

Attractions

MANAGEMENT NEWS



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Antorcha steps down as SeaWorld CEO

SeaWorld CEO Gus Antorcha has resigned from his position after just seven months in the role, with chief financial officer Marc Swanson stepping up as interim chief executive officer.

Antorcha, who joined in February from Carnival Cruise Lines, commented: "While I may have a difference of approach, I continue to believe in SeaWorld's strategy, mission, team and prospects."

Chief accounting officer Elizabeth Castro Gulacsy has been appointed interim chief financial officer, while continuing in her previous role.

Antorcha added: "Marc and Elizabeth are fine leaders, and I'm confident in their abilities to guide the company forward."

Scott Ross, chair of SeaWorld, thanked Antorcha for his contribution, before quickly detailing the qualities of Swanson and Gulacsy. He said: "We know Marc and Elizabeth will be excellent leaders and will drive the business forward."



■ SeaWorld had experienced an upswing in results under Antorcha's tenure

SeaWorld's recent results showed an upswing after a number of years of decline, much of it caused by controversy over captive cetaceans in its parks. Visitor numbers for the first six months of 2019 were 9.8 million – a 1.7 per cent rise year on year. Earnings were up by 34 per cent.

MORE: http://lei.sr/t3t9B_A



I continue to believe in SeaWorld's strategy and mission

Gus Antorcha



MUSEUMS

Angela Merkel opens Bauhaus museum

New attraction celebrates Bauhaus school of design

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THEME PARKS

Historic Coney Island park to focus on water rides

Cincinnati park to remove all amusement park rides

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ACCOMMODATION

Disney reveals Star Wars hotel details

Galactic Starcruiser to offer fully-immersive experience

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German chancellor **Angela Merkel** on-hand for opening of €28m Bauhaus Museum in Dessau

Germany's Chancellor, Angela Merkel, has cut the ribbon to open the new Bauhaus Museum in Dessau – a building designed to hold the 49,000 exhibits in the Bauhaus Dessau Foundation collection.

Dessau is the German city most closely associated with the Bauhaus school of design, which was operational between 1919 and 1933, and is considered one of the most influential movements in modern design.

Although the original school building in Dessau still stands, it wasn't able to display the entirety of the Foundation's collection, while other Bauhaus buildings in the city could not be adapted to meet the



■ Merkel (centre) helped to formally open the Bauhaus Museum

“Dessau is the German city most closely associated with the Bauhaus school of design”

necessary conservation requirements. Consequently an international competition was

held to create a new museum, located between the city centre and the municipal park.

The winning entry, chosen from 831 submissions, came from Barcelona-based Addenda Architects, which envisioned a 100-metre long Black Box of reinforced concrete, with no natural light but with optimal climatic conditions to preserve the sensitive items in the collection.

This stands on stilts five metres above visitors' heads and is accessible via two stairwells from the ground floor, where there is the Open Stage, a flexible space with a lobby, ticket desk, cafe and shop, and 600sq m (1,970sq ft) of space for changing exhibitions.

Construction has taken just under two-and-a-half years, with a €28m (US\$31m, £25m) project budget.

Chester Zoo's **Jamie Christon**: Grasslands will make us one of the world's best attractions



■ Christon said Grasslands will be a “phenomenal experience”

Chester Zoo has had plans approved to build an extensive African savannah habitat adjacent to a wide range of accommodation in the form of lodges and safari tents.

A proposal from the UK zoo has been accepted by Cheshire West and Chester Council's planning committee, with zoo management saying the plans will “connect visitors with nature like never before”. The extension is part of the zoo's 217-acre expansion masterplan,

“Grasslands will also see us push the boundaries of world-class animal care”

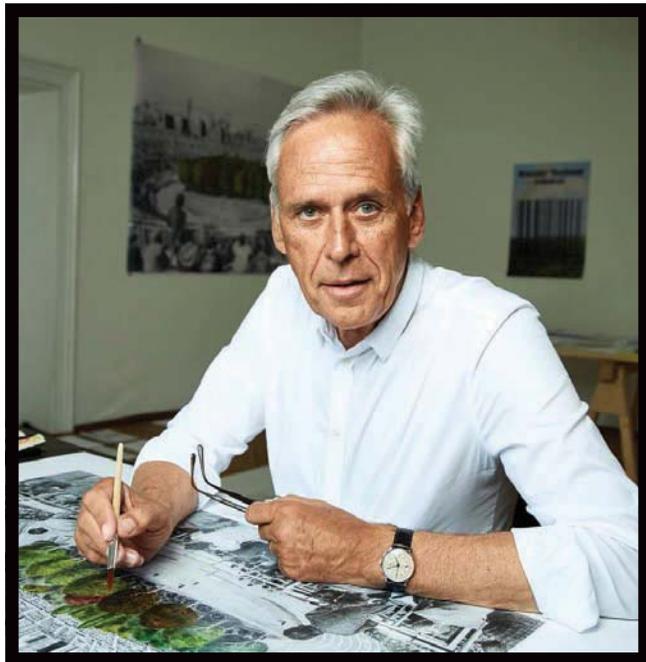
which also includes its £40m (US\$49.2m, €44.6m) Islands development

“Grasslands will be a phenomenal experience and will cement Chester Zoo's standing as one of the world's very best attractions,” said Jamie Christon, the zoo's chief operating officer.

“Featuring state of the art conservation breeding facilities for a range of

threatened African species, Grasslands will also see the zoo push the boundaries of world-class animal care”.

The new Grasslands habitat is part of the zoo's wider strategic development plan, which is broken into themed geographic regions with evermore natural habitats for threatened species. A tentative opening date has been set for 2022.



■ Littman wants to "change the way people view nature"

"The project seeks to become a memorial, reminding us that nature may someday only be found in museums"

Stadium turned into living forest attraction by **Klaus Littmann**

Austrian artist Klaus Littmann has transformed the Wörthersee Stadion in Klagenfurt, Austria, into a forest as part of an art installation looking to change people's perception of nature.

The 32,000-capacity stadium, home of SK Austria Klagenfurt football club, has been fitted with a mini-forest of 300 trees and is set to become Austria's largest public art installation.

Overseen by Enea Landscape Architecture, the "For Forest: the unending attraction of nature" project was inspired by the similarly named *The Unending Attraction of Nature*,

a dystopian drawing by artist and architect Max Peintner.

Through the installation, Littmann aims to "challenge our perception of nature" and question its future.

"The project seeks to become a memorial, reminding us that nature, which we so often take for granted, may someday only be found in specially designated spaces, as is already the case with animals in zoos," Littmann said.

The installation will run until 27 October 2019. The forest will then be carefully replanted on a public site in close proximity to Wörthersee Stadium.

4 Plans revealed for first NFL attraction outside the US
English football club Tottenham Hotspur adds an American Football tour to its stadium experience

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MUSEUMS

McNay Museum embarks on redevelopment

The first phase of a multi-million dollar landscape transformation plan for San Antonio's McNay Art Museum has been unveiled, with outdoor works of art, increased accessibility and aesthetic fencing to replace the existing tall boundary hedges planned for the Texas attraction.

The US\$6.25m (€5.7m, £5.1m) plan has been drawn up by Brooklyn and Boston landscape architects Michael Van Valkenburgh Associates, plus Texas-based partners in architects Ford, Powell & Carson, and urban landscape architects studio dwg. Construction is being carried out by San Antonio-based G.W. Mitchell, with this phase due to be completed by Q2 of 2020.

Plans for the museum's 23-acre grounds will include floral displays, dozens of native and drought-resistant trees, scenic walkways, meditative seating areas and enhanced lighting. There will also be increased pedestrian, bike and ADA (Americans with Disabilities Act) access.

An adjacent area of greenspace at the intersection of Austin Highway and North New Braunfels has been acquired and is being absorbed into the McNay campus.

A second phase of the landscape redevelopment is in the early stages of planning.

MORE: http://lei.sr/E8D8Q_A



■ A tree-lined walkway at the museum's main entrance



The US\$6.25m (€5.7m, £5.1m) plan has been drawn up by Brooklyn and Boston landscape architects Michael Van Valkenburgh Associates

SPORTS ATTRACTIONS

Plans revealed for first NFL attraction outside the US



During the experience, guides will explore the history of the NFL in the UK

Tottenham Hotspur is introducing the first stand-alone NFL visitor attraction outside of the US, with the football club adding an American Football tour to its stadium experience.

The tour will give visitors a glimpse of Tottenham's bespoke NFL facilities in its new stadium, with visitors given the chance to "step into life as an NFL athlete" as they are taken through the purpose-built team facilities, including locker rooms, player and staff preparation areas and a customised press conference suite, before having the chance to see authentic players' equipment such as jerseys, balls, pads and gloves. The



■ The tour will give visitors a glimpse of Tottenham's bespoke NFL facilities in its new stadium

iconic Vince Lombardi Trophy – presented to the winners of the Super Bowl – will also be on display, with visitors getting a look at the prize inside the NFL Commissioner's Suite.

During the experience, guides will explore the history of the NFL in the UK and what it takes to deliver NFL games in the UK.

MORE: http://lei.sr/r7x8w_A

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■ Bangkok is the most popular destination for the fourth straight year

{ For the first time in more than a decade, London has lost its status as Europe's most popular tourist destination }

Bangkok tops charts as most popular global tourist destination

The *Global Destination Index* – an annual study looking at the world's most visited tourist destinations – has ranked Bangkok, Thailand, as the world's most visited city globally. The research, conducted by Mastercard, shows Bangkok as the world's most visited global tourist destination four the fourth straight year, with 22.78 million international overnight visitors – a figure forecast to grow by 3.34 per cent in 2019.

For the first time in more than a decade, London (19.09 million) has lost its status as Europe's most

popular tourist destination, with nearby Paris (19.10 million) now the new number one city on the continent.

In the Middle East, Dubai is the top-ranked city with 15.93m international overnight visitors. The city, which had set a target of 20 million visitors by 2020, does, however, have the lowest growth forecast for the calendar year at 1.68 per cent.

"In today's interconnected world, travel has become an important part of how we work and how we live," said Carlos Menendez, president of Enterprise Partnerships for Mastercard.

MAJOR PROJECT

Odunpazari museum opens in Turkey

Kengo Kuma's latest creation – the Odunpazari Modern Museum in Eskisehir, Turkey – has opened, with the architect striving to create a sense of intimacy and warmth through its wood-clad buildings.

The inspiration for Kuma's design, which is based on a cluster of boxes clad with stacked, interlocking timber beams, comes from the history of the location – a former centre for timber trading.

The word odunpazari means firewood market in Turkish.

Built to house the 1,000-piece modern art collection of Erol Tabanca, an architect and chair of Turkish contractor Polimeks, the blocks of the 4,500sq m (14,760sq ft) museum are rotated and

arranged so as to complement the surrounding streetscape of Ottoman houses.

Containing a café and a shop, the museum buildings are designed to provide smaller, more intimate spaces on the lower floors, with large, open galleries for events and exhibitions on upper floors.

At the centre of the building, there's a skylit atrium that stretches the full height of the three-storey building.

Kuma said his intention with the museum building was to create a sense of intimacy and warmth by using small-scale units, wood and natural light.

"Throughout the building, the geometry is not perpendicular," he said.

MORE: http://lei.sr/Y6x8d_A



■ Kengo Kuma's Odunpazari Modern Museum is designed to complement the surrounding Ottoman housing



The geometry of the building is not perpendicular

Kengo Kuma

ART ATTRACTIONS

Mirror installation offers new perspective for San Francisco



Each sphere is a 5m high orb made of polished, hydroformed steel, supporting a flat, circular mirror that is framed by a ring of LED lights

Seeing Spheres, a new and permanent artwork by Olafur Eliasson featuring five reflective silver orbs has been opened on San Francisco's waterfront.

The Mission Bay installation by the Danish-Icelandic artist is situated at a plaza next to the city's new Chase Center sports complex, where the Golden State Warriors basketball team will play.

Each sphere is a 5m (16.4ft) high orb made of polished, hydroformed steel, each supporting a flat, circular mirror that is framed by a ring of LED lights, oriented inwards to face the mirrors of the surrounding spheres.



■ The artwork consists of five hydroformed steel orbs

The alignment produces a "surprising environment of multi-layered, reflected spaces, in which the same people and objects appear again and again, visible from various unexpected angles", said Eliasson's studio.

MORE: http://lei.sr/D5j8H_A

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MUSEUMS

Two new galleries for Surgeons' Museum

One of Scotland's oldest museums is preparing to launch two new galleries in 2020 after entering the second phase of a National Lottery-funded redevelopment process.

Set inside the Royal College of Surgeons of Edinburgh, the Surgeons' Hall Museums first opened in 1832 and house one of the largest and most historic collections of artefacts charting the history and development of surgery.

Financed by the National Lottery Heritage Fund (NLHF), the museum completed phase one of a £4.4m (US\$5.41m, €4.91m) redevelopment in 2015.

£2.7m (US\$3.3m, €3m) was spent on phase one, with new interactive and display

exhibits helping visitors to the museum discover the stories and breakthroughs that have shaped modern surgical practice.

Phase two of the development, scheduled to open on 11 September 2020, will see a new exhibit spread over the two new galleries. Called *Body Voyager*, the exhibition will explore the rise in computerised and robotic technology in medicine. The galleries, split into four zones looking at different parts of the human body, will also include a high level of interactive computer technology, working surgical instruments, human specimens and AV presentations.

MORE: http://lei.sr/K3x6u_A



■ The Surgeons' Hall Museums first opened in 1832



The Surgeons' Hall Museums opened in 1832 and houses one of the largest collections of artefacts charting the history and development of surgery

REDEVELOPMENT

A year from fire, Brazil museum reveals reopening plans



Our intention is to inaugurate a part of the reconstructed palace

Denise Pires

One year on from a fire that almost completely destroyed the National Museum of Brazil, the institution has announced plans to reopen in 2022.

The 200-year-old museum went up in flames last September after a faulty air conditioner started the blaze, which destroyed around half of the museum's collection. Thanks to extensive efforts from recovery crews, lost items such as the 12,000-year-old skull of Luzia – the oldest human remains ever found in the Americas – were successfully recovered.

"Our intention is to inaugurate a part of the reconstructed palace in



■ The huge blaze in 2018 almost completely destroyed the 200-year-old museum

2022 with expositions that let us celebrate the bicentennial of Brazil's independence," said Denise Pires, head of the Federal University of Rio de Janeiro speaking at a press conference at the Brazilian Academy of Sciences.

MORE: http://lei.sr/r8Y8B_A



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HISTORIC THEME PARK

Cincinnati's Coney Island to focus on water rides

'Providing guests with more of what they want' – this is the rationale behind Coney Island's decision to remove its amusement park rides and replace them with additional water park experiences.

The Cincinnati attraction opened its renowned Sunlite Pool in 1925 and has added a variety of water-based experiences over the years in its Sunlite Water Adventure area.

Over time, it has also added traditional amusement park offerings – such as bumper cars, shows, games, ferris wheel and carousel rides.

However, the Sunlite Pool, which has been the world's largest flat-surface, recirculating pool for more

than 90 years, has always been the primary reason for families to come to the park.

"All of our consumer research, all of our consumer feedback, and all of our in-park data shows that the vast majority of our guests come to Coney Island because of the fun they have while in the Sunlite Pool area," said Rob Schutter, Jr., president and CEO of the park.

The work to be undertaken is expected to culminate in the 100th anniversary of the opening of the Sunlite Pool in 2025, added Schutter.

"Since 2016, we have invested more than US\$6m (€5.4m, £4.9m) into the Sunlite Pool."

MORE: http://lei.sr/B8N4n_A



■ The Sunlite Pool opened in 1925 and has been the world's largest flat-surface recirculating pool for more than 90 years



Since 2016, we have invested more than US\$6m into the Sunlite Pool

Rob Schutter Jr

BOMB SCARE

Civil War-era bomb found at Puy du Fou Spain



The explosive, which was found just days after the first show, was destroyed by explosives experts within the park's grounds

A Spanish Civil War-era bomb has been found at Puy du Fou's newest park just days after its debut show.

Discovered on 4 September, the explosive was destroyed by police explosives experts in the early hours of the following morning at the Toledo attraction, an hour south of Madrid.

Regional emergency services confirmed the news in a Twitter post, adding that "no injuries or property damages were suffered".

The discovery of this kind of bomb is not uncommon in Spain. The devices are remnants from the 1936-39 Civil War,



■ Puy du Fou España will open fully in 2021

with another discovered just last month in an area close to one of Barcelona's famous beaches – Sant Sebastiá.

Puy du Fou España is the French operator's latest development, following on from its UK version of the show Kynren, which debuted in 2016.

MORE: http://lei.sr/5B7n4_A

ZOOS

Blair Drummond invests £1m in sea lions

A new pump room and filtration system designed to enhance an existing sea lion habitat are part of a £1m (US\$1.22m, €1.1m) upgrade programme announced by Blair Drummond Safari Park, in Stirling, Scotland.

The family-owned park has invested more than £7m (US\$8.54m, €7.73m) over the last ten years to ensure it meets the standards laid down by BIAZA and EAZA – the British and Irish, and European zoo and aquarium associations.

The sea lion enclosure is one of the most popular attractions at Blair Drummond. In recent years, it has added a drive-through macaque exhibit, Pets Farm walk-through area, new elephant house, antelope housing, and the installation

of biomass heating for its large mammal houses.

Blair Drummond supports conservation programmes such as the European Endangered Species breeding programme and provides learning experiences for visitors on areas such as animal care and the environment.

Park manager Gary Gilmour commented: "This work has been in the pipeline for three years and is part of an ongoing schedule of improvement plans taken in consultation with staff and animal health specialists.

"Our love of animals is what drives our day-to-day activities, so this is exciting news for our keepers, and the Blair Drummond team."

MORE: http://lei.sr/r7v7M_A



■ The sea lions are one of the zoo's most popular attractions



This work has been in the pipeline for three years and is part of an ongoing schedule of improvement plans

Gary Gilmour

ACCOMMODATION

Disney reveals new details for "Galactic Starcruiser" hotel



Visitors will be offered the chance to take part in a number of Star Wars activities, including lightsaber training and learning how to operate starcruiser systems

Disney has unveiled new details for its hotly-anticipated Star Wars hotel at Disney World in Florida, revealing plans to host guests for two nights in a fully-immersive experience that takes them on a journey into the franchise's universe.

Called Star Wars: Galactic Starcruiser, guests will arrive and depart from the hotel at the same time, having embarked upon an immersive experience that allows them to become heroes in their own Star Wars story.

During the experience, visitors will be offered the chance to take part in a number of activities, including



■ Guests at the Star Wars-themed hotel will get a two-night immersive experience

lightsaber training, learning how to operate starcruiser systems, making an excursion to Black Spire Outpost on the planet of Batuu, and enjoying ever-changing vistas from their cabin window as they 'travel' through the galaxy.

MORE: http://lei.sr/Q8u7P_A

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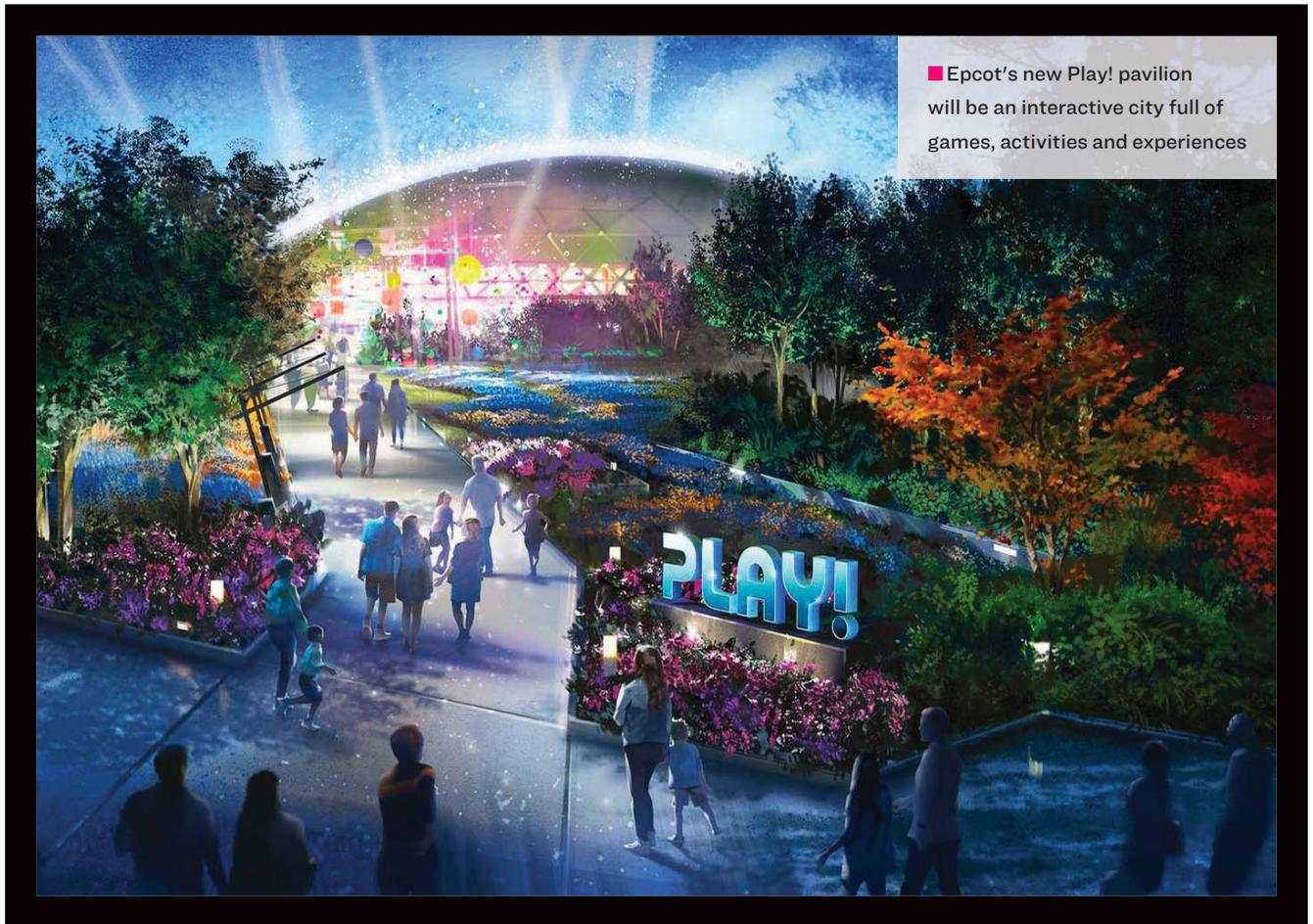
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Epcot disney

The transformation of Disney's iconic Epcot Center is continuing with the unveiling of a host of new attractions



■ Bob Iger, Disney President

Disney has promised the biggest ever transformation of any of its parks in announcing a host of new attractions and experiences for its Epcot theme park, many set to open in January or summer 2020.

Among the new characters and IP to be introduced at the park are *Mary Poppins*, *Beauty and the Beast*, *Moana* and *Guardians of the Galaxy*.

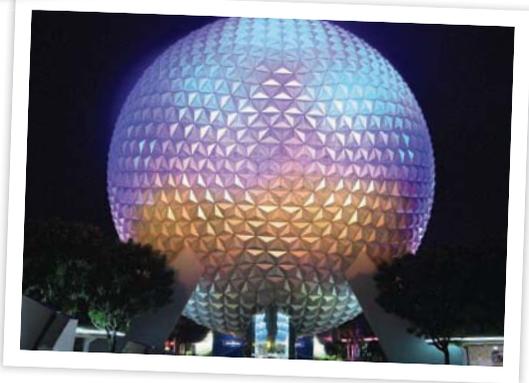
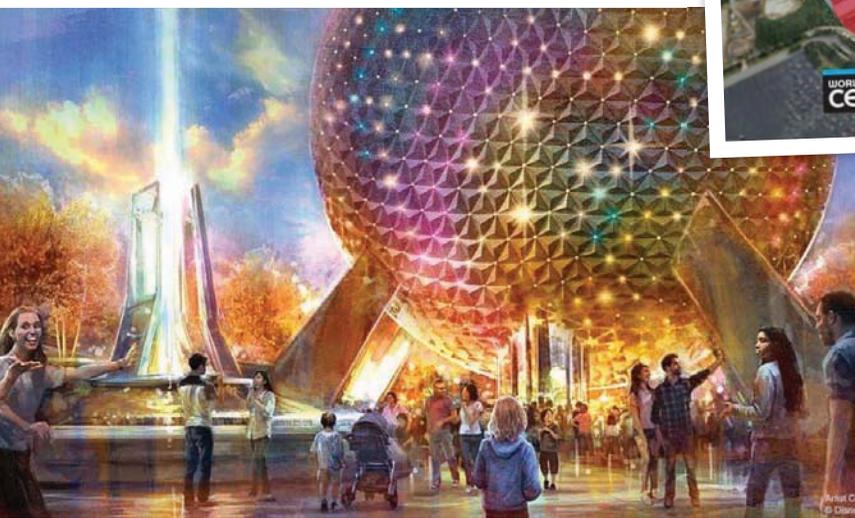
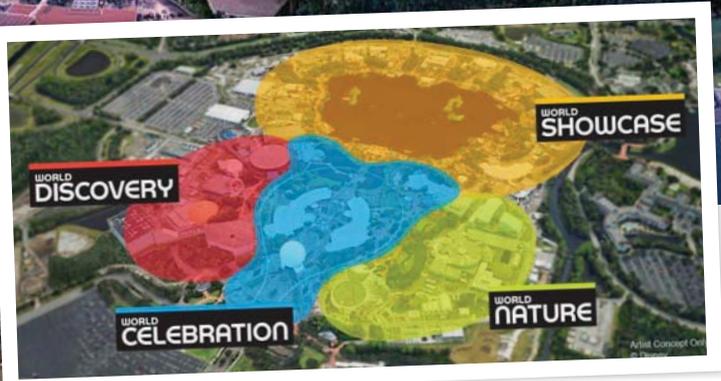
The location will be divided into four neighbourhoods that each

"speak to important aspects of the world and its people", and will be "filled with new experiences rooted in authenticity and innovation" said Disney. These four areas are World Showcase, World Celebration, World Nature and World Discovery.

World Showcase will continue to be a celebration of culture, cuisine, architecture and traditions, but, said Disney, infused with new magic. Here, in the United Kingdom pavilion, the first attraction inspired by *Mary Poppins* will



■ Every section of the park will be redeveloped during the ambitious project



be situated. Guests can step back in time along Cherry Tree Lane and enter Number 17, the home of the Banks family, for whom Poppins was the nanny.

Also in the World Showcase will be a new Beauty and the Beast Sing-Along and Remy's Ratatouille Adventure attraction, both in the France pavilion, new scenes and stories in the Canada and China pavilions, and HarmonioUS – the largest nighttime spectacular ever created for Disney, celebrating its music as an inspiration



Among the new IPs to be introduced at the park are Mary Poppins, Beauty and the Beast and Moana

for people all over the world. World Celebration retains its Spaceship Earth attraction, with new narration, music and a new entertainments pavilion.

In World Nature, visitors will find Journey of Water, inspired by the hit animated film Moana.

There will also be the Play! pavilion, which will be an interactive city full of games, activities and experiences, including a water-balloon fight hosted by Huey, Dewey, Louise and Webby, in which visitors can compete.



How we take and interact with photographs has changed dramatically over the past two decades

Craig Bauer, managing director, Motif



Picture perfect

The Eiffel Tower has been revealed as the world's most tagged tourist attraction on photo-sharing platform Instagram



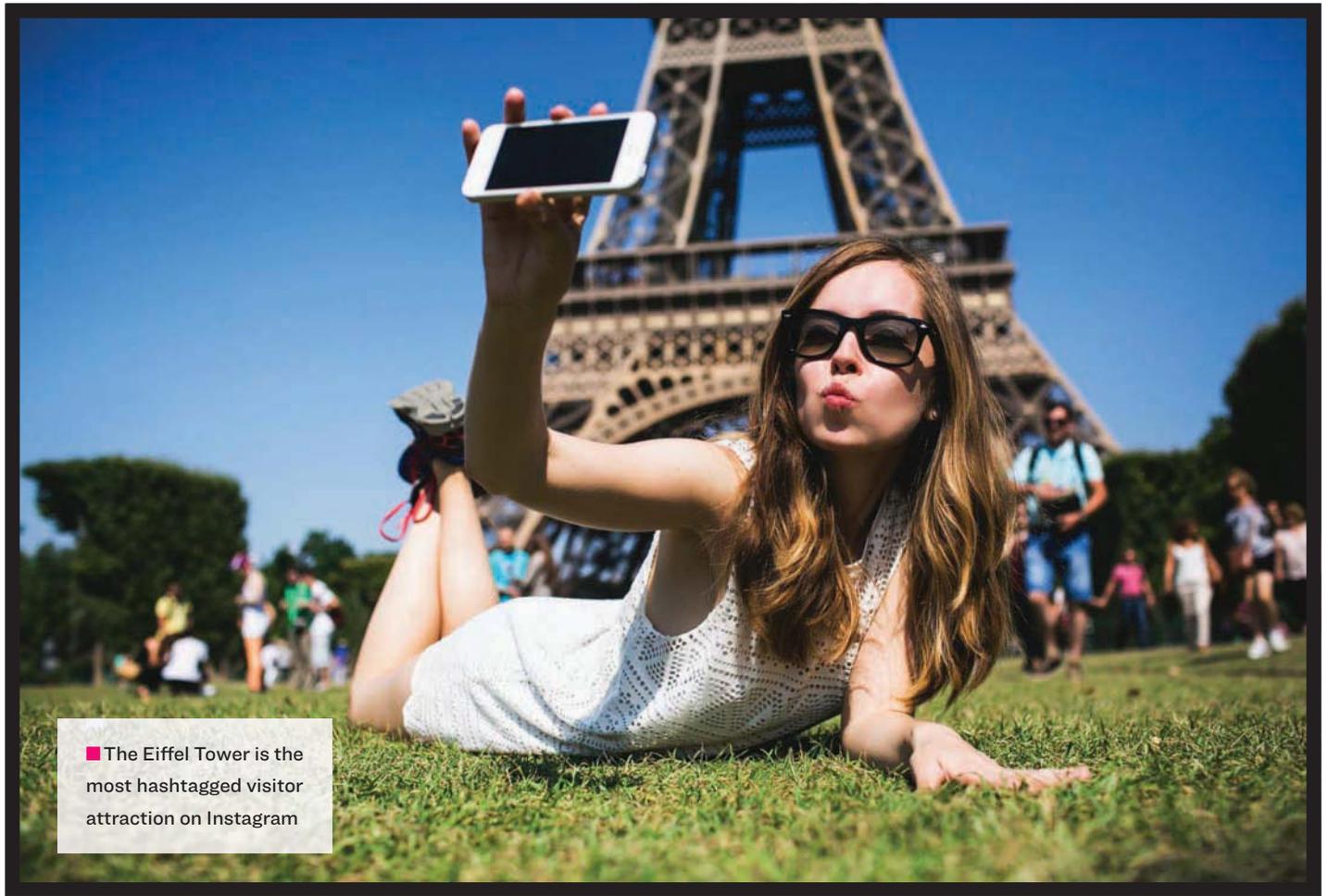
■ Times Square in New York made it to the top three most popular destinations

The Eiffel Tower is the world's most popular attraction, according to Instagram, with the Paris attraction ranked as the social media platform's most tagged attraction.

Ranking the most 'Instagram-worthy' tourist attractions, #eiffeltower was used 5,849,737 times, followed by #lasvegasstrip at 4,802,560 and #timessquare at 3,949,217.

Towering presence

London, which is the most popular city on Instagram, had its highest-ranked attraction in sixth place, with Big Ben shared 3,007,317 times. The London Eye also makes the top 20 in seventh place (2,980,066 hashtags), while Buckingham Palace comes in 18th (1,127,083 hashtags). The world's tallest tower – the Burj Khalifa – is the only attraction from



■ The Eiffel Tower is the most hashtagged visitor attraction on Instagram

As we move further into an age where photographs are taken on phones, there's greater convenience in capturing memories

the Middle East to make the top 20. It ranked fourth overall, with 3,502,116 hashtags. The Taj Mahal in 16th is the sole representative from Asia, with 1,260,502 hashtags. South America also has a single entry, with 1,539,713 tags of Peru's Machu Picchu in 15th.

Data crunching

The research was carried out by MacOS-native photo-integration app Motif, which analysed the number of hashtags published to Instagram since the social network's creation in 2010. It then extrapolated the data to identify the most visited destinations and cities worldwide.

"Over the past two decades, how we take and interact with photographs has changed dramatically, and this applies in particular to travels and holidays," said Motif managing director, Craig Bauer. "As we move further into the

digital age, where photographs are taken on phones, viewed on screens and shared on social media platforms like Instagram, there's greater convenience in capturing memories than ever before."



■ The Las Vegas strip was the second-most tagged location in the world

The top 20 tourist site "hashtags" around the world

1.	#eiffeltower	5,849,737
2.	#lasvegasstrip	4,802,560
3.	#timessquare	3,949,217
4.	#burjkhalifa	3,502,116
5.	#grandcanyon	3,433,049
6.	#bigben	3,007,317
7.	#londoneye	2,980,066
8.	#louvre	2,897,989
9.	#goldengatebridge	2,645,651
10.	#empirestatebuilding	2,598,694
11.	#towerbridge	2,127,742
12.	#sagradafamilia	1,830,206
13.	#statueofliberty	1,820,337
14.	#colosseum	1,552,294
15.	#machupicchu	1,539,713
16.	#tajmahal	1,260,502
17.	#cntower	1,249,873
18.	#buckinghampalace	1,127,083
19.	#acropolis	1,109,978
20.	#arcdetriomphe	948,133

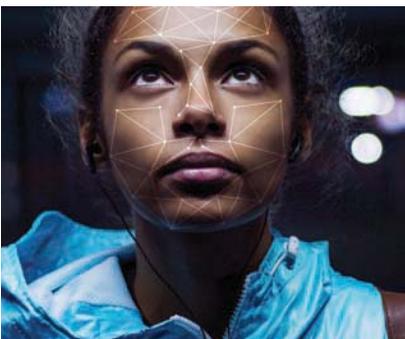
THE FUTURE OF GUEST EXPERIENCES: *this time, it's personal*

The future of attractions are always evolving but what do AI, machine learning and neural networks have to do with it? Experience designers Holovis are pioneering developments that not only extend and enhance the guest experience but that will also become imperative to safety, park performance and operations.

“The desire for personalisation and unique guest experiences that drive ride and park repeatability have been at the top of the requirements list over the last few years,” says Peter Cliff, creative director at Holovis.

“The evolution of real-time media and enhanced interactivity techniques have allowed guests to customise their experience, but we’re taking things one step further and achieving true personalisation where guests are in control and the same experience is never repeated twice.”

To deliver this, Holovis has developed a proprietary software ecosystem that connects all elements of a themed entertainment space to streamline operations, transform security and safety protocols and provide deeply personalised, intelligent entertainment experiences.



There are a many potential applications for biometric and AI technologies

“Our interactive attractions are evolving to become much more intelligent by using advanced tracking technologies including our biometric and AI platforms. We take the techniques currently being developed by our data scientists and software teams for our enterprise and simulation divisions and apply them to create next-generation themed entertainment solutions that are pushing the boundaries,” explains Cliff.

New technologies

Holovis has developed a suite of software modules that leverage advanced computer vision and tracking technologies. These are fronted through the provision of guest experiences with personalised content that enhances their journey but also produce powerful data analytic visualisations and insights into park dynamics and operations on the backend.

The biometric tracking works by picking up attributes of the guest from their physical appearance and linking them to a user profile. The user is completely anonymised during this process, no data about an individual is saved and nothing can be reverse-engineered that could compromise personal information.

“We’ve prioritised the development of several different methods of tracking



Peter Cliff is creative director at Holovis



guests around a space that remove the complete reliance of a second screen, such as a mobile phone, digital signage networks or virtual reality,” says Cliff.

“Users are identified through a powerful attribute recognition engine, which drives guest experience through personalised outputs. These include gesture recognition, where the power is in the hands of guests to alter their surroundings without needing any other devices or technologies, just natural human interaction.

“They could, for example, cast a spell, make lights come on inside a building or make water come out of a fountain. When combined with the facial recognition, a user can’t perform that action until they have unlocked that power, so someone else can copy the gesture but it may not work for them if they haven’t also unlocked the feature. This adds to the illusion of magic.



Holovis uses gesture recognition for Justice League A Call For Heroes at Madame Tussauds attractions in Orlando and Sydney

Users are identified through a powerful attribute recognition engine, which drives guest experience through personalised outputs

"The great thing about attribute recognition is it removes barriers to entry. Costly props enhanced with RFID are no longer the only way to take part.

"It's the object recognition module that allows guests to bring props into the narrative. Machine learning is used to identify common objects or those that can be purchased in gift shops and when detected incorporate them into the user's specific story. These can be standard items that don't need to be enhanced with any technological systems."

These tools can be utilised across a whole park or at a family entertainment centre, just in one themed zone, as part of the in-ride experience to personalise media scenes and in passive areas such as queue lines to elevate boredom.

Behind the scenes, the guest experience is a user-friendly face for what is actually a system that will become critical to park security and operations.

Spacial awareness

This real-time tracking intelligence of the way in which people are moving around the space combines with simulation data to deliver extensive insights into operations and security. This gives an accurate picture of proceedings and operators can choose to act on these for reasons such as improving the flow of guests, alleviating congestion and emergency situations.

When combined with the machine learning, analysis of the way guests typically move around a space, this identifies how crowds would move, should

disasters occur and how emergency response teams should function. When a new ride is added, a simulation can be run to see in real-time how this will affect the way in which people are moving around the space.

"Just as Machine Learning and AI are changing other industries, such as manufacturing, healthcare, finance and retail, they are also set to have just as great an impact on themed entertainment," says Cliff. "This goes much further than simply contributing to guest entertainment – a whole ecosystem can be designed around these tracking technologies that keep guests safe by delivering extensive insights into park operations and security. We're very excited to see these transformations occur."

PRODUCT INNOVATION

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

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● Simworx' new ride, Metro of Time, takes guests on a thrilling adventure through time

Simworx launches new time-travelling attraction, taking guest through four times zones



● Terry Monkton, SimWorx CEO

Simworx, a UK-based developer of dynamic media-based attractions, has launched a brand new attraction.

A state-of-the-art motion simulation experience, the ride, called Metro of Time, takes guests on an adventure through four time zones, including a prehistoric safari, a treasure hunt through an Ancient Egyptian tomb, a Medieval quest before culminating in a thrilling chase across the Wild West.

Available for a 2020 install, the Metro of Time attraction consists of four Metro-themed 4D cinemas, each with a 40-person

capacity. The units, available individually or in multiples, each feature 3DOF motion seats, surround sound audio, on-board special effects and seven LED screen 'windows' that transport the riders through time.

Setting the scene for the ride, guests go through a pre-ride experience that shows a geomagnetic storm ripping a hole in the space-time continuum, causing the trains to malfunction, sending riders back in time.

As guests arrive at each 'destination', the carriage wall opens revealing a huge projection screen which, alongside, the on-board screens create a

truly immersive experience.

In addition, the ride is available with custom film content to suit the client's needs and theme.

Simworx CEO Terry Monkton said: "The team here at Simworx are thrilled to announce this brand new attraction to the market. Our development team are always working on new and innovative ways to offer a thrilling experience to our clients, and this ride is no different! Available in a full turnkey solution, this truly unique attraction is also ready for install early 2020."

ATTRACTIONS-KIT KEYWORD

SIMWORX

Jora Vision to create panda museum in China



● June Ren, MD Asia, Jora Vision

Jora Vision, a Netherlands-based attractions design firm, has won a competition to develop a museum experience at The Giant Panda Breeding Research Base in Chengdu, China.

Officials at the facility, a renowned panda protection and research institute, challenged competition entrants to create an experience that would meet tourism demands whilst working within the architecture's limited space.

Jora Vision impressed the judging panel with its concept of



● Jora Vision will create a walkthrough experience combining interactive exhibits with immersive theming and digital guidance

a walkthrough experience, which offered a 'well-defined storyline' and combined interactive exhibits with immersive theming and digital guidance solutions.

The museum will provide an immersive and educational environment showcasing the important work the facility does in researching and protecting pandas.

June Ren, MD Asia for Jora Vision, said: "We're proud to work with the Chengdu Giant Panda Breeding Research Base. It is great to see that tourist attractions are contacting Jora Vision for our expertise of creating visitor experiences."

.....
ATTRACTIONS-KIT KEYWORD
JORA VISION

Marcon to carry out major fit-out at the Museum of Literature Ireland

Marcon, a fit-out specialist based in Northern Ireland, is set to complete a major fit-out at the UCD Newman House in Dublin that will transform the building into the Museum of Literature Ireland (MOLI).

The €10.5m project will unite University College

Dublin (UCD) and the National Library of Ireland to create the MOLI. Billed as a new literary attraction with international appeal, MOLI will have a focus on 20th and 21st century writers with a particular emphasis on James Joyce.

It will, said a release, present a rich panorama of



● Martin McErlean, Marcon

manufacture and installation of specialist joinery, display cases, bespoke metalwork, graphics and feature lighting throughout the space, and will work closely with museum and exhibition designer Ralph Appelbaum Associates.

Martin McErlean, heritage contracts manager at Marcon, said: "We are really pleased to be carrying out the exhibition fit-out within the new Museum of Literature Ireland. This is a wonderful project to be involved in and the international appeal of the museum will allow us to showcase our craftsmanship to the world."

.....
ATTRACTIONS-KIT KEYWORD
MARCON



● Marcon's heritage team will be responsible for the project

Irish literature with a first edition of James Joyce *Ulysses*, serving as a spectacular focal point. Other literary greats, such as Newman, Hopkins, Beckett, Donoghue, Tóibín and Meehan, will also be honoured in the museum.

Marcon's heritage team will be responsible for the

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.

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www.astc.org/conference

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**Walt Disney World,
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■ The event will offer a close-up look at the unique attractions of Hainan, China

15-17 OCTOBER 2019

IAAPA Asia Pacific Summit

Hainan Island, China

The three-day event will offer industry professionals to participate in high-level networking, be inspired from carefully chosen presentations and to

experience the world-class attractions in Hainan, China. In total, there will be three "behind-the-scenes" facility tours at Mission Hills Haikou, Atlantis Sanya and Hainan Ocean Paradise.

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18-22 NOVEMBER 2019

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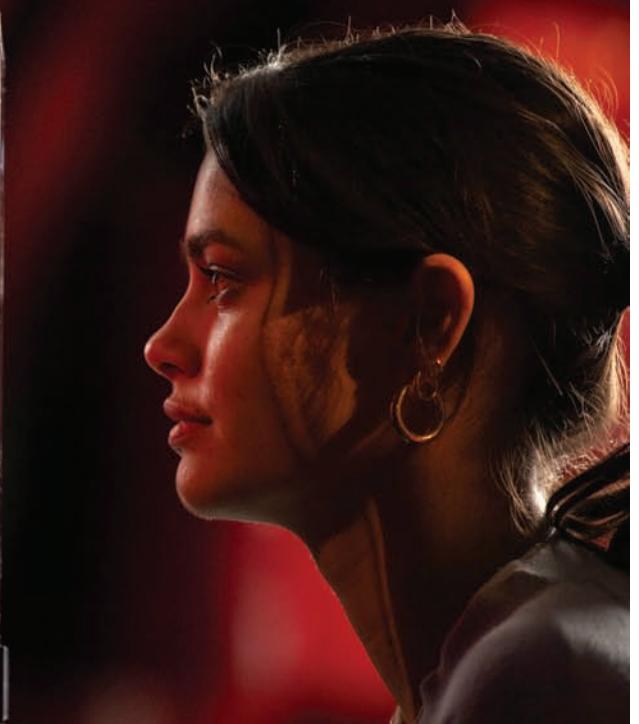
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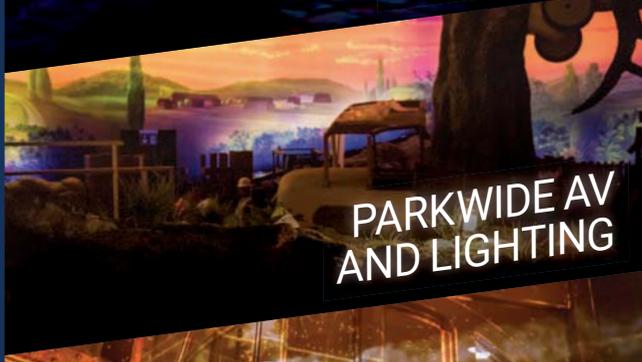
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Education/Operations Manager

CARLSBAD, CA, UNITED STATES

Scope of Job:

Develops, delivers and evaluates guest, group and student informal science education programs and recruits, manages, trains and evaluates SEA LIFE staff.

Coordinates programming and best practices with the site's Displays Curator, and the Education Specialists at other US SEA LIFE Aquariums and with the larger informal science education community.

Ensures that all education programs meet the needs of formal and/or informal teaching institutions. Maintains all aspects of educational programs and responsible for all budgets relating to the operation functions and education programs.

Manages the daily operation of SEA LIFE Operations and Grounds department. Supervises, monitors and evaluates the work performance of the Assistant Managers, providing frequent feedback and coaching when necessary.

Works closely with other departments of SEA LIFE and the resort. Ensures that SEA LIFE Aquarium's overall presentation is to the highest quality standards in the industry.

Background and Experience:

Experience developing and delivering fun and engaging education programs in a formal or informal setting preferred. Knowledge of informal learning and understanding of current marine conservation issues.

Education:

BS in science, education or a related field. Non-related degree plus related work experience can be substituted.

- Four years professional experience working at an aquarium or theme park,
- Two years experience working in supervisory role, preferably supervising a minimum of 20-30 employees,
- Two years experience managing operating budgets to include labor and equipment,
- Two years experience creating and implementing education programs.

For more information and to apply visit: <http://lei.sr/B0w8y>

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Company: Holovis

Location: Lutterworth, UK

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Salary: Competitive

Company: Holovis

Location: Lutterworth, UK

AR and VR Headset Engineer

Salary: Competitive

Company: Holovis

Location: Lutterworth, UK

Education/Operations Manager

Salary: Competitive

Company: Sea Life

Location: Carlsbad, CA, USA

Audio Visual Engineer

Salary: Competitive

Company: Holovis

Location: Orlando, FL, USA

Customer Relationship Manager

Salary: Competitive

Company: Legoland

Location: Orlando, FL, USA

Project Manager

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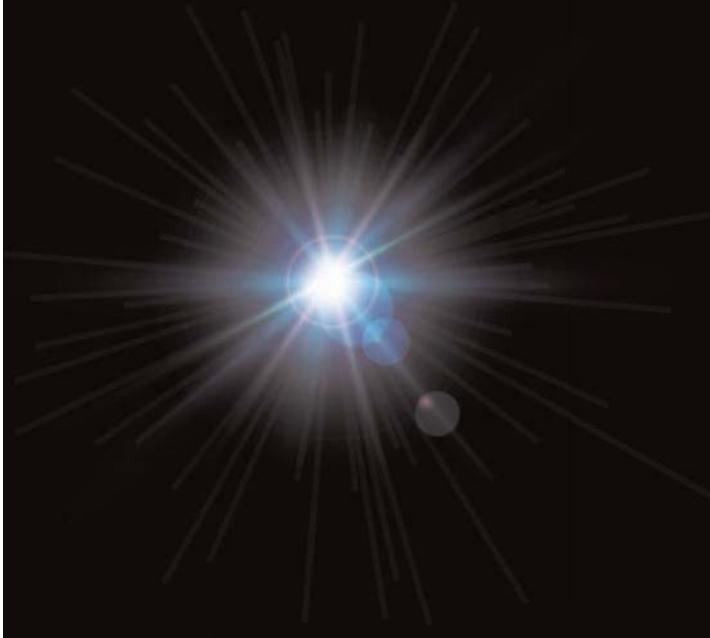
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