

Safari park anchors Egypt's US\$1.1bn Adventure City

Plans for a mega-leisure development in Egypt, which were derailed by the Egyptian Revolution in 2011, are back on track according to one of the key players behind the US\$1.1bn (€1bn, £738m) safari, theme park and hotel development near Cairo.

A consortium – made up of Egypt-based 300 Years History, UK-based Chipperfield Companies Group, Canada's Maple Leaf, South Africa's Glen Afric and Italy's Pinfari Coasters – is behind the proposal, which has been submitted to the Egyptian Housing Ministry for approval.

The 'Adventure City' plan is the brainchild of Dr Tariq Bahgat, chair and CEO of 300



Adventure City's central safari park would be a first for Egypt

Years History, who has been working closely with consortium partner Chipperfield for some time on the project.

"Back in 2009 [Bahgat] contacted me to go to Egypt and look in to what it would take to get the project started and

since then it has progressed significantly," said Chipperfield Companies Group managing director, John Chipperfield, speaking exclusively to AM2.

"We were making great progress and then the political situation changed in Egypt with the revolution. Now the country is getting back into its stride, [Bahgat] has resurrected the project, working for the last year to form the consortium and develop the plans."

The consortium's masterplan also includes an African-themed five-star hotel managed by Glen Afric, further retail outlets, a film studio and residential homes.

Continued on back cover

SeaWorld campaign looks to reel in its lost visitors

Struggling SeaWorld is looking to reconnect with a disillusioned audience by launching a new advertising campaign, emphasising a lasting connection between animals and people.

The company's new 'Meet the Animals' campaign is designed to showcase individual animals and highlight their characteristics and personalities. The ads are airing on cable networks in the US and in print format at local markets in Orlando, San Antonio and San Diego, also with a heavy online presence.

More: http://lei.sr?a=P3q2r_A

Hamleys debuts theme park concept in Moscow

Global toy retailer Hamleys has taken the first step to becoming an experience brand after opening a mini theme park in its new Moscow store – also the largest toy shop in Europe.

The new retail concept offers shoppers and visitors nine "worlds of play" and was developed by design studios Fitch and Paragon Creative within Moscow's Detsky Mir building.

"Over the past two years, Paragon has been working closely with Hamleys to develop the new format and morph it into a theme park environment," said Mark Pyrah, director of Paragon speaking exclusively to AM2. "We turned what would have been a flagship Hamleys store into what we're now calling 'Hamleys World' – a Hamleys which incorporates retail and leisure."



Included are interactive elements for kids

Among the attractions at the store are a full-scale replica of the Millennium Falcon from *Star Wars*, a kid's train, a go-karting track, castle and a 13 metre (42.6 foot) high Lego rocket.

More: http://lei.sr?a=e4t4t_A

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Magic Leap uses virtual reality to turn office into first person battleground

Google-backed virtual reality (VR) company Magic Leap has unveiled its latest concept, which shows its office turned into a first person shooter.

The video starts off in what looks like a normal office, before the VR elements appear as a heads up display (HUD), depicting a VR operating system. The user then selects the game from a menu, at which points everything escalates and they find themselves in a gun battle against a swarm of robots.

Magic Leap – which is generally very secretive about its multi-million dollar plans – revealed very little beyond the footage, offering a glimpse of what it is working on.



The VR turns a normal office into a first person shooter

Despite the fact nobody really knows what Magic Leap actually does, Google revealed in October that it had invested US\$524m (£352.8m, €486.1m) in the VR company. According to the video on the company's

YouTube channel, the game is something “we’re playing around the office right now”. How close to reality the footage actually is, remains to be seen.

More: http://lei.sr?a=m5g6z_A

Qatar Museums chief calls for further investment into region’s institutions

Qatar Museums (QM) CEO, Mansoor bin Ebrahim Al Mahmoud, has called on the Qatari government to further enhance the region’s museum sector and inspire the country’s youth.

Established in 2005 by Sheikh Hamad bin Khalifa Al Thani, QM is the leading authority for museums in Qatar, which aims to be a ‘cultural instigator for the creation generation’.

“Our government has begun to realise the importance of museums,” said Al Mahmoud, speaking at a “Generations of Culture” panel discussion at the Georgetown University School of Foreign Service



The under-construction National Museum of Qatar

in Qatar. He added that cultural tourists spend 63 per cent more on average than other tourists and museums are among the top three family destinations anywhere worldwide.

Qatar is already investing in its museum sector, with multiple projects catering to different sectors of society, including the under-construction National Museum.

More: http://lei.sr?a=n9t5h_A

One World Observatory sets opening date for May

New York's One World Trade Center will open its doors to the public on 29 May, with tickets now on sale for the western hemisphere's tallest skyscraper.

The Hetteema Group are behind the design of the 120,000sq ft (11,148sq m) observation deck and visitor experience. Legends Hospitality was chosen in 2013 by The Port Authority Board of Commissioners to run the attraction, which sits at the top of New York's skyline.

The experience starts from the ground up as visitors walk along a multi-sensory passageway telling the story of the tower's construction. From there, visitors board one of five "Skypod" elevators, which will take passengers up 1,268 ft (386.5 m) to the tower's top floor, using HD screens inside the lift to give riders the virtual experience of New York seemingly rising up from its foundations.

"The Port Authority wanted something unique," said a spokesperson for Hetteema speaking to *AM2*. "They wanted it to compete with the other observatories in the market and it was an early goal not to focus on 9/11



The tower, designed by SOM, cost US\$3.9bn (€3.6bn, £2.6bn) to develop

as this was more about the future and the vibrancy and resiliency of New York City."

Included on the observation deck are several dining options, a gift shop, space

for special events and the "See Forever" theatre where visitors will learn about New York and the future of the city.

More: http://lei.sr?a=M7E8p_A

Strike action taken against the French government shuts down Eiffel Tower

Nationwide strikes against French President Francois Hollande's unpopular Socialist government, led to the temporary closure of the Eiffel Tower on 9 April, costing the visitor attraction in Paris an estimated €387,500 (US\$412,000, £280,500) in ticket sales.

Estimated to welcome 25,000 visitors daily, staff at the Parisian landmark walked out in support of a strike against the government's austerity measures, along with tens of thousands of people working in the public sector across the country.

The nationwide walkout was the first in a series planned for April and May,



90 per cent of the tower's staff chose to strike

with further industrial action expected to affect the tower on further dates.

A spokesperson for the tower told *AM2* that many of its employees took part in the protest, with 90 per

cent choosing to strike. At this time it is unknown how functional the landmark will be on the next planned strike dates, which take place between 16-18 April.

More: http://lei.sr?a=a9g3e_A



Elsa's dress is the most popular item

Frozen helps Hong Kong Disney break sales record

Hong Kong Disneyland is crediting *Frozen* for helping it to break its merchandise sales record over the past year.

According to the park, per capita spend between October 2014 and March 2015 is up three per cent year-on-year, with the record sales driven by hit-film *Frozen*.

The park has a 100-strong *Frozen* product line since June 2014, with the range making up 11 per cent of total merchandise sales. Costumes are the hot seller, with 530 being sold every week and 70 per cent of those being Elsa's dress.

More: http://lei.sr?a=m8C9W_A

TrendsWatch report forecasts museums future

The 2015 edition of the *TrendsWatch* report, which highlights trends to watch out for in museums in the coming year, has been released, with rising tides, wearable tech and open culture all on the agenda.

The report, from the Center for the Future of Museums (CFM) and the American Alliance of Museums (AAM), annually identifies six trends that will shape the way museums worldwide handle affairs, do business and engage visitors.

Written by Elizabeth Merritt of the CFM, the 2015 report highlights open culture and data movements, consumers' heightened awareness of ethical issues, personalisation, climate change and rising sea levels, plus wearable technology, and the slow culture movement.

The first identified trend – “The Open Economy” – looks at open sources of information, software and government.

The “Ethical Everything” trend, suggests an increased demand for ethical sourcing and production, transparency and accountability for these things, while “It’s Personal”, looks at the bespoke treatment of visitors.



The annual report forecasts and highlights trends to watch for in the year ahead

Combating rising tides was also identified as a trend, with museums having to protect cultural heritage from oncoming elements. Wearable tech was also seen

as key for the future and finally, the slow culture movement trend signifies a return to a less fast-paced way of life.

More: http://lei.sr?a=3F7Q6_A



The planetarium reopened last month

World's oldest planetarium gets major tech upgrade

The world's first projection planetarium – first opened in 1925 – has reopened at Munich's Deutsches Museum following an interior refurbishment and tech upgrade.

Using ZEISS technology, the planetarium held its first presentation in recognition of the start of the International Year of Light, initiated by the UN's General Assembly. The planetarium now has a new 15m (50ft) dome, a high-performance projection system and capacity for 160 visitors.

More: http://lei.sr?a=e6t6h_A

Turkey's Crystal Aura Beach Resort & Spa expands offering with waterpark

A world-class waterpark has opened at the Crystal Aura Beach Resort & Spa in Kemer, Turkey, with the destination now offering visitors access to both the new waterpark and the nearby Nomad Theme Park.

Owned and operated by the Kilit Group, the waterpark uses slides designed and installed by Polin, which also supplied the resort's sister properties at Crystal Sunset and Crystal Waterworld.

Included at the Crystal Aura Waterpark is Polin's Magic Sphere – a two person slide using natural lighting effects which sends riders on a high-speed journey from one sphere to another.



Polin has supplied all of the waterpark's slides

Also included are Polin's Aquatube, Black Hole, Big Hole and Black Hole/Flying Boats combination.

“Nearby attractions might tempt [visitors] to leave our property, but once they begin

riding the slides, they can't get enough,” said Crystal Aura's general manager, Erdogan Turan. “Now they can spend all day at the resort and never tire of our offering.

More: http://lei.sr?a=C6D3y_A



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Northern Ireland ramps up *Game of Thrones* push

Northern Ireland is looking to ramp up its *Game of Thrones* tourism push as international visitors flock to the country to see the show's signature sites.

Season five of the hit HBO series began airing this month worldwide, debuting on 12 April and offering Northern Ireland the chance to champion itself as the home of *Game of Thrones*, which is filmed primarily in Belfast and at 11 sites across the country.

Among the sites fans of the series can visit, Northern Ireland includes The Iron Islands (Ballintoy Harbour), The Stormlands (Cushendun Caves), The King's Road (Dark Hedges), Winterfell (Castle Ward) and Robb Stark's Camp (Audley's Field).

Northern Ireland's tourist board offers a prominent rundown on the filming locations and where to find them on its website and last year ran an 11-week online campaign in Britain, the US, Canada, France, Germany, Spain, Italy, the Netherlands and Scandinavia, which generated one million clicks and is estimated to have reached 100 million people worldwide.



The majority of the *Game of Thrones* TV show is shot in Northern Ireland

Discover Northern Ireland is teaming up with HBO for its 2015 campaign, which aims to bring two million tourists to 'The Real Westeros' by 2016 up from 1.8 million in 2013.

It is estimated that in the past year, the show has generated £87m (US\$128m, €199.6m) at locations where the scenes were filmed.

More: http://lei.sr?a=K6Y3h_A



The IP is one of Capcom's most popular

Capcom brings *Monster Hunter 4* to Six Flags

Following the release of videogame *Monster Hunter 4 Ultimate*, Capcom and Six Flags have teamed up to bring the popular IP to Six Flags Magic Mountain.

Running until 10 August, the partnership will see the park's Goliath steel rollercoaster rebranded under the *Monster Hunter 4 Ultimate* banner, with Capcom also bringing a travelling caravan themed around the franchise to kick off festivities, where visitors will be able to demo the game and buy Monster Hunter merchandise.

More: http://lei.sr?a=q8F2B_A

Ngati Awa plans Maori tribal museum to open on New Zealand's North Island

New Zealand's Ngati Awa Maori is looking to set up a museum in the North Island town of Whakatane dedicated to the tribe's history.

The tribal museum would feature restored carvings from Mataatua Wharenui – New Zealand's only repatriated and most visited Maori meeting house – including two significant sets of carvings depicting twins that can currently be seen at the front of the house. These carvings had been taken from New Zealand around 130 years ago, spending 70 years overseas before being returned in 2011. Once the original carvings



Two tribal carvings would be a main exhibit at the museum

have been installed at the museum, the tribe plans to traditionally carve new statues to replace them.

In addition to the carvings, the museum will tell the rich history

of the Ngati Awa, which currently has around 15,000 members and dates back to the 13th century when the very first tribe first settled in New Zealand.

More: http://lei.sr?a=z9b5s_A

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AM2

DIARY DATES

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. Tel: +1 202 289 1818
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

9-11 MAY 2015

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

Guangzhou, China
The TPAAE 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. Tel: +86 202 2106 418
Email: grand.ti@grahw.com
www.chinathemepark.net



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

19-21 APRIL 2015

MuseumNext Bâtiment des Forces Motrices, Geneva, Switzerland

Europe's biggest conference on industry innovation and technology in the museum sector will explore

ways of engaging visitors with new technology and industry trends. A one day conference fringe and two days of presentations, workshops and debate. Tel: +44 (0) 191 261 9894
Email: jim@museumnext.com
www.museumnext.com

7-10 JUNE 2015

Theme Parks & Entertainment Development Summit Abu Dhabi, UAE

Leading Middle East theme parks and water park project owners will be speaking at the first ever theme park and 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. Tel: +97 143 642 975
www.themeparksme.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. Email: info@ecsite.eu
Tel: +32 2 649 7383
www.ecsite.eu

16-19 JUN 2015

IAAPA Asian Attractions Expo Hong Kong Convention and Exhibition Centre Hong Kong, China

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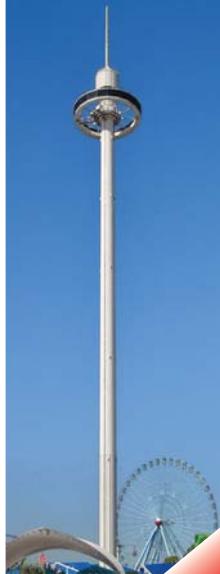
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Gateway's Galaxy flies high at aviation museum

The San Diego Air & Space Museum has selected Gateway Ticketing Systems as its new ticketing and access provider.

Gateway's unified point of sale and admission control solution Galaxy will be implemented at the venue, and will be used for front gate sales, order entry, retail point of sale, stored value, resource management and access control.

The US museum receives more than 250,000 annual visitors and dates back to 1963.

"We visited several venues that are currently using Gateway," said Sandi Landicho, museum CFO. "The positive feedback we received from Gateway customers definitely influenced our decision and made us confident in our choice to work with Gateway."

Business performance award for WhiteWater West

WhiteWater West Industries has been awarded a 'Best Managed' company designation for excellence in business performance.

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"WhiteWater invests in their team to build up a strong and stable company. Best Managed companies are home grown companies making smart investments to achieve above average returns," said Peter Brown, national co-leader of the Best Managed programme.



Vietnam FEC benefits from WhiteWater's Ballocity

A play structure supplied by WhiteWater Attractions has helped Vietnam's largest family entertainment centre reach maximum capacity in its first month.

The 157,000sq ft (14,586sq m) Helio Center, which opened in early February 2015 in Da Nang, features a 'Ballocity' play structure, which stands over 21ft (6.4m) tall and offers

three levels of exploration with an interactive arena in the middle. It is aimed at children aged between four and 12.

Helio Center was designed by US firm White Hutchinson Leisure and Learning Group, and offers guests a variety of activities for all ages in both indoor and outdoor environments. It has a capacity of 4,000 people.

Dreamland partners with Syx to launch ticket sales

Syx Automations has been selected to provide ticketing and membership software at a revamped and refurbished amusement park in the UK – the country's oldest.

Dreamland, in the Kent seaside town of Margate, will reopen to visitors on 19 June but presales started at the end of March. Large queues of people outside the

ticket office were keen to get their hands on a limited edition memento ticket – a cube of wood made from the original planks of a Grade II-listed scenic railway.

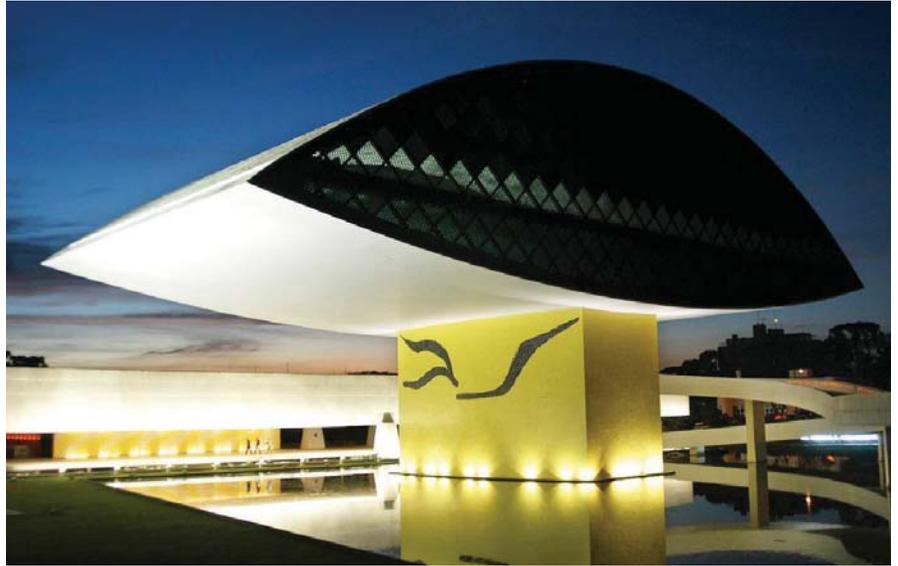
Syx's 'ReCreateX' software will be used to manage ticket sales, both online and via the ticket booths, as well as memberships, catering, retail sales and access control.

Museum gets art haul in wake of Brazil oil scandal

A museum in Brazil has been donated 139 works of art all seized from individuals involved in a high-level corruption scandal relating to oil giant Petrobras.

Prosecutors are currently investigating Brazil's state-run oil company, having filed charges against 35 people so far, with nearly R\$4.1bn (US\$1.3bn, €1.2bn, £878m) taken by the individuals in a kickback scheme. Over a 10-year period, money siphoned off from inflated contracts allegedly generated a flood of dirty money, which was then used to bribe company officials and pay off politicians.

Works seized by police and subsequently donated to the Oscar Niemeyer Museum in the city of Curitiba, include art by Spanish artist Joan Miro, Brazilians Djanira and Heitor dos Prazeres, and more. According to local media, the majority of the art comes from former director of services Renato Duque, who was arrested on 30 March. The museum was already in possession of another 64 seized works relating to the scandal, which includes pieces by Salvador Dali and Vik Muniz.



The museum has been given more than 200 pieces involved in the Petrobras controversy

The works were used to launder money and cover the trail of bribes. Since the scandal broke, 20 galleries and art dealers have been asked to explain transactions involving the

seized pieces. Currently 15 are on display, with the full collection likely to join them following a quarantine examination period.

More: http://lei.sr?a=H8F7J_A



Radiation makes the site uninhabitable

First nuclear detonation site opened for one day

The site of the first ever atomic blast in New Mexico, US, was opened up to tourists for one day only on 4 April.

With the 70th anniversary of the first detonation approaching on 16 July, Trinity was open for just a few hours as the site is still highly radioactive. Residual radiation is about ten times higher than usual levels.

The landmark includes the base camp, where the scientists lived, a monument remembering the event and ground zero, where the bomb was located.

More: http://lei.sr?a=V8k7G_A

Masterplan for Mumbai omits 1,000 buildings from new heritage register

A 2034 development masterplan for Mumbai, India, has come under much scrutiny after proposing to remove 70 per cent of the currently heritage-listed sites in the city, while incorrectly labelling others.

Of the 1,488 listed heritage buildings, sites and precincts in the city, 1,000 will be removed under the new guidelines unveiled by the Brihanmumbai Municipal Corporation. According to the contentious *Mumbai Development Plan - 2034*, the listed Jehangir Art Gallery is a veterinary practice, while the historical St Thomas Church is named as an orphanage.



The Asiatic Society of Mumbai is among those not listed

Among those failing to make the list are the Asiatic Society of Mumbai and the famous Watson's Hotel, which once hosted author Mark Twain. Chief minister for Maharashtra, Devendra

Fadnavis, responded to widespread criticism of the plan by forming a three-person committee to examine the draft, adding there was a need for "limited intervention".

More: http://lei.sr?a=S7j6Z_A

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■ **Operations Manager**

Company: Legoland Discovery Center Atlanta
Location: Georgia-Atlanta, United States

■ **Marketing Coordinator**

Company: Merlin - Orlando Cluster
Location: Florida-Orlando, United States

■ **Studios Manager**

Company: Madame Tussauds New York
Location: New York-New York, United States

■ **Retail Associates**

Company: Warner Bros. Studio Tour London
Location: Leavesden, Herts, United Kingdom

■ **Park Manager**

Company: Jump Giants
Location: West Thurrock, United Kingdom

■ **Head of Operations**

Company: Lake District Estates
Location: Kendal

■ **Interactors**

Company: Warner Bros. Studio Tour London
Location: Leavesden, Herts, United Kingdom

■ **Operations Manager**

Company: The Parks Trust
Location: Milton Keynes

■ **Operations Associate**

Company: Sea Life
Location: Arizona-Tempe, United States

■ **Team Lead - Full Time**

Company: Merlin - Orlando Cluster
Location: Florida-Orlando, United States

■ **Events Coordinator**

Company: LEGOLAND California
Location: California-Carlsbad, United States

■ **Marketing Assistant**

Company: The Wildfowl and Wetlands Trust
Location: London, United Kingdom

■ **Visitor Reception Manager**

Company: National Trust
Location: Nymans, West Sussex, United Kingdom

■ **Operations Director**

Company: Delapre Abbey
Location: Northampton, United Kingdom

■ **Bars and Events Manager**

Company: Planning Solutions Limited
Location: Burton Upon Trent

■ **Project Director**

Company: Merlin Entertainments Group Ltd
Location: New York, United States

■ **Performer Specialist**

Company: LEGOLAND California
Location: California-Carlsbad, United States

■ **Deputy Visitor Manager**

Company: Bolton Abbey
Location: North Yorkshire, United Kingdom

■ **Director of Guest Services**

Company: Paignton Zoo
Location: Paignton, Devon, United Kingdom

Consortium waits on govt approval for safari-anchored mega-development

Continued from front cover

The consortium behind the US\$1.1bn Adventure City mega-development in Egypt is just waiting on government approval to begin work, with funding already in place for phase one of the plans.

To be built in 6th of October City, the development will cover 4.2sq km (1.6sq m) and will be built over a period of five years.

Chipperfield MD, John Chipperfield, told *AM2* the Egyptian government will take up a 22 per cent stake in the project, handing over the land required in exchange. Phase one comes at a cost of US\$150m (£137.9m, £100.6m) and



The plans are centred around the safari park development

will include a safari park, theme park, zoo and mall.

"I met with Egypt's housing minister, Mostafa Madbouly," said Chipperfield. "The government is keen to have projects of this kind in Egypt now because

of all the problems that occurred in the wake of the Egyptian revolution in 2011. Now things are getting back on track, I'm confident the project will become a reality."

More: http://lei.sr?a=C4t9E_A

Motiongate Dubai confirms Hunger Games to be a part of Lionsgate Zone

Following news that Lionsgate was "deep into conversation" with potential theme park partners on four different continents for a *Hunger Games* attractions, the team behind the upcoming AED10bn (US\$2.7bn, €2.5bn, £1.8bn) Dubai Parks and Resorts development has confirmed Motiongate Dubai will include a Lionsgate Zone, featuring the popular IP.

Slated to open in October 2016, the Lionsgate Zone will include rides and a retail facility inspired by the *Hunger Games* franchise. In addition, the zone will feature a live stage show



The Hunger Games series comes to its conclusion in November

based on the *Step Up* dance films, with the possibility of further expansion and the incorporation of more Lionsgate IPs in the future.

The *Hunger Games* brand has gone from strength

to strength since the first film's release in 2012. The film series will culminate in November 2015 with

The Hunger Games: Mockingjay – Part 2.

More: http://lei.sr?a=e6j3s_A

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