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The news & jobs magazine
from Attractions Management

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22 MARCH 2017 ISSUE 74

EAZA urges zoos to inspire trust following poaching incident

Columba de la Panouse – vice CEO of Parc Zoologique de Thoiry – has urged the zoo community to inspire trust among the general public following events which saw poachers break into the zoo and kill a white rhino for its horn.

Panouse, who is also chair of the European Association of Zoos and Aquaria's (EAZA) Communication Committee, was speaking during the European Zoo Educators Conference, saying that the zoo sector must inspire trust from the public, which will also benefit them at a higher a policy level.

“How you tell your story is crucial,” said Panouse, addressing EAZA delegates. “Even more important than what you say is that you inspire trust. If people don't trust you, you can



Poachers killed the captive rhino in Thoiry Zoo for its horn

say anything you like but it won't matter. Trust is what we're working on at all levels of staff.”

The rhino horn taken in the French attack at Thoiry Zoo is thought to be the first

incident of poaching from a living animal in captivity in Europe.

“One thing that has really been amazing about the whole rhino situation and really comforting for the staff is the overwhelming positive response that we have had from our colleagues around the world and also from the media and the general public,” said Panouse.

“The first thing we did was call the police and then within an hour we alerted EAZA as to what had happened.

“We made sure all of our colleagues would know what was happening so that we could be strong together and answer and potential questions or criticisms that would come.”

More: http://lei.sr?a=j2b2Y_A

AAM condemns US government's transgender rights repeal

The American Alliance of Museums has spoken out against the decision by US President Donald Trump's administration to rescind guidelines that sought to protect transgender students in learning institutions from discrimination.

The LGBTQ Alliance – a professional network of AAM – has condemned the decision, stating that discrimination in any form has “no place in our nation's learning institutions”.

“Museums and cultural institutions strive to provide places where people of every background can safely come together to learn and share from each other's common yet diverse cultural, natural, and social experiences,” said a statement from the body. “We find it difficult to imagine how educational institutions could aspire to anything less.”



AAM says museums must lead by example

The guidelines, which were issued under *Title IX of the Education Amendments of 1972* by then President Barack Obama in 2016, applies to institutions that receive federal financial assistance from the US Department of Education, including state and local educational agencies, including museums.

“As we confront the withdrawal of legal protection, and growing hostility to members of the LGBTQ community, members of the LGBTQ Alliance encourage our museums to actively promote diversity and inclusion in their institutions and communities,” said a statement. “The spirit of *Title IX* remains powerful and we urge thoughtful leaders everywhere to continue to adhere to its lofty goals.”

More: http://lei.sr?a=m7M8Z_A

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Shrek's Adventure London is an immersive, actor-led 90-minute experience

Merlin could pull plug on Shrek's Adventure

Nick Varney has said the future of Merlin's Shrek attraction is up in the air, after Comcast's acquisition of the DreamWorks in 2016.

Since Merlin partnered with DreamWorks on Shrek's Adventure, Universal swooped in with its US\$3.8bn (€3.6bn, £3.1bn) buyout.

"We were pleased with the London attraction and it's doing well," said the

Merlin CEO. "What we don't have from Universal is a guarantee that beyond these six we can continue to roll out more. And so right now we are assessing whether we are going to do the other five, whether we are going to switch to another IP or, basically, selectively do ones in big city centres where we think they'd do well."

More: http://lei.sr?a=4F9N7_A

UK zoo refused licence after nearly 500 animals die in under four years

A troubled zoo in Cumbria, UK, where nearly 500 animals die in its care in less than four years, has been refused a new licence to operate following a unanimous decision by the local council.

South Lakes Safari Zoo in Dalton had 486 animals die under its care between 2013 and 2016 – a death rate of 12 per cent during the period.

Tony Callister, chair of the licensing committee, said the decision was made because it was not satisfied that conservation matters referred to in the Zoo Licensing Act would be implemented.

The zoo, home to 1,500 animals, has had inhabitants die for several reasons, including emaciation, hypothermia, and electrocution.

According to a report on conditions at the attraction, zoo inspectors found "significant



Zoo inspectors found 'significant problems' in multiple areas

problems caused by overcrowding, poor hygiene, poor nutrition, lack of suitable animal husbandry and a lack of any sort of developed veterinary care", adding that Barrow Council should consider prosecuting zoo founder David Gill under the Animal Welfare Act for allowing animals to suffer.

More: http://lei.sr?a=N9a3x_A

New conservation guidelines set for Buddha's birthplace

New recommendations have been laid out for Lumbini – the birthplace of Lord Buddha – following efforts by Unesco to strengthen conservation and management of the World Heritage site.

According to Buddhist tradition, Siddhartha Gautama – who would go on to found the religion as Gautama Buddha – was born at Lumbini in Nepal in 563 BCE.

Held within the framework of the Unesco initiative funded by the Japanese government, the Lumbini International Scientific Committee (ISC) met to coordinate initiatives carried out by the Government of Nepal, development partners and donors.

The ISC meeting laid out a 12-point plan, starting with the recommendation that Heritage Impact Assessment should be conducted before approving any new development within the Greater Lumbini area. On that same line, any new masterplan created for Lumbini or the surrounding area should consider the government and UN-approved development plan.



Lumbini became a World Heritage site in 1997 and is popular among spiritual tourists

The recommendations also call for the safeguarding of the natural surroundings around the area, while sources of air, noise and ground water pollution should be monitored and controlled, with no industrial ventures approved in the Lumbini protection zone.

Lumbini, which became a World Heritage site in 1997, has a number of temples, monuments, monasteries and a museum – the Lumbini International Research Institute.

More: http://lei.sr?a=C8E8a_A

Miami's SkyRise unveils feature attraction with Skyway pods

The team behind Miami's upcoming US\$430m (€407m, £354m) SkyRise entertainment complex has released new plans for the building's main attraction – rotating observation pods at the tower's 1,000ft (304m) peak.

Dubbed "Skyway", cabins will be similar to Merlin's 'Eye' giant wheel attractions, with the 20 pods revolving around a track starting at the 18th floor and ascending to the top of the tower's north face.

According to the planning application, it is envisaged the Skyway will never stop moving, with the attraction making two revolutions each hour, and having a maximum capacity of 600 people during that hour.

All other elements of the tower, which is being developed by Berkowitz Development Group, were approved in December, with a separate application made for Skyrise on 28 February. Other attractions will include the Sky Plunge bungee jumping experience, SkyDrop freefall drop tower, a 'flying' theatre simulator and a number of



The observation pods will climb as high as 1,000ft, offering one-of-a-kind views of Miami

observation decks overlooking Miami.

The tower will also feature a fine dining restaurant, 500-seat ballroom, meeting rooms and several nightclubs and lounges.

Arquitectonica designed the tower, while Miami-based Coastal Construction

and Tishman is working on construction and engineering. With the proposal finally approved in December after being originally tabled four years prior, the development is expected to be complete by around 2020.

More: http://lei.sr?a=D9P2n_A

Park Board votes to ban cetaceans at Vancouver Aquarium

The Vancouver Park Board's long-running debate on cetacean captivity has seemingly been brought to its conclusion after the body voted unanimously to end the practice of keeping whales, dolphins and porpoises at Vancouver Aquarium.

A previous ruling by the Park Board banning the breeding of captive cetaceans collapsed in November 2014 when it tried to push a ruling through at the last minute.

Following the sudden deaths of the aquariums two beluga whales last November, Park Board chair Sarah Kirby-Yung – former vice-president of communications for the aquarium – said that the events justified a vote by city residents on continued whale captivity in the region.

Following two nights of debate over the matter, councillors voted to “bring forward for enactment by the Board an amendment to the Parks Control bylaw to prohibit the importation and display of live cetaceans in Vancouver parks.” The amendment for enactment will be issued by 15 May 2017.



The aquarium's two on-display belugas suddenly died in November last year

“I know our team will continue to fight for nature long after this conversation has ended, and I'm immensely proud to be part of a team that reminds me daily of why people around the

world look to Vancouver Aquarium as a beacon for world conservation,” said Vancouver Aquarium CEO John Nightingale, speaking after the vote.

More: http://lei.sr?a=J7D4R_A

Disney Research uses magnetic fields to create ubiquitous wireless charging

Disney's research arm has revealed plans to use Quasistatic Cavity Resonance (QSCR) to enable purpose-built structures to generate magnetic fields able to charge electronic devices wirelessly.

Creating a magnetic static charge in the air, the QSCR system safely delivers kilowatts of power to mobile receivers contained within a certain range.

According to Disney Research, a quasistatic cavity resonator has been created,

with field applications and power transfer efficiency validated against a series of measured results.

“Wireless power delivery has the potential to seamlessly power our electrical devices as easily as data is transmitted through the air,” said a statement from Disney Research.



The system uses a form of static energy to safely charge the air

“Existing solutions are limited to near contact distances. We introduce QSCR, which can enable purpose-built structures, to generate quasistatic magnetic fields that safely deliver kilowatts of power to mobile receivers contained nearly anywhere within.”

More: http://lei.sr?a=p8m5t_A



Banksy works feature throughout

Banksy opens hotel overlooking Palestine

Street artist Banksy has returned with his latest politically-minded project: a nine-room hotel located next to the controversial barrier wall separating Israel from the Palestinian territories.

The Walled Off Hotel, located in the Israeli-controlled part of Bethlehem, has been opened as both a genuine business venture and a piece of protest art.

Work by Banksy and other artists, a themed bar and interactive exhibits all feature. The hotel directly overlooks the West Bank barrier, and is described as having the “worst view in the world.”

More: http://lei.sr?a=K4a6t_A



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Social fallout at the heart of AAM's 2017 TrendsWatch report

Written by Elizabeth Merritt, the report from the American Alliance of Museums (AAM) identifies the major trends shaping the way museums worldwide will handle affairs, do business and engage visitors

A Mile in My Shoes: closing the empathy deficit

The empathy deficit, something previously discussed by former US President Barack Obama, describes the inability to put oneself in someone else's shoes.

"Researchers across the globe are documenting a decline in this crucial capacity at a time when we dearly need to foster mutual understanding," says the report. "Museums' inherent strengths position them to be effective 'empathy engines' helping people to understand the 'other' and reinforcing social bonds.

"Museums should create environments that foster conversations between strangers and meaningful encounters between people of different backgrounds."

The growing empathy deficit, which according to research has declined by nearly half (48 per cent) over the last four decades, has been tied to a decline in social trust and a rise in discrimination, bullying and hate crimes.

Let Justice Roll Down: the next horizon of civil rights

Justice is being re-examined with a critical eye toward how existing structures create or perpetuate inequality. In a museum setting, this is an opportunity to reflect on how assumptions about power, security and order are embedded in museum operations, while also helping society to navigate "the next horizon of civil rights".

"Museums' communities are being buffeted by the economic, cultural and political fallout from current inequities in the



The report says mass migration is the "defining issue of this century"

"Museums' communities are being buffeted by the economic, cultural and political fallout"

justice system," says the report. "Increasingly, museums are being called on to play a role in addressing these tensions through serving as venues for dialogue, as places of healing, or by acting as advocates for social justice. Museums can help society re-examine the history and current practice of justice in the US. They can create exhibits and programming that respond to current and local events and shape the discussion of how to move forward."

The Rise of the Intelligent Machine

With computers and technologies becoming ever-more complex, AI offers museums tools to manage data, as well as new tools in a creative capacity.

"As AI becomes more effective and affordable, it will become part of the standard toolkit of museums seeking to enhance

their business practices," says the report. "Rather than displacing staff, AI can give smaller museums that can't afford dedicated specialists access to AI-powered legal services, marketing, communication and data analytics. Even exploiting the potential of AI itself will not necessarily require AI-specific expertise, as we develop plug-in applications for the technology."

Reshaping the World: migration, refugees and forced displacement

"Mass migration, driven by conflict, oppression, political upheaval, climate change, environmental disasters and economic distress has been described as the defining issue of this century," says the report, adding that these events reshape the lives of people who are displaced, sparking both the best and the worst of human behaviour.

For museums, it is suggested that they can use their influence to build bridges between established residents and newcomers – to ease fears, build trust, and find common ground.

"Addressing migration gives older cultural museums a way to connect their mission to current events and new community members," it says, while warning of a potential negative backlash from some parties and urging proper training to handle such a situation.

Failing Toward Success: the ascendance of agile design

"Failure is a necessary design process", suggests the report, which argues that in a time of rapid social, technological and economic change, organisations must try new things in order to succeed, requiring a tolerance for risk. With many museum business models experiencing significant disruptions, *TrendsWatch* suggests that they must become "comfortable with positive failure".

"Museums, as a sector, share a culture of perfection that places large bets on getting a product – whether an exhibit, programme or building – right the first time," it says. "This culture is often rooted in traditional, hierarchical management structures that evolved in a time that valued authority and control over collaboration and creativity. Museums that move away from dysfunctional perfectionism have to work consciously to change an organisational culture that discourages risk taking."

HUNGRY FOR THRILL?

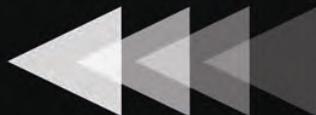


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Derren Brown has worked closely with Thorpe Park on Rise of the Demon, which reopens on 31 March

'Fearless participants' try out Derren Brown's reimagined ghost train at Thorpe Park

Tom Anstey, News Editor, AM2

Thorpe Park has released new test footage for its reimagined version of Derren Brown's Ghost Train, demonstrating the park's promise to "up the fear" with the hair-raising content.

Captured with the approval of the participants, the footage shows Derren Brown's team experimenting on a series of 'fearless' participants, chosen due to perceived ability to withstand shocks and fear.

The trial resulted in some fearful reactions, including curling into a ball, spilling water on themselves and screaming loudly.

"It's a world-first ride – something really innovative," said Dominic Jones, divisional director of Thorpe Park, speaking to AM2 during the trials.

"This is the future of theme parks, especially if you think of all the different elements to it. We got a lot of feedback from

our customers saying they wanted more fear, for it to be scarier, so we gave Derren Brown that problem. I can't give too much away as he's very secretive, as are we, but we've spent the whole winter working on how we can up the fear for Derren Brown's Ghost Train: Rise of the Demon."

The ride is undergoing a grand transformation as the park prepares to reopen for the season on 23 March. Changes have been made to add a sense of realism to the experience, which will follow similar themes but tell a new version of the story.

"It's a whole new destination," said Jones. "There will be elements that our guests will expect but there'll also be lots of changes. The premise of the ride is still Derren Brown's Ghost Train and he's absolutely making it the scariest ghost train ever. There'll still be the technology, the VR, the effects, the movement, live actors – all those things we did last year – but with the ante upped and some nice scares added in.

"Derren is so clever in what he does and how he works. With this ride you question reality itself because it does play with your mind. When you get off Rise of the Demon, you'll think to yourself 'what actually happened?' It's brilliant."



One participant mistakenly decided to hold a bottle of water while taking the trial



Tom Anstey, News Editor, AM2

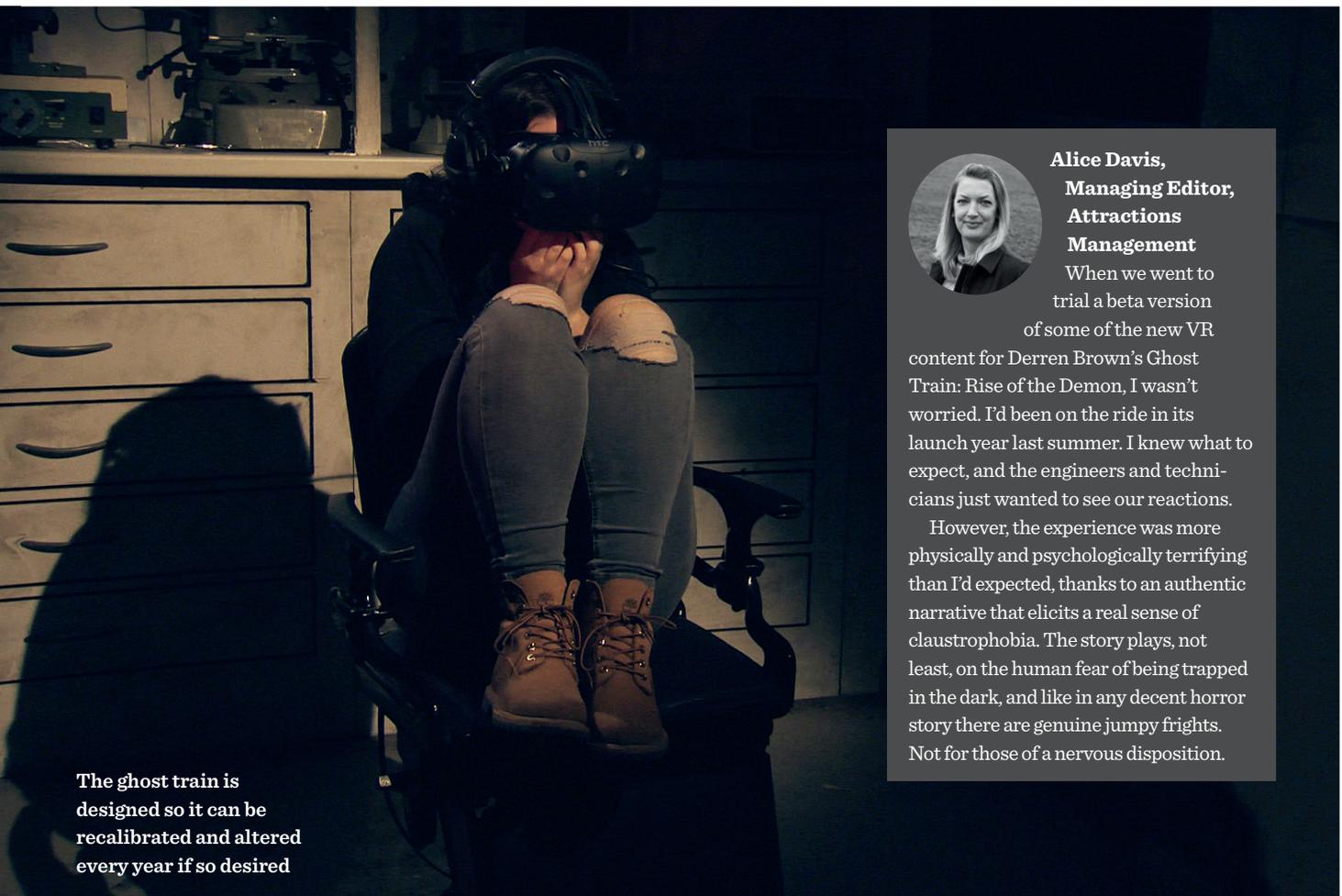
Derren Brown promised to up the scares for his ghost train in 2017 and that's exactly what he's done.

If you had the chance to experience the ride in 2016, you'll know it starts off with a creepy tone, before turning into what feels like the end of an action movie. While a very enjoyable experience, customers said they wanted more fear, and that's what this new version, Rise of the Demon, delivers.

The footage from the test, released by Thorpe Park as part of the ride's advertising campaign, was the VR element of the ride. Starting off in a familiar setting, the experience quickly goes down the avenue of horror, delivering a chilling experience based in reality that gives you that feeling elicited from only the most iconic of horror movies. If the trial run was anything to go by, then Rise of the Demon is going to set the standard for such attractions in the future.



Derren Brown was asked by Thorpe Park to up the scares for 2017 and the master of the mind appears to have delivered



Alice Davis, Managing Editor, Attractions Management

When we went to trial a beta version of some of the new VR

content for Derren Brown's Ghost Train: Rise of the Demon, I wasn't worried. I'd been on the ride in its launch year last summer. I knew what to expect, and the engineers and technicians just wanted to see our reactions.

However, the experience was more physically and psychologically terrifying than I'd expected, thanks to an authentic narrative that elicits a real sense of claustrophobia. The story plays, not least, on the human fear of being trapped in the dark, and like in any decent horror story there are genuine jumpy frights. Not for those of a nervous disposition.

The ghost train is designed so it can be recalibrated and altered every year if so desired

AM2**DIARY DATES**

23-26 MARCH 2017

**Halloween & Attractions Show
America's Center Convention
Complex, St. Louis, Missouri, US**

The Halloween & Attractions Show is a four day event showcasing products for horror attractions or anything Halloween related. The event now also features Escape Room City – an area dedicated to the room escape and adventure game industries.

Email: stephanie@haashow.com

Tel: +1 847 453 4285

www.haashow.com

29 MARCH 2017

**Future of Museums: Audiences
Wellcome Collection, Kings
Cross, London, UK**

The Museums Association event will look at the influence that demographic, technological and other trends will have on the needs of audiences, including families, young people, older visitors and the disabled. Speakers will discuss how museums can deepen engagement with the public and have a greater impact on their lives.

Email: lorraine@museumsassociation.org

Tel: +44 (0) 2075 667 800

www.museumsassociation.org

27-29 MARCH 2017

**DEAL 2017
Dubai World Trade Centre,
United Arab Emirates**

Held annually, DEAL is the region's most anticipated and biggest attraction for global and local stakeholders in the amusement and entertainment industries that are looking for a strong entry into these markets.

Email: lilia@iecdubai.com

Tel: +971 4 3435777

www.dealmiddleeastshow.com

3-4 APRIL 2017

**IAAPA US Advocacy Days 2017
Hyatt Place, Washington DC, US**

The two-day event provides IAAPA members based in the United States with the opportunity to meet with influential



The Thea Awards Gala presentation recognises the very best in the attractions sector

20-22 APRIL 2017

**TEA Summit 2017
Disneyland Hotel, Magic Kingdom
Ballroom, Anaheim, US**

The annual TEA Summit and Thea Awards take place over the course of three days. The Summit will address

business issues and trends in the visitor attractions industry, while also showcasing the current slate of Thea Awards recipients at the Awards Gala.

Email: Info@teacollect.org

Tel: +1 818 843-8497

www.teacollect.org

members of the United States Congress, and to discuss pressing priority issues affecting the US attractions industry.

Email: agold@IAAPA.org

Tel: +1 703 836 4800

www.cqrcengage.com/iaapa/advocacyday

4 APRIL 2017

**WTM Latin America
Sao Paulo, Brazil**

WTM Latin America is the three day event which promotes Latin America to the world. Through its industry networks and global reach, WTM Latin America creates personal and business opportunities, providing quality contacts, content and communities.

Email: wtmlat.helpline@reedexpo.co.uk

Tel: +44 (0) 20 8271 2180

www.latinamerica.wtm.com

5-7 APRIL 2017

**Zoo Design Conference
University of Wroclaw, Poland**

Three days of moderated sessions dedicated to zoo design trends and developments, enrichment for animal welfare and the technical aspects of zoo design, as well as best practice for large and small facilities.

Email: darek.zdzieszynski@mcc.org.plwww.zoodesignconference.com

7-10 MAY 2017

**AAM MuseumExpo 2017
St Louis, Missouri, US**

The American Alliance of Museums (AAM) will host more than 5,000 museums professionals in May when they convene for the organisation's Annual Meeting and MuseumExpo. More than 100 sessions are scheduled to take place, with topics ranging from collections management and curatorial practice, to education and audience research.

Email: registration@aam-us.org

Tel: +1 202 289 1818

www.annualmeeting.aam-us.org

17-18 MAY 2017

**Museums + Heritage Show
Kensington Olympia, London, UK**

The free-to-attend Museums + Heritage Show offers two days of seminars, cultural attraction experts and sector suppliers. An awards ceremony will also take place, recognising best practice within the world of museums, galleries, and cultural and heritage visitor attractions.

Email: anna@museumsandheritage.com

Tel: +44 1905 724 734

www.museumsandheritage.com/show

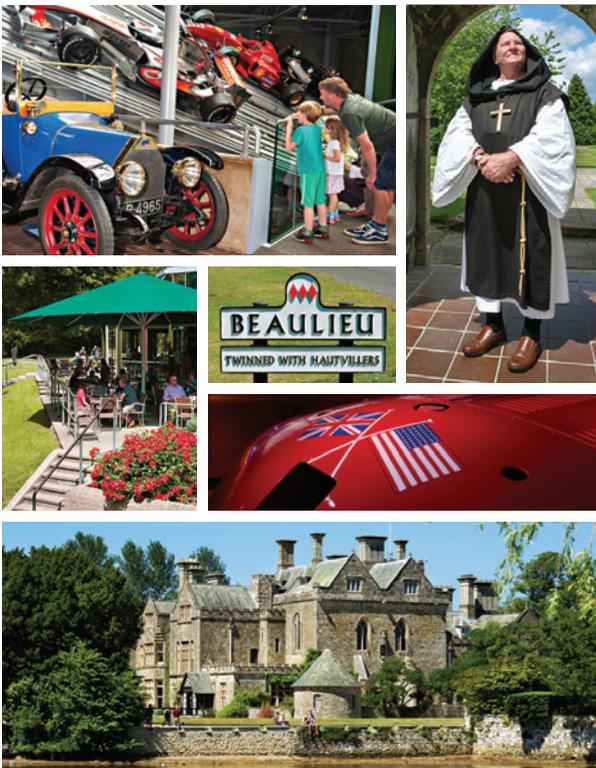


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- What part do technology and new story-telling techniques play in attracting new audiences?

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For more information and to book tickets visit our events page at **teaconnect.org**



Syx's ReCreateX software will be installed at retain points

Syx Ticketing announces Postal Museum partnership

London's Postal Museum will install Syx Ticketing and Point of Sale (POS) software at its ticket desk and at retail points throughout the museum.

The museum will also use a cloud-based version of Syx's ReCreateX software to support online and group bookings.

ReCreateX allows users to process sales, manage registration for waiting lists

and activities, organise group bookings and memberships.

It also gives users access to customer/membership histories and can track stock levels, sending automated notifications when items need to be repurchased.

Its interface is designed to be user-friendly and is fully adaptable to the customer's needs.



Gateway provided full ticketing solutions for the attraction

Gateway completes installation at new museum

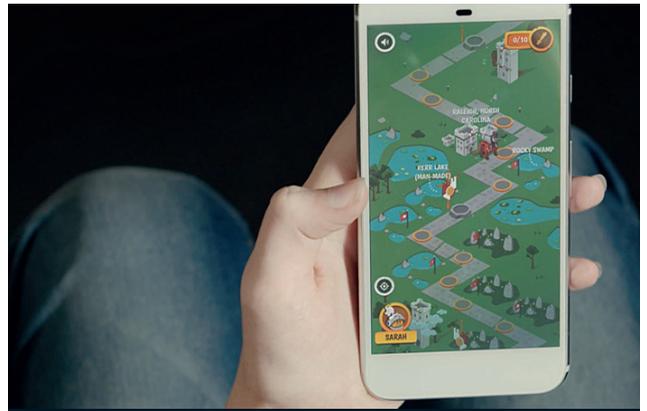
The Museum of the American Revolution has partnered with Gateway Ticketing Systems for a unified ticketing, online sales and food and beverage solution.

Gateway's Galaxy product suite including integrated ticketing, admission control, resource management, group sales, retail, food and beverage, and membership management systems, will be utilised.

The museum will also use Gateway's eGalaxy web store to facilitate online ticket sales.

The museum is set to open to the public on 19 April 2017 and expects to receive 550,000 visitors annually.

It will explore the American Revolution and will feature a collection of Revolutionary-era weapons, personal items, letters, diaries, and art.



Players follow a Lego figure all the way to Legoland using GPS

Legoland Florida launches new app to transform car trips

Legoland Florida has partnered with MediaMonks and Google to create Quest to Legoland, an interactive GPS game.

Quest to Legoland is aimed at children from ages 6 to 12, and is designed to turn the car journey to the park into an immersive Lego-themed experience.

The app features live Google Maps data that maps the journey route in real time.

Players' experience of the app is dependent on the route and each trip is completely unique.

Quest for Legoland allows players to unlock themed missions, play car games, answer trivia questions and learn about landmarks they pass. The app has 40 games in total and features contextual trivia on thousands of landmarks, including several landmarks.



Digisoft built the experience platform, with the VR headset

Digisoft.tv creates EPIC VR Irish emigration experience

Digisoft.tv has struck a deal with EPIC The Irish Emigration Museum to launch its Virtual Reality Museum Experience.

The partnership was confirmed at the South by Southwest festival in Austin, Texas, with Pat Breen, Irish minister for Employment and Small Business in attendance.

EPIC's Virtual Reality Museum Experience will

tell Ireland's dramatic story of emigration in a fully immersive 360-degree virtual experience to a wide audience.

Digisoft's Virtual Reality Orchestration Platform will be used to showcase and market the unique award winning interactive museum to audiences at travel and tourism conventions around the world.

simworx**ROBOCOASTER**

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The successful candidate will have proven working experience in a project based role with a solid technical background and understanding or hands-on experience in the delivery of mechanical and electronic systems. It be beneficial if they also had working experience of the theme park industry.

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TECHNICAL SERVICES MANAGER

The Technical Services Manager is responsible for running all aspects of Technical Support Services including heading a team of six or more technical staff with the objective of ensuring all projects and service requests are resourced and delivered in line with business expectations.

The role is expected to provide strong leadership and to promote best practices in managing interrelated projects and service to ensure successful delivery. This role will also ensure project resources have the correct toolsets and processes in place and that all relevant staff are trained and equipped to deliver successfully.

The successful candidate will provide expert technical knowledge, support and monitoring of site progress and report accurate status to the Head of Projects

Strong project or programme management and commercial and organisational skills are fundamental, as is the ability to liaise with people at all levels of the organisation.

The continued development, and on-going iteration of the Simworx's Technical support delivery processes is a key part of the Technical Services Managers role.

➔ Apply now: <http://lei.sr?a=2Z3S5>

SITE INSTALLATION SUPERVISOR

We require an experienced individual to supervise the installation on site of Simworx Projects and the subcontract installation teams at worldwide locations.

This will include Installation of Ride systems, the completion of relevant documentation and the responsibility for complying with the requirements of the Health & Safety regulations on site.

The Role also requires that the candidate has commercial awareness, has the ability to interact confidently with customers, be a good point of contact and able to provide training on equipment and products.

The Site Installations Supervisor must have recognised qualifications in one or more of the below disciplines: Mechanical Engineering/ Maintenance, Electronics and Electrical Engineering, Construction Management, Site Health & Safety.

They will have experience of providing engineering field installation services for electrical and mechanical motion systems, be able to understand and work from site installation plans and have excellent oral and written communication skills.

A working knowledge of Hydraulic systems and/ or Pneumatic systems would also be beneficial.

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Head of B2B Marketing Farah Experiences

At Farah we thrive on seeing happy guests, colleagues and partners. We believe that each individual that we meet is important, and that we can make a positive difference to their lives. Our purpose is to create happiness...one smile at a time.

As the Head of B2B marketing, you will work closely with the Marketing and the Sales Team. You will be the brand guardian with responsibility for the implementation and execution of the marketing strategy across various disciplines in partnership with our Sales Partners - Tour Operators, Destination Management Companies, Hotels, Corporates, Schools, Trade and Travel Partners, etc. in local and key international markets. You will through a close association with

Customer Relationships Management, Public Relations & social media, sales and internal departments such as guest experience ensure integration, consistency and approval across activity and campaigns.

The ideal candidate will be educated to degree level or equivalent in business, marketing or equivalent (marketing-related professional qualification would be an advantage) with 5 year's marketing experience, across the relevant disciplines.

If this sounds as exciting to you as our leisure facilities, then apply now or connect with us to know more. We would love to hear from you!

Other vacancies with Farah Experiences:

- HSE Director
- Head of Sales Operations (Call Centre)

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- Seeking a new operator for this historic tourist attraction
- Significant investment required in return for an attractive long lease on terms to be agreed
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- Huge potential to drive tourist numbers, further develop the existing on site facilities and to provide new revenue generators.
- All expressions of interest welcome

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Royal Museums Greenwich

Salary: £45,000 - 55,000 + bonus

Location: London, UK

● **Project Manager**

Simworx

Salary: Competitive

Location: Kingswinford, UK

● **HSE Director, Farah Experiences**

Farah Experiences

Salary: Competitive

Location: Abu Dhabi, UAE

● **General Manager**

Teen Spirit - Skegness Aquarium

Salary: Competitive

Location: Skegness, UK

● **Splash Zone Manager**

Gulliver's Theme Park

Salary: Competitive

Location: Warrington, UK

● **Duty Manager**

Madame Tussauds

Salary: Competitive

Location: San Francisco, USA

● **Assistant Operations Manager**

BeWILDerwood

Salary: £16-18k pa dependent on experience

Location: Norwich, UK

● **Rides Line Manager**

Gulliver's Theme Park

Salary: Competitive

Location: Warrington, UK

● **Head of Sales Operations (Call Centre)**

Farah Experiences

Salary: Competitive

Location: Abu Dhabi, United Arab Emirates

● **Catering Line Manager**

Gulliver's Theme Park

Salary: Competitive

Location: Matlock Bath, Derbyshire, UK

● **Visitor Experience Manager**

Brown-Forman

Salary: Competitive

Location: Slane, Ireland

● **General Manager**

Successful UK-wide leisure business

Salary: Up to £40,000 (OTE £60,000) + lots of great benefits

Location: Nationwide, UK

● **Visitor Services Supervisor**

Forestry Commission

Salary: £23,023 - £24,388

Location: Tetbury, Gloucestershire, UK

● **Technical Services Manager**

Simworx

Salary: Competitive

Location: Kingswinford, UK

● **Head of Engineering and Estates**

Oakwood Theme Park

Salary: Competitive

Location: Pembrokeshire, UK

● **Site Installation Supervisor**

Simworx

Salary: Competitive

Location: Kingswinford/Mobile, UK

● **Assistant Manager - Conferencing and Events**

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Salary: Grade G £24,964 - £27,668

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● **Theme Park Trainee Managers**

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● **Head of B2B Marketing, Farah Experiences**

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Salary: Competitive

Location: Abu Dhabi, UAE

● **Trade Partnerships Executive**

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Successful UK-wide leisure business

Salary: Up to £40,000 (OTE £60,000) plus lots of great benefits

Location: Across the South Coast, UK

● **General Managers**

Successful UK-wide leisure business

Salary: Up to £40,000 (OTE £60,000) + lots of great benefits

Location: Across the South Wales and South West, UK

● **General Managers**

Successful UK-wide leisure business

Salary: Up to £40,000 (OTE £60,000) plus lots of great benefits

Location: Across Kent and London, UK

● **General Managers**

Successful UK-wide leisure business

Salary: Up to £40,000 (OTE £60,000) plus lots of great benefits

Location: Across the Midlands and East, UK

● **General Managers**

Successful UK-wide leisure business

Salary: Up to £40,000 (OTE £60,000) plus lots of great benefits

Location: Across the North West, UK

● **General Managers**

Successful UK-wide leisure business

Salary: Up to £40,000 (OTE £60,000) plus lots of great benefits

Location: Across the North East, UK

● **General Managers**

Successful UK-wide leisure business

Salary: Up to £40,000 (OTE £60,000) plus lots of great benefits

Location: Across Scotland, UK

172,000 people to make way as China plans 27,000sq km panda national park

China's government has announced plans to create a 27,000sq km (10sq mi) national park for its treasured pandas – a move which will uproot at least 172,000 people.

The plans were first unveiled in August last year, with officials from the provinces of Sichuan, Gansu and Shaanxi working together to help the endangered species.

Mining, road building and urban infrastructure, combined with an increasing population, have caused pandas to be isolated from their bamboo-rich habitats in mountainous areas.

Efforts by the Chinese government over the last decade has seen the number



China's panda population has grown 16.5 per cent in a decade

of pandas in the wild grow by 16.5 per cent to at least 1,864 – mainly in Sichuan province.

The panda park will be the first in a number of planned parks for China, with a five-year plan seeing the

creation of 20 such national parks, each focusing on different endangered species, such as Asian elephants, Tibetan antelopes, Siberian tigers and Amur leopards.

More: http://lei.sr?a=K7H4R_A

Merlin records revenue increase despite difficult trading conditions through 2016

Merlin Entertainments has revealed its end of year results, with £1.43bn (US\$1.76bn, €1.66bn) in revenue capping off a strong year for the operator despite having to navigate some choppy waters.

The operator recorded growth of 11.7 per cent year-on-year, up from 2015's figures of £1.28bn (US\$1.57bn, €1.49bn), which were heavily affected by the fallout of the Smiler crash at Alton Towers. Profits were also up by 3.6 per cent from 2015's £291m (US\$357.5m, €339.5m) to 2016's £302m (US\$371m, €352m).

Merlin CEO Nick Varney highlighted difficult market conditions for Merlin's



Nick Varney noted challenging 'headwinds' for 2016

visitor attractions in Florid as well as a "number of headwinds" in 2016, including pre-opening costs related to Legoland developments in Japan and Korea and a £5m (US\$6.2m,

€5.8m) fine incurred in relation to the Smiler accident. Merlin also noted improved visitation for Alton Towers and strong performances from its *More: http://lei.sr?a=G5c7g_A*

American Association of Museums (AAM)

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Association of Art Museum Directors

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