

Infinity Falls comes to SeaWorld Orlando

SeaWorld's focus on creating "Experiences that Matter" has continued with the launch of the operator's latest Orlando attraction – the Intamin-manufactured Infinity Falls river ride.

Featuring a world record 40ft (12.2m) drop, the family-friendly ride finds inspiration in its design from the rainforests of South America, with guests taken through a jungle environment as they travel along the 1,520ft (460 m) rapids. The attraction, which features eight-person rafts has an element unique to any rapids ride, with a vertical lift taking riders up a giant waterfall to its peak.

"Visitors will have the opportunity to take on the role of a conservationist on a journey through the rainforest," said SeaWorld interim CEO John Reilly.

With the new addition comes a themed village area featuring a retail store, rest and dining areas, and interactive educational experiences.



■ The family-friendly ride finds inspiration in its design from the rainforests of South America

The ride opened to the public on 4 October and is the latest in a line of new additions, including Mako and the Kraken Unleashed VR rollercoaster experience.

MORE: http://lei.sr?a=w8R4y_T



Visitors will have the opportunity to take on the role of a conservationist

John Reilly



PEOPLE

IAAPA names Hal McEvoy as president and CEO

Busch Entertainment veteran takes the helm

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Six Flags adds Magic Waters to portfolio

Theme park operator to take over in Q1 2019

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Le Kinétorium created in partnership with Jora Vision

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Fernando Aldecoa makes pledge to establish PortAventura as 'plastic-free theme park' by 2020

Spanish theme park PortAventura has pledged to rid all three of its attractions of disposable plastics by 2020.

From January 2019, plastic straws and bubble wrap will be replaced with paper alternatives at the Spanish resort near Barcelona, which is home to PortAventura Park, PortAventura Caribe Aquatic Park and Ferrari Land.

Through 2019, the company will also gradually begin to replace disposable materials used in its self-service restaurants in favour of sustainable alternatives, starting at Ferrari Land's self-service restaurant Pit Lane.

The move is part of PortAventura's wider



■ Fernando Aldecoa, general manager of PortAventura World

"We have set ourselves a goal to be the first European park that eliminates all plastic"

sustainability project, which also pledges to use only clean energy sources at each of

the three attractions on site. 100 per cent of its electricity supply is currently from

renewable energy sources without CO2 emissions.

"The corporate responsibility of PortAventura World is based on a responsible leadership that always balances economic social and environmental objectives," said Fernando Aldecoa, general manager of PortAventura World.

"We have set ourselves a goal to be the first European park that eliminates all the plastic in our destination resort."

In May, PortAventura expanded its offering at Ferrari Land, introducing a new children's area for visitors to the popular destination. The move is part of a drive to reach 5 million visitors in 2018.

Susan Vargo to lead Nickelodeon attractions as new global live entertainment VP



■ Vargo will oversee entertainment programs for the brand's resorts, theme parks and attractions around the globe

Nickelodeon has appointed the former executive producer of the *SpongeBob SquarePants* musical, Susan Vargo, as its VP of global live entertainment.

In her new role, Vargo will oversee entertainment programmes for the brand's resorts, theme parks and attractions around the worldwide.

Attractions under Vargo's supervision will include the Nickelodeon Hotels & Resorts Riviera Maya, set

"Attractions under Vargo's supervision will include Nickelodeon Riviera Maya, set to open in Mexico in 2019"

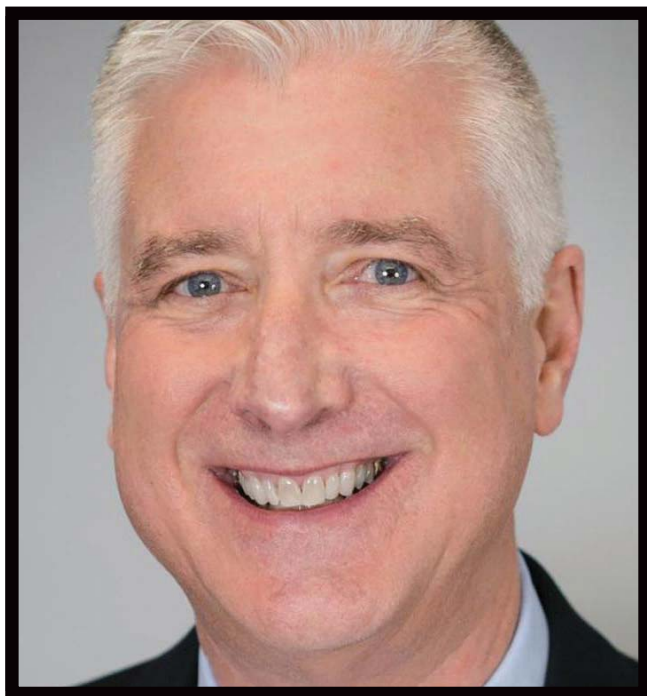
to open in Mexico in 2019; the Nickelodeon Universe indoor theme park at the Mall of America in the US; the Nickelodeon Land at Parque de Atracciones theme park in Spain; and the Nickelodeon Land at Pleasure Beach theme park in the UK.

The production of all major Nickelodeon ticketed and select non-ticketed stage shows will also be part of

Vargo's remit in the position.

Vargo has previously worked as a company manager for Russell Simmons Presents Def Poetry Jam as well as the Broadway and US tour of Disney's *Beauty and the Beast*.

She will be based in London and will continue her work on the *SpongeBob SquarePants* musical as it prepares to tour the US from Q3 2019.



■ McEvoy (above) will replace Paul Noland in the role of CEO

"It's a dream come true to continue to lead the global association for the attractions industry"

IAAPA names **Hal McEvoy** as president and CEO

Interim IAAPA president and CEO Hal McEvoy has taken up the position on a permanent basis, replacing Paul Noland who resigned from the position earlier this year.

McEvoy was named interim president and CEO of IAAPA in February when Noland resigned to take up the reins as CEO of technology solutions provider Accesso, having been at the IAAPA helm since January 2013.

He joined the organisation as CFO in April 2017 following a 42-year career with Busch Entertainment Corporation/SeaWorld Parks

and Entertainment. Following a successful few months in his interim position, McEvoy will now head up the global association for the attractions industry, which reached its centenary year in 2018.

"It's a dream come true to continue to lead the global association for the attractions industry," McEvoy said.

"Working with the IAAPA team of incredibly talented individuals to support the success of our passionate and innovative members around the world is indeed a privilege."

Attractions

MANAGEMENT **NEWS**

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Eugenius Birch, Roland Callingham, Carl Hagenbeck and Dr Peter Rosner inducted to IAAPA Hall of Fame



■ Carl Hagenbeck is known as the father of the modern zoo

IAAPA has inducted four members into its prestigious Hall of Fame (HOF), with Eugenius Birch, Roland Callingham, Carl Hagenbeck and Dr Peter Rosner entering the class of 2018 at the European Attractions Show (EAS) 2018 in Amsterdam, Netherlands.

Established in 1990, the IAAPA Hall of Fame celebrates outstanding achievement and contributions to the growth and development of the amusement park and attractions industry. In honour



"This year's inductees enter the 28-year-long lineage of attractions industry legends"



of IAAPA's centenary, special inductions have taken place during each IAAPA expo this year, with the EAS class the latest to be added.

Eugenius Birch, a pioneer of seaside pier amusement parks, is the first of the four inductees. Birch's work in 1853 on Margate Pier in the UK was seen as transformational for the industry.

The second inductee, Roland Callingham, was a pioneer of model villages, while Carl Hagenbeck, the third to be inducted this year, is known as the father of the modern zoo.

Finally, the fourth inductee, Dr Peter Rosner, was the creator of magnetic braking and motorised launch systems in launch rollercoasters.

The four enter a 28-year-long lineage of industry legends.

Tristram Hunt unveils V&A's new Photography Centre as part of museum's FuturePlan initiative

London's V&A Museum has opened its new Photography Centre – a dedicated space showing works including the Royal Photographic Society collection, which it acquired in 2017 from the National Science and Media Museum in Bradford, Yorkshire.

Boasting images from the world's first photographic experiments, work by Alfred Stieglitz and Edward Steichen and newly commissioned works by Thomas Ruff, the centre also houses a new, purpose-built storage facility where photographs can be viewed in the Prints & Drawings Study Room when not on display. A second phase is planned for the Photography



■ Tristram Hunt, director of the V&A Museum



"In an era when everyone's phone makes them a photographer, this centre explains the medium"



Centre and is expected to open in 2022. This will add a teaching and research

space, a browsing library and a studio and darkroom for photographer residencies.

The new space is part of the V&A's FuturePlan development programme – an initiative to revitalise its public areas through contemporary design and the restoration of original features.

"In an era when everyone's iPhone makes them a photographer, the V&A's Photography Centre explores and explains the medium in a compelling new way," said Tristram Hunt, director of the V&A.

"Our collection – initiated by the V&A's visionary first director Henry Cole – seamlessly spans the entire history of photography, telling the story of the medium from the daguerreotype to the digital."



■ McKeogh has provided training solutions at many attractions

"The quality of the guest experience is critically impacted by the skills and engagement of the team members"

Sean McKeogh launches academy to provide industry training

Australia-based attractions industry trainer Sean McKeogh has started a new firm that aims to train industry professionals around the world.

Called Attractions Academy, the venture will deliver training planning, development and delivery services to companies around the world.

McKeogh has worked in almost every sector of the attractions industry and is currently chair of the IAAPA Asia Pacific Education Sub Committee, as well as being a member of the IAAPA's Global Education Committee and Asia Pacific Advisory Committee.

The new academy will see McKeogh further expand his client base, helping to deliver programmes such as induction, 'train-the-trainer' and leadership.

"The quality of the guest experience is impacted by the selection, skills and engagement of the team members," said McKeogh, who highlighted Asia as a particular market where training is needed.

"New attraction projects in Asia claim they will offer an international standard, yet only a very small number of these attractions invest in planning for recruiting and training."

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THEME PARKS

Six Flags to operate Magic Waters Waterpark

Six Flags is taking up ownership of another waterpark, adding the Magic Waters Waterpark in Cherry Valley, Illinois, to its growing portfolio.

Starting in Q1 2019, Six Flags has agreed a lease deal with the Rockford Park District Board of Commissioners to operate the 43-acre attraction, which has been operated by Rockford Park District since 1988.

Rebranded as a Six Flags waterpark, the acquisition is part of a continued North American expansion by Six Flags, which has set out a strategy of acquiring or developing waterparks, with acquisitions of existing properties allowing the operator to expand capacity

and attendance with minimal investment, providing a quick payback and high return on invested capital.

"This is a fantastic property that complements our theme and waterpark in Gurnee, Illinois, and provides tremendous added value for our season pass holders and members," said Six Flags Great America park president Hank Salemi.

"We look forward to sharing the thrill of Six Flags with guests of all ages in this important market."

Jay Sandine, Rockford Park District executive director, added: "Having the Six Flags brand in this market, will increase tourism."

MORE: http://lei.sr?a=m8w2A_T



■ Rockford Park District has operated the 43-acre waterpark located in Rockford, Illinois since 1988



“

This is a fantastic property that complements our parks

Hank Salemi

ART & CULTURE

Artists create warehouse Sea Monster installation



“

Out of all the designs, this one spoke to us because it was unique

Jennifer Tran

Twenty inflatable tentacles have appeared extending out from a disused warehouse in Philadelphia, giving the appearance that sea monsters have attacked the building.

Located in the American city's Navy Yard – a waterside development – the Sea Monsters installation is the largest inflatable sculpture ever created and is the brainchild of UK-based artists Filthy Luker and Pedro Estrellas – real names Luke Egan and Pete Hamilton. The project was created in conjunction with Group X, an anonymous group of local artists.

"Earlier this year, Group X pitched us on doing this piece," said Jennifer



■ Up to 40ft long, the tentacles twist and curve out of the building and have a series of suction cups

Tran, director of marketing and communications at the Navy Yard.

"Out of all the designs, this one spoke to us because we thought it was really unique. It's never been seen before in Philadelphia. We thought it really pushed the boundaries."

MORE: http://lei.sr?a=h2y9A_T

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CULTURAL ATTRACTIONS

Kazakhstan's Tselinny centre to open in 2020

Kazakhstan's first private cultural institution will "participate in the development of contemporary culture in Kazakhstan and Central Asia" when it opens in 2020 in the city of Almaty, according to its project director, Jama Nurkalieva.

The centre, which is supported by Moscow's Garage Museum of Contemporary Art, has been founded by Kazhak businessman Kairat Boranbayev, who is also the president of local football club FC Kairat Almaty.

Called the Tselinny Centre of Contemporary Culture, it will occupy the eponymous former Soviet-built cinema in Almaty, which is being reconstructed in late 2018 under the direction of the British architect Asif Khan.

"The new Tselinny will be a high-tech institution, offering truly unique formats for interaction in the arts and other interdisciplinary sciences," said Nurkalieva.

"We plan to make a wide range of programmes available, appealing to both the general public and a professional audience.

"In addition to exhibition and educational activities, we will be offering a range of research programmes."

The Tselinny cinema theatre is currently hosting a three-part project called Beginning in collaboration with the Garage Museum of Contemporary Art. The project looks at the history of Almaty architecture.

MORE: http://lei.sr?a=Y5B4c_T



■ The Tselinny will occupy the eponymous cinema in Almaty



The new Tselinny will be a high-tech institution

Jama Nurkalieva

MARKETING

India's Imagica theme park to get own animated TV series



While TV is still popular, OTT platforms are providing an alternative

Raveendra Singh

Operator Adlabs is to create an animated series built around its home-grown Imagica theme park IPs – Tubby, Bow-Wow, Hippy, Roberto and Rajasaurus.

The stories will feature Imagica as part of a 13-hour first series aimed at India's young children, which the firm is currently developing and will pitch to broadcasters and OTT platforms once it is ready.

"While TV channels are still popular with kids, OTT platforms are providing an alternative," said Raveendra Singh, AVP of strategy and marketing at Adlabs Imagica.

"The kind of penetration that Netflix, Amazon Prime Video and Hotstar have in



■ The stories will feature Imagica as part of a 13-hour first series aimed at India's young children

terms of time spent on them will involve a lot of thinking and time for content owners to choose between TV or digital. We would be open to exploring that."

In 2014, Adlabs announced that the Tubby and Roberto characters were to make the jump to television.

MORE: http://lei.sr?a=X4p6R_T

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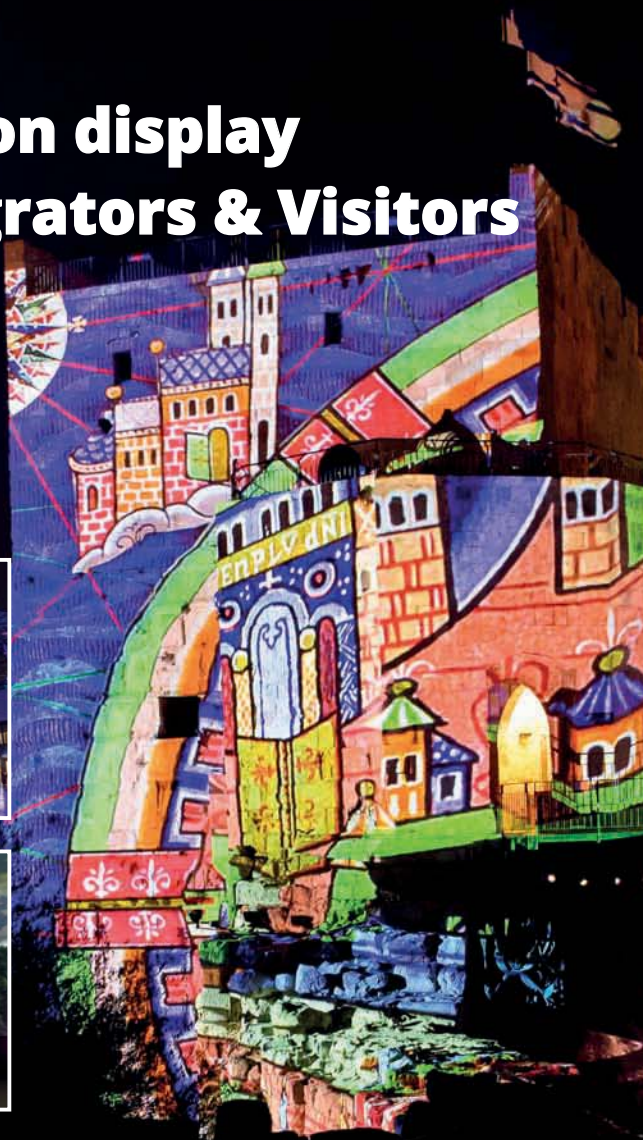
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POLICY

DCMS publishes action plan for museums

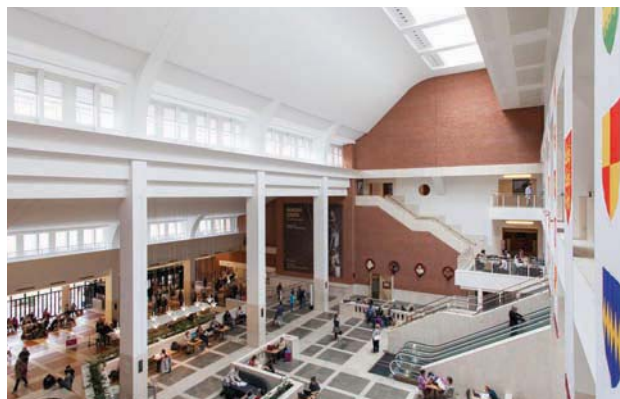
The UK Department for Digital, Culture, Media and Sport (DCMS) has published an action plan that will enable joined-up strategic thinking for English museums at governmental and sector level in the wake of 2017's Mendoza Review.

The review was an independent study of museums in England, which was published in November 2017. It identified nine priorities for museums and included 27 recommendations for DCMS and its Arm's-Length Bodies (ALBs), Arts Council England (ACE), the Heritage Lottery Fund (HLF) and Historic England (HE) to join up their strategies.

Last month ACE and HLF announced they had signed a memorandum of understanding to work together to develop a collective strategy following the recommendations. That document means that ACE and HLF will align their funding processes and create a system for museums that makes it easier for them to understand which organisation to go to for certain needs.

Now, with this action plan, the DCMS has committed itself to raising government awareness on how museums contribute to a range of goals and will communicate to the sector how best to access resources.

MORE: http://lei.sr?a=p6f3f_T



■ DCMS will look to provide greater transparency by publishing an annual report showing the partnership activities



The review identified nine priorities for museums and included 27 recommendations for DCMS

CONTEMPORARY ATTRACTIONS

Syrian conflict tunnels turned into an art gallery



We tried to tell the story of the sacrifice of the Syrian army, the mother of the martyrs, the homeland and to highlight the humanity of the Syrian army

Muhannad Mualla

A town in war-torn Syria has seen underground tunnels, which were dug out by militant insurgents, turned into an art gallery.

The network of tunnels, some nine metres down and stretching several kilometres long, was discovered in April in the Damascus suburb of Jobar, Eastern Ghouta, post-liberation. They had been used for carriage and movement between underground bases and hospitals and as hideouts.

Syrian artists, however, have reclaimed the tunnels and created a number of sculptures and wall carvings.



■ Syrian artists have reclaimed the tunnels and created a number of sculptures and wall carvings

"We tried to tell the story of the sacrifice of the Syrian army, the mother of the martyrs, the homeland and to highlight the humanity of the Syrian army about the hope in the near end of the war in Syria and about old-new Syria," said Muhannad Mualla, the Syrian soldier responsible for creating the tunnel, speaking to Xinhua.

MORE: http://lei.sr?a=d6J2b_T

IP ATTRACTIONS

Japan's Moomin attraction prepares opening

Japan's first Moomins-themed amusement park, located in Hanno near Tokyo, has completed construction and will begin a phased opening next month.

The whole park is called Metsa and is split into two areas – Metsa Village, which features northern-European restaurants and other facilities and Moomin Valley Park, an amusement park which is built around stories from the popular Finnish cartoon, *The Moomins*.

Moomin Valley Park will officially open in March 2019, while Metsa Village will open in November.

Pekka Orpana, the Finnish ambassador to Japan, was on-hand at a ceremony to

celebrate the completion of the park, which was built in a 190,000sq m (2,000,000sq ft) forest area by Lake Miyazawako.

Investment bank FinTech Global (FGI) is behind the development and remains a major stakeholder in the project. The Tokyo-based firm initially wanted to launch the park in 2015 but had difficulties finding the right site for it. FGI signed a Basic Agreement on Local Renaissance with the city of Hanno to set out the development's parameters. According to FGI, the agreement underpins joint efforts to attract tourists to both the park and to Hanno.

MORE: http://lei.sr?a=F2B9y_T



■ The park's attractions will feature the famous Moomins



“

The Moomins were created by the Finnish writer and artist Tove Jansson

INSIGHT

Stockholm's Nationalmuseum reopens after refurbishment

“

The renovation project was led by two leading Scandinavian architecture practices – Wingårdhs and Wikerstål Arkitekter

Larger exhibition areas will showcase more than 5,000 artworks including paintings, sculpture and photography at the reopened Nationalmuseum in Stockholm, Sweden following a revamp.

With work on show ranging from the 16th century to the present day, Nationalmuseum will also display drawings, prints, portrait photography, ceramics and applied arts.

The museum is Sweden's largest museum of art and design and its collections comprise more than 700,000 objects in total. It was originally built between 1844 and 1866 and was designed by German architect Friedrich August Stüler.



■ The museum is Sweden's largest for art and design and its collections has more than 700,000 objects

The building has been repurposed for the museum's changing needs over the years. However, it has never had a full renovation and this one has been undertaken to meet modern international safety, climate control, fire safety, working environment and logistics standards.

MORE: http://lei.sr?a=p5k3t_T

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Changing narratives

Netflix's science fiction anthology *Black Mirror* offers viewers a choice of stories: will attractions follow?



■ Black Mirror is set to introduce interactive episodes and plots

We know there is a way to make interactive narratives work meaningfully

The upcoming season of the Emmy-winning science-fiction series *Black Mirror*, due for release in December, will have an episode that allows users to choose their own story.

The episode is to be the first of a number of viewers' choice specials across broadcaster Netflix's 'Originals' range of shows, which will potentially include two new adaptations of video games.

Sources close to Netflix have said the California-based company has closed a deal for at least one more live-action project and is negotiating the rights to others.

Precedent

This isn't the first time Netflix has dabbled in these areas. In 2017 the online broadcaster released a new feature based on Puss-in-Boots called *Puss in Book: Trapped in an Epic Tale*. Aimed at children, the show used interactive cut scenes to allow viewers to select how they wanted the story to play out from branching decision paths.

After *Puss in Book: Trapped in an Epic Tale* came two more interactive children's shows, namely *Buddy Thunderstruck: The Maybe Pile* and *Stretch Armstrong: The Breakout*, while a fourth interactive kids show, *Minecraft: Story Mode* will air on 7 November 2018.



■ Could attractions follow TV with offering a choice of stories?

It definitely makes sense to avoid travelling down paths that are already full of dead ends

This next step with *Black Mirror* is the streaming service's first push into the adult market. Given *Black Mirror*'s popularity – it was the 6th most watched show on the UK Netflix platform in 2017 – and taking its sci-fi format with dystopian consequences into consideration, the show would be a decent measuring stick to see how viewers respond to such a format.

Pleasant surprises

The implications of all of this new interactive programming for the attractions industry could be significant. In 2017, Aaron Bradbury, VFX supervisor for immersive storytelling studio NSC Creative, told *Attractions Management* about the possibilities of interactive experiences at visitor attractions.

"We know there is a way to make interactive narratives work meaningfully," he said. "As I embark on a journey into multi-narrative experiences within VR, I

hope there is a meaningful destination. It makes sense to avoid travelling down paths that are already full of dead ends, but nothing is more rewarding than exploring new avenues and finding that special place hidden behind the trees."

Netflix's rivals have been getting in on the act recently in terms of interactive storytelling too. HBO, one of its closest competitors, released its first interactive show last year: *Mosaic*.

Future is bright

So, with Netflix's latest move and HBO's *Mosaic* already out there for consumption, will attractions follow?

Judging by the constant flurry of rides and attractions that spring up on the back of television shows, it's possible that one follows the other, with a future where interactive attractions are simply a natural follow-on from interactive television to become the norm.



■ Aaron Bradbury, VFX supervisor at NSC Creative



■ The exhibition explores the secrets relating to the Vatican and the Sistine Chapel

Painting the Sistine Chapel

Backed by the Vatican, a new immersive attraction dedicated to the works of Michelangelo has opened its doors in Rome



■ Marco Balich

Marco Balich, a director of more than 20 opening and closing ceremonies for the Olympic, Paralympic and Winter Olympic Games, has turned his creative mind towards the world of attractions, creating a stunning immersive experience allowing visitors to step inside the works of Michelangelo.

All roads lead to Rome

Debuted in Rome, Italy, earlier this year, Giudizio Universale: Michelangelo and the

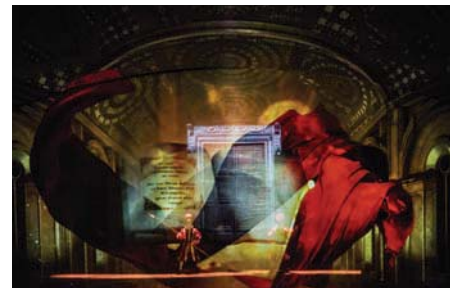
Secrets of the Sistine Chapel features a star line up, with voice acting headlined by Hollywood actress Susan Sarandon and Italian movie star Pierfrancesco Favino.

The musical score for the dramatic piece was composed by British rock star Sting.

Starting in the 16th century with Michelangelo's famous sculpture David, viewers are taken back in time to the quarries of Carrara on the hunt for the perfect piece of marble used to to carve the Renaissance masterpiece.



■ The visually stunning, immersive experience was possible thanks to private investment.



Continuing through his professional life and work, the experience will explore the story behind Michelangelo's famous Sistine Chapel ceiling, which will form in the theatre in front of the visitor's eyes.

"With Giudizio Universale, we wanted to create a completely new kind of show, in which the genesis of a masterpiece of universal art is narrated by mixing all the languages that the world of live entertainment has today," says Balich. "And we do all this in the most rigorous respect of the work of Michelangelo."



Using the work of a lifetime to tell the story of a world heritage such as the Sistine Chapel was a privilege and a huge responsibility

Giudizio Universale has been made possible by a private investment of €9m (US\$10.4m). The immersive show takes place inside Rome's former symphony hall – the Auditorium Conciliazione – which sees Michelangelo's work projected across its walls, ceilings and stage, with dancers and actors also featured to help tell the story. The show itself lasts around an hour.

"Using the work of a lifetime to tell the story of a world heritage as the Sistine Chapel was a privilege and a huge responsibility," says Balich.



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Phil Lynagh



Whey Aye in the sky

World Wheel Company has released new images of
what is set to be Europe's tallest observation wheel



■ The structure will stand at almost
460ft and has been named after a
phase in the local "geordie" dialect

Developer the World Wheel
Company has released
striking new visuals of
Whey Aye – Europe's tallest
observation currently under
construction in the northern English city
of Newcastle upon Tyne.

Tall order

Standing at almost 460ft (140m)
and named after a phrase in the local
Geordie dialect, the huge observation
wheel will pip its country rival the
London Eye by five metres to the title
of Europe's largest and will sit at the
east end of the city's Quayside.

The new computer-generated
renderings show how the wheel will
look in its full glory, along with other
elements of the wider Giants on the
Quayside development – including a 39ft
(12m) tall steel structure of a man.

■ The £100m attraction could give the local tourism sector a boost



“We’ve had an overwhelmingly positive response to our plans so far and hope this latest announcement will whet people’s appetites”

The Giants on the Quayside development will also see the addition of a family entertainment centre boasting trampolines, climbing walls, a skywalk and separate café. Meanwhile, a new food and beverage destination for Newcastle called The Giant’s Quay will also be built.

On top of all of this, the development will be home to The Giant Sport Deck, which will include a multi-purpose sports complex with covered five-a-side pitches, tennis courts and a virtual golf club called The Quayside Golf Club.

Positive response

"It gives us great pleasure to reveal these images and further details of the development to give people a deeper understanding of our vision for the Whey Aye and the Giants on the Quayside development" said Phil Lynagh, CEO of World Wheel

Company’s Newcastle operation.

"We've had an overwhelmingly positive response to our plans so far and hope this latest announcement will whet people's appetites even further.

"We're proposing a £100m (US\$131.5m, €114.4m) regeneration and inward investment project that will create local jobs."

Digital visions

Subject to media approval, the development could also see a world record-breaking digital LED screen attached to the wheel, which would stretch 107,000sq ft (10,000sq m).

This would accompany the already planned 7,500sq ft LED digital screen at the base of the Whey Aye.

The World Wheel Company is already responsible for giant wheels in Suzhou, China, and Tbilisi, Georgia.



■ Plans also include a world record-breaking, digital LED screen attached to the wheel

MEET

THE CREATORS

RMA Ltd is a design and build company that specialises in themed attractions, theme parks, auditorium and 4D theatre shows, and dark rides. At its helm, managing director Nigel Knight says the company is here to deliver exciting new projects to wider audience than ever before.



Established in 1993, RMA has designed and built some of the most high-profile attractions in the UK and around the world.

The company has worked on many high profile projects In Britain, including the Jorvik Viking Centre in York.

For Jorvik, RMA has carried out a number of refurbishment projects, the most recent being a complete rebuild following catastrophic flooding in the city.

Cadbury World in Birmingham has also been a long-term client, with RMA recently carrying out the design and installation of the attraction's 4D cinema experience.

At Drayton Manor, RMA designed and built the park's Thomas World, creating an environment true to the iconic brand.

RMA also highlights among its signature projects two attractions at Paultons Park in Romsey – the prehistoric Lost Kingdom and the popular Peppa Pig World.

A world class approach

With substantial pedigree, RMA wants to expand its ever-increasing attractions portfolio. According to Knight, the company has a lot to offer any client.

"We'll take on anything we feel we can add significant value to," he says. "Whether it be a smaller area of theming, an odd sound or special effect, a grand 4D auditorium show or even a dark ride with all the above."

RMA offers total design, build and production services, meaning it's able

RMA has a newly-upgraded sound studio at its disposal





Among its creations, RMA masterplanned the new Peppa Pig-themed area (above) and the Lost Kingdom (below) at Paultons Park



“Our philosophy is simple: You’re only as good as your last project”

to provide a wide enough knowledge and skills base to get projects off the ground and open to the public.

Another string to the RMA bow is its newly-upgraded sound recording studio, where it produces all of its music soundtracks and special effects.

“Some of our more complex sound tracks can take a few months to design, record and mix,” says Knight.

“Having our own facility allows us the freedom to tweak these productions up to the day the attraction is opened to the public without the delays of waiting for commercial facilities to become available. We can also easily update a soundtrack at a later date, should the client require changes.”

A mission of quality

While already offering a complete production service, RMA wants to continually expand its offering in order to give clients the very best

service possible. This is set out with its aim, mission and company philosophy.

“Our aim is to continue to grow our offering, to be prepared to diversify and adopt new ways of thinking so that every new project provides an even better overall experience than the one that came before it,” says Knight.

“For our mission, we strive to design and build the best quality experiences – and to do so without compromise – so that the interpretation of the narrative is as good as we can possibly make it.

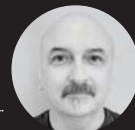
“Our philosophy is simple: ‘You’re only as good as your last project’.”

According to Knight, RMA’s unique selling point is its ability to design and build an attraction or themed area from the ground up through to handover, including productions, media content, sound and lighting systems, mechanical special effects systems, projection and video systems and animatronics. ►

THE RMA TEAM:

Nigel Knight

managing director



Nigel has worked in the leisure industry since 1986. He’s responsible for the technical design of our mechanical, optical and electronic special effects systems. He also storyboards, scripts, records and directs our productions before heading into our studio to add music and effects

Andy Sinclair-Harris

senior concept designer



Andy has recently joined the team and brings with him a wealth of design experience and substantial knowledge base in computer-based art design. Originally trained in theatre design, Andy has spent his career working in the themed entertainment sector, the majority of that at Walt Disney Imagineering

Lee Taylor

senior production designer



Lee recently joined RMA from the commercial interior design sector. His AutoCad skills are exceptional, which allow us the fantastic ability to design all aspects of an attraction in three dimensions

Nick Arnold

technical manager

Our principle audio-visual designer, Nick can be found creating sound, lighting and video systems

Angela Basker

artwork designer

Angela handles the design of our graphics and information panels, art boards and signage

Nik Kirby

construction manager

Nik is responsible for managing and supervising our on-site construction works

Simon Prophet

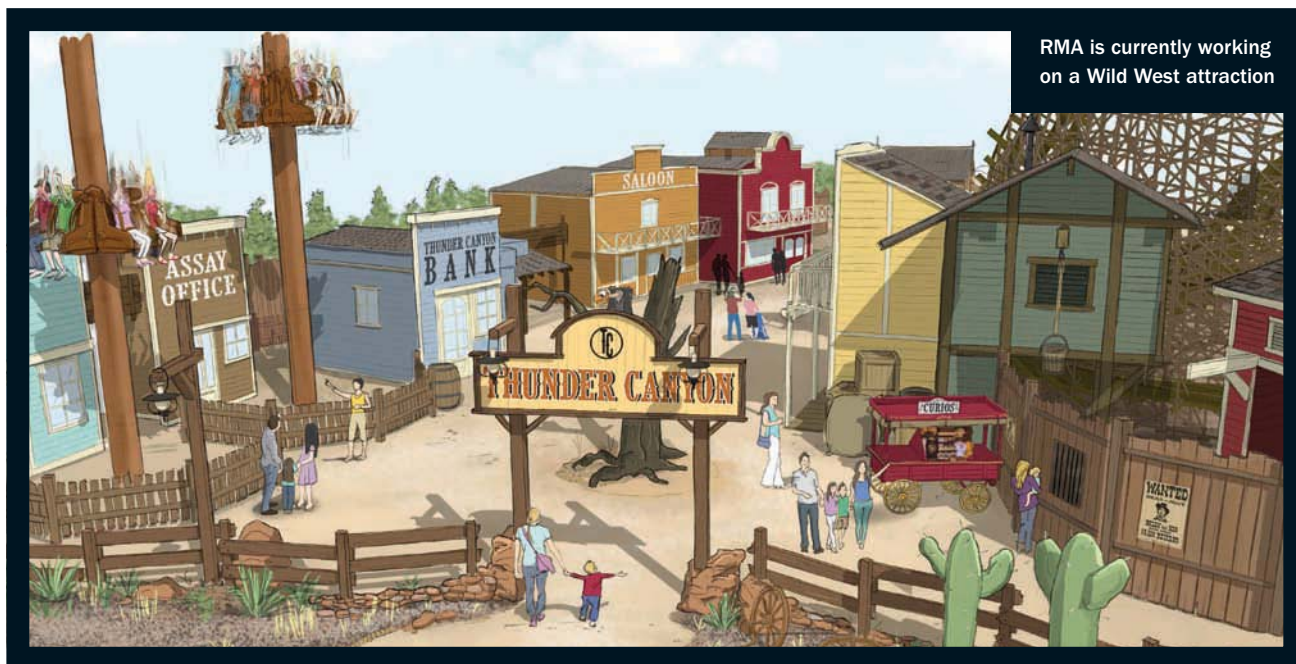
construction manager

Simon is responsible for managing and supervising our on-site construction works

Leeann Holden

project coordinator

Leeann is responsible for the coordination of all projects running at any point in time at RMA



RMA is currently working on a Wild West attraction

“The whole point of a creative designer is to develop solutions that will be perceived as new and fresh and exciting”

- To achieve this, the company has a set out process, which it uses to create a quality experience for each of its customers.

“During our first meeting we’ll establish a narrative and, if relevant, the focus of the message we are to portray,” he says. “Secondly, we like to establish ground rules and boundaries to the narrative that need to be strictly adhered to from day one.

“Once we’ve established these parameters, we’ll generally move on to discuss the available space, building constraints, timescales and budgets, from which we’ll begin to create and produce an initial guide proposal.

“Further to the outcome of this discussion, we’ll

work-up a concept design proposal, which includes concept drawings, example elevations, an overall masterplan and a detailed cost sheet.

“Once all these items are agreed, the project commences proper and we move on to the detailed design and build phases.”

Inspired thinking

When it comes to design, RMA’s staff draw inspiration from a number of places.

These, according to Knight, include anything from existing attractions and cutting edge technologies on display at trade shows, to a television show or a sound heard while driving to work.

“Inspiration comes from the need to provide a solution to a previously unanswered question,” he says. “The whole point

of a creative designer is to develop solutions that will be perceived as new and fresh and exciting.”

A changing industry

The attractions industry is constantly changing, with new trends and events shifting what is in right now and what will the public respond to. As a leading design firm, RMA is at the forefront of this, always adapting its offering to meet the expectations of the changing marketplace.

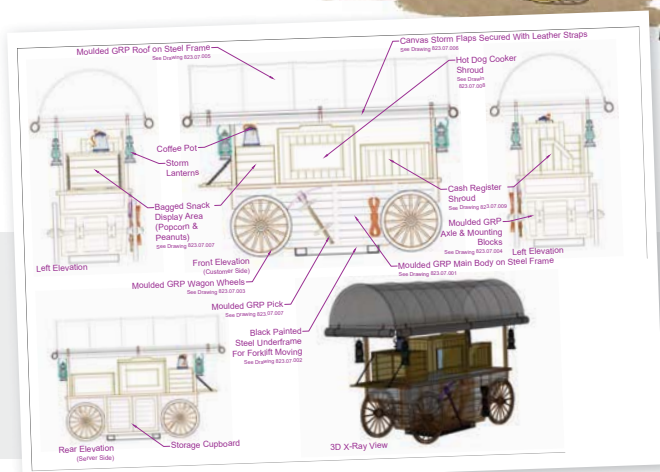
“From an RMA perspective, there seems to be a swing away from production-based attraction shows and 4D theatres and towards themed, often IP-based park areas that feature many rides heavily integrated within the theming,” says Knight.

“From a personal perspective, I think it would be fantastic if our British and European parks considered following in the footsteps of the likes of Universal Studios and Disney, whereby the parks are beautifully themed and feature as many different formats of entertainment as possible, rather than restricting the entertainment to multiple mechanical rides.”

Creative minds

For RMA, the company is keen to be involved in any project, regardless of size, as long as it feels it can add something worthwhile to the complete experience.

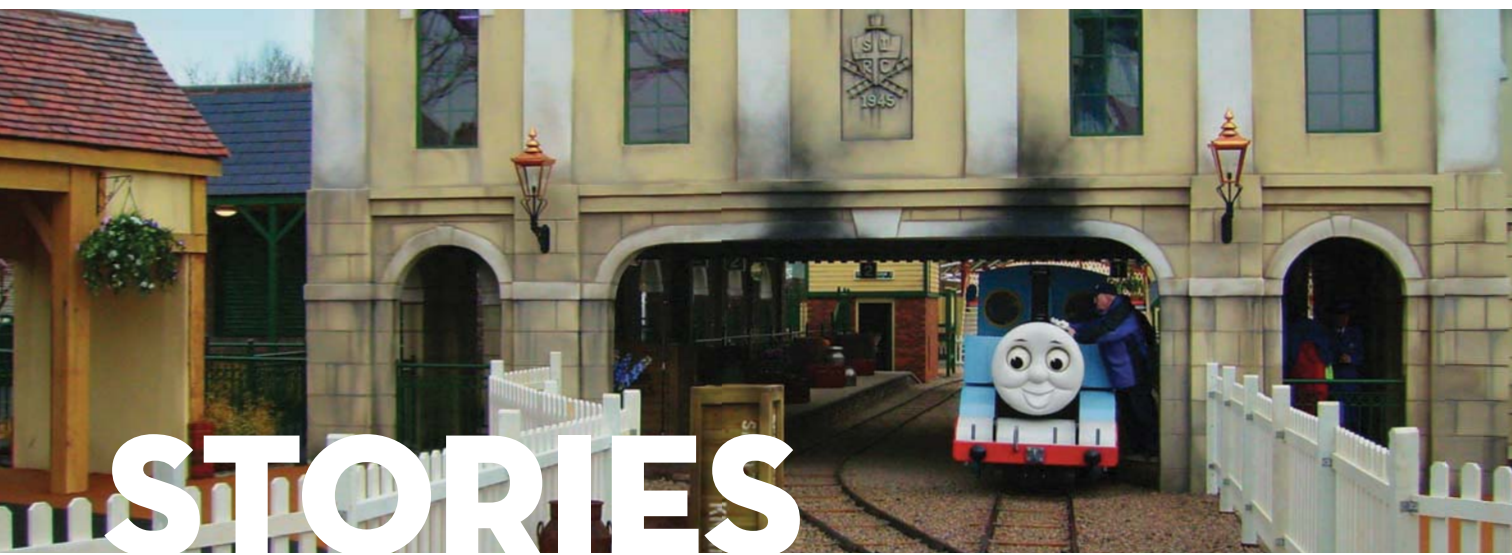
“We’re a group of creative minds,” concludes Knight. “Any project, regardless of size or budget, will allow us the opportunity to be challenged.” ●



The design and build phase takes place following a consultation period where a masterplan is created



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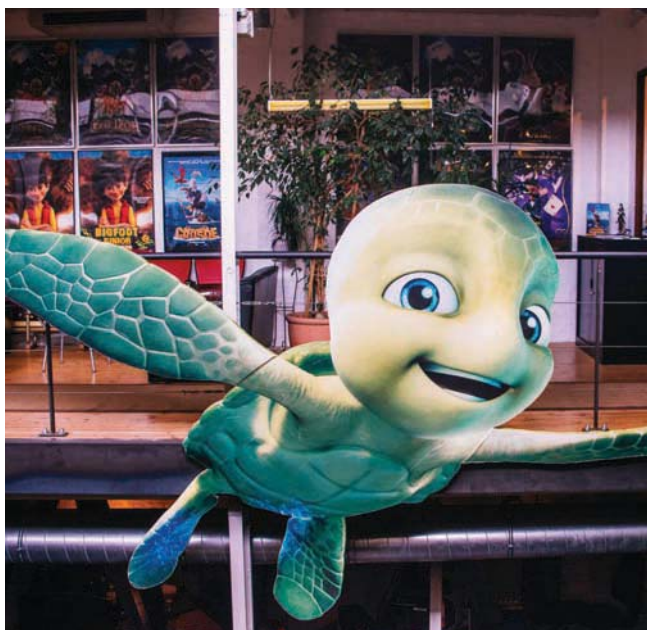
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● nWave creates 3D animated feature films, as well as short-form features for theme parks

nWave to expand market reach - signs partnerships with MZM and Belga Films



● Matthieu Zeller has become
CEO and co-chair of nWave

Belgian film studio nWave has joined forces with MZM and Belga Films, among others, to further develop its animation studio, as well as expand its market and brand reach.

As part of the deal Belga and MZM have become majority stakeholders in the company, which was founded by Caroline van Isegham, Ben Stassen and Eric Dillens in Belgium in 1994.

It will also see MZM founder Matthieu Zeller become CEO and co-chairman, a role he will share with nWave co-founder Eric Dillens, while Matthieu Gondinet will become COO.

nWave co-founders Caroline van Isegham and Ben Stassen will retain their positions within the company.

Of the changes Zeller said:

"nWave and its founders and teams, are an amazing European jewel. They have become an undisputable reference in the worldwide animation market, thanks to the exceptional technical quality of their films and their capacity to produce quality content with an international potential. With the founders and the teams already in place, and the support of our partners, our ambition is to

make nWave studios and its productions a worldwide brand, a reference of excellence in family entertainment."

Co-founders Caroline van Isegham, Ben Stassen and Eric Dillens said in a release: "We are very happy to continue the nWave adventure with historical partners of the studio, with whom we have this long experience. This partnership will enable us to continue and develop the studio's activity, to produce more and more ambitious content."

ATTRACTIONS-KIT KEYWORD

NWAVE

Le Kinétorium opens at Jardin d'Acclimation



● Benoit Cornet, CEO of Alterface

Alterface has partnered with longtime collaborator Jora Vision to create a new interactive attraction at the Jardin d'Acclimation in Paris.

Tasked with designing a ride that was in keeping with the park's theming, Alterface and Jora Vision created Le Kinétorium, an interactive dark ride that takes guests on an adventure through the abandoned greenhouse of a mad scientist.

The ride was project managed by Alterface and was brought to life with video



● The ride was produced in partnership with Jora Vision

and projection mapping. It features the company's Salto! Show control management solution as well as its shooting technology. While Jora Vision were responsible for the design and build of the queue line, pre-show and main theatre.

Benoit Cornet, founder and CEO of Alterface, says: "Le Kinétorium combines

both technology and theming into a strong attraction for young and old.

"The capabilities of our shooting technology have allowed us to place some little 'gems', which, to my mind, are making a true difference."

.....
ATTRactions-KIT KEYWORD

ALTERFACE
.....

WATERPARKS

Vortex chosen for new Circle resort in Dominican Republic

Hotel Group Meliá Hotels International's upcoming Circle resort in Punta Cana in the Dominican Republic will feature a water park outfitted by Vortex International.

Designed by architect and concept designer Alvaro Sans, the waterpark will feature four pools with three

Vortex Elevations multi-level structures and four standalone water slides, as well as ground-level Poolplay elements to create a highly-immersive play area.

The company was selected by both Sans and Meliá Hotels due to its expertise in creating



● Stephen Hamelin, president of Vortex International

a top destination for families," says Stephen Hamelin, president of Vortex International.

William Bernal, director of Works and Maintenance of America for Meliá Hotels, says: "We are convinced that the collaboration between Vortex and Meliá in the development of the water park at our hotel will enrich the experience of our clients by bringing them the joy of playing with water and creating memorable experiences for the whole family with innovative, sustainable, and recreational water features."

.....
ATTRactions-KIT KEYWORD

VORTEX
.....



● The waterpark will feature four pools with three Vortex Elevations multi-level structures and four standalone water slides

imaginative and interactive aquatic play experiences, as well as its 'sophisticated and elegant' designs.

"We're delighted to develop the aquatic play installations for Circle At Paradisus Palma Real and help make the resort

Diary dates

21-25 OCTOBER 2018

WAZA Annual Conference

Bangkok, Thailand

The 73rd WAZA Annual Conference follows the theme of 'Wild at Heart', focusing on issues such as conservation, animal welfare, sustainable development, and women's equality. The event takes place in the city's Avani Bangkok Riverside Hotel. Included on the agenda, will be a visit to Bangkok's Khao Kheow Zoo.

Tel: +66 2282 7111 3

Contact: 2018waza@gmail.com

www.waza2018.org

5-7 NOVEMBER 2018

World Travel Market

London, England

Over three days, the travel industry comes together as almost 5,000 exhibiting destinations, technology and private sector companies to find and network with 51,000 travel professionals, key industry buyers, journalists, digital influencers, students and tourism ministers.

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www.london.wtm.com

5-10 NOVEMBER 2018

International Aquarium Congress

Fukushima, Japan

The International Aquarium Congress (IAC) began in 1960 under the name International Congress of Aquariology. Held every four years, representatives from more than 600 aquariums gather to discuss the water-world's ecosystem, as well as the latest trends and developments in the aquarium world.

Tel: +81 3 5796 5445

Contact: reg-iac2018@convention.co.jp

www.2018iacfukushima.com



■ The show brings together leaders and professionals in the waterpark sector

23-26 OCTOBER 2018

World Waterpark Association (WWA) Show

Westgate Resort & Convention Center, Las Vegas, US

The World Waterpark Association Show brings together water leisure

professionals from waterparks, resorts and aquatic venues of all shapes and sizes for four days of education, shopping and networking time.

Tel: +1-913-599-0300

Contact: aezra@waterparks.org

www.wwashow.org

7-8 NOVEMBER 2018

Family Attraction Expo Birmingham, UK

The Family Attraction Expo is an educationally rich B2B trade exhibition which will provide its 2,500 visitors with the very latest trends and the best suppliers, to cater for every need of any visitor attraction. Visitors will be able to choose from 350 handpicked exhibitors covering a broad range of areas, from water attractions, adventure structures and activities, interior design, marketing and branding, ticketing solutions and security, to simple add-ons such as pram and bike hire, photo and phone charging booths, gifts and souvenirs and confectionary aimed at increasing your visitor numbers.

Contact: Liam.Walker@prysmgroupp.co.uk

www.familyattractionexpo.co.uk

7-8 NOVEMBER 2018

AZA: Creating Successful Exhibits St Louis, Missouri, US

Creating Successful Exhibits provides an integrated overview of a team-based exhibit development process. The course follows the phases of an

exhibit project from formation of the team, through concept planning, design and construction, to operation, in chronological order of the tasks. Full attention is given to techniques that improve an exhibit's impact on visitors.

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Contact: membership@aza.org

www.aza.org

12-16 NOVEMBER 2018

IAAPA Attractions Expo Orlando, Florida, US

The IAAPA Attractions Expo 2018 is the one-stop destination for leisure and attractions industry professionals, including owners, operators, suppliers, investors, and developers. Visitors will discover fun, future trends, and the forward thinking it takes to increase attendance, grow revenue, and deliver the cutting-edge entertainment today's guests demand. They will see what's next, learn what's new, and hear what's working from peers and leaders from around the globe.

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Meet the Attractions Management News recruitment team



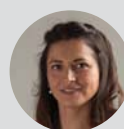
Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



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 Company: Legoland
 Location: California, USA

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Salary: circa £65,000 depending on
 experience
 Company: Royal Horticultural Society
 Location: Greater Manchester, UK

Global Marketing Executive

Salary: Competitive
 Company: Merlin Entertainments Group
 Location: London, UK

Operations Manager

Salary: Competitive
 Company: Legoland
 Location: Columbus, OH, USA

Aquarium Commercial Supervisor

Salary: Competitive
 Company: Sea Life
 Location: Carlsbad, CA, USA

Digital Marketing Executive

Salary: Competitive
 Company: Legoland
 Location: Windsor, UK

Digital Business Analyst

Salary: Competitive
 Company: Merlin Entertainments Group
 Location: London, UK

Curator

Salary: Competitive
 Company: Sea Life
 Location: North Carolina, USA

Commercial Team Leader

Salary: Competitive
 Company: Legoland Discovery Centre
 Location: Ontario, Canada

Commercial Manager Short Breaks

Salary: Competitive
 Company: Merlin Entertainments Group
 Location: Chessington, Surrey, UK

Musical Director

Salary: Competitive Salary
 Company: Stevenage Leisure Limited (SLL)
 Location: Stevenage, UK

Assistant Customer Support Manager

Salary: Competitive
 Company: Merlin Entertainments Group
 Location: Chessington, Surrey, UK

Brand Manager

Salary: Competitive salary
 Company: Alton Towers Theme Park
 Location: Stoke-on-Trent, UK

Graduate Programme Business Management/ Marketing

Salary: Competitive
 Company: Merlin Entertainments Group
 Location: Japan

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 Company: Merlin Entertainments Group
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