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7 MARCH 2018 ISSUE 99

Disneyland Paris to undergo €2bn expansion

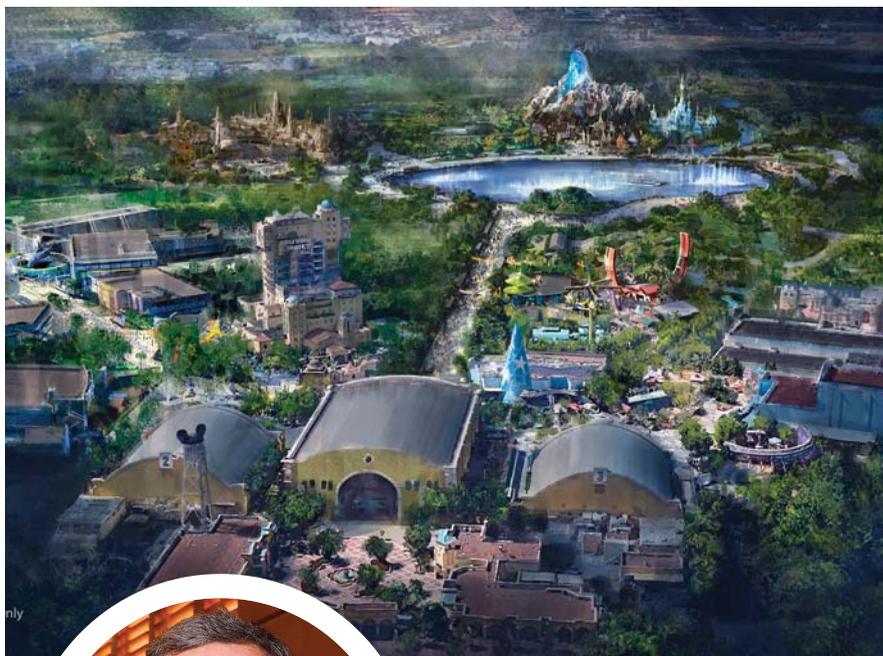
Disney has announced a major expansion of Disneyland Paris, with the operator unveiling €2bn (US\$2.46bn, £1.77bn) plans which will include new areas based on its Marvel, *Frozen* and *Star Wars* IPs.

Disney chair Bob Iger announced the plans on 27 February alongside French President Emmanuel Macron at the Palais de l'Élysée, promising multiple new attractions and live entertainment experiences for Europe's most visited attraction.

Touted as one of the most ambitious development projects at the park since its opening in 1992, the investment is a commitment from Disney to the long-term success of the resort as its European beacon.

"We're very excited about the future of Disneyland Paris and continue to invest in its long-term success," said Iger.

"The resort is already the leading tourist destination in Europe, and the transformative expansion we announced today will add even more of our beloved characters and unparalleled storytelling to create new lands, attractions and



In addition to three new themed areas, the park will also gain a new lake, which will act as a focal point for the experiences

entertainment that further elevate the guest experience and drive new opportunities for tourism in this dynamic region."

Set to break ground in 2021, the multi-year plan will include a significant expansion of the main Disneyland park. In addition to three new themed areas, the park will also gain a new lake, which will act as a focal point for entertainment experiences, while also connecting each of the new areas with the rest of Disneyland.

"Thank you Bob Iger for your long-term investment and very strong commitment to France," tweeted the French President following the announcement. "Your confidence shows that France is back."

More: http://lei.sr?a=S8w5S_A



Bob Iger meets with the French President

”

**We're very excited
about the future of
Disneyland Paris and
continue to invest in
its long-term success**

- Bob Iger

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ProSlide has been working on the highly-anticipated waterpark and its 15 rides.

Atlantis Sanya waterpark almost ready

One of Asia's most anticipated waterparks is almost complete, with the Atlantis Sanya resort approaching its May 2018 opening date.

The resort – like its sister Atlantis The Palm in Dubai – will boast a world-class Aquaventure waterpark with theming inspired by Atlantis.

Atlantis Sanya is located at Haitang Bay in Sanya on Hainan Island, China – a

popular destination with domestic tourists from the mainland thanks to its tropical climate. The 540,000sq m (0.54sq km) Fosun International-owned resort is inspired by the underwater world, the jewel in the crown being the 200,000sq m (0.2sq km) Aquaventure Waterpark and the Lost Chambers Aquarium and an open-air lagoon.

More: http://lei.sr?a=s6s3x_A

First rendering revealed for Lionsgate theme park in South Korea

The first rendering of Lionsgate's upcoming theme park at the recently-opened Jeju Shinhwa World has been released.

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 attraction to date, with the venture masterplanned, designed, and project managed by JRA.

Expected to open in 2020, Lionsgate has partnered with Hong Kong-based developer Landing International Development, who selected JRA to recreate the world of *The Hunger Games* and a horror-themed area based on the *Saw* and *Cabin in the Woods* films. Split into six zones total, other



JRA is masterplanning the new attraction

Lionsgate properties to feature include *Twilight* and *Now You See Me*.

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.

More: http://lei.sr?a=f5v7H_A

Merlin profits rise despite terror attacks affecting London

Terrorist attacks in the British capital affected its Midway division, but Merlin Entertainments enjoyed a solid 2017, with visitation and earnings both rising year-on-year for the operator.

Merlin marked several achievements through the year, including the launch of new accommodation at Legoland parks in Billund, Florida and Windsor, as well as the launches of six new additions to its Midway division and the landmark launch of Legoland Japan.

Pre-tax profits rose by 4.8 per cent to £271m (US\$373m, €306.2m), on revenues up 11.6 per cent to £1.6bn (US\$2.2bn, €1.8bn).

According to Merlin, the company's Midway division suffered from "immediate and significant impact" in regards to terror attacks in Britain last year. Citing a report from the *London Evening Standard*, Merlin said that visitors to the city's biggest attractions dropped by around 17 per cent between May and September compared to visitor figures from 2016.



Terrorism in the British capital affected attendance at Merlin's London attractions

Due to the poor trading in London, the results offset contributions from new openings and growth elsewhere, such as Merlin's Lego parks, which continued strong trading buoyed by the release of two new Lego movies.

"Merlin continues to evolve and, with attractive market fundamentals and the right strategy in place, we remain highly confident in the long-term prospects for the business," said Merlin CEO, Nick Varney.

More: http://lei.sr?a=D7P7d_A

NOLA aquarium is first in US to become 'sensory inclusive'

An aquarium in New Orleans, Louisiana, has become the first in the US to be certified as sensory inclusive, with specific programming and training aimed at people with sensory processing needs.

Awarded to the Audubon Nature Institute – a not for profit operating a family of ten museums and parks dedicated to nature – the certification recognises its efforts to provide an inclusive and seamless visitor experience for guests of all ages, backgrounds, and abilities.

Under the Institute's umbrella, the certification has been awarded to the Aquarium of the Americas, as well as the Audubon Zoo, and the Audubon Butterfly Garden and Insectarium. The certification has been given by KultureCity – a non-profit which has certified nearly 50 attractions across the US as sensory inclusive, including six NBA arenas, two NFL stadiums and several science museums.

"We want to make Audubon accessible to everyone," said Ron Forman, Audubon Nature Institute president and CEO.



The certification recognises its efforts to provide an inclusive visitor experience

"By partnering with KultureCity, we are able to provide an inclusive and seamless experience for guests of all abilities."

The programme includes the training of staff and volunteers to recognise the needs of people with sensory processing issues, with quiet spaces also set up within the attractions. "Sensory bags" are also made available, which

include noise-canceling headphones, "fidget toys" and other items to create an enjoyable experience for special needs visitors. Audubon is also presenting free "Sensory Sunday" events, each with a different theme so families can attend through the year and enjoy a unique experience each time.

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

So long and thanks for all the fish

The floodgates have opened for SeaWorld with the resignation of two more senior executives following the announcement that president and CEO Joel Manby would be leaving the company

SeaWorld CEO Joel Manby has resigned from his position, with two more senior members of the team also leaving their roles.

A maligned masterplan

Manby, who was named CEO in March 2015, had taken numerous steps to turn around the company's fortunes, which have struggled in the wake of *Blackfish* – the 2013 anti-SeaWorld documentary which focuses on the killer whale Tilikum and the death of trainer Dawn Brancheau in 2010.

To combat the decline, the now former CEO introduced a five-point plan focused on “Experiences That Matter” – an extensive rebranding effort that includes the elimination of theatrical orca shows and the promise that the operator's current generation of orcas would be its last – though it hasn't been enough for some of SeaWorld's critics.

Calming troubled waters

Under its transition plan, chief parks operations officer John Reilly will succeed Manby



Manby took a number of steps to try to turn around SeaWorld's fortunes



I want to make sure that the company's leadership continues to transition in a very successful manner

on a temporary basis, with current board chair Yoshikazu Maruyama becoming interim executive chair.

Following Manby's resignation, Maruyama has said majority shareholder Zhonghong Zhuoye Group (ZZG) sees “huge potential” in the company's leadership and operations, despite recent turmoil in and outside the SeaWorld board room.

“We are so confident in the underlying performance of the business for the last quarter and on the trends that we're seeing going into this year,” said Maruyama, who also acts as president of ZZG's US operation.

“ZZG sees huge potential both in the leadership of the company as well as the underlying performance and they see the huge potential of the opportunity with the SeaWorld brand in China in the future.”

Creative departures

Following Manby's resignation, the company's chief creative officer, Anthony Esparza, also stepped down, along with Brian Morrow, SeaWorld's vice-president of theme park experience design.

In a memo published as part of a regulatory filing, Reilly said that SeaWorld veteran Mike Denninger would be taking over from Esparza.

“My top priority is to build on our current strong momentum, attracting more people to our parks with fun and meaningful experiences,” said the memo.

In recent years, Brian Morrow – who leaves to start his own production company – has played an integral part in creating the design theory behind “Experiences That Matter”, positioned at the forefront of ride and attraction design for the company as it continues an extensive rebranding effort.



SeaWorld's captive cetaceans have been a huge talking point

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€5bn to be invested into Italian heritage and tourism

Italy's biggest bank will inject €5bn (€6.1bn, £4.4bn) into the country's heritage and tourism sectors, following a landmark deal with the country's culture ministry to invest in projects over the next three years.

In a deal signed last month, Intesa Sanpaolo will use a large chunk of the financial package for restoration and redevelopment projects, making more buildings available for cultural use over the next three years.

Called the "Pact for Tourism 4.0", the funding will also include money for training workers in the tourism sector, technological innovation, and modernisation of tourist accommodation.

"I'm really happy with this agreement which marks a change of direction in how tourism is dealt with; a sector in which we not only have to get out of a crisis, but also to steer a strong growth," said the country's minister for culture, Dario Franceschini.

"I say to entrepreneurs: invest in tourism. There's a need for both the public and private sectors to play their part."



The Italian government has paid significant attention to the heritage restoration in recent years

Italy's tourism sector is worth an estimated €185bn (US\$226.1bn, £163.3bn) a year, making up 11.8 per cent of the country's GDP and 12.8 per cent of all employment in the country.

The Italian government has paid significant attention to the maintenance and restoration of its heritage sites in recent years, designating billions of euros to heritage projects.

More: http://lei.sr?a=8j6Y3_A



Angry Birds is partnering with Trimoo

Angry Birds World set to land in Qatar mall

Location-based entertainment company Trimoo is bringing an Angry Birds World theme park to a shopping mall in Qatar.

The popular Rovio IP has been translated into a 17,000sq m (183,000sq ft) indoor/outdoor attraction with over 20 rides and Angry Birds-themed activities and a variety of dining outlets and shops. Funded by Talal bin Mohamed Trading, it will open at Doha Festival City, Qatar's largest shopping centre. *The Angry Birds Movie 2* is set to hit cinemas next year.

More: http://lei.sr?a=s6a2J_A

'Paying homage to motorsport': plans unveiled for £35m vintage car museum

A planning application has been submitted for a classic car museum in Oxfordshire, UK, with American vintage car collector and philanthropist Peter Mullin behind the £35m (US\$48m, €39.5m) plans.

Mullin, founder of the M Financial Group, is an avid classic car collector.

The plan envisions use of the 630,000sq m (6.8m sq ft) Enstone Airfield near Chipping Norton, something Mullin says would "transform the scarred brownfield site."

The museum itself will cover 6,000sq m (64,500sq ft), incorporating four exhibition floors, a restaurant, café and retail store. Back of house facilities will include research and administrations offices and an underground car storage vault.



Renderings show a hangar-style structure among the trees

In a statement provided with the submission, a desire to "pay homage to motorsport across the decades" sees the incorporation of an arch alluding to the Dunlop arch, while also matching the context of the airfield, with the design akin to an airfield hangar.

More: http://lei.sr?a=T5W9p_A



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Covering a total exhibition area of 100,000sq m, with 3,000 booths and more than 500 exhibitors, AAA (integrated with CIAE & TPAAE) has become the largest event of games, amusement, theme parks and attractions in Asia and the second largest on the annual calendar across the entire world.

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2-3 MAY 2018

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IAAPA US Advocacy Days is the attractions industry's annual opportunity to communicate to key policy makers pressing priority issues affecting the industry. This two-day event offers IAAPA's US members a unique opportunity to interact with lawmakers and staff on Capitol Hill.

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Westworld comes to SXSW as immersive experience

A fully-immersive theme park based on *Westworld* is coming to this year's South by Southwest (SXSW) festival in Austin, Texas.

The show – originally based on a 1973 film of the same name and recreated as a hit series for HBO last year – is a sci-fi western thriller taking place in a technologically advanced Wild West-themed amusement park populated by android hosts. In the show, *Westworld* theme park caters to high-paying guests, who may indulge in whatever activities they wish within the park, without fear of retaliation from the hosts. That is, until things go wrong.

Open to the public between 9-11 March, the *Westworld* universe will be recreated at SXSW, with an 8,000sq m (87,000sq ft) area used for the pop-up. In the park, guests will be allocated either a white hat or a black hat, before being taken on a Delos shuttle to the park, where they will be left to do what they want for two hours with no orientation and multiple happenings taking place depending on their choices. During their time, visitors will be able to interact with a number of actors playing hosts, hunt for clues



The fictional android operated *Westworld* theme park will become a reality at SXSW

about the show's second season and sample western-themed food and drinks in the show's Coronado hotel and Mariposa Saloon.

In addition to offering the experience up to SXSW visitors, HBO has also teamed

up with Delta Air Lines to offer a VIP group an immersive *Westworld*-themed flight taking them from Los Angeles to the experience in Texas on 9 March.

More: http://lei.sr?a=K7r4R_A

Steinhardt Museum of Natural History ready to open in Tel Aviv

A museum designed as a "timeless treasure chest" showcasing Israel's natural history is ready to open on the Tel Aviv University Campus.

Architecture firm Kimmel Eshkolot have designed the Steinhardt Museum of Natural History, whose collections include five and a half million animals and plants telling the story of biodiversity in Israel and the Middle East during the past century.

The building's block-like form, attached to a large wooden-panelled shell housing the collection, seemingly 'hovers' above the ground and has been planned to stimulate curiosity and invite the public to discover what is inside.

The visitor experience begins in a large entrance plaza overlooking botanical gardens and shaded terraces. Guests are led via gently



The building has been designed by Kimmel Eshkolot

sloping ramps between the different types of exhibits, with the backdrop shifting from light to darkness, from open to enclosed spaces, and from small exhibits to diorama-type exhibits. The route eventually leads to a roof terrace that overlooks the botanical and zoological gardens.

More: http://lei.sr?a=g9D4f_A



The ride is currently under development

Walking Dead coaster coming to Thorpe Park

After bringing global IP *The Walking Dead* to its popular Fright Night events, Thorpe Park has upped the ante yet again, utilising the popular brand as part of a world-first rollercoaster.

The first to ever feature *The Walking Dead* as its theme, the coaster will be multi-sensory and comes complete with terrifying special effects and a replica of the show's iconic watch tower.

"The ride is at the heart of our Year of The Walking Dead series of events, running throughout the 2018 season," said divisional director, Dominic Jones.

More: http://lei.sr?a=c9n2f_A



Volumetric images can be seen from all angles

New light printing tech creates floating 3D images

Researchers at Brigham Young University in the US have developed a method of creating 3D images that float in mid air.

The research group, which includes holography expert Dr Daniel Smalley, took inspiration from a scene in the original Star Wars film, where R2D2 projects a 3D image of Princess Leia.

The famous projection – widely believed to be a

hologram – is actually a volumetric image.

Holographic images are created by light scattered across 2D surfaces, and can only be seen when the viewer is looking directly at the surface. A volumetric image is a 3D rendering created when light is scattered across a number of different points spread across a 3D space.



The new attraction will be part of Amikoo Resort

Jora Vision to design theming for Los Piratas de Bacalar

Dutch design firm Jora Vision has released details of its work on Los Piratas de Bacalar in the highly-anticipated Amikoo Resort on the Mexican Riviera.

Developed as a standalone attraction, Los Piratas de Bacalar is the first-of-its-kind, incorporating dining, retail and entertainment experiences.

Jora Vision are responsible for the extensive theming,

which is based on the rich pirating history of the Mexican Riviera Maya, and inspired by Fuerte de San Felipe, the real fortress of Bacalar, which was built by the Spanish Navy in the 18th century.

The 5,000sq m (54,000sq ft) attraction - which is expected in 2019 - features a fully-themed buffet restaurant, souvenir shop and walk-through attraction.



The show is expected to attract 12,000 attendees

Euro Attractions Show returning to Amsterdam in 2018

The International Association of Amusement Parks and Attractions (IAAPA) has announced that this year's Euro Attractions Show (EAS) will return to the RAI exhibition centre in Amsterdam.

The show, which is expected to attract more than an 12,000 professionals from across the leisure, tourism and entertainment industries in

more than 100 countries, will take place 25 -27 September.

It will play host to the largest show floor in the event's history, with more than 500 exhibitors across four halls.

The show will also provide a number of networking opportunities, which will be held at the Strand Zuid venue, located next to the trade show halls.



Bruce Quay has rejoined ADG as COO

Aquatic Development Group appoints new COO

Aquatic Development Group has named Bruce Quay as its new chief operating officer.

Quay has more than 30 years experience working in leadership roles, and has worked as CEO of Cookson Plastic Molding, and previously served as ADG's executive vice president for two years in the early 2000's.

As COO he will be responsible for the

operational improvement and organisational development of the business, as well as its sustainable growth.

"ADG has evolved and grown significantly since I last worked with the company," he said. "I'm excited to join the entire ADG team as we continue to lead the industry with innovative one-of-a-kind solutions for recreation facilities."

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Girlguiding UK

Salary: Competitive

Job location: London, UK

● **Operations Trainer**

Sea Life

Salary: Competitive

Job location: Dallas, TX, USA

● **Model Animation Technician**

Legoland

Salary: Competitive

Job location: California, USA

● **Guest Experience Host - Operations**

Legoland Discovery Centre

Salary: Competitive

Job location: Chicago, IL, USA

● **Operations Associate**

Legoland

Salary: Competitive

Job location: California, USA

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

‘Clear runway’ for Dreamworld as Ardent visitor numbers improve

Ardent has said it expects to enjoy a profitable second half to the year as visitor numbers to its troubled Dreamworld theme park finally start to pick up.

Dreamworld and the wider Australian theme park market have suffered in the wake of a fatal ride accident at the park, which claimed four lives in October 2016.

In November, the operator said it had stemmed financial losses following the steep decline in visitor numbers and finances. Those numbers have now significantly improved, with attendance up 32.6 per cent and revenue up 55.6 per cent in the last quarter, compared to the same period a year earlier,



Dreamworld says it is operating ‘above break even’

which fell immediately following the accident. “I see a clean runway,” said Ardent’s chief executive of theme parks, Craig Davidson. “We’ve got every piece of the park

operating, and we’re back to our normal scheduling of down-times, we’ve got some new attractions coming, and I think we’re going to see the trend continue.”
More: http://lei.sr?a=s6z5Z_A

PGAV selected as Georgia Aquarium gears up for major expansion

Georgia Aquarium – once the largest aquarium in the world – has revealed it’s planning a major extension project, including exhibit space and a new visitor entrance.

The aquarium, which is located in Atlanta, Georgia, and is home to over 100,000 animals, including whale sharks, beluga whales, sea lions and manta rays, has hired PGAV Destinations as lead architect on the project.

The new entrance is proposed for the Baker Street side of the existing site, and will use high-tech interactive and multimedia displays to engage visitors from the point of arrival.

The 41,000sq ft (3,809sq m) expansion is slated to open in 2020.



The 41,000sq ft (3,809sq m) expansion will open in 2020

“We pride ourselves on bringing the wonder of the ocean to millions of guests and children every year,” said a statement from the aquarium. “We always strive to discover, innovate

and push forward our mission in new and exciting ways. Our next endeavour is a big one, a really big one. We will be releasing details of expansion 2020 soon.”
More: http://lei.sr?a=s2b7B_A

American Association of Museums (AAM)

T: +1 202 289 1818 W: www.aam-us.org

Association of American Zoos & Aquariums

T: +1 301 562 0777 W: www.aza.org

Association of Art Museum Directors

T: +1 212 754 8084 W: www.aamd.org

Association of Independent Museums (AIM)

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

Association of Leading Visitor Attractions (ALVA)

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

Association of Science and Technology Centers (ASTC)

T: +1 202 783 7200 W: www.astc.org

Association of Scottish Visitor Attractions (ASVA)

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

Association of Zoos and Aquariums (AZA)

T: +1 301 562 0777 W: www.aza.org

Australian Amusement Leisure & Recreation Association (AALARA)

T: +61 7 3807 35 08 W: www.aalara.com.au

European Association of Amusement Suppliers Industry (EAASI)

T: +39 0522 554 176 W: www.eaasi.org

European Association of Zoos and Aquaria (EAZA)

T: +31 20 520 07 50 W: www.eaza.net

European Network of Science Centres and Museums (Ecsite)

T: +32 2 649 73 83 W: www.ecsite.eu

Giant Screen Cinema Association (GSCA)

T: +1 919 346 1123 W: www.giantscreencinema.com

Historic Houses Association (HHA)

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

Indian Association of Amusement Parks & Industries (IAAPI)

T: +91 22 6523 1643 W: www.iaapi.org

International Association of Amusement Parks & Attractions (IAAPA)

T: +1 703 836 4800 W: www.iaapa.org

International Planetarium Society

T: +1 808 969 9735 W: www.ips-planetarium.org

Irish Science Centres Awareness Network (ISCAN)

T: +353 (0)51 302 865 W: www.iscan.ie

Museums Australia

T: +61 2 6230 0346 W: www.museumsaustralia.org.au

National Farm Attractions Network (NFAN)

T: +44 (0)1536 513 397 W: www.farmattractions.net

NAVET

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

Outdoor Amusement Business Association (OABA)

T: +1 407 681 9444 W: www.oaba.org

The Aquarium & Zoo Facilities Association (AZFA)

E: 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