

Attractions

MANAGEMENT NEWS

Jobs start
on page 27

21 AUGUST 2019 ISSUE 137

www.attractionsmanagement.com

California resort to add Lego Movie World

Merlin has revealed plans for the largest new addition at its Legoland California resort since the park launched in 1999.

The new Lego Movie World area is set to open in 2020 and will be based on the popular Warner Bros. movie franchise.

The area is being designed in partnership with Warner and will place guests in the middle of Bricksburg, the city which acts as the setting for the movies.

Attractions and rides will include the flagship Masters of Flight, a "flying theatre", where guests join the movie's main character Emmet Brickowski on a triple-decker flying couch and get to journey across the Lego Movie universe.

"The Lego Movie World is Legoland California Resort's largest park addition ever and we're thrilled to create an interactive experience that immerses guests into a world so brilliantly created by Lego and our friends at Warner Bros.," said the park's GM Peter Ronchetti.



■ The new attraction will be the resort's largest park addition ever

"We can't wait to see the faces on all the children as they interact within the creative world of Bricksburg."

It is the second Lego Movie World announced by Merlin and follows the opening of a similar area at Legoland Florida earlier this year.

MORE: http://lei.sr/h2w2N_A



“

The interactive experience will immerse guests into the Lego Movie world

Peter Ronchetti



THEME PARKS

Attendance and earnings up at Universal

Business booming for Universal's park division

p4



NEW OPENING

Star Wars attraction fails to draw in visitors

Iger: "Overcrowding fears affected numbers"

p8



MUSEUMS

Swedish science museum will be 'icon of sustainability'

Museum opening in 2024 will be CO2-neutral

p12

Matthias Li to step down as Ocean Park CEO in 2020 after 25 years of service at the attraction

Following 25 years of service, Matthias Li, chief executive of Hong Kong attraction Ocean Park, has announced that he will retire at the start of July 2020, with the operator starting a global search to identify his successor.

Credited with turning a "local theme park into a world-class resort destination", Li joined Ocean Park in 1994 as the park's finance director and corporate secretary. He became deputy CEO in 2007, and finally CEO in 2016.

During his tenure, Li was the driving force behind several landmark developments at the park, including the arrival of giant pandas, the park's 40th-anniversary celebrations,



■ Li was named a Leader of the Chinese Theme Park Industry in 2015

"It has been an honour to lead a unique theme park that champions education, conservation and entertainment"

and a major redevelopment that added more than 70 attractions between 2005 and 2012.

Ocean Park chair Leo Kung expressed gratitude for Li's "outstanding work and

commitment" in transforming the park into what it is today, saying: "His stewardship and quest for innovation have resulted in remarkable achievements in the park's edutainment offerings, service excellence, conservation as well as community care efforts."

Li said he was extremely proud of Ocean Park's contribution to Hong Kong tourism, and the memories created for millions of guests, and he paid tribute to the dedicated staff he has worked with during his 25 years at the park.

"It has been a true honour to lead a unique theme park that champions education, conservation and entertainment," he said.

NBA commissioner Adam Silver hails opening of experience centre at Disney Springs



■ Silver said the centre will offer an NBA experience to Disney guests from around the world

The NBA Experience, an immersive and interactive new attraction at Disney Springs in Florida, has celebrated its grand opening, with Disney CEO Bob Iger and NBA commissioner Adam Silver unveiling the new venture.

Developed by Walt Disney Imagineering in collaboration with the NBA, the 44,000sq ft (13,400sq m) two-floor environment has 13 different basketball-related activities for guests, including being selected in the NBA draft,

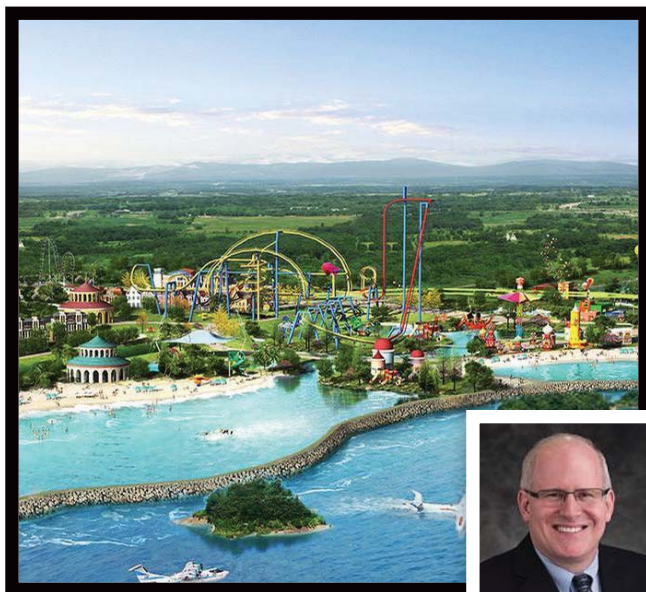
"I want to thank Walt Disney Imagineering team for capturing the authentic NBA experience at this landmark destination"

making clutch shots and slam dunks, and interactive displays, films and trivia that help guests to learn more about the NBA and the WNBA.

Tickets allow guests to enjoy every activity in any order, again and again, and they can customise their experience to showcase their favourite NBA or WNBA teams. An adjacent NBA store sells official NBA apparel, as well as Disney

products designed specifically for the NBA Experience.

"I want to thank Bob Iger and the Walt Disney Imagineering team for capturing the authentic NBA experience at this landmark destination," said Adam Silver. "We're thrilled to share the excitement of NBA basketball with fans and Walt Disney World guests from around the world."



■ Barber (inset) said work would start on Nanjing (main pic) by 2020

"Revenue from international agreements should accelerate further, as we receive approvals in China"

Six Flags CFO **Marshall Barber:** franchises back on track as work on Chinese park set to restart

Six Flags is starting to get back on track with its international projects after the operator revealed it expected to resume development on its halted China projects within the next six months.

The operator revealed problems with some of its development projects in China in February 2019, blaming a weakening of the Chinese economy and the introduction of new leaders in local government for delays to its Chongqing and Nanjing parks.

Following the company's recent earnings report, Marshall Barber, chief financial

officer for Six Flags, revealed positive news for its China projects, which are starting to get back on track.

"Our partners have progressed with the government approval process and construction has continued in Chongqing," he said, speaking during an earnings call.

"We're hoping to resume development and revenue recognition for Nanjing later in the year or early next year. Revenue from our international agreements should accelerate further, as we receive approvals in China, continue to add new locations and over the medium-term begin opening parks."

Attractions

MANAGEMENT **NEWS**

Contents issue 137

- 4 Attendance and earnings up at Universal**
Universal reported Q2 revenues of US\$1.5bn (€1.34bn, £1.2bn) – an increase of 7.5 per cent year-on-year
- 5 EAS rebrands as IAAPA Expo Europe ahead of Paris event**
With the name change, the show has grown further and the 2019 edition will be the largest in the event's history.
- 8 Star Wars attraction fails to draw in visitors**
Poor attendances at Disney's highly-anticipated Star Wars: Galaxy's Edge leads to overall visitor numbers at US parks dropping by 3 per cent
- 11 Silver Dollar City announces US\$30m expansion plans**
New attractions include tallest raft ride drop in the Western Hemisphere
- 20 Product innovation**
Catch up on the latest product and technology news

CLASSIFIED & JOBS

Careers

26

Job opportunities

27

Sign up to Leisure Opportunities:

Online: www.leisuresubs.com

Email: subs@leisuremedia.com

Tel: +44 (0)1462 471930

Annual subscriptions: UK £34,
UK students £18, Europe £45, RoW £68

Attractions Management News is published 26 times a year by The Leisure Media Company Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. ©Cybertrek Ltd 2019 ISSN 2516-9114

FINANCIALS

Attendance and earnings up at Universal

Business continues to boom for Universal's theme park division, with the operator reporting revenue and earnings increases in its latest financial report.

Universal reported Q2 revenues of US\$1.5bn (£1.34bn, £1.2bn) – an increase of 7.5 per cent year-on-year. The operator said this was due to increased attendance, helped by the timing of spring holidays and increases in guest spending.

Adjusted earnings before interest, taxes, depreciation, and amortization (EBITDA) increased 3.8 per cent to US\$590m (£528m, £473m) in Q2, with increased revenue partly offset by higher operating expenses, including costs to support

new attractions such as the Harry Potter-themed rollercoaster, Hagrid's Magical Creatures Motorbike Adventure in Orlando.

"These results were driven by higher attendance, aided by the timing of spring break vacations and higher guest spending," said Michael Cavanagh, senior EVP and CFO of Universal's parent company Comcast.

"We're excited about the future of our parks business as we have a great runway in coming years with Nintendo World opening in Japan in 2020, Universal Beijing opening in 2021 and other significant opportunities to come soon."

MORE: http://lei.sr/e3U8m_A



■ Universal's parks have been growing their revenues in 2019



These results were driven by higher attendance at our parks

Michael Cavanagh

EXPANSION

New York's largest waterpark set for expansion



Work will include demolishing the current rides and constructing the new slides

Construction is set to start in September on new water slides at the Enchanted Forest Water Safari theme park in New York, US, with a funding contribution for the new rides having come from the state's economic development agency.

Empire State Development has awarded US\$500,000 (€448,300, £414,000) from its Upstate Revitalisation Initiative, which Enchanted Forest will use to add three new water slides, including a four-lane, 300ft (91m) mat slide with loops to replace Serengeti Surf Hill, the current mat slide, and a 200ft (61m) speed slide with a drop launch pad to replace



■ Enchanted Forest was ranked 4th in the US and 17th in the world in a TripAdvisor survey of water parks

Killermanjaro and a 295ft (90m) speed slide with loops and a drop launch pad.

As well as demolishing the current rides, re-engineering and constructing the new slides, the expansion also includes re-engineering of water pumps and filtration equipment.

MORE: http://lei.sr/Z9q6F_A

For email use:
fullname@leisuremedia.com



■ The show is expected to attract more than 15,000 participants

IAAPA Expo Europe 2019 will be an all-encompassing event and the largest in history

EAS rebrands as IAAPA Expo Europe ahead of Paris event

The Euro Attractions Show has been rebranded as the IAAPA Expo Europe ahead of this year's event at the Paris Expo Porte de Versailles exhibition centre. With the name change, the show has grown further and the 2019 edition will be the largest in the event's history.

Held in the French capital Paris, IAAPA Expo Europe 2019 will be an all-encompassing event for the continent's leisure and attractions industry professionals. Those in attendance will include operators, suppliers, manufacturers, investors,

developers – and anyone wishing to engage with the global amusement community.

This year's event is expected to attract more than 15,000 participants – of which around 9,000 will be buyers. In total, more than 600 companies from 100 countries will be represented at the expo.

With 17,500 net sq m (188,000 sq ft) of exhibition space, IAAPA Expo Europe will also feature the largest show floor in the show's history.

"Paris is central to the attractions industry," said Jakob Wahl, executive director and VP of IAAPA EMEA.



Editor
Liz Terry
+44 (0)1462 431385



Managing editor
Tom Anstey
+44 (0)1462 471916



Publisher
Julie Badrick
+44 (0)1462 471971



Advertising sales
Paul Thorman
+44 (0)1462 471904



Advertising sales
Sarah Gibbs
+44 (0)1462 471908



Advertising sales
Chris Barnard
+44 (0)1462 471907



Advertising sales
Gurpreet Lidder
+44 (0)1462 471914



Newsdesk
Tom Walker
+44 (0)1462 431385



Product Editor
Lauren Heath-Jones
+44 (0)1462 471927



Circulation
Joe Neary
+44 (0)1462 471910

CAR MUSEUM

New museum to house Brumos race cars

A new museum to house the Brumos Collection of automobiles, racing artifacts and historical documents is due to open in January 2020 in Jacksonville, Florida.

The 35,000sq ft (10,668sq m) facility, currently under construction, will focus attention on Brumos Racing – four-time winner of the 24 Hours of Daytona race between the team's formation in 1971, sponsored by the Brumos Porsche dealership, and its demise in 2013.

Since then, the collection of cars – which includes Miller, Bugatti, Peugeot and Porsche vehicles – has been stored in a warehouse, and was only viewable by private, invitation-only tours.

The planned opening of the new museum will change all that, providing display room for the collection, within a state-of-the-art museum facility where visitors can discover more about the cars on display through digital kiosks.

A 22-seat movie theatre, archive room for researching automotive and racing history, fully functioning workshop, engine room and machine shop, conference room and second-storey, 85-seat mezzanine overlooking the display area, are also planned for the museum.

The museum's design has been inspired by the Ford assembly plant that once operated in Jacksonville.

MORE: http://lei.sr/r2p2V_A



■ The design has been inspired by the Ford assembly plant



The museum houses a 22-seat movie theatre, archive room for researching automotive and racing history

HERITAGE

Historic US\$30m photo archive secured by US foundations



This archive of images is a national treasure

Darren Walker

The Smithsonian and the Getty Research Institute are among the cultural institutions that will soon be able to display a unique archive of images of black Americans in the 20th century.

The four million prints and negatives of the Johnson Publishing Company's archive have been acquired for US\$30m (€26.8m, £24.6m) by a consortium of foundations, including the Ford Foundation, the J. Paul Getty Trust, the John D. and Catherine T. MacArthur Foundation and the Andrew W. Mellon Foundation.

The archive is, according to Darren Walker, president of the Ford



■ The huge archive features images used in the iconic Ebony and Jet magazines

Foundation, a "national treasure and one of tremendous importance to the telling of black history in America".

He added: "We felt it was imperative to preserve these images, to give them the exposure they deserve and make them readily available to the public."

MORE: http://lei.sr/a3G4q_A



CREATING INSPIRING DESIGNS

We create engaging entertainment experiences.



FORREC.COM

DISNEY

Star Wars attraction fails to draw in visitors

Despite its domestic parks achieving record revenue over the last three months, it has been a tough quarter for Disney, which fell short of expected visitor figures following the launch of its new Star Wars addition in California.

Disney's acquisition of Fox produced what the company's chair and CEO, Bob Iger, described as "complicated" numbers for the company overall. For parks, revenue increased by 7 per cent to US\$6.6bn (£5.89bn, £5.43bn) while operating income rose 4 per cent to US\$1.7bn (£1.52bn, £1.4bn).

During the same quarter, Disney launched its highly-anticipated Star Wars: Galaxy's Edge land. With

significant increases in attendance expected, the opposite actually happened, with attendance at Disney's domestic parks dropping by 3 per cent.

"I think a number of things happened," said Iger.

"First of all, there were tremendous concerns on overcrowding when we opened Galaxy's Edge, so some people stayed away. "The same time that was going on, all the local hotels in the region expecting a huge influx of visitation raised their prices. "In addition to that, we brought our daily price up substantially from a year ago and then we opened up Galaxy's Edge with one attraction instead of two."

MORE: http://lei.sr/k9d5d_A



■ Star Wars: Galaxy's Edge opened to much fanfare



“

Some people stayed away just because they expected overcrowding

Bob Iger

BRAND ATTRACTIONS

Toyota opens branded experience centre in Texas



“

The TEC is a place to see the various facets of this dynamic company

Rob Morgan

Car manufacturer Toyota has opened its first visitor attraction in North America – the 44,000sq ft (13,400sq m) Toyota Experience Center (TEC) at its headquarters in Plano, Texas.

The company says the centre, which was planned, designed and project managed by JRA, is intended to educate visitors about Toyota's past, present and future as a mobility company. The centre features a variety of interactive exhibits and displays, all designed to reflect on the people behind the brand.

"Many of those working on Toyota's campus may not have the opportunity



■ The centre has a floorspace of around 44,000sq ft

to see the whole picture and experience manufacturing or robotics," said JRA senior project director, Rob Morgan.

"The TEC gives them a place to come and see the various facets of this dynamic company and gives employees a sense of pride."

MORE: http://lei.sr/W7Q2u_A

INTAMIN

SEE US AT
IAAPA EXPO
EUROPE #2227



www.intamin.com

GYRO SWING

Flying through the air

IT'S TIME TO FLY!



- Innovative Fly Theater Designs
- Competitive Costs
- Film Development Support
- Flying Films Available for Licensing

FLYING
EXPERIENCE **4D**
Fly Smarter

SimEx ! Iwerks

simex-iwerks.com/flysmarter

IMPROVED PERFORMANCE

Immersive attractions fuel Cedar Fair revenues

Cedar Fair Entertainment Company, which owns and operates 11 amusement parks and five water parks in North America, has reported Q2 and year-to-date results showing "meaningful" improvements in attendance, in-park per capita spending and out-of-park revenues.

The company has provided adjusted figures to compensate for the fact that Q2 2019 included an additional 64 operating days across all its parks compared to Q2 2018.

These adjusted figures show that net revenues in Q2 2019 were up by 3 per cent, or US\$14m (€12.5m, £11.5m), on a 4 per cent increase in in-park per capita spending, a 4 per cent increase in

out-of-park revenues, and a slight decrease in attendance (of 47,000 visits, which is less than 1 per cent).

Adjusted EBITDA was up 5 per cent (or US\$7m (€6.25m, £5.75m)) on a comparable operating calendar basis.

Cedar Fair CEO Richard A. Zimmerman said the company's commitment to investing in immersive attractions was improving the value perception of its parks.

"The strength of our core business, combined with the returns we are seeing from the two acquired Schlitterbahn water parks, makes us confident that everything is in place this year for a strong finish," he said.

MORE: http://lei.sr/d4A3Y_A



■ The company's revenues in were up by 3 per cent in Q2 2019



“

The strength of our core business makes us confident about this year

Richard A. Zimmerman

REDEVELOPMENT

Silver Dollar City announces US\$30m expansion plans

“

Mystic River Falls is set to be the highlight of a new 1880s-themed area of the park, called Rivertown.

The tallest raft ride drop in the Western Hemisphere is coming to Silver Dollar City in Missouri, after the park revealed plans to invest more than US\$30m (€26.9m, £24.8m) into a number of new developments.

The US\$23m (€20.6m, £19m) Mystic River Falls is the most significant part of the investment. Riders will travel almost half a mile in eight-person rafts, navigating hairpin turns, high tides and a hidden mine shaft during a five-minute journey. They will ascend an 82ft (25m) tall lift tower, rotating as they go through four platforms in the open air; then



■ Mystic River Falls features eight-person rafts and 'the tallest drop in the Western Hemisphere'

travel along a 66ft (20m) high and 180ft (55m) long elevated river channel, before they come to the grand finale – a 45ft (13.7m) drop to a wet splashdown.

Silver Dollar City said the proposed four-platform elevator lift tower is the only one of its kind in the world.

MORE: http://lei.sr/N4R5c_A

PUBLIC ATTRACTIONS

Space centre begins work on 'reality lab'

The UK's National Space Centre (NSC) in the city of Leicester is building a new laboratory capable of creating virtual, augmented and mixed reality media, which it says will extend its capacity to deliver community engagement and attract new audiences.

The Extended Reality Laboratory (or XR Lab) has been funded by the Inspiring Science Fund – a partnership between UK Research & Innovation, Wellcome and the Department for Business, Energy & Industrial Strategy, .

Support has also been awarded by the Local Growth Fund from Leicester and Leicestershire Enterprise Partnership (LLEP), the

Royal Commission for the Exhibition of 1851 and The Garfield Weston Foundation.

The lab will house workstations and a stereoscopic test dome. It will be the base of the new NSC Creative Academy, giving young people the opportunity to work with industry experts to further their scientific interest. Fulldome storytelling studio NSC Creative will also use the XR Lab facility.

Kevin Harris, chair of the LLEP commented: "Not only will this new facility be a great asset for students and young people, it will also open up space-related opportunities to communities within Leicester and Leicestershire."

MORE: http://lei.sr/V5d9N_A



■ The lab will house the new NSC Creative Academy



The lab will be a great asset for students and young people

Kevin Harris

ECO-FRIENDLY

Swedish science museum will be 'icon of sustainability'



Visitors will be able to generate electricity through pedal power on energy bikes

Danish architecture firm Cobe has won an international competition to design a new science museum in the Swedish city of Lund, with the visitor attraction set to open in 2024.

Constructed of wood, the museum will be CO2-neutral and will have "the potential to become a future icon of sustainability", according to Cobe.

The two-storey building proposed by Cobe has a total floor space of 6,000sq m (19,685sq ft) and will contain exhibition halls, a gallery, reception area, workshops, a museum shop, a restaurant, offices and an auditorium.



■ Architect Cobe's winning design is a wooden construction that is CO2-neutral

Located within Lund's Science Village Scandinavia – a new urban district also designed by Cobe – the museum will aim to promote interest in natural science and research in "an engaging and playful way", serving as a cultural landmark for the region.

MORE: http://lei.sr/E2d4B_A



THE **LEISURE INDUSTRY'S**
PREMIER EVENT IN EUROPE

REGISTER NOW

CONFERENCE: 16-19 Sept. 2019 | **TRADE SHOW:** 17-19 Sept. 2019

PARIS, FRANCE



EURO ATTRACTIONS SHOW IS **NOW IAAPA EXPO EUROPE.**

www.IAAPA.org/IAAPAEurope

Future of entertainment

A report by Euromonitor has envisioned how changing consumer trends will shape entertainment venues in the future



Future venues are likely to cater for a wide range of events and have a heavy emphasis on technology

The challenge will be to keep delivering differentiated experiences that keep consumers engaged and inspire them

Entertainment venues need to undergo technological and design upgrades to prepare them for the experience-seeking consumer of 2040, according to research by Euromonitor International. A report, called *Commerce 2040 - Revolutionary Tech Will Boost Consumer Engagement*, outlines a vision for how consumers might live, work, shop and play in 20 years' time, exploring how technology could change the different consumer worlds of entertainment venues, home and retail.

Consumers are already moving towards demanding personalised experiences and the report states that consumer expenditure on experiences is set to rise from US\$5.8tn (£5.2tn, £4.8tn) to US\$8tn (£7.1tn, £6.6tn) in 2030, using leisure, recreation, travel and foodservice as a proxy.

Virtual lives

The challenge, according to the report, will be to keep delivering differentiated experiences that keep consumers engaged and inspire them to return to entertainment venues event after event.

One concept that could take shape, says the report, is a virtual currency scheme to enhance loyalty in the entertainment industry: fans can earn points for attending events, spending at the venue, and



■ In the future, augmented or virtual reality experiences could become a key way for consumers take in entertainment

Technological advances will further redefine what it means to live, work, shop and play for consumers in 2040

promoting fandom on social media. Using the points, they could buy equipment for their avatar, get a boost in a related mobile game or use them as currency for on-site food, drink and merchandise purchases.

Optimised seating and data-combing technology will allow consumers to buy tickets in areas best suited to their preferences, such as family areas for those with young children, or singles sitting with other singles.

Even more than today, entertainment venues will have flexible designs, enabling them to shift from one event type to another, and operators will be able to adjust a venue's layout to meet the need for different food and delivery options.

Defining the future

The report also lists a number of "key features" that the entertainment venue of the future will have. These include biometric entry for season ticket holders, facial scanning of visitors for tailored alerts, social media-worthy locations to

make the experience exportable, food and drink delivery options to stationary fans, and AR layers that provide information on players and gamification options.

"Technological advances will further redefine what it means to live, work, shop and play for consumers in 2040," said Michelle Evans, global head of digital consumer research for Euromonitor.

"The digital darlings of the first part of the millennium like Uber, Airbnb and Facebook rose to prominence by leveraging technology to connect consumers with providers and in turn introduced a new way of conducting business.

"The innovators of next-generation commerce of 2040 will face a different set of challenges. Outlets and venues will require not only a technological upgrade but a redesign to prepare for the consumer in 2040. Entertainment venues will deploy flexible designs to shift from one event type to another, with operators adjusting a venue's layout to meet the need for different food and delivery options." ●



■ Michelle Evans, global head of digital consumer research for Euromonitor



As a market, there's currently massive interest in all things English in China

John Russell, vice chair Shakespeare Birthplace Trust



Made in China

The birthplace of William Shakespeare will be recreated 6,000 miles away at the home of China's most famous playwright



■ The ambitious project will cover an area of 890,000sq m

A new project dedicated to the legacy of playwright William Shakespeare will see a replica of his home built in Fuzhou, China.

Both Shakespeare's Birthplace and Shakespeare's New Place – the latter demolished in the 1800s – will be recreated with historical accuracy near Fuzhou City in southern China. The location is notable because it was the birthplace of Chinese playwright, Tang Xianzu. Along with Spain's Miguel de Cervantes, the trio of iconic wordsmiths – who all died in 1616 but never met during their lives – will have a cultural centre constructed and dedicated to their legacies.

Trio of scribes

Called San Weng (which translates as 'The Three Masters'), the 890,000sq



■ The project will feature attractions based on the lives of Tang Xianzu (left) and William Shakespeare (right)

“The team in Fuzhou team came to us with this proposition and we felt it was a good way of putting a marker down in China”

m (9.6 million sq ft) development will encompass a theatre park, tourism and leisure zones. Each writer will have a dedicated area.

The new Shakespeare development sits at the heart of the Stratford Quarter, while Cervantes will be represented by a Spanish Alcala Quarter and Xianzu an ancient Chinese village.

The Shakespeare Birthplace Trust and Fuzhou Culture and Tourism Investment Company signed an exclusive Co-operation Agreement in September last year to recreate the heritage listed buildings, which the trust will oversee to ensure the replicas faithfully represent the originals.

The attraction will be dedicated to caring for the world's greatest Shakespeare heritage sites and collections in the playwright's home town of Stratford-upon-Avon, England

Working together

"The team in Fuzhou team came to us with this proposition and we felt it was a good way of putting a marker down in China," said John Russell, vice chair of Shakespeare Birthplace Trust.

"We've always had a relationship with them, as you do with many cultural organisations around the world. This is a project they wanted to do to increase their footprint. It was something that was of immediate interest to us.

"As a market there's massive interest in all things English in China and creating a point of interest there for people who couldn't necessarily get to the birthplace in England will be good business for us."

Founded in 2013, the Fuzhou Culture Tourism Investment Group engages in the protection, development, operation, and management of historical and cultural facilities. ●



■ William Shakespeare was born in 1564 and spent his childhood years living in the iconic house



The image of a giant helter-skelter sitting in this great nave provokes and begs the question, what is this space for?

Rev Canon Bryant



Sacred attraction

In a world first, a helter-skelter ride has been installed inside a medieval cathedral, inviting people to mix worship with thrills



■ The church is charging £2 per person to ride the helter-skelter

As A 55-ft (16.8m) helter-skelter ride set up in the nave of Norwich Cathedral in England, will give visitors a new perspective on the historic building, say cathedral bosses. The ride is a temporary installation and has been built by Irvin Leisure as part of the Cathedral's Seeing It Differently project, which runs until Sunday 18 August.

Through it, the church wants to open up conversations about faith.

The church is charging £2 per person to ride the helter-skelter, although other aspects of the project – which includes lying down on the floor and looking up at the ceiling, taking part in an ancient spiritual practice, and a blind "trust" trail around the Cloisters – are free of charge.

A viewing platform at 40ft (12.2m) will give visitors the chance to look much



■ The helter-skelter was built in 1947 and has been rented from Chipperfield's Circus

Climbing 50ft above the nave floor will help us see this space differently, it will give us a new perspective

more closely than would normally be possible at the near 600-year-old roof bosses, which are found at the points where the ribs of the cathedral roof join. The roof stands 69ft (21m) high.

The cathedral is asking participants to share their experiences of Seeing it Differently via social media, using the hashtag #SeeingItDifferently and tagging Norwich Cathedral on social media channels.

Writing in a blog post on the cathedral's website, the Rev Canon Bryant said: "I get why for some the image of a giant helter-skelter sitting in this great nave feels slightly shocking. It does provoke and it begs the question, what is this space for? The walls of this great building have seen many things through their 900 years and I suspect will take this latest arrival in their stride.

"But climbing 50ft above the nave floor will help us see this space differently, it will give us a new perspective. It is precisely because it is not what we usually do that it can speak to us, challenge us and invite us to see the space differently and to see ourselves and one another differently, even God differently.

"Can we, dare we, open ourselves up to approach familiar things differently, to see the world through other people's eyes and from their experiences? Can we allow ourselves to be searched by fresh understanding and insight?"

Henry Chipperfield of Irvin Leisure commented: "Even though we have been all over the world, as a unique venue the Cathedral is in a category of its own. As far as I know, this is the first time a helter-skelter has ever been in a Cathedral." ●



■ The cathedral is asking participants to share their experiences of Seeing it Differently via social media

PRODUCT INNOVATION

Suppliers tell Attractions Management News
about their latest product, design
and technology launches

For the latest supplier
news and company
information, visit

attractions-kit.net



● The Slide Coaster is billed as a 'hybrid roller coaster and water slide'

Wiegand's unveils visuals of new 'hybrid roller coaster and water slide'



● Hendrik Wiegand

German water slide manufacturer Wiegand. Waterrides has created a new water slide concept in partnership with design practice Up and Down Engineering.

Billed by the creators as a 'hybrid roller coaster and water slide', the Slide Coaster is a duelling slide that combines the "excitement of a roller coaster with the joyful experience of a water slide".

The ride features a launch start, thus eliminating the need for lift hills and loading stations, and, unlike traditional water slides, it has a roller

coaster track that runs alongside the water slide.

It is powered by a unique launch system trolley that travels along the rollercoaster track and has mechanical arms that can push the specially-designed raft seats up to speeds of 50 mph in just a few seconds.

Hendrik Wiegand, managing director of Wiegand.Waterrides, said: "With our joint patent of the pusher mechanism, we will be able to control the strong acceleration of 0.8 g to the sliding direction, while still ensuring maximum safety for the riders.

"With this new technology, guests experience thrills like they have never experienced before."

Frank Heimes, CEO of Up and Down Engineering, said: "We wanted to combine the spectacular thrill of a roller coaster with the ultimate fun of a water slide."

The slide, which has been designed to accommodate up to 720 riders per hour, will consist of two 160m water slides alongside a track and will stand at 8m tall.

ATTRACTIONS-KIT KEYWORD

WIEGAND

Christie brings football history to life for Athletic Bilbao FC



● Asier Arrate

Erabi, a Spain-based AV integration firm, has completed a major fitout at the San Mamés Stadium Museum in Bilbao, Spain.

The museum, located in the basement of the stadium –the home of La Liga club Athletic Bilbao – tells the story of more than 120 years of football history and boasts a 500-piece strong memorabilia collection, and almost 600 videos detailing the history of the club.

The museum is divided into three sectors, differentiated by the team's colours - green,



● More than 30 Christie projectors were installed at the San Mamés Stadium Museum in Bilbao, Spain

black and red – and features a number of AV display, including a visual projection, projected on to an 8 x 4 metre metal wall, telling the story of Athletic Bilbao, its founding and the history of the Bilbao.

The projection is powered by six Christie Captiva DHD410S laser projectors, with a total of 30 being installed throughout the museum, and one of three Christie GS Series projectors.

Asier Arrate, director of the Museum, said: "Laser solutions give better benefits in terms of downtime and running costs.

"The projector can be mounted at a very short distance from the screen or wall, which means the content can be viewed without bothersome shadows."

.....
ATTRactions-KIT KEYWORD

ERABI

Picsolve launches innovation hub following Panorama.me acquisition

Picsolve, provider of photo and video capture for the attractions industry, has acquired Belgium-based start-up Panorama.me.

The acquisition follows a year-long exclusive partnership between the two companies, during which they have jointly delivered capture innovations,

such as the Epic Selfie and the Super Selfie, for customers including the Coca-Cola London Eye, the Kennedy Space Centre Visitor Complex in Florida and the Legoland Florida Resort.

The purchase has also seen the creation of Picsolve Lab, a creativity and innovation hub that is designed to drive the



● David Hockley

The Picsolve Lab, described as a 'key differentiator' by Picsolve CEO David Hockley.

"We're excited for Panorama.me to become the heart of capture innovation at Picsolve," he said.

"The acquisition will superpower our research and development capability ensuring we continue to exceed visitor expectations. In the creation of the Picsolve Lab, a bespoke initiative that is unique in the marketplace, we demonstrate our commitment to global growth through continued innovation. I'm excited to see what need technologies our dedicated experts within the newly formed Picsolve Lab team will deliver."

.....
ATTRactions-KIT KEYWORD

PICSOLVE



● Picsolve worked with Panorama.me for a year before the acquisition

development of cutting-edge capture technology through the combined market experience of both Picsolve and Panorama.me.

A dedicated team will be responsible for the research and development of new capture innovations and products that will 'revolutionise' the visitor experience.

Diary dates

21-24 SEPTEMBER 2019

ASTC 2019 Annual Conference Ontario Science Centre Toronto, Ontario, Canada

The Association of Science-Technology Centers (ASTC) Annual Conference provides an opportunity to display products and services to the largest gathering of science museum professionals from across the globe. Nearly 2,000 attendees from science centres, museums, nature centres, aquariums, planetariums and natural history museums will take part. They come to network, attend more than 100 sessions and learn about products or services.

Tel: +1 202 783 7200

Contact: kellies@astc.org

www.astc.org/conference

3 OCTOBER 2019

VAC 2019

QE II Conference Centre, London, UK

Now in its 16th year, The Annual National Conference of Visitor Attractions (VAC) is the UK's leading trade event. It is the key place for industry professionals to meet and network with contemporaries – and to participate in an innovative and stimulating conference programme.

Tel: +44 (0)207 456 923

www.vacevents.com

07-10 OCTOBER 2019

World Waterpark Association (WWA) Show

Walt Disney World, Florida, US

The WWA Show brings together water leisure professionals from waterparks, resorts and aquatic venues of all sizes for four days of education, shopping and



■ This year's show floor will host 17,500sq m of exhibition space

6-19 SEPTEMBER 2019

IAAPA Expo Europe Paris, France

IAAPA Expo Europe is the largest international conference and trade show for the attractions industry in the Europe. More than 15,000

industry professionals from more than 100 countries will gather to learn about and demonstrate the latest technology, innovations and services within the industry.

Tel: +43 (0) 22 162 915

Contact: akolar@iaapa.org

networking. It also features the most comprehensive educational programme available to operators.

Tel: +1 913 599 0300

www.wwashow.org

18-22 NOVEMBER 2019

IAAPA Expo Orange County Convention Center, Florida, US

The world's largest business event for the global visitor attractions industry. The trade floor features 1,000 companies from around the world who will showcase the new products and services, as well as an extensive programme of seminars and workshops.

Tel: +1 703 836 4800

Email: iaapa@iaapa.org

www.iaapa.org

14-16 JANUARY 2020

Visitor Attraction Expo ExCel London, United Kingdom EAG International and the Visitor

Attractions Expo have been designed to help delegates keep up-to-date with what's new in amusements and leisure. A large exhibition features the very latest products and innovations, as well as a seminar programme and strong networking opportunities for visitor attractions professionals.

Tel: +44 (0)1582 767254

Contact: karencooke@swanevents.co.uk

www.attractionsexpo.co.uk

9-11 JUNE 2020

IAAPA Expo Asia 2020 Macao, China

IAAPA Expo Asia is IAAPA's exclusive Expo in the Asia Pacific region. It is part of the organisation's regional event programme and attracts industry professionals from around the world to learn and experience what's new and innovative in the rapidly growing Asian attractions market.

Tel: +1 852 2538 8799

Contact: asiapacific@iaapa.org



THE GLOBAL ATTRACTIONS
INDUSTRY'S **PREMIER EVENT**

OPPORTUNITY AROUND EVERY CORNER

Be surrounded by excitement as you meet thrill creators and memory makers from around the globe and discover growth opportunities for your business.

CONFERENCE: Nov. 18–21, 2019
TRADE SHOW: Nov. 19–22, 2019

ORLANDO, FL, US

**REGISTER EARLY AND
SAVE UP TO 40%!***

www.IAAPA.org/IAAPAEexpo



*Savings based on full price,
on-site registration rates.



VAC2019



3 October 2019
Registration
Open Now!
www.vacevents.com



THE ANNUAL NATIONAL CONFERENCE OF VISITOR ATTRACTIONS

Thursday, 3 October 2019 - The QEII Conference Centre, Westminster, London.

VAC is a national conference organised by the industry, for the industry where you can:

- Get involved in a unique forum for industry professionals.
- Network and share experiences.

VAC is pleased to announce that this year's keynote speaker will be Jenny Waldman, the inspirational Director of 14-18 NOW.



Jenny Waldman,
 Director,
 14-18 NOW

Other new speakers for VAC 2019 include Joss Croft of UKinbound, Martha Lytton Cobbold of Knebworth, Abigail Ollive of Castle Howard and David Willrich, immediate Past President of the Themed Entertainment Association.

Register Now!

Early bird fee is now available. To register or to see the draft conference programme and speakers, log on to:

www.vacevents.com

Principal Sponsor:



Official Publication:

Attractions
 MANAGEMENT

Supported by:



Attractions

Find great staff™

MANAGEMENT NEWS



Recruitment headaches?
Looking for great people?

Attractions Management News can help

Tell me about Attractions Management News

Whatever leisure facilities you're responsible for, the AM News service can raise your recruitment to another level and help you find great people.

How does it work?

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

There are loads of recruitment services, how is AM News special?

AM News is the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

What are the most powerful features?

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.

I hear you're part of Leisure Media

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.**

What packages are available?

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.

Is there more?

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



Gurpreet Lidder

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

MY CAREER

Leisure industry professionals share how they got to where they are today

Chris Devaney

OPERATIONS MANAGER,
ROYAL LIVER BUILDING
HERITAGE GB

Personalisation is becoming more important as people are more selective with how they spend

Chris Devaney has been working in the leisure industry for 15 years. He began his career in hospitality but switched to leisure as he found it more rewarding. Now he works as operations manager at Liverpool's iconic Royal Liver Building and Mattel Play! at Heritage Great Britain.



Proud moments?

"I'd have to say it's the positive feedback for Royal Liver Building 360. The building is so important to the city of Liverpool and the people that there was immense pressure to ensure we delivered an experience worthy of it, so seeing people enjoying it

is an amazing feeling. We've also had some

fantastic moments where we've been able to help people find out more information about old family stories or in some cases even images of relatives they thought they would never see again. It's been a privilege to be able to share people's experiences."

Tell us about your career

"I've had quite a varied career with a number of different roles in hospitality and leisure. I started as a bartender while studying but found the leisure industry much more rewarding and so chose to pursue a career in that instead. I've held every operational site management role within the previous companies I've worked for, including project manager for CAU Restaurants. In this role I was responsible for overseeing the construction and delivery of new sites. It was here that I developed the necessary skills for my current role as operations manager of Royal Liver Building 360 and Mattel Play!"

How has the industry changed?

"I think there's been a move towards more experiential attractions with people being more involved with their visit than ever before. Personalisation and tailored experiences are becoming more and more important as people are more selective with how they spend. It's becoming more important to create emotional connections with a place and a brand to help develop loyalty and word-of-mouth marketing."

What are your goals?

"To keep pushing the sites and offering to be the best they can be, while ensuring the delivery of unforgettable guest experiences at all times."



■ The Royal Liver Building is a Liverpool icon



WELCOME TO MERLIN ENTERTAINMENTS!

SEA LIFE Orlando. Where your career goes swimmingly!

Do you have the Magic in you to create memorable experiences all for the love of fun? Do you wish to cast a spell of laughter and enjoyment to the people around you? Want to join a team that creates smiles and memories globally on a daily basis. Then you have the magic to be Team Merlin at SEA LIFE Orlando!

Commercial Manager

Achieve overall budgets for all commercial aspects of both SEALIFE Aquarium Orlando and Madame Tussauds Orlando, including Retail and Bar offerings.

Create and execute sales plans and incentives within the commercial department. Recruit, manage and motivate the commercial team to consistently deliver excellent customer service and budgeted RPC. Lead and manage the merchandising of the Stores to Merlin standards in both Attractions.

For more information and to apply: <http://lei.sr/e3e5n>

Dive Lead

As DSO to act as the person in charge of ensuring safe dive operations at the aquarium. As Dive Team Lead to act as leader and manager to deliver consistent and high-standard Dive Shows and Programs for SEA LIFE Orlando.

For more information and to apply: <http://lei.sr/xOF9c>

Merlin Entertainments, plc Merlin Entertainments is a business built on fun. We are the world's second-largest visitor attraction operator. We offer flexible opportunities, in a totally unique environment.

SEA LIFE
Orlando Aquarium

City of London Corporation, Department of Open Spaces – Epping Forest

Visitor Experience Manager

Starting salary £37,120 inclusive with the potential to progress to £42,400 p.a. inc.

Reference: 00OS475

JOIN THE CITY OF ENJOYMENT CREATORS

About us

Managed by the City of London Corporation, Epping Forest is the largest public green space in London and has 4.5million visits to this internationally protected heritage landscape. Our flagship visitor centre in Chingford offers a vibrant and changing retail offer and information service.

The role

You'll lead a multi-talented team that offers a warm welcome to visitors. At the same time, you'll develop a programme of publicly funded and commercial activities that make the most of our resources. In short, you'll do everything it takes to provide a safe, varied and enjoyable experience for a diverse range of visitors. This includes regular weekend and evening work at sites across Epping Forest.

About you

You'll bring sound experience of managing a visitor services environment, with a particular focus on front-of-house services - ideally in an open space or countryside setting. Experience of planning and overseeing public events is also important. You're someone who enjoys the challenge of multi-tasking in a busy and varied role. Well-organised, with good business instincts and sound financial sense, you'll also have strong people skills.

CLOSING DATE: 12 NOON, 9 SEPTEMBER 2019.

APPLY NOW
<http://lei.sr/o4r2y>





LEGOLAND NEW YORK

LOYALTY AND INSIGHT MANAGER

Something very exciting is underway in Goshen, New York. Due to open in 2020, LEGOLAND Park and Hotel in New York is Merlin's biggest single investment to date and you could play a crucial part in this amazing project!

We're now looking for a unique person who has a passion for creating and executing loyalty strategies for LEGOLAND New York Resort annual pass program, covering product offerings and proposed price setting. You will ensure our Senior Management team and other relevant stakeholders have up to date information on the latest research findings including guest KPI's, satisfaction and CAPEX performance.

As Loyalty and Insight Manager your main goal is to increase revenue, throughout sales and visits to Annual Pass holders. You will ensure high pass holder satisfaction level, through the development of strong and compelling Annual Pass programs.

Your goal will be to secure the highest possible renewal level per cent and KPI's including satisfaction and CAPEX performance.

Merlin Entertainments, plc is a business built on fun. We are the world's second-largest visitor attraction operator.

Whether you are serving delicious food, working in the office, maintaining the attractions, entertaining guest or operating rides, the objective is to provide a truly memorable experience and a great day out for all members of the family.

If you have the magic to create smiles and memories on a daily basis then you want to be Team LEGOLAND New York Resort.

For more information and to apply: <http://lei.sr/c7L2y>



For more details on the following jobs visit
www.attractionsmanagement.com or to
 advertise call the team on +44 (0)1462 431385



Commercial Manager

Salary: Competitive
 Company: Sea Life
 Location: Orlando, FL, USA

Head of Estate Operations

Salary: Competitive
 Company: Weston Park
 Location: Shifnal, Shropshire, UK

Visitor Experience Manager

Salary: £37,120 - £42,400
 Company: City of London Corporation
 Location: Chingford, London, UK

General Manager

Salary: Competitive
 Company: Legoland Discovery Centre
 Location: Milpitas, CA, USA

Ticketing and Entry Project Lead

Salary: Circa £60,000
 Company: Historic Royal Palaces
 Location: Central London, London, UK

Retail / Commercial manager

Salary: Competitive
 Company: Legoland Discovery Centre
 Location: Atlanta, GA, USA

Senior Keeper

Salary: Competitive
 Company: Wild Life
 Location: Hamilton Island QLD, Australia

Dive Lead

Salary: Competitive
 Company: Sea Life
 Location: Orlando, FL, USA

Guest Experience Manager - Operations

Salary: Competitive
 Company: Sea Life
 Location: Orlando, FL, USA

Commercial Manager

Salary: Competitive
 Company: Sea Life
 Location: Orlando, FL, USA

Head of Marketing Asia (excluding China)

Salary: Competitive
 Company: Merlin Entertainments Group
 Location: Singapore

Loyalty and Insight Manager

Salary: Competitive
 Company: Legoland
 Location: Goshen, NY, USA

For more details on the above jobs visit
www.attractionsmanagement.com

NINJAGO™

The Ride

**THE FIRST INTERACTIVE DARK RIDE IN THE
WORLD TO REQUIRE NO HAND-HELD DEVICE.**

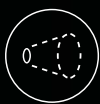
A TRUE REVOLUTION!



**Create your own custom
interactive dark ride with us!**



maestro™
hand gesture technology



illusio™
technology



DISCOVER OUR OTHER PRODUCTS

**INTERACTIVE
THEATERS**

**FLYING
THEATERS**

**DARK
COASTERS**

4D THEATERS | WALKTHROUGHS

Triotech

trio-tech.com

FUEL YOUR IMAGINATION

EXPERIENCE THE WORLD'S FIRST FULLY TRANSPARENT
COMPOSITE WATER SLIDE EVER. A GROUND-BREAKING
TECHNOLOGY BY POLIN WATERPARKS.



PolinWaterparks

polin.com.tr      [polinwaterparks](https://www.polinwaterparks.com)

