

Ubisoft to take theme park concept worldwide

Ubisoft – the world’s third largest independent video game publisher – wants to make its mark on the attractions industry, offering a new alternative in the form of its own ‘next-gen’ indoor theme park, which the company is planning to take worldwide.

Ubisoft is partnering with developer, designer and operator RSG Group on the attraction. The 15,000sq m (161,500sq ft) theme park will be located in central Kuala Lumpur and will feature innovative Ubisoft-themed rides, attractions and shows.

Speaking exclusively to *AM2*, Jean De Rivières, the man



Popular Ubisoft IPs such as Assassin’s Creed will feature in the park

heading up Ubisoft’s new theme park division, revealed plans for the project, as well as ambitious plans for expansion in the future.

“It’s still early days,” said Rivières. “The intention is to immerse people in worlds where they can interact with each other.

We want to create a personalised journey with the idea to give guests the opportunity to play the hero in their own life size game.

“The big picture is for worldwide expansion, but in a natural way. If we don’t find the right partners we won’t go.

“We really want to become a strong player in this industry and we think we have everything for it. We have the brands, the concept and of course the strategy, confidence and trust from the company to go in the direction we want. We also think we have a strong alternative to what’s been done previously.”

More: http://lei.sr?a=h5E7F_A

Tate Modern addition opening to public in June

The £215m (US\$329m, €296m) extension of London’s Tate Modern – originally set for 2012 – will open in 2016.

The 11-storey addition, designed by acclaimed architecture firm Herzog & de Meuron, will officially open on 17 June 2016, according to Sir Nicholas Serota, director of the Tate Modern.

The 65m-tall (213ft) building is set to add 21,500sq m (230,400sq ft) to the gallery’s existing 35,000sq m (377,000sq ft), increasing the size of the attraction by 60 per cent, and two public spaces – a piazza and a garden.

More: http://lei.sr?a=4Q5Z2_A

Report: Museums must develop digital strategies

A new study identifying future trends in the museum sector has said that museums must develop digital strategies to survive as more people turn to the internet to soak up culture.

The *NMC Horizon Report: 2015 Museum Edition* – created by The New Media Consortium – looked at which trends and important developments in technology will drive changes to museum education and interpretation. The report charts the “five-year horizon”, looking at more than 13 years of research and publications to identify future trends.

“At the centre of this challenge is the notion of museums needing to be more aware and responsive to their audiences’ evolving



The report charts the “five-year horizon”

behaviours to stay relevant,” reads the report. “As a result, they are being urged to shift their attitudes to balance digital infrastructure and digital mindset in equal measure.”

More: http://lei.sr?a=q8W5n_A

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Harry Potter tour in-line for significant expansion at Leavesden movie studios

The Harry Potter studio tour is about to get a "significant expansion" as Warner Bros has announced multi-million pound development plans for its studios in Hertfordshire, UK.

Following a 10-year masterplan submitted earlier this month, the Leavesden facility, which has filmed blockbusters including all eight *Harry Potter* movies, will increase its size by around a quarter.

Since opening to the public in 2012, the active movie studio-cum-visitor attraction has welcomed over five million visitors - more than Edinburgh



The studio tour has not yet said what the plans entail

castle, London Zoo or Stonehenge - according to the studios' economic and social assessment report.

The attraction's most recent and significant investment came in March when it debuted

its 20,000sq ft (1,858sq m) Platform 9 3/4 expansion, bringing the original Hogwarts Express back to its studio home for visitors to enjoy.

More: http://lei.sr?a=M6Z7U_A

MAD architects reveal revised plans for George Lucas' Museum of Narrative Art

The architectural team behind director George Lucas' Museum of Narrative Art have revealed revised renderings of the plans, which have been drawn up to counter a lawsuit filed by green space advocates.

Images by Beijing-based MAD architects, show a significantly smaller but similarly-designed version of the lakefront buildings, with more green space for recreational use.

With the building reduced in size from 400,000sq ft (37,100sq m) to 300,000sq ft (27,900sq m), a new ground lease agreement sees the lakefront land between Soldier Field



Development is expected to be completed by 2018

and McCormick Place handed to Lucas for US\$10 (£8.87, £6.48) for a renewable period of 99 years. The new plan details 200,000sq ft (18,615sq m) of new parkland.

The park district signed a preliminary agreement with Lucas last September. Development is expected to begin in March, with a completion date of 2018.

More: http://lei.sr?a=v4s4U_A

C¥50bn deal signed for Universal Studios Beijing

Universal's C¥50bn US\$7.85bn (€6.93bn, £5bn) largest theme park ever will open in China in 2019, after the company received the green light from Beijing authorities.

A contract has been signed between the Chinese government and Universal Studios to set up the theme park in the capital's east suburban district of Tongzhou. Universal Studios Beijing was initially approved by the National Development and Reform Commission in September 2014, with the official signing taking place on 13 September in New York at the headquarters of Comcast NBCUniversal.

The contract signing – which has been more than a decade in the making – will now see a joint venture company known as Beijing Shouhuan Cultural Tourism Investment Co formed to carry out construction. The development will cover 2sq km (0.77sq miles) and will include in its first phase the theme park, the world's first Universal-themed resort hotel and a retail entertainment complex, all to be



Director Steven Spielberg will have a role in the park's design

completed within five years. A second stage of development in 2020 will include a second theme park, a waterpark and five more hotels. Director Steven Spielberg

will have a role in the park's design, though it is not known his exact title or how much control he will have over final design.

More: http://lei.sr?a=M9F5y_A

Dubai's record-breaking Meydan One includes world's longest indoor ski slope

Dubai-based developer Meydan has launched a record-breaking project that will bring Dubai the world's longest indoor ski slope, biggest gym and tallest residential tower among a host of leisure amenities.

The 1.2km-long indoor ski slope will eclipse the current record holder, the paltry in comparison 400m (1,312ft) slope at the Mall of the Emirates, which opened in 2005. The record-smashing slope will be the centrepiece of the new complex, which will also include the 711m-tall (2,332ft) Dubai One residential tower, featuring a 350-bedroom hotel, a 420m-long (1,377ft) water



The development has been valued at AED25bn

feature, a sky restaurant and an observation deck.

The development has been valued at AED25bn (US\$6.8bn, €6bn, £4.4bn) and would connect the existing Meydan complex

and racetrack to the Burj Khalifa – the world's tallest skyscraper. The entire project will house up to 78,000 people and will be completed by 2020.

More: http://lei.sr?a=r5S2N_A



The hotel is on the US side of the falls

Niagara Sheraton plans new waterpark addition

NFNY Hotel Management, owner of the Sheraton at the Falls at Niagara Falls, will add a waterpark to its offering as the operator expands its business.

Sheraton at the Falls, which has added a Rainforest Café, Starbucks, T.G.I. Friday's, gaming arcade and a sweet shop since launch, is looking at a 25,000sq ft (2,300sq m) site on the US side of the falls for the proposed development.

Beyond confirmation that a waterpark would be developed, no further details have been released.

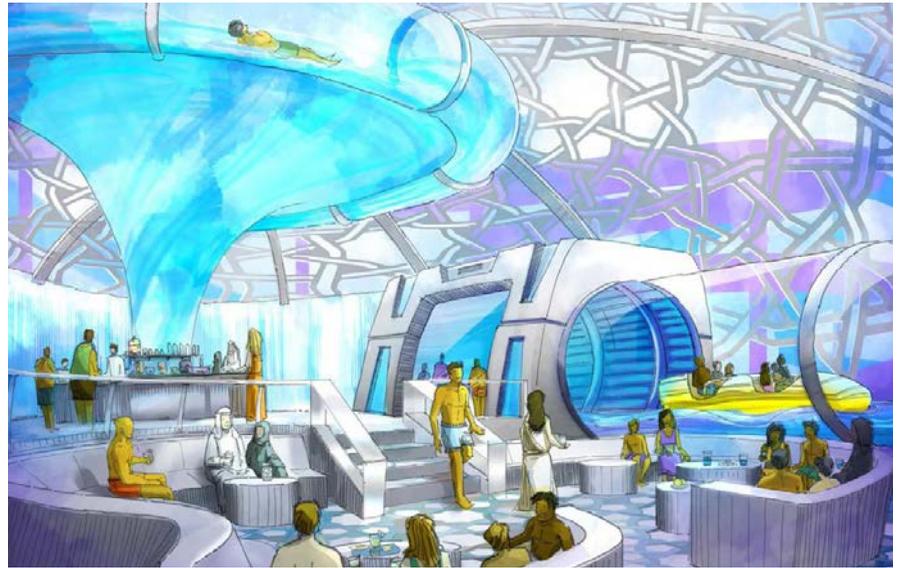
More: http://lei.sr?a=M3j2d_A

JRA masterplan AED20bn water theme park

Jack Rouse Associates (JRA) have unveiled the masterplan and preliminary concept design for Crystal Lagoon Water Theme Park – part of the AED20bn (US\$5.4bn, €4.8bn, £3.5bn) Sharjah Waterfront City development in the UAE.

To include a mix of 40 water and dry rides, including a rollercoaster that combines the action of a water ride with the interactive nature of a video game – a first for the Middle East – the theme park will sit on one of a series of 10 Islands interconnected by man-made canals. Attractions will also include a combination of waterslides, family rides, thrill rides, 4D dark rides, a state-of-the-art planetarium and children's rides. Crystal Lagoon will also feature a night water show made up of a series of coloured fountains to provide relaxation to visitors after spending a day in the water/theme park hybrid.

Announced in 2012 and officially launched at Cityscape Global 2015, Sharjah Waterfront City sits on 36km (22.3 miles) of coastline with an area offering a mixed-use development



JRA have provided masterplanning and preliminary concepts for the development

featuring residential, commercial and tourism development for the region.

“We have launched Sharjah Waterfront City keeping in line with Sharjah’s development

plans to attract 10 million visitors to its emirate by 2021,” said Hayssam El Masri, president of developer Sharjah Oasis Real Estate.

More: http://lei.sr?a=W2H3C_A



Exhibition Road has been pedestrianised

Science Museum seeks architect for development

London’s Science museum has set a November deadline for architects to submit plans for its latest development as part of its ongoing five-year £60m (US\$93m, €83m) transformation.

The 1,200 sq m (12,900sq ft) area of public space, which the Science Museum has taken over from the Royal Mail, was earmarked for development following the museum’s purchase of the Post Office building on the north east corner of the site in South Kensington.

More: http://lei.sr?a=j9E6F_A

Shoot fireballs using hand gestures in Legoland California’s new Ninjago ride

Legoland California will be introducing a revolutionary new dark ride to its theme park in 2016 with the debut of ‘Ninjago - The Ride’, offering interactivity through nothing but hand gestures.

Featuring technology which guests will have never experienced at any other theme park, the Triotech ride uses 3D imagery, high-tech sensors and the use of striking gestures to blast animated fireballs, lightning, shockwaves and ice as they travel through dojos to master their skills.

“We’re quite excited about it as it’s a first anywhere in this industry,” said Christian Martin, VP of marketing



The ride was announced in style at Legoland California

at Triotech, speaking to *Attractions Management*. “Typically when you have an interactive dark ride you have a gun or something that you’re shooting with. Often we have clients saying ‘my

target market is younger so I need something that’s less weapon-like’. We crunched our brains and said how can we do this and came up with a great solution.”

More: http://lei.sr?a=F7y9E_A



Log Flume
Calaway Park, Alberta, Canada
Opened July 2015

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Kyary Pamyu Pamyu added to Universal Cool

Universal has announced that its Japanese theme park in Japan is bringing back its Universal Cool Japan attraction next year after a successful first run in 2015, including a new ride inspired by Japanese fashion model and singer Kyary Pamyu Pamyu.

The videogame, anime, manga and Japanese pop culture attraction, which proved popular in 2015 running through the year till the end of June, welcomes back its *Attack on Titan* recreation, *Evangelion* 4D dark ride, *Biohazard (Resident Evil)* immersive experience and *Monster Hunter* recreation, all with new features and upgrades.

Universal Japan said the new Kyary Pamyu Pamyu addition would be “like nothing that has ever been experienced before”, with the attraction enveloping them in the artist’s music, fashion and unique music videos.

Among the upgrades, “The Evangelion The Real 4D 2.0” will expand on last year’s version of the attraction, offering a new original story and offering new footage that can only be seen at Universal Japan, while ‘Biohazard the Escape’



Universal Japan say addition would be ‘like nothing that has ever been experienced before’

will now take place inside a pharmaceutical company with new missions for participants.

According to Universal Japan, Universal Cool Japan contributed to

increasing the number of visitors to the theme park by about 200,000 a month during its six-month run.

More: http://lei.sr?a=m8U2H_A



The site offers views of Mahe island

Seychelles redeveloping important heritage site

The government of the Seychelles is planning a significant redevelopment of Mission Lodge – one of the archipelago’s most valuable heritage sites.

Laying out plans for the visitor attraction on the island of Mahe, minister for Tourism and Culture Alain St. Ange said the redevelopment will include the creation of a reception area and a visitors information centre complete with a gallery and café, as well as a full site restoration.

More: http://lei.sr?a=r9Q2Z_A

US\$15m Myanmar aquarium sets 2016 launch date after months of delays

An eco-friendly aquarium in Yangon, Myanmar, will partially open for the first time in 2016, after several months of delays.

Designed by the Myanmar office of Singapore-based urban architects Surbana, the US\$15m (€13.3m, £9.7m) project broke ground in October 2014, however, development was temporarily delayed so the aquarium could install higher-quality equipment than previously planned.

Masterplanning the 18,200sq m (196,000sq ft) development, Surbana was chosen in November 2013 to design the Yangon Aquarium having won a competition for



Designed by Surbana, the project broke ground in October 2014

tender, while SIPM Consultants were selected to handle construction management of the project and landscape architecture is being handled by the Yangon City Development Committee.

The structure is environmentally friendly in both construction and operation, with features such as a ‘green roof’ reducing energy consumption and output.

More: http://lei.sr?a=Q4D7A_A



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8 OCTOBER 2015

The Annual National Conference of Visitor Attractions 2015**QEII Conference Centre,**
Westminster, London, UK

The Annual National Conference of Visitor Attractions (VAC) is the pre-eminent event for all types of visitor attractions in the UK. VAC is run by the industry, for the industry and is firmly established as the key place to meet and network with contemporaries and to participate in an innovative and stimulating programme.

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Tel: +44 20 8748 8868

www.vac2014.co.uk

20-23 OCTOBER 2015

World Waterpark Association Symposium & Trade Show**Palm Springs Convention Center,**
California, US

The WWA's Annual Symposium & Trade Show brings together hundreds of water leisure owners, operators, developers, designers and manufacturers for four days of education, networking and exhibiting – the only event specifically for waterparks. This is the industry's most exclusive marketplace featuring a world-class education program built for and by waterpark owners, designers and operators.

Email: aezra@waterparks.org

Tel: +1 913 599 0300

www.wwashow.org

PHOTO: AL-AIN ZOO

The event will take place inside the expanded Al Ain Zoo

11-15 OCTOBER 2015

WAZA Annual Conference
Sheikh Zayed Desert Learning Centre,
Al Ain, UAE

The 70th annual World Association of Zoos and Aquariums (WAZA) conference follows the theme of

“Zoos and Aquariums making a difference in Conservation and Animal welfare”. More than 300 WAZA representatives are expected to attend.

Email: secretariat@waza.org

Tel: +41 (0)22 999 07 90

www.waza.org

21-22 OCTOBER 2015

The Showman's Show
The Newbury Showground,
Thatcham, Berkshire, UK

The Showman's Show is the UK's first and most comprehensive exhibition of products, services and entertainment for the outdoor and special event world. More than 350 exhibitors are anticipated to be in attendance looking to meet an audience of over 4,400 event professionals across the two day event.

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2-5 NOVEMBER 2015

SIGGRAPH Asia
Kobe Convention Center,
Kobe, Japan

In its eighth edition, the SIGGRAPH Asia conference attracts the most respected technical and creative people from around the world over the course of four days. Both, a conference and a trade exhibition, SIGGRAPH Asia 2015 will allow you to see, meet, and interact with the international computer graphics and interactive techniques community.

www.sa2015.siggraph.org

5-6 NOVEMBER 2015

Museums Association Conference & Exhibition 2015
ICC Birmingham, UK

The event is the largest event of its kind for museum and heritage professionals in Europe with more than 1,500 attendees from all over the world coming together to discuss the key issues affecting the sector. There will be more than 90 stands bringing the latest practice, technology and hardware from suppliers and consultants.

Email: lorraine@museumsassociation.org

Tel: +44 20 7566 7840

www.museumsassociation.org

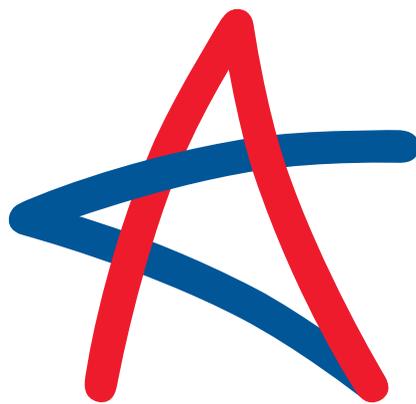
16-20 NOVEMBER 2015

IAAPA Attractions Expo 2015
Orange County Convention Center,
Orlando, Florida, US

With more than 27,000 people in attendance, IAAPA 2015 is the premier conference and trade show for the global attractions industry. The event features new products from 1,000 exhibiting companies and includes a variety of educational sessions.

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Emiratis travel to Orlando for theme park training

Dubai Parks and Resorts – the developer behind the AED10bn (US\$2.7bn, €2.4bn, £1.8bn) theme park mega resort under construction in the UAE – is planning to send a group of Emirati graduates to Orlando, Florida, to learn more about the theme park industry.

The developer will recruit more than 1,000 locals over the course of the next year, with the educational initiative – known as the Helmi Programme – offering 10 graduates aged 25 and under a six-month course in Theme Park Management at the University of Orlando.

In addition to obtaining a globally-recognised degree, students will gain a hands-on appreciation of the industry, taking work placements at several major theme parks in the Orlando area including Legoland Florida, the sister site of the under-development Legoland Dubai as part of the Dubai Parks and Resorts project. 40 more Emirati students will take the same course when a visiting faculty travels to Dubai. Dubai Parks and resorts pledged to hire



Students will gain a hands-on appreciation of the theme park industry

more than 1,000 Emirati employees as part of wider efforts across the country to give top jobs to the UAE's homegrown talent. The course will teach the trainees

to manage a theme park, ahead of the 2016 opening of Motiongate Dubai, Bollywood Parks Dubai and Legoland Dubai.

More: http://lei.sr?a=8A2j7_A



The planetarium is getting a redesign

Salt Lake City planetarium gets US\$3m facelift

Salt Lake City's Clark Planetarium has temporarily closed its doors while it undergoes a US\$3m (€2.7m, £2m) facelift, with the addition of new exhibits and more interactive educational tools to the visitor attraction.

Ascending into the cosmos as visitors ascend the planetarium, the ground floor will consist of Earth exploration, with the second floor looking at space and the third floor investigating "beyond", offering black hole and cosmology exhibits.

More: http://lei.sr?a=Q5y6f_A

Development starts on JDDK's £14.8m discovery centre at Hadrian's Wall

Newcastle-based architects Jane Darbyshire and David Kendall's (JDDK) long-touted Landscape Discovery Centre and Youth Hostel at Hadrian's Wall in England's Northumberland National Park is set to be realised after contractors for the scheme agreed cost proposals, with development now underway.

The most recent plans for 'The Sill' were announced in October 2014, outlining that the project needed at least £11.2m (US\$17.9m, €14.3m) to get it off the ground. A Heritage Lottery Fund (HLF) grant of £7.8m (US\$11.8m, €10.4m) was awarded to the project in February, with the



The design incorporates the Northumbria with local materials

final figure agreed last week now standing at £14.8m (US\$22.9m, €20.3m).

A living grass roof, planted to replicate the surrounding natural grasslands, will gently ascend, offering views of the

surrounding national park and the UNESCO World Heritage Site of Hadrian's Wall, while locally-sourced materials are being used for the rest of the development.

More: http://lei.sr?a=U9m7V_A

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Euro Attractions Show



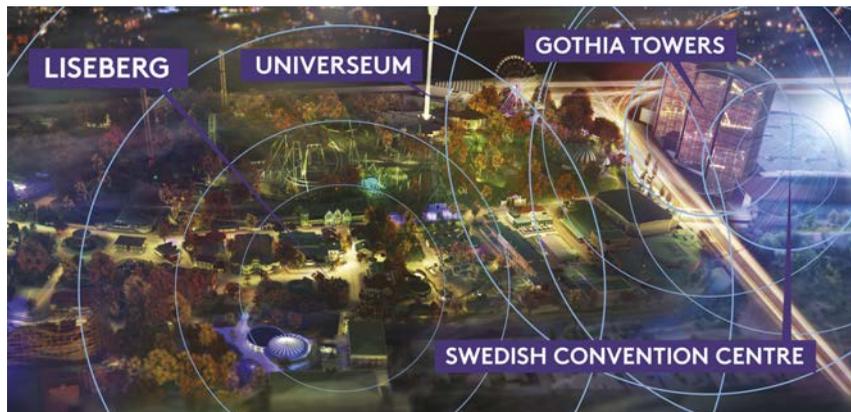
EAS show floor



Swedish Sensations

The Euro Attractions Show, which kicks off on 6 October in Gothenburg, is set to wow attendees with its perfect location and a dose of Swedish star power

The Euro Attractions Show (EAS) will be sprinkled with stardust this October as one of Sweden's most famous musicians is scheduled to give the keynote speech. Furthermore, it will be the very first integrated show, taking place in a unique location surrounded by world-class attractions. The event will centre around the Swedish Exhibition and Congress Centre, right next to Liseberg theme park and a stone's throw from Universeum Science Centre in the heart of Gothenburg. Many of the educational sessions and networking events will be held at Liseberg, offering industry professionals a special experience within an operating amusement park.



ABBA frontman Björn Ulvaeus will be speaking at the Leadership Breakfast, a popular networking event. The former pop star is expected to reveal the secrets of the success of the ABBA brand and how it became an IP in its own right.

As always, EAS is offering a smörgåsbord of seminars and educational opportunities. There'll be more on the schedule than ever before as well as two new formats. The first is the conference tracks, covering government relations and safety on 6 October and theming, storytelling and design on 7 October. The second new format is Lunch and Learn, hands-on sessions at Liseberg, over a hot lunch.

EAS will offer a holistic, varied programme of seminars, including topics like HR, marketing, leadership and profit generation.

The first Euro Attractions Show fully integrated with a major theme park

EAS 2015

Location: Swedish Exhibition & Congress Centre, Liseberg, Gothenburg, Sweden

Dates: 6-8 October 2015

Who's there: 425 exhibitors and more than 10,000 attendees

What's on: 20 hours of educational sessions and tours

Tickets: \$65 for members and \$85 for non-members

Register now

Registration is open for EAS 2015 from 6-8 October 2015 at the Swedish Exhibition and Congress Centre next to Liseberg theme park. Attendees receive evening access to Liseberg when they register. Use the code **PROMO** when you register before 31 August to save €20.

■ www.iaapa.org/EAS

What's on at EAS 2015

EAS

Euro
Attractions
Show

Here's a round-up of seminars and events at this year's show...

LEADERSHIP BREAKFAST

7 October, Rondo Theatre

IAAPA Member: €95

Non-member: €120

ABBA star Björn Ulvaeus, who was born in Gothenburg, is delivering the keynote speech on the morning of 7 October at the Rondo Theatre in Liseberg Park. Ulvaeus is discussing the ABBA brand and its development, and what it's like to own and work with intellectual property in relation to the attractions industry. The ABBA brand appears in various forms of entertainment, including theatre, film and music and in ABBA The Museum which opened in Stockholm in May 2013. He'll also share his experiences as a performer, entertainer and storyteller.

The event includes a hot breakfast and ample opportunities for networking with attractions industry leaders prior to the exciting and entertaining presentation.

IAAPA INSTITUTE FOR ATTRACTIONS MANAGEMENT

4-6 October

IAAPA Member: €700

Non-member: €1,250

The IAAPA Institute for Attractions Managers is a two-day course for industry professionals with at least three years management experience. Subjects covered include operations and safety, marketing and communications, revenue operations, human resources and leadership, and finance, plus some hands-on learning at Liseberg Park.

IAAPA SAFETY INSTITUTE

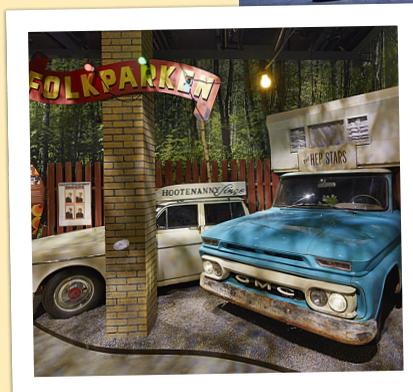
5 October, Liseberg Theatre

IAAPA Member: €70

Non-member: €90

The IAAPA Safety Institute is held annually at EAS and presents the latest information on safety standards, ride protocols, accessibility issues, employee safety concerns, and information on additional safety and compliance related matters.

Singer-songwriter Björn Ulvaeus, who backed ABBA The Museum (inset), will be delivering the keynote speech at EAS



LUNCH AND LEARN

6-7 October, Liseberg Park

IAAPA Member: €45

Non-member: €60

Enjoy lunching and learning in a choice of two sessions. On 6 October, find out how operators successfully meet the specific challenges of running an attraction in the Nordic Market. On 7 October, join the Lunch and Learn leadership workshop with top executives from London's View From the Shard.

BACKSTAGE TOUR OF LISEBERG

5 October, Liseberg Park

IAAPA Member: €70

Non-member: €100

Liseberg will host a behind the scenes tour of the park including a variety of different areas of interest, including food and beverage, operations, events and rides.

FEC / SMALL PARK INDOOR PLAYGROUND DAY

8 October

IAAPA Member: €75

Non-member: €100

This day is educational for anyone in the indoor leisure facilities businesses, including indoor playgrounds, mini-golf, laser games and bowling – whether run as stand-alone operations or part of a larger business.

WATERPARK FORUM

7 October

IAAPA Member: €65

Non-member: €75

The waterpark forum focuses on the development of the waterpark industry in Europe. The seminar will include trends, best practices and insights into future projects. The day includes coffee breaks and a light lunch.

More information

Visit www.IAAPA.org/EAS

Contact the IAAPA EMEA offices Europe@IAAPA.org

EAS**Euro
Attractions
Show**

Euro Attractions Show

More than 425 exhibitors will be at EAS at the Swedish Exhibition and Congress Centre in Gothenburg from 6-8 October. Here's a sneak preview



Van Egdom worked on the Warner Bros Park Madrid in Spain

Van Egdom

Van Egdom is presenting new products for 2015, including raft waterslides, high-capacity rides for attraction parks and interactive games inside the waterslides. The Dutch company has worked on Plopsaland in Belgium, Waterpark Aqua

Mexicana at Slagharen in the Netherlands, and Warner Bros Park Madrid in Spain.

Van Egdom specialises in the turnkey project development of water attractions and water playgrounds, designs and builds new water attractions and renovates existing waterparks. ■ **Booth #B534** attractions-kit.net keyword: Van Egdom



IdeAttack's culture park near Beijing, China

IdeAttack

Designer of mixed-use tourism and leisure projects IdeAttack is presenting "Eternity Passage", a major new theme park that it has designed near Beijing, China. The cultural park, which is set to open this summer, is inspired by traditional Chinese culture and high technology, with attractions inspired by both Chinese history and the future. The park is going to be part of Beijing Outlets World in ChangPing County. ■ **Booth #B417** attractions-kit.net keyword: IdeAttack



Intamin's Orlando Eye opened in May

Intamin

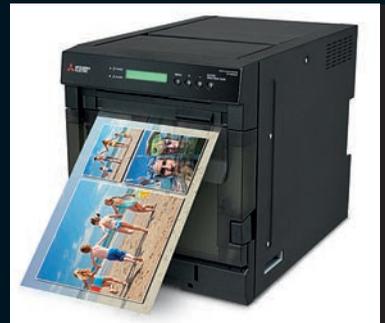
Intamin is celebrating a successful year, with almost 20 rides opening in 2015. At the ride maker's booth at EAS, find out about a number of rollercoaster openings (models include Looping, LSM Launch, Family, Wing, 10-Inversion, Mega Coaster) along with water rides (Rapids Ride, Hyper Splash and Water Coaster), Observation Towers, Free Fall Towers and Wheels such as the 120-metre (394-foot) Orlando Eye which opened in May. ■ **Booth #B707** attractions-kit.net keyword: Intamin



Neverland specialises in parade floats

Neverland

Neverland Themepark Projects specialises in parade floats for all occasions. At EAS, the company is presenting two current projects for Europa-Park in Germany: Island Wodan Bluefire and Märchenwald Auto Eule. The parade is part of the park's 40th anniversary celebrations. The Neverland-designed floats are inspired by existing attractions, the Märchenwald and the Island wooden coaster. ■ **Booth #B648** attractions-kit.net keyword: Neverland



Mitsubishi's W5000 printer

Mitsubishi Electric

Mitsubishi Electric is showcasing its new double-sided photo printer, the high-speed CP-W5000DW, as well as its other printers and PS events software. The new printer produces high-quality, double-sided prints in 75 seconds, which can instantly be made up into a range of personalised photo products. The CP-W5000DW is a compact, budget-friendly printer that delivers prints in multiple photo finish specifications. ■ **Booth #G711** attractions-kit.net keyword: Mitsubishi

EAS

Euro Attractions Show

Location: Swedish Exhibition & Congress Centre, Liseberg, Gothenburg, Sweden

Dates: 6-8 October 2015

Who's there: 425 exhibitors and more than 10,000 attendees

What's on: 20 hours of educational sessions and tours

Tickets: \$65 for members and \$85 for non-members



For full company and contact details please visit attractions-kit.net



Highway 66 comes in a variety of themes

QuibicaAMF

QuibicaAMF is showcasing two new products at EAS, Highway 66 and the Suite Spot. Highway 66 brings a whole new level to mini bowling attractions, available in eight standard themes and with state-of-the-art on-lane entertainment. Suite Spot is designed to maximise group and party business, delivering more fun, more ways to socialise and a comfortable, easy and relaxing experience for people of all ages. ■ **Booth #C601**
attractions-kit.net keyword: Quibica



Waterplay's Cirque line of products

Waterplay

Aquatic play specialists Waterplay Solutions is presenting the Cirque collection at EAS in Sweden. It's a new line of products that brings the circus tent to the aquatic play pad. This troupe of whimsical, looping play features will delight kids with a spectacular water show, including the Boingo spray, the Cannonball dumping bucket and the towering Aqua-knot. Cirque provides fun for children all ages. ■ **Booth #A214**
attractions-kit.net keyword: Waterplay



Rainbow Productions: mascot maker

Rainbow Productions

Mascot manufacturer and licensed character events company Rainbow Productions returns to EAS in 2015. The company works with attractions, IP owners and retailers across the UK, Europe and Middle East. The firm also works on high-profile sports projects and created the UEFA EURO 2016 mascot. Visitors to the booth can find out more about the benefits associated with investing in mascot costumes. ■ **Booth #B1329**
attractions-kit.net keyword: Rainbow



Niceberg's library includes Steam Speed

Niceberg

The Niceberg Distribution 3D/4D ride movie library is growing rapidly, with eight new titles added since EAS 2014, including *Sunny Bunnies Adventures*, *Sunny Bunnies on the Moon*, *S.W.A.T.*, *S.W.A.T. 2* and *Steam Speed*. The rides bring stunning SFX and storytelling together for the enjoyment of a large audience. Niceberg Studio's latest 3D attraction film production, *Little Dolphin*, will also be on show. ■ **Booth #B239**
attractions-kit.net keyword: Niceberg



Skidata provides secure intuitive access

Skidata

Skidata Group, an international leader in the field of access solutions and management, has almost 10,000 installations worldwide in ski resorts, major airports, sports stadiums and amusement parks. Skidata is presenting its latest solutions at EAS this year, designed to provide secure and reliable access and entry control for people and vehicles – solutions that are intuitive and easy to use. ■ **Booth #C004**
attractions-kit.net keyword: Skidata



Huss's single seat Enterprise 2G

Huss

Huss is highlighting Enterprise, a classic ride that's been brought back into the ride portfolio. As with the Condor, which was recently re-launched as Condor 2G (2nd Generation), the Enterprise ride is being given a complete makeover. Enterprise will be available as Enterprise 2G, Enterprise 2GH (2nd Generation Hybrid – with suspended seats and gondolas) and Enterprise 2GH-Plus (2nd Generation Hybrid with a tilt action). ■ **Booth #B1014**
attractions-kit.net keyword: Huss



For full company and contact details please visit attractions-kit.net



Sally Corporation recently launched two Justice League dark rides in the US

Sally

Dark ride and animatronic manufacturing company Sally Corporation is presenting its newly opened Justice League attractions, located at Six Flags Over Texas and Six Flags St Louis. Justice League allows guests to team up with

the likes of Superman and Batman for an adventure in Metropolis. Sally is also displaying its new line of interactive mixed-media dark rides. Of course, one of the company's lifelike animatronic characters is going to be greeting attendees as well. ■ Booth #B1.132 attractions-kit.net keyword: Sally



Interlink's log flume at Djurs Sommerland

Interlink

Interlink is announcing details of two new products: a dark ride attraction and a themed water coaster. Founded in 1982, Interlink designs, manufactures and supplies a wide range of water rides, including log flumes, super flumes, mini flumes, rapid rivers, water battles, spin boats, big chutes and enchanted rivers. The company also offers panoramic towers, transport systems and rollercoasters. These can be custom designed to suit the requirements of the client and location. Interlink also sells used rides, including coasters, airplane rides and family rides. ■ Booth #B238 attractions-kit.net keyword: Interlink



Batman: The Ride, by S&S Worldwide

S&S Worldwide

S&S Worldwide has opened its newest ride at Six Flags Fiesta Texas in San Antonio. Batman: The Ride, a 4D Free Spin coaster, utilises magnetic technology to induce spins throughout the track. With a track that is stacked vertically there are no turns on the ride. The three layers of track feature speed bumps and two beyond-vertical raven drops. Each vehicle holds eight passengers, four on each side of the track. ■ Booth #B914 attractions-kit.net keyword: S&S



nWave's new film is set in Egypt

nWave

nWave is launching its newest attraction film, *Tomb Racers 3D/4D*, a Red Star production distributed exclusively worldwide by nWave Pictures Distribution. Racing through the blistering heat of windswept deserts, three treasure-hunters risk their lives to locate the legendary Lost Tomb of Egypt. Battered by dust storms and threatened by marauding crocodiles, danger lurks at every turn. Will the treasure be revealed? ■ Booth #B727 attractions-kit.net keyword: nWave



Premier Rides are thrill coaster specialists

Premier Rides

Premier Rides, known for its high-tech magnetic-launch rollercoasters, is highlighting *Zombie Coaster* which opens this summer at Bosque Magico. The Mexican park will then boast the first high-tech, magnetically-launched rollercoaster in the country. It features 90-degree vertical twists and the highest inversion in Latin America. Multiple trains are capable of multi-directional movement and speeds of up to 100kph (62mph). ■ Booth #B918 attractions-kit.net keyword: Premier



For full company and contact details please visit attractions-kit.net



Mondial's Wind Seeker tower ride

Mondial

Mondial was founded in 1987 in the Netherlands. Success accelerated with the Mondial Giant Wheel, and continued with the in-house designed Flat, Family and High Thrill Rides. All Mondial products are designed and built to the highest quality standards and latest specifications. Mondial has developed a wide range of rides that can be seen in many prestigious theme parks throughout the world. ■ Booth #B413 attractions-kit.net keyword: Mondial



Holovis reveals its latest immersive dark ride and its newest technology

Holovis

Holovis will be presenting its latest interactive immersive dark ride and FEC gaming technology at EAS in Gothenburg. Taking place in a 9-metre (30-foot) dome setup, visitors will be drawn into the

action of the story with highly accurate interaction and complete multi-sensory immersion. Riders will be immersed into the virtual world, enjoying perfectly synched motion through Holovis's latest motion seats. ■ Booth #C104 attractions-kit.net keyword: Holovis



The Constrictor and Rattler fusion slide

Whitewater West

Discover Europe's first fusion waterslide, a unique Constrictor and Rattler combination at Aquaparc in Le Bouveret, Switzerland. The Houla Hoop combines two distinctive ride experiences: the Constrictor's high banking turns and the Rattler's fast near-vertical oscillations. Squeezed tightly amongst the existing waterslides, the massive Houla Hoop had to be carefully positioned by WhiteWater's slidepath designers. ■ Booth #B607 attractions-kit.net keyword: Whitewater



Wattman reveals an updated Maxi Express

Wattman

Wattman Europe is debuting its Wattman Maxi Express XT train in Gothenburg. The new edition train is being developed in response to customer requests for a Maxi Express that was stronger and able to adapt to different weather conditions. The original Maxi Express is suited to most outdoor operations, but with the addition of the more muscly XT to the range, customers in more extreme climates are catered for too. ■ Booth #C329 attractions-kit.net keyword: Wattman



The rotating flying theatre by Simworx

Simworx

Simworx partnered with Mondial to launch an innovative flying theatre attraction. The 360° Rotating Flying Theatre uses technologies from the two companies, and is intended to give riders the sensation of flying as they watch a film on a large dome screen. Also visit the booth to find out about a Simworx experience at Merlin's new Shrek's Adventure attraction – riders voyage on a Flying Bus, with 3D animation and special effects. ■ Booth #B1018 attractions-kit.net keyword: Simworx

Merlin records weak summer at UK theme parks

After suggesting that the rollercoaster crash that seriously injured four people in June could affect profits by up to £50m (US\$77.6m, €70m), Alton Towers operator Merlin Entertainment has confirmed a notable slump after weak trade through the UK's summer months.

"The trends we reported at the half year have continued throughout the summer," said Merlin chief executive Nick Varney, reiterating the comments made in July. "Although difficult to assess at this stage, we continue to believe that there may be an ongoing adverse impact on the resort theme parks operating group profitability in 2016."

Thanks to strong trade for Merlin's Legoland theme parks in North America and Germany, group like-for-like sales for the 36 weeks ended 5 September were up 0.3 per cent. However, this still reflects a slow in growth which was at 2.8 per cent at the halfway point of 2015. A weak Euro also contributed to lost revenue at Merlin's London attractions, which have high visitor numbers from the continent.



Merlin has said the Smiler incident is also likely to have an impact on profits in 2016

Despite its woes in the UK, Merlin is predicting profit before tax to be "broadly in line" with 2014's results, which came in at £249m (US\$372.5m, €329.2m) for the year.

The company made several investments into new attractions at its UK theme parks this year, which helped to offset the drop.

More: http://lei.sr?a=p5g7Y_A



Nile crocodiles will be a main feature

Dubai confirms plans for AED22m crocodile park

Plans for a crocodile park in Dubai are to be realised after the city's civic body confirmed plans for the AED22m (US\$6m, €5.4m, £3.8m) development.

Set to contain hundreds of crocodiles, the park will also act as a breeding centre, with the animals grouped as such that they will reproduce and socialise as they would in their natural environment. Nile crocodiles – the largest freshwater crocodiles in the world – will be one of the park's main attractions.

More: http://lei.sr?a=C3N5T_A

Eli Broad's gift of philanthropy opens to the public in Los Angeles, California

The Broad, a new contemporary art museum, has become the latest addition to the Los Angeles cultural sector with the free-to-visit attraction opening to the public on 20 September.

Designed by Diller Scofidio + Renfro (DS+R) in collaboration with Gensler, the museum, which somewhat resembles a cheese grater, cost US\$140m (€123m, £91.6m) to develop, with funding coming from billionaire philanthropists Eli and Edythe Broad, founders of the The Broad Art Foundation.

The 120,000sq ft gallery and museum offers two floors of exhibition space centred



The new art museum offer two floors of exhibition space

around an archive known as 'the vault', which takes up the second floor. With most museum design developed to keep the archives out of site, the Broad counters this, with the vault playing a key

part in the visitor experience. DS+R have also created a 24,000sq ft (2,230sq m) public plaza, offering Downtown LA a public space and a pedestrianised area.

More: http://lei.sr?a=B2d6j_A



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Europa Park adds VR experience to rollercoaster

Europa Park has teamed up with Mack Rides to debut a world first, incorporating virtual reality into its oldest rollercoaster to create a whole new experience for visitors to the attraction.

With several theme parks having toyed with the concept of using virtual reality on rollercoasters, Europa Park is the first to implement the technology, using the wireless Samsung Gear VR headset to completely transform the world around them.

“The VR glasses create an immersive experience that would be almost impossible to surpass. It won’t work if you look at the same movie at home in your living room, it’s what you see and what you feel,” Steffen Kottkamp, director of MackCreative at Europa Park, told *AM2*.

“One possibility is giving an existing coaster a new chance. That’s the way we did it here, this is our first step. In the end there will be a lot of companies that will want to build a new coaster and integrate virtual reality from day one.”

Kottkamp also revealed that Mack, which also owns Europa Park has



Riders wear the Samsung Gear VR headset which takes them to a whole new virtual world

started to distribute the one-of-a-kind technology to interested parties.

“If you ride the coaster you feel like this is an immersive experience you’ve

never had before, so we are trying to make a business model out of it and sell it to theme parks worldwide,” he said.

More: http://lei.sr?a=F2Z7C_A



The experience debuted at Comic Con

VR experience *Sleepy Hollow* wins Emmy award

A virtual reality experience set up at this year’s Comic-Con is the first VR film in history to win a prestigious Emmy award.

The *Sleepy Hollow* experience, based on the TV adaptation of the classic horror story, won the Emmy for ‘user experience and visual design’, a sign that VR is moving closer to the mainstream market as hardware such as the Oculus Rift, Samsung Gear and Microsoft HoloLens gear up for a commercial push.

More: http://lei.sr?a=J5C4k_A

VR startup Jaunt secures US\$65m to develop immersive technology

A startup virtual reality company in California’s Silicon Valley has secured US\$65m (€58m, £42m) from a number of global companies including Disney as media and entertainments companies start to invest in new forms of immersive technology.

Other investors in the Jaunt, which has total capital of around US\$100m (€89.3m, £64.6m) include companies such as Sky, German media conglomerates Axel Springer and ProSiebenSat.1 Media, government investment firm China Media Capital and Evolution Media Partners.



Paul McCartney performed in Jaunt’s first VR experience

Jaunt offers a different kind of virtual reality to other companies, creating and distributing live-action VR content, differing from the computer-generated content filling the market. Using a

spherical 24-lens camera, Jaunt takes footage shot from each lens and threads it into one single image creating a high-definition representation of the real world.

More: http://lei.sr?a=f6q3G_A

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St Michael's Mount

Head of Island Operations



Location: West Cornwall

Salary: Approx. £40,000

Closing date: Sunday 11th October 2015

About St Michael's Mount:

As one of the most instantly recognizable landmarks in the country, St Michael's Mount is a National Trust property, family home, island community and entrancing visitor destination all rolled into in one.

St Michael's Mount welcomes as many as 300,000 visitors a year into the castle grounds, gardens and village. The island has a restaurant, café, two shops and a picturesque harbour. It's also home to 12 families which play a vital supporting role in its upkeep, such as running the boats and tending to the gardens. From the peak Summer seasons of April through to October, more than 90 of our seasonal staff members will be welcome on board to offer our visitors an enjoyable day out on the Mount.

About the role:

We are seeking an exceptional General Manager with a passion for and commitment to St Michael's Mount to work with the CEO and the St Aubyn family to run all aspects of the business and manage the island team to deliver a memorable visitor experience and to achieve the financial targets in the commercial areas.

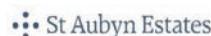
The Head of Island Operations provides leadership and direction for the Castle and Gardens, Car Parks, Catering, Retail and Boating. They will also be in charge of National Trust operations including Conservation and Maintenance through the Castle Steward & Island Facilities Manager, as well as membership recruitment through the National Trust Recruitment Team and Events.

About you:

Proven experience within a commercial and operational role in a similar business (over 200,000 visitors) is essential. As the leader of a large team of customer facing people you will be able to communicate effectively at all levels to motivate and drive results and be able to create a positive and innovative working atmosphere. You will have excellent organisational skills, enjoy challenging situations and getting into the operational detail. You will be able to demonstrate sound commercial and business acumen that has been proven in your previous roles and have experience of managing trading enterprises. On top of your commercial and operational expertise, you must have a contagious passion for delivering exceptional standards, service and storytelling in a b2c environment.

For more details and to apply, please visit:

www.stmichaelsmount.co.uk/work-for-us



SOCIAL MEDIA & MARKETING MANAGER



DEPARTMENT: Head Office
RESPONSIBLE TO: UK Operations Manager

MAIN PURPOSE OF THE JOB

To be responsible for developing and maintaining marketing strategies to meet agreed company objectives. To evaluate customer research, market conditions competitor data and implement marketing plan alterations as needed. Oversee all marketing, advertising and promotional activities.

ORGANISATION CHART

UK Operations Manager
 Sales & Marketing Manager

KEY TASKS

- Social Media & marketing to NUK's leisure facilities.
- Demonstrate technical marketing skills.
- Knowledge base of Google analytics, Mail Sender (or similar) and CMS systems
- Develop NUK's annual Sales & Marketing plan in conjunction with The UK Operations Manager. This should detail the year's activity to meet agreed company objectives.
- To manage www.namcofunscape.com in conjunction with incumbent marketing agency, to involve SEO, strategic location & group offers etc.

- To develop & evolve NUK's social media journey & demonstrate a working knowledge of how these campaigns can & should be ran.
- Budget management, delivering all marketing activity within the agreed budget.
- To manage all aspects of print production, receipt and distribution.
- To achieve frequent, timely and positive media coverage across all available media.
- To conduct market research in order to identify market requirements for current and future activity.
- To develop and implement a company-wide plan to push activities, working with all departments for its execution.
- To analyse potential strategic partner relationships.

Applications to be made to Rob Cook
Operations Manager rcook@namco.co.uk
Closing date: 19th October 2015



For more details on the following jobs visit www.am2.jobs or to advertise call Sarah on +44 (0)1462 471908



■ Social Media and Marketing Manager

Company: NAMCO UK Ltd

Job location: London, UK

■ Head of Island Operations

Company: St Michael's Mount

Job location: West Cornwall, UK

■ Zoo Manager

Company: Drayton Manor

Job location: Tamworth, Staffs, UK

■ Marketing Manager

Company: Madame Tussauds Hollywood

Job location: California-Hollywood, United States

■ Senior Project Manager - Leisure

Company: AECOM

Job location: Hong Kong or Shanghai, China

■ General Manager

Company: Oakwood Theme Park

Job location: Narberth, Pembrokeshire, UK

■ Customer Excellence Advisors

Company: Merlin Entertainments Group Ltd

Job location: Chessington, Surrey, UK

■ Senior Entertainment Design Lead

Company: AECOM

Job location: Hong Kong or Shenzhen, China

■ Groups and Travel Trade Sales Manager

Company: Castle Howard

Job location: York, UK

■ Commercial Manager

Company: Sea Life

Job location: Missouri-Kansas City, United States

■ Entertainment Lead

Company: Sea Life

Job location: Texas-Grapevine, United States

■ Maintenance and Service National Support Manager

Company: Bourne Leisure-Butlins

Job location: Flexible location with UK travel, UK

■ LEGOLAND Discovery Center Master Model Builder

Company: LEGOLAND kansas

Job location: Missouri-Kansas City, United States

■ Commercial Host

Company: Legoland Discovery

Job location: Massachusetts-Somerville, United States

For more details on the above jobs visit www.am2.jobs

Hayao Miyazaki's magical landscapes to become a reality with nature park

Oscar-winning filmmaker Hayao Miyazaki has revealed plans to create real-life versions of the landscapes from his imaginative anime films, with designs for a 10,000-acre (40,000sq m) nature park on a remote island off the coast of Japan.

Miyazaki, who retired from filmmaking in 2013, will recreate the magical worlds seen in classics at the theme park on Kume Island in Okinawa.

As with Miyazaki's films, such as *Spirited Away*, *Howl's Moving Castle* and *My Neighbour Totoro*, the unique attraction will be centred around nature. Included on the forest-filled island will be



Hayao Miyazaki's films have all been based around nature

a library, accommodation to sleep up to 30 people and as few man-made attractions as possible. Existing playground equipment will be replaced with "an interactive site where children can enjoy nature through five senses."

¥300m (US\$2.5m, €2.2m, £1.6m) will be invested by Miyazaki, with development of facilities and landscaping starting in Q2 of 2016 and an opening date of 2018.

More: http://lei.sr?a=n7b7q_A

Banksy's twisted Dismaland generates £20m for town of Weston-super-Mare

Banksy's dystopian spin on Disneyland has generated more than £20m (US\$30.5m, €27.3m) for the British seaside town of Weston-super-Mare since it opened six weeks ago.

Satirising the theme park and tourism industries, Dismaland has somewhat ironically given a great boost to the industry it has poked fun at, with the town's tourism businesses – such as hotels, B&Bs, restaurants and seaside attractions – reporting significant boosts in revenue, according to tourism body Visit Somerset.

The Hoteliers Association also reports



150,000 people have visited the pop-up visitor attraction

that an additional 50,000 nights have been sold in Weston-super-Mare's hotels, with each guest spending an average of £150 (US\$227, €203) per night including

dinner and drinks.

More than 150,000 people have visited Dismaland, with the pop-up selling out its entire ticket allocation.

More: http://lei.sr?a=c4t8k_A

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)

T: +44 (0)1536 513 397 W: www.farmattractions.net

NAVET

T: +46 (0)33 41 00 09 W: www.navet.com

Outdoor Amusement Business Association (OABA)

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

The Aquarium & Zoo Facilities Association (AZFA)

E: rjf@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 (CASCC)

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