

Attractions

MANAGEMENT NEWS

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Saudi Arabia's US\$13.3bn investment plan

Saudi Arabia's government has revealed plans to invest SAR50bn (US\$13.3bn, €11.2bn, £9.9bn) into entertainment, health, sports and education initiatives, as the country attempts to modernise and improve its citizens' quality of life.

Announced on 3 May by the Kingdom's General Entertainment Authority (GEA), it is understood that the investment will generate upward of 300,000 jobs by 2020.

"Government spending on the initiatives will total around 60 per cent of the investment, with 40 per cent from the private sector," said Ahmed al-Khatib, GEA chair.

"The entire benefit from this big spending will be for the private sector, and this supports the 2030 Vision that strengthens its role."

In the announcement, Khatib listed three theme parks, a waterpark, museums and more cinemas as part of the initiative.



■ Saudi Arabia wants to reduce its reliance on oil with new entertainment ventures

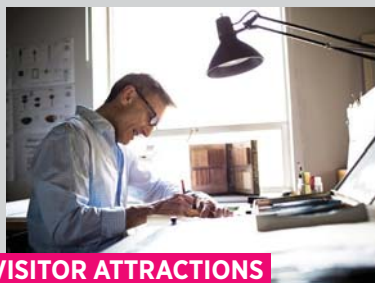
By 2030, Saudi Arabia wants to have more than 450 clubs providing a variety of cultural activities and events, with the aim of doubling household spending on recreation to 6 per cent.

MORE: http://lei.sr?a=p8a3u_T

“

The entire benefit from this big spending will be for the private sector

Ahmed al-Khatib, GEA chair



VISITOR ATTRACTIONS

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Michael Mercadante to succeed David Willrich

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Dubai Safari closing for work just 6 months after opening

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EARNINGS

Results improving for SeaWorld with strong Q1

Will 2018 be SeaWorld's comeback year?

p12

SeaWorld targets British tourists as interim CEO John Reilly plans to reclaim lost visitors

Following an impressive first quarter, which saw a surge in attendance at its attractions (see p12), SeaWorld Entertainment is casting its eyes overseas, particularly to the British market, in an attempt to draw back lost customers.

Two of SeaWorld's traditionally stronger markets are Latin America – specifically Brazil – and the UK. Both have been affected in recent times, Brazil by its worst recession since 1930 and Britain by continued uncertainty over Brexit. To that end, SeaWorld is putting its international focus on Britain to try to recapture its international audience.

"On the international front, we did see an increase in



■ John Reilly is the current interim CEO at SeaWorld

"For the UK specifically, we believe we have a strategic opportunity there to drive better results"

international visitors in the first quarter," said John Reilly, who is SeaWorld's temporary

CEO following the recent departure of Joel Manby. "We did see a decline in the UK,

but we're really focused on execution in that market. In the past, we may not have executed as well as we could have on sales, marketing, and the communications side, and we're redoubling our efforts there."

For Florida – a market that has traditionally been more heavily influenced by international visitors and is home to SeaWorld Orlando – last year 1.44 million people from Britain visited the state – a 10.4 per cent decline on the previous year.

"For the UK specifically, we believe we have a strategic opportunity there to drive better results," said Reilly. "We have a significant effort underway to improve performance there."

Public artist Steed Taylor creates 'world's longest' street mural in West Palm Beach



■ Taylor created the work with help from the local community

Public artist and designer Steed Taylor has completed the largest continuous street mural in the world, spanning the full length of Downtown West Palm Beach in Florida.

The mile-long 'road tattoo' is called Genii Loci, or 'the protective spirits of a place'. Local people were invited to paint parts of the mural – which takes the form of interweaving three-colour Celtic knots and emphasises community.

"My road tattoos are commemorative, site-specific,

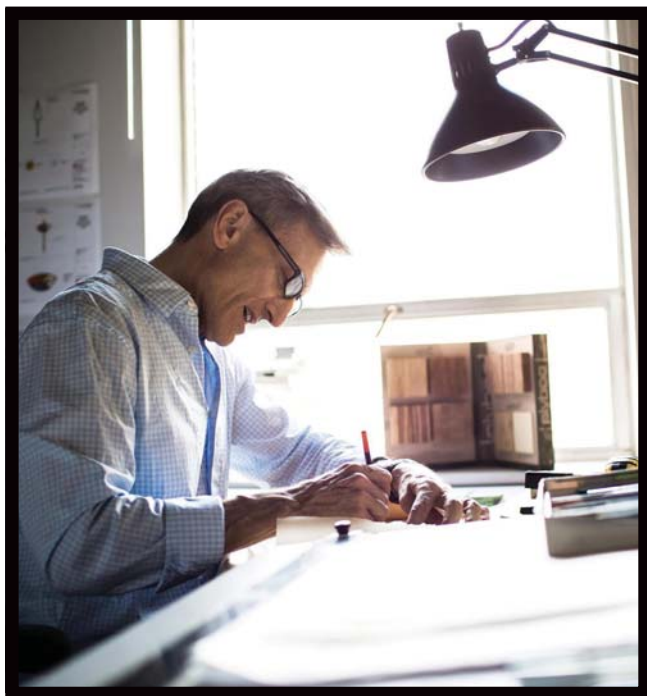
"If roads are considered the skin of a community, then a road has a similar relationship to the public body as skin does to the private body"

community-based, tattoo-inspired, public artworks on roads. They are a result of my investigation into repurposing a common public space for art and a desire to bring socially engaging art to where people live," said Taylor.

"If roads are considered the skin of a community, then a road has a similar relationship to the public body

as skin does to the private body. As people mark their skin for commemoration, communication and ritual, then a road can be marked for the same reasons."

Genii Loci, which was created during the city's recent West Palm Beach Art Affair festival, is projected to last three years, before it will fade as nature takes over.



■ Mercadante is president of Main Street Design

"I look forward to continuing to advance the vision for TEA and building on the excellent work of David Willrich"

Michael Mercadante to succeed David Willrich as TEA president

Michael Mercadante, president of Massachusetts-based experience design firm Main Street Design, will lead the Themed Entertainment Association (TEA) as its new president from November this year.

Serving on the TEA board since 2012, Mercadante has carried out numerous roles for the organisation since joining, spending time on the Executive Committee of the board for five years, and most recently acting as treasurer and head of the TEA Finance Committee. Prior to that, he spent three years

on the TEA's North American board, helping to extend the organisation's presence in the Northeast. In addition to his service with TEA, he has also served on the Program Committee of the Association of Zoos and Aquariums (AZA).

Mercadante replaces David Willrich, who completes his second term as president after taking the position in 2016.

"I look forward to continuing to advance the vision for TEA and building on the excellent work of David Willrich, and TEA past president Steve Birket before him," said Mercadante.

Attractions

MANAGEMENT NEWS

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New ride investments to drive Cedar Fair profits for 2018, says CEO **Richard Zimmerman**



■ Zimmerman became Cedar Fair CEO on 1 January

Cedar Fair CEO Richard Zimmerman is leaning on new ride developments to buoy the company's profits in 2018 following a successful first quarter.

For the first three months of the year, the company saw revenues increase by US\$7m (€5.8m, £5.1m). Driven by increases in both attendance and average in-park guest per capita spending, Zimmerman credited the results to new ride investments.

"We always feel large-scale attractions such as coasters

"New attractions is expand our audience, enhance repeatability and improve value perceptions"

drive urgency," he said. "The appeal of new attractions is that they expand our audience, enhance repeatability and improve value perceptions."

New additions to the operator's parks for 2018 include Cedar Point's Steel Vengeance, Knott's Berry Farm's HangTime, Great America's RailBlazer and Twisted Timber at Kings Dominion.

"As we head into our core operating season, we remain enthusiastic about our plans, progress and potential - driven by our 2018 initiatives and the highly talented associates at our parks," said Zimmerman.

"Many of our investments have already debuted with exceptional responses, giving us great confidence in the consumer demand for our products."

New York's Museum of Modern Art names **Rob Giampietro** as director of design

New York's Museum of Modern Art has named Rob Giampietro as its new director of design, with the former Google man taking charge of the institution's design output.

A member of MoMA's newly-formed creative team, Giampietro will help to "extend MoMA's identity as a dynamic and progressive cultural institution physically rooted in New York City, with a global reach and impact on modern and contemporary art and design."

Working closely with the museum's director of marketing and creative strategy, Rob Baker, and collaborating with director of editorial and content strategy, Leah Dickerman,



■ Giampietro has more than 17 years of design experience

"MoMA is an institution that has shaped my appreciation of art, design and creativity at every stage of my life"

Giampietro's team will build new strategic applications for an integrated brand identity

for MoMA. He will also help define and drive the creative vision for the MoMA brand.

"MoMA is an institution that has shaped my appreciation of art, design and creativity at every stage of my life," said Giampietro.

"I am honoured to lead the two talented designers here as part of this new team during this exciting and important moment in MoMA's development."

With more than 17 years of experience, Giampietro was most recently design manager for Google's Research and Machine Intelligence team. Since 2006, he has also taught at the Rhode Island School of Design, where he is currently a senior critic. Giampietro was previously principal at Project Projects, leading brand and interactive projects for cultural clients.



■ Wonderwall principal architect Katayama Masamichi

{ **"This project gave me great pleasure and an opportunity to relearn, revisit and reevaluate Japan's aesthetics"** }

Katayama Masamichi designs London's Japan House

A new cultural destination in London, celebrating Japan and funded by its government, has announced its public opening date.

Called Japan House London, the new attraction will offer visitors authentic Japanese encounters when it opens on 22 June, with the best in the nation's art, design, gastronomy, innovation and technology.

Wonderwall principal architect Katayama Masamichi created the interior design features, which include hand-made kawara floor tiles from Awaji Island and authentic products sourced from Japan.

The design of the whole space has been described as minimalistic, also reflecting the diverse range of activities it will host. A spiral staircase, spanning three levels will be at its heart, with the piece built in Japan and shipped to London.

"This project gave me great pleasure and an opportunity to relearn, revisit and reevaluate Japan's aesthetics and the mindset of our people," said Katayama.

"I wanted to create a purposeful and meaningful space which can be a stage and provide a spotlight to the very broad and creative programme on offer at Japan House London."

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SCIENCE CENTRES

US\$86m for free science museums in China

China's government is allocating CN¥545m (US\$85.8m, €72.2m, £63.2m) in an effort to make some of the country's top science museums free-to-visit.

The money, allocated by the Ministry of Finance, will "ensure" free entry into a number of science museums across China.

The move is the continuation of a policy launched in 2015. Between 2015 and 2016, CN¥897m (€119m, £104m) was split between 123 selected science museums, with entry fees for those institutions scrapped. In 2017, a further CN¥553m (US\$87.1m, €73.3m) was granted to 138 selected science museums for the same reason.

Popular destinations – primarily in Beijing and Shanghai

– are not included as part of the package, with attractions such as the China Science and Technology Museum already nearing capacity.

China has more than 3,500 museums – including over 3,000 state-owned museums. Among its most popular in the science category are the China Science and Technology Museum in Beijing, which welcomes around 4 million visitors each year, and the Shanghai Science and Technology Museum, which draws upwards of 3.5 million people annually. Outside of Beijing and Shanghai, Chongqing's Science and Technology Museum welcomes more than 2.8 million people through its doors each year.

MORE: http://lei.sr?a=n6u3v_T



■ China is making many of its science museums free to visit



The money, allocated by the Ministry of Finance, will ensure free entry into a number of science museums across China

WATERPARKS

Waterpark opens at Dubai's newest waterfront destination



La Mer features more than 130 shops, cafés, restaurants and beach activities stretched along a waterfront promenade

Dubai's new beachfront leisure destination, La Mer, has opened its latest offering, with the launch of a major new waterpark.

Opened on 12 May, the Laguna Waterpark will feature five main attractions, two of which are firsts for the Middle East.

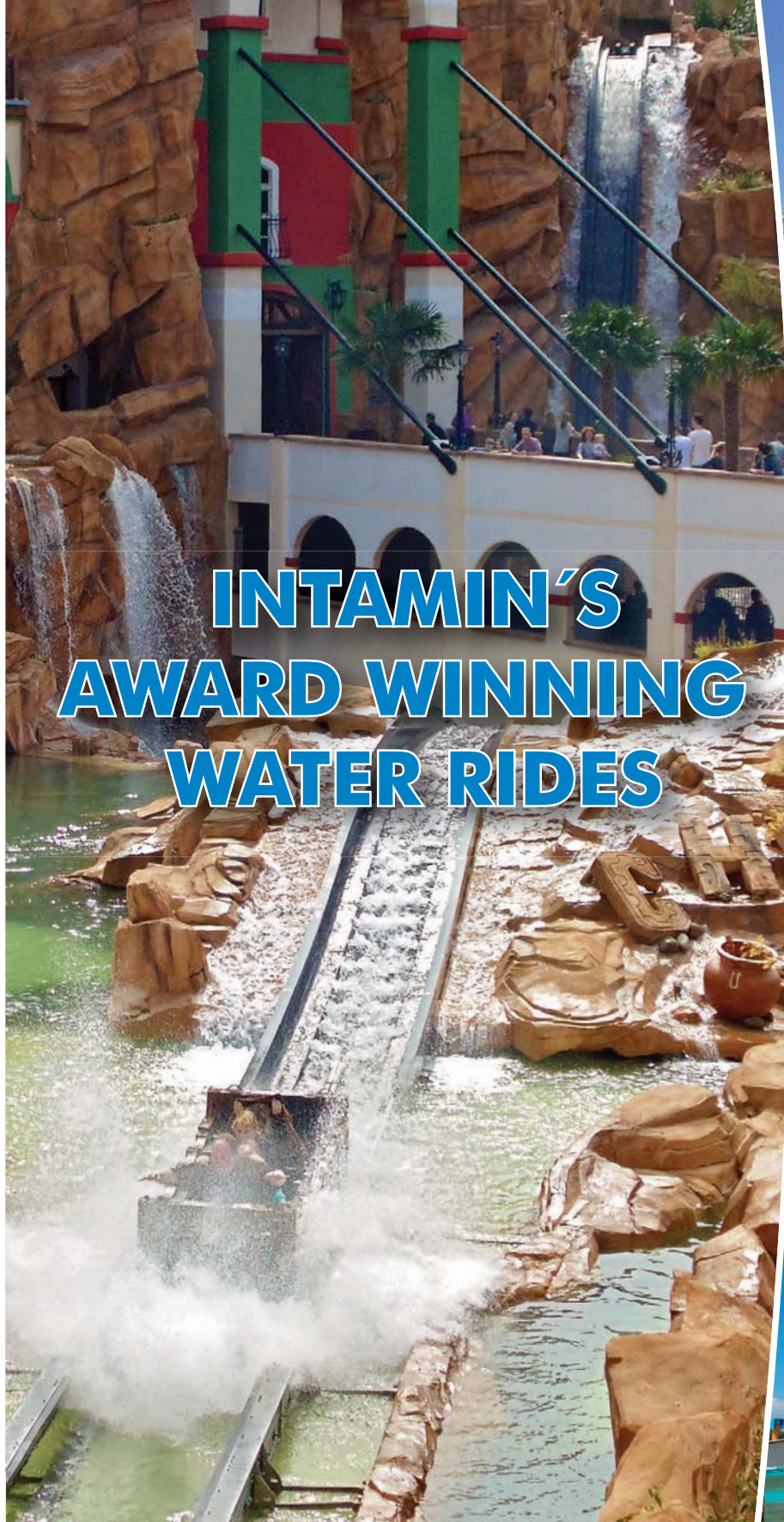
The park includes the region's only WaveOz 180 FloRider, which utilises latest ride surface technology over 7,000sq ft (650sq m) to create a 180-degree continuous wave for surfers. It also features the region's first Manta family raft ride and an Aqualoop.



■ The new waterpark is the second phase development of La Mer

The waterpark is the latest addition to La Mer – a Meeras development which opened in October last year. Covering 1.24sq km (0.47sq mi), La Mer features more than 130 shops, cafés, restaurants and beach activities stretched along a waterfront promenade.

MORE: http://lei.sr?a=r2M2M_T



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VISITOR ATTRACTIONS

Singapore's leisure-filled airport attraction

Construction is nearing completion on "a world-class, signature lifestyle destination" at Singapore's Changi Airport, which has been designed to boost the city-state's appeal as a stopover point for global travellers.

Conceived as the world's most ambitious airport leisure attraction, the complex, called The Jewel, is being built inside an enormous glass dome covering a 40m-high indoor waterfall and a five-storey 'forest valley' with 2,500 trees and 100,000 shrubs.

The building – which is 75 per cent complete – will be connected directly to the airport's Terminal 1 and linked to Terminals 2 and 3 via air-conditioned bridges

with travelators, which will overlook the waterfall.

Occupying a 3.5 hectare site on a former car park, the 10-storey project will have five basement floors housing an estimated 300 retail, food and beverage outlets.

"For tourists, we envisage Project Jewel to be a must-visit Singapore attraction," said Lee Seow Hiang, CEO of Changi Airport Group.

"For Singaporeans, it will be an exciting world-class destination right here at home, where they can relax and enjoy with their loved ones, again and again."

According to airport officials, The Jewel is on track for a 2019 opening.

MORE: http://lei.sr?a=N7h9v_T



■ The Jewel is being built inside an enormous glass dome



“

For tourists, we envisage Project Jewel to be a must-visit Singapore attraction

Lee Seow Hiang

THEME PARKS

Legoland Florida announces *Lego Movie* expansion plans



“

The sights and sounds will be fully immersive

Rex Jackson

Merlin has announced the largest expansion for Legoland Florida since it opened in 2011.

Coming in Q2 2019, the new world, based on *The Lego Movie*, is the theme park and resort's biggest investment in its history.

Three new rides will feature in the new world, with character meet and greets and a giant playscape also included. Additionally, the expansion will see the park's existing Quest for Chi interactive boat ride rethemed to become part of Lego Movie World.

"The sights and sounds will be fully immersive," said Rex Jackson, general



■ The 2014 *Lego Movie* was a commercial success

manager of Legoland Florida Resort.

"We know kids come from all over the world to meet the stars of the movie and we can't wait to see their faces light up as they interact within the imaginative world of Bricksburg."

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WATERPARKS

Expansion for Thailand's biggest waterpark

Southeast Asia's largest waterpark is about to get even bigger, after the US\$46m (€38.6m, £34m) Ramayana Waterpark in Pattaya, Thailand, announced further investment plans in an effort to boost the region's tourism.

Ramayana's director of marketing and sales, Johannes Patterman, confirmed the expansion plans, which will include investment in amusement facilities as well as organising events that cater to a larger number of tourists.

"The tourism industry of Pattaya, as well as of Thailand as a whole, is expected to grow continuously," he said.

"Pattaya's tourism is also changing into a family

destination with sports tourism, and this is good for the image of Pattaya. It also goes in harmony with the policies of the Thai government and Tourism Authority of Thailand of establishing Thailand as a family destination. The Ramayana Waterpark is ready to answer to this policy."

Incorporated into its initial design, Ramayana reserved a third of its land for future expansion.

"This will not only allow a growing number of visitors to enjoy the park without waiting times, but also offer the latest thrills and rides," said Patterman, speaking to *Attractions Management News*.

MORE: http://lei.sr?a=s3d9N_T



■ The waterpark opened in 2016



The tourism industry of Pattaya, as well as of Thailand as a whole, is expected to grow continuously

Johannes Patterman

ZOOS

Dubai Safari to close just six months after opening



Our landmark destination will help attract even higher numbers of tourists to Dubai once it reopens after the summer

Dubai Safari

Despite only opening in December, the AED1bn (US\$272m, €227m, £201m) Dubai Safari will close its doors for five months to undergo improvements, says its operator.

The Dubai Municipality, which has a management deal with prolific developer Meraas, appointed Parques Reunidos to oversee the day-to-day operations of the 119 hectare (0.48sq km) attraction, which hosts 2,500 animals of 250 species.

"In line with our commitment to offering a superior customer experience, the upgrades seek to provide a better habitat for our animals, and a more



■ The park closed its doors on 15 May

interactive and educational experience for our visitors," said a statement from the park, which closed on 15 May.

"We are confident that our landmark destination will help attract even higher numbers of tourists to Dubai once it reopens after the summer."

MORE: http://lei.sr?a=n9j9K_T

EARNINGS

Results improve for SeaWorld in first quarter

SeaWorld could finally be about to turn a financial corner, after the operator reported a strong start to the year with its first quarter results.

Following a series of poor financial results after several years of decline stemming from the Blackfish controversy, SeaWorld's cost-cutting initiatives and new focus on experiences that matter seems to be taking effect.

For the first three months of the year, the operator reported revenue increases of US\$30.8m (£25.9m, £22.8m) compared to the same period in 2017, totalling US\$217.2m (£182.9m, £160.6m) for the quarter. Attendance has also trended positively in Q1, up 14.9 per

cent to 3.2 million visitors – an increase of 400,000 guests.

Adjusted earnings before interest, taxes, depreciation, and amortisation (EBITDA) significantly improved year-on-year, with a loss for the quieter quarter of US\$100,000 (£84,000, £74,000) – an improvement of US\$30.2m (£25.4m, £22.3m) over last year's Q1.

"Despite this strong start to the year, we know we have significant opportunity for further improvement," said interim CEO, John Reilly.

"We are driving additional attendance, revenue and adjusted EBITDA through our enhanced communications activities and new rides."

MORE: http://lei.sr?a=y3N2D_T



■ SeaWorld is focused on 'experiences that matter'



We know we have significant opportunity for further improvement

John Reilly

EARNINGS

Disney delivers as park revenues increase



Our parks continue to drive growth through operational excellence

Bob Iger

Profits at Disney's parks and resorts division continue to go up and up, with the operator reporting a buoyant start to the year, as net income surged more than 13 per cent for the last quarter to US\$4.9bn (£4.1bn, £3.6bn).

Recording profits for the quarter of US\$1bn (£841m, £736m) – an increase of 27 per cent year-on-year. Increases at its international parks were attributed to growth at Disneyland Paris and higher occupied room nights and attendance at Hong Kong Disneyland Resort.

"We're very pleased with our results in Q2, especially in our Parks and



■ Disney's theme park division continues to thrive

Resorts and Studio businesses," said Disney chair and CEO, Bob Iger.

For the the quarter – Disney's second of the year – the company as a whole reported quarterly revenue of US\$14.6bn (£12.3bn, £10.75bn), up 9 per cent.

MORE: http://lei.sr?a=2v4G2_T

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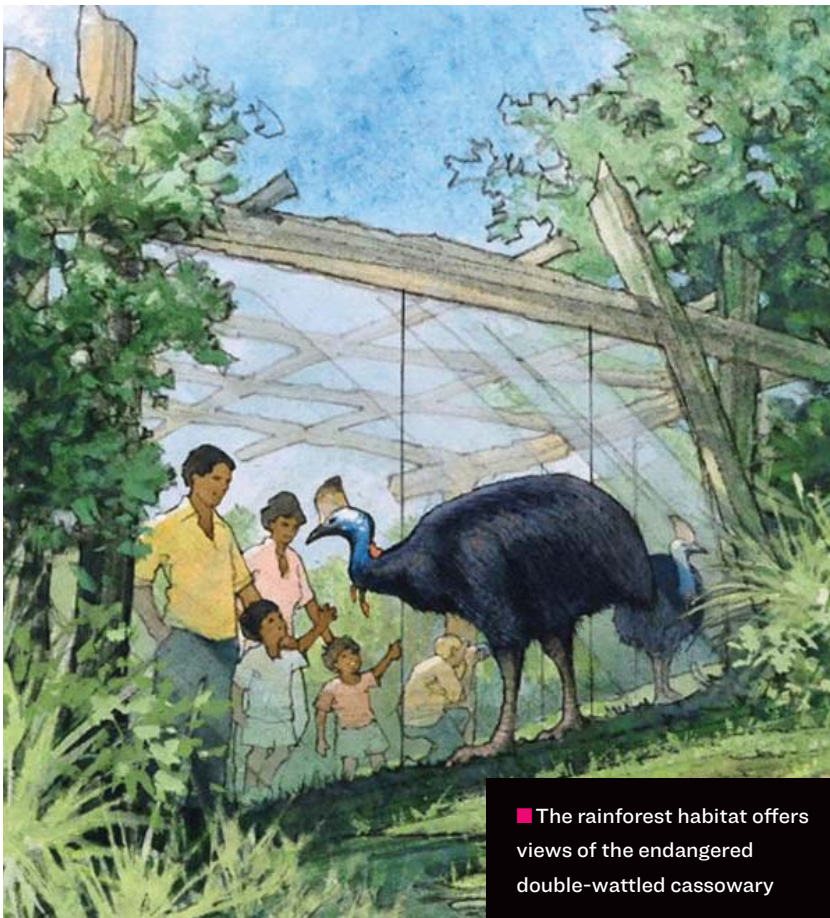
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Going Down Under in California

San Diego Zoo set to debut US\$17.4m Australian Walkabout



It adds another dimension to San Diego Zoo global's efforts to save endangered species, such as the cassowary

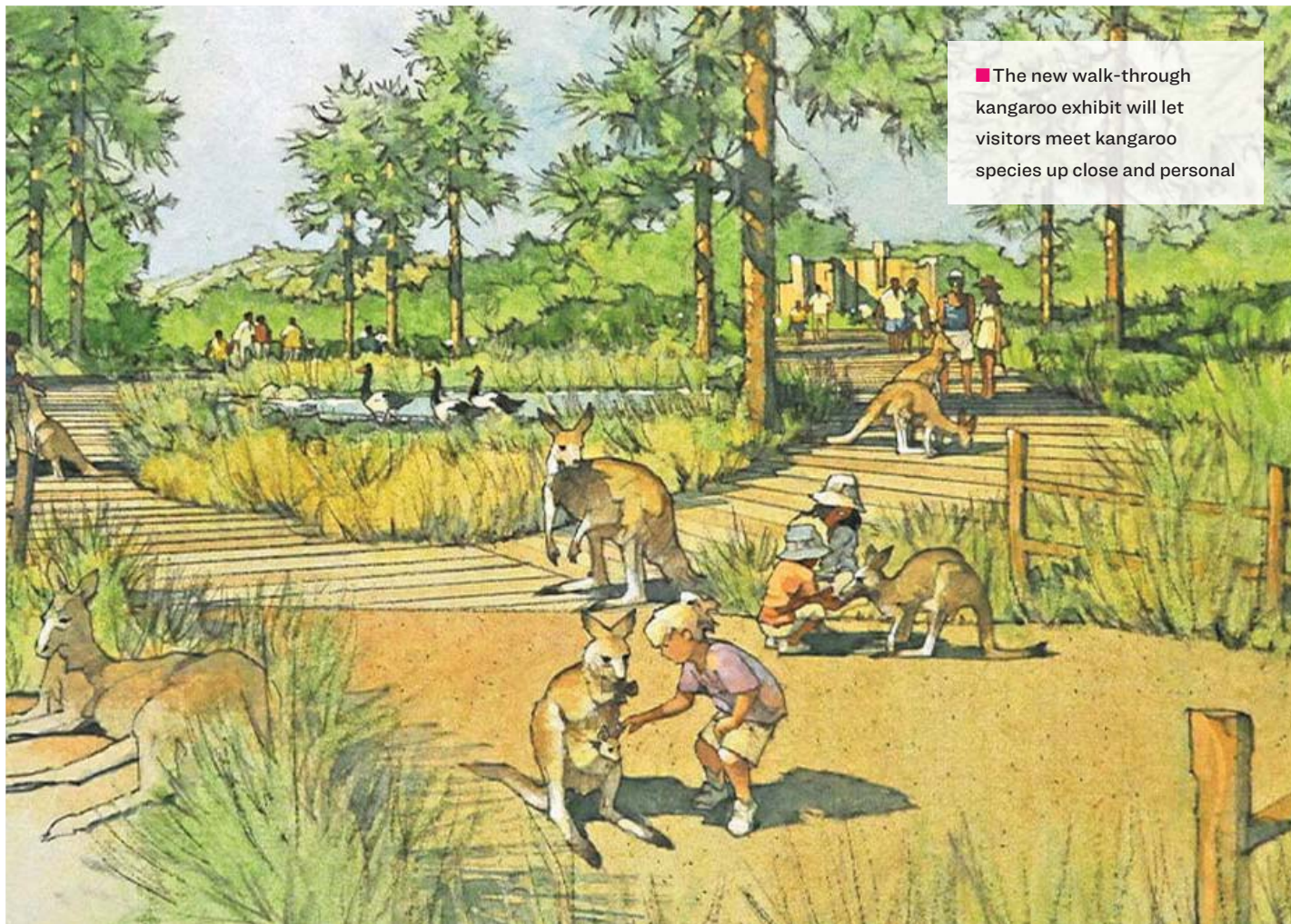
California's San Diego Zoo will later this month open a brand new US\$17.4m (€14.6m, £12.8m) Australian enclosure, which is to debut on 25 May.

Called Walkabout Australia, the immersive walkthrough 3.6 acre (14,500sq m) experience will feature a range of native Australian animals and will be themed around Australia's rural landscapes, with a selection of plants and signs of human habitation encountered along backcountry roads.

In the experience, guests will be able to explore four different types of Australian habitats: grassland, rainforest, wetlands and desert.

In the opening grassland area, visitors will be able to walk through a meadow, which is home to western gray kangaroos, red-necked wallabies and brush turkeys. While visitors must remain on the path, the cageless experience allows them to get up and close with the animals as they journey through the enclosure.

After leaving the grassland, the "Aussie Animal Station" gives visitors an up close look at wombats, echidnas, blue-tongued skinks, woma pythons and sugar gliders. Accompanied by a keeper, special encounters with the animals will be available multiple times each day.



■ The new walk-through kangaroo exhibit will let visitors meet kangaroo species up close and personal

Not only does Walkabout Australia allow us to connect people to Australia's fascinating wildlife, but it adds another dimension to San Diego Zoo global's efforts to save endangered species

The new attraction will also teach visitors about water, exploring the connection between it and the animals and people that depend on it. A stream runs through the grassland area, pooling in a billabong pond. Its source is a larger wetland pond, where guests will see radjah shelducks, freckled ducks and magpie geese. In this area children can play in the water's shallows, with a special area to also watch the birds.

A rustic building representing a wool shearing shed called Zuest follows. Acting as a restaurant, the building also teaches visitors about the various techniques and traditions of sheep ranching and wool production practiced in Australia for more than two centuries.

The rainforest habitat offers views of the endangered double-wattled

cassowary, which will also take part in a breeding programme dedicated to saving the species from extinction.

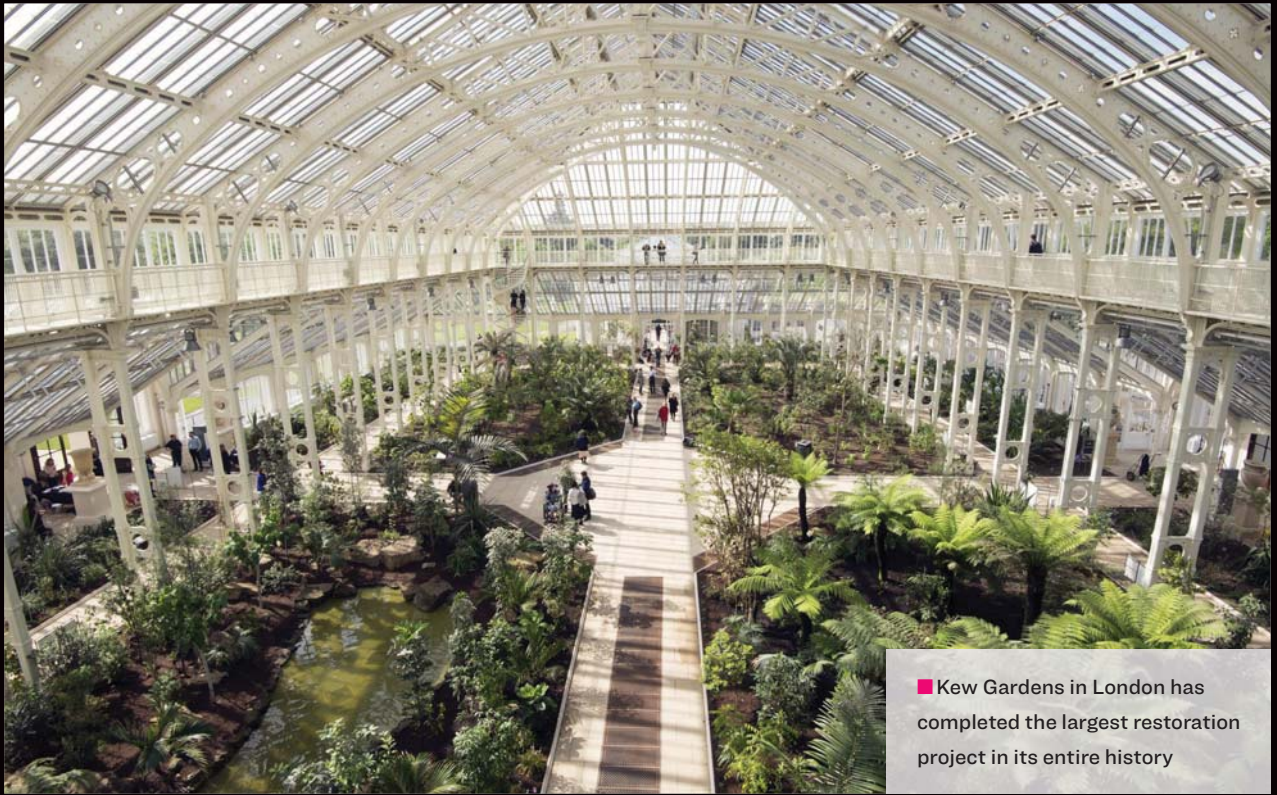
The final area – desert – is a recreation of Australia's deviled marbles. From there, the area opens up to different parts of the zoo, taking visitors to either the World Gardens or Condor Ridge parts of the zoo.

"Australia is an extraordinary place and we are thrilled to provide a snapshot of some of the wonders from Down Under," said Lisa Peterson, director at San Diego Zoo.

"Not only does Walkabout Australia allow us to connect people to Australia's fascinating wildlife, but it adds another dimension to San Diego Zoo global's efforts to save endangered species, such as the cassowary and Matschie's tree kangaroo."



■ Lisa Peterson, director at San Diego Zoo



A horticulturist's haven

Sir David Attenborough opens Kew Gardens' painstakingly restored Temperate House



■ Sir David Attenborough re-opened the Temperate House on 5 May

Kew Gardens in London has completed the largest restoration project in its entire history: a redevelopment of the iconic Temperate House, now home to 10,000 plants, including some of the world's rarest.

The long and painstaking repair of the historic glasshouse, overseen by Donald Insall Associates and costing £41m (€46m, US\$54m), saw 400 staff and contractors remove 69,000 individual elements from the building to

be cleaned, repaired or replaced. The structure's intricate ironwork and ground paving were carefully repaired and thousands of panes of glass replaced.

The Temperate House – show-house of the Gardens' largest plants – was designed by architect Decimus Burton and opened to the public in 1863.

During the Second World War the glasshouse suffered indirect structural damage, causing leaks and corrosion that persisted despite repairs. A first restoration was completed in 1980,



■ Using 21st century materials, the building has been carefully restored to its original design

but by 2011 the government warned that new repairs were required within three years. The attraction was closed in August 2013. Over the following five years, the building has been carefully restored to its original design. Famed naturalist and broadcaster Sir David Attenborough re-opened the Temperate House on 5 May.

"It's a breathtakingly beautiful space. These plants are wonderful, and here they are, safe from peril," he said. "Kew does all sorts of things



It's a breathtakingly beautiful space. These plants are wonderful, and here they are, safe from peril

that nowhere else does. If you want to identify something, this is the ultimate authority worldwide. It's the most important botanical institute in the world and occupies a very special place in the science of Botany.

"In some circumstances, the only way you can prove that a particular species is that species, is to come to Kew and compare what you have with what is here. This is why people come from all over the world to the Kew Herbarium, and to these great glasshouses."



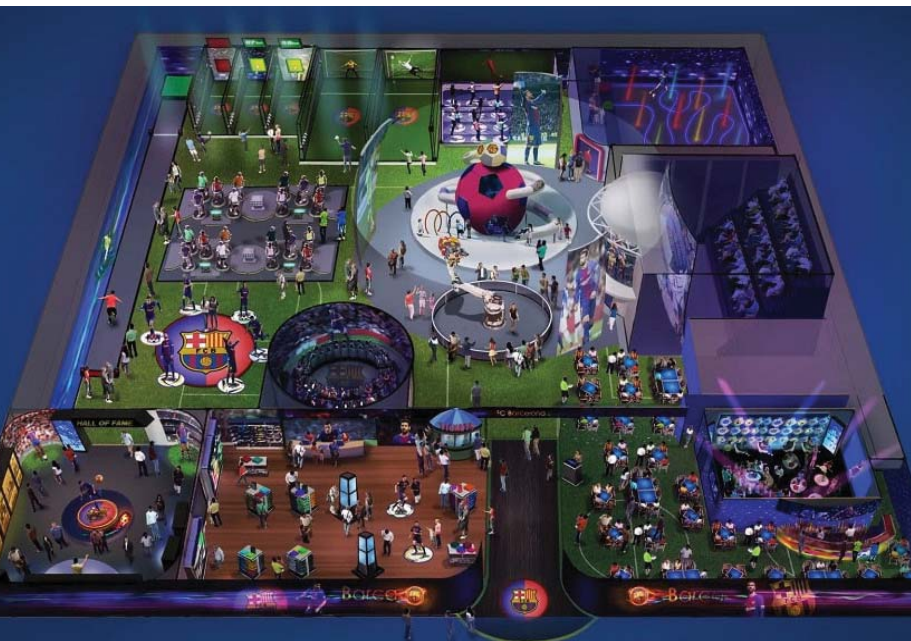
Parques Reunidos will help us to project our image in strategic territories, offering our supporters a 100 per cent Barça experience

Manel Arroyo, vice president, FC Barcelona



Nou venture from Camp Nou

FC Barcelona strikes deal with Parques Reunidos to launch Barça-themed attractions around the world



■ New Barcelona visitor experiences will appear across the world

Spanish football giant FC Barcelona has reached a deal to open a number of Barça-themed “experience spaces” around the world.

Club president Josep Maria Bartomeu has signed a five-year agreement with leisure park developer Parques Reunidos to get the ball rolling on the project, which will see indoor parks, between 3,000 and 10,000sq m in size, opened in “busy shopping malls and iconic establishments in the centres of cities with high numbers of pedestrian traffic.”

Each will be dedicated exclusively to FC Barcelona, with visitors able to enjoy immersive, varied experiences “based on the history, values, players and memorable moments of the club, blending interaction, new technologies, education and fun.” To begin with, five of the attractions



Parques Reunidos will help us to project our image in strategic territories, offering our supporters a 100 per cent Barça experience

will be built in strategic regions for the club, with the first scheduled to open in the US and Asia in 2020.

“The agreement with Parques Reunidos will help us to project our image in strategic territories, offering our supporters a 100 per cent Barça experience, and at the same generating a major source of income,” said club vice president Manel Arroyo.

“Parques Reunidos are a leading company in their sector, and they have worked with Nickelodeon and Lionsgate on indoor entertainment parks like the ones that Barça will have. That means we’ll be able to continue to set new trends in the entertainment industry”.

Fernando Eiroa, the delegate councillor for Parques Reunidos, added: “Our company is constantly looking for new opportunities to expand in order to offer unforgettable experiences for all the family. At these centres, we will be the first

company to offer, hand in hand with one of the best teams in the world, an innovative and thrilling sport and leisure experience for football lovers in Asia, the US and Europe”.

The developer has a total of 61 parks in 14 countries. Its properties include Miami Seaquarium, Parque Warner Madrid, Movie Park Germany, Tusenfyrd Norway and Sea Life Park Hawaii.

FC Barcelona, which won Spain’s La Liga championship this year, is also currently developing a vibrant district dedicated to the club and its brand around a redeveloped Camp Nou stadium, with the city council recently greenlighting its ambitious plans.

Meanwhile, the team’s star player, Lionel Messi, has inspired a new theme park in Nanjing, China, with a consortium of developers, including China’s Phoenix Group and Spanish conglomerate Mediapro, backing the “unique global experience.”



FC Barcelona won Spain’s La Liga championship this year

PRODUCT INNOVATION

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● 26 inflatable compartments are used to simulate pressure and force

Disney Research ups virtual reality game with haptic jacket



● The research paper was
headed by Alexandra Delazio

Disney's research arm is aiming to take virtual reality to the next level, developing a new haptic technology to simulate impact on the human body.

Dubbed the "Force Jacket", 26 inflatable compartments are used to simulate pressure and force, adding a physical response to the VR realm.

Disney Research led the project, working alongside MIT and Carnegie Mellon University to develop the wearable tech, which can stimulate a wide range of sensations. In a video showcasing the jacket, Disney shows users experiencing sudden muscle

growth, a force strike from a snowball and a snake wrapping itself around their body.

"Immersive experiences seek to engage the full sensory system in ways that words, pictures, or touch alone cannot," said a research paper headed by research associate Alexandra Delazio.

"The primary motivation of this research was to enhance the entertainment value of HMD-based visual VR experiences in games and movies, by providing on-body force feedback.

"This system offers the unique capability of delivering

haptic actuation over large areas with a relatively low number of actuators, as compared to conventional techniques."

Combined with the jacket, a haptic effects editor allows designers to create specific haptic effects, building a library of haptic sensations for use in VR.

"Ultimately the Force Jacket provides a new haptic actuation method that can deliver far more immersive experiences by engaging the whole body," the paper concluded.

ATTRACTIONS-KIT KEYWORD

DISNEY

Polin releases details of major company restructure



● Basar Pakis, CEO of Polin Group

Waterpark specialist Polin has released details of a major company restructure that will see the it consolidate all of its brands into one of four different divisions – Amusement Attractions, Composites Manufacturing, Park Development and Funtastic Parks – under one brand name, Polin Group.

Amusement Attractions encompasses Polin Waterparks, Attractions, Game Technologies, Polin Aquariums, Safari Parks and Theming. Composites Manufacturing incorporates



● The company will operate as four different divisions

the Composites, Fipol and Futuraform companies. Park Development includes Design Studio, Park Services, Project Development, and Invest Planning and Management, and Funtastic Parks comprises of Funtastic Aquariums, Funtastic Waterparks and Funtastic Amusement Parks.

"This change recognises the new role that our company plays in the industry today," said Basar Pakis, CEO of Polin Group. "We expect that our company can become even more successful in the future."

.....
ATTRACTIONS-KIT KEYWORD
POLIN

Ride installation

Triumph for Alterface as Bazyliszek dark ride opens at Legandia

Bazyliszek (Basilisk) Alterface's next generation dark-ride has opened at Legandia theme park in Poland.

Billed as a one-of-a-kind experience, Basilisk takes riders on a thrilling adventure inspired by stories from traditional Polish folklore, and is the first attraction of its kind to open in Poland.

It features a queue and preshow, created by Dutch experiential design firm Jora Vision, designed to immerse guests in the experience from the moment they set foot in the attraction.

During the preshow, guests enter the headquarters for the Monster Hunters Guild, where



● Legandia CEO Pawel Cebula

and are taken on an immersive adventure. The ride culminates in a fierce battle between the riders and the Basilisk. Riders are equipped with Monster Hunter Guns – a 'weapon', designed by Alterface, which uses light and mirror technology to create a laser-like effect – to defend themselves, and score points.

"Our goal was to build a high-level dark ride around a well-known Polish legend, and at an affordable budget", said Legandia CEO Pawel Cebula.

"With the new Basilisk ride we offer an advanced mixed-media attraction that will appeal to young and old. We have all truly enjoyed building this ride," he added.

.....
ATTRACTIONS-KIT KEYWORD
ALTERFACE



● Alterface served as the main contractor on the ride

they are informed that the peaceful village of Kurkowo is being terrorised by monsters, including the fearsome Basilisk. Riders are given a special task, which they must carry out during the ride in order to defeat the Basilisk. They then board Monster Hunter vehicles, designed by ETF ride systems,

16-17 MAY 2018

Museums + Heritage Show

Olympia, London, UK

Completely free to attend, the Museums + Heritage Show offers two jam-packed days featuring more than 50 free talks, 150 suppliers and consultants and a raft of special features. The show is the perfect place to discover new ideas and opportunities to explore new ways of working, all designed to make your organisation bigger, better and stronger.

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5-8 JUN 2018

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6-7 JUNE 2018

Attractions Africa

Gold Reef City, Johannesburg, South Africa

Attractions Africa is dedicated to advancing the visitor attractions industry in Africa through the sharing of knowledge. The Attractions Africa Conference provides an opportunity for attractions professionals at every level to participate, learn and network. The conference is a two-day event especially designed for visitor attraction professionals.

Tel: +27 21 683 2934

Email: info@attractionsafrica.co.za

www.attractionsafrica.co.za



■ Learning opportunities and networking events are available at MuseumNext

18-20 JUNE 2018

MuseumNext Europe

The Royal Geographic Society, London, UK

Bringing together delegates from more than 40 countries, MuseumNext offers the museum community the opportunity

to hear inspiring presentations, pick up career skills in expert hosted workshops and network with fellow delegates.

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5-9 JUNE 2018

Ecsite Annual Conference

Natural History Museum of Geneva, Switzerland

More than 1,100 professionals will be getting together for Ecsite – the largest science communication conference in Europe. It features two keynote speeches, 350 speakers, 60 exhibitors, two dedicated tinkering and gaming labs and three evening social events.

Tel: +32 2 649 7383

Email: info@ecsite.eu

www.ecsite.eu

7 JUNE 2018

Museum Tech 2018

Museum of London, London, UK

Museum Tech 2018 presents some of the latest digital experiences, tools and projects developed for the museum sector and beyond. This interactive seminar features case studies, keynotes and practical demonstrations that sheds light on how technology can be used in many diverse areas of museum practice.

Tel: +44 2075 667 840

Email: lorraine@museumsassociation.org

www.museumsassociation.org

23-30 JUNE 2018

International Symposium on Electronic Art

Durban, South Africa

ISEA is one of the world's most prominent international arts and technology events, bringing together scholarly, artistic, and scientific domains in an interdisciplinary discussion and showcase of creative productions applying new technologies in art, interactivity, and electronic and digital media.

Tel: +44 1273 643 042

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9-12 JULY 2018

RISE Conference

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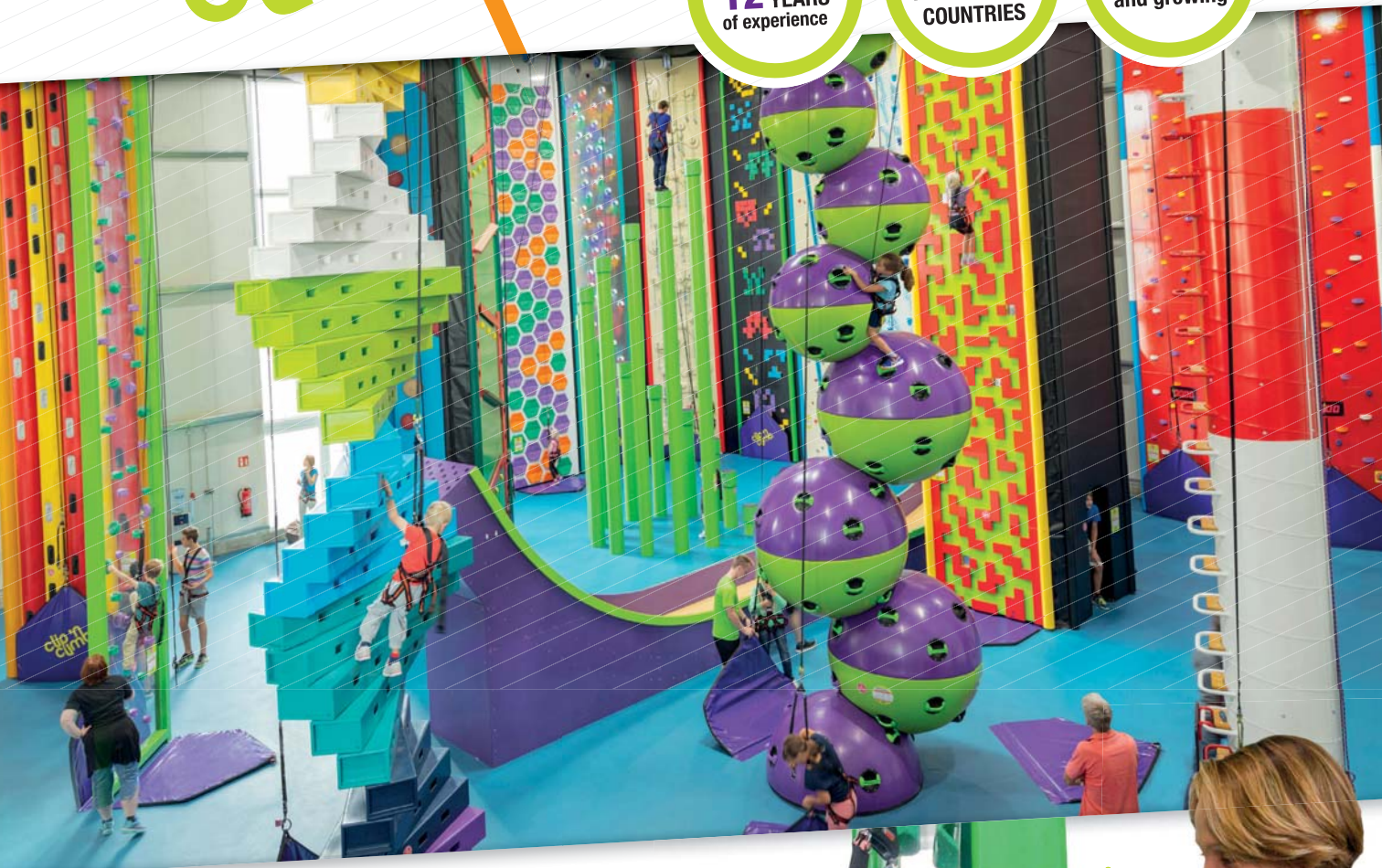




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We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

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We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to-reach candidates who aren't currently job hunting.

In addition, to celebrate the 100th issue of AM News, we've also relaunched the website with fantastic enhanced search functionality which enables you to target the best candidates with a laser focus.

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Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Leisure Opportunities, Health Club Management, Sports Management, Leisure Management, Attractions Management, and Spa Business/Spa Opportunities.**

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We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing and open day and schools and apprenticeship marketing.

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Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

What now?

We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

Meet the Attractions Management News recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard

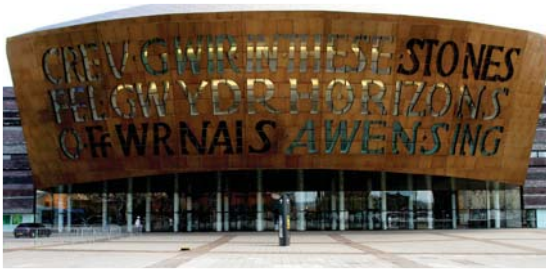


Simon Hinksman



Gurpreet Lidder

Hope to hear from you soon on +44 (0)1462 431385 or email theteam@leisuremedia.com



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Head of Food and Beverage

Location: Millennium Centre, Cardiff, Wales, UK

Salary: £40,000 - £45,000

Hours: Full time

Wales Millennium Centre seeks to inspire our nation, impress the world – we wish all our delivery to be world leading.

For us, food and beverage is an integral part of the experience, it's an opportunity to showcase our innovative work and to use the amazing quality of produce available in Wales. Whether it's a cup of coffee, a meal before a show or a drink in the interval – we want it to be exceptional.

Are you passionate about driving an exceptional food & beverage experience in a creative and cultural environment?

Are you a motivational leader who promotes a sense of pride, enthusiasm and excellence amongst your team?

Would you thrive in the knowledge that you and your team make a vital contribution to creating inspirational and life-changing experiences that broaden horizons at Wales's national performing arts centre?

We're searching for a dynamic individual to lead our talented food & beverage team to maximise sales revenues, deliver consistent excellence and reflect the creative and inspirational work of the Centre.

You'll be responsible for developing sustainable plans to ensure growth within our food & beverage business; recruiting and retaining customer experience focused talent and collaborate across the organisation to nurture innovative promotions and improvements throughout our food & beverage offering.

If this is you – we'd love to hear from you.

For full details and to apply, please click link below and send your CV along with a covering letter describing your skills and why you are suitable for the role.

We welcome applications in Welsh or English. If you apply for a role at the Centre in Welsh, your application will not be treated less favourably than an application submitted in English.

Apply now - <http://lei.sr?a=e8a5y>



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pennaeth Bwyd a Diod

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Hours: Full time

Uchelgais Canolfan Mileniwm Cymru yw creu ysbrydoliaeth i Gymru, creu argraff ar y byd – dymunwn i'n holl brofiadau fod o safon ryngwladol ragorol. Mae darpariaeth bwyd a diod yn rhan annatod o'r profiad i ni. Mae'n gyfle i ni arddangos ein gwaith arloesol a defnyddio'r cynnyrch gorau sydd gan Gymru i'w chynnig. Boed yn banded o dê neu goffi, yn bryd cyn y sioe neu ddiod amser egwyl – hoffwn i bob un profiad fod o'r radd flaenaf.

Ydych chi'n angerddol yngl?n â chreu profiadau bwyd a diod anhygoel mewn awyrgylch creadigol a diwylliannol?

Ydych chi'n arweinydd sy'n ysgogi balchder, brwdfrydedd a rhagoriaeth yn eich tîm?

Ydych chi'n unigolyn byddai'n llwyddo gan wybod eich bod chi a'r tîm yn gwneud cyfraniad hanfodol tuag at greu profiadau ysbrydoledig sy'n newid bywydau ac ehangu gorwelion yng nghanolfan gelfyddydau cenedlaethol Cymru?

Rydyn ni'n chwilio am unigolyn deinamig i arwain ein tîm talentog bwyd a diod. Byddwch yn ymdrechu i wneud yr elw mwyaf posib wrth gyrraedd safonau rhagorol sy'n adlewyrchu gwaith creadigol ac ysbrydoledig y Ganolfan ar bob adeg.

Bydd cyfrifoldeb arnoch chi i ddatblygu cynlluniau cynaliadwy i sicrhau twf yn ein busnes bwyd a diod, recriwtio a chadw talent ag arbenigedd profiad cwsmer a chydweithio ar draws y Ganolfan i feithrin gwelliant ac arloesedd ar draws ein hunedau bwyd a diod.

Os mai dyma'r swydd i chi – hoffwn ni glywed gennych.

Ymgeisiwch wrth ddanfôn eich CV a llythyr cais yn disgrifio'ch sgiliau gan amlygu eich addasrwydd ar gyfer y swydd.

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Namco UK Ltd. is part of the Bandai Namco group of companies a listed company that operates across the globe. The main business units of the worldwide group are toy and hobby products, game software and amusement facilities however in the UK Namco UK Ltd operates leased large scale multi leisure facilities and significant revenue share contracts.



Opportunities to work within a diverse leisure business working at the busy Flag Ship site Namco Funscape The Trafford Centre

Operating in the leisure environment the business opens and operates daily 364 days a year with key trading times being evenings, weekends and school holidays. As a result, the roles demand flexibility.

Senior Bowling Technician

Location: Manchester

Salary: Competitive + Benefits

Within the role your responsibilities will include:

- Daily routine maintenance of the GX98 pinsetters
- Training and Development of the current technical team
- Instil and maintain high standards of pinsetter maintenance
- Ensure the pinsetters remain operationally sound especially during peak periods
- Ensuring Health & Safety procedures are adhered to at all times
- Organisation of the workshop area
- Working with a set budget for spares and ordering of replacement parts

Previous experience working with GX pinsetters would be advantageous but not essential.

You will be an excellent communicator, having the ability to drive and inspire the technical team to achieve high maintenance standards.

With a 'hands-on' approach you will acquaint yourself with all processes within the Bowling operation on site making efficiencies and increasing effectiveness wherever possible.

Food & Beverage Manager

Location: Manchester

Salary: Competitive + Benefits

Within the role your responsibilities will include:

- Increasing current F&B sales on site and pushing the business forward
- Training and Development of onsite staff
- Improving the delivery and standards of the F&B operation
- Full P&L accountability of F&B sales
- Managing Costs of Sales to ensure profitability remains in line with company targets
- Weekly stocktakes & line cleaning
- Health and Safety compliance
- EPOS/Stock review and variance analysis

Previous experience of working within a busy F&B operation is essential.

You will be an excellent communicator, having the ability to drive and inspire the onsite team to push and maximise F&B sales.

With a 'hands-on' approach you will acquaint yourself with all processes within the F&B operation on site making efficiencies and increasing effectiveness wherever possible.

CLOSING DATE FOR BOTH ROLES: 20TH MAY 2018

APPLY NOW: <http://lei.sr?a=l7G6w>



Anglian Water is more than just pipes and pumping stations.



Did you know we are also responsible for some of the area's most popular recreational sites in England? Our Recreation Team manages over 4,000 hectares of parkland, woodland and reservoirs including Rutland Water. These areas provide valuable open space offering high-quality leisure opportunities ranging from international triathlons, sailing regattas to fishing competitions. We want our visitors to experience and enjoy our great leisure facilities and to be as passionate and proud of our environment as we are.

Set in 4200 acres of open countryside, Rutland Water Park is the central rural attraction in England's smallest county of Rutland and offers activities for all the family.

LIFEGUARD/SENIOR LIFEGUARD

● OAKHAM, RUTLAND, UK ● COMPETITIVE SALARY

We are looking for Lifeguards to make sure our visitors are safe when on our inland beach at Sykes Lane.

Hundreds of people visit Rutland Water Park every year and we need dedicated lifeguards and senior lifeguards who take a vigilant approach and respond with urgency and efficiency to any swimmers and visitors in distress. You'll be the first point of contact for our visitors so you'll need strong communication and social skills.

It's essential that you hold the National Pool Lifeguard Qualification (NPLQ) and have previous experience in a similar outdoor environment.

If you thrive with extra responsibility and feel that you have the skills to lead and supervise a team of lifeguards, you could be our next senior lifeguard.

This is a seasonal opportunity (June – October), and you will be employed on a flexible, 0 hours contract.

Spend your summer, helping the public, in a beautiful lake setting.

WATERSPORTS INSTRUCTOR

● OAKHAM, RUTLAND, UK ● COMPETITIVE HOURLY RATE

We are looking for Watersports Instructors to work at Rutland Water and provide tuition and general assistance to our visitors.

Our visitors can hire rowing boats, canoes and kayaks and take part in raft building and power boating. As a Watersports Instructor, your key responsibility is to ensure all visitors are enjoying their time at the Park whilst remaining safe.

Working on a casual basis during busy periods, mainly at the weekends and during school holiday periods, you will be paid a competitive hourly salary and become part of the great Rutland Water Team.

You will receive in-house training, an annual car parking pass to use at our Water Parks and discounted rates on many of the activities at the Park.

Requirements:

- You'll have a keen interest in watersports and have experience in a similar role and want to share your enthusiasm with our visitors.
- It's advantageous if you have a First Aid qualification and/or watersports qualifications.

If successful you would be issued with a flexible zero hour contract, therefore shift patterns and rotas vary, dependent on the need of the Water Park and your availability.

Closing date for both positions: 27th May 2018

Apply now: <http://lei.sr?a=g9J5g>



Visitor Experience Manager

Competitive Salary + Benefits

Closing Date: 25th May

Woburn Abbey forms part of the Bedford Estates and is a leading visitor attraction and the private residence of the Duke and Duchess of Bedford.

We have an exciting opportunity for an experienced Visitor Experience Manager to be responsible for the successful management of the Abbey visitor services team.

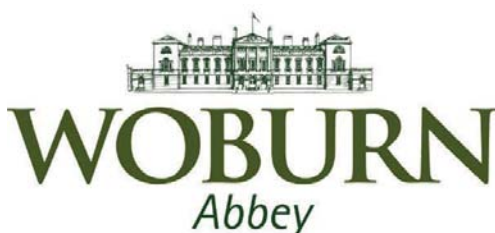
The Visitor Experience Manager will be accountable for managing all operational activities whilst ensuring the delivery of an exceptional visitor experience including managing, planning and delivering events.

In addition, the role will be instrumental in the delivery of the Abbey master plan, a planned multi-million pound refurbishment programme for the Abbey and visitor services.

The ideal candidate should be able to demonstrate strong interpersonal skills, be performance driven and possess excellent organisational and planning skills. In addition, they should be educated to degree level and have previous experience within a similar role.

Benefits

- Free entry into the Woburn Abbey and Woburn Safari Park
- Courtesy rounds of golf at The Woburn Golf Club, subject to availability and handicap
- Discounts on selected items within the retail areas of the Abbey, Safari Park and Golf Club
- Discounted food at The Woburn Hotel, Safari Park, Golf Club and the Duchess Tea Rooms
- Annual leave entitlement increasing with service
- Venue hire discount at the Sculpture Gallery, subject to availability
- Health Cash Plan with Simply Health at preferential rates
- Life Assurance Cover



For more information and to apply: <http://lei.sr?a=j8b8X>