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23 AUGUST 2017 ISSUE 85

Lionsgate ups theme park game with South Korea development

A fully-fledged Lionsgate theme park is in the works, after plans were announced to develop the new attraction at the recently-opened Jeju Shinhwa World.

Called Lionsgate Movie World, the development at Jeju Shinhwa – one of South Korea's largest integrated resorts – will span 122,000sq m (1.3 million sq ft) and will be the largest Lionsgate-branded attraction to date.

Split into seven zones, each based on a different Lionsgate movie, IPs in the park will include *The Hunger Games*, *Twilight* and *Now You See Me*, as well as the upcoming *Robin Hood*, which comes to cinemas in March 2018.

Developer Landing International Development Limited has confirmed



The Hunger Games will be among the IPs featured in the park

the park – which will be Lionsgate's first branded outdoor theme park – will include a number of rides, attractions and 4D experiences, as well as streets

and towns based on Lionsgate IPs. Each area will also include themed restaurants, cafés, souvenir shops and theatrical performances.

Development is expected to start in 2018, with a scheduled opening date of 2019. Lionsgate Movie World will join a number of entertainment options at Jeju Shinhwa, which opened earlier this year. The resort, which offers Four Seasons, Marriott and Somerset-branded hotels, also has an array of leisure and entertainment options including

a waterpark, theme parks, a destination spa, an international style casino and a K-pop entertainment centre.

More: http://lei.sr?a=j4h3h_A

Tech start up creates world's first brain-controlled VR system

Tech startup Neurable has taken virtual reality to the next level, creating computer interfaces for the brain to allow users to control the technology using only the power of their minds.

Showcased at the recent Siggraph event in Los Angeles, the Boston-based Neurable uses EEG (Electroencephalography) sensors combined with eye-tracking technology to allow users to interact with virtual objects through cerebral activity – creating a brain computer interface (BCI).

"Our approach is science-driven and cross disciplinary, incorporating elements of neuroscience, biology, statistics, machine learning and design to create the ultimate user interface," said Neurable CEO and president, Ramses Alcaide. "With Neurable, mixed reality can finally achieve its full potential."



The VR is controlled through brain power

For the Siggraph event, Neurable debuted *Awakening*, a VR game preview likened to the show *Stranger Things* and made in partnership with eStudiofuture. In the game, the player is a child held prisoner in a government facility. The player discovers they have gained telekinetic powers and must use them to defeat robot guards and free themselves from the lab. The game is played entirely without use of a handheld controller.

"In the long run, we expect that AR/VR headset companies will integrate brain sensors directly into their products," said Michael Thompson, vice president of Neurable. "What the touch interface became to smart phones, BCIs will become to mixed reality headsets."

More: http://lei.sr?a=4s2N9_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 2017 ISSN Print: 2055-8171 Digital: 2055-818X



Swiss engineers Lauber Seilbahnen and Swissope built the structure in just ten weeks

Record breaking suspension bridge opens

The world's longest pedestrian suspension bridge has opened in the Swiss Alps, offering brave trekkers a shortcut across one of the region's most dramatic valleys.

The 494m (1,620ft) long Charles Kuonen Suspension Bridge, which is 86m (282ft) above the ground at its highest point, stretches between the towns of Grächen and Zermatt along the Europaweg foot trail, with the peaks

of the Matterhorn in the distance. Swiss engineers Lauber Seilbahnen and Swissope built the structure in just ten weeks.

The bridge takes around ten minutes to walk, cutting down a circuitous journey that previously took up to four hours. The trail takes walkers from between 1,600m (5,200ft) and 2,200m (7,200ft) above sea level.

More: http://lei.sr?a=f8n3V_A

Life for New York Wheel as developer closes in on new project contractor

Plans to develop America's largest observation wheel have been given a lifeline after New York Wheel's developer announced negotiations with a new contractor to take over the beleaguered project.

Originally scheduled for early 2017, the US\$580m (€503m, £442m) wheel was completely on hold last month after developer NY Wheel ended its working arrangement with contractor Mammoet-Starneth, citing its "inability" to meet development deadlines.

"NY Wheel is in advanced negotiation with American Bridge Company, the builder of the Queensferry Crossing, Las Vegas High Roller Observation Wheel and the new Tappan Zee Bridge, to take over and complete the erection of the New York



Contractor issues forced the project to be put on hold

Wheel," said a statement from the developer to AM2. "As part of that transition, the cranes previously provided by Mammoet are not required and will be removed from the project site in order to make way for replacement equipment. Work on the terminal building continues."

More: http://lei.sr?a=g5z3b_A

‘Plenty of opportunity for expansion in China’ says Bob Iger

Disney chair Bob Iger has said that there is “plenty of opportunity for expansion” in China, as its parks division, buoyed by the operator’s overseas ventures, enjoyed a strong third quarter of the fiscal year.

In its latest earnings report, an increase in visitor spending at Disney’s Shanghai and Paris resorts contributed to strong growth for the company’s parks and resorts division, with revenues growing 12 per cent to nearly US\$5bn (€4.17bn, £3.76bn) and operating income increasing 18 per cent to US\$1.17bn (€996m, £899m).

Specifically in Shanghai, the earnings results reflected the company’s first full quarter of operations, compared to the previous year, which included opening costs.

“This is basically a national tourist destination,” said Bob Iger, speaking on the success of the Shanghai park in its first year. “It is a very, very well-received product in China, and we have plenty of opportunity for expansion.”

Disney has already started work on expanding its Shanghai park, with



Bob Iger and Disney are looking at China as a key area for significant expansion

construction already underway on the new Toy Story Land, which is scheduled to open in 2018. Speaking during the earnings call, Iger alluded to further expansion beyond *Toy Story*, though what that could be is still under wraps.

Shanghai Disneyland has had greater initial success than any other Disney park, with the attraction on course to break even in its first full year – something no Disney park has managed to achieve in the last three decades.

More: http://lei.sr?a=6s3m2_A

Brexit won’t affect Canary Islands, says Loro Parque founder

Wolfgang Kiessling, founder of the Canary Islands’ Loro Parque and Siam Park, has said that Brexit won’t affect business for the popular holiday destination, with predictions that holidaying Britons will be the main source of revenue for his latest project – a €30m (US\$35.1m, £27.3m) aquarium development in Gran Canaria.

Called Poema del Mar (Poem of the Sea) – the 12,500sq m (134,500sq ft) Las Palmas development will focus on sea creatures from the Atlantic Ocean, and is being developed to boost tourist activity in the city and complement other tourism attractions in the area.

“We’re right in the harbour, next to where the cruise ships arrive, so that’s a whole new market for us,” said Kiessling, speaking in the upcoming edition of *Attractions Management*.

“We can also count on the tourists who come to Gran Canaria because, up to now, this kind of attraction has been missing. I think we can draw quite a lot of people.”

The Canary Islands rely heavily on British tourism, which accounts for around



Wolfgang Kiessling opened his first attraction in the Canary Islands with Loro Parque in 1972

a third of the 14 million tourists that visit the holiday destination each year. Despite the impending Brexit, Kiessling isn’t concerned that it will affect business.

“The industry is changing continuously,” he said. “At the moment, British people visit more than anyone else. When Brexit comes, we don’t know how this will change, but

there is always change. Four years ago we had a lot of Russian people visiting. Now those numbers have declined but in their place more French and Italian people have arrived.

“Brexit or no Brexit, Britons will still want to go on vacation. They come here now and they will still come here when Brexit arrives.”

More: http://lei.sr?a=y9r3u_A

UK rides found safe following death on similar US attraction

A number of rides at theme parks in the UK have reopened after being shut down by the Health and Safety Executive (HSE) following an accident on a similar attraction in the US which left one dead and seven injured.

Eighteen-year-old Tyler Jarrell died at the Ohio State Fair on 26 July after being thrown into the air by the Fire Ball spinning pendulum ride, which broke apart while in operation.

The HSE confirmed in a statement that five similar KMG Afterburner rides in the UK were subject to a prohibition enforcement notice, meaning that they were taken out of operation.

"There are six machines of this version operating in UK which were all thoroughly inspected within the last 12 months in line with agreed procedures," said the HSE statement.

The rides closed as a result of the notice include those at Pleasurewood Hills, Ryan Crow Amusements, Coney Beach Fair, Manning's Amusements and Brean Theme Park. Lightwater Valley also closed its ride immediately following the Ohio accident.



Lightwater Valley closed its Eagles Claw following the accident but the ride has since reopened

The ride model in question swings like a pendulum while spinning its passengers. Ohio's Governor John Kasich has called for a full investigation. Following its own investigation, the ride's designers KMG said that the accident

on the 18-year-old ride was the result of "excessive corrosion on the interior of the gondola support beam," which "dangerously reduced the beam's wall thickness."

More: http://lei.sr?a=m5z8y_A



A potter teaching traditional methods

Abu Dhabi plans strong heritage tourism links

The Abu Dhabi Tourism and Culture Authority (TCA) and Emirates Heritage Club have signed a Memorandum of Understanding (MoU) to develop Abu Dhabi as a cultural tourism hub.

The agreement will see the two bodies cooperate to work in the fields of tourism, culture and marketing, with the MoU aiming to promote Abu Dhabi's heritage and cultural activities to an international audience. The MoU falls in line with Abu Dhabi's plan to build upon the emirate's history and enhance its cultural vision for future generations.

More: http://lei.sr?a=V6K4F_A

Avant-garde artist Yayoi Kusama to open eponymous museum in Tokyo

Yayoi Kusama – the Japanese artist famed for her use of repetitive patterns and bold colours – has announced the opening of her own art museum, in Tokyo, Japan.

The five-storey museum building, designed by architecture firm Kume Sekkei, has already been erected in the Shinjuku district of Tokyo, but the purpose of the structure had been kept under wraps.

Two of the storeys will be devoted to exhibiting Kusama's latest artworks, while one floor will be dedicated to an Infinity Mirrors installation. There will also be archive space, reading room and a gift shop.

"This museum is established by Yayoi Kusama and managed by the general incorporated association, Yayoi Kusama



The Yayoi Kusama Museum is expected to open on 1 October

Foundation with the purpose of dissemination and promotion of Kusama's art throughout the exhibition of her artworks and related materials, to contribute afterwards to the general development of art," said a museum statement.

More: http://lei.sr?a=m4d4f_A

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Oman eyes tourism boost as waterpark nears completion

As Oman continues to develop its tourism assets, authorities have said the first phase of a landmark waterpark development in Salalah will be ready by December.

Announced by Oman's tourism minister, Ahmed bin Nasser bin Hamad al Mehrzi, the 35,000sq m (378,000sq ft) OMR2.6m (US\$7m, €6m, £5.4m) waterpark will feature a selection of water rides, including a lazy river, wave pool, spa pool and a number of slides.

The waterpark – by James Cubitt and Partners – is part of a larger mixed-use leisure development, which will also feature a five-star hotel, mall and conference halls.

A second phase of development included in the signing will see the waterpark further expanded to include six different types of watersports, as well as vast green areas.

Speaking to *Attractions Management* earlier this year, Maitha Al Mahrouqi, under secretary of the Ministry of Tourism for Oman, explained the National Strategy for Tourism 2040, which includes a 6 per cent rise



The waterpark is being used as a lure for overseas tourists by Oman's government

in tourism contributions and a near doubling of visitor numbers to five million annually.

"These figures will be achieved by promoting Oman as a year-round destination for tourists – with water

sports, mountain escapades and luxury hotels included in a new summer campaign designed for visitors from the UAE and Saudi Arabia," she said.

More: http://lei.sr?a=P7q7m_A



Bulmers cider is created in Ireland

Bulmers plans €1.8m Clonmel visitor centre

Irish cider giant the C&C group has announced plans to build a €1.8m (£1.6m, US\$2.1m) visitor centre dedicated to its Bulmers brand.

To be located in Clonmel, Ireland, the centre will feature a living experience where visitors will be able to follow an apple's journey through the various stages of cider production.

The development is part of a larger €5m (£4.5m, US\$5.9) tourism scheme for Clonmel, which aims to attract upwards of 100,000 visitors annually to the area over the course of the next five years.

More: http://lei.sr?a=t6a6W_A

Bear Grylls puts kids to test with launch of Survival Academy at Whipsnade Zoo

Adventure survivalist Bear Grylls and ZSL Whipsnade Zoo in Bedfordshire, UK, have teamed up to bring a brand new summer academy for kids to put their survival skills to the test.

Opened on 29 July and running through to 3 September, visitors can take on a number of Bear Grylls-inspired challenges and activities, including tackling an assault course, learning how to build shelters and testing their wildlife knowledge.

Foods that could be sourced in the wild, including fruits, herbs and mealworms, will be available to sample for the most adventurous of visitors. Children will also be taught how to track animals, while zoo conservationists will teach them to study animal behaviour.



Bear Grylls is a famed British adventurer and survivalist

As part of the partnership, daily talks from Bear Grylls Survival Academy instructors will educate visitors on how animals, and humans, can survive in the harshest conditions in the wild, with the talks including live challenges for guests to try and complete.

More: http://lei.sr?a=z4Q3Q_A

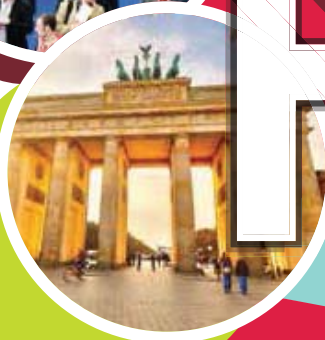
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DIARY DATES

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BALPPA Autumn Conference Devon, UK

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Email: information@balppa.org
www.balppa.org

19-23 SEPTEMBER 2017

EAZA Annual Conference Wildlands Adventure Zoo, Emmen, Netherlands

The European Association of Zoos and Aquaria (EAZA) Conference is the biggest annual gathering of the European zoo and aquarium community. More than 600 delegates are expected to come together for four days of events.

Tel: +31 20 520 07 50
Email: mirko.marseille@eaza.net
www.eaza.net

24-28 SEPTEMBER 2017

Euro Attractions Show Berlin, Germany

The world's attractions leaders will descend on Berlin, when 11,000 delegates gather for this year's Euro Attractions Show (EAS). The show floor will have more than 500 exhibiting companies, as well as educational sessions.

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26-29 SEPTEMBER 2017

GSCA Conference & Trade Show Chicago, Illinois, US

The Giant Screen Cinema Association (GSCA) Conference and Trade Show this year includes a marketing symposium to help theatres increase attendance.

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www.giantsscreencinema.com



The conference will be hosted at the Indianapolis Zoo in Indiana, US

9-13 SEPTEMBER 2017

AZA Annual Conference Indianapolis Zoo, Indiana, US

The Association of Zoos & Aquariums (AZA) Annual Conference is the largest, most comprehensive zoo and aquarium professionals' event in the

world. More than 150 companies and organisations will showcase their latest products to 2,800 delegates from AZA aquariums and zoos.

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www.annual.aza.org

1-6 OCTOBER 2017

AZA: Principles of Aquarium Husbandry, Design and Leadership Shedd Aquarium, Chicago, Illinois, US

This course will help aquarists build their husbandry, design and leadership skills to advance both their career and institution. Students will experience lectures, group discussions and behind-the-scenes tours.

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4 OCTOBER 2017

Annual National Conference of Visitor Attractions Queen Elizabeth II Conference Centre, London, UK

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10-12 OCTOBER 2017

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WAZA Annual Conference Berlin Zoo, Berlin, Germany

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EARNINGS REPORT

The second quarter of the year has been eventful for major operators within the attractions sector, some for good reasons and some for bad ones. *AM2* reports.

It's been a strong quarter for the majority of the major operators. Overseas ventures are booming, while continued investments pay dividends. Some softness in certain markets has affected portions of businesses, while other issues have also impacted certain results. *AM2* looked at how the biggest operators fared for the second part of 2017.

Disney delight at Shanghai and Paris

An increase in visitor spend in Shanghai and Paris resorts contributed to strong growth for Disney's parks and resorts division.

Revenues for the quarter rose 12 per cent to nearly US\$5bn (€4.17bn, £3.76bn), with growth coming from Disney's overseas parks. Operating income increased by 18 per cent to US\$1.17bn (€996m, £899m).

The increase at Disney Shanghai reflected a full quarter of operations, compared to the previous year, which included opening costs. Higher income for Disneyland Paris came from increased guest spending and attendance.

Investments boost Universal

NBCUniversal's theme park division experienced a surge in revenue during Q2 thanks to its investment in new attractions.



Disney is booming thanks to overseas ventures including its newest park in Shanghai

During the second three months of the year, revenue for the Comcast-owned organisation grew 15.6 per cent, up from US\$1.13bn (€965m, £860m) in 2016 to US\$1.3bn (€1.11bn, £989m) in 2017.

Reflecting higher attendance and per capita spending, the growth was buoyed by the continued popularity of the recently-opened Harry Potter world at Universal Studios Hollywood, Minion Park at Universal Japan and Volcano Bay waterpark in Orlando.

SeaWorld sinks deeper

SeaWorld is not happy with its results for the quarter as the operator plans to further slash costs while attempting to reshape itself following several years of turmoil.

Combined results for the first half of the year show attendance down by 353,000 visitors, which SeaWorld said was primarily concentrated at the company's SeaWorld parks in Orlando and San Diego.

For the first half of 2017, SeaWorld reported losses of US\$237m (€200.6m, £181.6m), though this figure includes a goodwill impairment charge caused by

"We're continuing to leverage our great IP and numerous investments"
- Bob Iger, Disney

a decline in asset value based on future earnings at SeaWorld Orlando.

In a statement, the company said the declines were driven by "the combined impact of reduced national advertising and competitive pressures". It added that SeaWorld San Diego was further impacted by public perception issues which "resurfaced since the company reduced spend on its reputation campaign".

Six Flags breaks records

Six Flags enjoyed a successful quarter, with the operator recording record revenues with numbers up US\$15m (€12.9m, £11.5m).

The 4 per cent increase saw revenue rise to US\$422m (€363m, £324.3m) and was driven primarily by an attendance boost of 5 per cent with 9.5 million people visiting. An 18 per cent increase in sponsorship and licensing also played a part in the increase.



Orca controversies continue to give SeaWorld a financial and PR headache

“Terror attacks in the UK immediately and significantly reduced demand” - Merlin

“2017 will be another record year for our shareholders as we deliver higher ticket yields, improved in-park revenue, attractive international licensing deals, new waterparks, and strong execution,” said Six Flags president and CEO James Reid-Anderson.

Cedar Fair soaring higher

Cedar Fair is on course for another record year of results, after the company recorded net revenues of US\$393m (€332m, £297m) for the second quarter of 2017, US\$5m (€4.2m, £3.8m) higher than record revenues reported for the same period last year.

The 1 per cent increase in revenue reflects a 2 per cent increase in attendance year-on-year, up 134,000 people to 6.7 million visitors.

Cedar Fair has attributed the increase to a strong capital investment programme, which has included the introduction of a number of new rides in 2017, the success of its early-season multi-week special events, and the extra benefit of the Easter holiday occurring during the second quarter.

Terrorism affects Merlin in London

New additions to its portfolio and strong performances from its Lego attractions have boosted revenues for Merlin



Merlin's London cluster of midway attractions was affected by recent terror attacks

Entertainments, though the operator says its attractions in the UK are suffering as a result of recent terror attacks in the country.

Reporting its latest earnings, in the first half of 2017, Merlin recorded increased revenues of £685m (US\$891.7m, €756.3m) – up by 9.6 per cent - while earnings before interest, tax, depreciation and amortisation (EBITDA) were £144m (US\$187.5m, €159m) – an increase of 2.4 per cent.

Merlin said it had strong revenue performance despite some “difficult markets”, particularly softness in the UK theme park market and its midway attractions in London.

“The series of terror attacks in the

UK immediately and significantly reduced domestic demand, and we remain cautious on international visitation over the key summer trading period given the lag between bookings and visitation,” said the operator.

DXB reshapes business

Almost a year on from the launch of its multi-billion pound theme park and resort development in Dubai, operator DXB Entertainments has announced significant losses for the second quarter of 2017.

Losses for the second quarter grew by almost six times, with AED286.2m (US\$77.9m, €66.3m, £55.9m) losses compared to AED41.3m (US\$11.2m, €9.6m, £8.6m) for the same period in 2016.

Revenue for the quarter was AED119.6m (US\$32.6m, €27.7m, £25m), down from AED159.9m (US\$43.5m, €37m, £33.5m) in the first quarter of the year shortly after the staggered launch of Dubai Parks and Resorts.

As a result, DXB has announced a new strategy, introducing three new business units to better manage its existing assets.

As part of its reorganisation, DXB has also announced a deal with Meraas Leisure and Entertainment to manage assets including Hub Zero, Mattel Play Town and Roxy Cinemas among others, with the operator intending to “seek further opportunities to manage contemporary leisure and entertainment offerings in the UAE.”



DXB Entertainments recorded significant losses in the second quarter of the year



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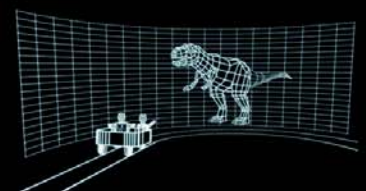
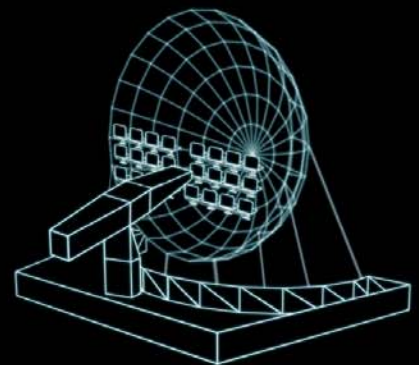
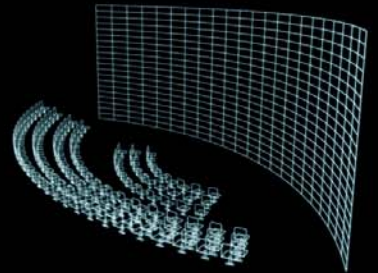
Delta takes interactive control in many forms, including low latency control via network, live capture from external, and local sources at high bit depths, touch input, and integration with 3D tracking systems and third party effects engines such as Notch. Attraction Designers can create highly interactive experiences, safe in the knowledge that the media can be controlled directly at any time from the many types of inputs. Delta Media Server inherently supports touch interfaces allowing customer interaction directly with the server's playback window without any other user interface.

Built for Simplicity

Show Creation and Content Management are made easy with our software however you may wish to control your show. We offer extensive external control protocols whilst at the same time providing an inbuilt scripting language, together with user-customisable webpages that can serve as the sole hub for all interactivity in applications such as visitor centres or kiosk-type displays, cutting cost and complexity by eliminating other show control or interface hardware.

Built for Complete Control

Delta Media Server is a comprehensive media serving and display management engine. Its real-time rendering, media playback and composition, frame accurate timing, and display alignment capabilities provide the flexibility to cope with any type of interactive, dynamic, real-time control required by the ever-demanding audiovisual industry.



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Merlin plans multi-year expansion of Legoland Windsor

Merlin is planning a grand expansion of Legoland Windsor, after the operator filed a planning application to include new attractions and accommodation as part of an eight-year masterplan to develop the UK theme park.

The application – submitted to the Royal Borough of Windsor and Maidenhead, and Bracknell Forest Council – is split into eight separate projects, with work to be carried out through to 2024. Merlin is seeking full planning permission for the first four projects, with outline planning permission sought for the final four. The expansion will increase the size of the park by 450,000sq m (4.8m sq ft).

As seen at its other UK parks, most recently with Alton Towers, increasing accommodation to boost overnight stays is a key part of the plan, with project one being the development of a holiday village to include 65 semi-detached lodges and 20 ‘barrel’ style rooms. The holiday village will also include community and play facilities for guests.

Outline planning permission is being sought for what is currently called the “2019



The application is split into eight separate projects, with work to be carried out through to 2024

attraction”. This is the fifth project and is made up of three “attractions zones”, with three new rides – one of which will be an indoor dark ride.

“The planning application was submitted in June and is currently pending,” said a council

spokesperson, speaking to *AM2*. “With a large project such as this it could take some time to finalise. We’d expect this to be wound up by the end of the year in terms of planning approval.”

More: http://lei.sr?a=g6H3F_A

Denmark’s AART Architects win design competition for Old Bergen Museum

Denmark’s AART Architects have won an international design competition to create a new visitor centre for one of Norway’s largest open-air museums.

In the 1800’s, Bergen was the largest wooden city in Europe, with timber houses forming the setting for vibrant streets and squares. This historic urban environment is celebrated at the Gamle Bergen Museum (the Old Bergen Museum), which organised the competition to identify a design for its visitor centre expansion.

AART Architects, in a team with landscape designers SLA and Norwegian consultants Norconsult, swayed the judges with their vision for a trio of connected but staggered saddleback-roofed houses in wood that frame the view of the open-air museum.



The design features a trio of saddleback-roofed houses

“The visitor centre not only takes shape after the old wooden houses; it also draws the historic urban environment into the foyer,” said Thomas Pedersen, head of AART Architects’ Norwegian department. “It’s introvert and extrovert at the same time.”

More: http://lei.sr?a=w6d8T_A



An MoU has been signed for the project

Centre Pompidou to open Shanghai branch

The Centre Pompidou will establish a branch within Shanghai’s forthcoming West Bund Art Museum, designed by British architect David Chipperfield.

The state-owned West Bund Group, which is developing the city’s Xuhui Waterfront, has signed a Memorandum of Understanding with the Centre Pompidou to initiate a renewable cultural cooperation project between France and China from 2019-2024.

Construction is already underway, and is expected to be completed by the end of 2018.

More: http://lei.sr?a=W9X3g_A



7thSenses Media Servers drive 16 attractions across the parks

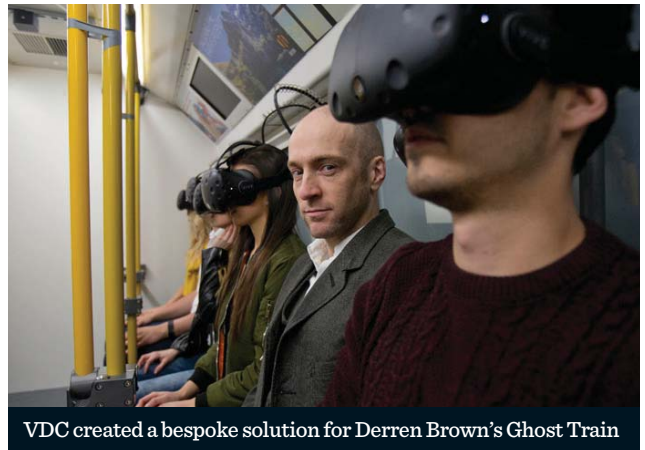
7thSense named key supplier for Dubai Parks and Resorts

High-performance media specialists 7thSense Design has announced its key technology supplier status with Dubai Parks and Resorts.

Dubai Parks and Resorts plays host to Legoland Dubai, Legoland Waterpark, Motiongate Dubai, Bollywood Parks Dubai and Riverland Dubai. 7thSense media servers power 16 rides and attractions throughout the

Motiongate and Bollywood parks.

“Dubai Parks has enjoyed a strong working relationship with 7thSense,” said Michael Carroll of DXB Entertainments. “The many systems that we have playing back media throughout the resort have performed extremely well and 7thSense has provided great support whenever we have needed it.”



VDC created a bespoke solution for Derren Brown's Ghost Train

VDC assists VR upgrade on Derren Brown's Ghost Train

Derren Brown's Ghost Train: Rise of the Demon at Thorpe Park, Surrey, UK, has recently undergone a terrifying revamp to provide more scares than ever before.

The ride, a world first, is a completely immersive, multi-sensory experience that is designed to terrify the rider. It takes place inside a replica London Underground train.

Thorpe Park enlisted the help of AV cabling specialist VDC Training to assist with the VR upgrade, as sections of the ride had to be adapted to make the experience fully immersive. VDC replaced the existing cabling with an easy to install, custom created cabling solution, and also ensured that the VR headsets were in full working order.



Maunder joins the company with a wealth of leadership

Picsolve names new chief technology officer

Digital content creator Picsolve has announced the appointment of Dan Maunder as its chief technology officer.

Maunder, who has more than 15 years experience in technology and product development, recently served as the VP of software development at Experian Consumer Services. He will oversee research and development and

digital product development and technology.

“Picsolve success and ambition for the future is what attracted me to this company,” said Maunder. “I’m energised by the prospect of developing new technologies that enable visitors of the world’s best entertainment destinations to instantly share their experiences.”



Roller is used in some of the world's most iconic attractions

Roller Software announces new strategic partnership

Australian tech company Roller Software has announced a strategic partnership with Fairfax Media, that will see the cloud-based booking software used exclusively across Fairfax' entire events portfolio, including Kidtopia, Open Air Cinemas and the Good Food Month.

Founded in 2012, Roller is an all-in-one cloud-based platform

that was designed to solve operational issues faced by businesses in the attractions and leisure industries.

The software offers a range of operational solutions including innovative digital solutions for ticketing, POS, CRM and digital waivers. Roller also offers hardware, gift cards, RFID, marketing mail and Web development.



Eleven Arches is looking for talented individuals to join its Marketing and Production teams as 'Kynren – an epic tale of England' moves into its third season, and the development of a new daytime theme park begins.

Eleven Arches is the production company behind 'Kynren – an epic tale of England', the spectacular open-air live show in County Durham. A registered charity, Eleven Arches aims to establish Bishop Auckland as an international tourist destination, a new engine for economic growth, with Kynren and a future historical theme park at its heart. The roles offer successful candidates the opportunity to be involved in an inspiring, ambitious and unique project, working in a fast-moving, unpredictable, high-octane environment that accompanies the production of a world-class show.



We are recruiting for key marketing positions which will enable us to build our brand and develop opportunities and channels for ticket sales.

DIRECTOR OF MARKETING & COMMUNICATIONS

The Director of Marketing and Communications is responsible for maximising all streams of revenue, through developing B2C and B2B sales channels, merchandise and corporate opportunities, while optimising engagement and integrating Kynren within the local community. Reporting to the Chief Executive Officer, you will be responsible for orchestrating and driving the overall marketing strategy and leading the team to deliver consistent communications and collateral in line with the marketing plan as we develop new sales channels and optimise the customer booking journey. Leading a team of staff and agencies, you will also be responsible for the development and protection of the Eleven Arches and Kynren brands.

HEAD OF BUSINESS DEVELOPMENT

We are looking for an experienced marketing professional to drive the strategic development of our sales channels - trade, partnership and consumer - and deliver the marketing plan to achieve our sales objective. Reporting to the Director of Marketing and Communications, you will be responsible for the day-to-day running of all marketing operations, building the presence and profile of Kynren and Eleven Arches in the North East, nationally and internationally, building relationships with the travel industry and developing programmes and packages to help us broaden the reach and appeal of Kynren to new and growing audiences. You will also work closely with the communities, councils, organisations and businesses in Bishop Auckland, County Durham and the North East to develop their collaboration with and support for Kynren.

HEAD OF COMMUNICATIONS

We are looking for an experienced communications professional who will be instrumental in creating PR opportunities and engineering engaging content. If you have journalistic tendencies, an ear for good story and flair for great copy, this role could be ideal for you. Reporting to the Director of Marketing and Communications, you will drive Eleven Arches' communications through social media and public relations, and be closely involved in the delivery of our marketing plan, crafting compelling copy, generating ideas and content for use across traditional, digital and social media and internal communications, and shaping our Ambassadors and Outreach Programme.

In addition, we are keen to hear from individuals with a background in show production to assist with the delivery of our world-class show:

STAGE MANAGER

You will be instrumental in assisting the Creative Director and the Creative & Production Team to deliver the best possible performances of Kynren from the start to the close of each season. In addition to being involved in the technical and creative aspects of the production, this role also involves leading the cast and crew during rehearsals and throughout the performance season.

ASSOCIATE PRODUCER

Acting as a hub and support the Creative Director, the Producer and Executive Producer in co-ordinating all activities undertaken by various departments within the organisation, you will ensure that deadlines are met and that preparations for the show run smoothly. This project management role is pivotal in enabling the creative team to concentrate on the creative aspects, and head of departments to deliver on their respective mandates.

All positions come with a competitive salary and benefits package, commensurate with experience. For more information please visit our website www.elevenarches.org/our-story/careers and if you wish to apply, send your CV with a covering letter to recruitment@elevenarches.org



FAIRGROUND HERITAGE CENTRE

Operations Manager

at Dingles Fairground Heritage Centre

Salary: £28k-£35k

The Fairground Heritage Trust is a registered charity, responsible for the national collection of fairground equipment, art and ephemera, and the management of that collection in the Dingles Fairground Heritage Centre in West Devon - a working museum.

We have an exciting opening for an Operations Manager to work at Dingles Fairground Heritage Centre. This will involve taking responsibility for day-to-day running of our popular and expanding tourist attraction, and to take a lead in implementing the strategic plan of the Trustees, working in conjunction with the Curatorial and Engineering Managers.

We are looking for a proactive person who will share the vision of the Trustees in growing the potential of the centre in terms of marketing opportunities, ensuring visitors enjoy a positive experience and building a team of staff and volunteers who share a common goal.

On a day to day basis you will manage the experience of the visitors, take responsibility for bookings, and oversee marketing and event planning.

You will act as the focal point of contact to the Trustees' Management Committee, the landlord, staff, volunteers, catering licensees and members of the public.



You will need to have a proven track record of running a visitor attraction. Clear leadership skills, and a knowledge of current relevant legislation, are vital. A flair for marketing, line management of staff and volunteers, excellent communication skills and the ability to work independently as well as part of a team are all key attributes. You will also be expected to be IT literate and competent with MS Office and accounting software.

We need you to be prepared to develop an understanding of the collection and the aims of the Fairground Heritage Trust.

Driving license essential.

For further details of the post and the application process please contact Michael Smith (Secretary to the Trustees) secretary@fairground-heritage.org.uk.

A job description is available to download from our website <http://fairground-heritage.org.uk/vacancies/>

Castle Howard is a magnificent 18th century residence set within 8000 acres of breathtaking landscape in the Howardian Hills, an area of outstanding natural beauty in the heart of North Yorkshire. We operate daily tours of the House, offer fabulous grounds and gardens, an adventure play area, cafés and shops. We welcome visitors from all over the world throughout the year and deliver an extensive day and evening events programme.



CASTLE HOWARD

Duty Manager Visitor Experience – 1 Year Fixed Term Contract

Competitive salary, plus pension and benefits package

Full time, 40 hrs per week over seven days including weekends and bank holidays

We are seeking an experienced and creative Duty Manager to join, inspire and lead our team at Castle Howard. As Duty Manager Visitor Experience, your role will lead the team in the development of the visitor experience, ensuring regular assessment of feedback and content working closely with the Curatorial department. This role will also be instrumental in the operational delivery of events and functions. The successful applicant may have a background in developing tour content and previous event experience. Our Duty Managers have key operational, hands on roles with daily duty management responsibilities and will actively contribute to and deliver the visitor experience strategy embracing Castle Howard as an inspirational environment to be part of and bring visitors to. Candidates will have previous duty management and cash handling experience within the tourism or hospitality sector, be commercially astute, pro-active and motivated.

Sales & Reservations Assistant

Salary £17,000 per annum, plus pension and benefits package

Full time 40 hrs per week Monday – Friday

As our Sales & Reservations Assistant your days will be varied; you will manage incoming group enquiries and bookings online providing an efficient and excellent customer service, on a weekly basis you will be implementing sales activity to drive the bookings and generate sales and at busy times you will enjoy meeting and welcoming the coach operators and groups visiting Castle Howard. To achieve all this you will have excellent communication skills, be well presented and you will be motivated by achieving targets, you may even have either some previous sales or receptionist experience.

For further details of both roles including the full job descriptions please visit our website www.castlehoward.co.uk/recruitment. To apply, please send a CV and covering letter to: HR Department, Castle Howard Estate Limited, York, YO60 7DA or via email to: hr@castlehoward.co.uk.

CLOSING DATE FOR BOTH ROLES IS MONDAY 11 SEPTEMBER.

First interviews - Duty Manager Visitor Services: Thursday 28 September. Sales & Reservations Assistant: Thursday 21 September.

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



● **Rides and Attractions**

Team Leader

360 Play

Job location: Farnborough, United Kingdom

● **Food and Beverage**

Team Leader

360 Play

Job location: Farnborough, United Kingdom

● **Forest Centre Manager**

Forestry Commission

Salary: £29,401 - £32,486

Job location: Wendover, United Kingdom

● **Visitor Experience and**

Operations Manager

National Trust

Salary: £30,507 pa

Job location: Shrewsbury, United Kingdom

● **Visitor Services Manager**

Raby Castle

Salary: Competitive

Job location: Darlington, United Kingdom

● **Reception / Front of**

House Team Leader

360 Play

Job location: Farnborough, United Kingdom

● **Project Delivery Officer**

Hull Culture and Leisure

Salary: £17,072 - £18,070

Job location: Hull, United Kingdom

● **Leisure Marketing Manager**

Hull Culture and Leisure

Salary: 30,785 - £33,437

Job location: Hull, United Kingdom

● **Head of Site - RHS**

Garden Wisley

Royal Horticultural Society

Salary: circa £70,000

Job location: Wisley, United Kingdom

● **Estates and Properties**

Manager

Paultons Park

Salary: Excellent salary and benefit package

Job location: Romsey, United Kingdom

● **Exhibitions Manager**

JORVIK Viking Centre

Salary: £20,000 per year

Job location: York, United Kingdom

● **Facilities Technician**

Madame Tussauds

Salary: Competitive

Job location: San Francisco, CA, United States

● **Performance Team Leader**

The Dungeons

Salary: Competitive

Job location: San Francisco, CA, United States

● **Assistant Manager -**

Conferencing and Events

Derby City Council

Salary: Grade G £24,964 - £27,668 a year

Job location: Derby, United Kingdom

● **Assistant Manager**

360 Play

Job location: Farnborough, United Kingdom

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

SeaWorld continuing with Chinese expansion despite domestic woes

Despite recent setbacks in its latest earnings report, SeaWorld continues to move forward with its Chinese expansion plans following its partial acquisition by Chinese investment firm Zhonghong Zhuoye Group (ZZG) earlier this year.

Purchasing a 21 per cent stake of SeaWorld in March, ZZG and SeaWorld outlined their intention to design and develop future themed entertainment destinations, including theme parks, waterparks and FECs, in Asia.

In its most recent earnings report, SeaWorld revealed it was not happy with the quarter, with plans to further slash costs following several years of turmoil.



Future SeaWorld ventures will not include any orcas

Speaking during an earnings call, CEO Joel Manby said this action, would not affect long-term development plans.

"We're still moving forward in China," he said.

"We're looking at both FEC and theme park, and that's all actively ongoing. We soon hope to have an official agreement similar to what we had in Abu Dhabi."

More: http://lei.sr?a=y7t6a_A

World Monuments Fund training Syrian refugees to restore war-torn heritage

The World Monuments Fund (WMF) is beginning to lay the groundwork for a new heritage conservation training programme after announcing plans to establish a £500,000 (US\$648,000, €550,000) scheme for Syrian refugees to rebuild heritage sites.

Creating a workforce of skilled stonemasons, which WMF says is a "precondition for saving Syria's shattered heritage", the training scheme will help people living in and around the Zaatari camp on the Jordanian border develop new skills in restoration.

"In addition to the 80,000 refugees in the camp, it is estimated there are an additional 100,000 refugees living in the town



Stephen Battle recently visited Jordan to launch the project

and surrounding region, and many are destitute, living off aid," said Stephen Battle, programme director for Sub-Saharan Africa at WMF. "At present, Syrians in Jordan may only work in the agricultural sector, but there are moves to open

up construction as well. Training in stonemasonry will give a group of young people a skill and the means to earn a living. Our project provides a potential source of income, and hope for rebuilding shattered lives."

More: http://lei.sr?a=p4N9f_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 (EZA)

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: rff@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