

Attractions

MANAGEMENT NEWS



7 AUGUST 2019 ISSUE 136 www.attractionsmanagement.com

Universal unveils Epic Universe plans

Universal has finally confirmed plans for its fourth gate in Orlando, officially announcing its Epic Universe theme park.

Announced at an event held at the Orange County Convention Center in Orlando, Epic Universe will be the latest addition to Florida's lucrative theme park sector and has been touted as "an entirely new level of experience that forever changes theme park entertainment".

"Our new park represents the single-largest investment Comcast has made in its theme park business and in Florida overall," said Brian Roberts, Comcast chair and CEO. "It reflects the tremendous excitement we have for the future of our theme park business and for our entire company's future in Florida."

While no specific details have been revealed about what IPs will feature in the park, Universal did confirm that the 3sq km (1.2sq m) site would feature an entertainment centre, hotels, shops,



■ The development almost doubles Universal's theme park presence in Orlando



restaurants and more. The development will nearly double Universal's total available space in central Florida. "Our vision for Epic Universe is historic," said Tom Williams, chair and CEO for Universal Parks and Resorts. "It will become the most immersive and innovative theme park we've ever created."

MORE: http://lei.sr/J5J7j_T



This is the single largest investment Comcast has made in its theme park business

Brian Roberts



FINANCIALS

Merlin parks return to growth

Revenues and visit numbers up during strong Q1

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NEW AUDIENCES

Louvre partners to offer 'cultural cruises'

Voyages will include on-board talks by curators

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NEW OPENING

Lionsgate World opens in China

Park plays host to more than 25 attractions

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Nick Varney outlines Merlin's financials – company returns to growth with increases in revenues and visitors



■ Varney said results were "in line with expectations"

Attractions operator Merlin Entertainments has announced half-yearly results up to the end of June 2019. They show a return to growth for its Midway Attractions and Resort Theme Parks divisions, with revenue growth of 6.5 per cent compared to the first half of 2018 across the company.

Visitor numbers were up by 3 per cent to 30.8 million over the period, with Midway – which includes attractions such as Madame Tussauds – Sea Life and The

"With eight new Midway attractions opened in the period, we continue to build on our position"

Eye, growing its revenue by 8.1 per cent. Resort theme parks, whose six parks include Alton Towers, Thorpe Park, Gardaland in Italy and Heide Park (Germany), saw organic revenue grow by 4.1 per cent (an operating loss of £9m (US\$10.89m, €9.86m)).

Accommodation revenue grew by 14.5 per cent and now represents 24 per cent of theme park revenue.

CEO Nick Varney said the performance was broadly in line with expectations, adding: "With eight new Midway attractions opened in the period, 372 new accommodation rooms, and the ongoing development of new Legoland parks, we continue to build on our position as a unique, multi-format international operator of strongly branded and IP-led location-based entertainment."

Friends pop-up coming to New York as show celebrates 25th anniversary

A pop-up experience dedicated to the hugely popular *Friends* television show is set to launch in New York on 7 September.

Created by live experience provider Superfly, 100 with collaboration on planning, design and implementation by JRA – in association with Warner Bros Television Group and Warner's consumer products arm – the *Friends* pop-up celebrates the 25th anniversary of the iconic show.

Fans will be able to explore set re-creations, props and costumes, buy merchandise, and indulge in classic *Friends* fun, such as playing foosball at Chandler and Joey's



■ Friends first hit the screens in 1994 and became hugely popular

"As we celebrate the show's milestone anniversary, we're excited to bring the *Friends* experience to life"

and posing for pictures on the famous orange couch at the Central Perk café.

The experience is set to launch on 7 September and will be open to the

public seven days a week. It will be located in the heart of Manhattan's SoHo district, with a retail store entrance on Broadway and a ticket holder entrance on Mercer Street.

"As we celebrate the show's milestone anniversary, we're excited to bring the *Friends* experience to life," said Peter van Roden, senior VP for Global Themed Entertainment at Warner Bros Consumer Products.

Superfly is also been behind *The Seinfeld* Experience, celebrating another American comedy favourite, which is due to open in New York during Q3 2019.



■ Reid-Anderson said the company's strategy was working

"I'm confident that 2019 will be the 10th consecutive record year for our shareholders"

Jim Reid-Anderson outlines Six Flags' record half-year results

Increased theme park attendances and improved revenues are among the factors in Six Flags' latest quarterly and half-yearly financial results, both of which have broken company records.

Six Flags, which has 26 parks across the US, Canada and Mexico, recorded increased revenue in Q2 2019 of US\$477m (€427m, £381m), up by 7 per cent from the same quarter last year. It said this was the result of an 8 per cent increase in attendance to 10.5 million guests and a 14 per cent increase in sponsorship, international agreements and

accommodation revenue. Its net income for the quarter was US\$5m (€4.48m, £4m).

Chair Jim Reid-Anderson said he was pleased with the company's momentum and with the execution of Six Flags' premium-priced membership programme in particular.

"I'm confident that 2019 will be the tenth consecutive record year for our shareholders, as we continue to innovate and deliver on our five-pillar strategy to drive our business toward achieving our aspirational goal of US\$750m of Modified EBITDA by 2021."

4 Louvre partners cruise line to offer 'cultural voyages'

French cruise company Ponant signs deal with the Musée du Louvre to create two new cruises in 2020 that will encompass a range of cultural attractions.

6 Lionsgate Entertainment World opens in China

Asia's first movie-themed vertical theme park plays host to more than 25 attractions based on several of Lionsgate Films most famous IPs.

8 Great Wolf plans overseas expansion

US waterpark operator plans to open its first venture overseas, with the Great Wolf Lodge launching in Oxfordshire, UK, in 2022.

11 Eco-attraction featuring biomes planned for Iceland

Aldin Biomes will showcase a tropical environment and local food production methods, as well as a range of wellness offerings.

CLASSIFIED & JOBS

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25

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NEW AUDIENCES

Louvre to begin offering cultural cruises

The French cruise company Ponant has partnered with the Musée du Louvre to create two new cruises in 2020 that will encompass a range of cultural attractions.

The itineraries of the cruises see the voyages interspersed with on-board talks by curators and department directors from the Louvre, as well as shore visits to sites such as the Acropolis in Athens and the Louvre Abu Dhabi.

The first cruise – scheduled to sail from Athens to Venice, Italy, between 14 and 23 August 2020 – is called The Cultural Jewels of the Adriatic. It will enable guests to discover the cultural and artistic treasures of Ancient Greece and the Adriatic region,

taking in Kotor Bay and the Corinth Canal, as well as visits to the Acropolis, the Delphi archaeological site and Diocletian's Palace in Split.

Onboard, to share their knowledge through a series of conferences, will be Jannic Durand, director of the Department of Decorative Arts at the Louvre, and Ludovic Laugier, curator in the Department of Greek, Etruscan, and Roman Antiquities.

In November 2020, the second cruise – The Treasures of the Persian Gulf – sets sail, leaving from Muscat in Oman on 19 November, and arriving at Dubai, via Qatar and Abu Dhabi, on 27 November.

MORE: http://lei.sr/Q4u2p_T



■ Ponant's cruise ship Le Bougainville will host the journeys



The itineraries of the cruises see the voyages interspersed with on-board talks by curators and department directors from the Louvre

REDEVELOPMENT

Sydney Modern's expansion plans under threat



The design for the Sydney Modern expansion has also been pared back in line with the budget restrictions

Construction company Lendlease has reportedly withdrawn its initial bid to build the long-planned Sydney Modern expansion at the Art Gallery of NSW in Australia, submitting a revised bid for the project.

The AUS\$344m (US\$233m, €210m, £193m) project was first announced six years ago and has been funded mostly by the New South Wales (NSW) Government. However, when initially announced in 2013 the project carried a AU\$400m (US\$272m, €244m, £224m) value, being revised up to AUS\$450m (US\$305m, €275m, £252m)



■ The project was first announced six years ago

a year later, and then pared back to AUS\$344m to fit the funds available.

The design for the Sydney Modern expansion – a series of cascading glass boxes envisioned by Japanese architectural firm SANAA – has also been pared back in line with the budget restrictions.

MORE: http://lei.sr/g4t7R_T



■ Improvements at the museum will include a new glass entrance

Truman's legacy will be used to teach young people about American history and the presidency

Harry Truman presidential library and museum closes for US\$25m transformation

The Harry S. Truman Library and Museum in Kansas City, Missouri, has closed to allow a year-long renovation, which it is hoped will see the facility reopen in time to coincide with the 75th anniversary of Truman becoming US president in 1945. Among plans within the US\$25m (€22.46m, £20.46m) transformation are a new 12,000sq ft (3,657sq m) permanent exhibition on Truman, along with upgrades to the visitor experience, including improved storytelling, enhanced interactive and

technology-based experiences, and a comprehensive educational strategy.

Within the educational programme, Truman's legacy will be used to teach young people about American history, the presidency and the importance of public service. There will also be increased and targeted community programming, including social and digital media engagement.

Truman was thrust into the presidency upon the death of Franklin D. Roosevelt shortly before the end of the Second World War.

MORE: http://lei.sr/J9p8G_T

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MAJOR PROJECT

Lionsgate Entertainment World opens in China

Lionsgate Entertainment World (LEW), Asia's first movie-themed vertical theme park, has opened during the first phase of Novotown, an integrated tourism and entertainment destination on the island of Hengqin in Zhuhai, China.

The 240,000 sq ft (22296 sq m) park, which opened on 31 July 19, was designed by Los Angeles-based experience design and production agency Thinkwell Group.

It plays host to more than 25 attractions based on several of Lionsgate Films most famous IPs including *The Hunger Games*, *Twilight*, *Divergent*, *Gods of Egypt* and *Now You See Me*.

The park partnered with CAVU Designwerks, Dreamcraft Attractions, Framestore and

ETF to create the groundbreaking technology behind the new attractions, which include a virtual reality (VR) motorbike simulator, an indoor VR roller coaster and an innovative motion-based 3D cabin simulator experience.

Jenefer Brown, senior vice-president of Global Live & Location Based Entertainment at Lionsgate, said: "From escaping the Capitol, to braving the mental and physical challenges of Dauntless, to taking on a newborn vampire army with Jacob and the Wolf Pack, we can't wait for fans to step into the worlds of their favourite films to create their own authentic adventures."

MORE: http://lei.sr/C6r8R_T



■ The park has more than 25 attractions based on Lionsgate IPs



We can't wait for fans to step into the worlds of their favourite films

Jenefer Brown

IN-PARK TRANSPORT

Disney reveals details of new cable car network



The time-saving system will run alongside the existing monorail, watercraft and motor coach fleets that are accessible to guests

Walt Disney World in Florida is to start operating its new cable car transit system from 29 September, with several of the gondola cabins sporting Disney character and film-themed wraps.

The Disney Skyliner gondola network will connect Disney's Hollywood Studios, Epcot and four resort hotels: Disney's Art of Animation Resort; Disney's Caribbean Beach Resort; Disney's Pop Century Resort; and the new Disney's Riviera Resort, which is scheduled to open in December 2019.

A number of cabins have been decorated with fun graphic wraps,



■ A host of Disney characters are depicted on cable car wraps

with characters such as Mickey Mouse, Minnie Mouse, Pluto and Chip & Dale represented, as well as stories such as *Finding Dory*, *Haunted Mansion*, *Monsters, Inc.*, *Pirates of the Caribbean* and *Ratatouille*.

MORE: http://lei.sr/r9a3y_T



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



www.rma-themedattractions.co.uk

WATERPARKS

Great Wolf plans overseas expansion

US waterpark operator Great Wolf Resorts has announced plans to open its first venture overseas, with the Great Wolf Lodge launching in Oxfordshire, UK, in 2022.

Great Wolf, which currently boasts 18 locations across North America, will submit a planning application for the project later this month, with construction on the £200m (US\$242.8m, €217.8m) park scheduled to begin in 2020.

The proposed site is currently home to the Bicester Golf Course, half of which will be redeveloped to accommodate the 186,000sq m (2,000,000sq ft) development. According to the proposal, the resort will be anchored by an 8,800sq

m (95,000sq ft) indoor waterpark, with an adjoining 5,000sq m (54,000sq ft) adventure park featuring a high ropes course, climbing wall, miniature golf, bowling and an arcade. There will also be a 500-bedroom hotel set over four storeys.

London-based architects EPR are lead designers for the project, with BMD providing landscape architecture, with consultancy DP9 handling planning. According to Great Wolf, the design will "reflect the nature of the site and its location in Oxfordshire".

Great Wolf says it expects to attract around 500,000 visitors to the park each year.

MORE: http://lei.sr/Z8F5Y_T



■ Architects EPR are lead designers for the project



The resort will be anchored by an indoor waterpark, with an adjoining adventure park

MAJOR PROJECT

Major £10m aquarium planned for Northern Ireland



The ReefLIVE aquarium has been designed as an aquarium for the 21st century

Proposals for a new £10m (US\$12.48m, €11.21m) ReefLIVE aquarium in Belfast's Titanic Quarter are to be put forward for approval, with hopes that the attraction will draw more than 300,000 visitors per year.

Designed by Ethos Design and Architecture, and with planning by consultants Turley, the aquarium would be situated opposite the Titanic Hotel on Queen's Road, which is a short distance from the Titanic Belfast museum.

ReefLIVE, a UK company for which this is the first such project, said that Northern Island was chosen as the



■ The ReefLIVE aquarium is expected to draw more than 300,000 visitors per year

site of the aquarium because of rising public interest in marine life and the environmental issues facing species and habitats off the shores of Britain and Ireland, as well as worldwide.

MORE: http://lei.sr/P7E2E_T

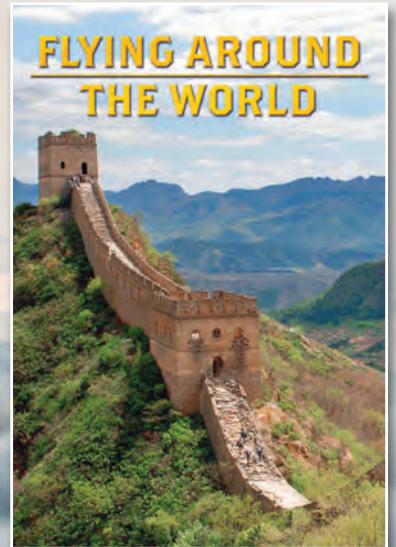
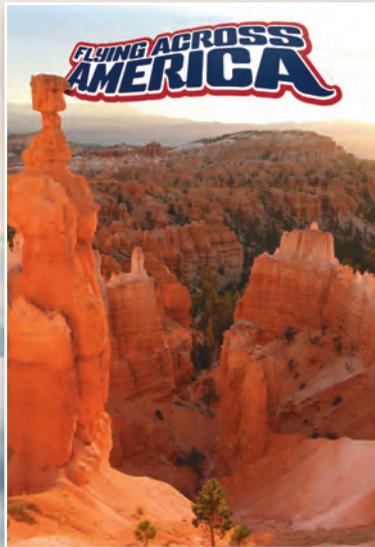
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FINANCING

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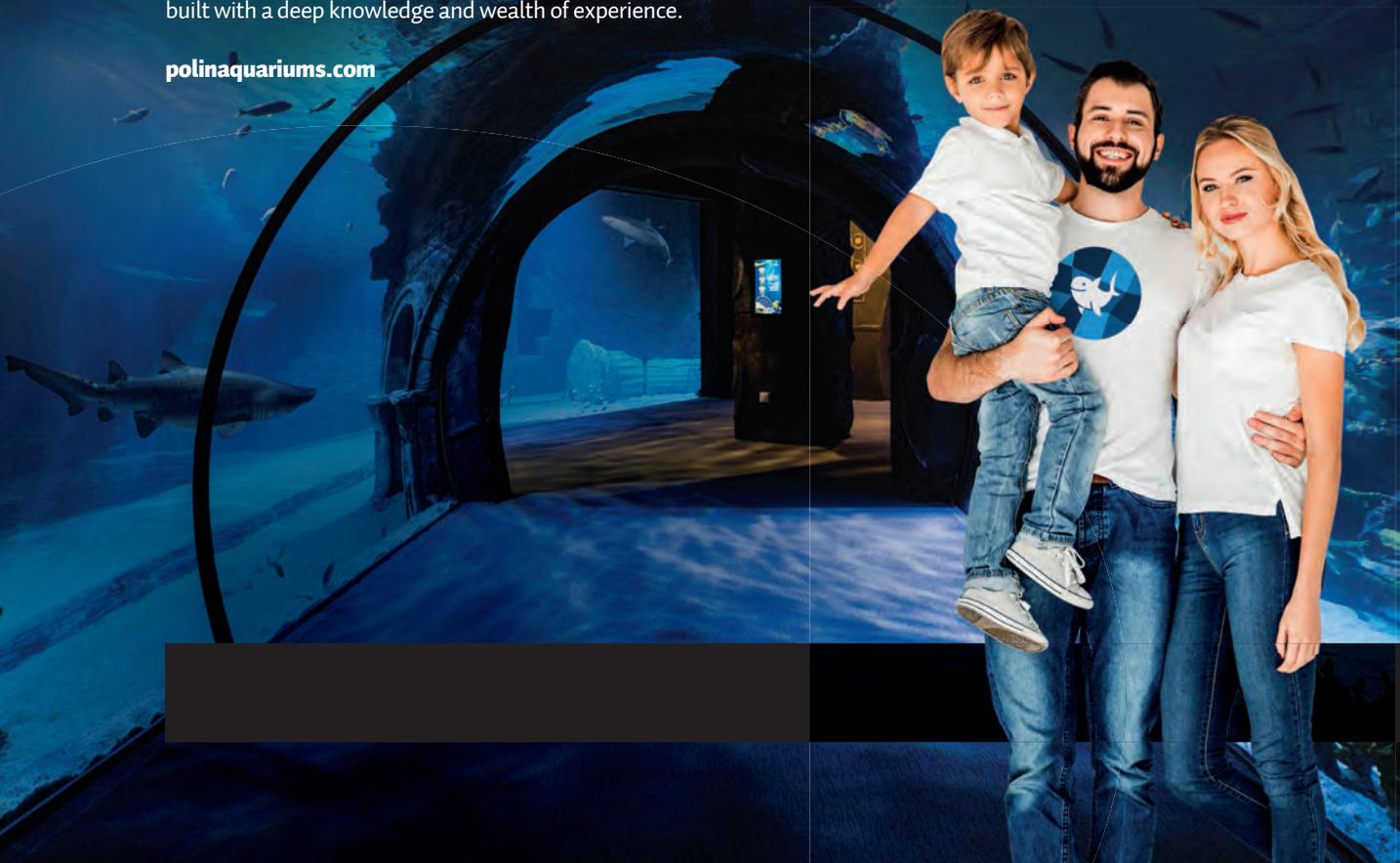
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polinaquariums.com



FINANCIALS

SeaWorld reports strong first half results

SeaWorld has reported further growth in visitor numbers and revenue in its Q2 and half-year results, with total revenue reaching US\$626.6m (€559.43m, £514.5m) for the first six months of 2019.

The company said that refined pricing, marketing and communication strategies, a positive reception to new rides, attractions and events, and a favourable calendar shift that moved Easter back later in 2019, were all contributors to its improved attendance results.

In the first six months of the year, 9.8 million guests attended the firm's parks – up by 1.7 per cent on the first half of 2018 – giving it net income of US\$15.6m

(€13.93m, £12.81m) for the half-year, and Adjusted EBITDA of US\$166.1m (€148.32m, £136.37m) – an increase of almost 34 per cent compared to 2018.

SeaWorld CEO Gus Antorcha said: "While we are pleased with our second quarter and first six months results, we have the opportunity to do a lot better.

"We will continue to refine our pricing and marketing strategies to drive revenue, improve operating efficiencies and increase operating margins, and we are confident we will deliver the significantly improved financial results this company is capable of achieving."

MORE: http://lei.sr/n2z3j_T



■ SeaWorld parks attracted 10 million visits during H1 2019



We will continue to refine our pricing and marketing strategies

Gus Antorcha

SUSTAINABILITY

Eco-attraction featuring biomes planned for Iceland

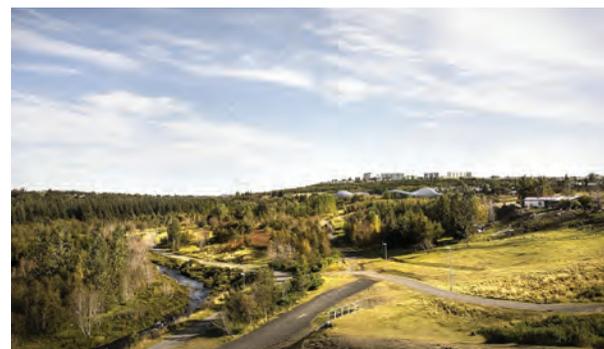


The development, which has been proposed as the 'world's first geo-climate biome' has been designed to be carbon neutral and will be powered by local geothermal energy

A new visitor attraction in the form of a massive biome complex is being planned near Reykjavik, Iceland.

The Aldin Biomes have just received planning permission and when complete, will showcase a tropical environment and local food production methods, as well as a range of wellness offerings, including barfus walks and yoga.

The 48,000sq ft (4,400sq m) structures, which will be owned by Spor í sandinn, have been conceived as a major landmark. They will be built on an elevated site, so they can be seen from the city.



■ The structures will be landmarks visible from the city

The development, which has been proposed as the 'world's first geo-climate biome' has been designed to be carbon neutral and will be powered by local geothermal energy. Visitors will be able to enjoy a showcase of exotic plants, as well as the Farm Lab, an educational interpretive display focused on local food production.

MORE: http://lei.sr/5P9w6_T

CULTURAL ATTRACTIONS

France returns artefacts, funds €20m museum

A €20m (US\$22.4m, £18m) loan from the French Development Agency (FDA) is to be used in the construction of a new museum in Abomey, Benin, which will house objects of art and cultural heritage that are being returned from France.

The museum to house the 26 artefacts will be situated at the Royal Palaces of the Kingdom of Dahomey – a Unesco World Heritage Site – and is due to open in 2021.

French President Emmanuel Macron pledged to return the items in November 2018, which are currently in the possession of Musée du quai Branly in the French capital of Paris. The collection includes a gold throne and

various bronzes, which were taken from the West African nation towards the end of the 19th century.

"The return of the objects will allow us to build a new museum and make the royal palaces more economically sustainable," said Gabin Djimass, tourism chief in Abomey, speaking to AFP, who added that the reclamation offered "a chance for the survival of the site".

The €20m loan to develop the museum will make the 0.47sq km site more appealing to visitors. As part of the plans, prospective staff are being trained to ensure they have the skills to run the museum when it opens.

MORE: http://lei.sr/a9y6E_T



■ The Royal Palaces of Abomey will be home to the €20m museum



The return of the objects will allow the building of a new museum and make the royal palaces more economically sustainable

MUSEUMS

Plans unveiled for London's Horniman Museum revamp



The concept plans by Studio Egret West have been designed to make the attraction more accessible

The Horniman Museum and Gardens in London is seeking feedback on concept plans produced by Studio Egret West that are designed to make the museum more accessible, enhance the visitor experience and develop more income-generating opportunities.

The Grade II*-listed building opened in 1901 and houses around 350,000 objects, artefacts and specimens from around the world, with galleries that include anthropology, natural history, music and an aquarium.

Among the plans is a redevelopment of the Centre for Understanding the



■ Plans include a new Centre for Understanding the Environment building

Environment (CUE) building, which the museum says has exceeded its 20-year design life. This would be replaced by a new garden arrival square that includes a shop pavilion.

MORE: http://lei.sr/C2W3C_T

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Wheel of fortune

The London Eye is set to lose its status as Europe's tallest observation wheel, following the approval of plans to build the "Whey Aye"



■ Designed by Concept I, the wheel will be built next to the river Tyne

Plans to build Europe's tallest observation wheel in Newcastle, UK, have been given the green light by the local city council.

The 140m-tall Whey Aye – named after a popular phrase in the local dialect pronounced 'why eye', meaning 'yes' – is being developed by the World Wheel Company and is set to stand five metres taller than The London Eye.

A major project

Designed by Concept I, the wheel will be built at on Spillers Wharf, on the river Tyne. It will form the centrepiece of the £100m The Giants on the Quayside development, which will include a family entertainment centre filled with trampolines, climbing walls, a skywalk and a separate café.

A 'Giant Sports Deck' will also be built, featuring a multi-purpose play and sports complex, with covered five-a-side pitches and tennis courts available for public hire, as well as a virtual golf club called The Quayside Golf Club.

Phase one of the development is set to include an 837sq yd (700 sq m) LED digital screen on the facade of the visitor centre, at the base of The Whey Aye, which will be used to communicate information about local culture and events as well as social

The idea of one of the world's largest observational wheels operating here in Newcastle has captured people's imaginations



■ The wheel will be five metres taller than the London Eye

The development has the potential to be a real game-changer for the city and the surrounding region

media content and advertising.

Newcastle City Council's planning committee granted the wheel and the associated buildings planning permission on 26 July – subject to conditions being met. A decision on the LED screen has been deferred to a future planning meeting.

Bringing in the crowds

“The idea of one of the world’s biggest observational wheels operating here in Newcastle has captured a lot of people’s imaginations,” said Ged Bell, Newcastle City Council’s cabinet member for employment and investment.

“The development has the potential to be a real game-changer for the city and the surrounding region, creating hundreds of jobs for local residents and attracting thousands of new visitors, which can only

be good for shops, restaurants, cafes and local businesses.

“I am delighted that the planning committee has approved these exciting plans and I look forward to seeing this derelict site coming back to life over the coming months.”

Positive reception

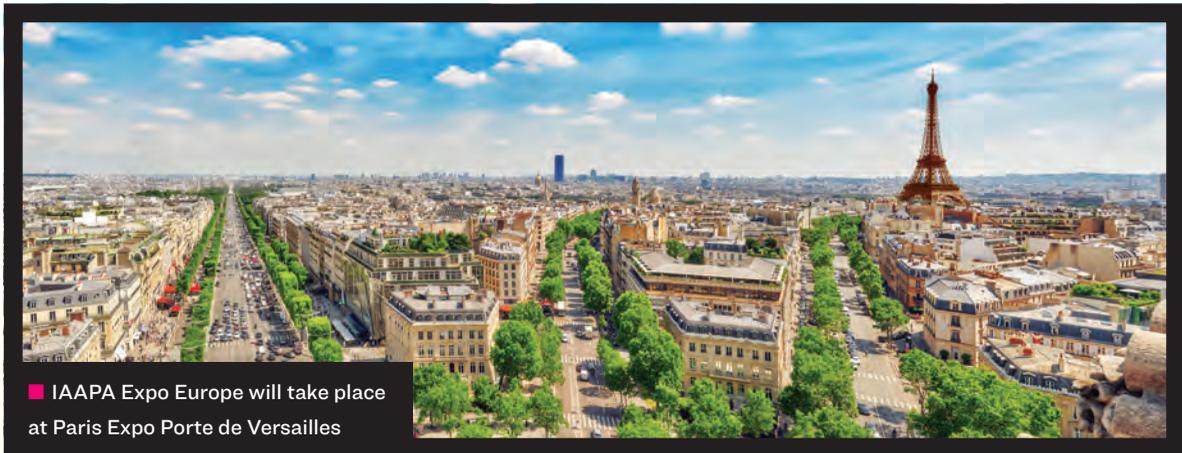
The entire Giants on the Quayside development will cover 344,500 sq ft (32,000 sq m) in total and is expected to take 18 to 24 months to build.

“We have had an overwhelmingly positive response to our plans so far and hope this latest announcement will whet people’s appetites even further,” said Phil Lynagh, chief executive officer of World Wheel Company.

World Wheel Company has previously designed and built giant observation wheels in Suzhou, China and Tbilisi, Georgia.



■ The project will also include a large FEC packed with attractions



IAAPA EXPO EUROPE 2019

Europe's premium event for the visitor attractions industry has a new name – and will be the largest ever in 2019



IAAPA Expo Europe brings the whole attractions family together

Andreas Andersen, IAAPA Immediate Past Chairman

The Euro Attractions Show has been rebranded as IAAPA Expo Europe ahead of this year's event. With the name change, the show has grown further and the 2019 edition will be the largest in the event's history.

SCALING UP

Held in the French capital Paris, IAAPA Expo Europe 2019 will be an all-encompassing event for the continent's leisure and attractions industry professionals. Those in attendance will include operators, suppliers, manufacturers, investors, developers – and anyone wishing to engage with the global amusement community.

This year's event is expected to attract more than 15,000 participants – of which around 9,000 will be buyers. In total, more than 600 companies from 100 countries will be represented at the expo.

With 17,500 net square metres of exhibition space, IAAPA Expo Europe will also feature the largest show floor in the show's history.

"As one of the most visited cities worldwide, Paris is central to the attractions industry, offering an impressive collection of innovative parks, museums, and cultural sites," says Jakob Wahl, Executive Director and VP of IAAPA EMEA. "This diverse market welcomes global attractions professionals for IAAPA Expo Europe for several days of buying, learning and networking. We want to offer attractions professionals the chance to be a part of the excitement and join their peers to discover more about the innovations and opportunities that will help them generate more revenue – and create memorable guest experiences."

EDUCATIONAL EXCELLENCE

The event will offer 15 educational



■ Networking is a major part of the event

EXHIBIT HALL HOURS
 Tuesday, 17 September 10:00–18:00
 Wednesday, 18 September 10:00–18:00
 Thursday, 19 September 10:00–16:00



KEYNOTES AND EVENTS

Leadership breakfast
 ■ Nicolas de Villiers, Puy du Fou

Future Feature: The Future of Disneyland Paris
 ■ Daniel Delcourt, chief operating officer, Disneyland Paris
 ■ David Wilson, Walt Disney Imagineering site leader of Disneyland Paris

Lunch and Learn: What's next for the French attractions industry
 ■ Laurent Bruloy, Président, Looping Group
 ■ Benoit Chang, CEO, EuropaCity
 ■ François Fassier, Director, Leisure Divison at Compagnie des Alpes

Lunch and Learn: Eye on the Middle East and Africa attractions industry
 ■ Bill Ernest, CEO, SEVEN
 ■ Sabine Lehmann, Executive Director, Attractions Africa
 ■ Bianca Sammut, General Manager, Ferrari World Abu Dhabi
 ... and many more

CLICK HERE for more information and to register

sessions, covering a wide range of important topics – from operations and creating guest experiences to communications and design.

Adding to these, there will be nine in-depth learning experiences. The specialty programme includes the IAAPA Institute for Attractions Managers at Disneyland Paris; a one-day Water Park Forum; and a IAAPA Safety Institute session at Parc Astérix.

As always, networking will play a key part at the event. This year, there will be six key networking events, during which delegates can mix with peers in a more informal setting.

To find out more – and to book your space, visit: iaapa.org/expos/iaapa-expo-europe.

IAAPA members receive reduced registration rates for the Expo. See you in Paris! ●



Part of creating an underwater museum is about changing our value systems

Jason deCaires Taylor



Museum of the deep

Submerged Great Barrier Reef museum will convey messages about the threats to oceanic marine systems



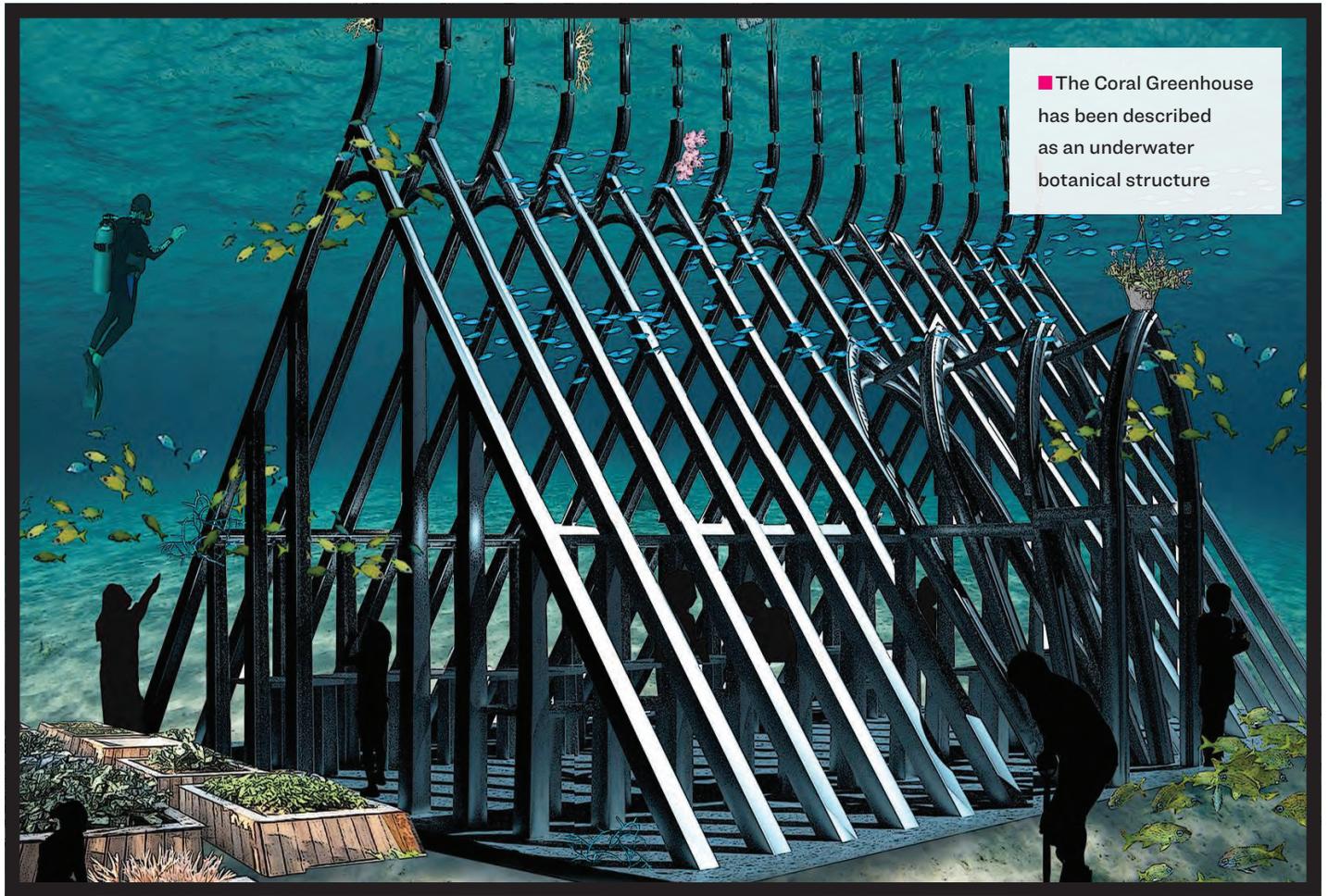
■ The Ocean Siren sculpture of a young girl will use live temperature data to show rising sea temperatures

The first installation of the Museum of Underwater Art (MOUA) – a series of inter-tidal and fully submerged galleries planned for the Great Barrier Reef region of Queensland, Australia – is due to open in December on the coast at Townsville.

Coral galleries

Ocean Siren will be a solar-powered sculpture of a young girl, which uses live temperature data supplied by the Australian Institute of Marine Science to give a visual representation of rising sea temperatures through the use of changing colours.

A second phase of the museum will be the Coral Greenhouse, situated in the heart of the Great Barrier Reef. This will be a 12m-high underwater



■ The Coral Greenhouse has been described as an underwater botanical structure

“ The museum seeks to encourage environmental awareness and increase knowledge of marine ecosystems ”

botanical structure designed as an art space, underwater educational centre, science laboratory and a secure space for marine life.

The skeletal design of the greenhouse has been engineered to dissipate ocean currents while providing an intricate habitat for marine life. A series of coral nurseries, organic stems and underwater trees surrounding the greenhouse are designed to facilitate coral rehabilitation.

Encouraging change

The museum galleries are being designed by British sculptor and environmentalist Jason deCaires Taylor, with funding from the Australian and Queensland governments and corporate partners. There will be installations at Townsville, Magnetic Island, Palm Island and throughout the Great Barrier Reef region.

Taylor said the museum – which has been more than two years in the planning – will convey messages about the threats to oceanic marine systems and humanity's deep-rooted dependency on the sea.

"The museum seeks to encourage environmental awareness, increase knowledge of the world's marine ecosystems and help instigate social change whilst leading visitors to appreciate the breathtaking natural beauty of the Great Barrier Reef," he said.

"Our oceans are going through rapid change, and there are huge threats, from rising sea temperatures to acidification, and a large amount of pollution entering the system.

"Part of creating an underwater museum is about changing our value systems."



■ The museum has also been designed to aid the recovery of the barrier reef

PRODUCT INNOVATION

Suppliers tell Attractions Management News about their latest product, design and technology launches

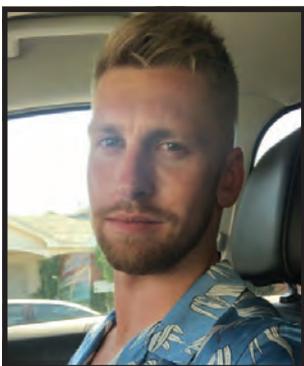
For the latest supplier news and company information, visit

attractions-kit.net



● The Pacific Rim-based attraction was developed by Legacy Entertainment for the Trans Studio Cibubur theme park in Indonesia

Legendary Entertainment brings guests face-to-face with Kaiju in new Pacific Rim immersive dark ride



● Drew Von Bergen, Legendary Entertainment

Legendary Entertainment has partnered with Trans Studio Cibubur to create Pacific Rim: Shatterdome Strike, an immersive theatre dark ride experience for the hotly-anticipated Trans Studio Cibubur theme park in Jakarta, Indonesia.

The dark ride, billed as a 'next generation' ride experience, is believed to be one of the first in the world to combine a 3D film experience with elements of live theatre, as well as immersive environments and motion-based ride technology.

With an approximate running time of 20 minutes,

the ride will take guests on a thrilling adventure through four specific zones in the Pacific Rim universe. Riders will come face-to-face with three deadly Kaiju – a Japanese cinematic term for gigantic monsters that attack major cities – each with their own unique powers.

The ride will begin at the launch ceremony of Storm Garuda, the Pan Pacific Defense Corp's (PPDC) Mark VII Jaeger, a giant humanoid weapon used to fight the Kaiju. Guests will be able to experience the thrill of piloting the Storm Garuda, through the combination of 3D film sequences, practical

effects and state-of-the-art ride vehicle technology.

Designed by Legacy Entertainment's creative team, the ride is designed to add to the Pacific Rim universe with the addition of new Jaegers and Kaiju.

Drew Von Bergen, manager of Franchise Management at Legendary Entertainment, said: "We're delighted to work with Trans Studio on 'Pacific Rim'. Their commitment to quality has made for an experience that will thrill and delight parkgoers."

ATTRACTIONS-KIT KEYWORD

LEGENDARY

Gantner to partner with Coventry Transport Museum



● ReCreateX has been designed to deal with high traffic locations and events

The Coventry Transport Museum has announced a new partnership with ticketing software company, Gantner.

As part of the deal Gantner will implement its access control and ReCreateX POS software systems, which offer a complete automated software solution for sales, membership and visitor-tracking, throughout the museum.

The museum, which attracts more than 360,000 visitors a year and is home to two of the fastest cars in the world, has recently introduced



● The Transport Museum is home to two of the world's fastest cars

annual admission charges, and will use part of the additional income to refresh and enhance the attraction.

New additions to the museum will include an exciting new programme of temporary and touring shows from around the world, the first of which will be a highly immersive exhibition designed to inspire visitors of all

ages and abilities to move and play. Admission will remain free for Coventry residents, thanks to GOCV cards supplemented by Coventry City Council. Gantner developed a bespoke integration within the ReCreateX system to support the GOCV cards.

.....
ATTRACTIONS-KIT KEYWORD
GANTNER

Whitby Abbey project a significant milestone for Marcon

Marcon, a fit-out specialist based in Northern Ireland has been appointed by English Heritage to complete a site-wide interpretation scheme at Whitby Abbey, North Yorkshire.

Located on the Whitby headland, the dramatic abbey

is an iconic landmark that has attracted visitors to the site for more than 1,500 years.

It is also the setting for Bram Stoker's Dracula and has provided inspiration for other cultural icons – including children's author Lewis Carroll, creator of *Alice's*



● Whitby Abbey has attracted visitors for more than 1,500 years



● Mark O'Connor

Adventures in Wonderland; romantic landscape painter and watercolourist JWM Turner; and Cædmon – considered one of the first English poets.

Working closely with London, UK-based design firm Drinkall Dean, Marcon will be responsible for completing the detail development,

manufacture and delivery of the museum's visitor centre. The project will include graphics, audio visual hardware and the co-ordination of all work-packages.

Mark O'Connor, director of Marcon, says: "The sheer variety of projects within the heritage fit-out sector makes it a challenge and really enjoyable industry to work in."

"Securing our first project with English Heritage is a significant milestone for the company and we are looking forward to working with the entire project team to complete the new exhibition at Whitby Abbey."

.....
ATTRACTIONS-KIT KEYWORD
MARCON

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

iaapa.org/expos/iaapa-expo-europe

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



■ The event features a comprehensive educational programme for operators

07-10 OCTOBER 2019

World Waterpark Association (WWA) Show

Walt Disney World
Florida, US

The WWA Show brings together water leisure professionals from waterparks,

resorts and aquatic venues of all sizes for four days of education, shopping and networking. It also features the most comprehensive educational programme available to operators.

Tel: +1 913 599 0300

www.wwashow.org

3 OCTOBER 2019

VAC 2019

QE II Conference Centre,
London, UK

Now in its 16th year, The Annual National Conference of Visitor Attractions (VAC) is the UK's leading trade event. It is the key place for industry professionals to meet and network with contemporaries – and to participate in an innovative and stimulating conference programme.

Tel: +44 (0)207 456 923

www.vacevents.com

18-22 NOVEMBER 2019

IAAPA Expo

Orange County Convention
Center, 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

14-16 JANUARY 2020

Visitor Attraction Expo

ExCel London, United Kingdom

EAG International and the Visitor Attractions Expo have been designed to help delegates keep up-to-date with what's new in amusements and leisure. A large exhibition features the very latest products and innovations, as well as a seminar programme and strong networking opportunities for visitor attractions professionals.

Tel: +44 (0)1582 767254

Contact: karencooke@swanevents.co.uk

www.attractionsexpo.co.uk

9-11 JUNE 2020

IAAPA Expo Asia 2020

Macao, China

IAAPA Expo Asia is IAAPA's exclusive Expo in the Asia Pacific region. It is part of the organisation's regional event programme and attracts industry professionals from around the world to learn and experience what's new and innovative in the rapidly growing Asian attractions market.

Tel: +1 852 2538 8799

Contact: asiapacific@iaapa.org



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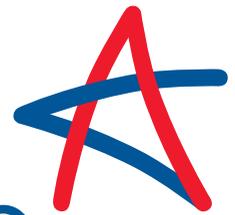
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*Savings based on full price, on-site registration rates.

www.IAAPA.org/IAAPAEurope



VAC2019



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Open Now!*
www.vacevents.com

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Thursday, 3 October 2019 - The QEII Conference Centre, Westminster, London.

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

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

VAC is pleased to announce that this year's keynote speaker will be Jenny Waldman, the inspirational Director of 14-18 NOW.



Jenny Waldman,
Director,
14-18 NOW

Other new speakers for VAC 2019 include Joss Croft of UKinbound, Martha Lytton Cobbold of Knebworth, Abbigail Ollive of Castle Howard and David Willrich, immediate Past President of the Themed Entertainment Association.

Register Now!

Early bird fee is now available. To register or to see the draft conference programme and speakers, log on to:

www.vacevents.com

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MANAGEMENT NEWS



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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



WESTON PARK



HEAD OF ESTATE OPERATIONS

Location: Weston Park, Shifnal, Shropshire, UK

Weston Park is owned by an independent charity, the Weston Park Foundation, which combines public enjoyment and learning with a dynamic hospitality and events business which sustains the property and charitable objectives.

We are looking to recruit a Head of Estates Operations to manage some key aspects of these commercial activities, related resources and facilities to ensure they meet the charity's operational and financial needs, now and in the future.

As a member of the Senior Management Team, you will provide a vital role in ensuring that the estates infrastructure provides an appropriate environment to allow the company to deliver its corporate objectives and growth plans.

This role is key to our commercial development in the outdoor event and visitor experience businesses and how we continue to grow these and enhance the visitor experience.

You will provide strategic leadership and effective management of the Estates team, manage and be accountable for the efficient

and effective provision of comprehensive client-centred services for estates planning, management and facility support activities.

You will continue to develop your own professional specialisms, have meaningful work where you can see the difference you make, collaborating with an innovative, holistic, multidisciplinary team.

Knowledge, Skills and Experience

You must have exposure to and management experience in at least three of the following areas: Attraction & Event Management; People Management; Facilities; Maintenance Planning and delivery; Budgeting; Procurement; Project Management.

For further details of job purpose, person specification requirements and to apply please visit:

<http://lei.sr/j5X7Z>

No agencies or direct calls please.

Deadline for submissions: Friday 23rd August.

www.weston-park.com



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The Guest Experience Manager will be the voice of the visitor through all aspects of the operation of the SEA LIFE Aquarium in Orlando. The successful person will primarily be responsible for the smooth operation of SEA LIFE Orlando through direct reports. You will take the lead in driving excellence in the visitor experience and oversee all guest interactions while ensuring our Mystery Visit and Daily KPI's targets are met consistently.

For more information and to apply: <http://lei.sr/v4e6N>

Dive Lead

As DSO to act as the person in charge of ensuring safe dive operations at the aquarium. As Dive Team Lead to act as leader and manager to deliver consistent and high-standard Dive Shows and Programs for SEA LIFE Orlando.

For more information and to apply: <http://lei.sr/xOF9c>

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SEA LIFE
Orlando Aquarium



LEGOLAND NEW YORK

LOYALTY AND INSIGHT MANAGER

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 creating and executing loyalty strategies for LEGOLAND New York Resort annual pass program, covering product offerings and proposed price setting. You will ensure our Senior Management team and other relevant stakeholders have up to date information on the latest research findings including guest KPI's, satisfaction and CAPEX performance.

As Loyalty and Insight Manager your main goal is to increase revenue, throughout sales and visits to Annual Pass holders. You will ensure high pass holder satisfaction level, through the development of strong and compelling Annual Pass programs.

Your goal will be to secure the highest possible renewal level per cent and KPI's including satisfaction and CAPEX performance.

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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.

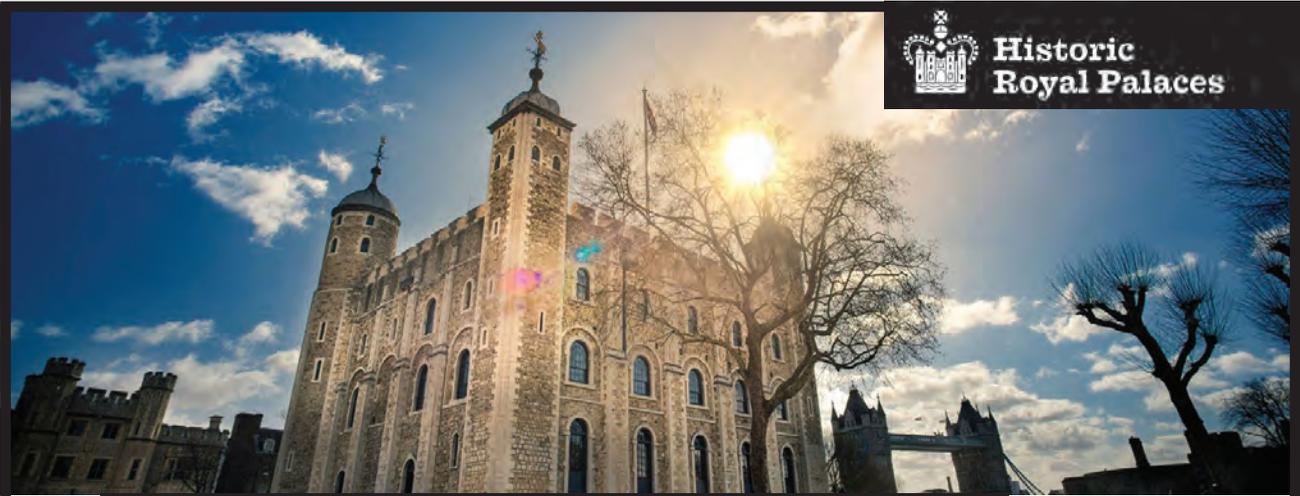
If you have the magic to create smiles and memories on a daily basis then you want to be Team LEGOLAND New York Resort.

For more information and to apply: <http://lei.sr/c7L2y>





Historic
Royal Palaces



Ticketing and Entry Project Lead

Location: Tower of London

Salary: circa £60,000 per annum

Ref: 88133

Historic Royal Palaces is the independent charity that looks after the Tower of London, Hampton Court Palace, Kensington Palace, the Banqueting House, Kew Palace and Hillsborough Castle.

We are searching for an experienced professional to lead on the development, procurement and optimisation of HRP's principal ticketing system and to review and propose improvements to our entry arrangements across all sites, to ensure the delivery of a positive visit for all our visitors from the point of entry.

You will also be expected to analyse and interpret visitor feedback, research and CRM data to obtain a stronger and deeper understanding of ticketing trends, to remain at the forefront of ticketing practice.

About you:

The ability to work independently, manage a broad and varied workload and being able to influence and work with multiple stakeholders across all departments is essential. You will be a strategic thinker with proven experience of various ticketing systems, CRM platforms and database software. To be successful you will need to have an understanding of the cultural, heritage or tourism / attraction sectors.

Historic Royal Palaces is an equal opportunities employer and truly values a diverse workforce. Applications are welcome from candidates regardless of their background.

Closing Date: 18th August 2019

For more information and to apply visit: <http://lei.sr/v4l8e>



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Salary: £29,700 - £31,750
Company: Vibrant Partnerships
Location: Waltham Cross, UK

Visitor Experience Manager

Salary: £37,120 - £42,400
Company: City of London Corporation
Location: Chingford, London, UK

General Manager

Salary: Competitive
Company: Legoland Discovery Centre
Location: Milpitas, CA, USA

Ticketing and Entry Project Lead

Salary: Circa £60,000
Company: Historic Royal Palaces
Location: Central London, London, UK

Duty Manager

Salary: Competitive
Company: Legoland Discovery Centre
Location: Manchester, UK

Retail / Commercial manager

Salary: Competitive
Company: Legoland Discovery Centre
Location: Atlanta, GA, USA

Senior Keeper

Salary: Competitive
Company: Wild Life
Location: Hamilton Island QLD, Australia

Dive Lead

Salary: Competitive
Company: Sea Life
Location: Orlando, FL, USA

Guest Experience Manager - Operations

Salary: Competitive
Company: Sea Life
Location: Orlando, FL, USA

Commercial Manager

Salary: Competitive
Company: Sea Life
Location: Orlando, FL, USA

Head of Marketing Asia (excluding China)

Salary: Competitive
Company: Merlin Entertainments Group
Location: Singapore

Head of Estate Operations

Salary: Competitive
Company: Weston Park
Location: Shifnal, Shropshire, UK

Brand Manager

Salary: Competitive
Company: Legoland
Location: Goshen, NY, USA

Loyalty & Insight Manager

Salary: Competitive
Company: Legoland
Location: Goshen, NY, USA

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