

Attractions

MANAGEMENT NEWS

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20 FEBRUARY 2019 ISSUE 124

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DXB puts Six Flags Dubai park on hold

DXB Entertainments – the owner of Dubai Parks and Resorts – has slammed the brakes on its under-development Six Flags-branded theme park in Dubai, citing withdrawal of financing as the reason behind the move.

Originally scheduled to open later this year, the project is now the subject of a strategic review regarding "future development plans and capital deployment" by DXB in August 2018.

In a short statement issued on 6 February 2019, the company announced that those plans are now on hold.

"In the intervening period, actions, including formal notification by Six Flags, resulted in funders' concerns being raised specifically in relation to the revised projections for the Six Flags Dubai Project," said the statement.

"As a result, the syndicated finance facility intended for the development of the theme park is no longer



■ Six Flags Dubai was due to contain 27 rides across six themed zones

available, and the Six Flags Dubai project cannot proceed at this time."

The statement added that the scope of the strategic review will be adjusted and an update will be provided "in due course".

The decision comes amid a slowdown in Dubai's economy, with oil prices slumping and property values falling by 25 per cent.

MORE: http://lei.sr/e6j2e_A



The finance facility intended for the park is no longer available, so the project cannot proceed

DBX Entertainments



PARKS

Universal parks achieve steady financial growth

Full-year revenues up by 4.4 per cent in 2018

p6

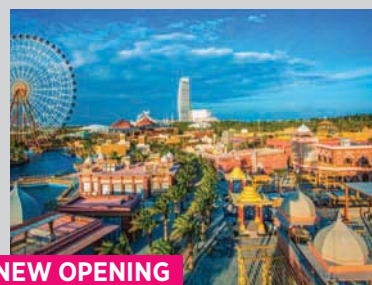


MUSEUMS

European institutions to 're-establish' Cairo museum

EU-funded project to result in strategic plan

p8



NEW OPENING

24-hour theme park opens on China's Hainan island

Fantasy Town features 13 major attractions

p12

SeaWorld announces Carnival Cruise Lines' **Gus Antorcha** as new chief executive

Carnival Cruise Lines COO Gus Antorcha has been named as the new CEO of SeaWorld Entertainment.

Antorcha had worked at Carnival Corporation – the world's largest leisure travel company – for more than eight years and prior to that was partner and managing director at Boston Consulting Group, advising clients on travel and leisure.

Antorcha replaces former CEO Joel Manby, who stepped down last year. Manby's resignation triggered other executives to also leave positions at the company, including chief creative officer, Anthony Esparza, and VP of theme park experience design, Brian Morrow.



■ Antorcha has worked at Carnival Corporation for over eight years

"SeaWorld has an irreplaceable portfolio of incredibly valuable assets and brands"

"We are thrilled to welcome Gus to the SeaWorld team," said Yoshikazu Maruyama,

chair of the SeaWorld Board of Directors. "Gus is a proven leader with broad

experiences in the travel and leisure industries. His unique combination of strategy, operations and leadership skills make him the right person to lead SeaWorld through its next phase of growth.

Antorcha added: "SeaWorld has an irreplaceable portfolio of incredibly valuable assets and brands and provides guests with highly differentiated and inspiring experiences.

"The organisation has an outstanding group of dedicated employees who have a clear focus on improving execution, enhancing the guest experience, growing revenue, profitability and free cash flow. I look forward to working with this talented group to enhance and accelerate these efforts."

Tyra Banks to open Modelland experiential attraction in Santa Monica later this year



■ Banks has said her aim with the attraction is to celebrate everybody's "own unique beauty"

Supermodel Tyra Banks has announced that she will launch a new experiential attraction later this year themed on the modelling industry in Santa Monica, US.

Modelland will take visitors through a fantasy version of the modelling world via interactive entertainment, creative collaborations, curated retail, dining and special events.

The attraction will invite selected parties in beauty, fashion, entertainment, food and beverages and

"Modelland has been in the making for 10 intense years and has been my ultimate dream"

technology to collaborate on a number of 360-degree, multisensory experiences.

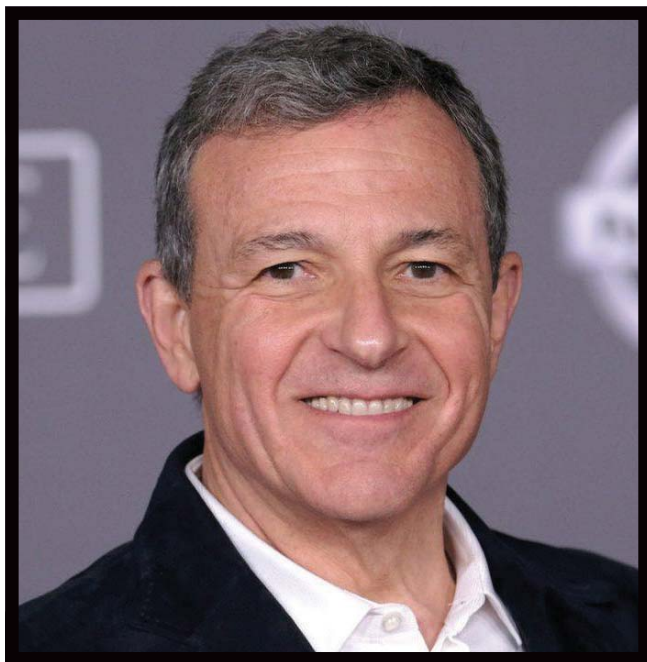
"Modelland has been 10 intense years in the making," said Banks.

"It's been my ultimate dream and I have worked tirelessly with laser-focused tunnel vision to bring it to fruition. Modelland will awaken your childlike glee by entertaining and educating in unexpected

ways that will make learning about oneself fierce and fun.

"I want people to feel seen and validated. Modelland will provide the tools for them to do so and empower them to embrace, adorn and celebrate their own unique beauty."

Set to open in Q4 2019, it will be located at Macerich's Santa Monica Place, an open-air shopping, and entertainment facility.



■ Iger said Disney is adjusting pricing to maximise gains

{ **"We've been witnessing, over the last few years, a substantial increase in the popularity of our parks"** }

Disney reaping rewards for park investments, says **Bob Iger**

Disney chair and CEO Bob Iger has revealed that the company's investments into its theme parks and resorts division has paid off, with substantial increases in popularity as a result.

Speaking during an earnings call, the Disney chief highlighted the various new areas the company is installing or has installed as proof of its continued ethos of investment in theme parks.

"We've been witnessing, over the last few years, a substantial increase in the popularity of our parks," he said. "A lot of that has to do with how well they've

been managed and the kind of investments that we've made, not just operationally but in expansion and the use of extremely popular intellectual properties.

"I think, particularly because of the nature of the investments, we've actually been fairly vocal and transparent about those investments.

"The two big Star Wars areas, the Toy Story Land that just opened up in Florida, the work that's going on in Hong Kong, Paris, Shanghai and Tokyo and all the great expansion and IP that we're putting in."

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MANAGEMENT **NEWS**

Contents issue 124

- 04 Creating STEM leaders**
Frost Science CEO Frank Steslow says collaboration with University of Miami will inspire future generations.
- 06 Bumper year**
Universal reports 'steady growth' during 2018, as revenues from theme parks reach US\$5.7bn.
- 08 Europe to the rescue**
A consortium of major European museums will collaborate with Egypt's Ministry of Antiquities on a project to help renovate and re-establish the Egyptian Museum in Cairo.
- 11 China to open second natural history museum**
Construction work completed on the Chinese Museum of Natural History in Zhejiang.
- 25 Product news**
VR specialist Immotion has released details of its extended partnership with Merlin Entertainments.

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Frost Science CEO **Frank Steslow**: collaboration with University of Miami will inspire future STEM leaders



■ Steslow said the project will "spark curiosity" among young people

A new gallery and science experience that animates scientific processes through a hands-on mix of objects, digital media and interaction is to be added to the Phillip and Patricia Frost Museum of Science (Frost Science) in Miami, US, with its opening scheduled to happen by the end of 2019.

The project has been made possible by a US\$10m (£8.7m, £7.62m) grant from the University of Miami (UM), which is to be directed towards the development

"This exhibition will have a major impact on our institution"

of experiences that will advance the prominence of both institutions in the field of informal science communication. The 6,000sq ft (1,828sq m) gallery will showcase the university's cutting-edge research science.

It's hoped that the exhibition will inspire young people to pursue an education in STEM disciplines and ultimately

become the next generation of scientific innovators.

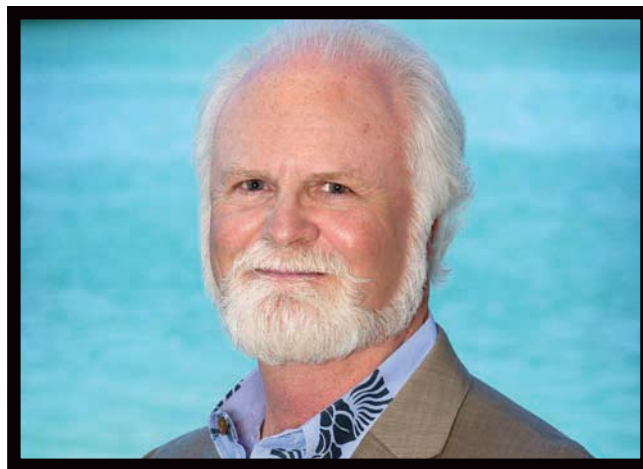
This exhibition will have a major impact on our institution," said Frank Steslow, president and CEO of Frost Science, "inspiring future STEM leaders and allowing our guests to have direct access to the rich scientific research programmes, academic expertise and professional skills of the university."

Dr Michael Crosby says US\$130m Sarasota aquarium plans will double the number of visitors to the site

Plans for a US\$130m (£113.3m, £99.4m) aquarium in Sarasota, Florida, US have received a boost following news that the Sarasota County Commission has unanimously approved an overall agreement for the project.

The Mote Science Education Aquarium will more than double in size under the plans, covering 110,000sq ft (10,000sq m). Mote Marine Laboratory will begin a due diligence process at the site at Nathan Benderson Park.

If Mote is satisfied after the due diligence period, a two-year short-term lease with the county will commence at the site, which is currently county-owned.



■ Crosby says the project will provide a boost for science education

"The rebirth of Mote Aquarium will help us grow our science education and outreach programmes"

"The rebirth of Mote Aquarium on the mainland will not only help us grow

our informal science education and outreach programs and develop a

more ocean-literate society; but will also lead to the next step in the evolution of our City Island campus into an enhanced International Marine Science, Technology and Innovation Park," Dr Michael Crosby, Mote Marine Laboratory and Aquarium's president and CEO.

"This spectacular new facility and campus will double the number of visitors whose lives are enriched by marine science each year, and providing no-cost opportunities for all schools to utilise specialised teaching labs to ensure that every child has the opportunity for hands-on marine science and technology experiences."



■ Principal Annabelle Selldorf will work on the ambitious project

{ **"Projects like the new Interpretation Centre at the Qianlong Garden are at the core of our practice"** }

Annabelle Selldorf explains design of Forbidden City garden

The ongoing restoration of the Qianlong Garden – a part of Beijing's iconic Forbidden City that has never been opened to the public – has reached a significant milestone, with the appointment of Selldorf Architects to design an Interpretation Center.

The Qianlong Garden was built by the fourth emperor of the Qing Dynasty between 1771 and 1776, to serve as part of his planned retirement complex following a 60-year reign.

Selldorf Architects' principal Annabelle Selldorf is to work with exhibition curator Nancy

Berliner on the contents of each hall, all designed to engage the senses through artefacts, videos and other didactic material.

"Projects like the new Interpretation Centre at the Qianlong Garden, that bring people together in a spirit of enquiry and inclusiveness, are at the core of our practice," said Annabelle Selldorf. "It has been a great pleasure and honour to work with the World Monuments Fund to create an opportunity for visitors to learn more about the Gardens and experience their beauty and wonder first-hand."

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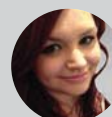
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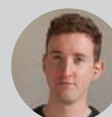
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THEME PARKS

Universal's parks make earnings gains in 2018

Universal's theme parks achieved steady financial growth in the full year 2018 and in the fourth quarter of the year.

To the year-end 2018, revenues at Universal theme parks were up by 4.4 per cent to US\$5.7bn (€5bn, £4.4bn) from 2017's figure of US\$5.4bn (€4.8bn, £4.1bn).

In Q4 of 2018, the parks made revenue year-on-year gains also, rising by 3.5 per cent US\$1.51bn (€1.3bn, £1.2bn), having made US\$1.46bn in the same quarter in 2017.

Pre-tax earnings (EBITDA) also saw decent growth to the year-end, rising by 3 per cent to US\$2.5bn (€2.2bn, £1.9bn) from US\$2.3bn in 2017.

Meanwhile, EBITDA for Q4 2018 was stable, seeing a slight year-on-year uplift of 0.7 per cent to £666m from £661m in Q4 2017.

Higher attendance and per capita spending were the key drivers behind the revenue uplifts according to parent company Comcast, while that increased revenue was partially offset by operating costs, resulting in the steadier EBITDA increases.

Comcast's results statement noted: "NBCUniversal's capital expenditures of US\$595m (€523.7m, £456.7m) increased by 13.5 per cent, reflecting the timing of spending on facilities, as well as continued investment at Theme Parks.

MORE: http://lei.sr/B3z3J_A



■ Revenues at Universal theme parks were up by 4.4 per cent



Higher attendance and per capita spending were the key drivers behind the revenue uplifts

AQUARIUMS

€88m aquarium planned for Basel



Basel Ozeanium will display a diverse array of marine life, including sharks, rays, penguins and deep sea dwellers

A new 10,000sq m (107,639sq ft) aquarium planned for Basel, Switzerland, is due to open in 2024.

The aquarium will cost around €88m (US\$100m, £76.7m) to build and is being backed by Zoo Basel, which expects to attract around 700,000 visitors each year.

Called Basel Ozeanium, it will display a diverse array of marine life, including sharks, rays, penguins, corals and deep sea dwellers, if it gets the necessary planning go-ahead. Creatures and plants will be sourced from sustainable catch, with jellyfish and corals coming from Zoo Basel's breeding stocks. Around



■ The aquarium is backed by Zoo Basel

40 aquariums will make up the whole complex, on which construction is expected to begin in 2021.

Zurich-based architectural practice Boltshauser won the design competition for the building, which will be located in central Basel.

MORE: http://lei.sr/B2N6E_A

THEME PARKS

Disney makes losses despite revenue gains

Disney's latest financial results show that its Parks, Experiences and Consumer Products division made increased year-on-year revenues in Q4 2018 but is still unable to turn a profit.

Revenues rose in the quarter to US\$6.8bn (€6bn, £5.2bn) from Q4 2017's figure of US\$6.5bn (€5.7bn, £5bn), a 4 per cent rise.

Operating income also rose, reaching US\$2.2bn (€1.9bn, £1.7bn) in Q4 2018, a 9 per cent increase on Q4 2017's US\$2bn (€1.8bn, £1.5bn) figure.

The division is still running at a loss, however, having significantly worsened in the quarterly profit/loss column, dropping to a US\$12m loss

from US\$7m in Q4 2017, a 48 per cent negative increase.

Parks and Resorts had a balance of US\$291m (€255.5m, £224.5m) at the quarter's end.

While hotel occupancy rose three points from 91 per cent to 94 per cent and park per capita guest spending stayed at 7 per cent year-on-year, labour cost inflation at Disney's theme parks and resorts contributed towards a cost of services increase of 3 per cent for the quarter.

"The increase in theme parks admissions revenue was due to an increase of 8 per cent from higher average ticket prices," said the group's quarterly results statement.

MORE: http://lei.sr/E2y5D_A



■ Disney's revenues rose in the quarter to US\$6.8bn



Parks and Experiences merchandise, food and beverage revenue growth was due to an increase of 5 per cent from higher average guest spending

COLLABORATION

European institutions to 're-establish' Cairo museum



Experts from five countries will work together

Neal Spencer

A consortium of major European museums are to collaborate with Egypt's Ministry of Antiquities on a project to help renovate and re-establish the Egyptian Museum in Cairo, with the ultimate aim being to gain UNESCO recognition for the museum as a World Heritage Site.

The 3-year, €3.1m (US\$3.54m, £2.72m) EU-funded project will help to create a strategic plan for the Egyptian Museum, including new approaches to the display of the collection and improvements to interpretation.

The plan will also focus on ways to both enliven visitor experiences and promote the



■ Tutankhamen's sarcophagus is one of the antiquities held at the Egyptian Museum, Cairo

museum as a significant part of Egypt's cultural heritage and tourism offer.

Neal Spencer, keeper of Ancient Egypt and Sudan at the British Museum, said: "Experts from across five European museums with world-renowned Egyptian collections will work together to share their specific experiences and skills."

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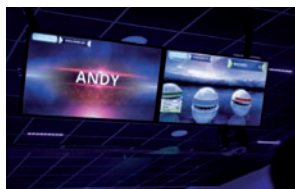


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MUSEUMS

China to open second natural history museum

Construction of the main structure of the second outlet of the Chinese Museum of Natural History in Zhejiang is complete.

Built into a sloping hillside, the new museum is made up of several exhibition halls and galleries that are connected by a loggia that covers an interior courtyard. Each gallery is about the same height as the next but, due to the slope they are built on, they vary in size.

The original museum was founded in 1929 and its main site is located in the city of Hangzhou. The new site will feature a collection of over 200,000 geological, ecological and paleontological artefacts and will include some of the discoveries from the

Cretaceous period that have been unearthed in Zhejiang.

It was designed by David Chipperfield Architects' Shanghai office, led by Alessandro Milani, Miguel Angel, Shen Huiwen and Chuxiao Li.

The galleries have been rendered in red ochre to match the clay earth of the hillside while the roofs are green to blend into the surrounding countryside.

"The large visitor numbers expected, combined with the scale of the exhibits, gave rise to a loose infrastructure of generous circulation and spacious exhibition halls," said a David Chipperfield Architects statement.

MORE: http://lei.sr/F6B8J_A



■ The attraction was designed by David Chipperfield Architects



The large visitor numbers expected, combined with the scale of the exhibits, gave rise to a loose infrastructure

David Chipperfield Architects

IP ATTRACTIONS

Harry Potter studio gets largest-ever expansion



■ Oscar-winning designer Stuart Craig worked on the expansion

Harry Potter fans in London, UK, can experience a new treat from Q2 this year, when the Gringotts Wizarding Bank expansion opens at Warner Bros. Studio Tour London – The Making of Harry Potter.

From 6 April 2019, the permanent addition to the attraction will allow visitors to walk through Gringotts Wizarding Bank's grand banking hall, complete with imposing marble tower pillars, three crystal chandeliers and real brass leaf finishing; goblin tellers' desks will be full of props such as quills, ledgers and piles of Galleons, Sickles and Knuts. Visitors will discover costumes and prosthetic masks



■ The Gringott's addition is set to open in April

of Bogrod, Griphook and other goblin bankers on their journey through Gringotts.

Many of the original crew members from the film series have worked on designing and building the 16,500sq ft (5,030sq m) expansion, including Oscar and BAFTA-winning production designer Stuart Craig and construction manager Paul Hayes.

MORE: http://lei.sr/t5U8b_A

ART GALLERIES

Newcastle gallery set for AU\$45m expansion

Newcastle Art Gallery in New South Wales, Australia, is gearing up for a long-awaited AU\$45m (US\$32.1m, €28.3m, £24.8m) expansion.

The gallery currently only exhibits around 2 per cent of the 6,400 works in its collection each year and the expansion would provide the gallery with more exhibition space to showcase more of those pieces.

On top of the increased exhibition space, the expansion is set to include more storage, a secure loading dock and a café.

The subject of expansion has been a hotly debated topic for more than a decade in the region, particularly at a political level.

Former lord mayor Jeff McCloy, in office from 2012 to 2014, was forced to hand back AU\$7m (US\$5m, €4.4m, £3.9m) in federal grant money after failing to secure further state funding in that period.

Now, Newcastle Labor MP Tim Crakanthorp has committed AU\$14M (US\$10m, €8.8m, £7.7m) to expand the gallery should he win the upcoming local state election in March.

"The best regional collection in Australia is housed in a very poor building," said former City of Newcastle lady mayoress Cathy Tate on the need for expansion.

The local council is currently updating the business case for the expansion.

MORE: http://lei.sr/7z8W8_A



■ The subject of expansion has been a hotly debated topic



“

Australia's best regional collection is housed in a very poor building

Cathy Tate

NEW OPENING

24-hour theme park comes to China's Hainan Island

“

Stretching to a huge 232,500sq m, the park has eight themes

A new theme park has opened in Sanya, Hainan Island, China, with the special distinction of being the country's first to open for 24 hours a day in full-season.

Sanya Haichang Fantasy Town is located in the centre of Sanya's Haitang Bay and features 13 major attractions, two grand theatre shows, more than 30 universal amorous feelings shows, eight themed restaurants, over 50 speciality restaurants and 30 "live experiences".

Stretching to a huge 232,500sq m (2.5m sq ft), the park has eight themes – Haitang Bay, the African Sea, the Persian Gulf, the Bay of



■ Sanya Haichang Fantasy Town 13 major attractions

Bengal, the Java Sea, the South China Sea, the Waterfront Promenade and the Dream Ocean Theatre.

The park is operated by Haichang Ocean Park Holdings.

MORE: http://lei.sr/v5A8j_A



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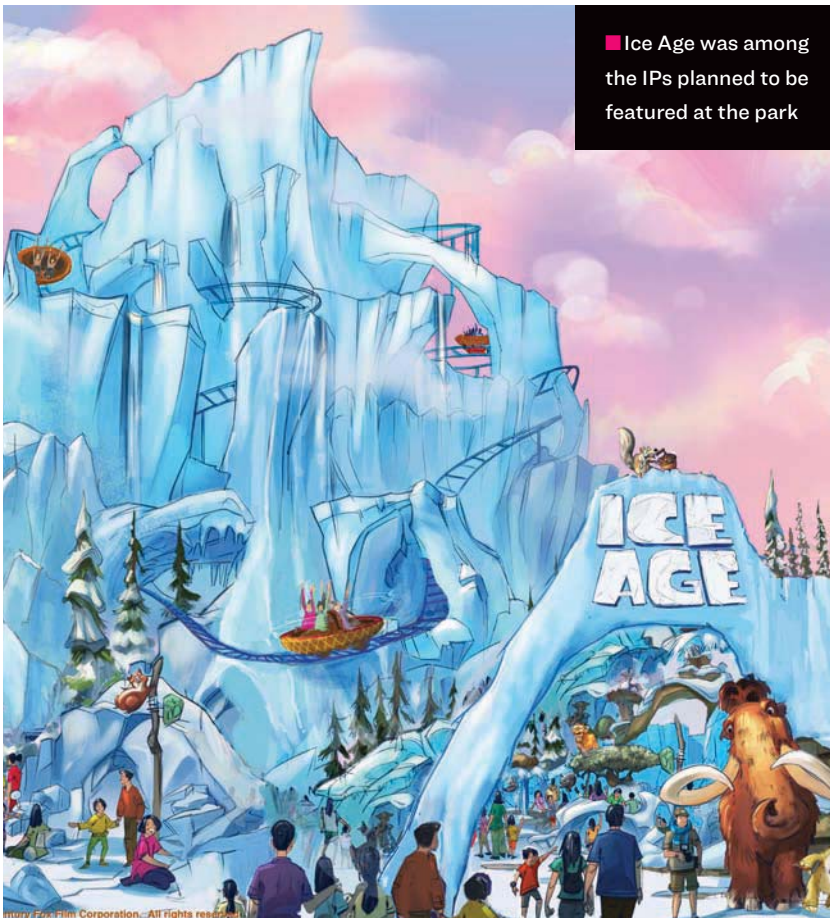
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Fox World park dispute goes legal

Fox is countersuing Genting over the protracted Malaysian theme park fiasco



US giant 20th Century Fox has launched a counterclaim case against Genting over the failed Fox World theme park just outside Kuala Lumpur, Malaysia.

Originally scheduled to open in 2016, the park's development was expected to cost US\$300m (€264.4m, £229m) and feature Fox IPs such as *Planet of the Apes*, *Independence Day*, *Ice Age*, *Alien* and *Predator*, which would be used in the park to be located at Resorts World Genting Casino Resort near the Malaysian capital. The original opening was then pushed back to a Q3 2018 soft launch, which also never went ahead. The subsequent legal dispute centres on a 2013 licencing agreement that handed Genting the rights to the above mentioned IPs.

Claims and counterclaims

Genting launched a claim against Fox and Disney – another interested party – late last year, which said the former, along with latter's help, had breached the original 2013 contract to license the IPs.

Genting went on to say in the suit that Fox issued a notice of default with the hope of terminating the agreement, which it said was "entirely consistent with Disney wanting to kill the deal" to benefit itself.

"Given that Fox had no right to terminate the agreement, Fox and

Fox is now launching a countersue claim arguing that it had, in fact, been Genting's fault that the park's development failed



Further Fox theme parks were also mooted for both South Korea and Dubai, with talks also held to develop a park in China

Disney are liable for what will exceed a billion dollars in damages attributable to the bad-faith behaviour of both Fox and Disney," said Genting's complaint.

After Genting's original filing against the media giant, a spokesperson for Fox called the suit "entirely without merit" and now Fox is launching the countersue claim arguing that it had, in fact, been Genting's fault that the park's development failed.

"Genting's failure to 'soft open' the park by June 2018 gave Fox the right to terminate the agreement without regard to whether Genting was at fault," says Fox's 35-page suit.

"The fault for these failures lies with Genting and Genting alone. Genting's failure to adhere to its obligations and deliver on the agreed-upon schedule resulted from a mixture of Genting's incompetence, inexperience and rank indifference to its contractual

obligations." Fox is seeking monetary damages including at least US\$9m (€7.9m, £6.9m) in license fees, US\$37m (€32.6m, £28.3m) in guarantee amounts/royalties and US\$196m (€172.7m, £149.7m) in travel reimbursements – "entitled to under the terms of the original Memorandum of Understanding, plus interest, as well as consequential damages."

Meanwhile, Genting said – at the time of its filing – that it had invested more than US\$750m (€662m, £587.8m) in the project.

Plans for the 101,000sq m (1,087,155sq ft) park in Malaysia had included 25 movie-inspired thrill rides, dark rides, children's rides, a water ride, shops and themed outlets.

Further Fox theme parks were also mooted for both South Korea and Dubai, with talks also held to develop a park in China.



Fox is now seeking monetary damages to cover license fees



Mission accomplished

National Museum of Scotland declared a "world class" institution after completing 15-year £80m regeneration



■ Bruce Minto, chair of National Museums Scotland

The National Museum of Scotland in Edinburgh has completed the final phase of an £80m (US\$103.5m, €91.3m) transformation, leading to what it says is the "creation of a world-class museum".

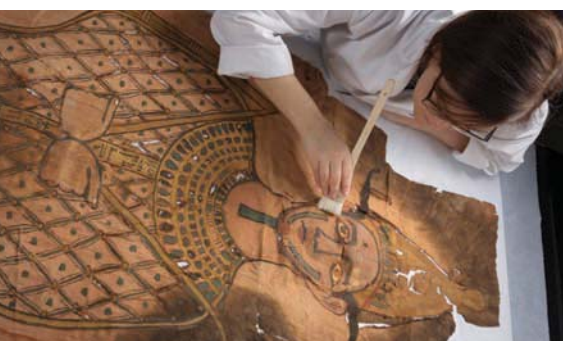
Transformational approach

The 15-year redevelopment project was completed with the opening of three new galleries displaying more than 1,300 objects exploring the cultural

heritage of ancient Egypt and East Asia and the diversity of ceramics. 40 per cent of the objects are going on display for the first time "in generations", a spokesperson for the museum said.

Funding from the National Lottery, as well as from The Wolfson Foundation, the Sir James Miller Edinburgh Trust, the Garfield Weston Foundation, The Negaunee Foundation and a community of Trusts and individual donors helped to deliver the final phase, which cost £3.6m (US\$4.66, €4.11m).

■ The new gallery includes a number of items never before seen by the general public



All three of the new galleries present internationally significant collections in compelling and inspiring ways. Exhibits include items such as a Chinese lacquerware rice measure from the Ming Dynasty, samurai armour, a rare Korean lotus-shaped cup and stand from the 13th Century, and an ancient Greek vase decorated with wrestlers, dating from around 475 to 450 BC.

Bruce Minto, chair of National Museums Scotland, which owns the National Museum of Scotland, said: "This is a



This is a truly historic moment in the life of a great museum

truly historic moment in the life of a great museum. The transformation of this iconic Victorian building on time and on budget is an achievement of which the nation can be rightly proud.

"Our outstanding collections help us to tell a vast range of diverse and fascinating stories from across the globe, highlighting the many Scots involved in invention, innovation and discovery. These stories have engaged with our many supporters, who have given generously to help us achieve our ambitions."



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Mariët Westermann



Equal opportunities

A report has showed that ethnic and gender diversity has steadily increased at art museums across the US



■ The research on racial and gender representation was carried out in 2018

A new survey published by The Andrew W Mellon Foundation, the Association of Art Museum Directors (AAMD), the American Alliance of Museums (AAM) and Ithaka S+R has found that US art museum staff have become more racially and ethnically diverse since 2015.

Doubling up

It's the second survey conducted by the alliance of organisations, led by the Andrew W Mellon Foundation, into racial and gender representation in American art museums and was carried out in 2018.

The survey found that, among AAMD member repeat participants, the percentage of African-American curators has doubled from 2 per cent in 2015 to 4 per cent in 2018,

■ The number of "non-white" members of staff has increased in museums



The percentage of African-American curators has doubled from 2 per cent in 2015 to 4 per cent in 2018

meaning that 21 new African-Americans have joined such institutions.

In addition, the percentage of women in museum leadership positions has increased by five points from 57 per cent in 2015 to 62 per cent in 2018. Women make up 60 per cent of the total museum staff surveyed.

Since the 2015 survey, the number of staff in intellectual leadership positions who are white dropped by 9 points to 73 per cent, down from 84 per cent in 2015.

Approximately 430 people of colour were hired in 2018 into intellectual leadership positions, meaning 20 per cent of those positions are now held by people of colour.

In 2018, 12 per cent of museum leadership positions were held by people of colour, a one-point increase from 11 per cent in 2015.

"This second demographic survey of art museums offers a snapshot

of change that is overdue, slow, but also real and welcome," said Mariët Westermann, executive vice president of the Andrew W Mellon Foundation.

"These results show that diverse hiring is entirely possible and needed and they encourage all of us to do more to realise that potential.

"The Mellon Foundation looks forward to continuing to work with our many partners across the field on the great task of making American art museums representative and inclusive of the rich diversity of our country."

Christine Anagnos, executive director of AAMD added: "It's gratifying to see that some small changes have taken place over the previous three years.

"Looking forward, these studies are valuable resources to continue pursuing the changes that will be necessary if art museums are to reflect and address the diversity of the American people."



■ The Museum of Modern Art, New York, one of the thousands of art museums across the US

PROMOTION

IDE**A**TTACK®

21ST CENTURY INNOVATION

IdeAttack specialises in the planning and design of high-end tourism destinations. Its president, Dan Thomas, explains more about the company and its work overseas in China



IdeAttack has helped create many of the world's most spectacular tourism and leisure destinations



Based in Pasadena, California, IdeAttack is a world leader in the tourism and leisure design industry, with projects in more than 28 countries.

Among its offerings, the company specialises in custom theme parks, cultural attractions, water parks, ocean parks, entertainment centres, large scale mixed-use developments, destination resorts, immersive entertainment environments and immersive entertainment environments.

Dedicated to creating guest experiences of the highest order, combining excellence in storytelling with cutting-edge placemaking technology and dazzling visual effects that will redefine the art of themed entertainment, it's currently working China, where it has two major projects on the go.

Evergrande, one of the largest real-estate companies in eastern Asia, has exclusively partnered with IdeAttack on several theme parks set to open within the next few years, following a rigorous round of bidding and concept pitches by many of the top design firms in the industry. ►

Along with Natasha Varnica,
Dan Thomas co-founded
IdeAttack in 2004

PROMOTION

- “We’re the general contractor for two Evergrande theme parks, located in cities of Kaifeng and Changsha,” says company president Dan Thomas.

“As a part of these projects, we’re in the process of designing and producing 34 rides, attractions and shows. These include various dark rides, flume rides, boat rides, 4D and 5D simulators and theaters, as well as interactive walkthroughs, special effect shows and stunt shows.”

The company’s mission is simple. Since its inception, Thomas says its had one goal: to create new forms of innovative tourism and entertainment destinations for global market.

“We’re developing new ideas and approaches that will combine existing industry experience with new tourism project models that will cater the current and near future audience,” he says.

“We’re doing this for a number of sectors, including theme parks, waterparks, themed resorts, tourism and leisure zones, entertainment centres, cultural attractions, mixed-use retail and lifestyle centres.

Building on more than a decade of successful partnerships around the globe, IdeAttack can work on a project of any scale. Combining design, detailed development, and quality production, the company has helped to create some of the world’s most impressive visitor attractions.

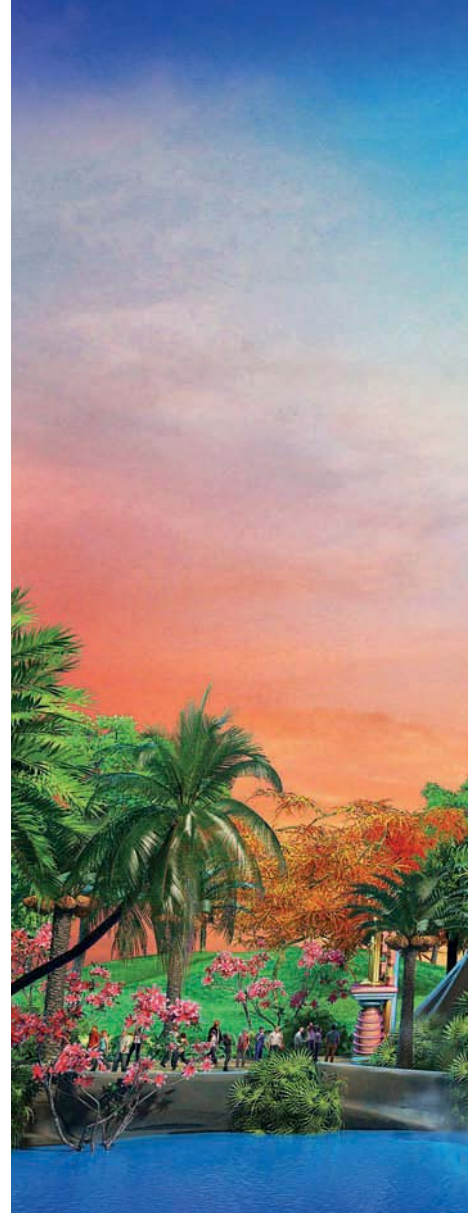
“For a project we offer a number of services,” says Thomas. “These include planning, concept design, schematic design, design development, architecture, attraction design and production, brand development, signage and graphic design, character design and feasibility studies.”

IdeAttack can include among its clients Busch Gardens, Paramount Parks, Universal Studios, SeaWorld, Warner Bros and Royal Caribbean International. With such an impressive list, it’s no wonder the company is in demand.

“Our key clients are real-estate developers, tourism developers and government organisations, says Thomas. “There’s a need for quality leisure and entertainment spaces where people can spend quality time with their families, friends or partners, out of their homes. In today’s global, growing, fast developing world, there’s increasing lack of such spaces. IdeAttack can supply that.

“One of our strongest goals is to always create unique visions that are financially viable and highly marketable: delivering one of a kind projects, on budget and always on schedules.

“With new and exciting ideas being generated all the time, Ideattack continues to lead the charge for bold and innovative entertainment solutions, well into the 21st century.”



Since its foundation, the company has developed major attractions over six continents



IdeAttack offers comprehensive project development from start to finish

Mastering the planning and design of entertainment destinations in China

One of the company's key markets is China, which is currently experiencing a boom in theme park and wider attractions development. With great knowledge of the region, Thomas explains the challenges and solutions of working in this part of the world.

"Working in China for more than 15 years, we had the opportunity to follow the development of the country's theme park industry from its beginnings in the early 2000s to today's booming period," he says.

"Our company's main development period overlaps with that of China's theme park industry, meaning that in certain ways we grew together.

"This enables us to be a conscious participant in Chinese theme park industry today, and not just a 'foreign design' import, which is very important because the Chinese theme park industry has its own characteristics and differences."

With more than 200 theme park developments currently

“
We've had the opportunity to follow the development of the country's theme park industry from its beginnings in the early 2000s to today's booming period

underway in China, scrutiny has been placed on some of these projects, with the country's government raising concerns over potentially unpayable debts and low grade or copycat developments. That can prove a tricky situation for developers but one the Ideattack is prepared for.

"As a company striving to help bringing top quality projects to the region as its full participant, we analyse the advantages, disadvantages and peculiarities of this process in China today, and take action to achieve the best possible results," says Thomas.

"IdeAttack believes the Chinese theme park market is now at the turning point of the development. All necessary aspects for the successful theme park development are now there and we're convinced that when the market can overcome its issues, it will thrive as our projects in the region have done."

Phone: +1 626 204 4087 • Fax: +1 626 441 4496 • Email: info@ideattack.com • Website: www.ideattack.com

PRODUCT INNOVATION

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● Interspectral's Inside Explorer software will be used as part of a permanent exhibition on human and animal anatomy at Universeum

Interspectral announces new partnerships with the Universeum Science Centre and the Rijksmuseum



● Louise Lennersten,
CEO of Interspectral

Interspectral, a Swedish visualisation software company has announced new projects with both the Dutch National Museum of Antiquities (Rijksmuseum van Oudheden) and the Universeum Science Centre in Gothenburg, Sweden.

Having been the visualisation partner for the Rijksmuseum since 2016, Interspectral will now create a number of interactive exhibits on Ancient Egypt, featuring 3D scanned mummies, for a major travelling exhibition on ancient Egypt that will tour between 2020 and 2022.

Louise Lennersten, CEO of Interspectral, says: "We are

honoured to be re-selected as partners to the Rijksmuseum. Interspectral has worked with the Dutch National Museum of Antiquities since 2016 and has been providing solutions for both permanent and traveling exhibitions ever since. This time we will co-work to produce complete interactive exhibits to engage visitors in ancient Egypt."

At Universeum, Interspectral's Inside Explorer software will be used as part of a permanent exhibition on human and animal anatomy. Used in museums, science centres and aquariums across the world Inside Explorer uses scientific

data to create interactive and dynamic learning experiences.

Håkan Sigurdsson, scientific leader at Universeum, says: "Inside Explorer is a great tool for our guests to develop understanding and learning in an entertaining way, with scientific visualisation. The concept itself is so educational and intuitive that you are tempted to explore it on your own."

"Our guests will be able to explore animals and humans and we'll be able to develop fun concepts," Sigurdsson adds.

ATTRACTIONS-KIT KEYWORD

INTERSPECTRAL

VR specialist **Immotion** reveals details of Merlin partnerships



● Martin Higginson, Immotion CEO

UK VR agency Immotion has released details of its extended partnership with Merlin Entertainments.

Following the success of The Great Lego Race, an attraction powered by Immotion's VR technology, at The Lego Discovery Centres in Boston, US, and Manchester, UK, Merlin has agreed to the roll out of Immotion's VR Cinematic Platforms across the Lego Discovery Centre estate, as well as at a Legoland Hotel in Germany. Immotion will also supply a total of 42 headsets



● VR will be rolled out at Lego Discovery and SeaLife centres

across the estate, while a further six machines and 12 headsets will be installed at Lego Discovery Centres across Asia.

In addition, an initial trial has been agreed for Immotion's 'subsea edutainment' experience to be rolled out at three SeaLife Centres in Germany and Australia, with an ultimate goal of rolling out Immotion's Blue

Ocean VR cinematic experiences across the wider Sea Life estate.

Martin Higginson, CEO of Immotion, said: "Our mantra has always been: 'Test, Roll-Out' and the extension of the Merlin relationship is a significant milestone for the company."

.....
ATTRACTIONS-KIT KEYWORD
IMMOTION
.....

Odeon Oslo to become world's first 5G-based cinema

An Odeon cinema is set to become the world's first 5G-based cinema.

The cinema, based in Oslo, Norway, is currently trialling the mobile network's ability to deliver digital movie files while providing guests

with internet access at its designated wifi zones.

Odeon Norway's COO, Jon Einar Sivertsen told *ZDNet* that the project is still very much in its infancy, however the results appear to be overwhelmingly positive.



● The Odeon Oslo is set to become the first cinema in the world dependent on 5G technology



● Abraham Foss, CEO of Telia Norway

also works excellently."

Abraham Foss, CEO of mobile network Telia Norway, said in a statement: "We're starting the 5G development from a customer perspective, and are exploring use cases and service scenarios first, and will develop the technology from that, that way we can identify customer demands and address business opportunities."

"We are aiming to develop 5G-based solutions industry by industry and area by area," Foss added.

Mobile operators around the world are currently testing 5G networks and their capabilities.

.....
ATTRACTIONS-KIT KEYWORD
TELIA NORWAY
.....

"We're not dependent on the 5G network now," he said, "but it's been shown that 5G is giving us download rates we wouldn't normally get. We transfer the movies to local servers, so playback happens locally. We've also tested live streaming, which

6-8 MARCH 2019

IAAPI Expo

**Bombay Exhibition Centre,
Goregaon East, Mumbai, India**

The three day exhibition will provide a platform to share and learn new ideas. Big players from the industry will share their learning, innovative ideas, schemes and experience. As well as a large show floor, there is also a seminar programme.

Tel: +91 902 903 1643

Contact: info@iaapi.org

www.iaapi.org

25-27 MAR 2019

Dubai Entertainment Amusement and Leisure Exhibition (DEAL)

**Dubai World Trade Centre,
Dubai, United Arab Emirates**

DEAL is the region's largest trade show for the theme park and amusement industries. In 2019, the event will be celebrating its 25th anniversary. Its popularity as a marketplace for the region's visitor attraction industry means that it brings in some of the biggest names across the US, Europe, Asia, Africa and the Middle East.

Tel: +971 4 3435777

Contact: lilia@iecdubai.com

www.dealmiddleeastshow.com

26-28 MARCH 2019

Amusement Expo International

**Las Vegas Convention Center,
North Hall 1, Nevada, US**

The three-day Amusement Expo International, targeting the amusement and FEC sectors, will consist of a one-day conference and educational schedule – covering a number of topical issues – followed by a two-day exhibition.

Tel: +1 708 226 1300

Contact: info@amusementexpo.org

www.amusementexpo.org



■ VAC, held each year since 2004, attracts the thought leaders of the UK sector

4 OCTOBER 2019

VAC 2019

**QEII Conference Centre,
London, UK**

The Annual National Conference of Visitor Attractions (VAC) is the pre-eminent event for all types of Visitor

Attractions in the UK. Run by the industry for the industry, VAC is firmly established as the key place to meet and network with contemporaries and to participate in a stimulating programme – whatever your interest in the sector.

www.vacevents.com

9-11 MAY 2019

Asia Amusement & Attractions Expo (AAA) 2019

**China Import & Export
Fair Complex (Area A)**

This year's event is set to cover an exhibition area of more than 100,000sq m, with 3,000 booths and more than 500 exhibitors. AAA – which is integrated with the CIAE & TPAE shows – has become the largest event of games, amusement, theme parks and attractions in Asia. It is an exciting market, as China is poised to surpass the US and become the largest theme park market in 2020. As a result, in 2019, AAA is expecting to double the turnout of international exhibitors.

Tel: +86-20-22106418

Contact: grand.ti@grahw.com

www.aaaexpos.com

30 JUN - 10 JUL 2019

UNESCO World Heritage Committee session

Baku, Azerbaijan

The 43rd session of Unesco's World Heritage Committee will take place

in Baku, Azerbaijan between 30 June and 10 July. The annual meeting aims to regularly examine the state of conservation of properties inscribed on the World Heritage List, adding or removing properties from the prestigious list as appropriate..

Tel: +33 (0)1 45 68 11 04

whc.unesco.org

21-24 SEPTEMBER 2019

ASTC 2019 Annual Conference

**Ontario Science Centre
Toronto, Ontario, Canada**

The ASTC Annual Conference provides an opportunity to display products and services to the largest gathering of science museum professionals from across the globe. Nearly 2,000 attendees from science centres, museums, nature centres, aquariums, planetariums, and natural history museums will take part. They come to network, attend more than 100 sessions, and learn about products or services.

Tel: +1 202 783 7200

Contact: kellies@astc.org

www.astc.org/conference

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Orange County Convention Center | Orlando, FL, US

www.IAAPA.org/IAAPAAttractionsExpo

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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.

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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

GROUP TRAVEL TRADE MANAGER



Location: Llantrisant, Pontyclun, UK

Salary: Competitive Salary and Benefits

The Royal Mint Experience, based in Llantrisant south Wales, is the only place in the world where our customers can watch the United Kingdom's coins being made. We offer our customers a unique, world-class experience, including going behind the scenes to follow the journey of a coin, self-guided interactive exhibitions, family events, afternoon teas and corporate events.

Due to continued success, we have a unique opportunity for an experienced Group Travel Trade Manager to join our dynamic management team where you will be responsible for the development and execution of the Royal Mint Experience Sales and Business Development strategy.

Key Responsibilities:

- Create, implement and be accountable for the sales strategy and associated business development activity to drive footfall and revenue to the Royal Mint Experience (TRME).
- Develop long term and sustainable partnerships that positively impact the P&L.
- Work with the management team to develop a complete understanding and profile of potential visitors to TRME within local, UK wide and international markets.
- Manage the activities of the sales team ensuring objectives are clearly outlined and achieved.
- Own the relationships with all local, regional and national tourist organisations in order to maximise awareness of TRME across all home and international markets.
- Manage attendance at consumer and travel trade exhibitions and events.
- Develop and implement commercially robust plans to bring new products and services to market, to be included in sales and marketing plans.
- Develop customer journeys for new products and services and develop action plans to ensure TRME systems and processes support these journeys.

Skills, experience and knowledge:

- You will have a significant and demonstrable track record of developing businesses either in the tourism or visitor attraction industry.
- You will have significant and demonstrable experience of strategic business development planning and implementation.
- You will have experience of relationship management with "influencer" groups, as well as experience of negotiating and managing strategic partnerships.
- Experience of brand positioning and guideline development along with its implementation is also required.

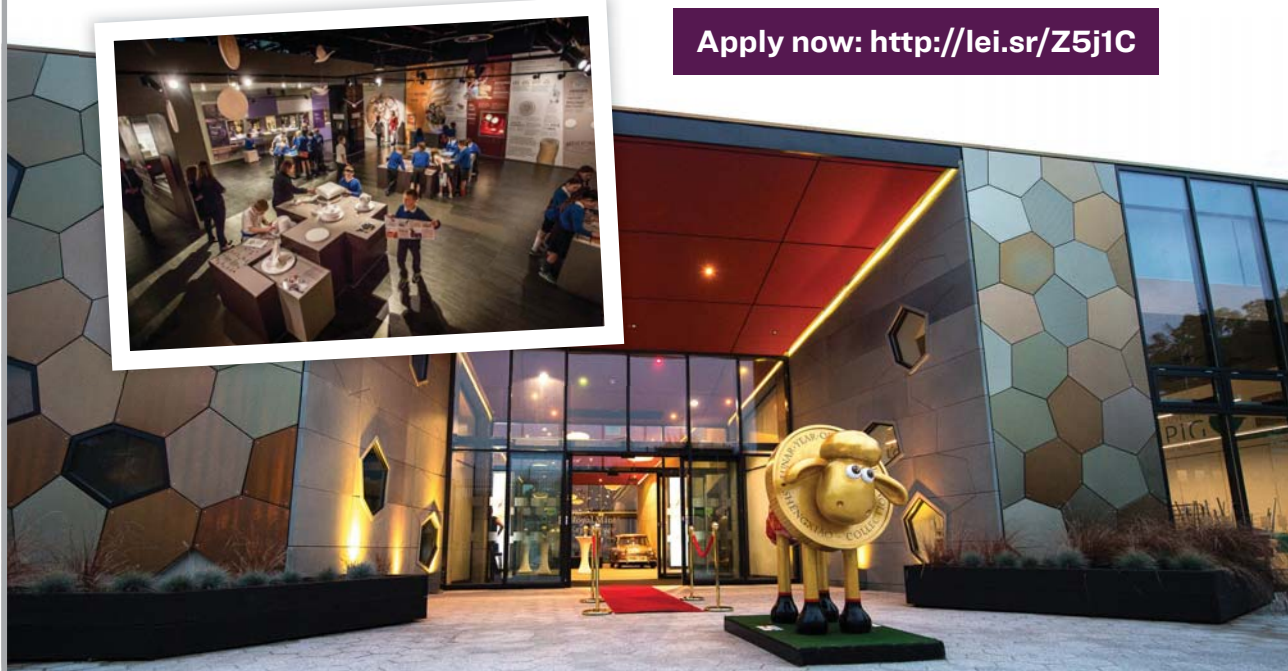
Our benefits include:

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The closing date for all applications is Friday 1st March 2019 at midday.

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Active Outdoors Assistant

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 Location: Ulverston, UK

Group Travel Trade Manager

Salary: Competitive Salary and Benefits
 Company: The Royal Mint
 Location: Llantrisant, Pontyclun, UK

Commercial Operations Director

Salary: £60,000 circa per annum
 Company: The National Museum of the Royal Navy
 Location: Portsmouth, UK

Theme Park Duty Managers

Salary: Competitive Salary and Benefits
 Company: Gulliver's Theme Park
 Location: Rother Valley, South Yorkshire, UK

Trainee Manager Programme

Salary: Competitive Salary and Benefits
 Company: Gulliver's Theme Park
 Location: South Yorkshire, UK

Restaurant & Bar Team Leader

Salary: Competitive
 Company: Alton Towers Theme Park
 Location: Stoke-on-Trent, UK

Food & Beverage Supervisor

Salary: Competitive
 Company: Legoland
 Location: Carlsbad, CA, USA

Chef de Partie

Salary: £20,000-£21,000
 Company: Chessington World of Adventures
 Location: Chessington, Surrey, UK

Hotel Administrative Assistant

Salary: Competitive
 Company: Legoland
 Location: Carlsbad, CA, USA

Front Desk Agent

Salary: Competitive
 Company: Legoland
 Location: Carlsbad, CA, USA

Operations Manager

Salary: Competitive
 Company: Madame Tussauds
 Location: San Francisco, CA, USA

Social Media Producer

Salary: Competitive
 Company: Legoland
 Location: Goshen, New York, USA

Group Sales Coordinator

Salary: Competitive
 Company: Legoland Discovery Centre
 Location: Chicago, IL, USA

Park AV System Technician 2

Salary: Competitive
 Company: Legoland
 Location: Carlsbad, California, USA

Digital Marketing Executive

Salary: Competitive
 Company: Merlin Entertainments Group
 Location: Sydney NSW, Australia

Retail Director

Salary: Competitive
 Company: Legoland
 Location: Goshen, New York, USA

Operations Manager

Salary: Competitive
 Company: Sea Life
 Location: Concord, North Carolina, USA

Facilities Manager

Salary: Competitive
 Company: Madame Tussauds
 Location: San Francisco, CA, USA

Guest Experience Manager

Salary: Competitive
 Company: Legoland
 Location: Atlanta, Georgia, USA

Attraction Manager

Salary: Competitive
 Company: Merlin Entertainments Group
 Location: Auburn Hills, MI, USA

Marketing Associate - Research

Salary: Competitive
 Company: Legoland
 Location: Carlsbad, CA, USA

Costume Character Performer

Salary: Competitive
 Company: Legoland
 Location: Carlsbad, California, USA

For more details on the above jobs visit www.attractionsmanagement.com



Theme Park Duty Managers & Trainee Managers

📍 Rother Valley,
South Yorkshire

Gulliver's brand new resort at Rother Valley is opening in 2020 which means we need more great leaders as we prepare for a big future. Gulliver's Valley Resort will be our biggest venture to date and we'd love to meet individuals who want to share in our exciting future.

Gulliver's have enjoyed more than 40 years of delivering great value family fun. With resorts in Warrington, Matlock Bath and Milton Keynes. Our resorts include Theme Parks, Splash Zones, Blast Arenas, High Ropes experiences, Dinosaur and Farm Park, plus award winning themed hotels, lodges and camping.

As a high energy, ambitious individual you will be prepared to work hard to gain experience and develop new skills in order to progress. The ability to spend a number of weeks at a time at our resorts in Matlock Bath, Warrington and Milton Keynes during the initial 9 to 12 months is therefore essential. In early 2020, you'll then take on your role at Gulliver's Valley Resort as we make final preparations to launch its grand opening!

Duty Managers

Reporting to the Resort General Manager, you'll take shared duty manager responsibility for the day to day operations across the whole resort while maintaining productivity, profitability and performance of your own specialist areas: These might include Rides and Attractions, Health and Safety, Food and Beverage, Admissions and Retail, Hospitality and Guest Experience, Maintenance and Facilities management.

You'll be a proven leader with experience of managing large teams in a fast-paced operations, leisure or hospitality environment. You'll be used to organising and dealing with guests, be innovative with your ideas and have an infectious enthusiasm that engages and inspires those around you. You'll be hands on, extremely flexible and an excellent communicator.

Trainee Managers

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

The Trainee Manager programme will be structured over a 12 month period starting in May 2019 and will include:

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

If you are driven and ambitious and want to be part of a brand new adventure (now dawning on the South Yorkshire horizon) then please apply below stating which role you are applying for.

Candidates MUST send a Covering Letter with their application - otherwise they will not be considered. Closing date 10th March 2019.

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

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