

## 21 killed in Bardo museum terrorist attack

21 people have been killed in Tunisia after gunmen targeted a museum in the country's capital, also taking hostages.

The events took place on 18 March at the Bardo museum – one of Tunisia's premier tourist sites – which sits next to Tunisia's parliament building.

The siege ended two hours after the gunmen began their attack, when security forces entered the museum to retrieve the hostages, resulting in the death of the gunmen and one member of the counter-terrorism team. 50 people were also admitted to hospital.

It is understood that at least 17 foreign tourists and a



PHOTO: MOHAMED MESSARA

Tunisian security forces enter the museum to end the hostage situation

Tunisian national were killed in the attacks. The victims were Polish, Spanish, German, Italian and Tunisian, according

to the country's Prime Minister. "A terrorist attack [targeted] the Bardo Museum," said interior ministry spokesman

Mohamed Ali Aroui speaking to journalists after the event, adding that the attack involved "two or more terrorists armed with Kalashnikovs".

Concerns about security in Tunisia have been raised in recent months thanks to the political instability in neighbouring Libya. A large number of Tunisians have also left the country to fight in Syria and Iraq, adding to concerns that returning militants could carry out attacks on home soil.

Since the attack, 23 suspects have been arrested in connection with a terrorist cell linked to the Islamic State (ISIS).

*Continued on back cover*

### Universal Studios Japan plans Okinawa theme park

Universal Studios Japan's president, Glenn Gumpel, has said the theme park is looking to build a second development on the sub-tropical island of Okinawa – more than 1,500km (932 miles) away from its existing park on mainland Japan.

The second development would use the island for inspiration, rather than Hollywood movies. Okinawa is currently trying to sell itself as an Asian tourist destination and a Universal theme park would be a huge step towards solidifying that stance.

More: [http://lei.sr?a=2V3W8\\_A](http://lei.sr?a=2V3W8_A)

### Joel Manby named new SeaWorld CEO

Joel Manby has been appointed the new president and CEO of SeaWorld Entertainment, amid hopes the former Herschend Enterprises president and CEO can turn around the floundering company.

Manby, 55, joins SeaWorld's Board of Directors, while David D'Alessandro, who served as interim CEO in the wake of the resignation of Jim Atchison, will continue to serve as the company's chair.

Serving as president and CEO of Herschend Enterprises, Manby oversaw such attractions as Dollywood and the world-famous exhibition basketball team the Harlem Globetrotters. While at Herschend, Manby consistently offered profitable



Manby wants to turn the tide at SeaWorld

growth, expanding the company from six to 26 properties in his 12 years in the role, while more than doubling annual net cash flow.

More: [http://lei.sr?a=h2W6q\\_A](http://lei.sr?a=h2W6q_A)

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## Rovio reports stunted growth as Angry Birds profits take a nosedive

The Angry Birds IP has experienced a sharp drop in popularity as shown by creator Rovio's company report, which notes a 73 per cent fall in operating profits to €10m (US\$10.m, £7.2m) over the past year.

The figures compare poorly to the much more favourable profits of €76.8m (US\$82.9m, £55.5m) in 2012 and €36.5m (US\$39.3m, £36.5m) in 2013. Along with a 9 per cent drop in total sales for 2014, there was a sharp decline in merchandise sales. Revenue from mobile games was positive, with a 16 per cent rise to €110.7m (US\$119.5m, £80m) in the 12-month period.



The brand has taken a significant hit over the last year

As an attraction, Angry Birds has proved to be a popular IP. Last year alone, nine Angry Birds FECs were announced for China, while an educational concept came to Dubai and the brand made its debut at

Thorpe Park in the UK, among other openings.

Despite recent setbacks, Rovio is optimistic that a 3D movie scheduled for 2016 will breathe life back into the brand.

More: [http://lei.sr?a=P7X9B\\_A](http://lei.sr?a=P7X9B_A)

## Italy calls for UN force to help protect ancient heritage sites from destruction

Italy's minister for culture has backed plans for the creation of a UN peace-keeping force to protect heritage sites across the world, following the destruction of Iraq's ancient cities by the Islamic State (ISIS).

"A sort of 'blue helmets of culture' are needed, as there are blue helmets that intervene to protect in situations of war," said Dario Franceschini, speaking to *The Guardian*, referring to uniforms worn by the UN's peacekeepers.

"There should be an international rapid response force to defend monuments and archaeological sites in conflict zones."



The call comes after ISIS's deliberate attacks on historical sites

Speaking on Iraq, Franceschini added: "At one time great monuments were hit accidentally in wars, during bombing. Now they're hit precisely because they are symbols

of culture, symbols of a religion." Franceschini also said that a protective force could not be established by one country, rather an international community.

More: [http://lei.sr?a=B3v4V\\_A](http://lei.sr?a=B3v4V_A)

# Russia plans on sending tourists to ISS by 2018

The Russian Space Agency is planning on taking tourists to the International Space Station (ISS) to cover a funding deficit, which will be made when Nasa stops paying Russia to carry astronauts to the orbiting satellite.

Russia has previously sent eight tourists into space – between 2001 and 2009 – but halted the astro-tourism programme when the ISS expanded its crew numbers and Nasa needed the shuttle space to send up its astronauts.

Now Nasa is moving away from Russian co-operation and privately developing its own spacecraft for such missions, with US companies including Boeing and SpaceX developing crafts, which Nasa will then pay to use.

Nasa's existing US\$76m (€68.9m, £50.8m) contract with the Russian Space Agency expires in 2017. It is thought that soon after that expiration, Russia will begin to offer adventurous tourists the trip of a lifetime, but will extend its existing deal with Nasa by one year.

The flight would make a visit to the International Space Station the most expensive



Tourists would go up in the Soyuz TMA model, filling a vacant seat in the shuttle

attraction in the universe, with the last visitor in 2009 reported to have paid an estimated US\$40m (€36.3m, £26.7m) for the pleasure. Prior to the planned tourism

window, opera singer Sarah Brightman, will travel to the ISS in September, occupying a seat on the scheduled Soyuz rocket.

More: [http://lei.sr?a=K7T3R\\_A](http://lei.sr?a=K7T3R_A)

## Beacon technology allows guests to track animals at Tennessee Aquarium

The Tennessee Aquarium in Chattanooga, Tennessee, is the first aquarium in the world to utilise new proximity-based technology in its facility as part of the visitor attraction.

The Beacon technology – developed by CloudBeacon – uses Bluetooth to transmit information over short distances. The Beacons allow the mobile app to understand with great accuracy where the fish are through a free app. As visitors reach each creature, the app will offer fun facts about them, with learning challenges for kids. As the CloudBeacon platform makes content easily changeable, the aquarium is



The tech allows kids to track creatures around the aquarium

planning to offer new beacon programmes at different times throughout the year.

While still a new technology, a February analysis on the impact of beacons by *Business Insider* hailed it as

“one of the biggest developments since WiFi”, adding that if used as an advertising tool in the retail industry, it could have an impact of up to US\$4bn (€3/7bn, £2.7bn).  
More: [http://lei.sr?a=7y8n6\\_A](http://lei.sr?a=7y8n6_A)



Merlin runs more than 100 attractions

## Singapore's GIC doubles stake in Merlin to 5.2%

Singapore sovereign wealth fund GIC Private has nearly doubled its stake in Merlin Entertainments to 5.2 per cent.

According to Merlin representatives, GIC has raised its holding to about 52.6 million shares from 27.6 million.

Meanwhile, private equity firms CVC and Blackstone recently launched the sale of their remaining 156.5 million shares in Merlin Entertainments.

Following the purchase, GIC's stake in Merlin is worth in total around £220m (US\$100m, €93.6m).

More: [http://lei.sr?a=e9Y3u\\_A](http://lei.sr?a=e9Y3u_A)

# Village Roadshow signs AU\$500m theme park JV

Australia-based theme park and cinema operator, Village Roadshow, has formed a AU\$500m (US\$392.3m, €359.3m, £262.7m) joint venture with China's CITIC to invest in theme parks across the country.

Village Roadshow – which operates some of Australia's most popular theme parks, including Warner Brothers Movie World, Wet'n'Wild Water World and SeaWorld Gold Coast – called the agreement a “major milestone” in its plan to expand the brand into South East Asia and China after more than two years of negotiations.

The new management firm will see CITIC take the controlling stake at 51 per cent, while Village Roadshow will take up 49 per cent. However, Village Roadshow will gain a considerably larger 60 per cent stake in the management company which designs, builds and operates the theme park developments.

Both Village Roadshow and CITIC will invest up to AU\$25m (US\$19.6m, €18m, £13.1m) over the next few years, with CITIC financing the rest of the AU\$500m sum.



Village Roadshow is aiming for a multi-billion dollar Southeast Asia portfolio by 2020

The CITIC Group – formerly the China International Trust and Investment Corporation – is a state-owned investment company of the People's Republic of China. Established

in 1979, the Beijing-based company specialises in investment and is making its first foray into Australia's theme park market.

More: [http://lei.sr/?a=J4N8f\\_A](http://lei.sr/?a=J4N8f_A)



500 criminal objects will be on display

## 'Black Museum' going on public display for first time

A selection of 500 items from Scotland Yard's 'Black Museum' – previously only open to serving police and select guests since its formation in 1874 – is to go on display later this year at the Museum of London.

For the first time ever, the collection of objects from the Metropolitan Police's Crime Museum will be publicly displayed for an exhibition called *The Crime Museum Uncovered*.

The exhibition – kicking off on 9 October – will be displayed for six months.

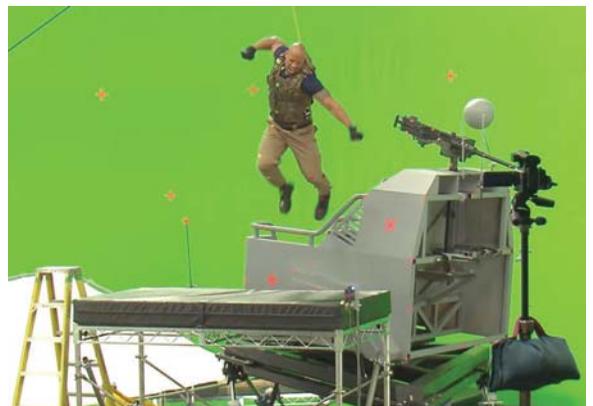
More: [http://lei.sr?a=H3m2G\\_A](http://lei.sr?a=H3m2G_A)

## Universal Studios tour sets opening date for its *Fast & Furious* addition

Universal Studios Hollywood has showcased behind-the-scenes footage of the upcoming *Fast & Furious* addition to its studio tour, also announcing an opening date of 25 June.

The behind-the-scenes video includes the franchise's Dwayne “The Rock” Johnson, Michelle Rodriguez and Tyrese Gibson all talking about what the attraction will bring, with added footage of what went into filming the never-before-seen extravaganza coming soon.

“I get the chance to become Luke Hobbs and kick ass,” said The Rock. “And it's all in 3D.”



A behind-the-scenes look at Universal's newest attraction

“This is going to be special,” added Rodriguez. “[Visitors] are going to have the heat of fire flying at you. It's really a sensory-driven experience.”

The hydraulic motion-based ride uses 3D audio and

HD 3D imagery to project on a 400ft (122m), 360 screen, which uses 34, 4K projectors configured to envelop guests in a ultra-realistic scene. Plans also include a refurbished tram.

More: [http://lei.sr?a=Q2D8B\\_A](http://lei.sr?a=Q2D8B_A)



# 3D/4D ATTRACTION AND RIDE FILMS



# Oklahoma Weather Museum designs unveiled

Kinslow, Keith & Todd Architects (KKT) have unveiled concept plans for the Oklahoma Weather Museum in 'Tornado Alley' Tulsa.

The structure, standing at 250-300ft, (76-90m) tall, takes design inspiration from a hurricane and has aptly been dubbed 'Tornado Tower'. The top-heavy spiralling tower would be clad in glass with perforated metal panels, using LED lighting to accent sections and make it appear to rotate.

Originally envisaged to house a revolving restaurant high enough to harness views of downtown Tulsa, the Arkansas River and the Osage Hills, KKT attempted to assess what other uses the building could have. From this, the Weather Museum idea was born.

The spiralling tower destination would provide the traditional infrastructure of a museum – with exhibits that highlight significant weather events in Oklahoma – but also a branch of NOAA's National Severe Storms Laboratory. There would also be spaces for weather research, educational areas, storm chaser training, storm safety information,



With its cladding, the building would look like it was rotating when viewed from the ground

displays of different types of storm shelters and event space for public use.

Although still in the concept phase, the project is gaining traction. Several investors

have made offers of support and developers are interested in exploring the residential and office space the building could potentially offer.

More: [http://lei.sr?a=W5p2k\\_A](http://lei.sr?a=W5p2k_A)



Finaldi has an extensive art background

## London's National Gallery names Finaldi as director

The National Gallery of London has announced Dr Gabriele Finaldi as its new director, following the retirement of current director Dr Nicholas Penny.

Finaldi takes up his new role in August, having previously operated as deputy director for Collections and Research at the Museo Nacional del Prado in Madrid, a role he has held since 2002.

He returns to the National Gallery for the second time, having previously operated as curator of Italian and Spanish paintings between 1992 and 2002.

More: [http://lei.sr?a=P5t4u\\_A](http://lei.sr?a=P5t4u_A)

## Work begins on THB800m family-focused Phuket waterpark project

Construction of a THB800m (US\$24.5m, £17m, €23m) waterpark is underway in one of Thailand's busiest tourist destinations – the southern island of Phuket.

Phuket Aquapark is set to open later this year, as plans by owner-investor Levente Perjesi to bring more family-oriented recreational activities to the island are finally coming to fruition. The project, which began in 2009, had stalled in part due to the unpredictable political climate at the time.

The park is being developed by Hungarian firm Csenki Co and supplied by waterpark specialist Polin.



A sketch of Phuket Aquapark, coming soon to Thailand

"There's an increasing demand for family recreational activities," said Perjesi speaking about the development to AM2.

"Tourists are looking for something in addition

to going to the beach. Both tourists and local residents want to have a new kind of experience, especially where the whole family can have fun together."

More: [http://lei.sr?a=y6G9V\\_A](http://lei.sr?a=y6G9V_A)

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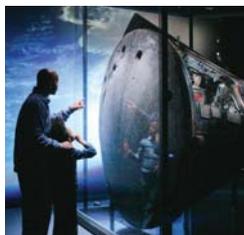


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### **Dubai Entertainment Amusement and Leisure Show (DEAL)**

**World Trade Centre, Dubai, United Arab Emirates**

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

26-29 APRIL 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 engage, support and sustain innovation in communities. Visitors to the event can learn how museums serve as engines of innovation, with examples of recent innovations in education. The latest innovative models in conservation, exhibitions, audience engagement, development and more will be showcased at the event.

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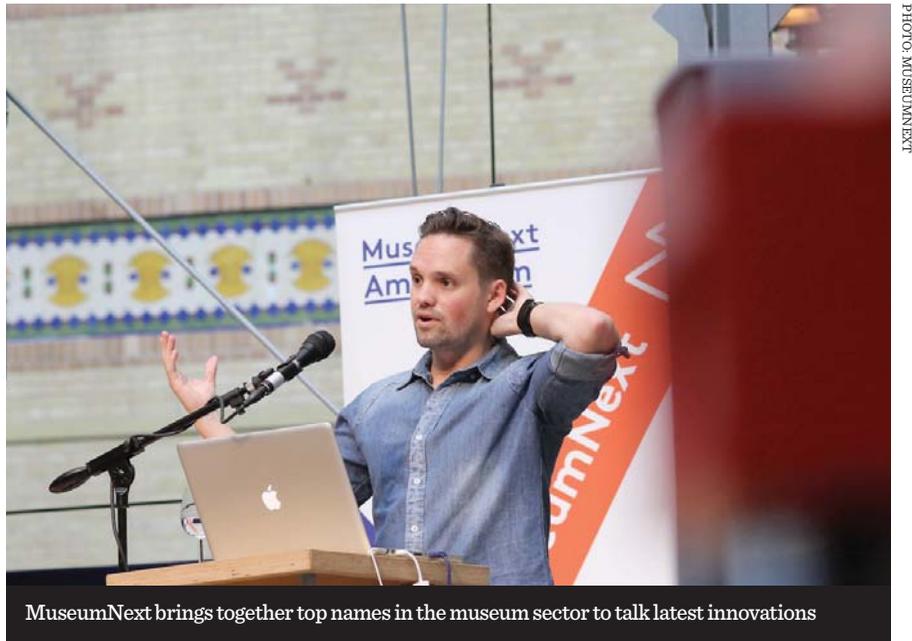
[www.aam-us.org](http://www.aam-us.org)

29-30 APRIL 2015

### **The Museums + Heritage Show**

**Kensington Olympia, London, UK**

The free-to-attend event offers two days of talks, features, cultural attraction experts and sector suppliers. 2015's show offers first rate advice, ideas and tools that you can walk away with and put into practice in your own organisations. [museumsandheritage.com/show/visiting](http://museumsandheritage.com/show/visiting)



MuseumNext brings together top names in the museum sector to talk latest innovations

19-21 APRIL 2015

### **MuseumNext**

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9-11 MAY 2015

### **TPAE 2015 - China Guangzhou Int'l Theme Parks & Attractions Industry Exhibition**

**Guangzhou, China**

The TPAA exhibition as Asia's leading event of its kind wants to provide a communication and information platform for buyers and sellers of the industry. Exhibitor groups including tourism real estate developers, theme park operating agencies, equipment and service providers, and planning departments will have the opportunity to present themselves to a qualified audience showing the latest products and trends of the industry. The three-day event will host around 15,000 visitors.

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entertainment development summit. The event, organised by global events company IQPC Middle East, will be a unique opportunity for theme park developers and suppliers to discuss key strategies to develop world-class theme parks in the region through robust planning, innovative design and successful partnerships.

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

11-13 JUNE 2015

### **2015 Ecsite Annual Conference**

**Museo delle Scienze, Trento, Italy**

Ecsite is the European network of science centres and museums, linking science communication professionals in more than 400 institutions in 50 countries. Its annual conference brings those professionals together for a three-day event. Chosen to echo the theme for the 2015 Milan Expo, the theme "Food for curious minds" offers room for metaphoric interpretations but also invites to tackle the topic of food and energy.

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The Double Shot launches 12 passengers nearly 80ft

**Double the fun for green-focused Chinese theme park**

A 'Double Shot' tower ride from S&S Worldwide is to be installed at the Eon Time theme park in Hohhot, China. Opening is currently scheduled for late 2015.

The mixed-use Eon Time project, from developer Eon Time Real Estate Corporation, combines various aspects of natural elements with the surrounding context of the

Chinese city, with the aim of creating a harmony between people and the environment.

The Double Shot, which is already in production, launches 12 passengers nearly 80ft (24m) through two cycles of positive 3-G and negative 1-G ride experiences.

The cycle repeats with two 30mph launch sequences taking place in every ride.



Futuroscope, Jora Vision and Ubisoft staff celebrate the win

**Raving Rabbids propel Jora Vision to award success**

Dutch design company Jora Vision is celebrating the third Thea award-winning project it has been involved in.

French theme park Futuroscope's dark ride 'The Time Machine', which features video game characters the Raving Rabbids, received a Thea Award for Outstanding Achievement at the Themed Entertainment Association's

21st annual awards ceremony. Jora Vision was involved in the design, engineering and construction of the dark ride, working in collaboration with sister companies Jora Entertainment and Jora Graphics and other Dutch organisations.

The ride takes visitors on a journey through time with Raving Rabbids, combining 5D technology with humour.



Senior Embed staff pose with Landmark COO Silvio Liedtke

**Landmark installation for Embed in Abu Dhabi**

Embed has been selected to install its revenue management solution at a family entertainment centre (FEC) in Abu Dhabi – the 32nd Landmark Group-owned store to select the debit card and point of sale provider.

The new Fun Works FEC in Yas Mall, Abu Dhabi, UAE, will use the 'Embed System', which provides cashless admission to

large scale rides and attractions. Embed also invented a solution to manage the workshops in the FEC's 'My Works' section, in which Fun Works can use 'Embed Mobile POS' (emPOS) to control access to each workshop.

This system will also be used to reward guests based on their performance in each of the workshops.



The institute welcomes more than 1,450,000 visitors per year

**Gateway's Galaxy chosen by Chicago art museum**

The Art Institute of Chicago has selected Gateway Ticketing Systems as its new ticketing provider.

Point-of-sale solution 'Galaxy' will be implemented, to be used for front gate sales, order entry, resource management, and group sales on the web as well as for online reseller and consignment sales. The art institute,

which welcomes more than 1,450,000 visitors per year, is scheduled to go live with Galaxy in May 2015.

"We chose Gateway Ticketing Systems because their Galaxy point-of-sale solution offered most of the enhancements we identified during our discovery process," said Anne-Marie Eischen, director of museum finance.

# Mystery illness leaves one fish in Tokyo aquarium

A mystery disease has decimated Tokyo Sea Life Park's tuna population, leaving one sole fish surviving in the aquarium's signature tank.

The aquarium's large tank – previously home to around 160 fish – has been reduced to one following the mystery outbreak.

“We have had the tuna tank since the aquarium opened in 1989 but never experienced this kind of mass-dying,” said a representative of the aquarium.

“We are studying what caused the fish deaths, but we haven't figured it out yet. We suspect that it could be due to new factors that were not present before.”

Investigators are looking into the case, with a range of hypothesis already on the table, including the tank's lighting, stress among the fish, or possibly a poisonous substance in the water.

The signature tuna tank, which measures 98ft (29.8m) in diameter, previously held 69 blue-fin tuna, 52 eastern little tuna and 38 oriental bonito. The remaining fish is a blue-fin tuna, with the rest of the



Tokyo Sea Life Park is down to just one bluefin tuna fish in its signature tank

tank's population starting to deplete in December, while only 30 fish were still alive by the middle of January. The spokesperson added that an earlier examination

had found a virus among some of the dead fish, but said that it wasn't one that is commonly fatal in fish farms.

More: [http://lei.sr?a=Z8N5u\\_A](http://lei.sr?a=Z8N5u_A)



The centre will be run by Attraktion

## Futuristic Saudi experience centre nears completion

A science centre in Riyadh, Saudi Arabia, which tells the story of information technology and communications through interactive, media-based attractions, is scheduled to open later this year.

With a hi-tech concept, the Virtuality Centre ITCC will feature robots, simulators, a 4D dome, a 360° theatre and interactive exhibits.

The four-floor Virtuality Centre, owned by Saudi Pension Funds, will be located in Riyadh's SR6.5bn (US\$1.7bn, €1.6bn, £1.1bn) 'cyber city'.

More: [http://lei.sr?a=V3w3g\\_A](http://lei.sr?a=V3w3g_A)

## Pittsburgh Police to give city's zoo employees training in firearms

New legislation has been introduced in Pittsburgh, Pennsylvania, that will allow police officers to train zoo and aquarium employees to use a firearm when dealing with a dangerous animal incident.

Pittsburgh City Council enacted the legislation in response to the 2012 mauling of a toddler, who died after falling into Pittsburgh Zoo & PPG Aquarium's African painted dogs enclosure.

The legislation authorises weapons training for the next three years. The police will train employees to use firearms in cases where an animal poses a danger, while zoo staff, in



The legislation is a response to a dog attack at the zoo in 2012

turn, will school police on animal behaviour and the zoo's layout to improve emergency response time.

The zoo has said it will pay for the training and provide the police training for free.

“The zoo and the police have had an informal agreement for five years or so,” said a Pittsburgh Police spokesperson. “This proposal is an attempt to formalise it.”

More: [http://lei.sr?a=Y3s9P\\_A](http://lei.sr?a=Y3s9P_A)



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*“Benefits include improved sales of the guidebook, more visitors using the Roman Baths Kitchen café. Staff are engaging with our customers and selling more proactively than before they had the CREW training. Customer spend per head has improved significantly.”*

Katie Smith, Visitor Services Manager,  
Heritage Services, the Roman Baths



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Company: Bolton Abbey

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Company: Paignton Zoo

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## UK Foreign Office says ISIS threat puts Tataouine off-limits for Star Wars fans

*Continued from front cover*

As a result of the recent terrorist attack on Tunisia's Bardo Museum, the UK's Foreign Office has said the threat from the Islamic State (ISIS) to tourists in Tunisia means a popular site is now a no-go area.

The desert town of Tataouine – the inspiration for Luke Skywalker's home planet in the *Star Wars* movie franchise – is less than 60 miles from the Libyan border, home to 4,000 ISIS militants.

The UK's Foreign Office has advised against all but essential travel in the Tataouine area, also advising against all travel in the south



Tataouine is the inspiration for Luke Skywalker's home

of Tunisia. In its warning, the Foreign Office said: "There is a high threat from terrorism, including kidnapping. Attacks could be indiscriminate, including in places visited by foreigners," highlighting the recent Bardo attack.

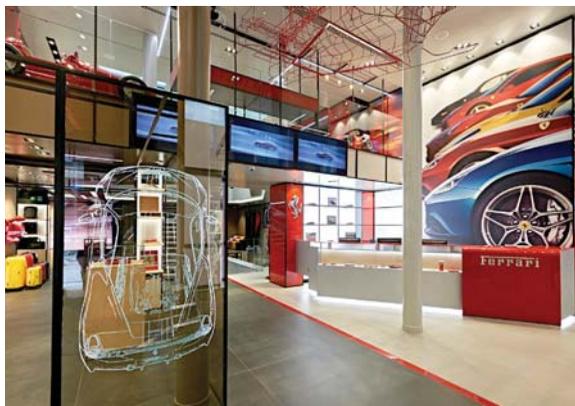
The town itself where the iconic films were made has, in recent times, become a known stop-off for ISIS members on the way to training bases in Libya.

*More: [http://lei.sr?a=E4q5s\\_A](http://lei.sr?a=E4q5s_A)*

## New Ferrari stores combine shopping experience with visitor attraction

Luxury Italian car brand Ferrari has opened its latest store in Milan, featuring a new concept focused on lifestyle, experience, entertainment and shopping.

Located in Milan's city centre, the aim of the new operation is to create the spirit of a memorable location within the brand's store. The three-storey, 750sq m (8,000sq ft) experience store has been designed by architect Massimo Iosa Ghini of Iosa Ghini Associati. The space includes a series of interactive video walls, multi-sensory areas and – from around mid-April – four F1 simulators for visitors to experience the thrill of driving a Ferrari.



The format is expected to be rolled out across all 30 stores

The new style of store is part of the company's strategy to expand and improve on its retail network. The concept is now in stores in St Petersburg and Maranello, with plans to reopen a Rome

store in May with the new philosophy implemented. It is expected to eventually be rolled out across all stores, with its US stores next in line for a revamp.

*More: [http://lei.sr?a=c6K6D\\_A](http://lei.sr?a=c6K6D_A)*

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### Australian Amusement Leisure & Recreation Association (AALARA)

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### International Association of Amusement Parks & Attractions (IAAPA)

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### International Planetarium Society

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### Irish Science Centres Awareness Network (ISCAN)

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### Outdoor Amusement Business Association (OABA)

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### The Aquarium & Zoo Facilities Association (AZFA)

Email: [rjf@tnaqua.org](mailto:rjf@tnaqua.org) W: [www.azfa.org](http://www.azfa.org)

### The Canadian Museums Association

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