

Find great staff™

# AM2

The news & jobs magazine  
from Attractions Management

AM2.jobs

19 APRIL 2017 ISSUE 76

## Piero Ferrari opens Ferrari Land at inauguration ceremony

Piero Ferrari officially opened Ferrari Land this month, marking the brand's first theme park foray into the European market.

The €100m (US\$106m, £85m) park is part of the Spanish resort's €400m (US\$426m, £342m) expansion strategy, which when complete hopes to boost annual attendance up to 5 million people.

"Ferrari Land is a place where everyone can come, not just Ferrari fans and enthusiasts, but the whole family can come and learn about the story of the Prancing Horse and have fun," said Ferrari, who is the son of the brand's eponymous founder, Enzo.

"I'm happy visitors will get the Ferrari experience, and that means speed, innovation and above all, emotion," he said.



A grand opening ceremony was held for the park's official opening

"It's our main objective to let people know that everything we do, we do with passion."

The Ferrari park is PortAventura's third theme park at its location near Barcelona.

It currently attracts 55 per cent international tourists, many from France and the UK, and it's hoped Ferrari Land will help draw more visitors from elsewhere in Europe, including Italy, Belgium and Holland, as well as non-European markets.

"We want Ferrari Land to capture the true spirit of Ferrari and the lifestyle that Enzo Ferrari created," said Fernando Aldecoa, PortAventura's CEO.

"We worked with 50 global companies to build this park in just over two years. It's a

unique park that will amaze and stun families as well as lovers of motorsports."

*AM2 was on hand for the opening of Ferrari Land. For more on the visitor experience see P11*

## Morgan's Wonderland unveils waterproof wheelchair

Morgan's Wonderland – the San Antonio-based theme park which caters specifically to the disabled – has unveiled a revolutionary new technology for its guests in the form of a submersible wheelchair powered only by air.

Using no batteries or electrical components and only weighing a third of the weight of a normal wheelchair, the "PneuChair" can be operated using a joystick and is completely waterproof. The chair also takes just 10 minutes to recharge, compared to the eight hours of its electronic counterpart.

10 prototype models – developed by a team of researchers headed by Rory Cooper, director of Human Engineering Research Laboratories (HERL) at the University of Pittsburgh – will be used at the park to allow severely-disabled children to enjoy all of the park's facilities.



'PneuChair' can be operated using a joystick

"Their needs and our research were essentially an ideal match," said Cooper. "The potential to open opportunities for people with disabilities who need powered mobility to access splash parks, waterparks, beaches or pools is transformative."

In 2015 the park broke ground on a multi-million dollar expansion to include the world's first ultra-accessible waterpark. In the pipeline since 2013 and expected to open in June, the US\$16m (€15.1m, £12.9m) attraction, called Morgan's Inspiration Island, will be based around six themed areas. As with Morgan's Wonderland, every element of the waterpark will be wheelchair accessible, while special wristbands will be able to tell parents the whereabouts of children within the park.

*More: [http://lei.sr?a=D8R9E\\_A](http://lei.sr?a=D8R9E_A)*

GET  
AM2

Magazine sign up at  
[AM2.jobs/subs](http://AM2.jobs/subs)

Job board live job updates  
[AM2.jobs](http://AM2.jobs)

PDF for iPad, Kindle & smart phone  
[AM2.jobs/pdf](http://AM2.jobs/pdf)

Ezine sign up for weekly updates,  
[AM2.jobs/ezine](http://AM2.jobs/ezine)

Online on digital turning pages  
[AM2.jobs/digital](http://AM2.jobs/digital)

Instant sign up for instant alerts,  
[AM2.jobs/instant](http://AM2.jobs/instant)

Twitter follow us:  
[@am2jobs](https://twitter.com/am2jobs)

RSS sign up for job & news feeds  
[AM2.jobs/rss](http://AM2.jobs/rss)

**Leisure Media**

Tel +44 (0)1462 431385  
 Fax +44 (0)1462 433909  
 e-mail [fullname@leisuremedia.com](mailto:fullname@leisuremedia.com)

**Subscriptions**

[subs@leisuremedia.com](mailto:subs@leisuremedia.com)

**Editor**

Liz Terry +44 (0)1462 431385

**Head of news**

Matt Campelli +44 (0)1462 471912

**AM2 News editor**

Tom Anstey +44 (0)1462 471916

**Attractions Management**

Alice Davis +44 (0)1462 471918

**Journalists**

Kim Megson +44 (0)1462 471915

Jane Kitchen +44 (0)1462 471929

**AM2 Products editor**

Kate Corney +44 (0)1462 471922

**AM2 Publisher**

Julie Badrick +44 (0)1462 471919

**Associate publisher**

Sarah Gibbs +44 (0)1462 471908

**Sales**

Simon Hinksman +44 (0)1462 471905

Paul Thorman +44 (0)1462 471904

Chris Barnard +44 (0)1462 471907

**Design**

Jack Emmerson +44 (0)1462 471136

**Web team**

Michael Paramore +44 (0)1462 471926

Dean Fox +44 (0)1462 471900

Tim Nash +44 (0)1462 471917

Emma Harris +44 (0)1462 471921

**Research**

Joe Neary +44(0)1462 431385

**Financial administrator**

Denise Adams +44 (0)1462 471930

**Circulation manager**

Michael Emmerson +44 (0)1462 471932

**Subscribe to AM2:**

Online [www.am2.jobs/subs](http://www.am2.jobs/subs)

Email [subs@leisuremedia.com](mailto:subs@leisuremedia.com)

Tel +44 (0)1462 471913

Annual subscription rates are UK £31

Europe £41, Rest of world £62

UK Students £16

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



The new exhibit will house two giant pandas that China has offered to Denmark

## Yin-yang enclosure for Copenhagen pandas

Copenhagen Zoo has revealed it is working with BIG (Bjarke Ingels Group) on a panda enclosure shaped like a yin-yang symbol.

The new exhibit will house two giant pandas that China has offered to loan to Denmark, and will be built on the footprint of the zoo's former elephant enclosure, which is now empty and will be demolished. The pandas will be delivered from Chengdu at the end of 2018.

BIG is working on the design with another Danish firm, landscape architects Schonherr. The team has designed an environment as close to the pandas' natural habitat as possible, with careful planting of trees and bamboo to provide plenty of shade, as well as climbing trees, rocks, logs, waterfalls, pools and streams to provide stimulation.

More: [http://lei.sr?a=g8R8A\\_A](http://lei.sr?a=g8R8A_A)

## Disney researchers integrate moving physical objects into virtual worlds

Disney's researchers have developed a way for users to be able to accurately catch a physical ball while they are immersed in a VR environment, opening up a world of possibilities for the integration of real-world moving objects and virtual experiences.

The experiment involved a virtual ball that tracked the projected trajectory of the real ball, and a target catching location for the user, which also shows the user from which direction the ball is arriving. Inside the Oculus headset, the user can see a simple background, the virtual ball, and his virtual "hands". The scene is kept minimal in order to achieve an up to 150fps frame rate and reduce latency.

In the lab's pilot study, the ball was thrown 140 times and caught 132 times.



Virtual and physical dynamic interactions in VR is feasible

If problems of latency, depth perception, frame rates and tracking precision can be overcome, the paper says this could be the first step towards "more complicated dynamic object interactions which can be used to further immerse users in virtual environments".

More: [http://lei.sr?a=s3d5d\\_A](http://lei.sr?a=s3d5d_A)



## Half of natural World Heritage threatened by crime, says WWF

The World Wildlife Fund (WWF) has said that close to half of the world's natural heritage sites are being "plagued" by wildlife criminals.

According to figures released by the conservation charity, crimes of illegal poaching, logging, harvesting and trafficking are rampant in places recognised as being of outstanding international importance and allocated the highest levels protection.

The WWF report, titled *Not For Sale*, looks at threats to species that are already protected under the Convention on the International Trades in Endangered Species (Cites). It found that under-threat animals and plants are being poached or illegally harvested across 45 per cent of the world's natural heritage sites.

The report says that current approaches to prevent illegal trade within world heritage sites are failing, with the suggestion that there is "urgent need" for greater collaboration between CITES and Unesco.

In addition to being identified as sites of international importance that need to be protected, more than 90 per cent



The Doñana wetlands in Andalusia have been affected by illegal extraction of water

of natural World Heritage sites actively support recreation and tourism, creating jobs and stimulating local economies. Of the world's officially-designated 200 natural heritage sites, Unesco lists 74 per cent of them as 'in danger'.

"This report provides a range of options to further enhance coordination between CITES and the World Heritage Convention, focused around World Heritage sites," said John Scanlon, CITES secretary-general.

More: [http://lei.sr?a=E8h6w\\_A](http://lei.sr?a=E8h6w_A)

## Thorpe Park promises to 'bring back Halloween' in 2017

Thorpe Park's Dominic Jones has hinted at something big for later this year, with the Merlin attraction's new divisional director promising to "bring Halloween back" for the 2017 season.

The theme park, which hosts its popular Fright Night events through the month of October, is taking things to the next level, according to Jones.

"From a UK point of view we started the Fright Night. And now we're going to bring Halloween back to Thorpe Park," he said, speaking exclusively to *AM2*.

"We've got an exciting announcement for Fright Nights. We've been working on this deal and it's the best thing that can happen to Thorpe Park. This announcement when it comes is a game changer for us and the right thing for the park."

While quiet on details, which are thought to include new IP additions to the event, Jones said that there was lots of ongoing investment into Thorpe Park, which also recently relaunched Derren Brown's Ghost Train as "Rise of



The 'PneuChair' can be operated using a joystick and is completely waterproof

the Demon", with a new darker plot to up the frights for visitors, the first of many improvements under his management.

"There's lots of investment. It's a new era for Thorpe Park, said Jones.

"My job is to listen to our guests and our staff and act on what they say - that's also part of what I mean by new era.

"Part of my role is to see what we can do to take us into this new era. Whether that means investing in F&B, infrastructure or anything else, we've got a great five year plan and lots of exciting things going on. The plan is about continuous improvement."

More: [http://lei.sr?a=D8R9E\\_A](http://lei.sr?a=D8R9E_A)

## Japanese aquariums quit JAZA over Taiji cove dolphin ban

Two aquariums in Japan have left the Japanese Association of Zoos and Aquariums (JAZA) over the organisation's decision to ban members from procuring dolphins from controversial drive hunts, specifically off the town of Taiji in Wakayama Prefecture.

The two aquariums have said they do not agree with the ban.

The ban came into effect in May 2015 after pressure from the World Association of Zoos and Aquariums (WAZA) to stop acquiring dolphins captured in the Taiji dolphin hunts. JAZA members voted to implement the ban and remain part of the global organisation, but not all members were happy with the outcome, with almost two-thirds opposing the motion.

The drive hunts take place in the whaling town of Taiji when pods of migrating dolphins are herded into shallow waters by fisherman, where they are slaughtered with knives or captured to sell to aquariums.

The two aquariums are Enoshima Aquarium in Fujisawa, Kanagawa



Animal rights campaigners demonstrate in London against the killing of dolphins in Taiji

Prefecture, and Shimonoseki Marine Science Museum (Kaikyokan), in Yamaguchi Prefecture.

The report said Enoshima Aquarium, which is researching cetacean

breeding, did not want to damage its relationship with Taiji's fishermen and Shimonoseki Kaikyokan said it believes drive hunts are a legitimate practice.

More: [http://lei.sr?a=E6u6Z\\_A](http://lei.sr?a=E6u6Z_A)



The Queen opened the centre on 11 April

### The Queen opens new £2m elephant centre

The Queen has officially opened a £2m (US\$2.5m, €2.3m) elephant centre at Whipsnade Zoo in Bedfordshire, UK, feeding a banana to one

of the herd to signify the opening. The new centre, which features 30 acres (12 hectares) of outdoor paddock space, is a 700sq m (7,500sq ft) state-of-the-art home for the zoo's elephant herd.

Designed to replicate the feeling of safari, the enclosure uses timed lights and feeding nets which automatically drop down at intervals. The barn is also filled with one-metre deep soft sand flooring.

More: [http://lei.sr?a=J5A5V\\_A](http://lei.sr?a=J5A5V_A)

## The Void brings next-level virtual reality experiences to Utah and Dubai

Multi-player virtual reality startup The Void has opened its doors for the first time in two new locations, with the immersive experience now available in Utah and Dubai.

Launched on 7 April in Lindon, Utah, the new venture brings its Ghostbusters experience first seen at Madame Tussauds in New York last year.

The launch represents the company's first VEC (Void Entertainment Centre) in the US, and the second international opening of The Void. Last month the first attraction debuted in Dubai Marina's 'The Beach' shopping area. That VEC will be open until the end of May.

Using Rapture hardware – including a head-mounted device, a "backtop" backpack that contains a computer, a 22-point haptic feedback vest, and a shooting device – and



The VOID will eventually offer a number of VR experiences

Leap Motion's hand-tracking technology, both locations also use real-life props and effects so that when guests touch an object, they get a corresponding tactile sensation.

The experience currently lasts around 15 minutes, though that could be extended soon.

More: [http://lei.sr?a=7S9X2\\_A](http://lei.sr?a=7S9X2_A)



POWERFUL MEDIA SERVING  
FOR THE WORLD'S GREATEST  
ATTRACTIONS AND EXPERIENCES



THEME PARKS | ATTRACTIONS | DOMES | 3D | MUSEUMS

[www.7thsensedesign.com](http://www.7thsensedesign.com)



# Scotland surges as UK enjoys 7.2 per cent visitor increase

The popularity of attractions across the UK continues to rise, according to the annual report from the Association of Leading Visitor Attractions (ALVA), with 130m people through their doors in 2016. Scottish attractions enjoyed the biggest boost, with one of the best years on record in terms of visitors to attractions.

A number of attractions stood out from the crowd, such as The British Museum, which is celebrating 10 consecutive years as the UK's most visited attraction, despite a 6 per cent decrease in visitors from 2015, down to 6.42m. Snapping at its heels in second place, the National Gallery achieved a 6 per cent increase in visitors, welcoming 6.26m people.

Outside London, Chester Zoo was the most visited attraction, welcoming 1.9m people – a 12 per cent rise.

Elsewhere, attractions pulling in over 1 million visitors include the Titanic Belfast, which increased attendance by 9 per cent, the Eden Project, which rose by 4 per cent and Startford's Royal Shakespeare Theatre and Swan Theatre, rising nearly 7 per cent.



Edinburgh Castle keeps its place as Scotland's most-visited visitor attraction

In Scotland, attractions achieved a 15.6 per cent increase totalling 15 million visitors.

Edinburgh Castle remains Scotland's most-visited visitor attraction, and jumped two places in the ALVA table to 16th. The heritage

site received almost 1.8 million visitors, 13 per cent more than in 2015. The Scottish National Gallery was close behind in 18th place, attracting 12 per cent more visitors last year.

More: [http://lei.sr?a=N6Z4X\\_A](http://lei.sr?a=N6Z4X_A)



Wonderla is one of India's biggest parks

## India's theme parks showing strong growth

India's theme park industry grew 10.25 per cent in 2016 and is worth US\$450m (€420m, £360m), up from US\$410m in 2015, according to a new report.

According to the report by the Federation of Indian Chambers of Commerce & Industry (Ficci), India's theme park sector is still small, but expected to grow at a rate of 19.1 per cent through 2021, as incomes continue to edge upward and people continue to move to urban areas.

More: [http://lei.sr?a=8J8z4\\_A](http://lei.sr?a=8J8z4_A)

## World Association of Zoos and Aquariums appoints Cress as CEO

The World Association of Zoos and Aquariums (WAZA) has hired a new CEO who will oversee the global organisation and its relationship with more than 300 members around the world.

Cress, who believes zoos have an increasingly important role to play, leaves behind his role of the past six years with the United Nations Environment Programme, where he was involved in initiatives to battle the illegal wildlife trade and encourage sustainable development to protect local ecosystems.

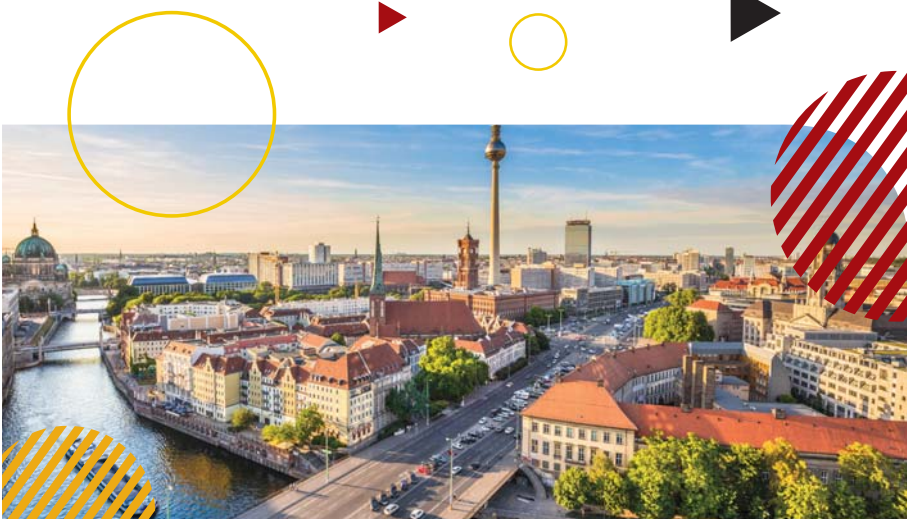
With the UN, Cress was programme coordinator for the Great Apes Survival Partnership, which involved finding partners and overseeing design and implementation, fundraising, and awareness projects.



Cress is formerly a journalist for the *Washington Post*

"Doug has a strong skillset and experience to successfully lead WAZA for the future," said Susan Hunt, chair of the WAZA Council. "We are confident he can help WAZA fulfil its mission to maximise conservation impact and emphasise the role zoos play in society."

More: [http://lei.sr?a=J7r8U\\_A](http://lei.sr?a=J7r8U_A)



EURO ATTRACTIONS SHOW 2017

BERLIN

SAVE THE DATE  
GERMANY



Messe Berlin Exhibition Center  
Berlin, Germany

Conference: 24–28 Sept. 2017  
Expo: 26–28 Sept. 2017

[www.IAAPA.org/EAS](http://www.IAAPA.org/EAS)

WHERE THE  
BUSINESS OF  
FUN BEGINS





# AM2

## DIARY DATES

4-5 MAY 2017

### **TEA SATE Europe** National Motor Museum, Beaulieu, UK

The TEA's SATE conference will bring together industry professionals, academics, attractions operators and owners to discuss a number of topics surrounding development for the future for cultural visitor attractions. Ken Robinson, who currently sits on the board of the Tourism Society and was awarded a CBE for services to Tourism in 1997, will deliver the keynote address for the event, where he will be in conversation with TEA president David Willrich.  
Email: [Info@teaconnect.org](mailto:Info@teaconnect.org)  
Tel: +1 818 843-8497  
[www.teaconnect.org](http://www.teaconnect.org)

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](mailto:registration@aam-us.org)  
Tel: +1 202 289 1818  
[www.annualmeeting.aam-us.org](http://www.annualmeeting.aam-us.org)

15-18 MAY 2017

### **AALARA Conference & Exhibition** Queensland Gold Coast, Australia

The Australian Amusement, Leisure and Recreation Association's conference and exhibition will bring together industry leaders and speakers to present leadership sessions, educational and training industry forums and conduct site tours relevant to the safe and profitable management of visitor attractions.  
Email: [info@aalara.com.au](mailto:info@aalara.com.au)  
Tel: +61 1800 118 123  
[www.aalara.com.au](http://www.aalara.com.au)



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@teaconnect.org](mailto:Info@teaconnect.org)  
Tel: +1 818 843-8497  
[www.teaconnect.org](http://www.teaconnect.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](mailto:anna@museumsandheritage.com)  
Tel: +44 1905 724 734  
[www.museumsandheritage.com/show](http://www.museumsandheritage.com/show)

19 MAY 2017

### **CultureGeek** Royal Geographic Society, London, UK

CultureGeek – a one-day conference looking at the digital transformation of the cultural sector – offers a programme of speakers from leading organisations, including a full lineup of people coming from around the UK and the rest of the world to share their knowledge about the digital transformation of the culture sector.  
Email: [kala@museumnext.com](mailto:kala@museumnext.com)  
Tel: +44 (0)191 2573439  
[www.culturegeek.com](http://www.culturegeek.com)

23-26 MAY 2017

### **Disney Institute Customer Experience Summit** Orlando, Florida

Learn models for designing and delivering a superior customer service experience from one of the world's most trusted brands.  
Tel: +1 321 939 4600  
[www.disneyinstitute.com](http://www.disneyinstitute.com)

26-29 MAY 2017

### **Expo Parques e Festas** Sao Paulo, Brazil

Bringing together the main manufacturers and suppliers of parties, parks and attractions, Expo Parques e Festas informs the buyers about new products and novelties.  
Email: [sav@francal.com.br](mailto:sav@francal.com.br)  
Tel: +55 11 2226 3100  
[www.expoparquesefestas.com.br](http://www.expoparquesefestas.com.br)

6-8 JUNE 2017

### **BALPPA Summer Conference 2017** Alton Towers, UK

Join for three days of informative fun. The conference includes a golf day, members' meeting, attraction visits, Gala Dinner and more.  
Email: [events@balppa.org](mailto:events@balppa.org)  
[www.balppa.org](http://www.balppa.org)





# VAC2017



**4 October 2017**

*Put it in your diary now!*

## **THE ANNUAL NATIONAL CONFERENCE OF VISITOR ATTRACTIONS**

**Wednesday 4 October 2017 - The QEII Conference Centre, London.**

The essential event for owners, managers and marketers of a visitor attraction, for opinion formers and tourism or heritage professionals.

VAC is a national conference organised by the industry, for the industry where you can:

- Get involved in a unique forum for industry professionals.
- Network and share experiences.

Don't miss this opportunity to:

- Understand your business in the context of the wider visitor attractions market.
- Keep up to date and find new directions for your business.

**Join our mailing list to receive regular conference updates.  
Early bird and multiple booking discount registration rates apply.**

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

Principal Sponsor:



Official Publication:

**Attractions**  
MANAGEMENT

Supported by:



INTRODUCING:

# Extended Experiences™

WHERE EVERYTHING IS POSSIBLE



VISIT US AT  
BOOTH 1448

Eliminate queue line boredom, inter-connect every attraction making your whole park come alive in peoples' hands using Holovis real-time, mixed reality, extended experiences.

- Transforms passive park activities into active, participative experiences
- Benefits wider park ecosystems by increasing dwell times & monetisation opportunities
- Deepens guest brand engagement, even after their visit, promoting higher return rates
- Easily scalable, compatible with all mobile devices



# START YOUR **ENGINES**



Ferrari and PortAventura team up for Europe's first Ferrari-branded theme park. How does the €100m effort shape up at the starting grid? *AM2's* Tom Anstey reports

**F**ollowing the 2010 launch of its Ferrari World theme park in Abu Dhabi, the luxury car manufacturer has put its foot down on its expansion plans, opening the first European Ferrari theme park as part of Spanish destination resort PortAventura.

*AM2* visited the new park to see if the iconic brand can successfully establish itself among Europe's main players.

## THE OFFER

On a quiet day you could do everything in around two hours. A typical day would more likely bring the visit up to a half-day experience with longer lines.

Created for both the avid Ferrari fan and the everyday theme park visitor, the park offers a mix of hair-raising Ferrari attractions and education about the iconic brand, all brought together with detailed theming that tells the story of Ferrari.



Tom Anstey,  
AM2 News Editor

**“Ferrari is trying to carve its own attractions niche and Ferrari Land shows it can succeed at this”**



Europe's tallest and fastest rollercoaster is the park's main attraction

## ATTRACTIONS

The main attraction now dominating the PortAventura skyline is Red Force – Europe's tallest and fastest rollercoaster. Designed to recreate the feeling of driving in a Formula 1 car, the ride achieves its goal, accelerating 112 metres (367ft) into the sky from 0mph to 112mph (180kph) in just 5 seconds. Accompanied by the sounds and sights of a Formula 1 race track, Red Force delivers, creating a thrill unrivalled by any other ride on the continent.

There are nine more Ferrari-themed attractions within the park, including twin drop towers and a 500-metre (1,640ft) race track, which simulates the experience of driving a Ferrari 488 Spyder for children. For the more avid car fan, the main building houses the Ferrari Experience, something

### What's the score?

Toilets	9/10
Staff	7/10
Cleanliness	9/10
Experience	8/10
Value for money	7/10
Overall experience	8/10

created to tell the story of the brand, with the Flying Dreams immersive theatre and the Racing Legends cinema.

## DESIGN

The Ferrari team worked closely with PortAventura on the design of Ferrari Land, and it shows. Down to the smallest detail, the park pays tribute to the origins of the brand and its founder, Enzo Ferrari, with Italian design and architecture throughout creating an immersive experience.

## RETAIL

While of a high quality, the Ferrari brand is not a cheap one. As a luxury brand, visitors seemed willing to pay the price however, with Ferrari polo shirts, for example, costing upwards of €70.

## SUMMARY

With Ferrari trying to carve its own niche in the theme park market, the new park is a declaration that this can be achieved. Offering a selection of rides with the promise of further expansion in the future, Ferrari Land adds to the overall PortAventura experience for the casual theme park fan and creates a unique attraction in Europe for the Ferrari fanatic. Judging by the quality of its creation at PortAventura, don't expect the chequered flag to wave on Ferrari's global expansion plans any time soon.



Harry Potter and the Forbidden Journey at Universal Studios

## Harry Potter ride upgrades to 120fps technology

Harry Potter and the Forbidden Journey at Universal Studios Hollywood will now be experienced in 4K-HD, making it one of the most immersive media-based rides on the planet.

The content, which was previously displayed at a rate of 60 frames per second (fps), will now be projected at twice the speed, 120fps, for a super-high-definition, hyper-real experience.

"This progressive enhancement replaces the earlier 3D film component of the ride to create a seamless integration between the ride's elaborate sets and its spellbinding media," said a statement from Universal.

"The new ride media now displays at twice the frame rate offering superior clarity and remarkably sharper images than previously shown."



Turbo Track opened to the public in late March

## Turbo Track flies into action at Ferrari World Abu Dhabi

The much-anticipated Turbo Track rollercoaster is now open at Ferrari World Abu Dhabi, powering guests at speeds of 102kph (63mph) through the roof of the park, 64m (209ft) above the ground.

The launch coaster was designed and manufactured by Intamin, who also delivered the park's Formula Rossa and Flying Aces.

"This coaster is inside an elegant building, so I felt we needed to respect that," said George Walker, creative director for the Ferrari World Abu Dhabi Phase II expansion. "This led to the elaborate track covering that makes the coaster look more like a futuristic shuttle gliding along a chute of light. The LEDs that follow along with the vehicle turn the attraction into a mini 'show'."



Drayton Manor will unveil the new ride in Thomas Land

## Zamperla creates new Thomas ride at Drayton Manor

Roller coaster supplier Zamperla has designed a new Thomas & Friends themed ride for Drayton Manor Theme Park in the UK.

James and the Red Balloon will be located in the heart of Thomas Land, Europe's only Thomas & Friends themed attraction.

The ride, which was unveiled on April 1 2017, is

based on an episode from the television series.

It will feature beloved Thomas character James and will take riders on an aerial adventure in their own balloons.

The ride reaches a height of 1.5m (5ft) and travels at a speed of 5.5 RPM, so is suitable for families and younger riders.



David Lloyd (left) will open a chain of adventure parks in the UK

## David Lloyd partners with Holmes Investment Properties

Leisure industry veteran David Lloyd has partnered with Holmes Investment Properties to create David Lloyd's Adventure Parks, a multi-activity sports concept aimed at the entire family.

The adventure parks will span across three acres of land and will feature a mixture of outdoor and indoor activities, including zip wires, trampolining and

climbing walls. The parks will also have restaurants and soft play areas.

Holmes Investment Properties will own the land and will fund the purchase and construction of the parks. David Lloyd will outfit and operate the parks following construction.

The first parks are set to open in 2018, with plans to open all twelve facilities by 2021.



A Global Leader in the Tourism & Leisure Design Industry

# IDEA**A**TACK®



Tourism  
& Leisure Zones  
Theme Parks  
& Water Parks  
Themed Resorts  
& Amenities  
Cultural Attractions  
Mixed-Use Retail  
& Lifestyle Centers



MasterPlanning  
Concept Design  
Detailed Design  
Attraction Design  
Feasibility Study  
Brand Design



IDEA**A**TACK Inc.  
1055 E Colorado Blvd  
Suite 500  
Pasadena, California  
91101 U.S.A.  
Phone 626-204-4087  
info@ideattack.com

[ideattack.com](http://ideattack.com)







## 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)

**Apply now:** <http://lei.sr?a=B5q3h>

## General Manager

**continuum**  
attractions

### Bringing our story to life

Continuum Attractions is one of the industry's leading attraction operators presenting a growing portfolio of cultural visitor attractions across the UK. We welcome well over a million visitors a year to our attractions and our business is set to grow further. Our company values are – More than a vision, More than a guest, More than a job.

To assist in this growth, we recruit and retain the most passionate and effective people. Is this you?

Working in the historic Oxford Castle, you will have the opportunity to make a direct impact on the success of a heritage site that has a history of over 1,000 years. You will be a part of an outstanding guest services team, contributing to the delivery of a five-star visitor experience.

As General Manager, you will lead the delivery and development of the business and be responsible for its ongoing commercial success. You will be able to demonstrate a results-orientated, team

and guest-focused management style within the Tourism or Hospitality sectors, and the ability to build effective relationships with all key stakeholders.

With a proven track record of delivering outstanding guest service and innovative product development, you will also demonstrate a sound understanding of business and financial procedures, along with effective management of teams and resources. This role demands a creative, strategic thinker with a passion to deliver, whilst giving the right candidate the opportunity to develop further in our growing company.

We are passionate about our attraction and are looking for the right people to help us drive our business forward in a competitive marketplace. We offer successful candidates a clearly defined career path, competitive salaries, free health care, pension scheme and group discounts

**Closing date:** Sunday 30th April 2017

**Apply now:** <http://lei.sr?a=M7h0f>

OXFORD  
CASTLE  
UNLOCKED



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



● **General Manager**

Successful UK-wide  
leisure business

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

● **General Manager**

Continuum Attractions

Salary: Competitive  
Job location: Oxford

● **HSE Director, Farah Experiences**

Farah Experiences

Salary: Competitive  
Job location: Abu Dhabi, UAE

● **Retail Manager**

Legoland Discovery Centre

Salary: Competitive  
Job location: Boston, USA

● **Marketing Analyst**

Merlin Entertainments Group

Salary: Competitive  
Job location: New York NY, USA

● **CRM and Cross-Park Support Manager**

Farah Experiences

Salary: Competitive  
Job location: Abu Dhabi, UAE

● **Direct Marketing Manager**

Farah Experiences

Salary: Competitive  
Job location: Abu Dhabi, UAE

● **CRM Digital Manager**

Farah Experiences

Salary: Competitive  
Job location: Abu Dhabi, UAE

● **Operations Manager**

The Eye Brand

Salary: Competitive  
Job location: Orlando, USA

● **Guest Experience Host - Education**

Sea Life

Salary: Competitive  
Job location: Minnesota, USA

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

Farah Experiences

Salary: Competitive  
Job location: Abu Dhabi, UAE

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

Farah Experiences

Salary: Competitive  
Job location: Abu Dhabi, UAE

● **Guest Experience Host - Operations**

Legoland Discovery Centre

Salary: Competitive  
Job location: Chicago IL, USA

● **Audio, Visual, Lighting Technician**

Madame Tussauds

Salary: Competitive  
Job location: Orlando, USA

● **General Managers**

Successful UK-wide  
leisure business

Salary: Up to £40,000 (OTE  
£60,000) + lots of great benefits  
Job 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  
Job location: Across the South  
Wales and South West, UK

● **Operations Assistants**

Parkwood Leisure

Salary: Up to £8.00 per hour  
Job location: Nottingham, UK

● **General Managers**

Successful UK-wide  
leisure business

Salary: Up to £40,000 (OTE  
£60,000) + lots of great benefits  
Job location: Across Kent and  
London, UK

● **General Managers**

Successful UK-wide  
leisure business

Salary: Up to £40,000 (OTE  
£60,000) + lots of great benefits  
Job location: Across the Midlands  
and East, UK

● **General Managers**

Successful UK-wide  
leisure business

Salary: Up to £40,000 (OTE  
£60,000) + lots of great benefits  
Job location: Across the North  
West, UK

● **General Managers**

Successful UK-wide  
leisure business

Salary: Up to £40,000 (OTE  
£60,000) + lots of great benefits  
Job location: Across the North  
West, UK

● **General Managers**

Successful UK-wide  
leisure business

Salary: Up to £40,000 (OTE  
£60,000) + lots of great benefits  
Job location: Across the North  
East, UK

● **General Managers**

Successful UK-wide  
leisure business

Salary: Up to £40,000 (OTE  
£60,000) + lots of great benefits  
Job location: Across Scotland,  
United Kingdom

## Disney ups investment in Hong Kong park following taxpayer complaints

Disney has addressed disgruntled taxpayers' unhappiness over "unequal financing" in Hong Kong by injecting a further HK\$350m (US\$45m, €42.4m, £36.2m) into the company's six-year, HK\$10.9bn (US\$1.4bn, €1.3bn, £1.1bn) facelift of its park, with the operator also promising to waive part of its fees for the next two years.

The struggling Disneyland Hong Kong is being upgraded with *Frozen* and Marvel zones in an attempt to make the theme park profitable again, but with more than half the cost going to taxpayers, officials planned to veto the development unless the government could negotiate a better deal with Disney.



Construction on the six-year expansion will begin in 2018

Addressing the issue, Disney has agreed to fund the development on a 50:50 basis with the previously agreed deal matching the shareholding structure of which the government owns

53.47 per cent of the park. In addition, the management fees, which range between 0 and 8 per cent of earnings will be waived for both 2018 and 2019, says Disney.

More: [http://lei.sr?a=C3w7a\\_A](http://lei.sr?a=C3w7a_A)

## Zhonghong Group snaps up SeaWorld shares with plans to bring brand to China

SeaWorld Entertainment's biggest shareholder, Blackstone, is selling its 21 per cent stake in the operator to a Chinese investors Zhonghong Zhuoye Group.

The deal, worth hundreds of millions of dollars, includes an agreement that SeaWorld will exclusively advise Zhonghong Group on the design and development of future themed entertainment destinations, including theme parks, waterparks and FECs, in China, Taiwan, Hong Kong and Macau.

"Zhonghong Group is making a significant, long-term investment in SeaWorld, reflecting their appreciation of the strength of our brand, our potential to grow the company and



SeaWorld's new investors could be bringing the brand to Asia

a shared commitment to protect wildlife and the environment," said SeaWorld CEO Joel Manby.

"Zhonghong Group has a strong track record of performance in the leisure

and travel industries, and a solid management team with valuable experience in theme parks, family entertainment and real-estate development in Asia."

More: [http://lei.sr?a=B7M6z\\_A](http://lei.sr?a=B7M6z_A)

### American Association of Museums (AAM)

T: +1 202 289 1818 W: [www.aam-us.org](http://www.aam-us.org)

### Association of American Zoos & Aquariums

T: +1 301 562 0777 W: [www.aza.org](http://www.aza.org)

### Association of Art Museum Directors

T: +1 212 754 8084 W: [www.aamd.org](http://www.aamd.org)

### Association of Independent Museums (AIM)

T: +44 (0)1584 878 151 W: [www.aim-museums.co.uk](http://www.aim-museums.co.uk)

### Association of Leading Visitor Attractions (ALVA)

T: +44 (0)20 7222 1728 W: [www.alva.org.uk](http://www.alva.org.uk)

### Association of Science and Technology Centers (ASTC)

T: +1 202 783 7200 W: [www.astc.org](http://www.astc.org)

### Association of Scottish Visitor Attractions (ASVA)

T: +44 (0)141 229 0923 W: [www.asva.co.uk](http://www.asva.co.uk)

### Association of Zoos and Aquariums (AZA)

T: +1 301 562 0777 W: [www.aza.org](http://www.aza.org)

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

T: +61 7 3807 35 08 W: [www.aalara.com.au](http://www.aalara.com.au)

### European Association of Amusement Suppliers Industry (EAASI)

T: +39 0522 554 176 W: [www.eaasi.org](http://www.eaasi.org)

### European Association of Zoos and Aquaria (EAZA)

T: +31 20 520 07 50 W: [www.eaza.net](http://www.eaza.net)

### European Network of Science Centres and Museums (Ecsite)

T: +32 2 649 73 83 W: [www.ecsite.eu](http://www.ecsite.eu)

### Giant Screen Cinema Association (GSCA)

T: +1 919 346 1123 W: [www.giantscreencinema.com](http://www.giantscreencinema.com)

### Historic Houses Association (HHA)

T: +44 (0)20 7259 5688 W: [www.hha.org.uk](http://www.hha.org.uk)

### Indian Association of Amusement Parks & Industries (IAAPI)

T: +91 22 6523 1643 W: [www.iaapi.org](http://www.iaapi.org)

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

T: +1 703 836 4800 W: [www.iaapa.org](http://www.iaapa.org)

### International Planetarium Society

T: +1 808 969 9735 W: [www.ips-planetarium.org](http://www.ips-planetarium.org)

### Irish Science Centres Awareness Network (ISCAN)

T: +353 (0)51 302 865 W: [www.iscan.ie](http://www.iscan.ie)

### Museums Australia

T: +61 2 6230 0346 W: [www.museumsaustralia.org.au](http://www.museumsaustralia.org.au)

### National Farm Attractions Network (NFAN)

T: +44 (0)1536 513 397 W: [www.farmattractions.net](http://www.farmattractions.net)

### NAVET

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

### Outdoor Amusement Business Association (OABA)

T: +1 407 681 9444 W: [www.oaba.org](http://www.oaba.org)

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

E: [rff@tnaqua.org](mailto:rff@tnaqua.org) W: [www.azfa.org](http://www.azfa.org)

### The Canadian Museums Association

T: +1 613 567 0099 W: [www.museums.ca](http://www.museums.ca)

### The Canadian Association of Science Centres (CASC)

T: +613 566 4247 W: [www.canadiansciencecentres.ca](http://www.canadiansciencecentres.ca)

### Themed Entertainment Association (TEA)

T: +1 818 843 8497 W: [www.teaconnect.org](http://www.teaconnect.org)

### World Waterpark Association (WWA)

T: +1 913 599 0300 W: [www.waterparks.org](http://www.waterparks.org)

### Zoo & Aquarium Association

T: +61 2 9978 4797 W: [www.zooaquarium.org.au](http://www.zooaquarium.org.au)