

Ever-evolving tech changing the virtual game

A leading design studio specialising in emerging technology is changing the game when it comes to virtual reality.

Inition – a multidisciplinary production company in London which creates unique experiences harnessing creative minds and emerging technology – has been experimenting with VR for several years. It has worked with many high profile clients such as the V&A and Facebook, using VR to enhance visitor experiences.

As an emerging technology, VR to the mass market is a very new concept. Jay Short, who is new business and sales director for Inition, told *AM2* that for VR to thrive and grow its reputation, the



2016 has been labelled as make-or-break for virtual reality

technology has to advance with the times or risk stagnating.

“Because virtual reality is so fresh to the majority of the popu-

lation, limitations in terms of things like graphics quality are counterbalanced by 360 degree immersion,” he said. “Your

brain forgets because it gets so engaged with the environment.

“As people become more acclimated to VR, you’ll need to do more to engage them and the narrative will become more and more important. Look at a videogame like *Resident Evil*,” he added. “You look back at it now and think ‘how was I scared by that incredibly pixelated kind of zombie dog?’ It’s because it was new and a big shift in terms of quality.

“In terms of VR, things have to move forward. If your graphic quality doesn’t improve, it’s going to be harder to convince people to adopt the technology as the novelty wears off.”

More: http://lei.sr?a=D2r9j_A

Attractions Foresight identifies trends of 2016

Biofeedback, dementia-friendly design and Cuba have been identified as trends and strategies which will have a big impact on the attractions market in 2016 and beyond.

Compiled by the team at *Attractions Management* and *AM2*, the annual *Attractions Foresight* report identifies 20 trends, strategies and technologies which could shape the future of the sector. Previous editions have predicted the rise of virtual reality, the evolution of haptic technology and the use of drones in visitor attractions.

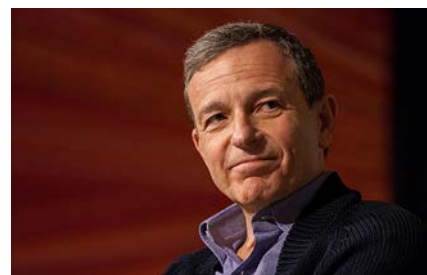
Continued on back cover

Iger defends Disney pricing at annual meeting

Disney chair Bob Iger has said the company’s recent price hike for its US theme parks is actually beneficial to its visitors, as demand pricing will improve the guest experience.

Earlier this month, Disney confirmed plans for a new pricing policy which will see ticket prices increase 20 per cent during peak periods to US\$124 (€113, £88). During off-peak periods, Disney will offer a ‘value’ ticket, which will cost US\$95 (€87, £67) for a one-day pass.

The introduction of seasonal surge pricing to Disney’s US parks is a strategic move to level out demand during peak attendance periods, which Iger told shareholders at the company’s annual meeting would improve the Disney experience.



The strategic move aims to level out demand

“It provides so many different variables for the guests and it may end up providing a slightly better guest experience during the most popular days,” said Iger.

More: http://lei.sr?a=6c8k9_A

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Annual subscription rates are UK £31

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AM2 is published fortnightly by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK and is distributed in the USA by SPP, 75 Aberdeen Road, Emigsville, PA 17318-0437. Periodicals postage paid @ Manchester, PA POSTMASTER Send US address changes to Spa Opportunities, c/o PO Box 437, Emigsville, PA 17318-0437. The views expressed in print are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Limited. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise without the prior permission of the copyright holder. Printed by Preview Cromatic Ltd. ©Cybertrek Ltd 2016 ISSN Print: 2055-8171 Digital: 2055-818X

Virgin Galactic reveals new craft for commercial space travel after crash

Sir Richard Branson's interstellar ambitions have taken flight once more, after Virgin Galactic unveiled an updated version of its commercial spacecraft, which will begin a new round of testing following a fatal crash 16 months ago.

The incident, which killed co-pilot Michael Alsbury and seriously injured pilot Peter Siebold, happened in November 2014. While testing, the craft suffered a catastrophic in-flight breakup and crashed into California's Mojave Desert.

The new Virgin Spaceship (VSS) Unity is the first vehicle to be manufactured by Virgin



Passengers will experience four minutes of weightlessness

Galactic's own manufacturing arm, The Spaceship Company. At present there are plans to create a total of five VSS crafts.

"We're very much looking forward to starting the test programme and getting back

on track," said Branson.

"Together, we can make space accessible in a way that has only been dreamt of before now, and by doing so can bring positive change to life on Earth."

More: http://lei.sr?a=n4e5j_A

Rock and Roll Hall of Fame set to undergo multi-million redevelopment

Cleveland's Rock and Roll Hall of Fame and Museum is undergoing a US\$4.5m (€4.2m, £3.2m) makeover, the first phase of a multi-million dollar redevelopment of the 20-year-old visitor attraction.

Themed around the upcoming *Rock Box* project – a public art installation produced in partnership with Destination Cleveland and the museum – the BRC Imagination Arts-designed plaza will follow a black and red theme, with black intended to evoke black leather and red to represent the energy of music.

The exterior of the museum in phase one will



Kiss are among the bands in the Rock and Roll Hall of Fame

feature new grass areas, lighting, loudspeakers, a concert stage and an outdoor café. Additionally, the museum's main plaza will gain a striking work comprised of a row of

6-foot-tall red letters spelling the words "Long Live Rock".

Interior design will include a redesigned first floor and lobby, featuring retail and café areas.

More: http://lei.sr?a=m4z8p_A

Disneyland's first president Jack Lindquist dies

Jack Lindquist, a legend within the attractions industry and Disneyland's first president, has died aged 88.

Lindquist who was honoured last November with an induction into the IAAPA Hall of Fame, and was inducted as a Disney Legend in 1994, was iconic in the attractions sector.

Hired by Walt Disney a few months after the park first opened in July 1955, Lindquist would spend nearly four decades working in senior roles at Disneyland.

Working as a marketing executive for nearly 30 years and later being named president of Disneyland California in 1990 until his retirement in 1993, industry leaders have called Lindquist a pioneer, credited with founding and greatly expanding the arts and sciences of attraction promotion, with many of his techniques replicated industry-wide.

Speaking in November during a packed Legends session at IAAPA, Lindquist expressed his hope for the future of the sector, saying that there was "more opportunity than ever", praising exponential growth in recent years.



Industry leaders credit Lindquist with founding the art and science of attraction promotion

"Look at the number of new theme parks, waterparks and so forth," he said. "The industry is growing tremendously. I don't know where the next Walter Knott is coming

from but it's not important because it's a new world with new challenges and you are going to make this happen in the future."

More: http://lei.sr?a=x6s9F_A

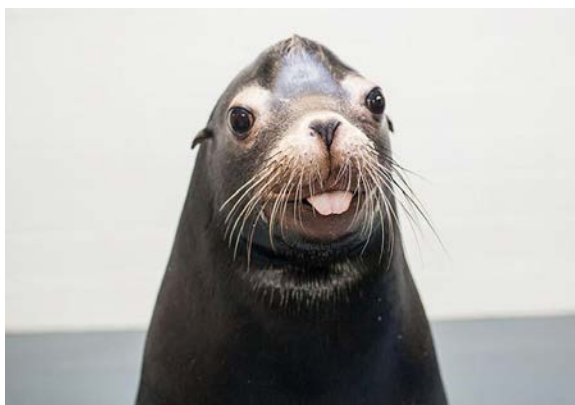
Sea lions return to Georgia Aquarium this month with new US\$40m exhibit

Georgia Aquarium is readying its brand new US\$40m (€36m, £28.7m) sea lion exhibit, marking the animals' return to the attraction for the first time since 2008.

The sea lions, which were relocated when the aquarium started work on its dolphin facility, will return after an eight-year absence.

The aquarium has an active sea lion preservation programme, with a portion of earnings supporting this work. Among ten sea lions to call the aquarium home, two rescued puppies will join four other rescued sea lions deemed non-releasable.

The new area, called the Suntrust Pier 225 gallery, will



The aquarium has an active sea lion preservation programme

be an interactive exhibit with trainers. Other improvements for the aquarium include a new Dolphin Tales show and a renovated 4D theatre.

Before the official opening of Pier 225 on 31 March,

visitors will be able to learn about the new experience from trainers, who will host educational talks and hold public training sessions with the sea lions.

More: http://lei.sr?a=p9W2W_A



AR combines the real and virtual world

Hololens goes on sale to developers for US\$3,000

Microsoft has made its Hololens developer kit available for pre-order at a price of US\$3,000 (€2,750, £2,150) ahead of the technology's public release.

Shipping to qualified developers on 30 March, the technology will be used to create augmented reality (AR) apps, along with the additional components to enhance the technology further for its eventual commercial release.

The beta's release is limited, with only those in Microsoft's Windows Insider programme able to apply.

More: http://lei.sr?a=N5z5S_A

FIFA museum won't shy away from controversies

Stefan Jost, managing director of FIFA's World Football Museum in Zurich, has said he won't let turmoil within the body affect the museum following its launch.

With FIFA in the midst of a corruption scandal, Jost said that will not affect operations at the museum, which has a mission statement to bring people closer to football through knowledge, understanding and enjoyment. He added that the museum would not shy away from the controversy, however, which is now part of world football's history.

"We are a museum. We have to show all facets – good or bad – of the development of FIFA," said Jost, speaking exclusively to *AM2*. "With the recent turbulences within FIFA, it's difficult for us because we don't have the distance. Because it's an ongoing case, we don't know everything about the investigations, so it would be premature to say something right now and then one or two months down the line say 'oh well that's wrong or that's changed'. It will come and we will definitely be presenting it."



Jost says the museum will show all facets – good and bad – of the development of FIFA

The 3,000sq m (32,300sq ft) museum is part of a larger CHF150m (US\$151.1m, €137.7m, £108.6m) development that includes the CHF30m (US\$30.2m, €27.5m,

£21.7m) museum, in addition to luxury apartments, a restaurant, a sports bar, a shop, FIFA office space and a conference centre.

More: http://lei.sr?a=G7r3c_A



The museum could boost tourism

Alice Springs Aboriginal art museum proposed

Money has been allocated by the leader of the opposition to open an indigenous art museum in Australia, acting as the focal point for an indigenous arts trail.

The Alice Springs art gallery would receive AU\$50m (US\$35m, €33m, £25m) in funding if the Labor Party wins power at the August 2016 general election, said the Labor Party leader Michael Gunner.

Plans are in the early stages, but if the idea gets support from the Aboriginal community, designs will be drawn up and construction would start by 2020.

More: http://lei.sr?a=m8R4k_A

Superman virtual reality rollercoasters coming to Six Flags theme parks in 2016

Six Flags has announced plans for *Superman*-themed virtual reality coaster experiences to debut at its parks in the coming months.

Appointing Samsung as its "official technology partner", Six Flags says nine VR experiences will come to its parks. It is the first operator in North America to make the Samsung Gear VR headset publicly available on its rollercoasters. The first VR coasters are scheduled to debut this month, with further additions made through 2016.

Three of the nine coasters will be *Superman*-themed, with riders encountering Lex Luthor and his anti-gravity gun. In VR, riders



Three of nine VR coasters will be themed around *Superman*

soar alongside Superman as he battles Luthor through a series of twists, turns, dips and dives before returning back to the station.

A further six coasters will be themed on New

Revolution, with riders transported to a battle to save planet Earth from an alien invasion, using the world's first interactive gameplay technology on a rollercoaster.

More: http://lei.sr?a=Y4c3k_A

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UNESCO and Italy form heritage protection force

After calls last year to form a UN peacekeeping force to protect heritage sites worldwide, UNESCO and the Italian government have signed an agreement to establish a taskforce focused on the conservation of cultural heritage affected by crises around the world.

Italy's minister for culture, Dario Franceschini, made the call for "blue helmets of culture" – referring to uniforms worn by UN peacekeepers – in March last year, following a spate of destruction of cultural heritage from the Islamic State (ISIS).

Iraq and Syria's heritage in particular has been at the mercy of ISIS as the terrorist group wages war on the Middle East. ISIS has levelled entire ancient cities on its warpath. Among the cultural casualties have been the 13th century BC city of Nimrud, the fortress city of Hatra and the ancient city of Palmyra.

Under the new agreement, Italy will make its experts readily available for deployment on matters related to the conservation of cultural heritage in crises.



UNESCO chief Irina Bokova, believes the move is a big step forward for heritage protection

The new strategy reinforces UNESCO's mandate to protect cultural heritage and promote cultural diversity and pluralism. The body has also called on its member states

to contribute to the strategy, specifically in terms of rapid response and deployment of national expertise in emergency situations.

More: http://lei.sr?a=p5U5z_A



Hendrix moved to the property in 1968

Jimi Hendrix's old London flat opened up as museum

The former London home of legendary music icon Jimi Hendrix has been opened up to the public and turned into a permanent exhibition looking at his life.

Hendrix moved into 23 Brook Street in 1968, using the location to eat, sleep, write music and entertain guests. In its new role as a visitor attraction, his bedroom/living room has been meticulously recreated with the help of Hendrix's then girlfriend, Kathy Etchingham, to offer an authentic experience for fans of the guitar legend.

More: http://lei.sr?a=u7B3f_A

Wet'n Wild Cancun reopens as Ventura Park after US\$6m redevelopment

Wet'n Wild Cancun has undergone a US\$6m (€5.5m, £4.3m) redevelopment to officially reopen as Ventura Park and expand its offering beyond water with a host of new features.

The attraction in Cancun, Mexico, is now run by Ventura Entertainment, which consists of a conglomerate made up of Selvátia, Dolphinaris and Entreteparq.

Prior to its development, the waterpark received 250,000 visitors annually made up of a mix of tourists and local visitors.

Retaining elements such as the waterpark's wave pool, slides and lazy river, Ventura Park offers a new



The waterpark receives 250,000 visitors annually

Caribbean theme with a restaurant and beach club by the sea for relaxation.

A number of new dry rides and attractions, including go-karts, zip lines, hanging bridge tours, VR games and

amusement rides, are now included. Split into seven "worlds", the park also features a kid's pool, swim-up pool bar and a dolphin swimming experience.

More: http://lei.sr?a=d2s2b_A

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18-20 APRIL 2016

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Mansion House, Dublin, Ireland

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the museum of tomorrow. MuseumNext Dublin will be the eighth European conference and will feature a day of activity highlighting Dublin followed by two days of curated conference sessions.
Email: kala@museumnext.com
www.museumnext.com/conference

for global and local stakeholders in the amusement and entertainment industries that are looking for a strong entry into these markets. The show in 2015 ushered in more than 300 firms from across 33 countries, and attracted 7189 quality trade visitors and 64 new exhibitors. For its 22nd edition, DEAL 2016 expects to witness an even larger gathering of key players and visitors in the amusement industry from Middle East, African, Mediterranean, and Asian countries. With last year's show breaking the record of the number of new and old exhibitors and visitors since the show's inception in 1995, DEAL has developed into an unrivalled platform that gathers exhibitors, buyers, and professionals from the international amusement and entertainment industry.
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SeaWorld results suggest company stabilising

Attendances and revenues at SeaWorld attractions during 2015 were reported as almost the same as the previous year, as CEO Joel Manby insists the marine park company is stabilising.

Manby also announced progress in SeaWorld's global expansion plans, saying the company had "moved to the next phase of our international development strategy" and signed an MoU with a Middle Eastern partner.

SeaWorld Entertainments released its annual earnings report last week, showing revenues of US\$1.37bn (€1.26bn, £986m) in 2015 - compared to US\$1.38bn (€1.27bn, £994m) in 2014 - and park attendance of 22.47 million, compared to 22.40 million in 2014.

EBITDA income for last year was US\$361.1m (€332.2m, £260m), compared to US\$370.1m (€340.4m, £266m) the year before. Net income for 2015 was US\$49.1m (€45.2m, £35.4m), slightly less than the US\$49.9m (€45.9m, £35.9m) for the preceding year.

In the final quarter of last year, attendance and revenue also grew, though Q1 2016 has seen numbers weaken as bad weather deters visitors.



SeaWorld CEO Joel Manby says the company is focused on delivering its conservation message

"These results are continued indications that the business is stabilising," said Manby. "Our near-term priorities remain clear: execute our strategy with a focus on opera-

tional excellence and deliver the consistent and sustainable financial performance expected of our great organisation."

More: http://lei.sr?a=k2C2t_A



Dragon Quest has sold 66 million units

Dragon Quest museum coming to Tokyo in 2016

A museum dedicated to videogame series *Dragon Quest* is coming to Tokyo, Japan, commemorating the 30th anniversary of the game's release.

Opening in July 2016, the museum will occupy the ninth floor of the Shibuya Hikarie skyscraper, open daily to the public between 24 July and 11 September.

The pop-up will feature several themed attractions and exhibits based on the series, including the original 8-bit *Dragon Quest* game, up to the latest release, *Dragon Quest X*.

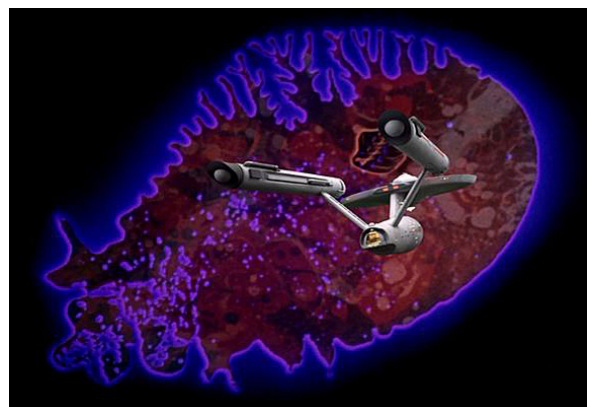
More: http://lei.sr?a=H6U8v_A

Escape Velocity! Kickstarter campaign launched by Museum of Science Fiction

The upcoming Museum of Science Fiction has launched a Kickstarter campaign for a futuristic version of the World's Fair, where STEAM and science fiction will be used to create a unique educational event for visitors.

Known as Escape Velocity!, the science-fair-meets-science-fiction convention, will combine real science and technology innovation with art and cosplay.

Held at the Gaylord Hotel at National Harbor in Maryland, US, the event - which is partnered with NASA - will include a gala awards dinner, Space Party,



The concept is based on science-fair-meets-science-fiction

75 panels and technology demonstrations.

Up to 10,000 people are expected to attend the event, which is using Kickstarter to reach its US\$18,000 (€16,500,

£12,800) funding goal, with fundees purchasing hotel accommodation and tickets, as well as pins, t-shirts, signed guest photos, and special access to VIP areas.

More: http://lei.sr?a=s8q3g_A

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



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iSandBOX uses depth-measuring sensors for an AR experience

Augmented reality sandbox targets kid's attractions

iSandBOX is an interactive sandbox designed for the children's market, combining the tactile and physical nature of the sandbox with augmented reality.

The educational tool can be used in museums, science centres and visitor attractions to help teach children in a way that is innovative and hands-on.

iSandBOX works using depth-measuring sensors that

calculate the distance from the bottom of the box to the surface of the sand. A software program then uses that data to talk to the projectors, which emit different coloured lights on different surface heights. Realistic and textured images of water, mountains, volcanoes and the like are projected onto the sand.

The product was created by Universal Terminal Systems.



The show embraced a construction site as a stage

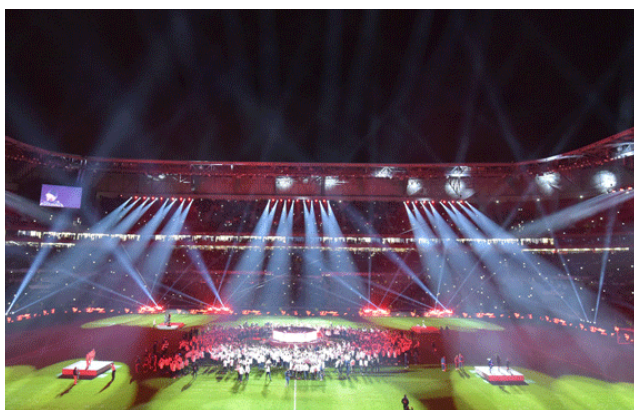
Mission Ferrari Show wins IAAPA Brass Ring Award

The Business Creative devised Mission Ferrari Show in Abu Dhabi, recently won IAAPA's Brass Ring Award in the category of best sports show performance.

"Ferrari World Abu Dhabi wanted us to create a temporary concept that promoted a forthcoming attraction, whilst simultaneously using the show itself to take attention away from a construction zone,"

said Jane Maguire, co-founder of The Business Creative.

This led the team to devise a visually dramatic show utilising space provided by the hoarding, screening the construction, as a stage. The team then showcased a rotating replica Ferrari F430 and then threw in a team of world-class acrobats performing gravity-defying stunts for good measure.



The new Grande Stade de Lyon opened with a light show

Robe's moving lights set Grande Stade de Lyon ablaze

A total of 232 moving lights by manufacturer Robe were part of a colourful opening ceremony for the new €415m (US\$455m, £321.2m) Grande Stade de Lyon in France.

The 60,000 capacity stadium will be the home of Ligue 1 football team Olympique Lyonnais (OL), and will host concerts and other sporting events

including the upcoming European Rugby Champions Cup Final in May.

The grand opening show for the new stadium featured a high-energy 'son et lumière' with a cast of 1,500 people and a performance by popular US rapper will.i.am, lit up by Czech Republic-based Robe's BMFL and Pointes lighting products.



The gyro-swing ride, Maelstrom, at Drayton Manor Park

Gateway UK new ticketing provider for Drayton Manor

Gateway Ticketing Systems UK has announced a new partnership with Drayton Manor theme park in Tamworth, UK, AM2 can exclusively reveal.

Gateway's Galaxy system will allow Drayton Manor Park to sell tickets, season passes and other products on the front gate, over the phone and online with direct integration into its existing CRM solution.

The installation of the Galaxy suite will maximise data collection around Drayton Manor Park, helping the attraction build stronger relationships with its visitors.

Gateway said the solution will provide seamless integration for different elements of the attraction, which has a zoo, camping area, hotel and conference facilities as well as its theme park.



British Airways i360 in Brighton is the world's tallest moving observation tower, conceived and designed by Marks Barfield Architects, creators of the London Eye. The glass viewing pod will glide slowly up to 450ft offering visitors breathtaking 360° views of up to 26 miles. Guests can also enjoy the Sky Bar, beachside brasserie, heritage tea rooms, gift shop, exhibition, kids play zone and hospitality rooms. We have a range of fantastic career opportunities at this unique attraction, opening this summer.

Head of Commercial (full-time)

We are looking for a highly driven and commercially astute individual to head up the sales team to achieve a multi-million pound revenue. Reporting to the CEO, you will be responsible for all of our commercial activity including event/venue sales, ticket sales, commercial partnerships, retail catering and kids play zone. The ideal candidate will come from a venue, visitor attraction, hotel or conference centre.

Up to £45,000 pa plus bonus

Sales Managers (full-time)

We have two roles for experienced sales professionals who have ideally worked at a venue, visitor attraction, hotel or conference centre. Your primary job purpose will be to sell events/ functions/ weddings, as well as sell to the travel trade and group market domestically and internationally. One of these roles will manage a team of sales executives.

£27,500 - £32,000 pa plus bonus

Sales Executives (full-time and part-time)

Based in our 7 day a week booking office, you will handle sales calls, up-selling and cross selling our products, packages, events and weddings through our computer reservation system (Maxim). You will liaise with corporate and event clients, hotel concierges, travel agents, schools and the general public.

£16,328 - £21,000 pa plus commission

Financial Controller (part-time)

We're looking for a qualified accountant for a part-time role with flexible hours, ideally with experience in a customer facing environment. You will provide reporting and analysis to the board and CEO on our company's financial performance and lead on the annual budgeting.

Up to £45,000 pa (pro-rata) plus bonus

Operations Manager (full-time)

As part of the operational management team, you will be responsible for leading aspects of our front-of-house operation including the vertical cable car, Sky Bar and boarding/security activities. You will shape, select, develop and train a high-performing front of house team, fit for our iconic venue. This is not a 9-5 job - you will work as the site duty manager on shift.

Up to £40,000 pa

Visitor Services Manager (full-time)

As part of the operational management team you will be responsible for establishing our customer service standards and leading aspects of our front-of-house operation including admissions, retail and play zone. You will shape, select, develop and train a high-performing front of house team, fit for our iconic venue.

This is not a 9-5 job - you will work as the site duty manager on shift.

Up to £40,000 pa

Maintenance and Facilities Manager (full-time)

As part of the operational management team, you will lead a team of in-house engineers, warehouse/ facilities personnel, and manage a number of facilities contracts to ensure a safe, secure, clean and reliable operation for the enjoyment of all of our visitors. The ideal candidate will have an engineering background. Experience of maintaining rides in a visitor attraction would be particularly desirable. This is not a 9-5 job - you will work as the site duty manager on shift.

Up to £40,000 pa

Full job descriptions and details of how to apply can be found on our website

BritishAirwaysi360.com/Jobs

The closing date for all roles is 27th March 2016

Trainee Manager Programme

Our family Theme Parks are thriving and we have recently announced the addition of a brand new resort project at Rother Valley which means we need more great leaders for the future.

Following the huge success of our new Trainee Manager programme in 2015, we are delighted to announce it's return in 2016.

This is a fantastic opportunity to join a rapidly growing business in a challenging leadership role at one of Gulliver's theme park resorts at Warrington, Milton Keynes or Matlock and with one eye on Rother Valley. With a hands-on approach and excellent communication skills, you'll be used to organising and dealing with customers, be innovative with your ideas and have an infectious enthusiasm that engages and inspires those around you.

The Trainee Manager Programme will be structured over a 12 month period starting in May 2016 and will include:

- A number of placements across different areas of the business.
- First class training programme to develop skills and knowledge.
- Senior level mentor from within the business and access to external development coaches and experts.
- Ownership of bespoke projects which will challenge skills and develop learning.

You'll be a high energy, ambitious individual who is prepared to work hard to gain experience and develop new skills in order to progress into more



senior leadership roles within the business. The ability to work across all of our locations is essential and you will be able to demonstrate evidence of a strong work ethic from your previous experiences.

Gulliver's Theme Parks are a family business with a history spanning 38 years. With theme parks in Warrington, Matlock Bath and Milton Keynes, other venues include our hotel & lodges, Spy Zone, Splash Zones, a campsite, Dinosaur and Farm Park and our brilliant NERF Zones.

If you feel you have the desire, attitude and necessary skills for the Trainee Manager positions and want to be part of a great, growing company then please apply below.

Candidates MUST send a Covering Letter with their application – otherwise they will not be considered.

Closing date 25th March 2016. Interview and assessment days will be held on 8th, 9th & 10th April.

Apply Now: <http://lei.sr?a=u2r4G>

Water-Based Leisure Attraction Site Long Lease For Tender Goodrington Sands, Devon, TQ4 6LN

Location: The Goodrington area, Paignton, is one of the principal holiday areas in Torbay, South Devon.

The Site: It is a beachfront location. The park includes 8 water rides, a swimming pool and 2 children's paddling pools.

Ground floor beach shop and takeaway, catering outlet, first floor restaurant with around 70-80 covers, separate catering outlets with offices above and a go-kart site.

Long lease for Tender: Rental offers for a maximum of 40 year lease are sought from an experienced, water-based, leisure attraction operator willing to invest, develop and operate a high quality, leisure attraction facility from this site.

Contact: For tender information please visit: <https://www.supplyingthesouthwest.org.uk/>

This tender is being run as a 2 stage process. Stage One tenders must be submitted in accordance with the criteria set out in the tender documents and are to be received no later than:

Noon, Monday 21st March 2016



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

■ **Head of Commercial**

British Airways i360 Brighton

Salary: £45,000 depending on experience

Job location: Brighton, UK

■ **Health and Safety Director**

Legoland

Salary: Competitive

Job location: California, USA

■ **Maintenance and Facilities Manager**

British Airways i360 Brighton

Salary: £40,000 depending on experience

Job location: Brighton, UK

■ **Financial Controller (part-time)**

British Airways i360 Brighton

Salary: £45,000 pro rata (£18,000) depending on experience

Job location: Brighton, UK

■ **Visitor Services Manager**

British Airways i360 Brighton

Salary: £40,000 depending on experience

Job location: Brighton, UK

■ **Sales Executives**

British Airways i360 Brighton

Salary: £16,328 to £21,000

depending on experience

Job location: Brighton, UK

■ **Sales Managers**

British Airways i360 Brighton

Salary: £32,000

Job location: Brighton, UK

■ **Retail Operations Manager**

Legoland Discovery Centre

Salary: Competitive

Job location: Chicago, USA

■ **Watersports Manager and Centre Principal**

The Parks Trust

Salary: Dependant on qualifications and experience

Job location: Milton Keynes, UK

■ **Theme Park Trainee Managers**

Gulliver's Theme Park

Salary: Competitive

Job location: Nationwide, UK

■ **Hollands Wood**

Campsite Manager

Camping in the Forest

Salary: Competitive

Job location: New Forest, UK

■ **New Interactive Gallery, Operations Manager**

Science Museum

Salary: £28,000 - £32,000 pa

Job location: London, UK

■ **Watersports Manager and Centre Principal**

The Parks Trust

Salary: Dependant on qualifications and experience

Job location: Milton Keynes, UK

■ **Head of Operations - Newbury Racecourse**

Conundrum Consulting Ltd on behalf of Newbury Racecourse

Salary: Competitive

Job location: Newbury, UK

■ **Deputy General Manager NAMCO UK Ltd**

Salary: Circa £25,000 - dependent upon experience

Job location: Trafford, UK

■ **Advertisting and Research Executive**

Legoland

Salary: Competitive

Job location: Johor, Malaysia

■ **Guest Experience Host Sea Life**

Salary: Competitive

Job location: London, UK

■ **Commercial Sales Operations Coordinator**

The Eye Brand

Salary: Competitive

Job location: London, UK

■ **Attraction Host**

Madame Tussauds

Salary: Competitive

Job location: London, UK

■ **Retail Assistant (Full Time) Shrek's Adventure**

Salary: Competitive

Job location: London, UK

■ **Public Relations Manager**

Merlin Entertainments Group

Salary: Competitive

Job location: New York, USA

■ **Colouring Assistant (6 Month Maternity Cover)**

Madame Tussauds

Salary: Competitive

Job location: London, UK

■ **Wax Technician (Fixed Term Contract)**

Madame Tussauds

Salary: Competitive

Job location: London, UK

■ **Assistant Management Accountant**

Shrek's Adventure

Salary: Competitive

Job location: London, UK

■ **Centre Manager**

The Look Out Discovery Centre

Salary: £31,846 to £36,571 pa

(plus London Weighting)

Job location: Bracknell, UK

■ **Wax Figure**

Maintenance Manager

Madame Tussauds

Salary: Competitive

Job location: New York, USA

■ **Hylands Events and New Business Coordinator**

Chelmsford City Council

Salary: £23,910-£26,355 pa

Job location: Chelmsford, UK

■ **Marketing and Operations Manager**

Merlin Entertainments Group

Salary: Competitive

Job location: Chessington, UK

■ **Rides and Attractions Maintenance Manager**

Legoland

Salary: Competitive

Job location: California, USA

■ **Water Park Operations Coordinator**

Legoland

Salary: Competitive

Job location: California Resort, USA

■ **Operations Manager**

British Airways i360 Brighton

Salary: £40,000 depending on experience + benefits package

Job location: Brighton, UK

■ **Technical Supervisor**

The Eye Brand

Salary: Competitive

Job location: London, UK

■ **Guest Experience Host**

Legoland Discovery Centre

Salary: Competitive

Job location: Chicago, USA

Cuba, dementia-friendly design and biofeedback all identified as trends

Continued from front cover

Among the trends, identified in the 2016 edition of *Attractions Foresight*, Cuba has been singled out as a hotspot for emerging visitor attractions as relations with the US begin to thaw for the first time in 55 years.

After the US reached an agreement with Cuba to increase co-operation, the number of Americans visiting jumped 36 per cent in five months. Even though business and tourist embargoes remain, investors striking up partnerships now will be ahead of the game for a predicted influx.

The foresight also suggests that an ageing



Cuba has been identified as a hotspot after a 30-year embargo

global population will mean attractions will need to start accommodating dementia sufferers, with easily recognisable signage and well thought-out colour and decor schemes.

Among the foresights, biofeedback has great potential, with sensors able to react to the human body, changing the environment around that person.

More: http://lei.sr?a=Y4Y8W_A

Wanda Group to make multi-billion investment in France's Europa City

The Wanda Group has announced a multi-billion dollar investment into the currently under-development Europa City on the outskirts of Paris.

The €3.1bn (US\$3.5bn, £2.4bn) project – one of the largest ongoing leisure developments on the planet – is gaining investment from Wanda, China's largest private property developer, and its owner Wang Jianlin.

Designed by Bjarke Ingels, Europa City will cover more than 80 acres (324,000sq m) and will include a selection of hotels, restaurants, cultural sites, parks and shopping centres.

Public consultations about the masterplan will



The €3.1bn project is gaining investment from Wang Jianlin

take place between March and June, with the plans expected to be finalised by 2017. Developer Alliances will begin construction in 2019 and the city is due to open in 2024.

Europa City is expected to attract more than 31 million visitors each year and underscores Wanda's ambition to overtake Disney as the leading tourism entity worldwide.

More: http://lei.sr?a=G9P3h_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: rif@tnaqua.org W: www.azfa.org

The Canadian Museums Association

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

The Canadian Association of Science Centres (CASC)

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

Themed Entertainment Association (TEA)

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

World Waterpark Association (WWA)

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

Zoo & Aquarium Association

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