

# Attractions

## MANAGEMENT NEWS

Find great staff™

Jobs start  
on page 26

17 APRIL 2019 ISSUE 128

[www.attractionsmanagement.com](http://www.attractionsmanagement.com)

## Harry Potter studio tour welcomes Gringotts

Warner Bros' Harry Potter studio tour outside London, UK has opened its biggest expansion to date, with the launch of the iconic Gringotts Wizarding Bank.

Officially opened on 6 April, the 16,500sq ft expansion has been designed and built by many of the original crew members who worked on the hugely successful magical film series – including Oscar and BAFTA-winning production designer Stuart Craig, construction manager Paul Hayes and head propmaker Pierre Bohanna.

The Gringotts bank – run by goblins – features heavily in the Harry Potter universe, especially on film. The permanent attraction will allow visitors to walk through the bank, the Lestrange vault, a gallery of goblins and more.

Lined by towering marble pillars, the grand banking hall features the goblin tellers' desks – complete with inkwells, quills, ledgers and piles of galleons, sickles and knuts.



■ The Gringotts bank – run by goblins – features heavily in the Harry Potter universe

"There are hidden gems everywhere and secrets to find," said special effects supervisor John Richardson, describing the new addition. "The children love it because it's magical and the grown-ups all love it because many of them grew up with Harry Potter."

MORE: [http://lei.sr/C7R7M\\_A](http://lei.sr/C7R7M_A)



**There are hidden gems everywhere and secrets to find**

John Richardson



### MUSEUMS

#### National Children's Museum to open in November

Crystal Bowyer wants to create a "dream-like world"

p4



### NEW OPENING

#### Germany's largest science centre opens

Experimenta hopes for 250,000 visitors each year

p10



### MAJOR PROJECT

#### Smurfs attraction for Shanghai's Dream City

Shanghai site to house 20 themed attractions

p13

## Know your people, know yourself: insights from **Disney's** top female execs

What does it take for a woman to be successful at Disney? Talent and determination are a given, but in an article in *Attractions Management Q1 2019*, a panel of the organisation's female leaders give extra insights into their journey to the top and the challenges they faced along the way.

Tracey Powell, for example, is now vice president of revenue management at Walt Disney World in Florida, but she had previously built a career to executive director level at Carnival Cruise Lines. She took a step backwards to join Disney but became an executive again within two years.

Her great lesson in managing both teams and



■ Tracey Powell is VP of revenue management at Walt Disney World

**"I had the opportunity to lead 10,000 cast members and I had to learn what it meant to be frontline"**

guests was to "walk a mile in their shoes": "I had the opportunity to lead 10,000

cast members and I had to learn what it meant to be frontline, and what

that meant for the guest experience," she said.

"I became a housekeeper and a greeter so I could learn what it meant to be day-in and day-out with our guests."

For Melissa Vallquette, vice president, Epcot, Walt Disney World Resort, there used to be a great deal of advice that she should have more "command" or "physical presence" in her leadership style. "It felt to me like I was being coached to be a little more masculine," she said.

Vallquette now reflects that it doesn't matter if someone at the top looks or acts differently to you and your own style. "You can be the first one to do it your way," she said.

**MORE:** [http://lei.sr/C4d9u\\_A](http://lei.sr/C4d9u_A)

## £27m Bauhaus Museum designed by **Heike Hanada** opens its doors in honour of minimalist design school



■ Heike Hanada's design for the museum was inspired by the minimalist appearance of the Bauhaus movement

A new museum celebrating the works and impact Bauhaus movement, the German design school built on the famous "form follows function" ethos has opened in Weimar, Germany.

The €27m (US\$30.3m, £23.3m) Bauhaus Museum, designed by German architect Heike Hanada, is true to form in its minimalist appearance – one solid concrete cubic structure with very few frills on the city's outskirts.

The opening of the museum on 6 April was

**"When they told me where they wanted the museum I thought they were crazy – in fact, I got quite angry"**

designed to coincide with the 100th anniversary of the Bauhaus movement.

"When they told me where they wanted the museum I thought they were crazy – in fact, I got quite angry," said Hanada. "But then I began to see its potential. The goal was to give this place a new identity."

Museum director Ulrike Bestgen, meanwhile,

spoke of the movement's impact itself, adding:

"Bauhaus has influenced design all over the world.

"Bauhaus pioneers dealt with urgent issues of their times, like housing shortages which are still relevant today."

Museum officials expect to attract 100,000 visitors a year.

**MORE:** [http://lei.sr/h6e6Q\\_A](http://lei.sr/h6e6Q_A)



■ Govan has been director of the LA County Museum since 2006

**"Now we can go ahead with construction drawings and go raise the rest of the funds"**

## Michael Govan hails decision to approve S\$650m LACMA plans

A new home for the Los Angeles County Museum of Art (LACMA) – worth an estimated US\$650m (€574.6m, £497.3m) – has cleared a major hurdle having had its plans approved.

Designed by Swiss architect Peter Zumthor, a former Pritzker Prize winner, the new building's plans were approved at a county vote, which also cleared US\$117.5m (€103.9m, £89.9m) in taxpayer funding for it.

"This is the big green light everybody has been waiting for," said the museum's director Michael Govan. "Now we can go ahead with construction

drawings and go raise the rest of the funds with the assurance this is going forward."

Diana Thater, an artist who has exhibited at the museum, added: "I want L.A. to have this building. The city needs a beautiful, memorable museum that people will flock to visit. The design could potentially unify the campus, creating a more expansive, parklike setting and establish a horizontality where art from different cultures can be considered simultaneously."

The project is expected to take five years and the museum is set to open in 2024.

**MORE:** [http://lei.sr/E4r8v\\_A](http://lei.sr/E4r8v_A)

- 4 Dreamworld owner Ardent restructures finance**  
Operator secures new financing deal that it says will allow it to invest further in its parks.
- 4 National Children's Museum to open in November**  
New Washington DC attraction will give young guests a chance to float, explore and "dream of the impossible".
- 6 Australia's Monarto Zoo reveals AU\$16.8m expansion**  
Addition forms the first phase of the Wild Africa expansion, which will allow visitors overnight stays for the first time.
- 10 Germany's largest science centre opens**  
New attraction backed by the Dieter Schwarz Foundation, a non-profit investment arm of supermarket giant Lidl.

### CLASSIFIED & JOBS

**Job opportunities**

**26**

#### Sign up to Leisure Opportunities:

**Online:** [www.leisuresubs.com](http://www.leisuresubs.com)

**Email:** [subs@leisuremedia.com](mailto:subs@leisuremedia.com)

**Tel:** +44 (0)1462 471930

Annual subscriptions: UK £48,  
UK students £25, Europe £65, RoW £94

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 2019 ISSN 2516-9114



## THEME PARKS

# Dreamworld owner Ardent restructures finance

Ardent Leisure Group, owner of the Dreamworld, WhiteWater World and SkyPoint theme parks in Australia, has secured a new financing deal that it says will allow it to invest further in its parks.

The US\$200m (€177.3m, £152.8m) term loan facility is secured and guaranteed by Ardent's wholly-owned US subsidiary, Main Event Entertainment, and is non-recourse to other assets of Ardent. It consists of a US\$125m drawn term loan and a US\$75m delayed draw term loan. A US\$25m (€22.17m, £19.11m) revolving credit facility is also available.

The funding has enabled Ardent Leisure to repay its

existing Australian bank debt, and the company's statement said that "the balance of the proceeds will be available to support investment in theme parks and Main Event, as well as general corporate purposes". Main Event operates family entertainment centres with activities such as billiards, bowling, mini golf arcade games, rock climbing and gravity ropes.

In a statement regarding the arrangement, Ardent Leisure said that the funding would "enable it to make the necessary investments to return the Theme Parks operations to profitability and to support the development of new Main Event centres".

**MORE:** [http://lei.sr/K4Y3J\\_A](http://lei.sr/K4Y3J_A)



■ Ardent theme parks will benefit from the new finance facility



**The funding will enable Ardent to make the necessary investments it needs to return the parks to profitability**

## MUSEUMS

# National Children's Museum to open in November



**Our goal is to create a dream-like world**

Crystal Bowyer

After a nearly five year closure, the National Children's Museum in Washington, DC, has announced that it will re-open on 1 November 2019.

Its new home is a 30,000sq ft (9,144sq m) space between Pennsylvania Avenue and the Mall – a US\$15m (€13.3m, £11.47m) development that will focus on STEM education and will include a 50-foot climbing and sliding structure called The Dream Machine as the museum's centrepiece.

Museum officials said this will give guests a chance to float, explore and "dream of the impossible".



■ A rendering of the Dream Machine concept at the National Children's Museum

"Our goal is to create a dream-like world where children can see themselves accomplishing something they never thought possible," said Crystal Bowyer, president and CEO of the National Children's Museum. "We're driven by the desire to design a place that will expand young minds."

**MORE:** [http://lei.sr/c4S9D\\_A](http://lei.sr/c4S9D_A)



■ French environmentalist Jean-Michel Cousteau (second from left) is one of those working on the animal conservation project

## Whale Sanctuary to oversee release of Russia's 'illegal' whales

**A**lmost 100 whales illegally captured last year will be released from their sea pens in Russia after the animals were intercepted by Russian authorities purportedly en-route to Chinese marine entertainment parks.

Russian president Vladimir Putin ordered the country's Ministry of Natural Resources and Environment to determine the best future for the 10 orcas and 87 beluga whales, which were discovered several months ago. It has been reported

that the four companies involved in capturing them are to be charged with breaking Russian fishing laws, which stipulate that whales can only be caught legally for scientific and educational purposes.

The Ministry has called in a team of experts from the Whale Sanctuary Project, led by explorer and environmentalist Jean-Michel Cousteau, to assess the condition of the whales and decide how best to return them to the open ocean without harming them.

**MORE:** [http://lei.sr/N2d7J\\_A](http://lei.sr/N2d7J_A)



**Led by environmentalist Jean-Michel Cousteau, the team will decide how best to return the whales to the open ocean**

### 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



Newsdesk  
**Tom Walker**  
+44 (0)1462 431385



Product Editor  
**Lauren Heath-Jones**  
+44 (0)1462 471927



Circulation  
**Joe Neary**  
+44 (0)1462 471910

## EXPANSION

## Monarto Zoo to build AU\$16.8m visitor centre

Adelaide's Monarto Zoo has revealed plans for a AU\$16.8m (US\$12.1m, €10.7m, £9.2m) visitor centre.

The building will house exhibition spaces, a nature play space, a gift shop and café – and is one of the largest redevelopment projects ever undertaken by the zoo.

Zoos SA, the operator which runs the Monarto Zoo and Adelaide Zoo, received AU\$15.8m (US\$12.1m, €10.7m, £9.2m) in public funding for the project, rubber stamping its construction. The project is the first phase of the Wild Africa expansion, which will allow visitors overnight stays for the first time.

According to Zoos SA CEO Elaine Bensted, the new facilities are a "much needed upgrade".

"Monarto Zoo has become an increasingly popular tourist attraction and has well outgrown the existing visitor centre facilities," Bensted said.

"The current visitor facilities at were built in 1997 and are struggling to cope with the rapid growth in visitation we've experienced."

• Zoos ZA also recently secured a five-year extension to keep two giant pandas at the Adelaide Zoo. According to estimates, the pandas have contributed up to AU\$57.5m (US\$41.2m) to the South Australian economy.

MORE: [http://lei.sr/F4G8S\\_A](http://lei.sr/F4G8S_A)



■ The building is part of the zoo's Wild Africa expansion project



**The current facilities are struggling to cope with the growth in visitation**

Elaine Bensted

## MUSEUMS

## New Lanzarote museum tells story of island's heritage



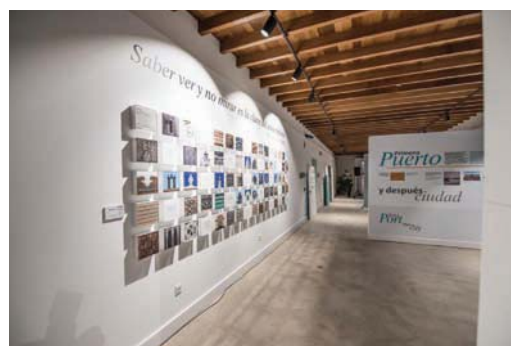
**The challenge was to brand such a long name**

Albert Foch

A new archaeological museum has opened in Lanzarote – part of Spain's Canary Islands – telling the story of its heritage via the civilisations that have settled there.

Working through the Roman, ancient Greek, Phoenician, Ottoman and modern-day Spanish heritage of Lanzarote, Museo Arqueológico de Lanzarote consists of two halls – one with a permanent exhibition about the culture of the Majos (aboriginal people from Lanzarote) and another for temporary exhibitions.

The museum commissioned Barcelona-based design, concept



■ Museo Arqueológico de Lanzarote consists of two halls, charting the islands heritage and art

and branding practice Folch Studio for the project's branding.

"The challenge was to brand such a long name and/or a contraction of a difficult pronunciation and verbalisation," said Albert Folch, creative director and founder of Folch Studio.

MORE: [http://lei.sr/N2d7J\\_A](http://lei.sr/N2d7J_A)



The only limit to what's  
possible is your imagination.

# Be Boundless.

Pure creative thinking brings the impossible into  
reach. WhiteWater can help bring your vision to life  
and deliver the attractions of tomorrow.

[whitewaterwest.com](http://whitewaterwest.com)



WHITEWATER®

Entertain the Possibilities

# PUSHING BOUNDARIES

## **2019 Ecsite Conference**

The European conference for  
science engagement

**Copenhagen, Denmark**  
**6 - 8 June**





## Online registration 13 February - 21 May 2019

Main conference 6 - 8 June 2019  
Pre-conference 4 - 5 June 2019

### Open to all professionals who engage audiences with science and technology

The Ecsite Conference offers an intense mix of intellectual stimulation, purposeful and creative sessions and inspiring human encounters. An annual professional development opportunity: sharpen your critical mind, recharge your batteries, harvest contacts and tools, make business and let off steam on the dance floor.

### The Ecsite Conference celebrates its 30<sup>th</sup> edition in 2019

We invite the science engagement community to build on three decades of science communication and look ahead, challenging the boundaries of our field and practices.

It is by pushing our own boundaries for science communication that we ourselves become inspired to walk down new and creative paths.

Experimentarium will host the 2019 Ecsite Conference, which will be held inside Experimentarium in the former Tuborg Brewery. Following a 3-year renovation, Experimentarium re-opened in January 2017 with 16 brand new exhibitions, all exploring new boundaries for science communication.

Discover the mix between old and new, unwind by the beautiful lakes, canals and sea around Copenhagen, glance at the historical architecture and enjoy Danish design. Experience Copenhagen as a smart city with its public transport, bicycle paths and public parks.

[www.ecsite.eu/annual-conference](http://www.ecsite.eu/annual-conference)

## SCIENCE ATTRACTIONS

# Germany's largest science centre opens

The largest science centre in Germany has opened in Heilbronn, with four permanent exhibition galleries set across 3,200sq m (34,445sq ft).

Backed by the Dieter Schwarz Foundation, a non-profit investment arm of supermarket giant Lidl, the new centre will also feature a dome theatre, an observatory and various workshop spaces. It was spawned from the original Experimenta, which closed in 2017 so that the new, expanded version could replace it.

Two of the four permanent galleries were created by Dutch experience specialist NorthernLight and the company's co-founder and director, Steven Schaecken,

told *Attractions Management* about the process and its thinking behind its galleries.

"We worked with around 50 people – engineers, robotics engineers, designers etc," he said.

"It's one of the best projects I've worked on in my 20 years in the field. The client helped to get some of the most innovative thinking out of our heads, which was great."

The other two galleries were produced by Hüttinger and designed by Berlin company Triad and Stuttgart firm Milla and Partner respectively.

Experimenta expects around 250,000 visitors through its doors annually.

MORE: [http://lei.sr/4A5y6\\_A](http://lei.sr/4A5y6_A)



■ Experimenta expects around 250,000 visitors each year



“

**This is one of the best projects I've worked on in 20 years**

Steven Schaecken

## ENVIRONMENTAL ATTRACTIONS

# Turkish zoo to highlight animal rights concerns

“

**The project comes as a result of increasing worries over animal welfare in Turkey**

Turkey's parliament is planning to bring more attention to animal rights in the country via the unusual method of opening a zoo outside its buildings in the capital, Ankara.

Set to sit in the grounds of Ankara's Grand National Assembly, the new zoo will stretch across 10,000sq m (107,639sq ft) if it receives approval and will feature pheasants, partridges, quail, squirrels, deer and peacocks with other species to be added over time.

The project comes as a result of increasing worries over animal welfare in Turkey. Some local authorities in



■ The zoo will stretch across 10,000sq m and will feature deer and peacocks, among other species

Turkey, such as Antalya, provide welfare for animals, including street-level water and food points for dogs and cats. Others, however, are reportedly far more barbaric, collecting and culling strays in large numbers.

MORE: [http://lei.sr/4z5t5\\_A](http://lei.sr/4z5t5_A)





**MAKING BOWLING AMAZING**

*With*



**HYPER  
BOWLING**

**EXPAND THE REACH OF BOWLING  
BEYOND IMAGINATION**

## **UNLEASH THE FULL POTENTIAL OF BOWLING**

HyperBowling. A revolutionary new bowling-based attraction that is built to extend your reach beyond the existing bowling population—to reach younger generations like Millennials, increase their spending and frequency of visits—and ultimately your revenue.



**QubicaAMF UK** - 8 Marchmont Gate, Boundary Way, Hemel Hempstead Herts, HP2 7BF  
T: 01442 286 500 – E-mail: [uksales@qubicaamf.com](mailto:uksales@qubicaamf.com) | [www.qubicaamf.com](http://www.qubicaamf.com)

**QUBICAAMF**  
MAKING BOWLING AMAZING



## NEW OPENING

# Merlin opens Dungeon at Alton Towers

The Dungeon attraction at Merlin's Alton Towers theme park in Staffordshire has opened, becoming the sixth Dungeon site in the UK.

A total of 23 actors, wearing 309 garments and using a raft of props, will entertain and scare visitors, transporting them back in time to history's more gruesome periods throughout the 45-minute long experience.

Visitors board a boat on the Black River and are transported in before entering an array of rooms, including a court and a torture chamber where characters choose a participant to frighten.

"The team have worked really hard to deliver the right balance of scariness and laughter and

guests on opening weekend certainly enjoyed the range of creepy characters in the Dungeon – particularly those who had spent time in the Torturer's chair," said Chris Carter, head of entertainments for Alton Towers Resort.

"Many guests hadn't visited a Dungeon before so were intrigued and delighted by what they found. The Dungeon is a fantastic addition to Alton Towers and we hope guests will continue to enjoy this journey through Staffordshire's horrible history."

The Dungeon attraction replaces the park's former Charlie and the Chocolate Factory ride, which closed permanently in 2015.

**MORE:** [http://lei.sr/G2A6b\\_A](http://lei.sr/G2A6b_A)



■ The Alton Towers Dungeon replaces the former Charlie and the Chocolate Factory ride at the popular theme park



“

**The Dungeon is a fantastic addition to Alton Towers**

Chris Carter

## IP ATTRACTIONS

# Moomins attraction opens in Japan

“

**The park is expected to attract up to one million visitors annually**

The first phase of Japan's new Moomins attraction, Moominvalley Park, has now officially opened its doors.

Located in Hanno, Saitama Prefecture, near the Japanese capital Tokyo, the new theme park will attract one million visitors annually, according to its operator Moomin Monogatari.

The second phase of the project, Metsa Village, is due to open in November under the project's phased opening plans but Moominvalley promises to be the main attraction for Moomins fans as its features a recreation of the iconic Moominhouse and other Moomin-themed features.



■ The second phase of the project, Metsa Village, is due to open in November

Finnish playground equipment group Puuha International Oy has acted as the main supplier to the park, which was built in a 190,000sq m (2,000,000sq ft) forest area by Lake Miyazawako.

**MORE:** [http://lei.sr/9G3w6\\_A](http://lei.sr/9G3w6_A)

## IP ATTRACTIONS

# Smurfs attraction for Shanghai's Dream City

Shanghai developer Shimao Property Holdings is to build a new Smurfs-themed destination in the Dream City amusement park development in the Chinese city.

Designed by KCC Entertainment Design, the new land will have an indoor and outdoor function, both of equal footing in a 20,000sq m (215,278sq ft) area and will sit next to the Intercontinental Shanghai Wonderland.

More than 20 themed attractions will be on offer, including a Smurfs Berry roller coaster, an AR Gargamel attraction, climbing courses and a themed golf game.

IPMS, the Belgian company that owns the Smurfs IP,

has combined licensing and preliminary design planning with Shimao for the project.

The land will be divided into four sections, where visitors can interact with fan-favourite characters like Smurfette and Brainy Smurf.

The area will be the first Smurfs themed destination in Asia.

"We want the visitor to be completely immersed into the life of the Smurfs and get the feeling they are part of the Smurfs family," said KCC CEO Yannick Maes.

"By adapting the lighting and by using projections, we will mimic different times of the day and different weather conditions."

MORE: [http://lei.sr/f7N6Q\\_A](http://lei.sr/f7N6Q_A)



■ The theme park will be divided into four sections



“

**We want the visitor to be completely immersed**

Yannick Maes

## MAJOR PROJECT

# Sun Centre Studios plans movie-themed attraction



“

**The East Coast is ripe for this type of attraction**

Jeffrey Rotwitt

Sun Centre Studios, Pennsylvania's first purpose-built film and television production studio facility, is planning to build a US\$200m (€178m, £152.9m) movie-themed attraction at its site in Aston, near Philadelphia.

Sun Centre recently filed an application with the Pennsylvania Department of Community and Economic Development for a 90,000sq ft (8,361sq m) indoor and outdoor themed tourist attraction and special events facility with retail, dining, live entertainment and a water fountain show.

A 175-bedroom hotel is also planned for the attraction, which will be driven



■ Sun Centre is looking for US\$7.5m in tax funding to help establish the new attraction

by the studio experience and themed around movies and television shows filmed at Sun Centre, including the Rocky franchise sequel Creed, which features Sylvester Stallone and Michael B Jordan.

"We've done our research and we feel ready to begin," said Jeffrey Rotwitt, CEO of Sun Centre. "The East Coast is ripe for this type of attraction."

MORE: [http://lei.sr/E7f8e\\_A](http://lei.sr/E7f8e_A)

# Michael Mercadante

The new TEA International Board president outlines his plans to take the association to the “next level”



■ Mercadante has served on the TEA's International Board of Directors for the past six years

“My own background puts me in an ideal position to help expand the conversation within the museum and zoo communities”

The Themed Entertainment Association (TEA) has a new president, with Michael Mercadante, president of US-based experience design firm Main Street Design, taking up the position. As part of the TEA for a nearly a decade – and a member of the organisation's board since 2012 – Mercadante revealed his plan to take the association to the “next level” during his term as TEA president.

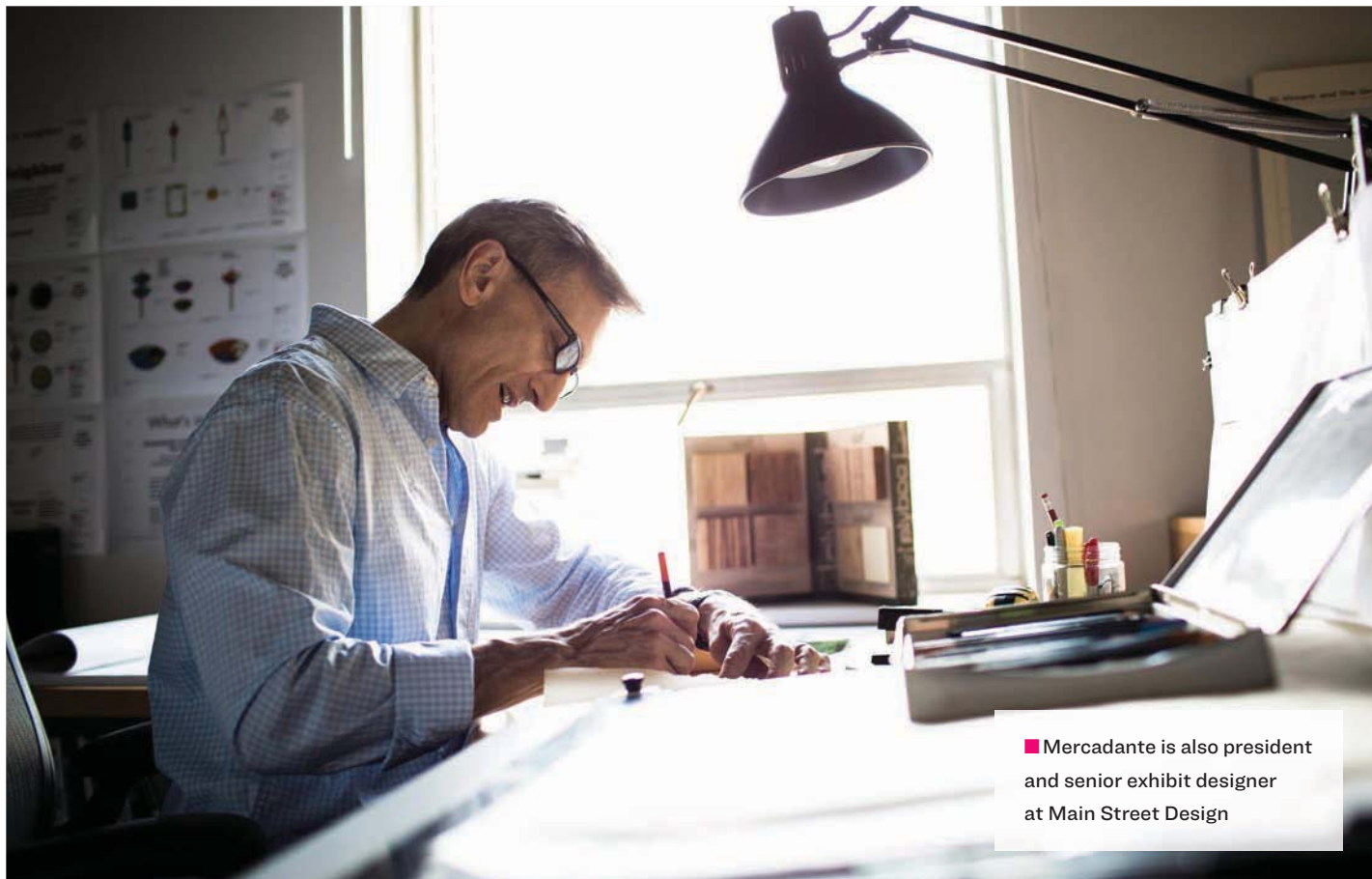
“In broad strokes, it means implementing best practices that position the association to remain viable into the future, building and protecting our brand, and upholding standards of excellence for the industry,” he says. “The TEA is maturing – in a few years, our organisation will hit the 30-year mark. Today we're in a strong position to embark on a new phase of long-term planning.”

## Strong foundations

Mercadante succeeds David Willrich, who completed his second term as president after taking the position in 2016. During his time at the helm of the TEA, Willrich worked to create a “truly global” TEA, introducing new educational events, such as SATE Europe.

“David worked hard to bolster the visibility and involvement of the TEA Europe and Middle East Division members and region and get more exposure for TEA





■ Mercadante is also president and senior exhibit designer at Main Street Design

## The industry is evolving and diversifying in terms of market sectors, types of projects, guest expectations and business culture

in the burgeoning Asia Pacific markets,” says Mercadante. “I have no doubt he will now be a very supportive immediate past president. TEA past presidents tend to stay involved after their terms are completed, and the TEA Past Presidents Committee is a great resource.”

### Global outreach

Over the course of 2019, the TEA has more than 100 events planned across its regional divisions, each supporting professional development, education and networking. With Willrich building a strong foundation for the events taking place in every corner of the globe, Mercadante will be keen to continue and improve upon this.

“A huge benefit of TEA membership is the access to people, places, discussions and venues we provide,” he says. “It’s just as important for established industry members as for NextGen members, with our offerings reflecting the needs of the community we serve.”

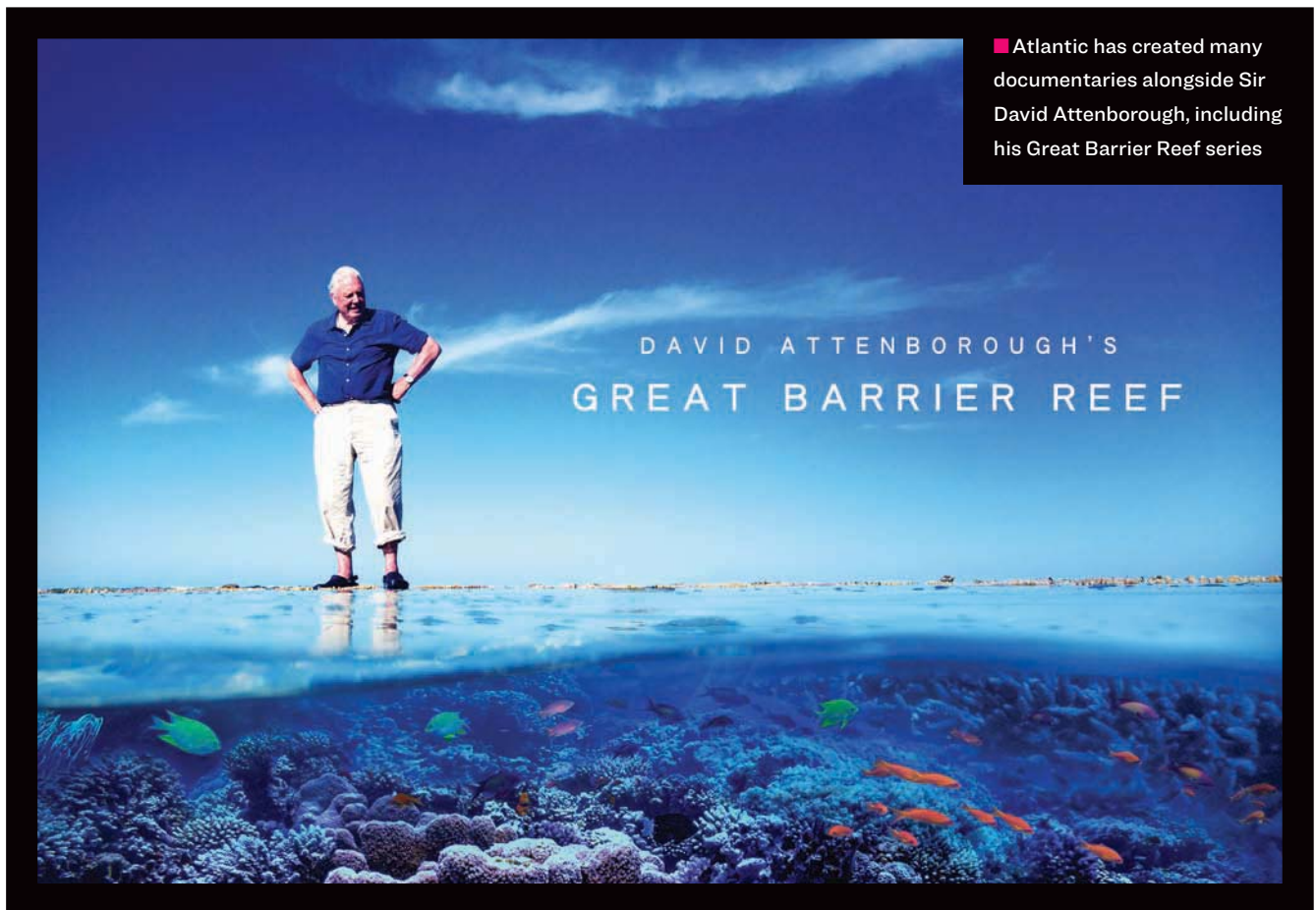
Beyond education, Mercadante is planning to increase the TEA’s presence in each of its world regions, growing them even further and expanding the association, though according to the new president, geography is not the only measure: “The industry is evolving and diversifying in terms of market sectors, types of projects, guest expectations and business culture,” says Mercadante. “My own background puts me in an ideal position to help expand the conversation within the museum and zoo communities and to grow the TEA’s presence in those communities around the world. There are many business spaces in need of what TEA members can do in terms of storytelling, placemaking and compelling experiences.”

In terms of his new position, Mercadante describes this new opportunity as his chance to “give back in a big way”.

“We will all work together to help TEA become an ever-richer resource – to help plan and shape its future” he explains. ●



■ In his new position Mercadante is working closely alongside TEA COO Jennie Nevin (left)



## Star attraction

Anthony Geffen, CEO of Atlantic Productions has worked with some of the world's biggest stars to create films for the museum sector



■ Anthony Geffen, CEO and creative director, Atlantic Productions

Sir David Attenborough, Stephen Hawking and even Her Majesty, Queen Elizabeth II. These are just a few of the people renowned documentarian and filmmaker Anthony Geffen has worked with over the course of a glittering career, creating stunning works of art for TV, the big screen and the museum sector.

On the cutting edge of storytelling and immersive technologies, Geffen's company, Atlantic Productions, has produced some of the world's most-watched

documentary series, including the award-winning *Great Barrier Reef*, *Galapagos* and *The Wildest Dream*.

"Atlantic Productions grew out of a period where I had been at the BBC for 10 years, making some of their major documentaries and dramas," Geffen tells *Attractions Management*.

"While working in Hollywood, I saw studios like Pixar and the kind of things they were doing. I was interested in working out how we could use tools such as animation to look at the past and into the future.





Atlantic now works with some of the world's biggest museum's to create content

"I wanted to put under one roof a multitude of skills to do what I considered to be at that time the next stage of immersive storytelling."

### Free spirit

Geffen founded Atlantic Productions in 1992, quickly establishing a diverse output which included history, science, natural history, current affairs, music and the arts.

Known for his jaw-dropping documentaries, Geffen has also carved out a significant path in the museum sector. Among its projects,



We believe museums are a really important space for us and we love to work with them

last year Atlantic Production produced a VR experience with astronaut Tim Peake and the London Science Museum. Other projects included an adaptation of *Great Barrier Reef* and *First Life* with David Attenborough. These major projects have been showcased globally, with productions from Geffen in museums in locations worldwide.

"We believe museums are a really important space for us," he says. "We love to work with them, with the challenge being how to take content to a younger audience in a more interactive way." ●





This accessible  
high-quality museum  
celebrates important local,  
national and international  
sporting history

Vicky Hope-Walker



## The power of sport

A visitor attraction celebrating the Paralympic movement has opened in England, showcasing a collection of objects previously unavailable to the general public



■ The centre is focused on the story of Sir Ludwig Guttmann, considered the founder of the movement

A world first heritage centre, dedicated to the Paralympic movement has opened in Stoke Mandeville, England,

telling the story of disability sport from its inception in the 1940s to present day.

The main exhibition for the Paralympic Heritage Centre was developed by design consultancy Mather & Co and is located at the Stoke Mandeville Stadium in Aylesbury, Buckinghamshire – the National Centre for Disability Sport in the United Kingdom.

### The father of Paralympics

The centre is focused on the story of Sir Ludwig Guttmann, who encouraged wounded WWII veterans to play sport for spinal injury rehabilitation while treating them at Stoke Mandeville Hospital, which then led to the Stoke Mandeville Games



■ The centre houses a number of interactive displays and exhibits

## The project includes a nationwide programme of regional exhibitions in a number towns around the UK

and eventually the Paralympic Games. The Heritage Lottery Fund (HLF) awarded the National Paralympic Heritage Trust £1m (US\$1.3m, €1.2m) for the project, helping its entire collection to be digitised and preserved for future generations.

The collection has also been archived, catalogued and shared to reach the widest audience possible, while a nationwide programme of regional exhibitions are also displayed or to be displayed in Norwich, Manchester, Bradford, Bath and London to share the Paralympic story with people across the UK.

### Touch and feel

Visitors have tactile access at the centre, with items on display for handling including a goalball, a para-hockey blade, the latest Ottobock running blade and a collection of wheelchairs

dating from the 1950s right up to the present day – showing how technology has transformed the Games.

"This accessible high-quality museum celebrates important local, national and international history," said Vicky Hope-Walker, project manager at the National Paralympic Heritage Trust.

"It tells the story of the Paralympics from its birth in 1948 through to today, with displays on Professor Sir Ludwig Guttmann, a timeline, wheelchair sport and celebrations."

The heritage centre is supported by the British Paralympic Association, WheelPower, British Wheelchair Sport, Aylesbury Vale District Council and Bucks County Council.

Beyond HLF, funding was also received from AIM Biffa Award 'History Makers' Programme, the Rothschild Foundation, Aylesbury Vale Community Chest, Heart of Bucks and the Wellcome Trust. ●



■ The centre charts the history of the Paralympic movement from its birth in 1948



2-3 MAY 2018

### **SATE Europe**

**Europa Park, Rust, Germany**

The Themed Entertainment Association (TEA) brings its SATE (Storytelling + Architecture + Technology = Experience) event back to Europe for a second year. A two-day event, SATE Europe will explore the elements changing and influencing award winning visitor attractions across the sector.

**Tel: +91 22 6523 1643**

**Email: [info@teaconnect.org](mailto:info@teaconnect.org)**

**[www.teaconnect.org](http://www.teaconnect.org)**

11-14 JUNE 2019

### **IAAPA Expo Asia**

**Shanghai New International Expo Centre**

IAAPA Expo Asia (formerly Asian Attractions Expo) is IAAPA's exclusive Expo in the Asia Pacific region. It attracts industry professionals from around the world, offering them the opportunity to learn and experience what's new, innovative, and next. As well as educational sessions, more than 300 global companies will showcase new products and services.

**Tel: +1 321/319-7600**

**Contact: [convention@IAAPA.org](mailto:convention@IAAPA.org)**

**[www.iaapa.org/expos/iaapa-expo-asia](http://www.iaapa.org/expos/iaapa-expo-asia)**

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](http://whc.unesco.org)**



■ The event is set to attract more than 3,000 booths and 500 exhibitors this year

9-11 MAY 2019

### **Asia Amusement & Attractions Expo (AAA) 2019**

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

This years event is set to cover an exhibition area of 100,000sq m, with

3,000 booths and more than 500 exhibitors. AAA – which has integrated with the CIAE & TPAE shows – has become the largest event in Asia.

**Tel: +86-20-22106418**

**Contact: [grand.ti@grahw.com](mailto:grand.ti@grahw.com)**

**[www.aaaexpos.com](http://www.aaaexpos.com)**

21-24 SEPTEMBER 2019

### **ASTC 2019 Annual Conference Ontario Science Centre Toronto, Ontario, Canada**

The Association of Science-Technology Centers (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](mailto:kellies@astc.org)**

**[www.astc.org/conference](http://www.astc.org/conference)**

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](http://www.vacevents.com)**

16-19 SEPTEMBER 2019

### **IAAPA Expo Europe Paris Expo Porte de Versailles, France**

IAAPA Expo Europe is the largest international conference and trade show for the leisure and attractions industry in the Europe, Middle East, Africa (EMEA) region. More than 15,000 leisure and attractions industry professionals from more than 100 countries, including 9,000 influential buyers and over 550 manufacturer and supplier companies will gather to learn about and demonstrate the latest technology and innovative products and services.

**Tel: +43 (0) 22 162 915 1**

**Contact: [akolar@IAAPA.org](mailto:akolar@IAAPA.org)**

**[www.iaapa.org/expos](http://www.iaapa.org/expos)**



# ROCKET FROM ZERO TO OVER 100 KILOMETERS PER HOUR IN LESS THAN FOUR SECONDS IN OUR LAUNCH COASTERS

## THE ADVENTURE OF A LIFETIME

Inversions, airtime hills and forceful turns and twists. A unique combination of thrills and sights. An experience that doesn't let up until the final turn.

MORE INFO AT [WWW.VEKOMA.COM](http://WWW.VEKOMA.COM)



**VEKOMA**  
ingenuity that moves you



# FUEL YOUR IMAGINATION

EXPERIENCE THE WORLD'S FIRST FULLY TRANSPARENT  
COMPOSITE WATER SLIDE EVER. A GROUND-BREAKING  
TECHNOLOGY BY POLIN WATERPARKS.



PolinWaterparks

[polin.com.tr](http://polin.com.tr)



[polinwaterparks](https://www.polinwaterparks.com)

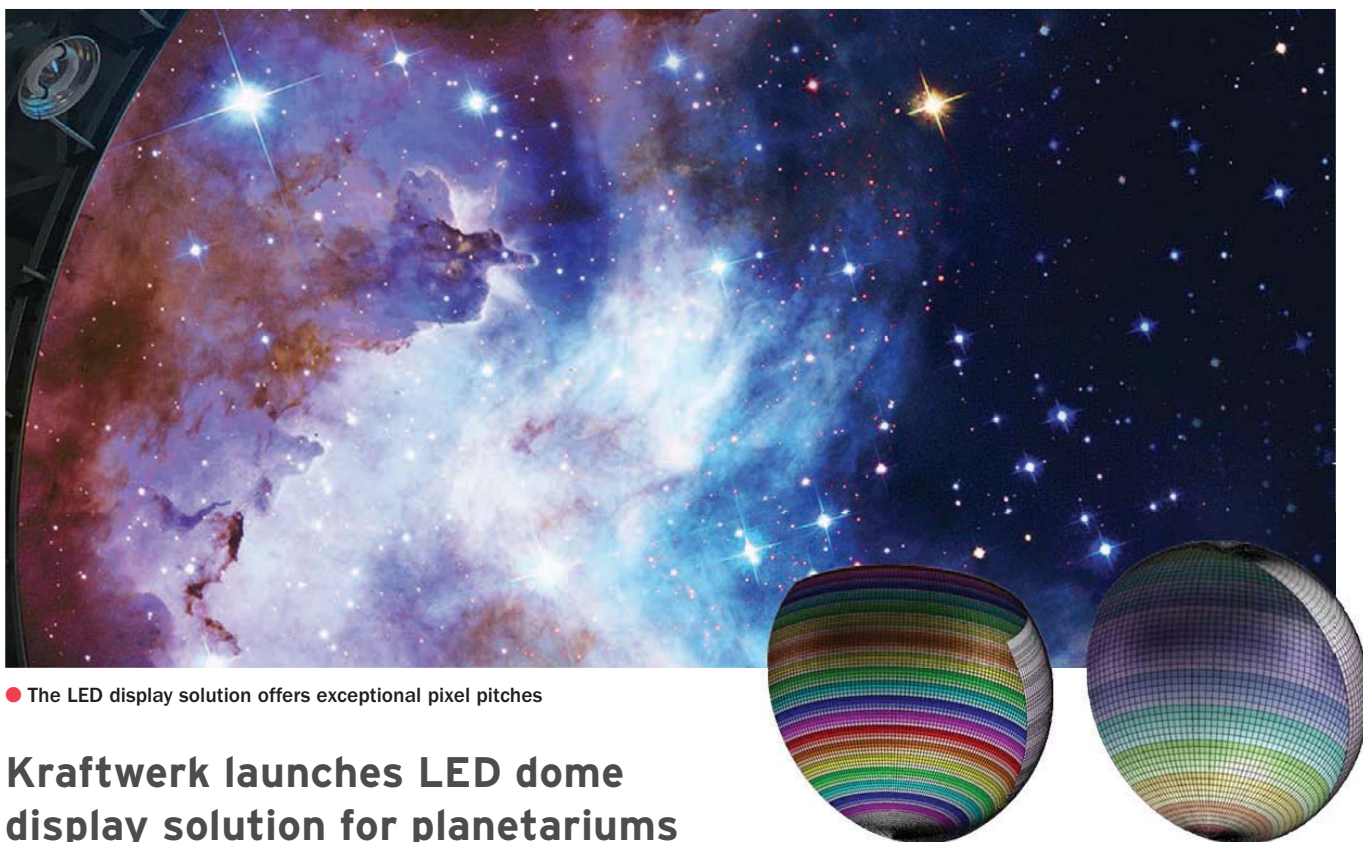


# PRODUCT INNOVATION

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 LED display solution offers exceptional pixel pitches

## Kraftwerk launches LED dome display solution for planetariums



● **Manfred Meier, CEO  
and founder, Kraftwerk**

Austrian AV integration firm Kraftwerk Living Technologies (Kraftwerk) has created a new LED Dome solution for planetariums and science centres.

The technology, which was created internally, was in development for some time as Projekt KVS and offers a spherical LED solution with exceptional pixel pitches.

The solution is launching in phases, with pixel pitches in the first phase measuring 2.7mm and 4mm with resolutions totalling up to 12 x 12K pixels. The technology is completely

flexible and can be adapted to suit a number of different shapes and sizes, from smaller applications to large domes in planetariums and flying theatres.

Manfred Meier, CEO and founder of Kraftwerk said: "25 years of experience and an aspiration to always offer the latest and most innovative technologies in the area of LED applications, which allow us to work the market and perfectly address its needs with a well-rounded range of products and services.

"With the company's system integration experience

in providing complex and high-performance LED display systems as well as its knowledge and experience in the field of control systems, playback and signal processing, this new technology perfectly rounds off the product portfolio for Kraftwerk LT and its broad range of clients – with applications in industry, entertainment and the cultural sector, offered as turnkey solutions."

**ATTRACTIONS-KIT KEYWORD**

**KRAFTWERK**



## thejuice named as exclusive distributor of Delta Zero 4D



● Pauline Quayle, director of thejuice

Media attractions specialist thejuice has announced that it will become the exclusive distributor of Delta Zero 4D, a new 4K film ride.

Billed as 'a visually explosive and thrilling motion platform experience', Delta Zero Delta Zero takes riders on an action-packed journey through the outer reaches of the galaxy as they attempt to save civilisation from the threat of alien invasion.

Available for immediate licensing, the film incorporates more than 100 effects



● Delta Zero takes riders on a thrilling adventure through deep space

including smoke, fog, seat drop, tickler, splash, seat vibration, heat, wind, aroma and lighting effects, and is available in 4K and 60 FPS, and multiple formats including flat screen 4D, flying theatre, dome theatre, widescreen and HD.

Pauline Quayle, director of thejuice, said: "We are particularly excited to sign

Delta Zero as we have not seen a ride film to this standard of quality in the market place before and feel there is scope for great opportunities for additional revenue streams with this film."

**ATTRACTIONS-KIT KEYWORD**  
**THEJUICE**

## Rovio and Namco to launch Angry Birds Adventure Golf

Namco UK and Rovio Entertainment have partnered with intu shopping centres to launch a new-concept Angry Birds-themed adventure golf attraction – the UK's first – at the intu Metrocentre in Gateshead, Tyne and Wear. The attraction is expected to

launch in September 2019, with plans to develop further sites over the next three years, and will create a new leisure experience at the shopping centre, which boasts an annual footfall of 20 million.

Since its inception in 2009, the Angry Birds franchise has generated more than four billion



● Kate Grant, regional managing director at intu

director at Namco, said: "This will be the UK's first Angry Birds Adventure Golf and there's no better place to launch such a fun and entertaining experience. We're looking for more leasing opportunities within high footfall locations to ensure this new attraction can really flourish across the UK."

Kate Grant, regional MD at intu, said: Angry Birds Adventure Golf is going to provide a thoroughly entertaining and completely new leisure experience for the centre's 20 m annual footfall alongside its mix of retail and dining."

**ATTRACTIONS-KIT KEYWORD**  
**ROVIO ENTERTAINMENT**



● Angry Birds Adventure Golf will launch in September 2019

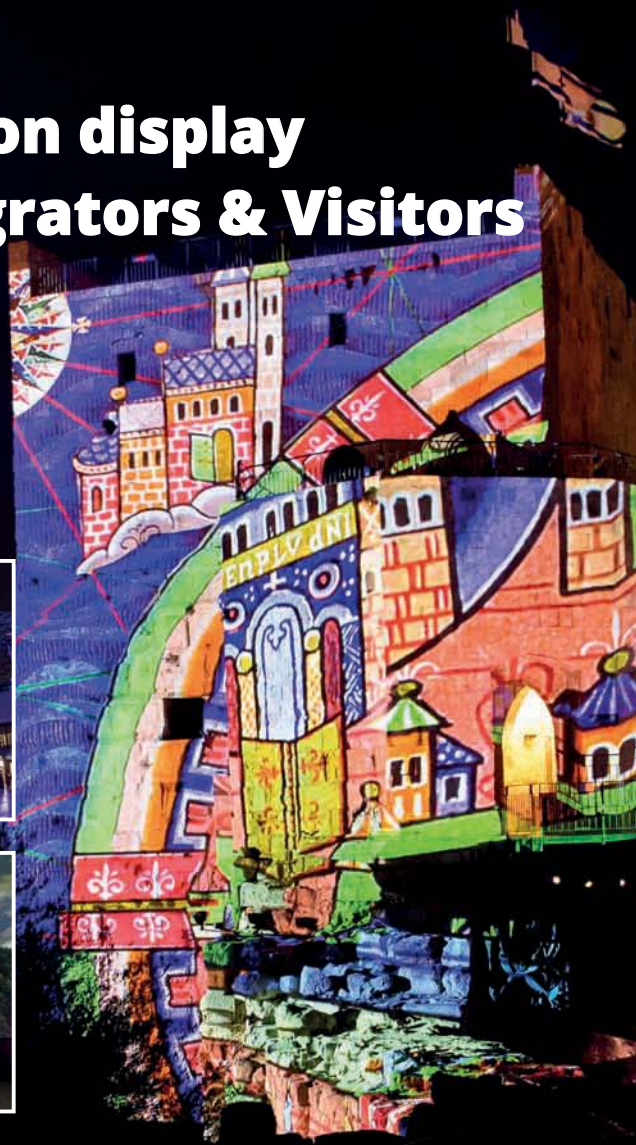
mobile game downloads and includes a hit movie, multiple mobile games, animated series and a number of brand licensing ventures with theme parks, including the Angry Birds Activity Park at Sundown Adventureland in Puerto Rico. Philip Milward, commercial

**DIGITAL** **PROJECTION**

A Delta Associate Company

# 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](http://www.digitalprojection.com)



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



# Attractions<sup>Find great staff™</sup>

## 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](mailto:theteam@leisuremedia.com)**



## VACANCIES

### Merlin Attractions in Australia and NZ



A job with Merlin isn't like a job anywhere else. With attractions around the world, from rollercoasters to wax figures, we don't trade in suits, handshakes or briefcases. We trade in fun. In smiles, shrieks and spine-tingles. In Memories. In magic. But there are no tricks behind our magic. Instead, there are people like you. Passionate, dedicated people who are committed to making sure our worldwide attractions and guests' experiences are the best they can be.

Due to continuing growth and development of Merlin's attractions and brands on a global scale, we are looking for experienced professionals to join our Global ecommerce team, part of the Merlin Digital family. These roles will be based in Sydney, Australia.

We're looking for people who are able to demonstrate a true passion for the digital marketing sector; trying new strategies and using 'out of the box' tactics is something that excites our perfect candidate. They will be able to drive smart strategy whilst also getting their hands dirty with implementation; this is an absolute non-negotiable!

## Digital Ecommerce Manager

Responsible for implementing intelligent and innovative digital strategy across the ANZ region with a focus on eCommerce website performance.

Primarily, the role takes ownership of optimising and updating website content, and employing ecommerce principles to ensure functionality, local relevancy, optimal technical and brand-alignment, accessibility and efficiency for driving strong conversion rates and yield.

**Apply now: <http://lei.sr/71611>**

## Customer Relationship Manager (APAC)

Primarily responsible for employing intelligent and innovative digital and direct marketing techniques that leverage the email database to grow converting website traffic, web revenue and yield across the region.

The ability to use data and think beyond email and consider other digital touch points for smart integrated marketing using data will be crucial to success in this role. In time, when appropriate systems are in place, this role will also be responsible for managing the CRM/DMP.

### The Benefits...

Great people, great perks! Alongside a fun and collaborative environment, with a competitive salary, you can enjoy our amazing benefits package, including a discretionary company bonus and of course a Merlin Magic Pass, which entitles you and your family and friends free admission to all our attractions worldwide.

**Apply now: <http://lei.sr/W1W1Z>**





## ATTRACTION OPERATIONS MANAGER

Do you have the Magic in you to create memorable experiences all for the love of fun?

Do you wish to cast a spell of laughter and enjoyment to the people around you?

Want to join a team that creates smiles and memories globally on a daily basis?

**Then you have the magic to be Team Merlin at LEGOLAND Discovery Center Arizona!**

**LEGOLAND Discovery Center Arizona is looking for an experienced Attraction Operations Manager to join the team!**

About The Role Manage a team of fun driven and enthusiastic magic and memorable experience makers. The Operations Manager is responsible for the day-to-day smooth and profitable operation of our dynamic attraction and has the ability to work at a quick pace and exhibit situational flexibility.

We are looking for a highly self-motivated strong leader with proven success managing operational teams. Passion for providing excellent experiences to our guests is critical.

In return you will find a competitive salary and benefits package (including a medical, vision, dental, life insurance and 401(k) matching plan offering), share program opportunities, and benefit from free entry to all of our Merlin attractions.

Merlin Entertainments, plc Merlin Entertainments is a business built on fun. We are the world's second-largest visitor attraction operator. The objective is to provide a truly memorable experience and a great day out for all members of the family.

We offer flexible opportunities, in a totally unique environment.

**We know this is a great place to work, but don't just take our word for it ... [click to apply: http://lei.sr/c1H4i](http://lei.sr/c1H4i)**



**WORK WITH US**

## **Assistant Director Visitor & Site Operations**

**circa £42k pa**

**We're looking for a proven leader to join  
our team in this newly created role!**

The successful candidate will lead all aspects of development and delivery of the day-to-day operations across Eureka!, including management of our Site and Facilities, Visitor Services and Food Services teams. They will also lead on the creation and implementation of sustainability plans and future site developments.

This is an exciting time to join the team here at Eureka! as we enjoy a period of significant growth and development.

We're nothing without our team. The amazing people that work at Eureka! are our biggest asset and our greatest source of pride.

**Deadline: 9am on Tuesday 23rd April 2019**  
**Interviews to take place w/c 29th April.**

**Want to join us?**  
**Click: <http://lei.sr/l9N6W>**







# Head of Cultural and Community Services

**LOCATION:** DERBYSHIRE, UK **SALARY:** UP TO £65,000

**South Derbyshire** is a beautiful and successful place, with a thriving visitor economy alongside an expanding business sector, and more and more people every year choosing to make our busy market towns and friendly villages their home. And this change and improvement is rooted in a deeply-held, shared set of values: a rich and continually-renewed story of ourselves.

Following a recent restructure which created a number of new Head of Service posts, we are inviting external applications for this exciting, visible and vital role. It's an extremely attractive opportunity to play your part in the future of South Derbyshire. We want to hear from credible people who can offer expert advice across their portfolio: proactive, a collaboration in delivering the bigger picture. A track record of innovation will be tempered by an acute understanding of how to manage risk: you must 'do the detail', and be able to bring others with you.

Political awareness and a commitment to communities are essential.

The rewards of living and working in this stunning, flourishing and well-connected part of the world speak for themselves; but perhaps equally important is the career boost that these exceptional roles will offer.



Click link for more information <http://lei.sr/T207K>



For more details on the following jobs visit  
[www.attractionsmanagement.com](http://www.attractionsmanagement.com) or to  
advertise call the team on +44 (0)1462 431385



## Duty Manager

Salary: Competitive salary + benefits

Company: Superbowl UK

Location: Various locations, UK

## General Manager

Salary: Competitive salary + benefits

Company: Superbowl UK

Location: Various locations, UK

## Regional Manager

Salary: Competitive salary + benefits

Company: Superbowl UK

Location: Various locations, UK

## Head of Marketing

Salary: £45,000 - £55,000

Company: West Midland Safari and Leisure Park

Location: Bewdley, UK

## Destinations Development Officer

Salary: £30,500 (depending on experience) +  
excellent benefits

Company: Canal & River Trust

Location: Birmingham, UK

## Customer Relationship Manager

Salary: Competitive

Company: Merlin Entertainments Group

Location: Sydney NSW, Australia

## Digital Ecommerce Manager

Salary: Competitive

Company: Merlin Entertainments Group

Location: Sydney NSW, Australia

## Head of Technical Services

Salary: Competitive

Company: Sea Life

Location: Sydney NSW, Australia

## Head of Cultural and Community Services

Salary: Up to £65,000

Company: South Derbyshire District Council

Location: Derbyshire, UK

## General Managers

Salary: £37,000 - £42,000 per annum Plus

Market-Leading Bonus

Company: Hollywood Bowl Group

Location: North London, United Kingdom

## Castle Development Manager

Salary: Scale SO1, £26,999 to £28,785

Company: Rutland County Council

Location: Oakham, UK

## Regional HSS Manager (Asia)

Salary: Competitive

Company: Merlin Entertainments Group

Location: Shanghai, China

## Operations Manager

Salary: Competitive

Company: The Eye Brand

Location: Sydney NSW, Australia

## Attraction Operations Manager

Salary: Competitive

Company: Legoland Discovery Centre

Location: Tempe, Arizona, USA

## Group Sales Assistant

Salary: Competitive

Company: Legoland Discovery Centre

Location: Somerville, Massachusetts, USA

## Assistant Director Visitor and Site Operations

Salary: Circa £42,000 per annum

Company: Eureka

Location: Halifax, UK

For more details on the above jobs visit [www.attractionsmanagement.com](http://www.attractionsmanagement.com)



The only limit to what's  
possible is your imagination.

# Be Boundless.

Pure creative thinking brings the impossible into  
reach. WhiteWater can help bring your vision to life  
and deliver the attractions of tomorrow.

[whitewaterwest.com](http://whitewaterwest.com)



WHITEWATER®

Entertain the Possibilities