-Cuicatlán Valley: Original Habitat of Mesoamerica (Mexico)
- Barberton Makhonjwa Mountains (South Africa)
- Thimlich Ohinga Archaeological Site (Kenya)
- Pimachiowin Aki (Canada) – Pimachiowin Aki (“The Land That Gives Life”)



A century in the skies

RAF Museum relaunches following major £26m redevelopment



■ Alan Dempsey is founding director of Nex-Architecture

The centenary of Britain's Royal Air Force (RAF) is being celebrated in London, with the transformation of the capital's RAF Museum, which reopened to the public on 30 June.

Nex-Architecture were commissioned for the £26m, 20-month redevelopment, which transforms the site's Hangar 1 building with new immersive galleries focusing on the people of the RAF.

With the reconfiguration, visitors are given a clearer route through the

exhibition spaces and past viewing galleries overlooking exhibited aircrafts.

"We wanted to create a backdrop that highlighted the objects, highlighting the content and giving it a sense of theatre," said Nex founding director Alan Dempsey, speaking to *Attractions Management News* at the launch.

"There were long discussions about how people move around. We created a central volume as you enter the hangar to have this pinwheel-style flow, making circulation easy and intuitive."



■ The historic site sits on the edge of the former Hendon Aerodrome in London's Colindale area

The central hub – a structure created within the hangar – provides a café, shop, members' room, galleries and flexible use spaces.

Three new exhibitions have been created for the museum, offering interactive experiences drawing on the lives of the RAF's people and their families, its technology and exploring its future.

The museum's Hangar 6 building has also been renovated, with a new learning space and exhibition space looking at the modern day RAF from 1980 onwards.



We wanted to create a backdrop that highlighted the objects, highlighting the content and giving it a sense of theatre

The project has been funded through a number of sources, including an £8m grant from the Heritage Lottery Fund (HLF). BAE Systems has also shown significant financial support, as has the State of Kuwait, which has a long-standing history with the RAF dating back to the 1920s.

The historic site sits on the edge of the former Hendon Aerodrome. The airfield was one of the first in the country and was instrumental during the Battle of Britain in the Second World War. It has housed the RAF Museum since 1972.



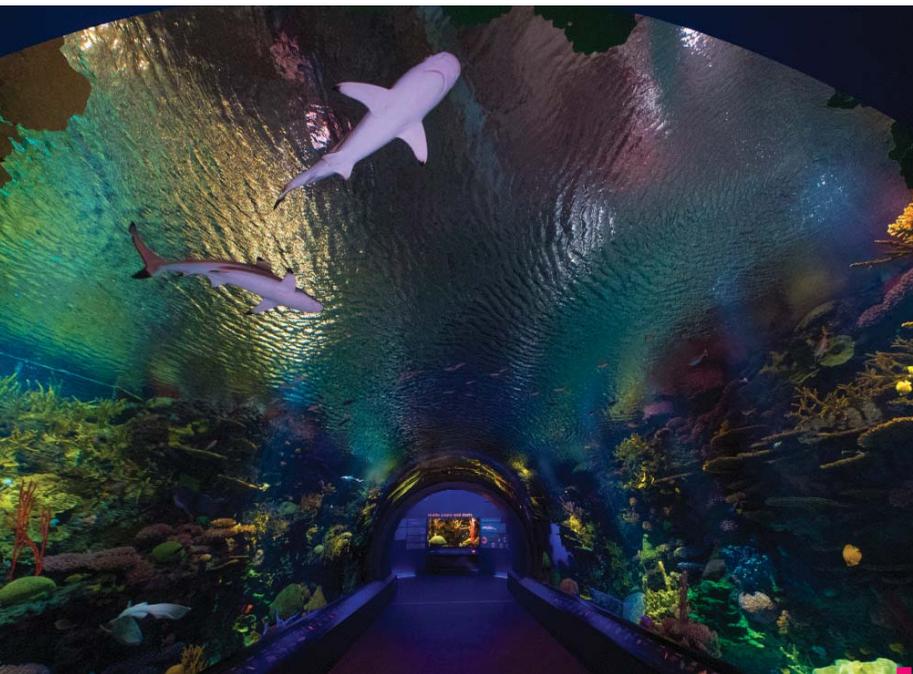
Our new exhibit will awaken New Yorkers to the magnificence and importance of the ocean here in New York

Forrest Dohlin



New York Sharkitecture

New York Aquarium celebrates launch of US\$158m shark exhibit six years on from Sandy devastation



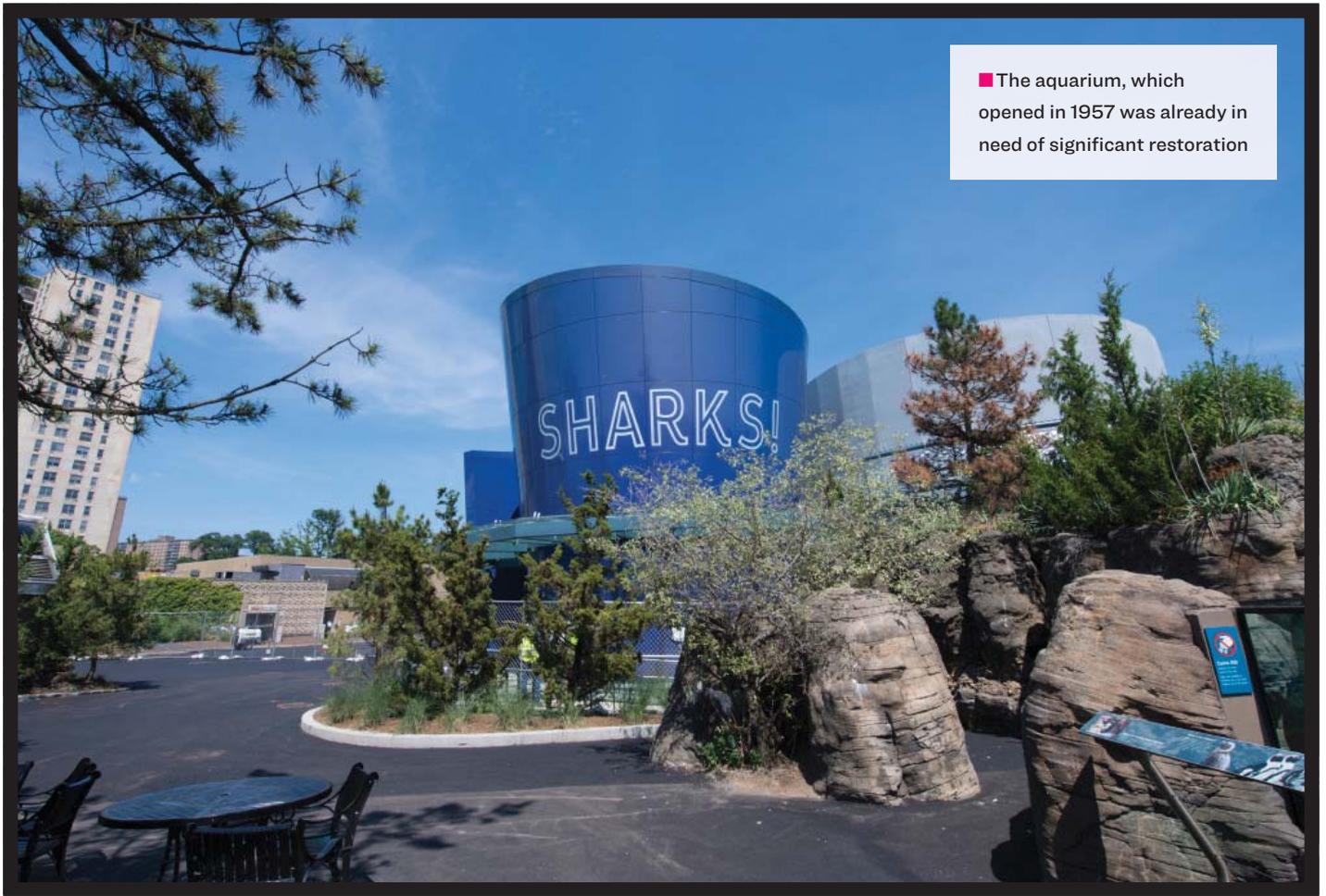
■ The new exhibit features more than 115 species of marine life, including 18 species of sharks and rays

The New York Aquarium is celebrating the launch of its US\$158m (€135.6m, £120.2m) shark-themed expansion, with the new addition opening on

Coney Island's iconic boardwalk.

Covering 57,500sq ft (5,300sq m) and set over three floors, Ocean Wonders: Sharks! features nine galleries, which aim to drive awareness of the importance of sharks to the health of the world's oceans; educate visitors about the severe threats sharks face; and inspire guests to protect New York's own marine wildlife. The new exhibit features more than 115 species of marine life, including 18 species of sharks and rays.

The aquarium was badly damaged in 2012, when Hurricane Sandy hit New York, just days before the new expansion was due to break ground. The aquarium, which opened in 1957 was already in need of



■ The aquarium, which opened in 1957 was already in need of significant restoration

We hope that the pride and sense of wonder instilled translates into stewardship for our oceans

significant restoration but was closed for an additional seven months as its animals were tended to, power was restored and the damaged buildings were secured and cleared. The groundbreaking finally took place in January 2014, with part of the aquarium remaining open to the public.

Presented as an "iconic" addition to the New York City skyline, the building and exhibition design is a collaboration between the Wildlife Conservation Society's (WCS) Design Department, the New York-based Edelman Sultan Knox Wood, Doyle Partners, and Seattle-based interdisciplinary design firm The Portico Group. Rising out of the boardwalk, the curving structure is wrapped in a 1,100-foot-long (335m) Shimmer Wall, which has been created by environmental artist Ned Kahn.

"Our new Ocean Wonders: Sharks! exhibit will awaken New Yorkers to the magnificence and importance of the

ocean here in New York," said Jon Forrest Dohlin, director of the New York Aquarium and WCS vice president.

"We tell the 400 million-year-old story of sharks and their critical role in marine ecosystems as a lead-in to bring New Yorkers back to an awareness and appreciation for the heritage we share in the wildlife that surrounds us right here in this city of islands.

"We hope that the pride and sense of wonder instilled by Ocean Wonders: Sharks! translate into stewardship for our oceans."

The full restoration of the aquarium in the wake of Hurricane Sandy is set to be completed in 2020. Once work is complete, the aquarium is expected to generate more than US\$80m (€68.6m, £61m) annually for the city. Ocean Wonders: Sharks! is estimated to contribute more than US\$20m (€17.2m, £15.2m) to that figure.



■ The new building is "inspired by nature", with a facade that is "alive and visually magnetic"

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 app is a first for Disney and is designed to enhance the existing park experience



New Disney app transforms park experience with new gaming addition



● The app also acts as a live park map

Disney is gamifying its park experience, releasing a new app which will add a new layer of interaction to its US locations.

Available as a free download from 30 June at both Disneyland Resort in California and Walt Disney World Resort in Florida, the Play Disney Parks app has been created with group play in mind, also offering visitors a new activity while waiting to ride its signature attractions.

Gamification of queue lines is a major part of the new application, with a number of interactive experiences available for select rides. At California Adventure, "Playset Party" will be available

for the Toy Story Mania ride. The same ride at Hollywood Studios also offers the game, as well as "Andy's Boardgame Blast!" at the newly-opened Slinky Dog Dash rollercoaster. At Disneyland, Peter Pan's Flight and Space Mountain have gaming experiences called "Off to Neverland" and "Rocket Race" respectively, with the same rides and games also on offer at Magic Kingdom.

In addition, guests signed into a Disney account can earn, collect and share uniquely themed achievements, rewarded for playing games, answering trivia, completing challenges and experiencing select attractions.

Disney has said it will continue to add to the application over time, with the operator already confirming new additions for the upcoming Star Wars: Galaxy's Edge lands coming in 2019 to its US parks.

The app is a first for Disney and is designed to enhance the existing park experience. In addition to the new games, the app is paired with Apple Music to offer curated audio experiences, featuring official Disney-themed playlists inspired by the parks, their attractions, and Disney characters.

ATTRACTIONS-KIT KEYWORD
DISNEY

Snapchat partners with theme park operators on in-park AR



● Snapchat's Ben Schwerin

The popular multimedia messaging app Snapchat has unveiled brand new augmented reality experiences for visitors to some of the US' biggest theme parks.

Working with Disney, Universal and Six Flags, Snapchat has developed lenses for each of their parks, so that guests can engage with AR versions of their favourite characters during their visit.

When using the app and looking through their device, guests will see augmented reality Minions running around



● Park-goers can now enjoy AR characters using the Snapchat app

Universal's Hollywood and Orlando parks, or will see augmented reality Superman at Six Flags' properties.

According to the *Hollywood Reporter*, Snapchat is aiming to expand these park-specific lenses worldwide.

"We love working with our partners Disney, Universal and Warner Bros. to create augmented

reality experiences that allow our users to connect with some of their favourite characters in a totally new way," Snapchat's Ben Schwerin told the website. "We can't wait for Snapchatters to have fun with these lenses when they visit the parks this summer."

ATTRACTIONS-KIT KEYWORD
SNAPCHAT

AWARDS CEREMONY

7thSense scoops Venue Project of the Year at Install Awards 2018

Media server specialist 7thSense Design has been honoured in the 2018 Install Awards.

The Install Awards, now in its fifth year, recognise excellence across the AV industry, particularly focusing on the best products and projects from the past 12 months.

7thSense were awarded Venue Project of the Year, winning for its work on the Christmas Spectacular starring the Radio City Rockettes at Radio City Music Hall in New York.

The Spectacular, which has been running since 1933, underwent a major tech revamp prior to its 2017 season. The



● 7thSense MD Matt Barton

upgrade featured a state-of-the-art video system with 12G-SDI fibre content delivery to an 8K x 4K LED wall, and 14K x 14K projection mapping across a 34,000 sq ft (3158 sq m) ceiling.

To meet the demanding and ambitious project goals 7thSense developed new technologies

and software features that are capable of supporting a workflow that sees the media server system delivering 11.2 billion pixels per second to the projection system.

The company worked closely with project leader the Madison Square Garden Company as well as project partners Batwin + Robin Productions, Christie, Coola Boola Technology Solutions, DWP Live, Obscura Digital, Pro Sound & Video, and VER.

"We are absolutely thrilled to have had this project recognised with such a prestigious accolade", said 7thSense MD Matt Barton. "It's a real testament to all those involved."

ATTRACTIONS-KIT KEYWORD
MATT BARTON



● 7thSense members accept the award at the Install Awards

12-16 AUGUST 2018

SIGGRAPH 2018

Vancouver, Canada

SIGGRAPH 2018 is a five-day exploration of the latest innovations in CG, animation, VR, games, digital art, mixed reality and emerging technologies. The 45th SIGGRAPH conference will immerse you in a broad array of educational and hands-on opportunities, and open the door to breakthrough technologies that will keep you on your game.

Tel: +1 312 673 4818

Contact: www.s2018.siggraph.org/contact-us
www.siggraph.org

29-30 AUGUST 2018

Music Tourism Convention

Cologne, Germany

Music Tourism Convention is the world's most extensive conference bringing together the music and tourism sectors to explore how music impacts, benefits and improves tourism offers, from festivals to heritage, music trails to food and music partnerships.

Email: info@sounddiplomacy.com

www.musictourismconvention.com

18-22 SEPTEMBER 2018

EAZA Annual Conference 2018

Athens, Greece

Hosted by the Attica Zoological Park team, the EAZA Annual Conference 2018 is the largest zoo conference in Europe and will take place in Athens, at the Megaron Athens International Conference Centre.

Tel: +31 20 520 0750

Email: info@eaza.net

www.eaza.net

23-27 JUNE 2018

AZA Annual Conference

Seattle, US

The largest professional zoo event in the US, the AZA Annual Conference offers



■ Rise brings together some of the world's most exciting companies and speakers

9-12 JULY 2018

RISE Conference

Hong Kong Convention and Exhibitions Centre, Hong Kong

Speakers from some of the world's largest companies and most exciting startups will share their stories and

experiences. They'll be joined by major global media, hundreds of investors and thousands of attendees for three days of networking events.

Tel: +353 1 443 3029

Email: info@riseconf.com

www.riseconf.com

attendees the chance for networking and learning opportunities, and the opportunity to get a closer look at cutting edge products and zoo service providers. More than 2,500 delegates are expected to attend this year's event.

Tel: +1 301 562 0777

Email: cwallen@aza.org

www.annual.aza.org

25-27 SEPTEMBER 2018

Euro Attractions Show

Amsterdam, Netherlands

EAS 2018 is an all-encompassing destination for leisure and attractions industry professionals, including operators, suppliers, manufacturers, investors, developers, and anyone wishing to engage with the global amusement community. More than 12,000 leisure and tourism industry professionals from more than 100 countries, including 500 manufacturer and supplier companies, will gather at EAS 2018 to network, discover the latest trends, and explore innovative technologies.

Tel: +1 703/836-4800

Email: iaapa@iaapa.org

www.IAAPA.org

4-5 OCTOBER 2018

TEA SATE Orlando - SeaWorld Orlando, US

TEA's signature international conference brings together the brightest minds and top decision makers exploring what's next in Storytelling, Architecture, Technology and Experience in themed entertainment. This year's event takes place at SeaWorld's Ports of Call – its special events complex.

Tel: +1 703/836-4800

Email: iaapa@iaapa.org

www.IAAPA.org

4 OCTOBER 2018

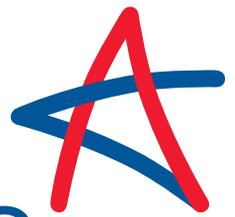
Vistor Attractions Conference Queen Eliabeth II Conference Centre, London, UK

The Annual Conference is run by the industry, for the industry and is firmly established as the key place to meet and network with contemporaries and to participate in an innovative and stimulating programme. The pre-eminent event for all types of visitor attractions in the UK.

Tel: +1 703/836-4800

Email: iaapa@iaapa.org

www.IAAPA.org



VAC2018



4 October 2018

*Registration
Open!*

www.vacevents.com

THE ANNUAL NATIONAL CONFERENCE OF VISITOR ATTRACTIONS

Thursday 4 October 2018 - The QEII Conference Centre, Westminster, London.

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

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

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

Don't miss this opportunity to:

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

Register on line now.

Early bird and multiple booking discount registration rates apply.

www.vacevents.com

Official Publication:

Attractions
MANAGEMENT

Supported by:



ALVA
Association of Leading
Visitor Attractions

WOW FACTOR

WhiteWater is introducing two hot new attractions to its roster, including FusionFortress, a pre-fabricated waterpark structure that's ready to install anywhere

FusionFortress

Features

- Over 100 interactive waterplay elements
- The biggest splash in the industry with two tipping buckets
- Three models to choose from to meet any footprint requirement
- A variety of classic body slides
- Larger models also feature thrilling inner tube slides
- Maximised play space underneath the structure means even more interactive elements

Benefits

- Keeps guests entertained and playing for hours
- High instantaneous capacity reduces long lines
- The compact footprint minimises the number of staff required
- All-in-one construction makes for incredible value for money
- Easy to theme to create a one-of-a-kind attraction to suit any park
- Safe, durable and easy to maintain

WhiteWater, the waterparks and attractions company, is a leading global designer and manufacturer of innovative waterpark products and active family attractions, specialising in waterslides, multi-level water play structures, wave-generating equipment, FlowRider stationary surfing machines, harnessed attractions, interactive play, and water rides.

The road to innovation is paved not by technology but people, passion and constant reinvention. WhiteWater's commitment to creating 'new' experiences is more than just a mainstay, it is what drives the company forward.

Constantly striving to deliver innovative and fresh guest experiences, the company takes pride in making a difference in the world's best theme and water parks. WhiteWater's industry-leading innovation



is driven by a team of 600 extremely talented employees in eight offices around the world, working together to complete over 5,000 projects since 1980.

FusionFortress

Introducing the world's first all-in-one waterpark structure! Combining the interactivity of an AquaPlay with a wide range of water slides, from kids' slides to high-thrill slides, FusionFortress is a mini-waterpark in a compact footprint.

With multiple levels of fun to explore, families can spend the day revelling in all of the experiences that FusionFortress has to offer. Featuring some of WhiteWater's most legendary slides, two tipping buckets for maximum splash, and over 100 interactive features, FusionFortress would make an iconic cornerstone for any park. Or let it stand alone with a lazy river for a very viable starter waterpark.

Raft Battle

WhiteWater's latest addition to water rides, Raft Battle, represents a new age for the classic water ride experience, where interactivity and competition add to the river raft experience, making it truly immersive.

Inspired by epic water battles and the whole experience of playing and riding not just 'in' water but 'with' water, the Raft Battle takes the family-friendly group ride experience to a whole new level.

Creating a real-life battle environment for riders and spectators, the Raft Battle is all about enjoying the thrill of an ultimate water combat experience, that's truly immersive, and one-of-a-kind. Battle from the boat to the shore, battle from the shore to the boat, and battle from boat to boat, it's mayhem and fun all around.



Raft Battle is a new addition to WhiteWater's water ride offering

“ FEATURING LEGENDARY SLIDES, TWO TIPPING BUCKETS FOR MAXIMUM SPLASH, AND OVER 100 INTERACTIVES, FUSIONFORTRESS IS AN ICONIC CORNERSTONE FOR ANY PARK ”



The all-in-one FusionFortress is a mini-waterpark that can fit in a compact footprint

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



Gurpreet Lidder

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



BROOKLANDS MUSEUM

CHIEF OPERATING OFFICER

Location: Weybridge, Surrey, UK Salary: £60,000

Brooklands Museum, in Weybridge, Surrey, is on the 30-acre site of the world's first purpose-built motor racing circuit and the most productive aircraft factories in Europe in the twentieth century. The stories of motorsport and aviation at this site are bound together from the beginning and share key themes of inventiveness, adventure, ambition and engineering innovation.

The new, wide-ranging post of Chief Operating Officer is responsible for all operational and commercial activity, ensuring that staff and volunteers deliver an excellent visitor experience which enables guests on site to appreciate the unique, historic atmosphere of the Brooklands site and that the museum achieves its financial targets. The museum is looking for someone who can transform the way in which it operates, to enable it to grow and develop in line with its vision, mission and strategic priorities. The COO's department includes approximately 30 paid staff and over 300 volunteers.

Over the next 12 months, we will be reviewing our strategic priorities, master-plan and operations, with a view to significantly increasing visitor numbers and completing substantial new capital projects in the coming years. The Chief Operating Officer will play a key role in shaping the museum's plans.

The person we are looking for will have considerable experience of transforming operations in a similar organisation, in developing staff to deliver exceptional visitor experience, in achieving commercial targets.

They will thrive in a complex, busy environment; be able to prioritise and delegate; able to negotiate and build relationships and show the ability to turn strategy into implementable plans, with attention to detail. They will be an enabling leader of others, who enjoys working collaboratively across the museum and with its partners. If you have this experience and these aptitudes and you would like to play a key, leadership role in a growing, ambitious, independent museum, please apply.

**Deadline for applications is 1pm on Monday 16th July 2018.
Interviews will be on Monday 30th July.**

APPLY NOW:

<http://lei.sr?a=P7C1d>

A BRAND NEW VISITOR ATTRACTION OPENING SPRING 2019



Head of Commercial Operations

Location: Northamptonshire, UK

Salary: £50,000- 55,000 pro-rata per annum + benefits

Hours: 37.5 per week (this role is working 5 days out of 7, and will require weekend work)

It's exciting times at Silverstone Heritage Ltd. The Silverstone Experience is due to open to the public in spring 2019, seeing a WWII hangar at the entrance to the world-famous Silverstone Circuit refurbished and extended to house a brand new exhibition, collections and research centre, learning and events space, café and gift shop.

We are looking for an experienced **Head of Commercial Operations** to maximise income generation and to oversee all operational matters, visitor services, health and safety and building management. The post holder will oversee the day-to-day operations of the Experience whilst maximising revenue streams including exhibition entry, tours, photography, retail and catering.

Our mission is to bring the extensive heritage of Silverstone and British motor racing to life through a dynamic, interactive and educational visitor experience. As an organisation, we value enthusiasm, dedication and a passion for customer service. If you fit this description and think you have what it takes to help us make this vision a reality please apply by 9am on Thursday 19th July.

Closing Date: 19th July 2018



For more information and to apply: <http://lei.sr?a=V6d5A>



ASSISTANT PARK OPERATIONS MANAGER

Excellent salary and benefit package on offer

Paultons Park, the UK's No. 1 Theme Park in 2016 and 2017 as awarded by Trip Advisor, is looking for an experienced professional to join our team as Assistant Park Operations Manager.



This is a unique and exciting opportunity for someone who has worked in the attractions industry and wants to be part of the Paultons Park story.

Reporting directly to the Head of Park Operations, the Assistant Park Operations Manager will be required to act as Duty Manager on a regular basis and will share responsibility for all aspects of the day to day running of the operational side of the business, including Rides and Attractions, Entertainments, Guest Welcome, Cleaning, First Aid, Security, Special Events and Car Parking.

If you can demonstrate an ability to lead an operational department in delivering the highest standards of guest satisfaction, the ability to drive a safety culture through the department and the passion and communication skills to get the best out of our team then this could be the role for you.

Paultons Park is situated on the edge of the New Forest, welcomes over 1 million guests annually and is still a private family owned and run company.

For more details and to apply please visit www.paultonspark.co.uk/jobs

CLOSING DATE: 18TH JULY 2018

APPLY NOW: <http://lei.sr?a=O4D1D>



**KEEP YOUR SHIRT ON.
WHITewater DOES WATER RIDES.**

- SHOOT THE CHUTE
- LOG FLUME
- SUPER FLUME
- RAFT BATTLE
- RIVER RAFT RIDE
- SPINNING RAPIDS RIDE



WHITEWATER®

WHITEWATERWEST.COM/WATER-RIDES