

Attractions

MANAGEMENT NEWS

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15-28 MAY 2019 ISSUE 130

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Royal Caribbean opens \$250m attraction

Cruise line Royal Caribbean International (RCI) has opened its first "Perfect Day" private island, the first to come in a series of bespoke destinations under development worldwide.

Called Perfect Day at CocoCay, the US\$250m (€222m, £192m) private island in the Bahamas features a waterpark as its main attraction, with the development anchored by North America's tallest waterslide. Called Thrill Waterpark, the island's centrepiece is made up of a total of 13 slides – the most slides found in any waterpark across the Caribbean region – as well as the region's largest wave pool and a kid-friendly obstacle course.

The tallest slide, Daredevil's Peak, stands at 135ft (41.1m) tall. Perfect Day at CocoCay also offers the highest view in the Caribbean, with a fixed helium balloon taking visitors 450ft (137.2m) up in the air.



■ Perfect Day at CocoCay is anchored by North America's tallest waterslide

"RCI is a leader when it comes to pushing the envelope in cruise ship design and the experiences offered," said Michael Bayley, CEO, RCI.

"With Perfect Day at CocoCay, we've transformed an island and revolutionised private destinations."

MORE: http://lei.sr/g9c9V_A



Perfect Day revolutionises private destinations

Michael Bayley



THEME PARKS

Marvel's success in China a 'huge opportunity' for Disney

Bob Iger says Shanghai park will be first to benefit

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EVENTS

EAS rebranded as IAAPA Expo Europe ahead of Paris

New name will bring IAAPA family of events together

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WATERPARKS

New York's biggest waterpark opens its doors

Kartrite Resort offers visitors "luxury and rides"

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Liseberg chief executive **Andreas Andersen** rejoining Copenhagen's Tivoli Gardens

Andreas Andersen has left his role as Liseberg CEO to rejoin Tivoli Gardens in Copenhagen, Denmark, as its executive vice president.

Andersen, who joined Sweden's Liseberg in February 2011, leaves a lasting legacy, having overseen major changes at the Swedish theme park during his seven years as head of the operations – including new attractions such as the B&M-designed Valkyria steel-dive coaster and Helix, a steel launch coaster from Mack Rides.

Andersen has also been overseeing the park's €200m (US\$238.8m, £178.8m) expansion, which will attempt to diversify its product



■ Andersen previously operated as Tivoli's vice president

"I am very proud of the Liseberg that I have been involved in managing and developing"

offering and to expand its operational season by adding a new indoor waterpark

and hotel among other improvements. By 2020, the park will feature a new

theatre, themed restaurant and will have its Kaninlandet (Rabbit Land) children's area renovated at a cost of €19.5m (US\$22m, £16.8m).

"I am very proud of the Liseberg that I have been involved in managing and developing," said Andersen.

"But I am most proud of my fantastic colleagues, whom I know will take Liseberg to new heights."

In a statement, Liseberg confirmed that its board of directors will soon start the search for a new CEO.

"Andreas has done a fantastic job as CEO of Liseberg and he leaves a very well-run company," said Liseberg chair, Christer Holmgren.

'Hybridisation' of visitor attractions becoming increasingly evident, says IAAPA chair **David Rosenberg**



■ Rosenberg stressed the importance of sustainability to the sector

New IAAPA chair David Rosenberg has welcomed the rise of "hybridisation" in the visitor attractions sector, predicting that it will be a "big growth area".

Rosenberg was speaking to *Attractions Management* about his plans for his chairship of the industry organisation (Issue 1 2019) and was asked about parts of the industry showing growth.

"I was at Whistler last summer. If you were to visit

"Hybridisation might be a buzzword in some ways but it's also become really evident"

at that time of year a decade ago, there was almost nothing in terms of tourism because there wasn't really anything to do," he said.

"In July last year it was thriving. The mountain has become an attraction. It's got things such as the world's highest bridge, mountain biking and hiking activities. Hybridisation might be a buzzword in some

ways but it's also become really evident. Taking a six-month operation and turning it into a year-round attraction is a big growth area."

In the interview, Rosenberg also stressed the importance of sustainability to the sector, recognising the changing expectations of the public on issues such as single-use plastic straws and bottles.



■ Camp is an industry veteran and recently worked on Europa Park

"Waterparks built near theme parks achieve attendances up to 20 per cent of the associated theme park numbers"

Nearby attractions help waterparks thrive, says consultant **David Camp**

Combining waterpark ventures with additional attractions, activities and accommodation is the best way to assure their financial success, according to David Camp of D&J International Consulting.

Writing in *Attractions Management's* Issue 1 of 2019, Camp drew upon a project his company had worked on with Europa Park, which is investing around €150m (US\$170m, £128m) in creating the Rulantica waterpark and hotel accommodation.

While helping to plan this expansion, Camp said that

D&J International Consulting examined a number of theme park and waterpark destinations around the world.

"We discovered that waterparks built near to theme parks are typically able to achieve attendance levels of between 10-20 per cent of the associated theme park visitor numbers, and often the admission prices for the waterpark are not far below those of the theme park," he said.

"This is a significant additional volume of visitors and revenues that can make a major contribution to the finances of a resort."

Attractions

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Job opportunities

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Zhonghong loan default will not affect SeaWorld finances, says **CEO Gus Antorcha**



■ Antorcha said SeaWorld increased revenues by US\$3.4m during Q1

SeaWorld CEO Gus Antorcha has revealed more details about its failed China projects, after its majority shareholder, Zhonghong Group, defaulted on outstanding loan payments forcing the operator to terminate exclusivity agreements with the property developer.

When Zhonghong acquired a 21 per cent stake in SeaWorld from Blackstone in 2017, two agreements were then put in place: one for Park Exclusivity and Concept Design

"These matters are between Zhonghong and its lenders and we don't expect them to have a material effect on us"

(ECDA); the second for Center Concept and Preliminary Design (CDSA). Under the terms of these agreements, SeaWorld would have provided guidance, input and expertise relating to strategic planning, concept and preliminary design of Zhonghong's family entertainment centres.

Antorcha said that when Zhonghong acquired its stake in SeaWorld, part of that

acquisition included shares of common stock which secured its loan obligations. When Zhonghong defaulted on its loan, the lenders took ownership of those shares.

"These matters are primarily between Zhonghong and its lenders and we do not expect these matters to have a material effect on our business, financial position or results of operations," said Antorcha.

TEA president **Michael Mercadante** says new markets are key to driving global growth

Themed Entertainment Association (TEA) president Michael

Mercadante plans to drive the organisation's growth in new markets.

Speaking to *Attractions Management* (Issue 1 2019), Mercadante said that while expanding the association globally is one part of the plan for his tenure, the expansion would not only be governed by geography.

"The industry is evolving and diversifying in terms of market sectors, types of projects, guest expectations and business culture," he said.

"My own background puts me in an ideal position to help expand the conversation



■ Mercadante has been a member of TEA's board since 2012

"The industry is evolving and diversifying in terms of market sectors"

within the museum and zoo communities and to grow TEA's presence in

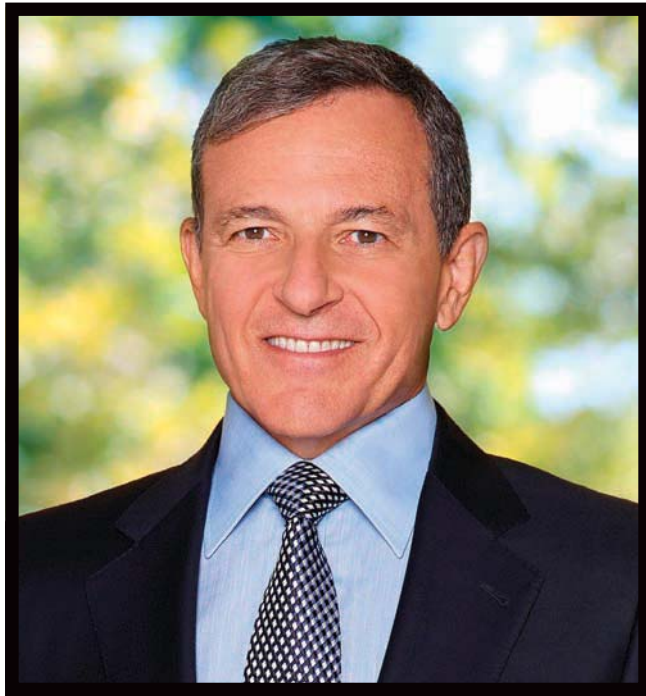
those communities around the world. There are many business spaces in need

of what TEA members can do in terms of storytelling, placemaking and compelling experiences."

Mercadante, who has been a member of TEA's board since 2012, is president of US-based experience design firm Main Street Design. He succeeded David Willrich as TEA president in November 2018.

Mercadante says Willrich's legacy has created a "very strong foundation" for TEA events around the world – and one which he intends to build on.

"A huge benefit of TEA membership is the access to people, places, discussions and venues we provide," he added.



■ Iger said Marvel presented great opportunities long-term

"We should be hard at work already designing and developing a Marvel presence in Shanghai"

Bob Iger: 'huge opportunities' for Marvel at Shanghai Disney

Disney CEO Bob Iger has hinted at an expanded Marvel presence for its Shanghai theme park in China.

Speaking during an earnings call, Iger revealed that regulations in China were limiting Disney's distribution of over-the-top media such as its upcoming Disney+ subscription service in the country. Iger also revealed that Avengers: Endgame has made more than US\$600m (€536.2m, £461.8m) in the Chinese box office alone, showing the strength of the brand in China. This success on screen, says Iger, will flow

down into Disney's parks.

"As it relates specifically to Shanghai Disney, we have a huge opportunity for Marvel there," he said.

"When we began designing the park, we'd only just purchased Marvel, so we built something temporary – a tent featuring Marvel franchises.

"But there are great opportunities long term given the affinity Chinese people have for Marvel. That's a hint to our parks and resorts group.

"We should be hard at work already designing and developing a Marvel presence in Shanghai."

MEET THE TEAM

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HERITAGE ATTRACTIONS

Museums merge to form new Civil War Museum

Two American Civil War institutions in Richmond, Virginia, have merged to form a new museum that aims to present every perspective on the 19th Century conflict.

The American Civil War Museum, which opened on 4 May, has been created from the merger of the American Civil War Center and the Museum of the Confederacy, both of which were located in Richmond – the capital of the Confederate States during the war.

A new building has been constructed encompassing the historic Tredegar Ironworks, where much of the Confederacy's heavy artillery was manufactured.

The glass-walled museum holds around 16,000

artefacts, including enlarged and colorised photographs of both legendary and little-known Civil War-era Americans from both sides.

It was designed by architects 3north while design firm Solid Light helped plan the museum's galleries.

Costing US\$25m (€22.32m, £19.21m), the project owes much to the close professional relationship of historian Christy Coleman, an African-American who was CEO of the American Civil War Center, and Waite Rawls III, a white Southerner whose great-grandfathers served as Confederate soldiers, who was executive director of the Museum of the Confederacy.

MORE: http://lei.sr/6P2u6_A



■ The museum will house 16,000 artifacts from the war



The ambitious project is expected to cost around US\$25m (€22.32m, £19.21m) to complete

EVENTS

EAS rebranded as IAAPA Expo Europe ahead of Paris event



IEE is the largest international conference and trade show for the EMEA region

Registration is now open for the newly-renamed IAAPA Expo Europe (IEE), with this year's European showcase for visitor attractions coming to Paris, France, in September. Formerly the Euro Attractions Show (EAS), IEE takes place at the Paris Expo Porte De Versailles between 16-19 September. The event will boast the largest show floor in its history with more than 550 exhibitors across 16,000sq m (172,000sq ft) of exhibition space.

IEE represents the largest international conference and trade show for the leisure and attractions industry in the Europe, Middle East, Africa (EMEA) region, with



■ IEE will take place at Paris Expo Porte De Versailles

more than 15,000 leisure, tourism, and entertainment professionals from more than 100 countries expected to attend.

Among the activities on offer, attendees will be able to take part in more than 100 hours of education sessions, including an Institute for Attractions Managers at Disneyland Paris, a Safety Institute and education sessions on a number of topics.

MORE: http://lei.sr/8t2E2_A



We think every great attraction should start with one of these.



www.rma-themedattractions.co.uk

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 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

MAJOR PROJECT

'Salmon Eye' visitor centre planned for Norway

A concept design for a "world-class" visitor centre at a Norwegian salmon farm has been unveiled by Danish exhibition design company Kvorning Design & Communication.

It's hoped that The Salmon Eye visitor centre at seafood company Eide Fjordbruk's fish farming site in Hardangerfjord, Norway, will draw attention to and increase dialogue about standards of aquaculture, encouraging innovation.

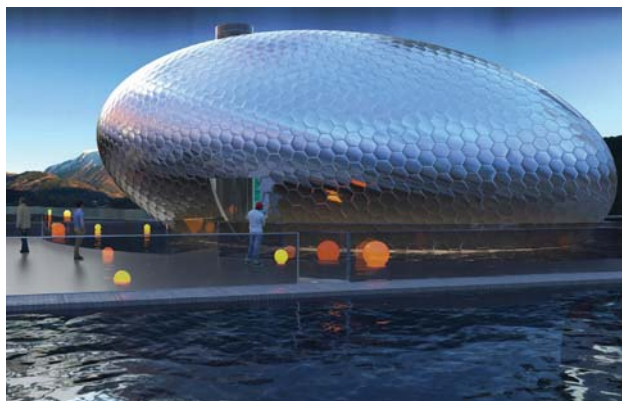
Should the project go forward following approval from the Norwegian Directorate of Fisheries, a 650sq m (2,132sq ft) active exhibition area will be developed within the 'fish-eye' design, with Norwegian

event technology service provider Bright Group set to deliver the technological user experience inside.

The site is called Hågardsneset, and hosts natural conditions that Eide Fjordbruk says enable it to produce healthy salmon in a sustainable way.

"Kvorning Design & Communication and Bright Group envision a spectacular design with natural shapes from the salmon's environment, that respects Eide Fjordbruk and is optimised for visitors to experience modern aquaculture in an interactive and sustainable way," said Hans Martin Eide of Eide Fjordbruk.

MORE: http://lei.sr/y2V2C_A



■ The futurist attraction has been designed by Kvorning



The design will feature shapes from the salmon's environment

Hans Martin Eide

NEW OPENING

New York's biggest waterpark resort opens



The indoor attraction boasts an energy-efficient Texlon transparent roofing system

Kartrite Resort & Indoor Waterpark – a new luxury family resort in the Catskills mountains, outside New York City – has opened its doors.

Based in Monticello, NY, Kartrite has the state's biggest waterpark at 80,000sq ft (24,384sq m), with 10 waterslides supplied by the Aquatic Development Group, as well as Flowrider wave technology and the Affinity Springs spa.

Overlooking the waterpark, a decking area takes advantage of the warm indoor climate with a living plant wall, which is part of an elevated "cabana oasis" – a



■ Kartrite is spread across 80,000sq ft

space with 15 deluxe cabanas available to rent. Inside the cabanas, guests can find lounge chairs and towels, high-definition televisions, cooling fans and a mini-fridge stocked with healthy snacks and non-alcoholic drinks.

MORE: http://lei.sr/e4y7T_A

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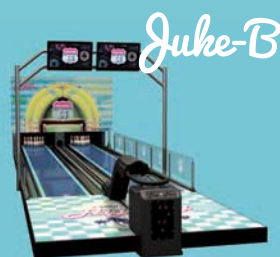
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REDEVELOPMENT

Morehead to receive US\$5.2m revamp

Morehead Planetarium and Science Centre in North Carolina, US, is to close next month to begin the first phase of a US\$5.2m (€4.6m, £4m) refurbishment project.

The centre will close its doors on 4 May until 17 June for renovations to its Full dome Theatre, which is the first step in the full revamp programme it's calling '#TakeUpSpace'.

#TakeUpSpace will see Morehead reimagined "as a unique space where children and adults can launch their own dreams, maybe even careers, related to scientific discovery", according to the centre.

Los Angeles-based design practice Mycotoo has been drafted in to create the interiors for the project. It will see

a number of technological upgrades introduced and five times the amount of floor space dedicated to public use, alongside interactive experiences and galleries, with many informed by research ongoing at the campus.

Other upgrades at the centre will include renovations to teaching areas and existing exhibition spaces.

"Morehead will retain its majestic exterior, while inside, it will soon provide the kind of experiences visitors and students expect today," said Todd Boyette, Morehead Planetarium and Science Centre director.

Morehead welcomes 160,000 visitors each year.

MORE: http://lei.sr/E3C3T_A



■ The upgrades have been designed to facilitate more visits



“

We'll provide the experiences visitors expect today

Todd Boyette

NEW OPENING

"Serengeti of the South" to open in Texas

“

The zoo features a drive-through safari across 250 acres and an "adventure zoo" featuring an on-foot safari experience over 20 acres of land

A new zoo and safari park is set to open in Texas, US, this month (May), with the Aggieland Safari describing itself as the "Serengeti of the South".

The name "Aggie" is the term for a student at Texas A&M University. The safari park is owned and operated by the student body, born, it says, from "a love of animal stewardship and dedication to conservation". Set over 450 acres at Bryan, which is 90 minutes from Houston, the park will give visitors the chance to interact with more than 100 species of wildlife, including several that are endangered or are already extinct in the wild.



■ Visitors will be able to feed animals at the zoo

It features a drive-through safari across 250 acres, where visitors can purchase a bucket of feed for some of the animals, while the "adventure zoo" includes an on-foot safari experience over 20 acres of land.

MORE: http://lei.sr/s7X2n_A

BRAND ATTRACTIONS

Heritage centre opens for vintage Italian cars

Car manufacturing group Fiat Chrysler Automobiles (FCA) has opened a new heritage centre in its famous Mirafiori plant in Turin, Italy, showcasing vintage models from its leading brands.

Called the Heritage Hub, the new centre showcases 258 antique, vintage and rare Fiat, Abarth, Lancia and Alfa Romeo lines, including some that have never before been shown to the public.

The heritage centre offers a guided educational tour, taking visitors through eight different exhibitions where FCA has chosen different eras and concepts of its history and the cars that reflect them. Among the eight are motor architecture, the rally era and eco and sustainable cars.

Ranging from the famous Fiat rally model, replete with Martini branding emblazoned on its sides and hood, through to prototype models and cars dating back to some of the first produced in Italy, the collection gives visitors the chance to get up close to some of the cars that made Italian car manufacturing world-famous.

It's located in a huge former mechanical manufacturing factory within the Mirafiori plant and also has a function called 'Reloaded by Creators' where FCA Heritage – for whom the centre is also now the service and sales headquarters – restores and sells rare and classic vehicles.

MORE: http://lei.sr/h8V3W_A



■ The collection gives visitors the chance to get up close to some of the cars that made Italian car manufacturing world-famous



The heritage centre offers a guided educational tour, taking visitors through eight different exhibitions

PUBLIC ATTRACTIONS

UK city Hull to invest £27.5m in maritime attractions



If we secure NHLF funding, we can begin building next year

Mark Jones

A £27.5m scheme to renovate the maritime attractions in Hull has been unveiled by the city's council.

The Maritime Museum, North End Shipyard, Arctic Corsair and Spurn Lightship will all be transformed under the plans while a public consultation has been put out with renderings on display in the Trinity Market for Hull residents to see.

The Dock Office Chambers will also be revamped under the plans.

Hull City Council expects the project to bring in 300,000 visitors to the city and generate £2.9m income. The council has applied for £15m from



■ The works will transform a number of attractions

the National Lottery Heritage Fund (NLHF) for the project, while it will front up £10m from its own coffers.

"If we successfully get the NLHF funding we have applied for, we expect to begin construction later this year," said Hull City Council's director of regeneration Mark Jones.

MORE: http://lei.sr/E6S5W_A

Climatic attraction

Cultural consultant Bridget McKenzie is turning her passion into action with Climate Museum, a mobile exhibition to try and effect change



■ The museum will include a selection of props, infographics, games, activities and artworks

Reminders of climate change are around us all the time. Sometimes it's dramatic and heartbreaking, like news of forest fires in California, or the sea ice shrinking in the Arctic.

Other times it's smaller but closer to home, like the howling storm that keeps you awake at night. We can't ignore it, but frequently feel helpless, especially when the most powerful man in the world is a denier.

A cultural sector consultant, whose clients include the V&A and Museum of London, Bridget McKenzie is stepping in to provide some leadership, and empowerment, around the subject.

Growing wave of change

An environmental campaigner at the weekends, McKenzie is currently in the early stages of creating Climate Museum UK – an experimental mobile museum designed to educate, start conversations and inspire action around the topic.

There's a small but growing wave of change which McKenzie is riding in the cultural sector. She was inspired to start working on her idea earlier this year when she met Miranda Massie, who is in the process of setting up a Climate Museum as a destination attraction in New York.

"There's a growing movement in the cultural sector to further discuss

There's a growing movement in the cultural sector – many museums are starting to integrate the environment into their work

■ The initiative looks to 'start the conversation' and educate visitors about climate change



We've gone past the point of asking if museums can effect change. We know they can, so we need to start doing it

climate change," McKenzie explains. "Many museums are starting to integrate the environment into their work for social action. We've gone past the point of asking if museums can effect change. We know they can, so we need to start doing it."

Unlike its New York counterpart, Climate Museum UK will not be developed around a single destination but will be a pop-up – part exhibition, part training process – which could be hired by a museum, school, library or business.

"I see it as a workshop/campaign/training project where people can explore the subject and talk about their feelings and views," says McKenzie. "Props and games will enable the conversation of how we can engage communities with climate change. Each pop-up will be targeted to the location: for example if it's a low lying area there might be a history of flooding which can be brought into it."

Campaign masters

With the help of fellow climate campaigners and organisations such as Julie's Bicycle and Artsadmin, McKenzie has been honing her ideas over the last few months, as well as making props and games for the pop-up. These include things such as collapse kerplunk; climate change dominoes and earth top trumps.

There will be some core infographics, and a conversation machine, where the visitor puts in a thought, turns a handle and gets someone else's thought in return. The cabinet of curiosities will present objects, like coal and plastic, in jewellery boxes as talking points.

"Although I want there to be playful activities, I'm deliberately not making anything silly," she says. "This isn't a place to come and have fun, it's a serious subject. I'm not trying to determine the visitors' emotional response, but give them space to create and explore."



■ Bridget McKenzie acts primarily as a consultant for the culture sector



Child's work

KidZania has revealed plans to enter the US market, as part of ambitious plans for a major expansion push across the globe



■ Greg Stevens,
CEO of KidZania USA

KidZania – the children's edutainment centre operator – has announced plans to expand into the US, with its first centre due to open in Frisco, Dallas, Texas later this year and another three cities – New York, Chicago and Los Angeles – to follow through to 2021.

Growing the concept

There are currently 27 KidZania centres in 21 countries, with the US plans

further expanding the franchise's global reach. "At KidZania, kids have an opportunity to role-play more than 100 professions within an 80,000 square foot indoor city designed just for them," said Greg Stevens, chief executive officer of KidZania USA.

"In the US, we're onboarding a number of industry partners and identifying new local champions.

"Because that is what makes the immersive learning experiences real and meaningful."



■ Kidzania has signed with a number of leading companies to make the work-based experiences more realistic

Miniature cities

KidZania's offering is a kid-size city, where children can play a variety of real-life roles in realistic simulations. Role-play professions include firefighter, journalist, chef and surgeon. KidZania says the experience allows children to "learn about the world of work while building real-life skills like financial literacy, teamwork and problem solving".

Many of the centres are operated on a franchise model, while KidZania also partners with consumer brands



The experience allows children to learn about the world of work while building real-life skills

to incorporate them into a city's architecture and activities. In this way, brands such as British Airways, Netflix, Microsoft, Honda, Johnson & Johnson, Sony, Kellogg's, WWE and Nintendo have all become involved with the operator.

Last year, it signed a deal with gaming giant Nintendo for a new element called the Nintendo Labo.

"The Nintendo Labo Workshop inspires creative minds and playful hearts alike," said Nicolas Wegnez, general manager for Nintendo.



Through our Industrial Strategy we're investing to build on this huge global demand for UK creative content

Greg Clarke, business secretary,
UK Government



Investing in IP

In the latest move suggesting that "IP is king", the UK government is investing £4m to help develop immersive experiences for popular TV shows Wallace & Gromit and Peaky Blinders

■ The characters of Wallace & Gromit have been described as positive international cultural icons of both modern British culture and British people



A host of Immersive experiences, based on the popular Wallace & Gromit and Peaky Blinders IPs, are to be developed with central government funding, as part of the UK's modern Industrial Strategy.

An announcement by the Department for Business, Energy & Industrial Strategy revealed that Wallace & Gromit producers Aardman are part of a consortium working on the project, which also includes games developer Tiny Rebel Games, digital specialists Potato, creative agency Sugar Creative, and the University of South Wales.

The group has been tasked with developing new immersive storytelling experiences based on the series. Backed with £4m (US\$5.17m, €4.64m) in government funding, it will put fans "right at the heart of the action".



■ First aired in 2013, Peaky Blinders is based on a real 19th century urban youth gang

Peaky Blinders is to be the basis of a new virtual reality drama game using artificial intelligence technology

SWEATING THE ASSETS

The BAFTA-award winning Peaky Blinders, a gritty post-World War 1 drama that follows the exploits of the Shelby crime family, is to be the basis of a new virtual reality drama game using artificial intelligence technology.

London-based immersive VR studio Maze Theory is leading the project, which will see characters respond according to a player's gestures, movement, voice, sound and body language. It's due to launch in 2020.

These projects are among 21 in the creative industries that are receiving UK government funding totalling £12m (US\$15.49m, €13.9m). Others include a National Theatre-led research initiative into ways to improve accessibility to theatres, and a research group looking at improving filming techniques and boosting voice interaction so that immersive, personalised experiences involving people interacting with their heroes are possible.

Overall, £33m (US\$42.65m, €38.24m) has been put aside for the UK's immersive technology industry. The plan is to enable this sector to remain a world leader in film, TV and game productions, operating at the cutting edge of technology and creating thousands of jobs.

CREATING VALUE

The Wallace & Gromit and Peaky Blinders projects are among the last to be announced as part of the Audience of the Future Challenge, a funding programme led by the UK Research & Innovation body to create new immersive experiences and test them with large-scale audiences.

Business Secretary Greg Clark said the success of programmes such as these have helped shape a creative sector that was worth £100bn (US\$129.09bn, €115.88bn) to the UK economy.



■ The Wallace & Gromit IP is owned by Aardman, which has already worked on a number of attractions – including a Shaun the Sheep-themed area at Skånes Djurpark in Sweden

PRODUCT INNOVATION

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● Fabula was developed by Aardman Animations, the studio behind Wallace & Gromit



Aardman Animations to debut first 4D attraction film experience at Efteling



● Fons Jurgens, CEO, Efteling

Efteling, a fairytale-themed theme park located in the South of Holland, has announced a new partnership with Aardman Animations, the Oscar-winning animation studio behind Wallace & Gromit, that will see the opening of Fabula, a new 4D theatre attraction.

Set to replace the existing PandaDroom attraction, Fabula will combine a new 3D film, developed by Aardman Animations, with 4D effects, such as water, scent and wind effects.

The film will last approximately 16 minutes and will include an eight minute

pre-show. It will take guests on a whimsical adventure with Klass Vaak (Mr Sandman) the bear that would not share, a grumpy young bear who doesn't like other animals. Klass Vaak takes the bear, and an inquisitive squirrel, to visit animal habitats around the world to teach the bear to be more caring and respectful.

Fons Jurgens, CEO at Efteling, said: "Working with Aardman on the production of Fabula has allowed us to combine the latest in film and animation technology with a humorous and dynamic film that also teaches important moral lessons."

Heather Wright, executive director of Partner Content at Aardman, said: "This is Aardman's first major piece of original content for the theme park environment, bringing our unique skills of storytelling with brand new characters to a fresh audience. We have relished the challenge of combining humour, emotion and drama with 4D effects in this exciting experience. The impassioned collaboration of the creative and technical teams from Aardman and Efteling has been critical."

ATTRACTIONS-KIT KEYWORD

AARDMAN

Waterplay launches Restorative Sprays to aid relaxation



● Shanley Hutchinson, creative manager, Waterplay

Aquatic play specialist Waterplay Solutions has launched two new Restorative Sprays for pools and other aquatic facilities.

Designed to aid relaxation, the Restoration Sprays were originally developed as part of a bespoke project, but have been made widely available due to popular demand.

Serving multi-purposes, acting as a massage jet or a play element for children, the sprays can be installed around or inside pools and are designed to create



● The sprays were originally designed as part of a bespoke project

dynamic mind, body and soul experience that relax, rejuvenate and renew swimmers.

Shanley Hutchinson, creative manager at Waterplay, said: "Water therapy elements are becoming more common in North America's aquatic facilities. The Restorative Spray 1 and 2 provide healing and health-related benefits through hydrotherapy, with a

look that naturally complements any aquatic environment.:

"Restorative Spray 1, with its cascading fan-shaped water display, creates a serene water experience that calms the senses and soothes by enveloping the body in water," Hutchinson added.

.....
ATTRACTIONS-KIT KEYWORD
.....
WATERPLAY
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Animmersion expands into attractions

Animmersion, a UK-based 3D visualisation web and app development company, has announced plans to expand into the UK attractions market following the success of its DeepFrame One mixed-reality display.

Developed by Realfiction, a Danish company specialising

in mixed-reality displays, the DeepFrame One merges the real and virtual worlds blending physical and digital elements in real-time to create stunning visual displays.

It offers a 'window-like' display and features a high-precision optical lens and curved OLED screen enabling



● Dominic Lusardi, MD

attractions operators and is now working to bring its technology solutions to the sector.

Dominic Lusardi, MD of Animmersion, said: "The UK attractions market is an exciting opportunity for Animmersion. Operators are really engaged in developing new and dynamic ways to attract visitors.

"There has been growing interest from the sector that has encouraged us to develop a strategic focus to apply our digital asset base and technology.

"The market recognises the need to utilise new technology to attract and engage with visitors."

.....
ATTRACTIONS-KIT KEYWORD
.....
ANIMMERSION
.....



● DeepFrame One blends physical and digital elements in real-time

visitors to experience lifelike images and animations as a virtual layer on top of the real world without the need for VR headsets or 3D glasses.

Since the DeepFrame One's debut in Newcastle last summer, the company has seen an increase in enquiries from leisure and cultural

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

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

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■ The IAAPA Expo showfloor famously features 'nine miles of aisles' for visitors to explore

18-22 NOVEMBER 2019

IAAPA Expo

Orange County Convention Florida, US

The world's largest business event for the global visitor attractions industry.

The trade floor features 1,000

companies from around the world who will showcase the new products and services, as well as an extensive programme of seminars and workshops.

Tel: +1 703 836 4800

Email: iaapa@iaapa.org

www.iaapa.org

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, 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

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.

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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



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>



Children's Garden Host

Royal Botanic Gardens
Kew

Salary: £18,589 per annum pro rata

Location: Richmond, UK

The Children's Garden Hosts will support visitors wishing to use the newly opened Children's Garden.

This will be a very busy role and the successful candidate will need to comfortably deal with groups, family visitors and capacity management. You'll also need to actively engage with a diverse audience, so great interpersonal skills and a positive attitude are essential.

Successful candidates will have experience working with public in a very busy leisure or retail environment preferably with an understanding of safeguarding of children and vulnerable adults. Please note that successful candidates will be subject to an Enhanced DBS check.

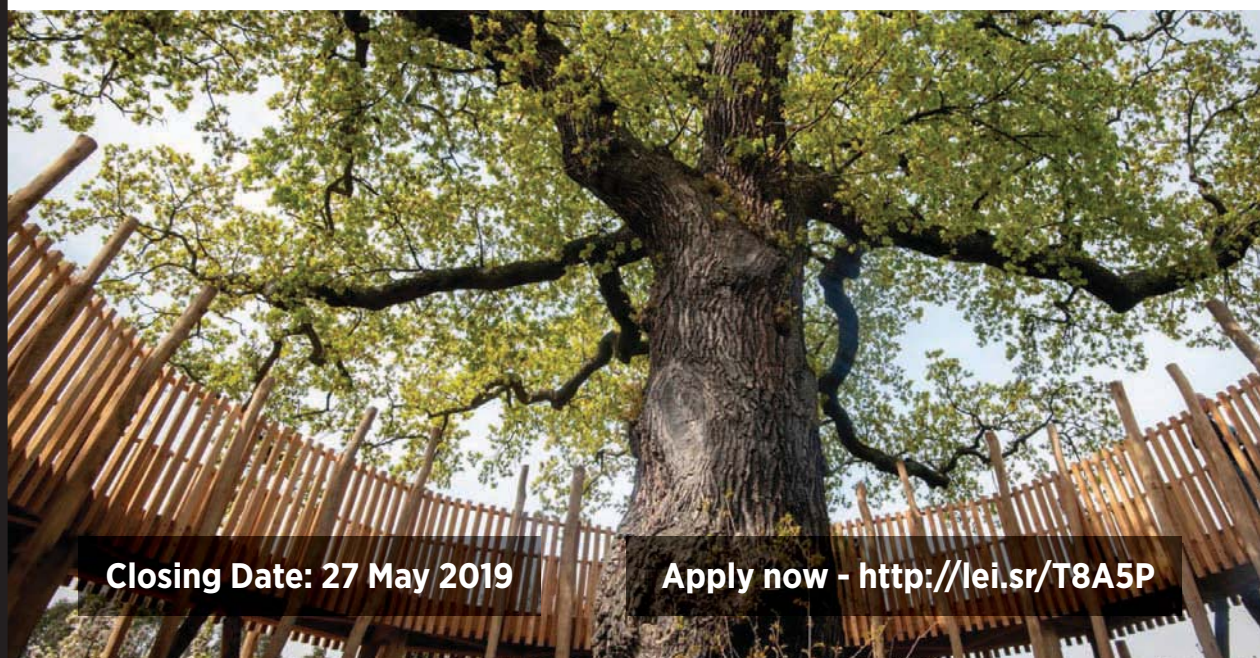
Kew is the world's leading botanic gardens, at the forefront of plant and fungal science, a UNESCO World Heritage Site and a major visitor attraction.

We want a world where plants and fungi are understood, valued and conserved – because our lives depend on them.

We use the power of our science and the rich diversity of our gardens and collections to provide knowledge, inspiration and understanding of why plants and fungi matter to everyone.

We offer a fantastic range of benefits including a broad range of Learning and Development opportunities, with access to the Civil Service training curriculum, generous annual leave entitlement for new starters, family friendly policies, a choice of competitive pensions and flexible benefits scheme.

If you are interested in this position, please visit <http://lei.sr/T8A5P> for more information and to apply.



Closing Date: 27 May 2019

Apply now - <http://lei.sr/T8A5P>

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Manage a team of fun, driven, enthusiastic, magical, and memorable experience makers. You will be responsible for the day-to-day smooth and profitable operation of our dynamic attraction and have the ability to work at a quick pace and exhibit situational flexibility. Through diligent work and optimal fun, you will strive to achieve the financial targets as well as lead and develop your team.

We are looking for a highly self-motivated leader with proven success managing operational teams. Passion for providing excellent experiences to our guests is critical. This combined with your excellent communication, negotiation, interpersonal and organizational skills will be vital in driving visitor numbers to the attraction and getting the most out of your team.

About The Benefits

In return, you will find a competitive salary and benefits package, share program opportunities, benefit from free entry and much more. In addition, you can expect continued growth of joining an exciting, global organization.

About Us

Merlin Entertainments, plc. is a business built on fun. We are the world's second-largest visitor attraction operator. We operate over 100 attractions, 8 hotels and 3 holiday villages in 22 countries across 4 continents. Wherever you are working 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/w1b8F>

DINOTROPOLIS

Duty Manager

Location: Dartford, UK

Salary: £20-£25K depending on experience.

DINOTROPOLIS, operated by PlayCentral Ltd who are based in the premier Bluewater shopping centre in Kent, is a dinosaur themed activity centre for children and their carers including a range of activities that incorporate fun, educational and entertaining activities based around physical activity, intellectual curiosity and soft-play.

Through staff directly interacting with the children, PlayCentral™ aims are to provide a fun and deeply engaging experience for children and their Parents/Carers.

This is an exciting opportunity to be part of something very special. As such, in this position there will be an expectation to deliver exceptional guest experiences, incorporating and championing the values of the business. You will inherit and demonstrate the values of the company based on the foundations that our guest will: Learn; Play and be Entertained!

ABOUT THE ROLE

The Duty Manager role at Dinotropolis maintains a high level of interaction and presence with all guests and staff. They ensure all shifts run smoothly to provide outstanding guest service and a safe environment for all guests.

The Duty Manager will oversee daily operations, ensuring company procedures are upheld and enforced. Ultimately, the Duty Manager will ensure all operations flow smoothly to meet all company goals.

CLOSING DATE: 30 MAY 2019

Apply now: <http://lei.sr/H1w2X>



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Children's Garden Hosts

Salary: £18,589 per annum pro rata
Company: Royal Botanic Gardens Kew
Location: Richmond, UK

Duty Manager

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

Operations Manager

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

Head of Central Scheduling and Planning

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

Strategic Account Sales Manager

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

Box Office Manager

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

Attraction Shift Manager

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

Attraction Manager

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

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Company: Superbowl UK
Location: Nationwide, UK

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Location: Nationwide, UK

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

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