

US\$500m Harry Potter attraction lights up Osaka

Harry Potter fans in Japan can now get closer to the magic, following the opening of the US\$500m (€362m, £297m) Wizarding World of Harry Potter attraction in Osaka.

Located at Universal Studios Japan, the attraction covers nine acres within the theme park and includes a giant recreation of Hogwarts Castle, a Hippogriff roller coaster, the Three Broomsticks tavern and Hagrid's Hut.

The village of Hogsmeade also has an array of shops selling Potter merchandise, including wands, chocolate frogs and Hogwarts school uniforms.

The attraction also offers talking portraits, live owls and a



The attraction is well placed with Potter hugely popular in Japan

recreation of the Black Lake.

The theme park is hoping to build on the 10.5m visitors it received in fiscal 2013, an

improvement of 7.7 per cent from the previous year and the second-highest figure since its first year in fiscal 2001.

The Potter brand is extremely popular in Japan, with the first of the movie franchise – *Harry Potter and the Philosopher's Stone* – the fourth-highest grossing movie of all time in the country.

Universal Studios Japan, which is owned by a consortium that includes Goldman Sachs and two Asian investment firms, may reappear on the Tokyo Stock Exchange next year. The park was delisted in 2009 following financial troubles, but the theme park has since bounced back following the consortium takeover and last year saw more than 10m visitors for the first time since 2001.

Continued on back cover

Dutch Planetarium opens ahead of Euro expansion

Archiview, a Dutch architectural practice, has created a planetarium-come-cinema in Groningen, the Netherlands, with plans to open a further 20 across Europe in the near future.

Called "Infoversum" and now open to the public, the structure is effectively a 3D theatre aimed at promoting science and knowledge. Films are projected on to the ceiling of the planetarium showing educational footage and visitors can experience a multi-dimensional view of the universe through 3D technology from inside the auditorium.

More: <http://lei.sr?a=z1n9L>

Plans outlined for underwater theme park in Dubai

Plans have been unveiled for the creation of what is being billed as the world's largest underwater theme park in Dubai, with the attraction giving divers and snorkellers the chance to explore a lost underwater city.

Los Angeles-based underwater tourism design company Reef Worlds has produced plans for the Pearl of Dubai project in the Middle East, with a proposed location in Dubai's The World Islands peninsula.

Designed by the same team who created the art for cinematic features *Avatar* and *Pirates of the Caribbean*, the attraction will seek to create a major tourism destination under the sea.

Hosted in shallow waters, the five-acre theme park will be created to look like the lost



The park will be hosted in five acres of shallows

city of Atlantis, giving divers and snorkellers the chance to explore the area's marine environment as Dubai aims to grasp hold of the US\$3bn (€2.1bn, £1.7bn) scuba market.

More: <http://lei.sr?a=9Z3D7>

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Mall of the World to transform Dubai into cultural, tourist and economic hub

The Mall of the World – a giant indoor ‘city’ under construction in Dubai – will have its own versions of Oxford Street and Broadway, as well as a theme park, wellness district and a host of other leisure activities and various attractions.

The ‘city’, which is covered by a giant retractable dome, is Dubai’s vision for a climate-controlled leisure district, including luxury hotels with more than 20,000 bedrooms, shops, entertainment and healthcare.

The theme park will be the largest indoor one in the world. Featuring “fairytale castles” and “tumbling waterfalls”, the temperature



The ‘city’ will include the world’s largest indoor theme park

controlled park will include a number of rides including roller coasters, water slides, a ferris wheel and other rides and amenities.

The multi-billion dollar plans are the first on this grand scale to emerge from

the emirate since the pre-crash bubble, and the country is now looking to transform itself into a cultural, tourist and economic hub for the people living in the region.

More: <http://lei.sr?a=R9P3S>

Europa Park set for major expansion with €100m waterpark development

Europa Park in Rust, Germany, has revealed details of its €100m (US\$136m, £79.2m) waterpark expansion, due to be located 1km (0.6m) away from the theme park.

Speaking at a press conference, a spokesperson for the park said a wave simulator, water playground, outdoor beach and a variety of slides would be included in the 30 hectare (74 acre) plans, which are set to be completed for 2016/2017.

While no official designs have been released, the park will feature outdoor and indoor areas, in addition to a new hotel being built. The indoor section of the park



There are already a number of water rides in the main park

will run year-round, while the outdoor area will run from May to September.

“The goal is to extend the length of the stay,” said park owner Roland Mack. “People should stay in the

region a day or two longer and that is why we are installing a hotel.”

The plans are the biggest single addition to the park since its foundation in 1975.

More: <http://lei.sr?a=P4F6W>

Pioneering 360 film to debut in FIFA Museum

The 2014 final of what has been touted by football fans and media alike as the greatest World Cup of all time, has been filmed using a pioneering 360° Ultra HD viewing experience to debut in FIFA's recently approved World Football Museum, opening in 2016.

The final of the 2014 World Cup – which saw Germany triumph over Argentina in a 1-0 extra time victory – will be relayed in a 360 degree viewing experience with an Ultra HD OmniCam developed by scientists.

The equipment used a panoramic shooting technique meaning the game will be able to be watched on 360° or 180° screens of future panoramic cinemas, as if the viewer is sitting in the stadium watching the recorded match in person.

FIFA gained approval to begin construction on the US\$200m (€146.8m, £116.8m) museum – to be housed in downtown Zurich, Switzerland on a site with a 40-year lease owned by Swiss Life – which will embody all facets of the football world and is due to open in early 2016.



Mario Götze's goal which won Germany the World Cup will be available in full panoramic HD

In addition to an exhibition space highlighted by a collection of trophies and shirts from years of historical football events, the upper storeys of the museum will house

offices for 136 workstations as well as 34 apartments. The museum will include a hall of fame, 3D displays and interactive games.

More: <http://lei.sr?a=U0N1v>

Rome's €250m Cinecittà World theme park opens later this month

Rome's long-awaited €250m, (US\$340m, £198m) Cinecittà World theme park – designed by multiple-Oscar-winning production designer Dante Ferretti – has finally opened its doors to the public after a more than a decade of delays.

Conceived as Italy's take on Universal Studios, Cinecittà World comprises 20 attractions, including roller coasters, dark rides and a flight simulator.

Incorporating elements of science fiction, Bollywood, spaghetti westerns and many other themes from more than 3,000 films and TV shows produced at the famed



Cinecittà has produced films including Gangs of New York

Cinecittà studios, Cinecittà World is located on 400 acres in Castel Romano to the south of Rome.

The park also includes themed restaurants, film sets and theatres in an

attempt to lure tourists to the new visitor attraction.

IEG – the company behind the project – plans to invest a further €250m (US\$340m, £198m) in the park's future.
More: <http://lei.sr?a=U7v6N>



The centre will cover Rwanda's history

Rwanda cultural centre bids to attract tourists

Plans are in the works to build a new cultural tourism site in an attempt to attract more visitors to the African nation of Rwanda.

To be housed in the northern district of Rulindo, a RWF284.8m (US\$500,000, €367,000, £292,000) museum is currently under construction, which will show the evolution of Rwanda from ancient times up to the modern day.

The site will look at how traditional culture was interrupted by colonialism and the effect that has had on the country.

More: <http://lei.sr?a=q7a0b>

20th Century Fox plans US\$3.5bn theme park

Twentieth Century Fox has announced its intentions to bring its theme park brand to South Korea by 2018 in an attempt to attract tourists using the company's film and television brands.

The operator has signed a memorandum of understanding with the government of South Gyeongsang Province in the southeast of the country, to form a joint venture starting next year.

The US\$3.5bn (€2.6bn, £2bn) proposed park will be the second 20th Century Fox park planned, following on from a Malaysian version of the theme park which is set to open in 2016.

Included as part of a larger entertainment complex, the South Korean theme park spans 2.85sq km (1.1sq m) and will be accompanied by a resort, hotel, casino, sports facilities and a shopping mall.

"Korea provides a unique opportunity for an international theme park destination that will be attractive to both thriving domestic consumers as well as a quickly growing tourist



Ice Age is one of the brands to be included in the mammoth-sized South Korea theme park

market from China, Japan and across Asia," said Jeffrey Godsick, president of Twentieth Fox Consumer Products. "We will make the world's best theme park with Twentieth

Century Fox's powerful brands, such as Titanic and Ice Age, through close cooperation with South Gyeongsang Province."

More: <http://lei.sr?a=f7A8q>



The aquarium currently houses cetaceans

Vancouver Aquarium fights cetacean ban

Vancouver Aquarium representatives will appear before the Vancouver Park Board on 26 July in a bid to continue its conservation work with large marine mammals currently in captivity.

If passed, the "Sunset Bylaw" would provide for whales and dolphins currently housed at the aquarium to remain there while prohibiting both breeding and the importation of additional cetaceans from other facilities. The bylaw does however leave room for rescued animals to be kept at the aquarium if deemed unreleasable.

More: <http://lei.sr?a=L5t2d>

PM and Prince William on hand for reopening of Imperial War Museum

London's Imperial War Museum (IWM) has marked the centenary of World War One with the reopening of its museum following the completion of the first phase of a larger £40m (US\$68.3m, €50.5m) revamp of the entire facility.

Opened to the public on 19 July, the first phase of the refurbishment was made possible with £6.5m (US\$11.1m, €8.2m) donation from the Heritage Lottery Fund (HFL) and £5m (US\$8.5m, €6.3m) from the Department for Culture, Media and Sport (DCMS) as well as other public and private donations.



David Cameron and Prince William reopened the facility

The new atrium by Foster + Partners and the IWM's World War Galleries were officially opened by Prince William, Prime Minister David Cameron, with the first phase of development

completed in time to coincide with the centenary of World War One. The subsequent phases of redevelopment are planned to coincide with other commemoration dates.

More: <http://lei.sr?a=b1I5C>

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Texas State Aquarium to undergo US\$50m refurb

Texas State Aquarium in Corpus Christi, US, has announced plans for a US\$50m (€36.7m, £29.2m) expansion to be known as the “Caribbean Journey”.

The 65,000sq ft (6,000sq m) new building and exhibit, styled around a tropical rain-forest, will have a variety of free-flying birds overhead and include recreated coastal environments plus a 400,000 gallon (1.5m litre) shark habitat. The only 4D cinema to be built in South Texas is also included in the ambitious aquarium plans.

Work will start in November and officials expect to open the facility in early 2017, with aquarium CEO Tom Schmid calling the development “the most significant development in our (24-year) history.”

“This is the biggest thing we’ve done since we opened. We’re essentially building another aquarium,” Schmid added.

“This is going to be a multi-level, highly immersive, state-of-the-art experience.”

The building will showcase tropical Caribbean fishes, birds, reptiles and sharks.



The expansion includes a 400,000 gallon shark habitat and the only 4D cinema in South Texas

Texas State Aquarium boasts an economic impact of US\$43m (€31.6m, £25m) annually, with more than 560,000 visitors a year and officials say the

expansion will increase that by 60 per cent, elevating the facility to “one of the premier aquariums in the nation.”

More: <http://lei.sr?a=n1C6P>



The image has subsequently been replaced

Brazil's Suarez bite billboard becomes popular attraction

An Adidas billboard depicting a snarling Luis Suarez has proved unintentionally popular with tourists – who have been queuing to pose with various body parts snared in the jaws of the Uruguay striker – prompting the company to remove the ad.

After the footballer was sent home from the World Cup for taking a bite out of Giorgio Chiellini's shoulder, Adidas subsequently replaced the hoarding with a more innocuous picture of Spain's Dani Alves.

More: <http://lei.sr?a=D4j1k>

UNESCO launches pilot phase for new South Sudan National Museum project

The United Nations Education, Scientific and Cultural Organisation's (UNESCO's) overarching aim of ‘Building peace in the minds of men and women’, has moved one step further in Africa, with the official launch of the pilot stage of South Sudan's National Museum Project.

Currently in its formative phase, the ‘Travelling Exhibition’ project is on tour throughout Eastern Equatoria, Western Equatoria and Western Bahr Ghazal, South Sudan. Head of the country's UNESCO office Salah Khaled said: “Cultural expressions of different



The Meroe pyramids are among Sudan's cultural treasures

kinds, help people understand one another better, overcoming social, ethnic and religious differences.”

Taking on the form of a mobile museum, the first phase of the project appears

to be going well. According to Ellen Lekka of UNESCO, to date, the communities involved have “contributed with 81 objects, 55 recordings and 44 short videos.”

More: <http://lei.sr?a=r3G0v>

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DIARY DATES

20-23 SEPTEMBER 2014

GSCA International Conference and Trade Show Toronto, Ontario, Canada

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www.miceconciierge.com/events/WAF2014



A production session looking at the blockbuster hit *X-Men: Days of Future Past* will be held at the annual Siggraph event

10-14 AUGUST 2014

Siggraph 2014 Vancouver Convention Centre, Vancouver, Canada

The Siggraph conference and exhibition is a five-day interdisciplinary educational

experience including a three-day commercial exhibition attracting global companies. The conference's installations provide close-ups of the latest in digital art and emerging tech.
Tel: +1 805 677-4294
<http://s2014.siggraph.org/>

2-3 OCT 2014

TEA SATE Design Conference 2014 The John & Mable Ringling Museum of Art, Florida State University, Sarasota, Florida, US

The annual SATE Conference is a professional dialogue on Experience Design. SATE (Storytelling, Architecture, Technology, Experience) is an annual, international gathering of themed entertainment and experience design creators, producers, owners and operators. As such, it explores issues, opportunities and possibilities relating to the creation of compelling guest experiences for entertainment, education, retail and branding.

Email: SATE@teaconnect.org

www.teaconnect.org

9-10 OCTOBER 2014

Museums Association Conference & Exhibition 2014 Wales Millennium Centre, Cardiff, Wales

The exhibition is the largest event of its kind for museums and heritage professionals in Europe and is free to attend. Around 70 companies will

be exhibiting, covering all aspects of museum work from displays and showcases to exhibition design, lighting to retail, merchandising to ticketing, and insurance to collections management. The exhibition will feature a number of MP workshops, giving visitors a chance to hear from leading museum professionals about the latest practice across all areas of the museum sector.
www.museumsassociation.org/

APRIL 26-29 2015

2015 Annual Meeting & MuseumExpo Atlanta, US

The annual meeting and expo held over three days looks at how museums can gain an innovation edge, and how they can to engage, support and sustain innovation in communities. Visitors can learn how museums serve as engines of innovation, with examples of the best recent innovations in education, and the latest innovative models in conservation, exhibitions, audience engagement, development and more.

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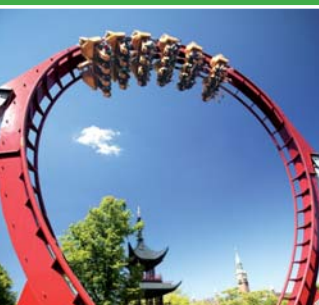
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The new structure includes more than 90 interactive elements

No monkey business for Zoombezi Bay's custom theming

WhiteWater West has provided theming for a new \$4.5m (€3.3m, £2.6m) interactive play structure at the Zoombezi Bay water park. The AquaPlay RainFortress at the park in Ohio, US features 16 life-sized baboons and a sprawling octopus created by te design company.

The play structure, which is called Baboon Lagoon and

opened in May, is surrounded by a heated pool and has more than 90 interactive water elements, nine waterslides and is topped with a 1,000 gallon tipping bucket. All 16 realistic baboons and the giant, octopus started as giant blocks of Styrofoam. Once they were shaped and hand-carved, each piece was treated and painted, also by hand, to ensure detail.



The auditorium can seat 60 people and is fitted with Triotech

Creating chocolate heaven at Cadbury World

Triotech has supplied the seats and motion systems for Cadbury World's new 4D Chocolate Adventure. The recently inaugurated zone at the Birmingham, UK, visitor attraction features a 4D immersive cinema experience.

Seating 60 people, the auditorium offers modern production, motion seats, surround sound and surprise special effects.

The 4D Chocolate Adventure zone gives visitors the opportunity to experience the feeling of diving into a pot of melted Cadbury Dairy Milk chocolate, riding the Crunchie Rollercoaster and taking to the skies in a Cadbury Creme Egg airship piloted by the Caramel Bunny.

The new zone opened to the public on 20 June.



Postman Pat will feature in the photo attraction for kids

Photo finish for CBeebies Land at Alton Towers

Picsolve has opened a new interactive photo studio at Alton Towers Resort's CBeebies Land. The company's GSX photo solution has been installed in the themed area, and offers children the chance to get a unique photo with some of their favourite TV characters.

The CBeebies Photo Studio has been launched to recreate

the actual studios children will be familiar with and includes a wide variety of photo content, with the aim of getting children to feel as if they are immersed within the show by displaying them on-screen with the characters.

Characters from six TV programmes, including Postman Pat, feature in the photo attraction.



The screen will offer visitors a "scuba dive experience"

Formula D AV design to show wonders of the Gulf Stream

A South African design consortium led by Formula D Interactive has won a contract to design and build an interactive audiovisual environment at a Miami science museum.

The interactive media wall project at the Patricia and Phillip Frost Museum of Science in Miami, Florida is intended to bring the Gulf Stream to life, as well as the

unusual creatures which inhabit it, but are rarely seen.

The design consortium conceptualised a seamless 18-metre wide projection with a 3D sound system and 3D animations of marine life. Six infrared tracking cameras will pick up visitors' every move in front of the wall, and the animations will react to create a scuba dive experience.

NZ attraction first to gain agricultural qualification

Te Puia – a visitor attraction which provides access to Rotorua’s famous geysers and geothermal valley – has become the first visitor attraction in New Zealand to have staff certified in rural skills, with its Environment Team members presented with the *National Certificate in General Skills Agriculture Primary Sector*.

The certificate – which comes from New Zealand’s largest industry training organisation, Primary ITO – was awarded following a 12-month on- and off-site training scheme.

Te Puia’s Environment Team are responsible for all maintenance across the 70 hectare geothermal site, including horticulture, hygiene and the conservation of native flora and fauna. Part of their role has involved the removal of undergrowth to expose natural geothermal features, with an ongoing focus on ensuring pathways are clear and safe for visitors.

“We work around erupting geysers, hot springs, boiling mud and an constantly changing landscape. The training we have



The training will, in-part, help safeguard staff against the attraction’s ever-changing landscape

undertaken not only safeguards staff, but also manuhiri (visitors) and Te Puia as an organisation,” said the park’s environment supervisor, Mariana Te Rangi.

The certification is significant for Te Puia, with the organisation now leading the way in attractions industry for agricultural safety.

More: <http://lei.sr?a=Y7t6W>



Osborne House is one of the PhD topics

English Heritage seeks PhD students for study

English Heritage (EH) and its university partners are currently on the hunt for three collaborative PhD studentships, with the three-year studies to commence in October 2014.

Arts & Humanities Research Council will fund the project through the CDP scheme, which allows EH to set the agenda for the type of research being undertaken, providing the body with information on protection of the historic environment and heritage through the National Heritage Protection Plan.

More: <http://lei.sr?a=7V4E3>

Los Angeles Zoo opens up volunteer training scheme to docents for 2015

The Greater Los Angeles Zoo Association (GLAZA) is hosting a volunteer programme, starting in October, to provide comprehensive training for adult docents who will serve as volunteer teachers and guides at the LA Zoo.

Open to anyone aged 18 and up, the scheme requires no previous experience and will be carried out over a 23-week period. Weekly classes will focus on

taxonomy of both the plants and animals at the zoo as well as ecology and conservation.

Docents will share their knowledge of the zoo and its flora and fauna with adults and children through



The scheme saw 74,000 hours of volunteer time put in last year

touring and numerous educational programmes.

The scheme has proved successful in the past, with GLAZA’s volunteers topping 800 people and contributing more than 74,000 hours

to the zoo in 2013. Many volunteers – who range in age from 18 to 90 – have provided more than 45 years of service single handedly since the zoo opened in 1963.

More: <http://lei.sr?a=F2d5m>

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Dianne Eade, Newquay Zoo
Head of Finance, Human Resources and Administration



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CLOSING DATE: 05 AUG 2014



Job Description

Based within Portsmouth Historic Dockyard, the Mary Rose Museum is the leading museum for Maritime Archaeology in the world. The Mary Rose Trust's aims are to conserve the Mary Rose and her artefacts, maintain the archives, enable lifelong learning and outreach and become self-sustaining through income generation.

The ideal candidate will be experienced in staging and marketing events, with enthusiasm for the Mary Rose along with an interest in the Museum world. They will be very well organised, have a confident manner, administrative experience and be able to work confidently in a busy office. They will be working within a small team of two in the production of events including receptions, dinners, breakfasts, private views and fundraising events within the Museum.

Overall Purpose of Role

- * Assist and manage events and functions at the Mary Rose Museum.
- * Conduct visits of museum for prospective clients and provide quotes for events.
- * To achieve sales targets as agreed and deliver events to an exemplary standard as determined.
- * Develop and deliver with the Museum Events Manager, a sales and marketing strategy for museum events.
- * Contribute to the overall commercial performance of the Mary Rose by supporting all income raising opportunities.

Key Duties of Role

- * Respond and pro-actively follow up all enquiries quickly and efficiently to achieve the highest possible conversion rates.
- * Conduct visits of the museum with potential clients and follow up provisional bookings and any other leads to convert sales.
- * To deliver exemplary events by providing the highest standards of customer care and protection of the collection.
- * Draw up quotes, contracts, invoices and other paperwork relating to events and maintain client files in good order.
- * To manage and monitor the event suppliers ensuring licence conditions are met.
- * Carry-out office administration related to events and to ensure the smooth running of the office.

- * To develop a good understanding of the local and regional corporate market and cultivate interest in the museum and maximize with colleagues local and national marketing and promotional opportunities.
- * Develop promotional events on site to generate sales.
- * To manage the events and to achieve high standards of customer satisfaction. To be fully conversant with operational procedures, health & safety legislation, licensing laws and regulations.
- * To work as part of a team delivering objectives, maintaining a positive attitude to work and colleagues and demonstrating a co-operative, willing approach.
- * To attend all relevant meetings, including the morning management briefings, site security meetings.
- * Be committed to health and safety and ensure familiarity with all of the Museum's health and safety policies and procedures.
- * Carry out additional duties as requested by appropriate managers within your department.

Person Specification

- * A creative approach to events.
- * A 'can - do attitude', with an ability to keep calm under pressure and to use own initiative, good at prioritising, managing reactive work, balancing multiple requirements and adapting to new situations.
- * A flexible, reliable and conscientious approach, with the ability to work as part of a small team and to manage other museum staff as required for events.
- * Computer literate, confident in using a range of packages, in particular Excel, Word, spreadsheets and databases and a willingness to expand your knowledge.
- * A flexible attitude to hours - position involves late nights assisting with events and early morning meetings.
- * Excellent communications skills, both verbal and written and experience of dealing with people at the highest level in professional and social situations
- * Smart appearance and well presented as you will be attending the events you organise.
- * Interest and commitment to the work of the Mary Rose Museum.

For more information and to apply go to: www.am2.jobs

For more details on the following jobs visit www.am2.jobs or to advertise call Julie on +44 (0)1462 471919



■ Pool Manager

Company: Parkdean

Location: Porthcawl, Wales, UK

■ Visitor Experience Manager

Company: National Trust

Location: Ambleside, Cumbria, UK

■ Hospitality Host

Company: Casino Grosvenor Casinos

Location: Leicester, UK

■ Poker Room Supervisor

Company: Grosvenor Casinos

Location: Reading, UK

■ Gaming Team Manager

Company: Grosvenor Casinos

Location: Southend, UK

■ Customer Service Host

Company: Grosvenor Casinos

Location: London Tottenham Court Rd, UK

■ Customer / Dealer Support

Company: Grosvenor Casinos

Location: Stockton, UK

■ Receptionist

Company: Grosvenor Casinos

Location: Walsall, UK

■ Casino Manager

Company: Grosvenor Casinos

Location: Sheffield, UK

■ Commis Chef

Company: Grosvenor Casinos

Location: London Victoria, UK

■ Head Receptionist

Company: Grosvenor Casinos

Location: Bolton, UK

■ Membership Manager

Company: Mecca Bingo

Location: Catford, UK

■ Senior Team Member

Company: Mecca Bingo

Location: Bilston, UK

■ Visitor Experience Manager

Company: National Trust

Location: Droitwich, Worcestershire, UK

■ Museum Events Assistant

Company: Mary Rose Trust

Location: Portsmouth, UK

■ Short Breaks Revenue Manager

Company: Howletts & Port Lympne Wild Animal Park

Location: Kent, UK

■ Commercial Manager

Company: Zoological Society of London

Location: London, UK

■ General Manager

Company: Godstone Farm

Location: Godstone

Universal Orlando's new Harry Potter World draws thousands on opening day

Continued from front cover

Harry Potter has been making waves in the attractions world recently, with the highly anticipated Wizarding World of Harry Potter: Diagon Alley opening to the public on 8 July, on top of the Harry Potter attraction in Osaka, Japan, which launched on 15 July.

The US version of the attraction opened to much excitement, with fans turning out in droves to explore Universal Orlando Resort Florida's new attraction.

Thousands showed up to explore the area, which includes its signature attraction, Harry Potter and the Escape from Gringotts.



The US version cast a spell on avid Potter fans on opening day

Such was visitor demand that queue times for the new Gringotts ride exceeded five hours. The ride is a 3D attraction, with a roller coaster car that tilts and weaves in tandem with the action on screen.

The Potter theme is now set across both of Universal's Orlando theme parks, with a Hogwarts train taking guests between inter-park Potter attractions.

More: <http://lei.sr?a=X1E5c>

South Korea's US\$275bn 'super city' to include theme parks and attractions

A planned super city in South Korea that will cost an estimated US\$275bn (£202bn, £160bn) will include a host of leisure features, including a theme park, casinos, luxury hotels, a 50,000 seat concert hall and a medical-themed 'healing town' as well as a host of other visitor attractions.

Dubbed 'City8', the giant metropolis will create an estimated 930,000 new jobs and aims to attract 134 million tourists annually.

Other features for the proposed city – to be built on an island shaped like a figure of eight – include a Formula One race track, and 'hallyu town' – which will



City8 will include the largest architectural object ever built

show off traditional Korean entertainment to visitors.

A series of artificial landmarks will also be built, including the 'Inner Circle' – a tubular 8.6m (13.8km) building along the city's

coast, and the 'Mega Strip' – a 200m (656ft) high, 880m wide (2,887ft), and two mile (3.3km) long building that would be the largest architectural object ever built.

More: <http://lei.sr?a=5S3i6>

American Association of Museums (AAM)

T: +1 202 289 1818 W: www.aam-us.org

Association of American Zoos & Aquariums

T: +1 301 562 0777 W: www.aza.org

Association of Art Museum Directors

T: +1 212 754 8084 W: www.aamd.org

Association of Independent Museums (AIM)

T: +44 (0)1584 878 151 W: www.aim-museums.co.uk

Association of Leading Visitor Attractions (ALVA)

T: +44 (0)20 7222 1728 W: www.alva.org.uk

Association of Science and Technology Centers (ASTC)

T: +1 202 783 7200 W: www.astc.org

Association of Scottish Visitor Attractions (ASVA)

T: +44 (0)141 229 0923 W: www.asva.co.uk

Association of Zoos and Aquariums (AZA)

T: +1 301 562 0777 W: www.aza.org

Australian Amusement Leisure & Recreation Association (AALARA)

T: +61 7 3807 35 08 W: www.aalara.com.au

European Association of Amusement Suppliers Industry (EAASI)

T: +39 0522 554 176 W: www.eaasi.org

European Association of Zoos and Aquaria (EAZA)

T: +31 20 520 07 50 W: www.eaza.net

European Network of Science Centres and Museums (Ecsite)

T: +32 2 649 73 83 W: www.ecsite.eu

Giant Screen Cinema Association (GSCA)

T: +1 919 346 1123 W: www.giantscreencinema.com

Historic Houses Association (HHA)

T: +44 (0)20 7259 5688 W: www.hha.org.uk

Indian Association of Amusement Parks & Industries (IAAPI)

T: +91 22 6523 1643 W: www.iaapi.org

International Association of Amusement Parks & Attractions (IAAPA)

T: +1 703 836 4800 W: www.iaapa.org

International Planetarium Society

T: +1 808 969 9735 W: www.ips-planetarium.org

Irish Science Centres Awareness Network (ISCAN)

T: +353 (0)51 302 865 W: www.iscan.ie

Museums Australia

T: +61 2 6230 0346 W: www.museumsaustralia.org.au

National Farm Attractions Network (NFAN)

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NAVET

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Outdoor Amusement Business Association (OABA)

T: +1 407 681 9444 W: www.oaba.org

The Aquarium & Zoo Facilities Association (AZFA)

Email: rlf@tnaqua.org W: www.azfa.org

The Canadian Museums Association

T: +1 613 567 0099 W: www.museums.ca

The Canadian Association of Science Centres (CASC)

T: +613 566 4247 W: www.canadiansciencecentres.ca

Themed Entertainment Association (TEA)

T: +1 818 843 8497 W: www.teaconnect.org

World Waterpark Association (WWA)

T: +1 913 599 0300 W: www.waterparks.org

Zoo & Aquarium Association

T: +61 2 9978 4797 W: www.zooaquarium.org.au