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21 FEBRUARY 2018 ISSUE 98

Kennedy Space Center debuts immersive Mars experiences

A new attraction has launched at Florida's Kennedy Space Center (KSC) Merritt Island visitor complex – sending visitors on a virtual trip 54.6 million km (33.9 million mi) to Mars.

Taking off on 10 February, the new Astronaut Training Experience (ATX) uses immersive technology to make participants feel as though they've been transported to the Red Planet.

In the experience, visitors train to live and work on Mars and learn what it's like to travel there using real NASA practices.

Two different experiences are available as part of ATX. The first allows guest to join a space crew as they undertake a mission simulation including launching, landing



Real NASA technology offers an authentic visitor experience

and walking on Mars. During the five-hour experience, visitors get the chance to perform a spacewalk through an advanced microgravity simulation.

The second experience sees visitors transported to Mars to live and work on Mars Base 1. Set on a futuristic landscape, rookie astronaut teams spend a full day managing an operations centre on Mars, where they carry out activities including harvesting vegetables in the Botany Lab, programming robots to optimise solar energy intake and adapting to the challenges of thriving in the harsh Martian environment.

"We're offering something that most people thought they would never get to do in their lifetime," said Therrin Protze, COO at KSC Visitor

Complex. "Guests looking to get as close to Mars as possible without actually becoming an astronaut will be able to have that opportunity."

More: http://lei.sr?a=W6r2G_A

DXB plans US\$1.15bn restructure following losses increase

DXB Entertainments – the operator of Dubai Parks and Resorts – is planning to restructure a debt of US\$1.15bn (€931m, £827m) as the attraction continues to struggle after missing expectations on visitor numbers.

According to multiple reports, the operator is planning to reschedule a loan agreement signed in 2014, and is requesting that repayments are frozen for a period of three years. A spokesperson for the company said that it "periodically" reviews its capital structure to ensure the "right funding terms to meet strategic objectives".

For the year, DXB posted losses of US\$305m (€246.9m, £219.2m) – more than double that of its launch year in 2016.

Despite visitor numbers rising and a new cost-cutting strategy being introduced,



Legoland Dubai is among DXB's properties

losses were heavy for 2017, even higher than the US\$244m (€197.5m, £175.3m) loss predicted by financial analysts. Revenue increased significantly from US\$20.7m (€16.7m, £14.9m) to US\$150.3m (€121.7m, £108m), though the initial figures only accounted for the final three months of 2016.

"The strategy for 2017 was focused on driving visits to the theme parks with a revised pricing strategy and targeted marketing to Gulf residents and key international source markets," said Mohamed Almula, managing director and CEO of DXB Entertainments. "The company delivered operational cost savings during 2017 through realising operational synergies and cost optimisation," he added.

More: http://lei.sr?a=a4R5S_A

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Players must go on a journey to save the Pyhä fell from the evil plans of Pakkasnoita

Skiing and storytelling combine in Finland

One of Finland's most popular ski resorts is combining winter sport with storytelling experiences, creating a unique escape room-style game as it seeks to attract new audiences to the snowy destination.

Working with Escape Room Helsinki, Pyhä Ski Resort has created an adventure based on the local legend of Huttu-Ukko – a mighty creature that guards the fell – with

players having to explore the mountain's slopes to solve the mystery.

Called "The Lost Spell", players must go on a journey to save the Pyhä fell from the evil plans of Pakkasnoita, the Frost Witch, by finding Huttu-Ukko's lost spell.

Escape Pyhä will make its debut on 7 April, running through to 22 April.

More: http://lei.sr?a=X6h7w_A

Bear Grylls plans to 'bring adventure to the millions' with survival attraction

Celebrity survivalist Bear Grylls has said that he wants visitors to "bring adventure to millions", with the launch of his new adventure attraction in Birmingham, UK, later this year.

Targeting the adventure-based experiences market, the £20m (US\$26.7m, €22.8m) Bear Grylls Adventure attraction being developed by Merlin Entertainments will be split up into five areas, with each offering a different set of activities based on Grylls' high adrenaline experiences and past expeditions.

"I wanted to create a large scale attraction so you don't have to travel the world to get a real taste of adventure," said Grylls.

"We found during market research that 18 per cent of the British population rarely get to do anything outside of their



Bear Grylls Adventure comes first to Birmingham in 2018

comfort zone. With Bear Grylls Adventure, we're here to help change that."

Merlin holds an exclusive deal for a rollout, with that agreement running until 2026. Similar to Merlin's existing deal with Lego, that agreement could be extended as new Bear Grylls attractions open worldwide.

More: http://lei.sr?a=6M9a9_A

Picasso family member plans new museum to house works

The stepdaughter of Pablo Picasso has announced plans to open a museum in the South of France dedicated to the famed artist.

Expected to open in 2021, the new museum will feature more than 2,000 works by Picasso inherited by Catherine Hutin-Blay, the only daughter of the artist's second wife Jacqueline.

According to *The Art Newspaper*, Hutin-Blay's company, Madame Z, recently purchased a former convent to house the museum in Aix-en-Provence, for a reported fee of €11.5m (US\$14m, £10.1m) in December.

Boasting an auditorium, 10,000sq ft (929sq m) of space to host the permanent collection and an additional 5,000sq ft (464.5sq m) for temporary exhibitions, the building is near the burial place of Picasso and Jacqueline, in an area they lived their final years. According to a local council document, the museum will also host a Picasso research centre and public pottery and etching workshops.

"The foundation has committed to completing the museum and all related



The museum will be housed inside a former convent in the town of Aix-en-Provence

work within three years, starting from the day the necessary permits are granted for the project to begin," said a statement from the city of Aix-en-Provence.

Including more than 1,000 paintings and 1,000 works done in other mediums,

the Picasso treasure trove is expected to draw as many as 500,000 visitors a year. Aix-en-Provence will join the likes of Barcelona, Malaga and Paris, which all host museums dedicated to the artist.

More: http://lei.sr?a=v9j8y_A

New lands will immerse visitors in Toy Story, says Iger

Bob Iger has revealed new details about Disney's upcoming *Toy Story* lands, promising to "immerse visitors in a toy world", when they open later this year in Shanghai and Orlando.

Speaking during an earnings call, the Disney president and CEO said the company was looking forward to the launch of the multi-million dollar investments, which is expected to provide a boost to already strong visitor numbers at both parks.

"Given the fact that that the franchise is still quite popular and we're making a fourth Toy Story film that comes out in 2019, we feel really good about it," said Iger, speaking during an earnings call.

"They're large in size – 10 acres versus the 13 acres we have for Cars Land – and they'll have very, very distinct IP from *Toy Story*. People will know exactly what the experience is going to be and we're going to immerse you in a toy world."

The all-new lands will shrink visitors "to the sizes of Woody and Buzz and the other toys in Andy's collection as they explore



The lands will shrink visitors 'to the sizes of Woody and Buzz as they explore Andy's backyard

Andy's backyard," according to Disney, with a spinner ride based on "The Claw", and a Slinky-themed family rollercoaster.

The lands will also feature the popular Toy Story Mania ride, with a third track added to the existing version at Hollywood Studios in Orlando. The first of the two

lands comes to China in April at Shanghai Disneyland, with the second coming to Hollywood Studios in Orlando in June.

The openings will be followed by the launches of *Star Wars* lands, coming to California and Orlando next year.

More: http://lei.sr?a=q6D6h_A

Paul Noland resigns after five years at helm of IAAPA

Paul Noland, president and CEO of global attractions association IAAPA, is stepping down from the role – a position he has held since January 2013.

IAAPA will now start the process of finding a new chief executive, with current CFO Hal McEvoy taking the reins in the meantime.

Noland, who has overseen the organisation through a period of growth and expansion – including the recent relocation of its headquarters to Orlando, Florida – has accepted a new position as CEO of technology solutions provider Accesso.

The move comes as IAAPA starts its 100th anniversary year of celebration.

AM2 caught up with Noland during the IAAPA Expo in Orlando in November, where he was positive about the association's move to Orlando.

"A move is a big thing, but it's gone really well," he said. "The expo is a good example of the fact that although we have new faces around the office, they all came with huge



Paul Noland has accepted a new executive position elsewhere in the attractions industry

passion for the industry and for IAAPA. IAAPA staff will be in temporary offices for a couple of years, but we hope to break ground in May and be in our new offices by the summer of 2019."

McEvoy, who joined IAAPA in April 2017 from Busch Entertainment/SeaWorld, will be acting president and CEO during the leadership transition.

More: http://lei.sr?a=r9d6t_A



Cedar Fair CEO Richard Zimmerman

Record attendance for Cedar Fair in 2017

Cedar Fair enjoyed a successful 2017, with revenue and income rising over the last 12 months, while the operator achieved record attendances across its attractions portfolio.

Revenue for the year came in at US\$1.32bn (€1.06bn, £952m), up 3 per cent on 2016's figures. Net income increased US\$38m (€30.8m, £27.4m), with total profits of US\$215m (€174.1m, £155m), while attendance increased 2 per cent, with 25.7 million guests visiting, something the operator attributed to a strong capital investment programme.

More: http://lei.sr?a=b2B7W_A

Waterpark among proposals for abandoned El Paso ballpark

A waterpark development is among a number of attractions included in the potential redevelopment of an abandoned baseball park in El Paso, Texas, with the city's residents invited to reimagine the future of the site as it develops a project masterplan.

The City's Capital Improvement Department and local representative Sam Morgan are backing the Cohen Stadium masterplan for the 50-acre site in Northeast El Paso, which is hoped will transform the area into a catalyst for development and a destination point for the city and the wider region.

The Cohen Stadium has been rarely used since, and a new tenant has not been found. As a result, it has been earmarked for demolition, with the city working



The reimagined Cohen Stadium could feature a waterpark

on a scheme for something to replace it. Current plans for the site include a waterpark, athletics facility, hotel, urban plaza, zip line and jumbo screen, alongside restaurants, retail space and a media broadcasting studio.

More: http://lei.sr?a=A4T2N_A



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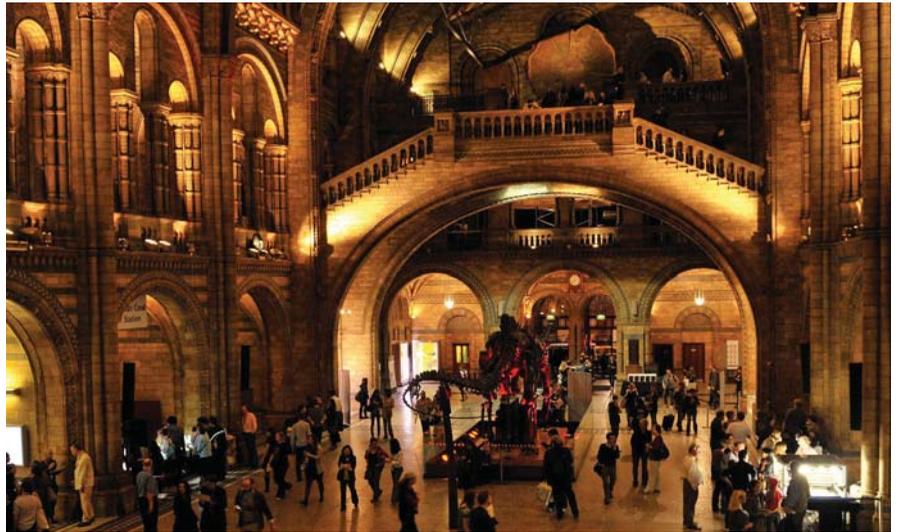
‘Lates’ events generate £10m a year for British museums

A new study looking at the effects of “Lates” events in the UK and overseas has discovered significant benefits, with the after-hours events generating nearly £10m (US\$14m, €11.2m) in ticket revenue for British museums and galleries each year.

The research, by Culture24 with support from Arts Council England (ACE), created three linked reports looking at evening events at museums and galleries, estimating that £9.6m (US\$13.5m, €10.8m) of ticket revenue was generated from 8,000 of these happenings.

According to the report, if the Lates culture were to continue to grow a predicted rate of 5 per cent year-on-year, such events would generate an additional £7.7m (US\$10.8m, €8.7m) in the UK over the next five years. The report also says that this increased economic activity will lead to growth in venues’ food and beverage income and increased earnings for surrounding local businesses and supply chains.

“The element of theatrical experience is what marks out after-hours events

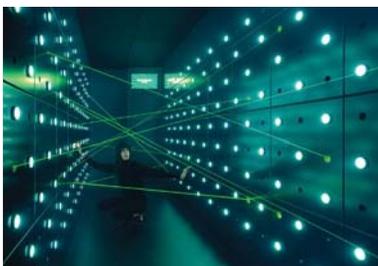


Lates – night-time museum social events have become more popular in recent years

(Lates) in a museum or gallery as something different to a daytime visit,” said Nick Stockman, campaigns manager at Culture24. “Lates can potentially do for venues’ empty

spaces what Airbnb’s platform does for homeowners’ spare bedrooms – create a channel by which new people can be attracted in and new income generated.”

More: http://lei.sr?a=y8Q7t_A



Spyscape is located in the heart of NY

New York’s spy museum opens doors to public

An interactive museum dedicated to the art of spycraft, designed by the studio of David Adjaye, has opened in New York.

Developed in collaboration with investigative journalists, former directors of intelligence agencies and station chiefs, the museum is located in a 60,000sq ft (5,500sq m) building in Midtown Manhattan, two blocks west of the Museum of Modern Art.

The museum also houses a café, private event spaces, a ‘spy shop’ and a bookshop with more than 1,000 rare and first edition espionage titles.

More: http://lei.sr?a=a6x4H_A

US\$130m Sarasota aquarium project seeks development funding

A fundraising campaign has been launched following the announcement of plans to build a US\$130m (€106m, £93.2m) aquarium in Sarasota, Florida.

Called the Mote Science Education Aquarium, Massachusetts-based architecture firm CambridgeSeven are behind the plans, which will cover 110,000sq ft (10,000sq m) – more than doubling the size of the existing aquarium.

In addition to aquatic displays across 3.8 million litres of water, the aquarium will offer interactive teaching labs, onsite diving programmes, scientific demonstrations a range of interactive technologies.

“The rebirth of Mote Aquarium on the mainland will not only help us grow our informal science education and outreach



CambridgeSeven have created the project renderings

programmes and develop a more ocean-literate society; equally important, it will lead to the next step in the evolution of our City Island campus into an enhanced International Marine Science, Technology and Innovation Park,” said Dr Michael Crosby, the aquarium’s president.

More: http://lei.sr?a=K3Z2E_A

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AM2**DIARY DATES**

27 FEBRUARY - 1 MARCH 2018

**IAAPI Amusement Expo
Bombay Exhibition
Centre, Mumbai, India**

The Indian Association of Amusement Parks and Industries' (IAAPI) annual expo brings a comprehensive range of products offered by the industry under one roof.

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27 FEBRUARY - 1 MARCH 2018

**Amusement Expo International
Las Vegas Convention Center,
Las Vegas, Nevada, US**

The annual event for the coin-op and revenue-generating amusement, music and family entertainment industry.

Tel: +1 708 226 1300

Email: info@amusementexpo.orgwww.amusementexpo.org

1-3 MARCH 2018

RAAPA Expo 2018**Moscow VDHN, pav. 75, Russia**

The Russian Association of Amusement Parks and Attractions (RAAPA) Expo allows attendees to meet potential customers and partners from Russia and abroad. In addition to exhibiting companies, visitors will include owners and top managers of amusement parks, FECs, waterparks, resorts and other leisure facilities, as well as representatives of cities' and regions' administrations.

Tel: +7 495 234 50 15

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2 MARCH 2018

**Arts Marketing Europe
Amsterdam, Netherlands**

Find out how to future-proof your business, engage with your audiences and develop your marketing career. This one-day conference will inspire and motivate cultural professionals working across the sector, help you keep pace with the ever changing face of marketing



SATE Europe returns for its second year, taking place at Europa Park in Germany

2-3 MAY 2018

**SATE Europe
Europa Park, Rust, Germany**

The Themed Entertainment Association (TEA) brings its SATE (Storytelling + Architecture + Technology = Experience) event back to Europe for

a second year. A two-day event, SATE Europe will explore the elements changing and influencing award winning visitor attractions across the sector
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and find out what marketing strategies leading organisations have successfully implemented to achieve their goals.

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6-9 MARCH 2018

**IAAPA Leadership Conference
Osaka and Tokyo, Japan**

Attendees to IAAPA's annual Leadership Conference will experience four days of thought-provoking discussions, behind-the-scenes tours, and networking with like-minded individuals that will inspire innovation and success.

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19-21 MARCH 2018

**MuseumNext Australia
Brisbane, Queensland, Australia**

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**Future of Museums: Collections
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3-5 APR 2018

**AAA 2018 (Asia Amusement
& Attractions Expo)****China Import & Export Fair
Complex No.380, Haizhu
District, Guangzhou, China**

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Chapek spills beans at D23 as Disney reveals details on multiple park projects

Disney's parks chief talk upcoming projects across the globe under the Mickey Mouse umbrella

Disney's parks and resorts chair Bob Chapek has shared details about the company's development pipeline, revealing new information about the Marvel, *Star Wars* and Pixar bands across its theme park portfolio.

Marvel magic

Speaking at D23 Expo Japan 2018, Chapek's first announcement concerned Disneyland Paris, with plans to reimagine the park's Rock 'n' Roller Coaster as a Marvel attraction. In addition to the ride, Chapek offered a sneak peek at Hotel New York – The Art of Marvel, opening in 2020.

Following the success of the Iron Man Experience at Hong Kong Disneyland, *Ant-Man* is set to get his own adventure, with Disney inviting guests to "fight an army of Hydra swarm bots".

Possibly the biggest announcement on the Marvel front, as Disney chiefs look to refresh the offering at Epcot, the Florida attraction will get a shot in the arm with the addition of a *Guardians of the Galaxy* rollercoaster. Touted as a one-of-



Chapek revealed details about a number of Disney projects at the D23 fan event in Tokyo, Japan



We are hard at work creating even more ways to experience Disney magic at our parks and resorts around the world

- Bob Chapek

a-kind family attraction, the ride will be one of the longest enclosed roller coasters in the world.

Star Wars spotlight

On the *Star Wars* front, as Disney builds towards its new Galaxy's Edge attractions, coming to both its US parks in 2019, fans were given a glimpse at a fleet of life-size X-Wing fighters and the Millennium Falcon.

New details were also revealed about the planned *Star Wars* immersive hotel concept, which Chapek said would combine luxury resort with complete immersion, creating an authentic story with guests boarding a starship before "departing" on a multi-day *Star Wars* adventure."

Project Pixar

For Pixar, the upcoming Pixar Pier was given its official launch date, with the attraction set

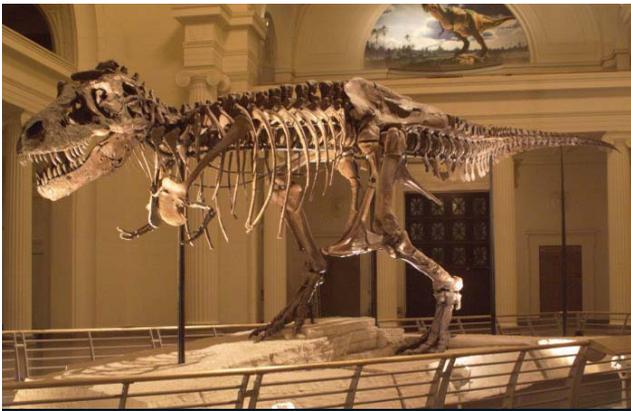
to open at Disney California Adventure on 23 June 2018. The reimaged Paradise Pier will be made up of four different themed neighbourhoods using Pixar's most popular IPs, with the new land anchored by the new *Incredibles*-inspired 'Incredicoaster' – a transformation of the existing Ingenieur Büro Stengel GmbH-designed California Screamin'.

Mouse in the house

Celebrating classic Disney, new information was revealed about Mickey Mouse's first-ever ride-through attraction, with Mickey & Minnie's Runaway Railway opening at Hollywood Studios in 2019. The ride will be one of Disney's most visually advanced, using new technologies to transform the two-dimensional cartoon world of Mickey Mouse in a "multi-dimensional experience".



An *Ant-Man* attraction is coming to Hong Kong Disneyland



Sue has been on display in The Field Museum since 2000

Field Museum partners with Atlantic Productions

The Field Museum in Chicago, US, has partnered with Emmy and BAFTA award-winning media production company, Atlantic Productions, to develop a new digital exhibit.

The new exhibit will be centred around Sue, the museum’s 40.5ft (12.3m) T-Rex fossil, and is expected to open in Spring 2019, to celebrate the museum’s 125th anniversary.

Atlantic Productions will create a scientifically accurate dioramic display, using dynamic visual effects designed to bring the exhibit to life.

The dinosaur was discovered by, and named for, paleontologist Susan Hendrickson, in 1990. It is the most complete T-Rex fossil, and second oldest T-Rex specimen, ever discovered.



The theatre will showcase all of DreamWorks’ popular IPs

DreamWorks Theatre to open at Universal Hollywood

Universal Creative has partnered with DreamWorks artists to create an all-new attraction showcasing all of the brand’s popular IPs.

Called the DreamWorks Theatre, the new attraction will replace Shrek 4-D, and will play host to a number of media-based attractions.

The new attraction is designed to serve as a showcase

for all DreamWorks Animation IPs and combines state-of-the-art projection mapping with riveting storytelling and LED light effects, in addition to the existing motion seats, for a highly engaging and immersive experience. It also features Christie 4K Boxer Cinema projectors, 360-degree surround sound audio, and physical effects, including water and wind.



Fans can dictate car speed, gear changes and vehicle customisation

Inition creates experience for Fast & Furious Live

Inition, a UK-based tech innovation agency, has created a live-audience participation experience for Fast & Furious Live, an exhilarating live entertainment experience based on the hit movie franchise.

The show features live-action sequences, inspired by the films, where audience members can actively participate in the events taking place on stage. It also

includes a live drag race where the audience is split into teams, and given control of two real competing cars.

Inition created a bespoke crowd detection engine for the show, which gives the audience the power to dictate car speed, gear changes and vehicle customisation options simply by raising their voices, or holding up different coloured voting cards.



David Hockley has been with Picsolve since 2016

Picsolve names David Hockley as its new CEO

Picsolve has appointed David Hockley as its new CEO.

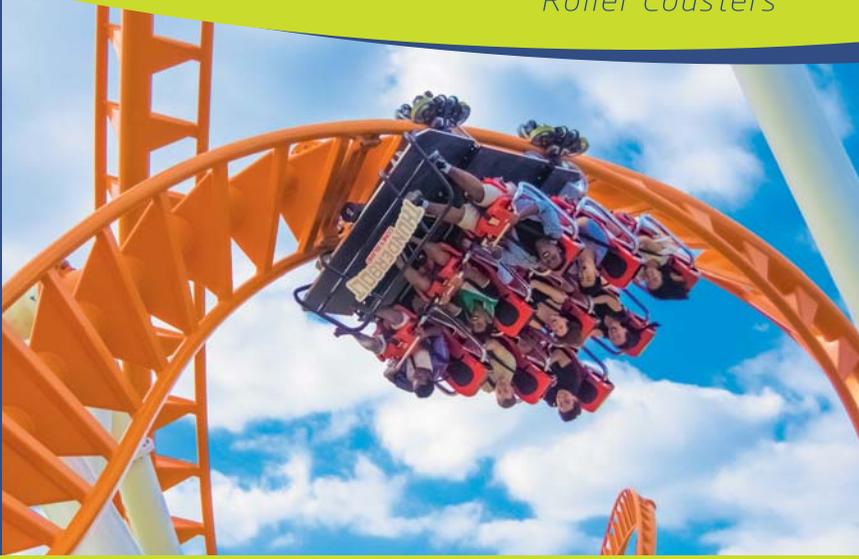
Hockley, who has previously served as the company’s CFO and interim CEO, will be responsible for the company’s expansion into different markets and sectors. He will also work closely with the executive team, including CTO Dan Maunder, to further develop the company’s image technology.

Hockley has 25 years experience working in media, entertainment and technology in the UK, US and Asia-Pacific, and has previously worked as the CFO of Channel 5 in the UK, and as a consultant for US publisher Hearst Magazines and Scripps Interactive Networks - the parent company of the Food Network and other lifestyle channels.



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The Football Association (The FA) is the governing body of football in England. We are responsible for promoting and developing the game at all levels; from grassroots through to the professional game, The FA Cup and the England International teams, and has two core assets: Wembley Stadium and St George's Park.



TOUR OPERATIONS MANAGER

Salary: Competitive **Role location:** Wembley **Ref:** TOM18

Overview of the role:

To proactively manage the Stadium Tour Operation in order to deliver the best possible tour experience at all times. The post holder will oversee Wembley Stadium tour operations ensuring a first class delivery of the tour experience for visitors.

Key responsibilities include:

- Responsible for the operational delivery of The Stadium Tour.
- Proactively manage the Stadium Tours operations team and ensure the tour is fully operational during opening hours.
- Proactively manage the relationship with the Stadium Operations, security and safety teams.
- Manage access and control of visitors on tours/security on the tour route.
- Proactively manage third-party relationship including smart guide, e-ticketing and call centre.
- Ensure the end to end visitor experience on the tour is world class; ensure that this is continuously reviewed and revised to ensure relevance.

What we are looking for:

- Proven experience in a relevant level operations role within a large footfall visitor attraction.
- Knowledge of a stadium/tours environment.
- Familiar with safety and operational guidelines.
- Demonstrable experience of continuously improving the customer experience.
- Demonstrable experience of dealing with live customer issues in a productive way.
- Experience proactively managing relationships with 3rd party suppliers.
- Ability to build productive lasting working relationships with internal and external stakeholders.
- Tourism and leisure experience within a stadium environment.
- Good understanding of the sports marketplace particularly football.
- Familiar with e-ticketing systems.

TOUR OPERATIONS EXECUTIVE

Salary: Competitive **Role location:** Wembley **Ref:** TOE18

Key responsibilities include:

- Co-ordinating the day-to-day FOH Operation from both a casual workforce and tour visitor perspective including delivering and updating daily schedules and maintaining the operational calendar.
- Oversee and carry out all delivery aspects including front of house, routing, ticketing sales, admissions and signage.
- Ensure that tour guides and support staff are in place and are working together to deliver the best possible tour experience at all times.
- Co-ordinating and circulating appropriate staff rotas (guides and tour support).
- Maintain and manage day-to-day FOH systems including smart guide, e-ticketing and scheduling system as well as ensuring that tills are ready for opening each day.
- Managing day to day communications with 3rd party suppliers.
- Providing support to the wider Tours team as required which may include representing Wembley Stadium Tours at group and travel trade shows.

What we are looking for:

- Proven experience in an operational role or relevant position.
- Experienced in managing daily, weekly and monthly schedules.
- Experience checking banking and cashing up.
- Proven experience in managing a casual pool team in a customer facing environment.
- Proficient in English (oral and written).
- Experience with Microsoft Office suite (proficient in Word, Excel and Outlook).
- Experience with relevant software solutions in an operational environment (e.g. ticketing system, scheduling system, till system).
- Strong numeracy skills.
- Experienced in delivering an excellent level of customer service.
- Full job descriptions for both roles are available on The Football Associations website.

The Football Association offers exciting and challenging roles within a changing, dynamic and world-renowned sports organisation. Both roles offer attractive benefits and a competitive salary for the right candidate.

Closing Date for both roles: Monday 26th February 2018

The Football Association Group promotes inclusion and diversity and welcomes applications from everyone. If you have any particular requirements in respect of the recruitment or interview process please mention this in your covering letter.

TO APPLY: www.leisureopportunities.co.uk/jobs/The-Football-Association

Government ruling allows expanded tourism funding for Florida attractions

Florida's government has approved changes to its tourism laws, green-lighting changes to its bed tax rules to expand use of the fund for enhancing "tourist-related business activity" beyond its usual remit.

The Tourist Development Tax (TDT) generates an estimated US\$620m (€494.4m, £439m) a year for the state through a 3 to 6 per cent levy charged on visitors staying at Florida hotels.

Money generated has been previously used for tourism promotion through VisitFlorida, beach and shoreline maintenance and development of convention centres and sports venues. The amended bill now



Operators such as Universal generate big tourism dollars

means the tax earnings can be utilised for anything that would enhance "tourist-related business activity"

Additionally, the amendment states that projects can only receive up to 70 per cent of funding from the TDT.

Republican Party member Randy Fine, sponsored the bill, which was adopted after a 90-23 vote in favour.

In a statement, Fine said the legislation would "allow people who know how to grow tourism grow tourism."

More: http://lei.sr?a=w9a9e_A

Ecsite: How shopping malls can drive attendance in science centres

Ecsite – the European Network of Science Centers and Museums – has looked at how shopping centres and retail areas can be used to help drive attendance at science centres.

As malls and shopping centres reinvent themselves to combat the rise of online retail, more and more entertainment options are being added to these venues.

For science engagement, Ecsite says that two trends are driving convergence with edutainment – competition and social inclusion. Both of the trends can be offered by a large retail venue.

"Destination shopping centres have a lot in common with non-profit public receiving venues



Malls are reinventing themselves to combat online retail

like museums or science centres: it's all about dwell time and holistic experiences," said the Ecsite report.

"Not every activity in your mall needs to

be a big cash earner: drawing people in is also a desirable currency. In come the healthcare, community and perhaps even science centres."

More: http://lei.sr?a=v4s7S_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