

Attractions

MANAGEMENT NEWS



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London resort secures IP deal with ITV

London Resort Company Holdings (LRCH) has teamed up with UK production company ITV Studios on its multi-billion pound theme park project, announcing a deal that will see ITV's world-famous content transformed into unique attractions at the resort when it opens in 2024.

The addition of ITV to the London Resort's IP lineup will unlock a host of potential brands – from the likes of *I'm a Celebrity... Get Me Out of Here!* and *Shaun of the Dead* to *Hell's Kitchen*.

"To create a world-class destination, you have to work with world-class partners and ITV Studios ticks every box", said Steve Norris, LRCH chair. "ITV has properties which have never been transformed into truly unique experiences."

The resort project itself will feature two parks set over 2.16sq km (0.83sq mi). More than 0.8sq km (0.31sq mi) will be dedicated to rides, experiences and 3,500 hotel rooms.



■ The development was initially backed by Paramount, which pulled out in 2017

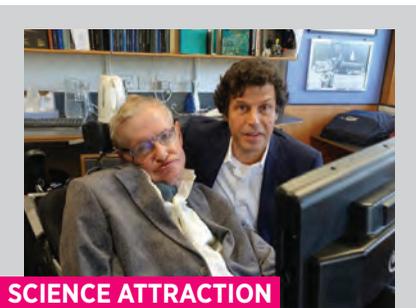
Formerly the London Paramount project, the £3.2bn (US\$4bn, €3.6bn) development in Kent was being lined up with other IPs such as *Star Trek*, *The Godfather* and *Mission Impossible*, but after the project split from the film studio LRCH, it started a search for new partners, confirming the project would still go ahead.

MORE: http://lei.sr/M7e3a_A



To create a world-class destination, you need world-class partners

Steve Norris



SCIENCE ATTRACTION

Revolutionary VR space experience to launch in 2020

Experience narrated by the late Stephen Hawking [p4](#)



THEME PARKS

Six Flags results: guest spending hits new record

Membership penetration "key to future growth" [p10](#)



MUSEUMS

Climate change museum looks for funding

Bridget McKenzie: "A lot of interest shown in project" [p12](#)

Boxing legend **Vitali Klitschko** holds talks with Europa Park about potential Kiev theme park destination

The former WBC heavyweight champion of the world, Vitali Klitschko – now mayor of Kiev, Ukraine – has held talks with bosses at German theme park Europa Park about the development of a potential theme park in the city he governs.

Klitschko, who was joined by other city officials, discussed the potential attraction with Europa Park bosses as he is a regular visitor to the German park and a big admirer of it.

"I expect a strong economic upturn for Kiev and all of Ukraine and have come here to discuss the structure of Europa Park and how we might learn from it to build



■ Klitschko (second from right) with the Mack family at the park

"I expect an economic upturn for all of Ukraine and have come here to discuss the structure of Europa Park"

our own park in Kiev," said Klitschko. "I have come incognito to Europa Park

with my children for years because I want to have no fuss – only as much fun as

possible with my family. I am a big rollercoaster fan and mine and my children's favourite ride is the Silver Star at the park."

If it becomes a reality, the Kiev park will sit on a 130-hectare space in Hydropark, an island area of the city in the middle of the Dnipro River that is reachable by the local metro system.

Hydropark is already a popular recreational spot with locals in the Ukrainian capital and would represent a natural destination with plenty of tourism potential.

Europa Park is Europe's second most popular theme park after Disneyland Paris, attracting six million visitors in 2018.

Disney chief **Bob Iger** pledges US\$5m donation to help rebuild historic Notre-Dame following blaze



■ Iger offered his "heartfelt support" for those affected by the devastating blaze

Disney has donated US\$5m (€4.4m, £3.8m) toward the restoration efforts of Notre-Dame Cathedral, following the huge fire that destroyed much of the iconic landmark in Paris, France.

The 850-year-old Gothic building – a Unesco World Heritage site and one of the world's most recognisable attractions, welcoming more than 13 million visitors each year – caught fire on 15 April. Its spire and roof were badly damaged as a result.

"Notre-Dame is a beacon of hope that has defined the heart of Paris and the soul of France for centuries"

Disney's pledge is one of many large ones made to the cathedral to help rebuild it, with donations reaching the hundreds of millions.

"Notre-Dame is a beacon of hope and beauty that has defined the heart of Paris and the soul of France for centuries, inspiring awe and reverence for its art and architecture and for its enduring place

in human history," said Disney CEO Bob Iger.

"Disney stands with our friends and neighbours in the community, offering our heartfelt support as well as a US\$5M donation for the restoration of this irreplaceable masterpiece."

The cause of the devastating fire is currently being investigated by French officials.



■ Clark said the ride was unlike anything at the park



"Tigris is a testament to our continuing investment in the park, and to bringing new experiences to our guests"

Busch Gardens chief **Stewart Clark** hails impact of new ride

Florida's tallest launch coaster, Tigris, has now opened at Busch Gardens Tampa Bay, boasting a 150ft (45.7m) skyward surge and an inverted heartline roll, getting riders to speeds of more than 60mph (97kmph).

The ride is now the ninth roller coaster at Busch Gardens and mimics the agility of a tiger, running through a series of looping twists with forward and backward motion.

"This ride is unlike anything we have in our roller coaster collection," said Stewart Clark, president and general manager of Busch Gardens Tampa Bay.

"Tigris is a testament to our continuing investment in the park, and to bringing new and innovative experiences to our guests."

Tigris sits in the Stanleyville area of the park, adjacent to Jungala, home to the endangered Bengal tigers. The ride's queue is lined with educational material about the plight of wild tigers and the action conservationists are taking against it.

Busch Gardens held a special opening for the ride on 16 April for pass holders to get special Quick Queue access and was fully opened to the public on 19 April.

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VR tour featuring **Stephen Hawking** set to take visitors on tour of the universe will launch in 2020 and go worldwide



■ Stephen Hawking (left) and Anthony Geffen worked closely on a VR journey around the universe

An immersive experience for museums which takes people on a 20-minute virtual reality tour of the universe, and is narrated by the late Professor Stephen Hawking, is due to launch next year.

The project was a collaboration between Hawking and Atlantic Productions, the company behind a number of award-winning productions, including numerous David Attenborough documentaries among other projects. Atlantic Productions was founded

"Before his death, Stephen recorded the narration for the journey, in which he shares his thoughts on space"

by former BBC documentary maker Anthony Geffen in 1992, and has since gone on to produce stunning works of art for television, the big screen and the museum sector, using cutting edge immersive technologies in its storytelling.

Speaking to *Attractions Management*, Geffen revealed that the Stephen Hawking VR project will be delivered through a series of pop-ups

across Britain early in 2020, before being distributed to museums worldwide.

"Before his death, Stephen recorded the narration of his journey," said Geffen, speaking to *Attractions Management*. "In this experience, he's going to take you through space, share his thoughts as you explore. To me, that's extraordinary. It's like being able to get into Da Vinci's head."

IAAPA CEO **Hal McEvoy**: visitor attractions sector "must improve sustainability"

Sustainability remains an area where, despite some improvement, the attractions sector must do better, according to IAAPA CEO and president, Hal McEvoy.

"We could be better and are improving, in terms of addressing sustainability and understanding societal trends," said McEvoy, speaking to *Attractions Management News*.

"For years attraction jobs were looked at as a job you would get starting out of college. In recent times, there's been a real push for sustainable wages.

"You see companies really starting to take these things to heart.



■ Hal McEvoy was named CEO of IAAPA in October 2018

"We could be better and are improving, in terms of addressing sustainability"

"We also have to be more responsible with how the industry delivers, offering

products that complement the environment. Not just in our industry, but

companies are now introducing sustainability statements. It's a focus the global industry should be heading toward."

He added that the sector is evolving rapidly.

"Back when I started, a theme park was just a theme park, a waterpark was a waterpark. Now, everything is morphing and it shows the creativity of people in the industry."

McEvoy also spoke about the impact that IAAPA's new HQ in Orlando will have, once it is up and running. "It's going to help us as an organisation provide the services we need to help the attractions industry succeed," he said.

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■ Burleigh said the new whale pool would be 35 times bigger and deeper than the cetaceans' current living environment

{ **"The younger generation doesn't want to see whales performing for crowds"** }

James Burleigh says whale sanctuary will "change attitudes"

Merlin Entertainments says it hopes to bring about a change of attitude in the attractions industry about keeping cetaceans for entertainment, when it opens the world's first cetacean open sanctuary in June.

The sanctuary – located at Klettsvik Bay on Heimaey Island in southern Iceland – will be the new home of two beluga whales born in captivity at the Shanghai Chang Feng Ocean World park, which Merlin acquired in 2012.

The 32,000sq m (105,000sq ft) inlet will have the capacity to comfortably accommodate 10 further animals, and Merlin is

offering other attractions the chance to retire their whales to the sanctuary.

Speaking to *Attractions Management*, James Burleigh, global ambassador for the Sea Life brand, said: "There are 3,000 cetaceans in captivity and lots of them are involved in shows. We understand that it takes attractions a while to change their business models, but we hope more will follow our example.

The younger generation doesn't want to see whales performing for crowds and, as attitudes start to change, we will be very open to sharing our experience and knowledge with other operators looking to do the same."

INDUSTRY AWARDS

Attendance up at TEA Summit and Thea Gala

The Themed Entertainment Association has reported increased attendance for the attractions body's annual Summit and Thea Awards Gala.

Taking place between 11-13 April, members of the visitor attractions industry descended on the Disneyland Hotel, in Anaheim, California for the event, which saw 350 delegates attend day one of the summit, 600 for the second day and 800 for the Gala.

Day one was an opportunity for the industry to gather and talk about work through a business lens. Focusing on "the business of the business", day one summit co-chairs were TEA past

president Christine Kerr of BaAM Productions and TEA Eastern North America Division Board president Melissa Ruminot of The Companies of Nassal.

On day two, the TEA presented its Thea Case Studies, with project owners and creatives related to Thea Award-winning project sharing the highlights and challenges of creating some of the most compelling and influential visitor attractions in the world.

The winners of the 25th Annual Thea Awards were recognised at the Gala following the summit, with the black-tie event honouring themed entertainment's finest achievements.

MORE: http://lei.sr/Z4Q4u_A



Winners of the Thea Awards were recognised at the Gala



This year's winners include Dollywood, Bazyliszek at Poland's Park Legendia and The Evel Knievel Museum in Topeka, US

LEGISLATION

IAAPA meets with lawmakers to press industry views



Specifically, IAAPA voiced its support for amusement ride safety regulations based on standards developed by the ASTM International F24 Committee

Amusement ride safety, visa exchange visitor programmes and drone operation restrictions were among the key topics that attractions leaders were able to discuss with US lawmakers at IAAPA's most recent Advocacy Days meeting in Washington, D.C.

The two-day event gave US members of IAAPA the opportunity to meet with members of the US Congress and to air industry views on a number of pressing matters. Specifically, IAAPA voiced its support for amusement ride safety regulations based on standards developed by the ASTM International F24 Committee; the continuation of the J-1 Exchange Visitor



The IAAPA delegation on Capitol Hill

Program without additional requirements that unnecessarily limit the current use of the programme; and provisions passed by Congress requiring the Federal Aviation Administration to restrict the operation of so-called Unmanned Aircraft Systems (drones) close to fixed site facilities.

MORE: http://lei.sr/B8E7D_A

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The Ecsite Conference celebrates its 30th 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

FINANCIALS

Easter timing hits Q1 results for Six Flags

A later Easter holiday this year than in 2018 has affected Six Flags Q1 results, with the theme park company saying that 200,000 guest visits will instead be included in Q2 figures.

Its revenue in Q1 2019 was US\$128m (€115m, £99.4m) and attendance was 2.2 million guests – both down on Q1 2018 by US\$1m (€900,000, £780,000) and 189,000 guests respectively.

Guest spending per capita, however, was at an all-time high, at US\$48.48 (€43.56, £37.66) – an increase of 5 per cent – as was its Active Pass Base, which includes season pass holders.

The firm's adjusted EBITDA for the first quarter

was a loss of US\$32m (€28.76m, £24.86m), which is an increase of US\$13m (€11.68m, £10.1m) on Q1 2018, caused primarily by the timing of Easter, as well as incremental lease and other costs associated with the five new US parks that Six Flags acquired in June 2018, and which were not, therefore, part of the business in the first quarter of that year.

CEO Jim Reid-Anderson said: "Strong membership penetration continues to be a key driver of our long-term growth strategy, providing both a platform of increasing recurring revenue at higher prices and the ability to further grow attendance".

MORE: http://lei.sr/G3e9H_A



■ Six Flags operates 26 parks across the US, Canada and Mexico



Strong membership penetration to be a key driver of our growth

Jim Reid-Anderson

WATERPARKS

Three new waterparks planned for El Paso



Ground was broken in central El Paso of the Lost Kingdom waterpark – the second of three new developments

El Paso, Texas is soon to break ground on its third new waterpark project.

Late in March 2019, a ceremony was held for the Cohen water park in north-east El Paso – a site that including slides, a lazy river, toddler pool, climbing wall, lap pool and cabanas. Costing US\$11.3m (€10m, £8.64m), the new attraction is expected to open in Q3 2020.

On 11 April, ground was broken in central El Paso for the Lost Kingdom waterpark – a Mayan-themed attraction featuring much the same facilities as the Cohen site. The construction is expected to cost



■ A rendering of the Lost Kingdom water park

US\$11.8m (€10.45m, £9.02m), with its opening also due for Q3 2020.

Still to come on 18 April is the groundbreaking ceremony for Chapoteo, a fiesta-themed water park in El Paso's Mission Valley featuring slides, pools, cabanas and more.

MORE: http://lei.sr/p2F9u_A

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MAJOR PROJECT

Aquarium dedicated to conserving rare species

International design practice Ennead Architects have won a competition to build a futuristic aquarium, laboratory and nature reserve on the Yangtze River near Shanghai, China.

The new 427,000 sq ft (39,669 sq m) facility, which will resemble rippling waves and feature indoor and outdoor habitats, will primarily function as a breeding and research centre, housing endangered populations of finless porpoises – the Yangtze’s only extant aquatic mammal – and sturgeon, one of the oldest species of fish in the world.

The site will be operated as an attraction in order to stimulate local interest in ecological conservation.

Public-facing areas will comprise walkways, exhibition galleries, and an auditorium.

"The project makes the important work of the institution visible to visitors through an immersive aquarium and exhibit experience, bringing them into direct contact with its activities," said Thomas Wong, design partner at Ennead. "Visitors will be able to immerse themselves in a completely natural setting away from the dense urban core of Shanghai."

The centre's landscape design will reconstruct the shoreline system and the variety of eco-regions throughout the Yangtze River basin.

MORE: http://lei.sr/w3H2s_A



■ The attraction will house a number of endangered species



Visitors will be able to immerse themselves in a natural setting

Thomas Wong

ECO ATTRACTIONS

Climate change museum looks for funding



There's been a lot of interest shown in the project

Bridget McKenzie

Crowdfunding is being used to raise money for a pop-up climate change museum for the UK.

The brainchild of cultural consultant Bridget McKenzie, Climate Museum UK can be hired by museums, schools, libraries or businesses, with content targeted to its next location – for example, low lying areas might focus on the history of flooding. It will include props, games and infographics that McKenzie herself is developing while not dealing with her day job.

"There's been a lot of interest shown in the project," she said, speaking to



■ The museum sector is increasingly throwing its weight behind efforts to tackle climate change

Attractions Management News. "Without funding, I can't progress as fast as I would like to, but in order to get funding, I need to be more progressed than I am."

Funds raised through the crowdfunding will be used to finish the business plan and prototype, with a view to getting some pop-ups going this summer.

MORE: http://lei.sr/2f3g2_A

ZOOS

Zoo Knoxville plans US\$18m reptile habitat

Zoo Knoxville in Tennessee, US, is to rehouse its reptiles and amphibians in a new US\$18m (€15.9m, £13.8m) home.

Called the amphibian and reptile conservation campus (ARCC), the new space will stretch across 2.5 acres, replacing the existing bird aviary, and will also allow for a new species of Cuban crocodiles to live at the zoo.

It will feature a greenhouse where guests can watch herpetologists at work and an outdoor ecological habitat where children will be invited to collect specimens and take them to an 'adventure lab' to explore.

The ARCC will be renamed as the Clayton Family

ARC Campus when built – in honour of American businessman Jim Clayton's commitment to the zoo and his philanthropy, which includes a US\$5m (€4.4m, £3.8m) gift from Clayton and FirstBank for this very project.

"The ARCC will support the zoo's internationally recognized work with critically endangered amphibians and reptiles," said a Zoo Knoxville statement.

"The use of the ARCC acronym for the new campus is a reflection of the role Zoo Knoxville has as a modern-day 'ark' and the work being done to save animals from extinction."

MORE: http://lei.sr/u2W4q_A



■ The project will allow for Cuban crocodiles to live at the zoo



The ARCC will support the zoo's work with critically endangered amphibians and reptiles

ARCC statement

NEW OPENING

Neuron Pod science and learning centre opens in London



I'm proud to have contributed to this amazing institution

Will Alsop

A new children's science and learning centre building has opened in London's East End, having been uniquely designed by famed late architect Will Alsop to replicate a nerve cell.

One of Alsop's last creations before his death last year, Neuron Pod, which is based at the Centre of the Cell Institute at Queen Mary University of London, is a 75ft-long, 32ft-high, three-legged steel structure that will act as a second building for Centre of the Cell.

Aimed at children, Neuron Pod will host science workshops and events, including special events for visiting



■ The centre is primarily aimed at children

schools, and aims to increase the number of visitors to the Centre of the Cell.

Speaking before his death, Alsop said of his creation: "I feel proud to have the opportunity to contribute to this amazing institution. Their work in encouraging young people is extraordinary."

MORE: http://lei.sr/9a7r9_A

Charming the world

In a world increasingly divided by rising nationalism, how do you charm someone from a culture that's not your own? Tom Mehrmann and Roland Mack discussed this issue for the IAAPA Legends panel



■ Roland Mack and Tom Mehrmann took part in the popular panel

“ We try repeating a country's atmosphere – we use elements such as architectural styles and create our own world around that

When opening a new venture overseas in a culture you're not familiar with, or when you have to interpret someone else's culture, what works and what doesn't? These were the questions posed by Bob Rogers, founder of experience design firm BRC Imagination Arts, who hosted the Legends panel at the IAAPA Expo in Orlando. For the latest edition, Rogers was joined by panel members Roland Mack – founder of Europa Park – and Tom Mehrmann, former Ocean Park CEO and current president of the under-development Universal Beijing.

Culture ambassadors

Mack, a member of the IAAPA Hall of Fame, is currently leading his family's business, which was started 240 years ago as a manufacturer of stagecoach wagons. In the early 1900s Mack started to manufacture rides and in 1977 Roland and his brother Jürgen – the seventh generation of Macks – formed Europa Park.

Rogers asked Mack the secret to Europa Park's success, which he believed was down to the European culture of Europa Park versus the Americanised Disney.

“We found that European visitors love European cultures,” said Mack. “If our visitors tell us that Europa Park is European, then we're getting better feedback.”



■ Both Ocean Park and Europa Park offer culturally relevant content, which have helped to boost attendances at the attractions

When Disney came to Hong Kong, I knew the playbook and knew what we, as a smaller park, were going to do

So how do you capture this essence of Europe without falling into the trap of stereotyping a culture – something that could potentially offend visitors?

“For us, we try recreating that country’s atmosphere,” said Mack. “We use typical elements such as architectural styles and then create our own world around that. We do it with costumes, music and the food of the countries.”

Culture ambassadors

Tom Mehrmann, who has held senior roles across the attractions industry, is now the president and general manager of the upcoming US\$7.4bn Universal Beijing theme park and resort, which is due to open in 2020 as Universal’s third park in Asia.

Prior to joining Universal, Mehrmann spent 13 years as CEO of Hong Kong’s Ocean Park and, in a feat that no one thought was possible, he managed to

outmanoeuvre Disney’s new Hong Kong theme park, with his smaller attraction beating its attendance for more than a decade. So how did he achieve this?

“When we were building Warner Bros, there was a little park down the street – Parque de Atracciones,” he explained.

“At the time, we disregarded them and thought we’d come in as a giant with a beautiful product and strong IPs. But they did some unique things. They brought in Real Madrid to be icons of the park. They were culturally relevant, tapped into the collective memory, took advantage of their generational values and we got beat up.

“When Disney came to Hong Kong, I knew the playbook and knew what we, as a smaller park, were going to do.”

Now in position as the invading giant with Universal Beijing, Mehrmann isn’t underestimating his local competition.

“We’re learning from everything and everyone. Never be too proud to learn.



■ With Disney entering the market Ocean Park adapted to better serve its market culturally



Ocean views

The Middle East's largest aquarium has opened its doors to the public at the Mall of Muscat in Oman



Lee Northmore

Oman Aquarium has opened its doors to the public in the country's capital of Muscat, becoming the largest aquarium in the Middle East, stretching across an area of 8,000sq m (86,111sq ft). Located in the Mall of Muscat, a 200,000sq m (2.2m sq ft) shopping centre, the aquarium was built by the Al Jarwani Group and will eventually be home to 30,000 species of marine animals.

Among those to have worked on the project include Advanced Aquarium Technologies – which was contracted for the full design and construction works – and Tolliday Group International (TGI) which provided consultancy, supervision and specialised management and operational services.

Sustainable models

With a focus on marine conservation, education and enriched visitor entertainment experiences, the new



■ The aquarium will be home to 30,000 species of marine animals and covers more than 8,000sq m

aquarium is one of many diversification projects in the Middle East, with governments spending big on leisure and tourism in the region recently, with investments including Qatar's new National Museum and its first planetarium.

"Spread over 8,000sq m of the total Mall of Muscat area, Oman Aquarium will be home to 30,000 species of marine animals," said Lee Northmore, director of retail and mall operations at Mall of Muscat. "To begin with, there will be 12,000 species including



A lot of passion has gone into this project and it is based on a very local Omani story

200 varieties from the seas near Oman. In the seas of Oman, there are thousands of local species and we want to focus on them with our displays.

"The project, based on Omani sailor Ahmad bin Majid's Voyage of Discovery, will have a number of sharks, octopus, turtles, and penguins on display.

"A lot of passion has gone into this wonderful project and it is based on a very local Omani story. This is a live ecosystem which will be developed over a period of time."



We recognise the role museums can play in alerting the public to the threat to our natural environment and all of our futures

Sharon Heal, Museums Association



Emergency services

The Climate Emergency campaign – which calls on leaders to declare a climate emergency – has drawn support from UK culture sector



■ The campaign to declare a "climate emergency" has gathered pace in developed nations

More than 190 UK institutions and individuals from the arts and culture sectors have pledged their support to Culture Declares Emergency (CDE), which is part of the Climate Emergency Declaration campaign. The campaign is calling for governments to declare a climate emergency and "mobilise society-wide resources at sufficient scale and speed" in order to protect civilisations, the economy, species, and ecosystems.

Garnering support

The Museums Association, Somerset House, Battersea Arts Centre, the Lyric Hammersmith Theatre, London National Park City and the Royal Court Theatre are among the first organisations to back the initiative, which launched on 3 April, and has already held a symbolic procession in London, including stopping



■ Culture Declares Emergency undertook a horse-led procession in London

“ We really believe that it’s not just politicians and scientists that need to be engaged in galvanising the public ”

to make announcements and hold short performances at venues such as the Tate Modern and Shakespeare’s Globe.

The campaign says it is inspired by and allied to, but separate from, the Extinction Rebellion movement, which is currently demonstrating in London.

A media release from CDE expressed the view that culture is "essential to help guide us in making the transformational change necessary to address the emergency of the combined catastrophes of climate change, a mass extinction of vital biodiversity and a degradation of ecosystems everywhere".

It added that "culture has the power to bring people together, disrupt the status quo and spark change".

"The Museums Association is signing up to CDE because we recognise the role that museums can play in alerting the public to the threat to our

natural environment and all of our futures," said Sharon Heal, director of the Museums Association.

Heal said that museums could contribute in three ways: by using their collections to highlight the impact of climate change; by using their spaces to involve and activate their communities; and by operating in greener ways themselves. The association’s annual conference this year is titled Sustainable and Ethical Museums in a Globalised World.

Somerset House has two programmes coming up which address the role of language and voice in tackling these issues. "We really believe that it’s not just politicians and scientists that need to be engaged in galvanising the public – artists and the creative sector together play a really important role too," said Karishma Rafferty, a curator at Somerset House.



■ Climate change protesters staged a "die-in" at the Natural History Museum in London last month, as part of their large-scale demonstrations across the capital

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 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

www.aaaexpos.com

11-14 JUNE 2019

IAAPA Expo Asia

Shanghai New International Expo Centre

IAAPA Expo Asia 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

www.iaapa.org/expos/iaapa-expo-asia

25-27 JUNE 2019

BALPPA Summer Conference 2019

The Balmer Lawn Hotel and Carey's Manor Hotel, Hampshire, UK

The annual Summer Conference will this year take place in the picturesque setting of New Forest in the south of England. All BALPPA Members are cordially invited to join three days of informative fun!

Tel: +44 (0)207 403 4455

Contact: events@balppa.org



■ VAC is the pre-eminent industry event for the UK visitor attractions sector

3 OCTOBER 2019

VAC 2019

QE II 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. Whether your Attraction is large or small, charitable or commercial, and whether access is free or charged, we all share the same goal: to attract and satisfy visitors.

Tel: +44(0) 207 456 923

www.vacevents.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

and supplier companies will gather to learn about and demonstrate the latest technology, innovations and services within the industry.

Tel: +43 (0) 22 162 915

Contact: akolar@IAAPA.org

www.iaapa.org/expos

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.

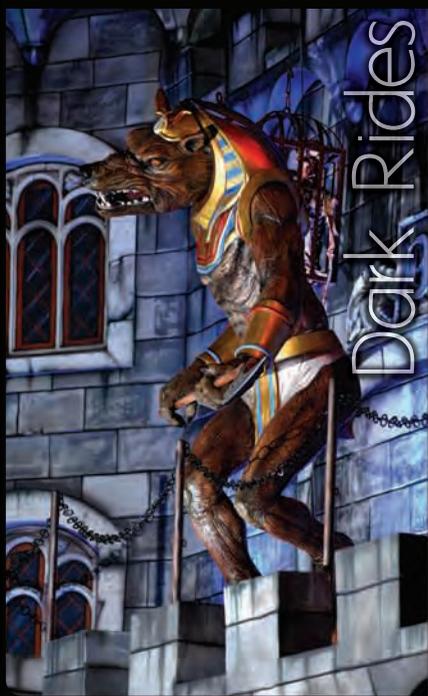
Tel: +1 202 783 7200

Contact: kellies@astc.org

www.astc.org/conference



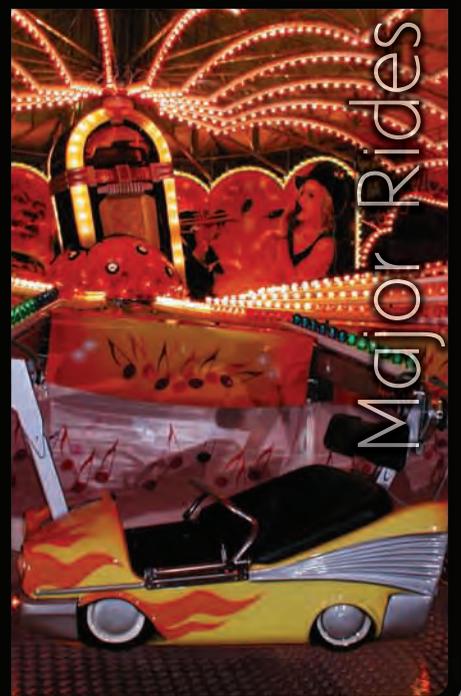
Venetian Carousels



Dark Rides



Bumper Cars



Major Rides



FIGURE

PolinAquariums

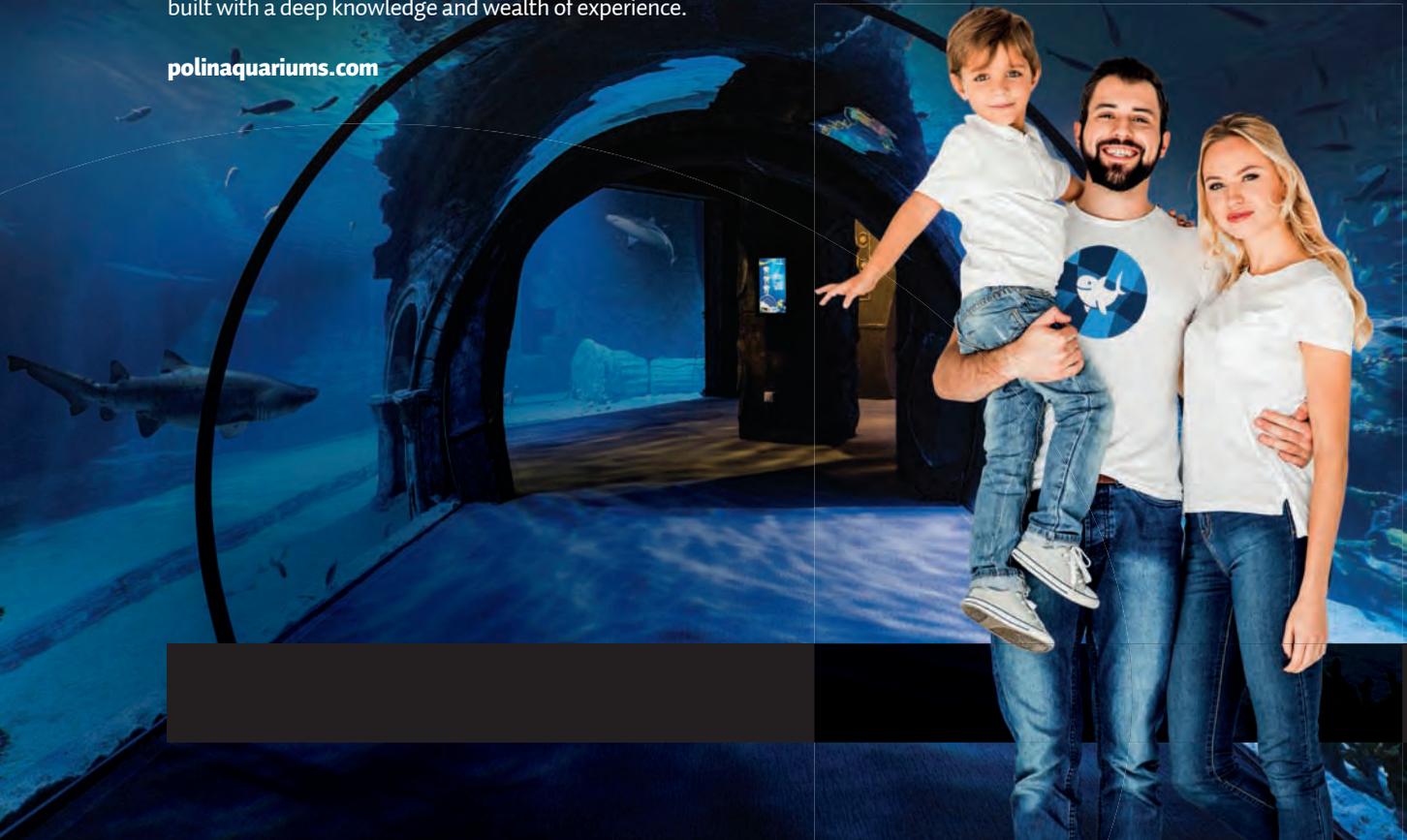
CONCEPT + DESIGN
CONSTRUCTION + MANAGEMENT

EXPERIENCE THE UNDERWATER



Polin Aquariums, as the result of the partnership between Polin and Ocean Aquariums, has a team of experts that can provide all details needed in projects including conceptual designs, engineering, architecture, construction, business plans, procurement of living creatures and brand identities. With this team of experienced architects, engineers, biologists, veterinarians and technical experts, the success of the attraction centers is built with a deep knowledge and wealth of experience.

polinaquariums.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



● Beyond Medusa's Gate is set in Ancient Greece and allows players to choose from six customisable avatars

Ubisoft's new 'Beyond Medusa's Gate' experience to revolutionise location-based entertainment



● Cyril Voiron, executive producer at Ubisoft's Escape Games

Ubisoft Blue Byte, a subsidiary of French gaming company Ubisoft, has developed a new location-based VR escape room experience. Called Beyond Medusa's Gate, the escape room, which is launching at several locations across the US and Europe in May, builds on the success of the brand's Escape the Lost Pyramid experience. The adventure begins with players choosing from one of six customisable avatars before they are 'transported' to Ancient Greece, where they find themselves in a coastal

cave on the Aegean sea with the legendary ship of the Argonauts. Players then have 60 minutes to escape the cave, using a combination of teamwork and problem-solving. Cyril Voiron, executive producer at Ubisoft's Escape Games, said: "Ubisoft is tapping into two popular and growing entertainment trends – combining escape rooms and location-based VR in highly immersive, one-of-a-kind experiences." "Beyond Medusa's Gate continues the legacy of our game design and storytelling expertise, pushing the Escape

Room experience category with memorable state-of-the-art VR experiences that go beyond what is physically possible." Benedikt Grindle, managing director at Ubisoft Blue Byte, said: "The level of immersion in Beyond Medusa's Gate is astonishing and will make players feel like they are truly in the game." "Our goal is to revolutionise the location-based entertainment industry and bring virtual reality to a mainstream audience." **ATTRACTIONS-KIT KEYWORD**
UBISOFT

Legacy Ent's. to create world's first stunt show dark ride



● Lee Roe, creative director at Legacy Entertainment

Legacy Entertainment has partnered with Trans Studio to create Road Rage, the world's first ever stunt show dark ride, which will serve as the signature attraction at Trans Studio Bali.

Legacy were responsible for the design and production of the ride, while engineering firm Oceaneering provided the dynamic ride system and Benoit Jutras, the composer behind Cirque Du Soleil and Dragone, has created the musical score for the attraction, which is designed to get pulses pounding.



● Road Rage is set to break new ground by mixing live performers and high-octane stunts with a more traditional dark ride set up

More details are set to be released later this year, however, the attraction, billed as 'world-first', is set to break new ground with the inclusion of live performers and high-octane stunts inside a more traditional dark ride set up.

Lee Roe, creative director at Legacy Entertainment, said: "For the first time, visitors to

an Indonesian theme park will experience a dark ride that exceeds those in many of the world's top theme parks."

"Trans Studio are pioneers. They have no interest in rehashing what's been done elsewhere."

ATTRACTIONS-KIT KEYWORD
LEGACY ENTERTAINMENT

Zamperla reveals details of Warner Bros. World Abu Dhabi

Italian coaster designer and manufacturer Zamperla has revealed details of its involvement with Warner Bros. World Abu Dhabi.

Managed by project development firm Miral Asset Management LLC under licence from Warner Bros. Consumer Products, the park is the first

Warner Bros. branded indoor theme park in the world and features zones dedicated to a host of beloved Warner Bros. characters such as Superman, Wonder Woman, Bugs Bunny, Scooby Doo and The Flintstones.

Zamperla supplied a number of key attractions across the park, including Tom and



● Alberto Zamperla

Jerry's Swiss Cheese Spin, and Zamperla's Super Twister Coaster, located in Cartoon Junction. In the Gotham City area Zamperla installed its Disk'O Coaster, named The Riddler Revolution after the Batman villain of the same name. In Dynamite Gulch is the AeroTop Jet, named the

Jetson's Cosmic Orbiter, and the Bumper Cars, called Marvin the Martian Crate Crashers, whilst in the ACME area is Tweety Wild Wockets, the MiniJet ride and back in Cartoon Junction is the Speedway attraction, named Ricochet Racin' with Taz.

Alberto Zamperla, CEO & president of Zamperla, said: "We are honoured to be part of this new tourism destination and we are very satisfied with the outcome of our work!"

"We thank Miral for choosing us as suppliers of some important rides and for giving us the opportunity to demonstrate Zamperla's engineering and theming capabilities," he added.

ATTRACTIONS-KIT KEYWORD
ZAMPERLA



● The Riddler Revolution is Zamperla's Disk'O Coaster

Attractions Find great staff™

MANAGEMENT NEWS



**Recruitment headaches?
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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.

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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.

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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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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



ATTRACTION 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 Attraction Manager to join the team!

You will 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/4h4r7>



An amazing opportunity has become available at one of the UK's leading tourist attraction and leisure brand businesses.

Are you passionate about building a career in the leisure industry, with a focus on guest experience? If so, then this could be the role for you!

We are currently looking for a Sales and Marketing Manager to join our team.

If you are an experienced marketer with a flair for sales and an understanding of audience development, this is the opportunity for you! You will have experience of delivering strong marketing campaigns and an understanding of the importance of a strong brand.

You will be responsible for generating and monitoring a pipeline of potential clients with a clear plan of converting this to sales.

If you are looking for a role that is enjoyable and challenging, this role will offer you the opportunity to develop creative and innovative approaches to build on the existing success of Oxford Castle and Prison.

We are looking for a confident individual with a strong work ethic, focus and initiative with the ability to work as part of a close-knit management team.

In return, we will invest in your career.

About us

Continuum Attractions is a multi-million-pound company employing over 450 talented people and welcoming just short of 2m guests per year. Over 30 years we have created engaging visitor experiences that enrich, entertain and bring stories to life. We are a sustainable business with a bright future; our portfolio just keeps on growing.



APPLY NOW: <http://lei.sr/i3A0b>

OXFORD
CASTLE
& PRISON
£



Attraction Shift Manager - Retail

Concord, North Carolina, United States

Welcome to Merlin Entertainments! We are SEA LIFE Charlotte!

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 SEA LIFE Charlotte!

You will manage a team of fun driven and enthusiastic magic and memorable experience makers. We are now looking for an exceptional Duty Manager to oversee the smooth and safe running of the retail aspects of the attraction on a daily basis. The Duty Manager will lead the retail team in their goal of delivering unique, memorable, and rewarding experiences to all our guests.

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 is a business built on fun. We are the world's second-largest visitor attraction operator. Whether you are serving delicious food, working in the office, maintaining the attractions, entertaining guest or operating rides, the objective is to provide a truly memorable experience and a great day out for all members of the family.

For more information and to apply: <http://lei.sr/N4a8Z>





VISITOR CENTRE MANAGER

SALARY RANGE £15 P/HR TO £25 P/HR.

Are you passionate about renewable energy and tackling climate change?

Our client, E.ON Climate & Renewables is looking for a Visitor Centre Manager for the Rampion Offshore Windfarm. In this role, you will help turn the Centre into the leading information resource for offshore wind in the United Kingdom.

The Centre will command a prime location in Brighton based on the city's iconic seafront next to the I360 attraction.

E.ON Climate & Renewables are looking for individuals who can give visitors an exceptional experience through their expertise, experience and possession of the following:

- Management within an educational visitor centre attraction
- Excellent communication skills
- Good networker and partnership builder
- Strategic and creative thinker

The Rampion Visitor Centre (RVC) Manager is responsible for the management and development of all operational activities in the Visitor Centre, to ensure the delivery of an exceptional visitor experience.

The RVC Manager will need to be passionate about renewable energy and tackling climate change, community engagement, education, marketing and partnerships in order to maximise visitor numbers, enhance the visitor experience and transmit core messages in an enjoyable, emotive and engaging way.

Rampion Offshore Wind Farm

Rampion Offshore Wind Farm is the first offshore wind farm off the south coast of England. The RVC will aim to become a leading information resource for offshore wind in the UK, to illustrate the link between climate change, energy security and to raise awareness about the role offshore wind can play for the benefit of society as a whole. The RVC is due to open in July 2019.

Apply Here: <http://lei.sr/YOG2x>





LEGOLAND NEW YORK

HEAD OF CENTRAL SCHEDULING AND PLANNING

Something very exciting is underway in Goshen, New York. Due to open in 2020, LEGOLAND Park and Hotel in New York is Merlin's biggest single investment to date and you could play a crucial part in this amazing project!

We're now looking for a unique person who has a passion for strategic thinking and planning and will lead the way in Delivering the Magic as we bring the world's ninth LEGOLAND Park to life brick by brick. You will support bringing the project from construction to a bricktastic place filled with smiles.

The Head of Central Scheduling and Planning role exists to ensure that the Resort is efficiently resourced at all times, across all departments, in line with visitor numbers and available staffing, to deliver a world class guest experience.

Merlin Entertainments, plc is a business built on fun. We are the world's second-largest visitor attraction operator.

Whether you are serving delicious food, working in the office, maintaining the attractions, entertaining guest or operating rides, the objective is to provide a truly memorable experience and a great day out for all members of the family.

If you have the magic to create smiles and memories on a daily basis then you want to be Team LEGOLAND New York Resort.

For more information and to apply: <http://lei.sr/y7q5A>



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



Regional Managers

Salary: £30,000 + Bonus
Company: Superbowl UK
Location: Nationwide, UK

General Managers

Salary: £29,000 + Bonus
Company: Superbowl UK
Location: Nationwide, UK

Duty Manager

Salary: £19,000 - £21,000
Company: Superbowl UK
Location: Nationwide, UK

Sales and Marketing Manager

Salary: Up to £24,000
Company: Continuum Attractions
Location: Oxford, UK

Box Office Manager

Salary: Competitive
Company: Madame Tussauds
Location: Orlando, Florida, USA

Attraction Shift Manager - Retail

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

Attraction Manager

Salary: Competitive
Company: Legoland Discovery Centre
Location: Tempe, Arizona, USA

Strategic Account Sales Manager

Salary: Competitive
Company: Merlin Entertainments Group
Location: Goshen, New York, USA

Head of Central Scheduling and Planning

Salary: Competitive
Company: Merlin Entertainments Group
Location: Goshen, New York, USA

Trade Sales Manager

Salary: Competitive
Company: Merlin Entertainments Group
Location: Goshen, New York, USA

Assistant General Manager

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

Operations Manager

Salary: Competitive
Company: Wild Life
Location: Whitsundays QLD, Australia

Destinations Development Officer

Salary: £30,500 (depending on experience) + excellent benefits
Company: Canal & River Trust
Location: Birmingham, UK

General Managers

Salary: £37,000 - £42,000 per annum Plus Market-Leading Bonus
Company: Hollywood Bowl Group
Location: North London, United Kingdom

Duty Manager

Salary: £20-£25K depending on experience.
Company: Dinotropolis
Location: Dartford, UK

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

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