

# Attractions MANAGEMENT NEWS

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## Star Wars: Rise of the Resistance opens

Star Wars: Rise of the Resistance has opened at Disney's Hollywood Studios in Orlando, Florida.

The ride, located in the Star Wars: Galaxy's Edge area of the park, opened on 5 December after being previewed at a special dedication ceremony earlier in the week.

Speaking at the ceremony, Disney parks chair Bob Chapek said that the new attraction "sets a new standard" for what a theme park experience can be".

"Tonight, we're welcoming the world to experience the Star Wars galaxy like never before, with the opening of the most ambitious, immersive, advanced, action-packed attraction we've ever created," he said.

A trackless dark ride and motion simulator, Rise of the Resistance is billed as one of 'the most ambitious attractions ever created for a Disney Park'. It features a heavily-themed, immersive queue line that brings riders face-to-face with Rey,



■ The ride is a "full-on Star Wars story"

BB8 and Kylo Ren before the ride has even begun, as well as a virtual queuing system that holds guests' place inline without them actually having to queue.

Scott Trowbridge, the project's creative lead, said: "This is the evolution of the themed experience. One of the unique things we, as an industry, have is we can take you there, right into those stories."

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**This is the evolution of the themed experience**

Scott Trowbridge

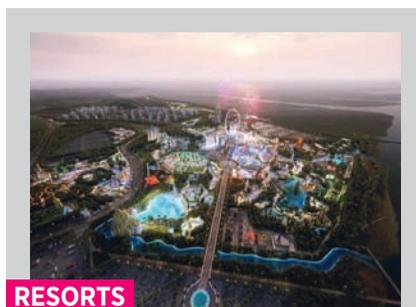


**MAJOR PROJECT**

**First look at upcoming London Resort theme park**

PY Gerbeau reveals plans for 535-acre attraction

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**RESORTS**

**Government gives green light to Korean park**

Construction on 4.2sq km site to begin in early 2021

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## PY Gerbeau reveals first look at upcoming London Resort theme park

**P**Y Gerbeau, CEO of London Resort Holdings Company (LRCH), has released new concept artwork showcasing the first phase of the 535-acre resort London Resort theme park and entertainment destination in Swanscombe, Kent.

The park, which has been described as one of the most 'ambitious theme park projects in Europe', will be the first development of its kind to open in the region since Disneyland Paris in 1992.

It is expected to open in 2024 and will consist of six lands: The High Street, The Studios, The Woods, The Kingdom, The Isles, The Jungle and The Starport.



■ Gerbeau said the resort will feature IP from Paramount Pictures

**"We're creating a destination that maximises all the new immersive and interactive technologies"**

The park will feature IPs from Paramount Pictures, after LRCH reached a new deal with

the film studio back in July, as well as UK broadcasting companies BBC and ITV.

"We're creating a destination that maximises all the new immersive and interactive technologies and experiences in the world," Gerbeau said.

"We won't just be creating a world-class leisure destination, it will also be one of the most sustainable theme parks on the planet."

The park has also recently announced a partnership with EDF Energy that aims to make the London Resort the most sustainable major theme park destination in the world. The partnership will see the resort pursue a Net Zero emissions goal, in what is believed to be a first for the global tourism industry.

## Jason deCaires Taylor's Queensland underwater museum is a "combination of art and science"



■ deCaires Taylor said the project will showcase how wonderful the Great Barrier Reef is

**T**his month a new sculpture and tourist attraction is due to be unveiled at the Townsville seafront in Australia. "Ocean Siren" will be a solar-powered representation of a young indigenous girl, submerged at high tide, but visible above water at low tide.

Using live water temperature data from equipment set up around the Great Barrier Reef, the sculpture will change colour as a visual way of showing the critical warming of the oceans.

**"The installations are also going to be monitoring stations with coral nurseries and scientific equipment"**

It is the first installation of the Museum of Underwater Art, a project being developed by British underwater sculptor and environmentalist Jason deCaires Taylor, which will see several artworks installed along the Queensland coast, as a way of increasing awareness of threatened ecosystems along parts of the Reef.

"We're very much trying to create a strong link

between art and science," explained deCaires Taylor.

"The installations are also going to be monitoring stations with coral nurseries and scientific equipment. The idea is that we engage the community in becoming the guardians of the reef."

He added that the primary aim is to "showcase how wonderful the Great Barrier Reef is".



■ Peake is the first British/ESA-funded astronaut

**“Lottery funding allows museums and science centres to improve the number of exhibits that are there”**

## Astronaut **Tim Peake** calls for more investment in science

**B**ritish astronaut Tim Peake has urged the UK government to invest more in science, education and research and development.

Since 1994 players of the National Lottery have raised more than £596m (€703m, \$780m) for science-related projects, with more than £310m (€366m, \$405m) of that sum going to science centres and museums across the UK, including The W5 Science & Discovery Centre in Belfast, the Science Museum in London and the Jodrell Bank Discovery Centre in Manchester.

Peake said that lottery funding enables children to visit these science centres and museums for free, encouraging an interest in these subjects for visitors to potentially go on to work in a scientific field.

"Lottery funding allows these establishments to increase their attractions and to improve the number of exhibits that are there, and also keep the UK at the forefront," said Peake.

"It's played a significant part in furthering science and education over the past 25 years and this can be seen in abundance through these attractions."

- 04 Rulantica water world opens at Europa-Park**  
Nordic-themed attraction has taken 26 months to build and includes a four-star themed hotel, the Krønasaår
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A free digital resource, the portal allows users to register their preservation projects and search for those already in existence
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New National Gallery in Budapest's City Park put on ice, after claims that the project will have a detrimental impact on the environment

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WATERPARKS

# Rulantica water world opens at Europa-Park

Nine themed settings and 25 unique water attractions, including 17 slides, are spread across a 32,600sq m (107,000sq ft) hall at the newly opened Rulantica water park at Europa-Park in Germany.

The Nordic-themed attraction has taken 26 months to build and includes a four-star themed hotel, the Krønasår.

Settings include 'Trølldal', a fun water playground for kids, and the family attraction 'Snorri's Saga', which has a cute six-armed octopus Snorri, a Lazy River, and water tubes for lone riders and pairs.

'Lumåfals' features enchanting creatures that live in a colourful grotto and

move gracefully over both land and water. The 'Surf Fjærd' wave pool includes a large waterfall, and next door is a self-service restaurant called 'Lumålund', selling fresh pizzas, pastas and salads.

The 'Skip Strand' adventure pool has a sunken three-mast vessel, steamboat and variety of nets, ropes and masts, as well as slides, and the 'Hoppblad' obstacle course allows water-lovers to test their skills and drift around on wobbly, floating debris. The whole family can shoot down the wide slide 'Överstör' and land in the cool water.

There is also an 8,000sq m (26,000sq ft) outdoor area with a heated pool.

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■ Rulantica is a Nordic-inspired water park with themed settings



**The Nordic-themed attraction has taken 26 months to build and includes a four-star themed hotel, the Krønasår**

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MUSEUMS

# Hong Kong protests force closure of Museum of Art



**We cannot afford the damage of these cultural treasures because of the government's incompetence in resolving a political crisis**  
Clarisse Yeung

Having only reopened on Saturday 30 November – after a closure of more than four years – the Hong Kong Museum of Art (HKMoA) quickly found itself at the centre of the ongoing political protests in the territory, forcing it to close again almost immediately.

Only a day after the museum reopened to the public, Hong Kong police used tear gas to break up a protest that was taking place close to the museum, prompting concerns that the museum's artworks might be at risk.

"Temperature, humidity and acidity of the air can affect the preservation



■ The museum underwent a HK\$930m renovation

of the artworks," said Clarisse Yeung, a newly elected councillor.

"We cannot afford the damage of these cultural treasures because of the government's incompetence in resolving a political crisis."

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■ Exhibition view of teamLab Borderless Shanghai, 2019

**"The teamLab Borderless museums are, to some extent, museums in urban areas"**

## teamLab creates borderless digital worlds at Shanghai Museum

Art collective teamLab has launched its second digital-only Borderless museum, described as "a world made of artworks without boundaries."

Located in Huangpu District, Shanghai, teamLab Borderless Shanghai follows the launch of MORI Building Digital Art Museum: teamLab Borderless in Tokyo last year.

Designed by teamLab Architects, the 6,600sq m (71,000sq ft) destination is said to be an intricately-structured three-dimensional space housing around 50 artworks. Visitors walk through the galleries experiencing

digital artworks that move out of the rooms around them, form connections with – and react to – them and transcend the physical space of the museum, moving between other teamLab Borderless museums around the world.

teamLab told *Attractions Management News*: "The Borderless museums are, to some extent, museums in urban areas. However, in the future, we would like to work to create outdoor experiences in lush nature, where our artworks exist within the environment as one part of the surrounding nature."

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**MAJOR PROJECT**

# Korean government approves park resort

The long-proposed US\$3.8bn (€3.4bn, £2.9bn) theme park at Hwaseong, 45km (30mi) from South Korea's capital Seoul, looks set to definitely go ahead, after the country's finance minister pledged the government's support.

Construction on the 4.2sq km (1.6sq mi) site in Gyeonggi Province is due to begin in 2021, with an initial opening of 2026 and full opening in 2031.

To be built by Shinsegae Property Consortium, the park will feature five hotels, an 18-hole golf course and three shopping malls.

Reports suggest that huge Korean pop music (K-pop) and natural history areas will act as the centrepieces of the

theme park. K-pop has gained massive traction around the world in recent years.

The park – which will be slightly bigger than New York's Central Park – will be Asia's second-largest theme park after Disneyland in Shanghai.

"We will not simply develop a theme park, but make it a project that can create synergy effects by combining world-class accommodation, resorts, commercial facilities, golf course and residential complexes," said Shinsegae Group vice-chair, Chung Yong-jin.

"We will introduce high-tech technologies such as Smart City, self-driving, AI and VR all over the complex."

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■ The park will look to capitalise on the K-pop boom



**We will introduce high-tech such as AI, VR and self-driving**

Chung Yong-jin

**HERITAGE**

# V&A launches portal for heritage preservation projects



**We understand the impact of cultural heritage loss on communities and the contrasting positive role its preservation can have in rebuilding them**

V&A Museum



The Victoria and Albert Museum (V&A) is demonstrating its commitment to protecting the world's cultural heritage and supporting communities that suffer cultural loss, through the launch of a new Culture in Crisis Portal.

A free digital resource, the portal allows users to register their preservation projects and search for those already in existence. The V&A said that it hopes the portal will become the world's largest and most accessible database of cultural heritage preservation projects.

Launched in 2014, the Culture in Crisis programme works to combat the damage



■ Heritage disasters often gain public awareness

caused to cultural heritage through conflict, criminal acts or natural disasters.

"We understand the impact of cultural heritage loss on communities and the contrasting positive role its preservation can have in rebuilding and recovering these areas following conflict and disasters," said the V&A in a statement.

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**PUBLIC ATTRACTIONS**

# Budapest mayor halts €250m gallery plans

Gergely Karácsony, mayor of Budapest, has brought plans to a halt for The New National Gallery in Budapest's City Park, claiming that the project will have a detrimental impact on the environment.

Karácsony, who was elected on a green platform in October, said the SANAA-designed structure was "such a monumental building that it would have an enormous impact on its environment".

He added that while he isn't opposed to the planned gallery, he does oppose its planned location, City Park, calling it "one of Budapest's few and very precious green areas".

The €250m (£212m, \$276m) gallery forms the cornerstone of the Liget

project – a massive cultural redevelopment worth a reported €1bn (£851m, US\$1.1bn), which has already included the renovation of Budapest's Museum of Fine Arts, the restoration of the Olof Palme House and the opening of a storage and restoration facility for fine art.

Karácsony's proposal moved to prevent planned works on both the New National Gallery and the House of Hungarian Innovation, a €100m (£85.1m, \$110m) project replacing the city's Museum of Transport, from going ahead. It was initially backed by Budapest's General Assembly, led by Karácsony, on 5 November.

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■ Building work on the museum was scheduled to start in 2020



**The museum would have an enormous impact on its environment**

Gergely Karácsony

**IP ATTRACTIONS**

# Disney's first Mickey Mouse ride gets 2020 opening date



**The ride will feature new "2 & ½ D" technology**

Bob Chapek

Disney has announced an opening date for Mickey & Minnie's Runaway Railway at its Hollywood Studios park, with the new attraction set to debut on 4 March 2020.

This will be the first Disney ride to feature Mickey and Minnie Mouse, the dark ride is billed as a 'zany out-of-control adventure', where guests will find themselves transported into a Mickey Mouse cartoon.

The ride will be one of Disney's most visually advanced, using new technologies to transform the two-dimensional cartoon world of Mickey Mouse in a "multi-dimensional experience". It will feature



**▶ Play Video**

■ Mickey & Minnie's Runaway Railway

new '2 & ½ D' technology, essentially 3D without glasses, as well as projectors and technologies created by Panasonic.

Among additional updates from Disney Parks chair Bob Chapek were three new films to be shown at Epcot from January 17 2020, including a *Beauty and the Beast* sing-along.

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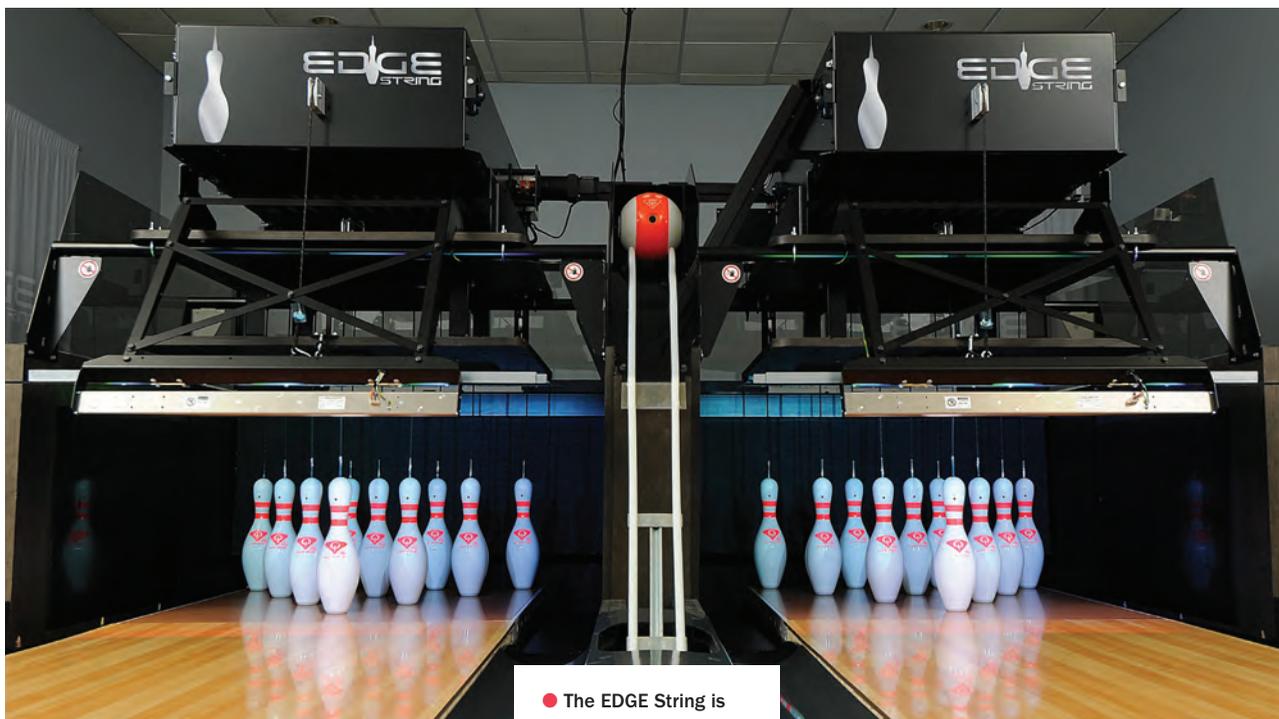
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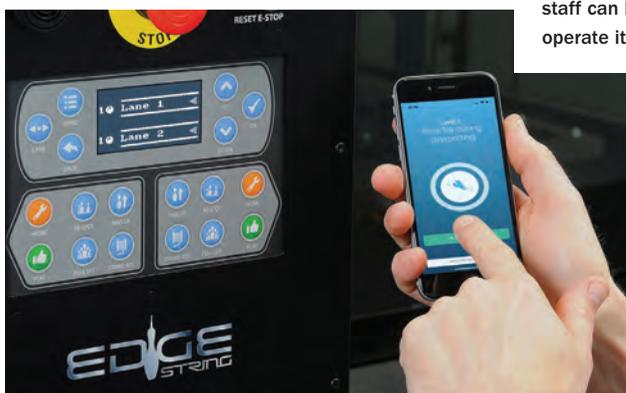
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● The EDGE String is built so any member of staff can be taught to operate it with ease



## QubicaAMF creates a new generation of pinspotter technology

**QubicaAMF Worldwide**, the world's largest bowling products company, is proud to announce the launch of the EDGE String, the amazingly simple way to offer bowling.

The next generation of string pinspotter technology, EDGE String combines revolutionary electromechanical design and intelligent software into a single unit, making it possible for any centre to deliver the fun of bowling at a very low operating cost. Its simple and robust design means any member of your staff can operate it.

Operation of the new EDGE String pinspotter is made even easier with Tech Wizard, an innovative smartphone app

that proactively notifies staff of any potential issues.

Thanks to the app, staff can focus more of their attention on the customers and their experience, rather than worrying about pinspotters. It informs users of any operational alerts and guides you through resolving any issues or routine maintenance with simple instructional videos.

In addition, its cloud-based management tools put machine performance data, service history and reporting capabilities at your fingertips, from anywhere.

“With EDGE String in your centre, you will be blown away with how easy and low cost delivering the fun of



● Neil Pennington, director, performance equipment at QubicaAMF

bowling can be,” says Neil Pennington, director performance equipment at QubicaAMF.

“In about an hour your staff will learn to use EDGE String and they will receive guidance from Tech Wizard, making operation even easier.”

The QubicaAMF EDGE String's simple and robust design will provide peace of mind and will keep guests returning over and over for authentic bowling fun.

**To learn more about EDGE String and the amazingly simple way to offer bowling, visit [www.qubicaamf.com/edgestring](http://www.qubicaamf.com/edgestring)**

ATTRACTIONS-KIT KEYWORDS

**QUBICAAMF**

NEW OPENING

# Archaeological hotel set to open at dig site

The public museum at The Museum Hotel Antakya, which was designed by Emre Arolat Architecture (EAA) – to be built over an archaeological site spanning 23 centuries of history – is due to open in Turkey.

Having originally planned to build a 400-room hotel on their land, the Asfuroglu family behind the development had to rethink their approach when foundation work in 2009 uncovered findings that led to a one-and-a-half year, 200-person excavation.

The project revealed 30,000 artefacts from 13 civilisations – such as one of the world’s largest mosaic floors and the first marble sculpture of Eros to be found in one piece.

Sabiha Asfuroglu Abbasoglu, CEO of the Tourism and Hotel Division at Asfuroglu Group, explained to *Attractions Management* that the ambition was to still build a hotel, despite the challenges involved.

"The excavation findings surpassed everyone’s expectations but also brought many hurdles: How do you build on a site that you can’t even stand on? The national and international search began for a visionary designer to create a structure that preserved the artefacts below while creating a luxury hotel above."

The frame accommodates 200 rooms across three floors.

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■ The excavation revealed 30,000 artefacts from 13 civilisations



**The excavation findings surpassed everyone’s expectations**

Sabiha Asfuroglu Abbasoglu

NEW CONCEPT

# Cineplex’ Junxion to fuse film and entertainment



**Junxion will bring together the best of both worlds**

Ellis Jacob

Canadian entertainment and media company Cineplex has announced plans to create new destinations that fuse movies, live entertainment and dining in one place.

Its first "Junxion" site will open at Erin Mills Town Centre in Mississauga, Ontario, in late 2020, and will cram six auditoriums, a food hall, amusement gaming, space for live events and an outdoor screen on a rooftop patio within 45,000sq ft (13,700sq m).

Cineplex said it will open similar destinations across Canada in coming years, both through retrofitting existing sites and building new ones.



■ Junxion will mix auditoriums with live entertainment

"Junxion is where Cineplex’s movie-going experience meets our innovative entertainment offers," said Ellis Jacob, president and CEO of the company. "It will bring together the best of both worlds and provide guests with an unforgettable and unmatched social experience."

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REDEVELOPMENT

# 2020 reopening for Museum of the Home

The £18.1m (US\$23.4m, €21.2m) renovation and reimagining of the Geffrye Museum of the Home in London, UK will come to fruition in Q3 2020, with the museum's reopening at its Grade-I listed almshouse location.

The relaunch will coincide with a new name, as the museum is dropping the Geffrye moniker, which comes from Robert Geffrye, a former Lord Mayor of London who built the almshouses. In future the institution will simply be known as the Museum of the Home.

National Lottery Heritage Fund backing to the tune of £12.3m (US\$15.9m, €14.4m) has been critical in allowing the renovation of the

museum, which will result in 80 per cent more space to present its collections. The redevelopment was designed by Wright & Wright Architects.

A final £600,000 (US\$775,000, €704,000) of the £18.1m total is still to be raised, and the museum is actively fundraising this in various ways, including an online Sow a Seed appeal, which invites the public to support the replanting of the "Gardens Through Time" exhibit.

Director Sonia Solicari commented: "Our new displays, spaces and stories will be a starting point for ideas and conversation about what home means."

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■ The relaunch will coincide with the museum being renamed



**Our new displays will be a conversation start on what home means**

Sonia Solicari

SPORTS ATTRACTION

# Designs unveiled for Beijing 2022 Olympic Museum



**The design follows the Olympic spirit**

Martijn de Geus

Architects maison h have unveiled designs for a Winter Olympics Museum to be built in the mountains north of Beijing in Chongli, China, that is aimed at building on the legacy of the Beijing 2008 Olympic Games and will form part of the 2022 Winter Olympics development.

The museum is part of a broader project to revitalize the city centre by improving the quality of public space and connecting and adding programs in the area.

The building is designed with sustainability as a central factor, with PV panels on the roof to help achieve net zero power use.



■ The museum will be integrated into its surroundings

In addition to galleries featuring exhibitions about the development of the Winter Olympics, the venue will house libraries and research facilities.

Martijn de Geus, partner at maison h, said: "The design follows the Olympic Spirit and proposes a welcoming and fluid space that is open, inclusive and without dividing walls."

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We always knew a major earthquake could happen, without ever believing that it actually would

Lesley Colsell, Canterbury Museum



## DARK DAYS

Occasionally, mother nature intervenes or something else goes horribly wrong. Kath Hudson looks at what can be learned from the experiences of attractions operators who have had to react when disaster strikes...



■ Canterbury Museum is still dealing with issues related to the 2011 earthquake

In February 2011, a 6.3 magnitude earthquake hit the centre of Christchurch in New Zealand, leading to the loss of 185 lives and interrupting power, water and sewage amenities for weeks. Canterbury Museum was in the epicentre and has been contending with the fallout ever since.

"We always knew a major earthquake could happen, without ever believing that it actually would," says Lesley Colsell, strategic projects advisor at Canterbury Museum. "The event itself was terrifying – all the lights went out and the power went off. The evacuation went well, with no one hurt and the staff staying in their positions to guide people out. The ground was rolling when we went outside."

Since the museum underwent earthquake strengthening in the 1990s, it was much more resilient than other buildings of its age and managed to stay intact. Luckily the water pipes

didn't rupture, so there was no water damage to contend with. Out of its 2.3 million objects, 92,000 were damaged of which 73,000 were acetate negatives.

Luckily, two important exhibitions which were at the museum at the time – one from Buckingham Palace and the touring exhibition, Scott of the Antarctic – were both unharmed.

But the repercussions of the earthquake have caused years of problems. Colsell says it's only now that they are finally getting back to business as usual after a protracted insurance claim, which wasn't settled until 2018.

### DEALING WITH TRAUMA

"The aftershocks went on for a couple of years and were almost as bad as the quake and terrible for your mental health," says Colsell. "Lots of people didn't feel safe living in Christchurch, or had lost their homes, and so moved away."



■ A huge fire ripped through Brazil's Museu Nacional in September last year

Businesses had to relocate because the centre was cordoned off and visitors didn't want to come in to the city.

"Every time there was an after shock we had to have structural engineers in to see if the building was safe.

"Before the earthquake we were a very successful museum with rising visitor numbers. Afterwards they went right down and suffered for a long time. It only feels like we are now getting back to business properly."

With hindsight, Colsell says she wishes the team had sat down with the insurance company at the outset to agree on a strategy, as no one had ever dealt with a claim like this before.

### PROFESSIONAL NETWORKS

Brazil's oldest and most important historical and scientific museum, Museu Nacional in Rio de Janeiro, suffered a catastrophic fire in September 2018,



## The international museum community is providing help and expertise to safeguard salvaged specimens

destroying the majority of its two million artefacts. An old building, containing lots of wood and flammable materials, it burned quickly and, to make matters worse, the firefighters didn't have enough water because two hydrants were dry.

The museum's vice director, Luiz Duarte, said: "It is an unbearable catastrophe. It's 200 years of this country's heritage. It is 200 years of memory, of science and culture."

Duarte blamed the government for failing to support the museum, which had fallen into a state of disrepair. In what he describes as a terrible irony, the museum had only just closed a deal with the government's development bank for funds, which included a fire prevention project.

The international museum community is now providing help and expertise to safeguard salvaged specimens and digitise collections. The Museu Nacional and the Natural History Museum in London have signed a memorandum of understanding for future collaboration, which will lead to workshops and shared expert knowledge.

Sir Michael Dixon, director of the Natural History Museum, was part of an expert team which travelled to Rio de Janeiro in August. In the light of this incident, he says it's important for the museum community to collaborate: ▶



■ Ensuring animal safety, Zoo Miami has a set plan in place for hurricane preparation



► "The fire at Brazil's National Museum was not only a tragedy for the global museum community but for anyone who loves the natural world.

"We're making this declaration of support to one of our international counterparts, because we understand the global necessity of these collections to further advance our scientific knowledge of the planet we live on and to help humanity make better decisions now and for the future."

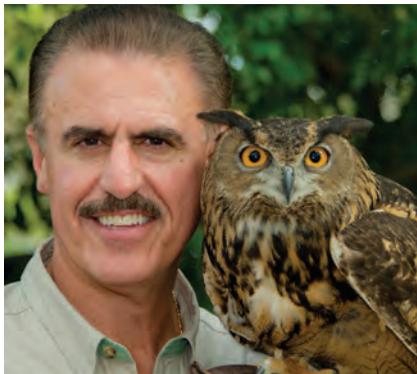
## MAKE PREPARATIONS

Managing director of Zen Communications, Felicity Wingrove, is a crisis management expert and says that while the public understand life is unpredictable, it is essential for operators to demonstrate that they have been as robust and prepared as possible against any eventuality, whether that be a natural disaster or an accident.

"Art galleries and museums are custodians of irreplaceable works of art and there is no excuse for not ensuring they are fully protected," she says.

"Everyone understands there can be acts of God, but even with this there should be an element of preparedness, making sure that everything possible is done in advance to limit damage."

Having had to endure a number of devastating hurricanes, Zoo Miami has expertly honed its hurricane protocol. "At the beginning of hurricane



■ Ron Magill is goodwill ambassador and communications director at Zoo Miami

season, trees are trimmed and other landscaping done to minimise damage which could be caused from debris," says zoo spokesperson, Ron Magill.

"Extra quantities of medications are also ordered and once a hurricane watch is issued, extra food is ordered and stored in secure facilities. All back up generators are tested and

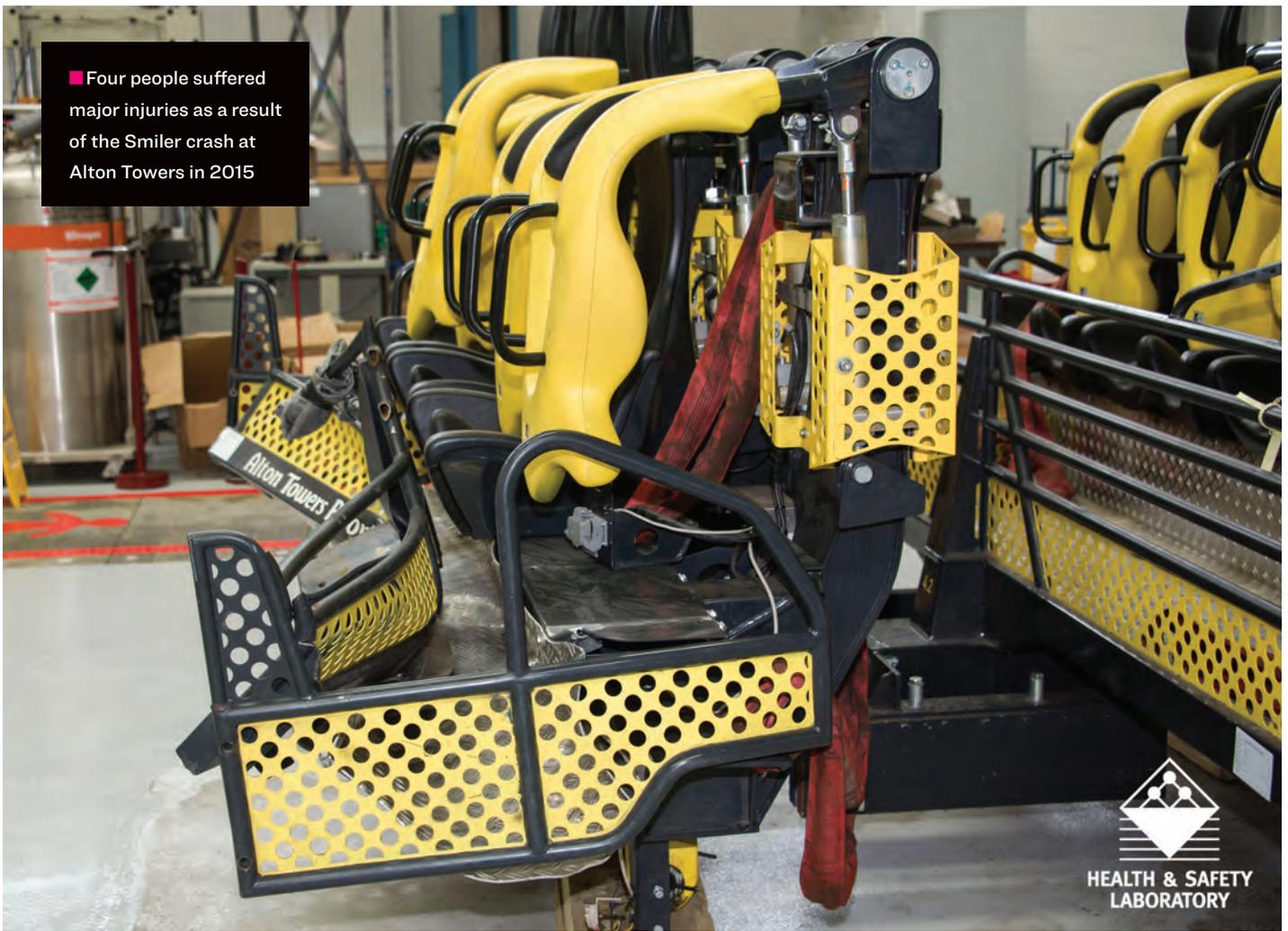
topped off with fuel and fuel storage units are filled to capacity. Any tarps and signs which could be dislodged are taken down and loose items, like wheelbarrows and rakes are secured."

Animals are not evacuated, as this could cause further stress and as hurricanes can change direction, could put them in further danger. So birds and smaller animals are removed from open habitats and placed in secure holding within reinforced structures on zoo property.

Refrigeration trucks are reserved in case the storm destroys refrigeration units. "These mobile refrigeration trucks proved to be some of the most valuable pieces of equipment following Hurricane Andrew, as they provided a means to store food and ice for both animals and staff during a very hot and humid time," says Magill.

Arrangements are also made with other zoos for a post-storm evacuation

■ Four people suffered major injuries as a result of the Smiler crash at Alton Towers in 2015



should the damage be substantial enough to reduce the zoo's ability to safely maintain any animals.

### CAREFUL COMMUNICATION

In extreme cases, things can go badly wrong and people get hurt. Alton Towers faced the worst case scenario in 2015 when there was a collision on the tracks of The Smiler ride. Four people suffered major injuries, and two young women had to have lower leg amputations.

A horrendous situation which could have been catastrophic for the park and Merlin Entertainments, it was handled so well that negative publicity was minimised.

Merlin chief executive, Nick Varney, came across as very human in his response: "From the beginning, the company has accepted full responsibility for the terrible accident at Alton Towers and has made sincere and heartfelt apologies," he said.

Can something positive come out of a disaster? The answer is, sometimes, yes. A disaster can lead to a review of the vulnerabilities and tighten up operations

"Alton Towers – and indeed the wider Merlin Group – are not emotionless corporate entities. They are made up of human beings who care passionately about what they do. In this context, the far greater punishment for all of us is knowing that on this occasion we let people down with devastating consequences. It's something we will never forget and we're utterly determined it will never be repeated."

According to Wingrove, Merlin Entertainments' response was lauded across the PR industry as being textbook: "They did so much that was right: coming across as human and personable, demonstrating remorse. They freely gave

financial support to the victims, they used the right language and responded in a timely fashion, taking responsibility."

In these cases, Wingrove says it is vital for the head of the business to take responsibility, show genuine regret and that lessons have been learned.

### ALWAYS FORWARD

Can something positive come out of a disaster? The answer is, sometimes, yes. A disaster can lead to a review of the vulnerabilities, tighten up operations and ensure that such an incident won't happen again. The best case scenario is for this to be done in advance, but not all eventualities can be predicted. ●



This project will be one of the biggest transformations in Seattle's history

Mark Reddington, partner with LMN Architects



# Filling the tanks

Seattle Aquarium gains city funding approval for new US\$113m shark and stingray pavilion



■ The 325,000-gallon martini glass-shaped tank built to house sharks, stingrays, and schooling and reef fish

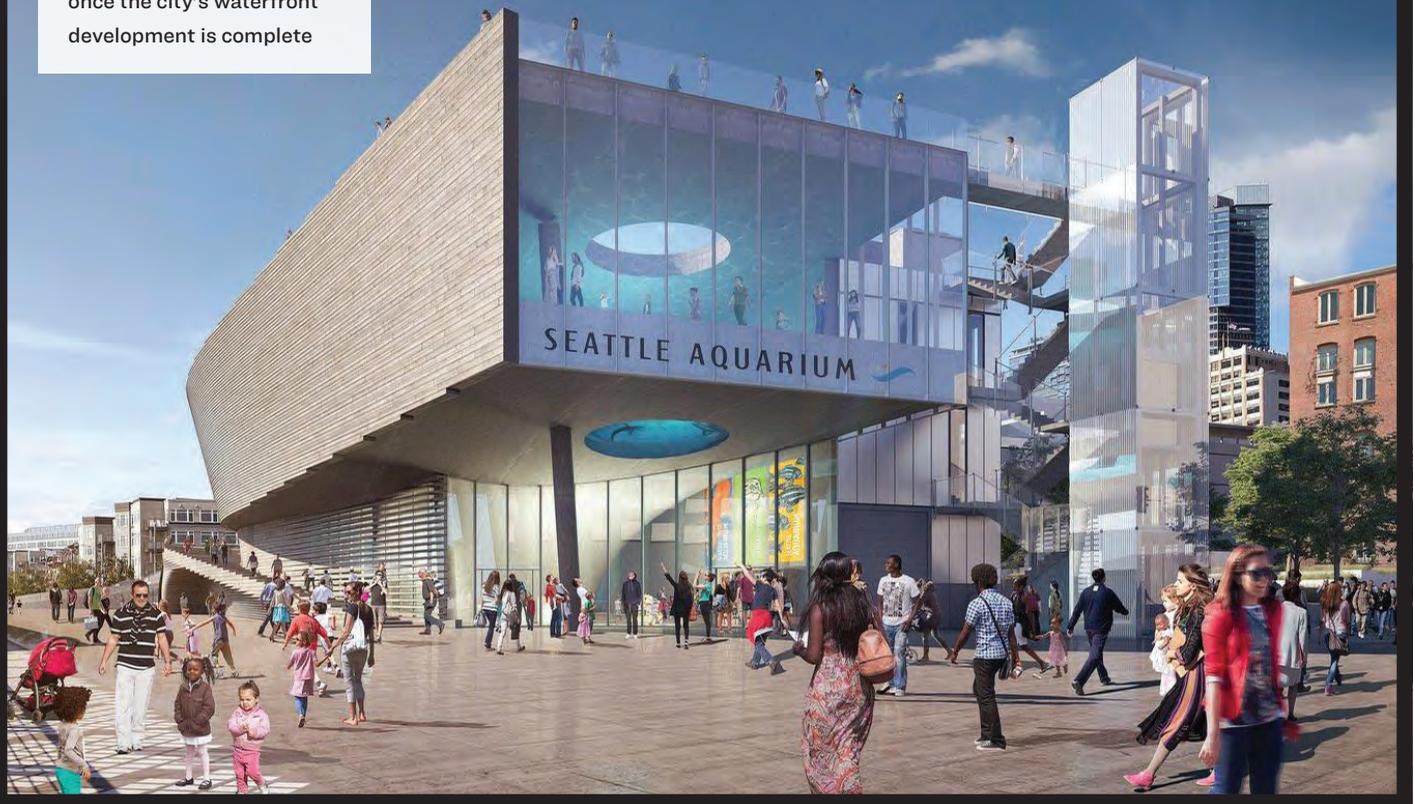
**C**onstruction of a new pavilion at the Seattle Aquarium looks set to go ahead after the city council approved a US\$34m (€30.7m, £25.8m) contribution towards the project.

## MAJOR INVESTMENT

The US\$113m (€102m, £85.8m) 50,000sq ft (15,240sq m) Ocean Pavilion development will see a 325,000-gallon martini glass-shaped tank built to house sharks, stingrays, and schooling and reef fish from the South Pacific's Coral Triangle area.

Currently, around 850,000 people visit the aquarium every year, and it's hoped that the new pavilion would allow the attraction to serve at least 1.2 million visitors annually. The Aquarium Society, which owns the attraction, is

■ The Seattle Aquarium is expected to attract more than a million visitors a year once the city's waterfront development is complete



## The new waterfront in Seattle is as significant as Central Park is in Manhattan, New York

planning to raise US\$60m (€54.2m, £45.5m) in private donations, with the remaining US\$19m (€17.2m, £14.4m) to come from other public funds, according to *The Seattle Times*.

The project will be part of a wider redevelopment of the Seattle waterfront that aims to triple the number of visitors to Seattle's downtown piers and increase attendance at the aquarium.

### PEDESTRIAN ACCESS

A key aspect of the redevelopment will be "Overlook Walk" – a park-like ramp that will connect the hillside Pike Place Market to the waterfront below, via Ocean Pavilion's rooftop.

Pedestrians walking along the promenade would be able to look up through a circle of glass into the new aquarium tank, while a similar

glass portal on top would let in sunlight and give people on the roof of the pavilion a view into the tank.

### PLANNING FOR 2021

Seattle firm LMN Architects have created the designs for Ocean Pavilion, with Turner Construction also appointed by the aquarium; Hoffman Construction has been engaged to build the US\$100m (€90.3m, £75.9m) Overlook Walk.

Both projects are scheduled to start in 2021, with Ocean Pavilion expected to take two years to construct.

"The new waterfront is as significant as Central Park is in Manhattan," said Mark Reddington, partner with LMN Architects, who designed Ocean Pavilion. "It will be one of the biggest transformations in Seattle's history." ●



■ The project will be part of a wider redevelopment of the Seattle waterfront

# 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](http://attractions-kit.net)



● The interactive ride is set 34 years after the original ride and will follow the original characters Boysen and Girlsen Bear

## Triotech reimagines Knott's Berry Farm's Bear-y Tales as new 4D dark ride



● Ernest Yale

Triotech, a supplier and designer of interactive and immersive attractions, has announced a new partnership with Knott's Berry Farm, that will see the company develop a new attraction to celebrate the park's centenary.

The new ride, called Knott's Bear-y Tales: Return to the Fair, is expected to open in 2020.

It will act as a sequel to the original Knott's Bear-y Tales dark ride, which opened in 1975 and was designed by Disney Imagineer Rolly Crump. The original ride was located in the Roaring 20's themed area of the park and closed in 1986.

A 4D interactive dark ride, Knott's Bear-y Tales: Return to the Fair, is set 34 years after the original ride and will follow original characters Boysen and Girlsen Bear on their travels to the Country Fair to win the blue ribbon prize for their boysenberry pies, before they encounter Crafty Coyote and his mischievous pups intent on stealing the pies.

Guests will make their way through a series whimsical scenes, trying to score points and recover the stolen pies in ride vehicles equipped with jelly blasters. Ernest Yale, founder, president and CEO of

Triotech, said: "For this unique attraction, the Knott's team gave us access to a wealth of archive materials that have been key understanding the original Knott's Bear-y Tales."

Jon Storbeck, VP and general manager of Knott's Berry Farm, said: "The return of Knott's Bear-y Tales is perfect for the 100th anniversary because it brings one of the park's most nostalgic and beloved attractions in an innovative 4D dark ride format that will delight an entirely new generation of fans."

ATTRACTIONS-KIT KEYWORD

TRIOTECH

## Super 78 and Microsoft bring animated characters to life



● Brent Young

Super 78 Studios, a media-based attractions design firm based in Los Angeles, has partnered with Microsoft Surface to launch Geppetto v. 2020, an updated version of the company's Geppetto software.

A proprietary real-time animation platform designed for theme parks and other location-based entertainment, Geppetto enables park operators to offer 'live' animated shows where the animated characters are able to interact with guests in real-time without the need for motion capture suits.



● Geppetto enables park operators to offer 'live' animated shows

It has been used to power a number of live interactive character experiences around the world, including Donkey Live! at Universal Studios in Singapore and The Smurfs Village Playhouse at Motiongate Theme Park in Dubai.

Brent Young, creative director at Super 78, said: "What the Microsoft Surface

Studio has provided us is a high-tech user interface solution to our very high-tech animation system. It's really been a game changer for us with a technology that we have been developing for the last decade."

ATTRACTIONS-KIT KEYWORD  
**SUPER 78**

## S&S debuts new coaster

S&S Worldwide, an American roller coaster and ride manufacturer, has announced the launch of a new roller coaster.

Called the Axis Coaster, the new ride uses patented 4D rotating vehicle technology which has been designed to rotate riders around

the track to make them feel like they're flying.

It features customisable layouts that can be adapted to suit space restrictions and can even be configured as either a thrill ride or a family-friendly coaster.

Preston Perkes, director of Administration at S&S,



● Josh Hays

said: "This ride has been in the works for three years now. It started as a concept from one of our employees and evolved to what we are bringing to the market today."

"There are things you can do on this coaster that you can't do on any other ride," Perkes added.

Josh Hays, executive director of Sales at S&S, added:

"This is truly an original ride that provides an experience unlike any other to its riders.

"Axis rotates around the axis of the track. That means that the rider could be above the track, below the track or swinging out to either side. And although riders will be surprised by the way the train twists and turns, engineers at S&S have ensured that the vehicle will do exactly what it is designed to do."

The Axis Coaster made it's official debut at the IAAPA trade show in Orlando, Florida, in November.

ATTRACTIONS-KIT KEYWORD  
**S&S**



● The Axis Coaster was launched at this year's IAAPA Expo trade event

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](http://www.attractionsexpo.co.uk)

27 JAN - 1 FEB 2020

### IAAPA EMEA Summit 2020

Johannesburg & Cape Town, South Africa

In 2020, IAAPA will make history by hosting the very first IAAPA EMEA Summit in Africa. The event will offer delegates the opportunity to find out about the African leisure industry at first hand and connect with local industry experts over six days.

Tel: +1 321-319-7600

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

23-25 MARCH 2020

### Dubai Entertainment Amusement and Leisure Exhibition (DEAL)

Dubai World Trade Centre  
Dubai, United Arab Emirates

The largest trade show for the theme park and amusement industries in the Middle East. As well as a heavy focus on theme parks, the show features a number of exhibitor categories – such as VR, AR, FECs and 4D theatres.

Tel: +971 +971 4 3435777

Contact: [lilia@iecdubai.com](mailto:lilia@iecdubai.com)

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



■ The symposium charts the current trends of the global waterpark industry

6-9 OCTOBER 2020

### WWA ANNUAL SYMPOSIUM & TRADE SHOW

Las Vegas, US

The premium event for the global water park industry combines an educational programme – supported by the world's

largest gathering of waterpark experts – with a large trade show floor filled with products and services. The show is also famous for its networking opportunities.

Tel: +1-913-599-0300

Email: [info@waterparks.org](mailto:info@waterparks.org)

[www.waterparks.org](http://www.waterparks.org)

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](mailto:asiapacific@iaapa.org)

10-23 OCTOBER 2020

### World Leisure Congress 2020

Pinggu, Beijing, China

The 16th World Leisure Congress will be hosted by the Beijing City Government and co-organized by World Leisure Organization (WLO). The Congress theme "Leisure Makes Life Better" aims to promote the concept of leisure for all and throughout the whole year.

Tel: +1 989 774 6099

[www.worldleisure.org](http://www.worldleisure.org)

22-24 SEPTEMBER 2020

### IAAPA Expo Europe

London, England

IAAPA Expo Europe 2020 will be an all-encompassing destination for leisure and attractions industry professionals, including operators, suppliers, manufacturers, investors, developers, and anyone wishing to engage with the global amusement community. More than 15,000 industry professionals are expected to attend.

Tel: +1 321-319-7600

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

17-20 NOVEMBER 2020

### 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](mailto:iaapa@iaapa.org)

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

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**CONFERENCE:** Sept. 21-24, 2020 | **TRADE SHOW:** Sept. 22-24, 2020

**LONDON, ENGLAND**



**CONFERENCE:** Nov. 16-19, 2020 | **TRADE SHOW:** Nov. 17-20, 2020

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[IAAPA.org/Expos](https://IAAPA.org/Expos)

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# Attractions Find great staff™

## MANAGEMENT NEWS



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Looking for great people?

## Attractions Management News can help

### Tell me about Attractions Management News

Whatever leisure facilities you're responsible for, the AM News service can raise your recruitment to another level and help you find great people.

### How does it work?

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

### There are loads of recruitment services, how is AM News special?

AM News is the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

### What are the most powerful features?

We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to-reach candidates who aren't currently job hunting.

In addition, to celebrate the 100th issue of AM News, we've also relaunched the website with fantastic enhanced search functionality which enables you to target the best candidates with a laser focus.

### I hear you're part of Leisure Media

Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Leisure Opportunities, Health Club Management, Sports Management, Leisure Management, Attractions Management, and Spa Business/Spa Opportunities.**

### What packages are available?

We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing and open day and schools and apprenticeship marketing.

### Is there more?

Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

### What now?

We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

## Meet the Attractions Management News recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard

Hope to hear from you soon on +44 (0)1462 431385 or email [theteam@leisuremedia.com](mailto:theteam@leisuremedia.com)

Leisure industry professionals share how they got to where they are today

### Chris Devaney

OPERATIONS MANAGER,  
ROYAL LIVER BUILDING  
HERITAGE GB

Personalisation is becoming more important as people are more selective with how they spend

Chris Devaney has been working in the leisure industry for 15 years. He began his career in hospitality but switched to leisure as he found it more rewarding. Now he works as operations manager at Liverpool's iconic Royal Liver Building and Mattel Play! at Heritage Great Britain.



#### Proud moments?

"I'd have to say it's the positive feedback for Royal Liver Building 360.

The building is so important to the city of Liverpool and the people that there was immense pressure to ensure we delivered an experience worthy of it, so seeing people enjoying it

is an amazing feeling. We've also had some

fantastic moments where we've been able to help people find out more information about old family stories or in some cases even images of relatives they thought they would never see again. It's been a privilege to be able to share people's experiences."

#### Tell us about your career

"I've had quite a varied career with a number of different roles in hospitality and leisure. I started as a bartender while studying but found the leisure industry much more rewarding and so chose to pursue a career in that instead.

I've held every operational site management role within the previous companies I've worked for, including project manager for CAU Restaurants. In this role I was responsible for overseeing the construction and delivery of new sites. It was here that I developed the necessary skills for my current role as operations manager of Royal Liver Building 360 and Mattel Play!"

#### How has the industry changed?

"I think there's been a move towards more experiential attractions with people being more involved with their visit than ever before. Personalisation and tailored experiences are becoming more and more important as people are more selective with how they spend. It's becoming more important to create emotional connections with a place and a brand to help develop loyalty and word-of-mouth marketing."

#### What are your goals?

"To keep pushing the sites and offering to be the best they can be, while ensuring the delivery of unforgettable guest experiences at all times."



■ The Royal Liver Building is a Liverpool icon



ZOOLOGICAL SOCIETY OF LONDON



# London Zoo Commercial Manager

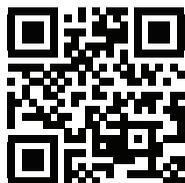
Salary: £55,533-60,282 p.a. (dependant on experience)

We're ZSL, an international conservation charity. Our vision is a world where wildlife thrives and we're working every day to achieve this. From investigating the health threats facing animals, to helping people and wildlife live alongside each other, we are committed to bringing wildlife back from the brink of extinction. Through the work of our pioneering scientists, our dedicated conservationists and our unrivalled animal experts in our two zoos, we guide and enable others in the UK and all across the world. Inspiring, informing, empowering – working for wildlife.

ZSL London Zoo is looking for a **Commercial Manager** to define the commercial strategy for London Zoo in order to maximise sales and profit. The successful candidate will be responsible for ensuring visitor satisfaction and achieving the income and profit budgets for several key revenue streams across commercial operations for the zoo including admissions income, donations, gift aid, catering, retail, hospitality events and experiences.

This role manages a large team operating across multiple functions and is responsible for the effective management of this team and the commercial operations they are delivering.

**For more information about the role, person specification and to apply please click 'apply now' or scan QR code.**



 **Apply Now**

**CLOSING DATE:**  
22/12/2019



Nene Park

## Visitor Centre Manager

(£25,625 to £28,034 per annum, dependent upon experience)

This is an exciting opportunity to manage the Visitor Centre and retail operations at Ferry Meadows. Your focus will be to create an engaging and welcoming visitor hub and develop an innovative and relevant retail offer which reflects the high quality and varied visitor experience across the Park.

The right candidate will be experienced in sourcing and merchandising high quality products and will be creative, with limitless enthusiasm and a proactive approach to customer care. Your responsibilities will include the gift shop areas located in the Visitor Centre and Nene Outdoors water sports and activity centre. You will also promote local produce and work with our volunteers to create and market natural Nene Park products. For an informal discussion please contact Oliver Burke, Head of Operations, on 01733 367579.

**CLOSING DATE FOR APPLICATIONS: 5PM, MONDAY 6TH JANUARY.**

For more information about the role and to apply please click 'apply now' or scan QR code.



 **Apply Now**



# OPERATIONS MANAGER

Madame Tussauds, Hollywood, Los Angeles, CA, USA

## About The Role

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

## About You

- Minimum of 3-5 years of service industry experience with 3 years of management experience required including a visitor attraction, theme park, museum, hotel or theater environment; or equivalent combination of experience and education.
- 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. In addition, you can expect continued growth of joining an exciting, global organization.

## About Us

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

For more information and to apply, click below or scan QR code.

 Apply Now





## RETAIL OPERATIONS MANAGER

Reference: req4493

Something very exciting is underway in Goshen, New York. Opening July 4, 2020, LEGOLAND Resort in New York is Merlin's biggest single investment to date and you could play a crucial part of this amazing project!



We're now looking for a unique person who has a passion for Retail, coaching a team to provide outstanding guest service and to lead the way in Delivering the Magic as we bring the world's ninth LEGOLAND Park to life brick by brick. You will support key people activities that will make our resort bricktastic.

### About The Role

The Retail Operations Manager is responsible for the successful overall operation of specifically assigned retail locations, including, but not limited to: leading staff trainers, assisting in creation and successfully managing financial budgets including revenue, managing performance of assigned staff and Leadership Team, controlling inventory, maintaining proper stock levels and visual appeal of assigned locations, leading special projects and/or assignments, and all specific duties associated with managing assigned locations.

### About You

We are looking for someone with a minimum of five years progressive experience in Retail Store Management or equivalent education. Experience in a specialty retail environment is a plus. The role requires excellent communication skills and the ability to work well within a collaborative team atmosphere as well as successful working independently. You must be able to lead and instruct your staff in visual merchandising, possess strong organizational skills, and the ability to prioritize work activities, all while dealing with multiple complex tasks.

### 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, eight hotels and three holiday villages in 22 countries across four continents and we run some of the best known names in global leisure. 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. LEGOLAND New York Resort takes pride in building amazing teams with diverse experiences and ideas, by driving inclusion and innovation in the workplace.

Come work with us and you will see how at LEGOLAND New York Resort no two days are the same.

 [Apply Now](#)



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## London Zoo

### Commercial Manager

**Salary:** £55,533 - £60,282 pa  
**Company:** Zoological Society of London  
**Location:** London, UK

### Visitor Centre Manager

**Salary:** £25,625 to £28,034 pa (dependent upon experience)  
**Company:** Nene Park  
**Location:** Peterborough, UK

### Front Office Clerk

**Salary:** Competitive  
**Company:** Gardaland Resort  
**Location:** Castelnuovo del Garda, VR, Italy

### Education Specialist

**Salary:** Competitive  
**Company:** Sea Life  
**Location:** East Rutherford, NJ, USA

### Attractions Assistant Manager

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

### Admissions Assistant Manager

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

## HR Manager

**Salary:** Competitive  
**Company:** Madame Tussauds  
**Location:** Tokyo, Japan

## Operations Manager

**Salary:** Competitive  
**Company:** Madame Tussauds  
**Location:** Hollywood, Los Angeles, USA

## Marketing Manager

**Salary:** Competitive  
**Company:** Legoland Discovery Centre  
**Location:** Chadstone VIC, Australia

## Retail Manager

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

## Marketing Insights Manager

**Company:** Legoland  
**Location:** Winter Haven, FL, USA

## Guest Experience Manager

**Salary:** Competitive Salary  
**Company:** Legoland Discovery Centre  
**Location:** Somerville, MA, USA

## Senior Front Office Manager

**Salary:** Competitive Salary  
**Company:** Legoland  
**Location:** Billund, Denmark

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PolinWaterparks  
THE EXPERIENCE

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## THIS UNIQUE EXPERIENCE

THAT WILL GUIDE YOU  
THROUGH **TIME & SPACE!**



TIME  RIDER

when are you?



WORLD'S  
LARGEST BOWL