

Attractions

MANAGEMENT NEWS

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Merlin plans new Legoland in Shanghai

Shanghai is to become a major theme park destination, with a proposed new Legoland park, expected to open after 2023, projected to be one of the largest Legoland Resorts in the world.

Merlin Entertainments, Lego Group majority owner KIRKBI and content creator CMC have signed an agreement with the Shanghai Jinshan District Government to develop the resort in south west of the city.

The region, which comprises Shanghai, Jiangsu, Zhejiang and Anhui, has an estimated population of 220 million people.

Under the terms of the agreement, the parties involved will form a joint venture company and contribute funding to the construction and development.

The Legoland Shanghai project is expected to cost around £500m (US\$644m, €581m), and will incorporate a 250-room, fully-themed hotel.



■ An artist's impression of the new park

Nick Varney, CEO of Merlin Entertainments, commented: "A gateway city with modern consumers, Shanghai is already the home for many Merlin brands, and it has been our ambition for some time to build a full-scale theme park there."

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“

It has been our ambition for some time to build a full-scale park in Shanghai

Nick Varney



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TEA award winner Railton partners with **Scott Ault** to create RED: Railton Entertainment Design

Entertainment Design Corporation, the design firm run by award-winning designer Jeremy Railton for 25 years, has changed its name to reflect his name and legacy, becoming known as RED (Railton Entertainment Design).

In addition, Scott Ault, formerly of Checkmate Development Group and, before that, Rethink Leisure and Entertainment, has become a partner with Railton, and will lead RED on a day-to-day basis as managing partner, while Railton serves as senior partner and creative lead.

Railton is an Emmy award-winning art director and production designer,



■ Ault (left) described Jeremy Railton (right) as a 'creative genius'

"Scott is an amazing creative business partner, and immediately upon shaking hands to form our partnership"

as well as a four-time TEA Thea winner and Lifetime Achievement honoree.

His work includes projects that have blended artistry and cutting-edge

technology at venues such as Caesars Palace in Las Vegas, Panasonic Pavilion at Universal Studios, the GM Showroom Theatre at Epcot Center, and Lake of Dreams at Resorts World Sentosa.

The new collaboration between Railton and Ault will offer design and production services that focus on out of home entertainment.

Ault described Railton as a "creative genius", and said the opportunity to work with him was "incredible", while Railton said: "Scott is an amazing creative business partner, and immediately upon shaking hands to form our partnership, great things have been happening and new projects coming forward."

ProSlide appoints **Chantal Theoret** as new director of global marketing



■ Theoret will lead ProSlide's marketing team

ProSlide Technology has appointed Chantal Theoret as its new director of global marketing.

The Canada-based water ride design and manufacturing firm will see Theoret head-up its marketing team and enhance brand development as the company expands into new territories.

The University of Ottawa social science, political science and communications graduate moved to ProSlide from aerial work platform specialist SkyJack Inc, where she held

"Chantal is a strategic hire for us as we focus on the growth of our water ride innovations globally"

the role of global marketing and communications manager.

Prior to SkyJack, she was part of the executive leadership team, as brand manager, in the solar division of Just Energy.

"Chantal is a strategic hire for us as we focus on the growth of our water ride innovations and customer relationships globally," said Ray Smegal, ProSlide's CCO.

"She brings a wide range of marketing and communication experience and is a welcome addition to our senior team.

"With our expanding product lines and rapid growth, we will continue to add to our talent pool to ensure we consistently deliver to our clients."

ProSlide's distributes its across the world and clients include Disney, Six Flags and Premier Parks.



■ Iger revealed that revenues were up by 17 per cent during 2019

"We've spent the last few years transforming the company to focus resources"

Bob Iger describes Disney's 2019 full-year results as "solid"

Expenses associated with the establishment of Star Wars: Galaxy's Edge attractions at Walt Disney parks have been more than offset by higher average ticket prices and food, beverage and merchandise spending, according to Walt Disney Company's Q4 and full year financial results.

Disney's Parks, Experiences and Products segment showed improved revenue and operating income figures compared to 2018 equivalents, with revenue increasing by 8 per cent in the quarter to the end of September 2019, and by 6 per cent for the full 12 months. Those revenue figures were US\$6.7bn (€6.1bn, £5.2bn) and

US\$26.2bn (€23.8bn, £20.5bn) respectively.

Operating income grew by 17 per cent in Q4, to reach US\$1.4bn (€1.27bn, £1.1bn), and by 11 per cent over the whole year, to US\$6.8bn (€6.16bn, £5.3bn).

Disney said there was higher guest spending at Disneyland Resort, despite lower attendance, while Walt Disney World achieved a comparable prior-year quarter.

Describing the quarterly results as "solid", Disney CEO Bob Iger said: "We've spent the last few years transforming the company to focus resources on delivering the extraordinary direct-to-consumer experience, and we're excited for the launch of Disney+ on November 12."

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Job opportunities

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HERITAGE

Visitor attraction planned for remote islands

A visitor centre will be built in the Svalbard Islands – one of the remotest corners of the world.

Called The Arc, the facility was commissioned by Arctic Memory AS to showcase the importance of the Global Seed Vault and the Arctic World Archive, as well as to educate visitors and inspire innovative preservation solutions for the world's food and digital resources.

Located 78° north of the Earth's equator in Longyearbyen, the Arctic Ocean, a town in the Norwegian archipelago of Svalbard, the visitor centre comprises two contrasting buildings that are linked by a glass bridge.

The exhibition building takes the form of a tall, circular tower that tapers towards as it rises. It is designed to give visitors the sense of entering the seed vault that is built into the permafrost.

Designed by architects Snøhetta, the attraction will house temporary and permanent exhibits are displayed in a temperature-controlled vault. There is also a conditioned auditorium for displaying digital projections, as well as hosting deposit ceremonies, lectures and talks.

Its roof is designed for the installation of solar energy to generate power and it houses a lobby, ticket facilities, a cloakroom and café.

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■ The Arc will tell the story of the Svalbard Global Seed Vault



Inside, temporary and permanent exhibits are displayed in a temperature-controlled vault.

TRAINING

Six major art museums offer curatorial training to students



As well as giving the students hands-on experience in a museum setting, the fellows will also be matched with a curatorial mentor at each of the museums

Twelve new students have been enrolled in the Andrew W. Mellon Undergraduate Curatorial Fellowship programme, with the selected entrants to be given specialised training and mentoring from six high profile art museums in the US.

The new class is the fifth to enroll in the two-year programme, from which 30 fellows have graduated since it began in 2014. The programme seeks to increase curatorial talent from historically under-represented communities.

As well as giving the students hands-on experience in a museum setting, assisting curators and staff on exhibitions,



■ Art Institute of Chicago is taking part in the project

collections and programmes, the fellows are also matched with a curatorial mentor at each of the museums, who must attempt to enrich the academic experience and broaden the fellow's understanding of art and art history.

The fellowships include regular engagement during the academic year and full-time engagement over the summer.

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■ Casely-Hayford will take up his new role during Q2 2020

"We are going to craft dynamic and compelling ways for our audiences to get close to the extraordinary"

V&A appoints **Gus Casely-Hayford** as first director of V&A East

Gus Casely-Hayford, the British curator, cultural historian, broadcaster and lecturer, has been named as the inaugural director of V&A East – the museum's new expansion project that is scheduled to open in London in 2023.

Casely-Hayford is currently the director of the Smithsonian's National Museum of African Art in Washington D.C., US.

Upon returning to London in Q2 2020 to begin his new role, he will be responsible for the creative strategy and programming across V&A East's two public venues in east London, which are currently under construction in Queen Elizabeth Olympic Park.

Tim Reeve, V&A deputy director and project lead for the V&A East project, said the museum had "cast the net wide to find a creative leader of the highest standing".

Casely-Hayford has lectured widely, sat on art institutions' boards and presented broadcast programmes for the BBC and Sky. He was awarded an OBE for services to arts and culture in 2018.

He said that the V&A has "long been the arts institution that I've looked to for innovation and inspiration", and described the collection as "the most thrilling body of material culture".

"We are going to craft dynamic and compelling ways for our audiences to get close to the extraordinary," he added.

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MAJOR PROJECT

Puy du Fou signals further global expansion

French historical theme park Puy du Fou is continuing its international expansion, with the imminent signing of a contract to build a new attraction in China.

The contract is expected to be signed during French president Emmanuel Macron's state visit to the country in November. Puy du Fou president Nicolas de Villiers will accompany Macron on the trip.

The €230m (US\$256m, £198m) project will see the creation, in its first phase, of a night show, themed hotel, period village and restaurant at Qinhuangdao, facing the Great Wall of China – a setting that will imbue the location with "poetry and mystery".

In a statement, Puy du Fou said the night show will be along the lines of its Cinéscénie and El Sueño de Toledo shows in France and Spain respectively. A team of 35 people are already in Hangzhou, working to develop the artistic model for the show, drawing on Chinese culture as inspiration, and Puy du Fou says it will expand this team to 200 upon signing the contract.

The company is aiming for a 2022 opening of the show, and said that by 2030 it hopes to have a fourth location in the world. The Spanish expansion opened in August this year in Toledo, before its full opening in 2021, when it will feature three vintage villages.

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■ Puy du Fou China will be 'imbued with poetry and mystery'



The €230m project in Qinhuangdao will see the creation, in its first phase, of a night show, themed hotel, period village and restaurant

MIXED-USE PROJECTS

Triple Five eyes 'world's largest' entertainment complex



Al-Wedwan is the largest development in the Al Akaria portfolio

Kelvin Kwok

Arabian Dream Saudi Arabia, a subsidiary of Triple Five Worldwide, which owns the three largest shopping and entertainment centres in North America, is to help develop what is being described as the world's largest such complex in Riyadh, Saudi Arabia.

Situated within seven million square metres (23 million square feet) at the Al-Wedyan site, which is owned by the Al Akaria Saudi Real Estate Company, the US\$5bn (€4.5bn, £3.87bn) project will include amusement and water parks, sports and leisure facilities and shopping and dining locations. It will



■ The signing ceremony for the US\$5bn development

also be equipped with AI technology to enhance the visitor experience.

Kelvin Kwok, CEO of Saudi Real Estate Company, commented: "Al-Wedyan is the largest real estate development in the Al Akaria portfolio, and our collaboration with Arabian Dream in this project will add value to residents, visitors and tourists."

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FINANCIALS

Cedar Fair on course for 'best year' in 2019

Theme park operator Cedar Fair, which owns and operates 11 amusement parks and five water parks in North America, has filed Q3 and year-to-date financial results that show increased revenues and Adjusted EBITDA, but reduced net income.

Having acquired the Schlitterbahn water parks this year, the company's figures include an additional "same-park/same-week" basis, which excludes the Schlitterbahn contribution. According to this, Cedar Fair's net revenues in Q3 were up by 7 per cent on 2018; the full revenue figure (ie including Schlitterbahn) was a record US\$715m (€645m, £556m), which is up 8 per cent on Q3 2018.

Year-to-date preliminary net revenues (through 3 November 2019) were also a record for the company: US\$1.37bn (€1.24bn, £1.07bn), an increase of US\$113m (€102m, £87.9m), or 9 per cent. On the same-park basis, the preliminary net revenues were US\$1.33bn (€1.2bn, £1.03bn), up US\$71m (€64m, £55.2m) or 6 per cent.

Cedar Fair CEO Richard A. Zimmerman, said the company was "well on the way" to making 2019 its best ever year.

"Our strong results to date have been driven by solid growth in in-park per capita spending and a record number of guests," he said.

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■ Cedar Fair parks have enjoyed record number of guests in 2019



The strong results have been driven by growth in guest spending

Richard A. Zimmerman

HERITAGE

Unesco World Heritage site Shuri Castle destroyed in fire



■ The castle became a World Heritage site in 2000

Shuri Castle, a Unesco World Heritage site on the Japanese island of Okinawa, has been destroyed by a fire which broke out in the early hours of 31 October.

The wooden castle, which was originally built 500 years ago, was almost completely destroyed.

Firefighters battled the flames and strong winds for more than 10 hours, extinguishing the blaze by the following afternoon.

However, all seven key buildings of the castle, including the main Seiden temple and a Hokuden structure have been burned down.



■ Shuri Castle was ablaze for more than 10 hours

The castle was opened to the public in 1992, having previously also served as a campus for Okinawa's largest public university until the 1970s. It became a World Heritage site in 2000 and held "God-like" status for local residents.

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● The EDGE String is built so any member of staff can be taught to operate it with ease



QubicaAMF creates a new generation of pinspotter technology

QubicaAMF Worldwide, the world's largest bowling products company, is proud to announce the launch of the EDGE String, the amazingly simple way to offer bowling.

The next generation of string pinspotter technology, EDGE String combines revolutionary electromechanical design and intelligent software into a single unit, making it possible for any centre to deliver the fun of bowling at a very low operating cost. Its simple and robust design means any member of your staff can operate it.

Operation of the new EDGE String pinspotter is made even easier with Tech Wizard, an innovative smartphone app

that proactively notifies staff of any potential issues.

Thanks to the app, staff can focus more of their attention on the customers and their experience, rather than worrying about pinspotters. It informs users of any operational alerts and guides you through resolving any issues or routine maintenance with simple instructional videos.

In addition, its cloud-based management tools put machine performance data, service history and reporting capabilities at your fingertips, from anywhere.

"With EDGE String in your centre, you will be blown away with how easy and low cost delivering the fun of

bowling can be," says Neil Pennington, director performance equipment at QubicaAMF.

"In about an hour your staff will learn to use EDGE String and they will receive guidance from Tech Wizard, making operation even easier."

The QubicaAMF EDGE String's simple and robust design will provide peace of mind and will keep guests returning over and over for authentic bowling fun.

To learn more about EDGE String and the amazingly simple way to offer bowling, visit www.qubicaamf.com/edgestring



● Neil Pennington, director, performance equipment at QubicaAMF

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FINANCIALS

Rain-hit Q3 slows SeaWorld progress

Unfavourable weather conditions, shifts in the calendar and an overspend on certain marketing activities, have all contributed to "disappointing" Q3 financial results for SeaWorld.

However, year-to-date figures were more encouraging, with increased revenue, net income and adjusted EBITDA, and SeaWorld said it was pleased with progress towards "optimising our business and operations".

Hurricane Dorian alone caused a loss of around 90,000 visits to its Florida park, the company said, with a total aggregate of approximately 330,000 guest visits lost due to this, increased numbers

of rainy days in Q3 2019 (50 per cent more than the same quarter in 2018).

"Despite the weather and calendar headwinds that negatively impacted attendance this quarter, we continued to grow our total revenue per capita and we continued to make good progress on our cost efficiency initiatives," said interim CEO Marc Swanson.

SeaWorld has also announced that Sergio D. Rivera, formerly of ILG, Inc. and Starwood Hotels & Resorts Worldwide, has taken over as CEO, following the sudden departure in September this year of Gus Antorcha.

[READ MORE ONLINE](#)



■ Visitor numbers at SeaWorld Orlando were down during Q3



“

Weather and calendar headwinds negatively impacted attendance

Marc Swanson

MAJOR PROJECT

Miral's sports-themed Clymb attraction prepares for launch



“

Clymb will be the ultimate hub for adventure in the region

Mohamed Khalifa Al Mubara

Clymb Abu Dhabi, the new sports and leisure attraction on Abu Dhabi's Yas Island, is to open on 29 November 2019, according to owner Miral.

The US\$100m (€89.8m, £77.3m) project will deliver the world's tallest indoor climbing wall at 140ft (43 metres) tall, and its widest skydiving flight chamber, spanning over 32ft (10 metres). Miral said it will have challenges that appeal to both novice and expert climbers and skydivers.

The attraction will also feature a range of food and beverage outlets, and provides space to host parties and social events. An air-conditioned



■ Clymb was inspired by the UAE's rugged landscape

passageway links Clymb Abu Dhabi to other Yas Island attractions, such as Ferrari World Abu Dhabi and Yas Mall.

Chair of Miral, Mohamed Khalifa Al Mubarak, said: "Clymb is set to become the ultimate hub for adventure in the region, offering something unique."

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MEMORIAL

Plans revealed for Pulse Memorial & Museum

A team led by architects Coldefy & Associés has been selected to design the National Pulse Memorial & Museum in memory of the 49 victims of Orlando's Pulse nightclub shooting in 2016.

The memorial comprises the preserved nightclub building with an adjacent open space that has been transformed as a place for gathering and celebration. There will also be a peaceful garden, planted with 49 trees.

A pool of water that runs from a fountain encircles the building and 49 lines – each a different colour – run along the basin of the public space to represent each of the victims.

Around a third of a mile (0.5km) away, there will be

a museum and educational centre about the tragedy that is intended to serve as a place for dialogue and a catalyst for positive change.

The vertically sweeping, circular museum has a semi-transparent façade and rises as a series of community spaces in the form of vertical gardens and public plazas. A rooftop promenade provides views of the Memorial and the surrounding area.

Coldefy & Associés worked on the proposal with RDAI, Orlando-based HHCP Architects, Xavier Veilhan, dUCKS scéno, Agence TER and Prof Laila Farah.

The memorial and museum are expected to open in 2022.

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■ The museum is located around 0.5km away from the memorial



The memorial comprises the preserved nightclub building, while around a third of a mile away, there will be a museum and educational centre

INTERNATIONAL EXPANSION

Six Flags' China and Saudi projects face further delays



These projects aren't just about building parks, but entire cities

Jim Reid-Anderson

International licensing and the scheduling of new park openings abroad continue to be a challenge for Six Flags, with parks currently under construction in China and Saudi Arabia both subject to potential further delays.

The company said that revenue recognition for its Nanjing location was still suspended, with discussions ongoing with local government to obtain the necessary approvals. A second Chinese park at Chongqing had been brought forward by six months but an accompanying kid's park has been delayed by 15 months.



■ Six Flags' first Chinese park is due to open in 2020

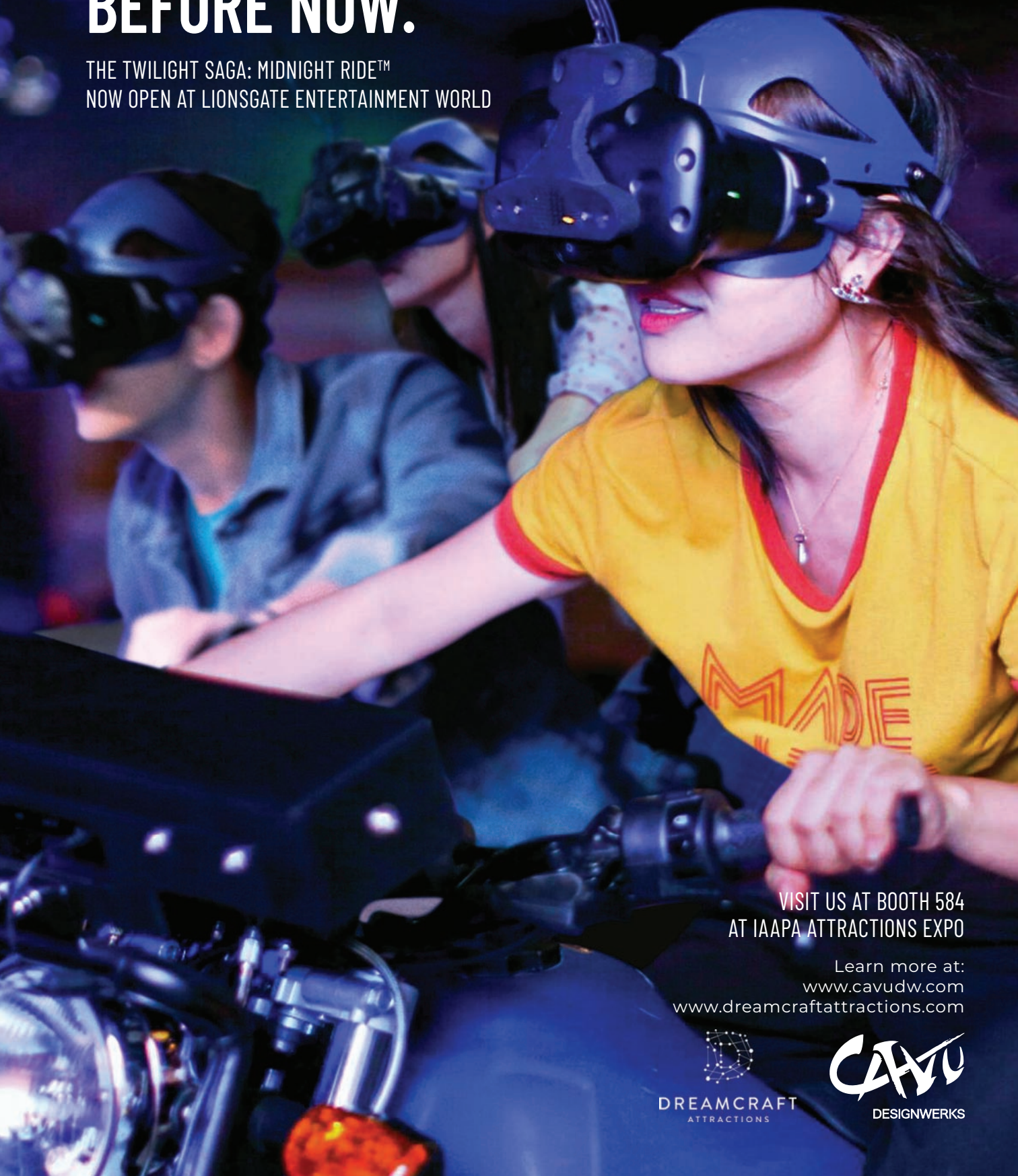
In Saudi Arabia, the company is constructing a theme park as part of the Qiddiya development. The opening of this has been moved back by five months, to May 2023.

"It is important to understand that these developments aren't just about building theme parks, but entire cities," said Jim Reid-Anderson, Six Flags chair.

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PARK LIFE

Aecom is working on a San Francisco waterfront park, incorporating attractions and entertainment featuring the port's heritage



■ The park will feature a number of attractions as well as watersports

Aecom is creating a new waterfront public park in San Francisco that will incorporate elements of the site's former life as a port, including its cranes, the slipway and former cribbing and keel blocks.

Crane Cove Park is part of the wider regeneration of the Pier 70 shipyard, which was San Francisco's largest shipbuilding facility before it closed down and was turned over to the Port of San Francisco in 1982.

The project, commissioned by the Port, will see the disused industrial waterfront and infrastructure re-purposed for residential developments, offices, retail offerings, public spaces and arts facilities. The park will be part of the Blue Greenway network of parks, trails, beaches and bay access points that connects the city to the shore.

■ The site's design will incorporate elements of the site's former life as a port



It has been shaped by the input of the local community through workshops, community meetings and stakeholder events. These led to the inclusion in the design of features like a beach, which people will be able to use for relaxing, events and watersports.

To create the beach, the concrete dockside had to be removed before the retained land was treated and engineered to make it safe following years of contamination.

Two of the port's cranes will remain in place over the old slipway, with fundraising activity now being carried out for the restoration of their cabs and booms.

The slipway itself forms part of the park's contingency for stormwater management, providing space for inundation and run-off, along with other elements like water-efficient landscaping and rain gardens.

The concrete cribbing and keel blocks that used to support ships as they were being constructed, meanwhile, are being combined with reclaimed timber to create seating.

The park will also feature cafés, a plaza and public restrooms that will be built in a converted galvanising building.

As further references to the site's past, rusting and derelict machinery and materials will be retained, with their patinas and states of decay evolving over time.

Similarly, the park's colourful planting will be informed by the flora that naturally colonised the site during the years of its disuse and will help to attract wildlife to the area.

The Crane Cove Park project began with a request for proposals in 2011. Construction is ongoing and the park is due to open in early-to-mid 2020. ●



■ The concrete cribbing and keel blocks that used to support ships will be used to create seating



It's a huge thrill for some of my favourite characters to be getting their own attractions

David Walliams, comedian and children's author

Literary attraction

Alton Towers theme park has announced plans to create a new attraction, based on the children's books of author and comedian David Walliams



■ David Walliams has sold 33 million books worldwide

Best known for his comedy partnership with Matt Lucas on Little Britain and as a judge on the ITV show Britain's Got Talent, David Walliams has also become a successful children's author, selling more than 33 million copies of his works worldwide.

Adapted into Christmas specials, TV series and musicals Walliams's works are now set to enter the world of attractions, with a new addition coming to the Alton Towers theme park in Staffordshire, UK.

"I've been working with Alton Towers on a brand new ride inspired by my children's books," the author says.

Set to open in Q2 2020, Walliams has been working with HarperCollins Children's Books and Merlin Magic Making on the project for the last two years. The development will centre around Alton Towers' existing Cloud Cuckoo Land area, complementing the existing CBeebies Land, which opened in 2014.

Known as The World of Walliams, the addition will feature a "ground-breaking,



■ The development will accompany the existing Cloud Cuckoo Land area

unique headline attraction", as a number of attractions and characters, which will be brought to life across the theme park and within the wider resort's hotels. The new ride is already under construction, with work starting earlier this year.

Walliams wrote his first children's book in 2008 and has since gone on to publish 12 kids' novels, as well as a number of collections of short stories and picture books. In 2018, he was named the UK's best selling author for the second year.

Among Walliams' most popular titles are *The Boy in the Dress*, *Gangsta Granny*, *Mr Stink* and *The World's Worst Children*. All of these titles and more could be part of the attraction, though Alton Towers is remaining tight-lipped about what will actually feature.

"It's a huge thrill for some of my favourite characters to be getting their own attractions at Alton Towers," says Walliams. "I can't wait to experience them for myself, and from all the work that has gone in, I think people are going to love it. All will be revealed next year." ●



■ Walliams' books have been translated into 53 languages

IAAPA Attractions Expo

The 2019 IAAPA Attractions Expo kicks off on 18 November. Here's what's on offer, plus news from a selection of visiting exhibitors

At last year's IAAPA Expo, the organisation celebrated its centenary. This year, it looks to the next 100 years, as record numbers of industry professionals descend on Orlando for the attractions industry's largest annual trade show event.

Expected to draw more than 38,000 people this year from more than 100 countries, the expo serves the US\$360bn global attractions industry, with more than 1,000 exhibiting companies represented over the course of the week.

IAAPA offers a programme of more than 100 educational sessions and presentations by leading operators on industry trends, new technology, marketing and communications, entertainment, government relations, safety and security, food and beverage, games and merchandise, facility operations, human resources and more.

Speakers this year include keynotes Christine Duffy, president of Carnival Cruise Lines; Vince Kadlubek,

NEED TO KNOW

What: IAAPA Attractions Expo 2019

When: 18-22 November

Where: Orange County Convention Center, Orlando, Florida, US

How much: General registration US\$164 (US\$299 non-member), Education Conference included with registration (US\$359 non-members), Child registration (0-12 years) free, Students US\$50 (US\$100 non-members)

Register: www.iaapa.org/expos

co-founder and CEO of creative firm Meow Wolf; and the always popular Legends panel, hosted by BRC's Bob Rogers.

In these sessions, Duffy will look at the integral role attractions are playing in the cruise line sector, Kadlubek will discuss the consumer's movement towards creative experiences; and the Legends Panel will go behind the scenes of the creation of Star Wars: Galaxy's Edge in Disney theme parks.

The conference takes place from 18-22 November and the trade show from 19-22 November. Buyers and decision makers from the world of theme parks, waterparks, FECs, museums, zoos and aquariums will all be in attendance at the show.

The trade show floor will fill 560,000sq ft (52,000sq m), with companies showcasing their latest products and services. For the second time, the show floor will extend beyond the walls of the convention centre into an outdoor structure built for the event. Called the Exploration Station, this area creates exhibit space for more than 130 new exhibitors.

Last year's IAAPA Expo celebrated 100 years of the organisation with a special celebration at Universal Studios



EXHIBITOR NEWS

JRA

Booth: 1369

To celebrate the 25th anniversary of one of TV's most popular shows – *Friends* – JRA has collaborated with Warner Bros and Superfly to create a month-long pop-up experience in New York City.

JRA provided planning, design and implementation services for the attraction, which sold out three hours after going on sale and was heralded as “the Louvre of Friends fandom”. The nostalgia-packed space offered fans the opportunity to capture photos with the set recreations, props and costumes from the show. Visit JRA to hear more about this and other projects from its portfolio.



Kraftwerk

Booth: SPONSOR

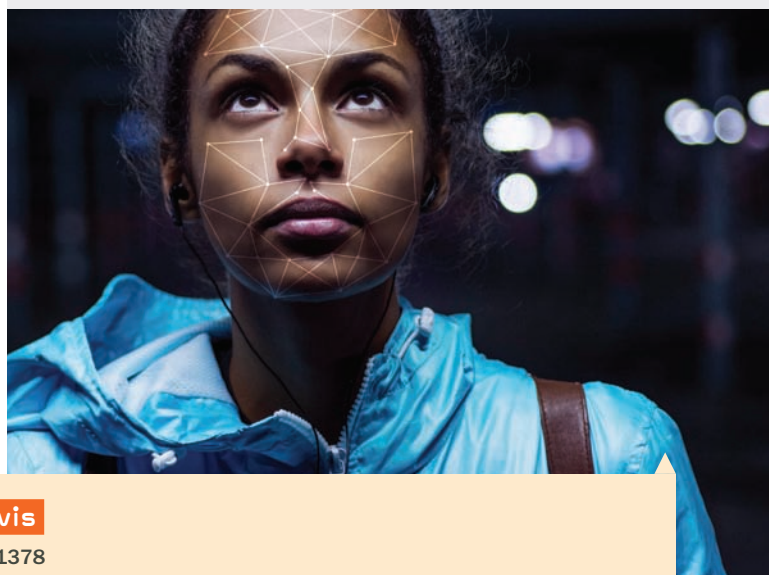
Kraftwerk Living Technologies' SFX Motion Seats have been successfully implemented in the largest 4D theatres in the world, rounding off its expertise in creating immersive 4D theatre solutions. With clients also asking for a solution for smaller venues or even individual seat set-ups for VR applications, the audiovisual system integration experts have now introduced an electric drive version of their seats, in addition to the pneumatically driven version.

With the introduction of the electric drive, Kraftwerk Living Technologies is opening up new market segments – not just in theme parks but also in museums, science centers, FECs, brand centers and planetariums.

Zamperla

Booth: 2031

Zamperla will be showcasing Galleon+, a new interactive add-on for swinging pirate ship rides. During the ride, guests are divided into two teams, with a gesture control system and scream meters scoring them for volume and lifting their hands when the galleon reaches the top of its arc. Two different captain's voices encourage riders to play along. A sensor measures the galleon inclination and a camera installed on the mast records the hands lifted. The system assigns points to each team and at the end of the ride, one team is the winner. In parks where lifting hands is not allowed due to safety procedures, the scream meter system is used instead. To find out more, visit the Zamperla booth.



Simtec

Booth: 1783

Simtec will present the new generation of Hexaflite flying theatres, which is a further development of its successful Hexaflite product sold more than 20 times worldwide. On display at its booth will be its ScreenFlite system, which puts ads, information and messages in motion. Stop by and talk to the Simtec team to find out what solution it has available for your new attraction.

Holovis

Booth: 1378

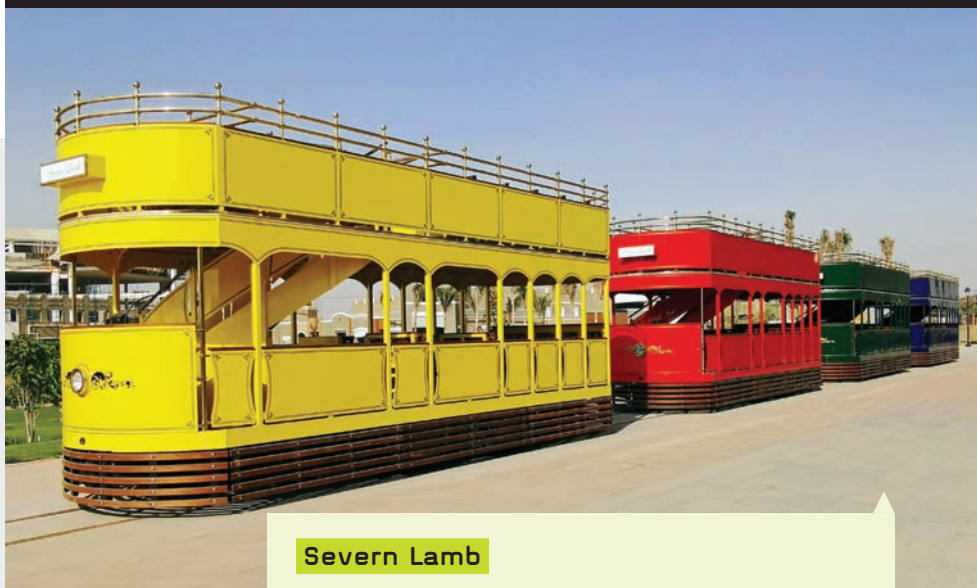
Holovis has launched HoloTrac – its proprietary solution that transforms destinations into intelligent, connected spaces to extend and enhance guest experiences and transform operations, security and safety. Object, gesture and voice recognition capabilities let guests naturally interact with a space to engage in personalised adventures. Behind the scenes, intelligent real-time tracking systems monitor people's movement to deliver extensive insights into operations and security. HoloTrac uses advanced computer vision and tracking technologies to produce powerful data analytic visualisations and actionable insights into park dynamics.

EXHIBITOR NEWS

Forrec

Booth: 2869

Creating inspiring entertainment designs for places of escape and destinations of distinction, Forrec has worked with some of the world's biggest brands and will be showcasing a number of its projects slated to open next year, including Changsha Dawang Deep Pit Water World. This site's unique elevation allowed the team to design a multi-level waterpark. In addition to waterparks, Forrec designs theme parks, visitor attractions, mixed use entertainment and resorts.



Severn Lamb

Booth: 2660

Severn Lamb designs, supplies and manufactures light urban, leisure and resort transportation. This year the company has had several new commissions around the world, with a new Texan at Fuwah Park and two of its western-style Lincoln trains at Suzhou Forest World in China. There were three new SL road trains to hit the UK – one at The National Railway Museum, one at Marwell Zoo and the other Colchester Zoo. Visit the Severn Lamb booth to see what services and attractions could suit your needs.



Lagotronics

Booth: 5427

Lagotronics Projects celebrates its 40th anniversary at this year's IAAPA Expo. Since 1979 the company has created an array of experiences and projects, all including the 'show-factor'. From interactive dark rides for theme parks to immersive experiences for FECs, museums and experience centres. Lagotronics' popular GameChanger will also be present. The company is currently working on a GameChanger for Shimao's *Smurfs* theme park in Shanghai, which is completely themed in *Smurfs*-style.

Technical Park

Booth: 4735

Technical Park will be on hand at IAAPA, highlighting options to help you boost your business. Speedway is a new family rollercoaster recently developed by Technical Park. The company is also presenting a new flyer ride under the name of Flying Dutchman, offering a great interactive experience, where riders can sail, sway in the breeze, pick up speed during rotation and lift up in the air as they like.



Simworx

Booth: 3069/3269

Simworx is promoting its latest product, the Metro of Time – a twist on the traditional 4D cinema, that takes riders on a journey through the ages in a metro-themed carriage. Alongside this, it just launched its AGV Darkride. With no tracks or power cables, it has an acceleration unrivalled within the industry. Its recent projects include the first installation of the Mini Flying Theatre in Vietnam, as well as their Immersive Superflume in Jakarta. Read more about Simworx on p62.

EXHIBITOR NEWS

Vekoma

Booth: 5124

Some of the world's most popular amusement and theme parks work with Vekoma to create new experiences that move their business to the next level. Vekoma says no challenge is too big or too difficult and they will be on-hand and assist you at IAAPA.



Intamin

Booth: 3424

Linnanmäki in Finland has announced the opening of the Intamin-designed LSM Double Launch Coaster Taiga. Meanwhile the Tigeren pendulum is in full swing at Djurs Sommerland in Denmark and Dueling Dragons, the Dueling LSM Triple Launch Coaster successfully opened at Guangzhou Sunac Land in China is now in operation. At this year's IAAPA Expo, Intamin will present a number of new LSM Launch Coasters, Family Launch Coasters, Tower Rides and several different Water Rides. Visit the booth for more information.

SimEx-Iwerks

Booth: 2288

Visit SimEx-Iwerks to meet one of the largest distributors of cinematic content for 4D Experiences, Motion Ride Simulators and Fly Theatres in the world. During this year's show, it will introduce eight new 4D Experiences including blockbusters *Aquaman* and *Wonder Woman*. Let your guests soar with the innovatively designed Flying 4D Experience and check out 10 new flying theater films.



OpenAire

Booth: 3048

OpenAire's newest waterpark, opening in 2021, will be part of the massive 520-acre OWA resort destination on the Gulf Coast in Foley, Alabama, US. This new park will be 65,000sq ft (6,040sq m), and will be the largest indoor waterpark on the Gulf Coast. OpenAire has been designing and manufacturing retractable roof structures and skylights for 30 years. Headquartered in Oakville, Ontario, Canada, OpenAire is approaching 1,000 projects throughout North America, Europe, and the Middle East.

iPlayCO

Booth: 4062

iPlayCO has announced its new 'iPlayCO/Tag Active' Cyber Towers and expanded Tag Active systems product line. Cyber Towers are two side-by-side timed vertical obstacle towers. The towers are independent of each other but players can race together in the separate towers. These gamified Ninja/Cross fit attractions allow for social media marketing integration, and worldwide gamification events for individual players, groups, and teams of all ages.

Diary dates

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

27 JAN - 1 FEB 2020

IAAPA EMEA Summit 2020

Johannesburg & Cape Town, South Africa

In 2020, IAAPA will make history by hosting the very first IAAPA EMEA Summit in Africa. The event will offer delegates the opportunity to find out about the African leisure industry at first hand and connect with local industry experts over six days.

Tel: +1 321-319-7600

Contact: IAAPA@IAAPA.org



■ The symposium charts the current trends of the global waterpark industry

6-9 OCTOBER 2020

WWA ANNUAL SYMPOSIUM & TRADE SHOW

Las Vegas, US

The premium event for the global water park industry combines an educational programme – supported by the world's

largest gathering of waterpark experts – with a large trade show floor filled with products and services. The show is also famous for its networking opportunities.

Tel: +1-913-599-0300

Email: info@waterparks.org

www.waterparks.org

23-25 MARCH 2020

Dubai Entertainment Amusement and Leisure Exhibition (DEAL)

**Dubai World Trade Centre
Dubai, United Arab Emirates**

The largest trade show for the theme park and amusement industries in the Middle East. As well as a heavy focus on theme parks, the show features a number of exhibitor categories – such as VR, AR, FECs and 4D theatres.

Tel: +971 +971 4 3435777

Contact: lilia@iecdubai.com

www.dealmiddleeastshow.com

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

22-24 SEPTEMBER 2020

IAAPA Expo Europe London, England

IAAPA Expo Europe 2020 will be an all-encompassing destination for leisure and attractions industry professionals, including operators, suppliers, manufacturers, investors, developers, and anyone wishing to engage with the global amusement community. More than 15,000 industry professionals are expected to attend.

Tel: +1 321-319-7600

Contact: IAAPA@IAAPA.org

10-23 OCTOBER 2020

World Leisure Congress 2020

Pinggu, Beijing, China

The 16th World Leisure Congress will be hosted by the Beijing City Government and co-organized by World Leisure Organization (WLO). The Congress theme "Leisure Makes Life Better" aims to promote the concept of leisure for all and throughout the whole year.

Tel: +1 989 774 6099

www.worldleisure.org

IAAPA EMEA CHRISTMAS SUMMIT

► **LONDON, UNITED KINGDOM
DECEMBER 17, 2019**

Connect with industry professionals at the IAAPA EMEA Christmas Summit. Discover “The Making of Harry Potter” at **Warner Bros. Studio Tour London** and immerse yourself in one of Europe’s most iconic Christmas settings at **Hyde Park Winter Wonderland**.

[www.IAAPA.org/
EMEA-Christmas-Summit](http://www.IAAPA.org/EMEA-Christmas-Summit)



IAAPA EMEA SUMMIT 2020

SOUTH AFRICA ►
27 JAN-1 FEB, 2020

Africa, here we come! Get to know the African leisure industry at first hand and connect with local industry experts during this six-day trip through South Africa.

FOR MORE INFORMATION AND
REGISTRATION, PLEASE VISIT:

[www.IAAPA.org/
EMEA-Summit-2020](http://www.IAAPA.org/EMEA-Summit-2020)





THE DIARY OF A BUILD

Simworx, a media-based attractions specialist, is globally renowned as one of the industry's leading suppliers in the design, development and manufacture of 3D/4D Dynamic Simulation Attractions and 4D effects cinemas. CEO, Terry Monkton, takes us through the development of two unique projects, from conception to creation

Having designed, manufactured and installed its products in locations across the world, Simworx is capable of adapting to any challenge.

With products in operation everywhere from the UK to Europe, North and South America, Asia, New Zealand and the Middle East, the company has proven its ability to produce high quality and highly-innovative attractions worldwide.

Simworx offers its clients full turnkey 'standard' ride solutions, custom product development, manufacturing, service support, film content, motion programming and fully themed attractions.

"When responding to an enquiry for a media-based attraction, and following discussions with the client to understand their creative aspirations for the ride, we produce a project proposal document detailing the scope of the ride and including concept images and in some instance



Terry Monkton, Simworx CEO



Following discussions with the client to understand their creative aspirations for the ride, we produce a project proposal

videos," says Simworx CEO, Terry Monkton, explaining the process.

"Once the project is initiated and a contract signed, preliminary and final designs are created by Simworx and subsequently approved by the client," he continues, "This is an essential stage of the process, as the detailed drawings produced will be used for the manufacture of the attraction."

Following the completion of the design stage, the next step for Simworx is procurement and manufacturing. "At this point, all purchase orders are sent out to our supply chain," says Monkton.

This is followed by the assembly stage, which includes safety and operational checks on mechanical, electrical and hydraulic components and then installation.

Here we look at two major projects from the company have been the installation of its first Mini Flying Theatre and the development and installation of the new Immersive Superflume at Trans Studio.



Mini Flying Theatre debuts in Vietnam

With the first example being produced for Baosun Wildlife Park in Hanoi, Vietnam, Simworx's Mini Flying Theatre has brought this kind of attraction into the reach of smaller operators.

This version of the ride offers a more accessible price and also a smaller overall footprint than a full-sized Flying Theatre, but with the same cutting-edge ride technology being utilised.

The ride has an hourly capacity of 250 and is capable of seating 20 people at a time over two rows, with seats all mounted on a central structure.

Including its dome, the Mini Flying Theatre has a footprint of 16m x 18m and requires 11m height clearance in which to operate.

Guests board the ride from the floor, meaning there are no huge infrastructure costs for operators in terms of building lifts, stairs or wall reinforcements.

The attraction then lifts guests into the air with a smooth transition to panorama mode, with the rear rows of seats moving above those in front.



MINI FLYING THEATRE

Client: Baosun Wildlife Park

Capacity: 20 seats

Ride capacity: 250 people per hour

AV: Immersive dome screen supplied with 10.2 surround sound audio and a 4K projection system

Safety: Retractable safety monitored restraints, height requirement of 1.1m

Dimensions: 16m x 18m x 11mH

Film supplier: Metropolis

Guests experience movements perfectly synchronised to the on-screen media content, including a programmable tilt, combined with the seats moving forwards and backwards, while the sensation of flying is enhanced with riders' legs dangling freely.

"Once the Mini Flying Theatre is built, it goes through a rigorous Factory Acceptance Test (FAT) and programming procedure before we pack and ship the attraction," says Monkton.

"Here, we also try out the ride ourselves for the first time and really get a feel for what it's like when onboard. This is the fun part for us and we're able to give our opinions on the movement

and the overall experience. We're all big ride fans at Simworx so everybody is always excited when we get the chance to have a go on something new."

Supplied by film maker Metropolis, the "Fly Over Vietnam" film specially commissioned for this project lasts nine minutes and 50 seconds, with the experience playing out on a large-format dome screen. Supplied with 10.2 surround sound audio and a 4K projection system, in addition to the motion synchronisation, the attraction is fully interfaced with projection and sound systems and uses custom showreels on a digital format AV solution.

"It will take around a month for the Mini Flying Theatre to reach Vietnam, where it will then be unpacked and assembled," says Monkton. "It will again go through rigorous testing on-site during the commissioning stage.

The Flying Theatre will also be tested with the AV to ensure it's synchronised.

The Simworx team will then train the client's staff on-site on how to operate and maintain the ride, before finally handing it over to the park.

Once the ride is opened to the public, the Simworx after sales service team will always be available to offer support to customers where necessary.





New Immersive Superflume provides brand new water ride experience

A joint venture between Simworx and water ride manufacturer Interlink has brought together each company's strengths to create a brand-new experience.

Called the Immersive Superflume, the attraction puts a new spin on the traditional log flume with the incorporation of an Immersive Tunnel and other AV elements.

Developed for Trans Studio, an indoor theme park in Jakarta, Indonesia, the ride's footprint covers 6,325sq m (68,000sq ft) and it can accommodate approximately 780 people an hour.

After entering the attraction, visitors are seated in a 16-person themed boat,

which takes them on a 300m (984ft) long log flume-style ride, with the added element of AV technology.

During the Immersive Tunnel section, each boat is fixed onto a highly dynamic, 3DOF motion base and surrounded by 3D film projection. During this part of the ride guests experience physical platform drops, rolls, dynamic lighting and surround sound, all of which combine to give an amazing new style of adventure.

"As the Immersive Superflume was a partnership project with Interlink, there were two sides to this build," says Monkton. "The water log flume ride was created by Interlink, while we focused on our Immersive Tunnel element."



Entering talks with Trans Studio, Simworx sent the park its sales proposal and concept images of what it imagined the ride would look like. This, says Monkton, helps the client to visualise how the ride system can be integrated into the chosen venue and the theming that could be used to bring it to life.

After the contract signing, Interlink and Simworx had a launch meeting where they talked through the specific details that needed to be considered and the 'ins and outs' of exactly how the ride would operate.

Following this, Simworx issued a final design document to the client for approval and at this point, the

The Jurassic Island installation at Trans Studio is the first time Simworx has combined its Immersive Tunnel with a water ride



“ The immersive screen had to be custom made from fibreglass to accommodate the flume boat passing through built-in doors ”

- procurement stage began, with the buying of materials required for the project. “Purchase orders are sent out to our supply chain and following their delivery a few weeks later, the assembly process can begin,” says Monkton.

“This project was assembled at Trans Studios itself, so prior to that, all the parts had to be built and shipped over to Jakarta,” he continues.

Custom-made screen

“The immersive screen had to be custom-made from fibreglass to accommodate the flume boat actually passing through it via built-in doors,” says Monkton. “These had to be able to open and close while also blending in with the rest of the screen and projected media.

“Once complete, the dome moulding was broken down into parts for shipping,” says Monkton. “The motion base that allows for movement of the boat in the tunnel was also manufactured and tested thoroughly before shipping.”

IMMERSIVE SUPERFLUME

Client: Trans Studio

Capacity: 5 x 16 seat boats

Footprint: 115m x 55m

Length: 300m

Vertical lift: 12.5m

Chute: 12.5m

Total ride time: 6 minutes 10 secs

Ride capacity: Approx. 780 people per hour

AV: Curved 270 degree concave custom 3D screen with integrated drive through automated exit doors, 5 off Christie Mirage 304K Projectors, 7.2 Surround Sound Audio System

Safety: Electric motion base with custom top frame, conveyer and safety locking interface

4D effects: wind, water spritz, rainforest aroma, dino breath aroma

Film supplier: Falcon's Creative Group

Once the immersive tunnel was complete, the next thing to be addressed was AV and motion base programming. Simworx's specialist AV technicians worked to create an immersive experience with the use of wind, projection, aroma, lights and audio, all programmed in time with the on-screen media.

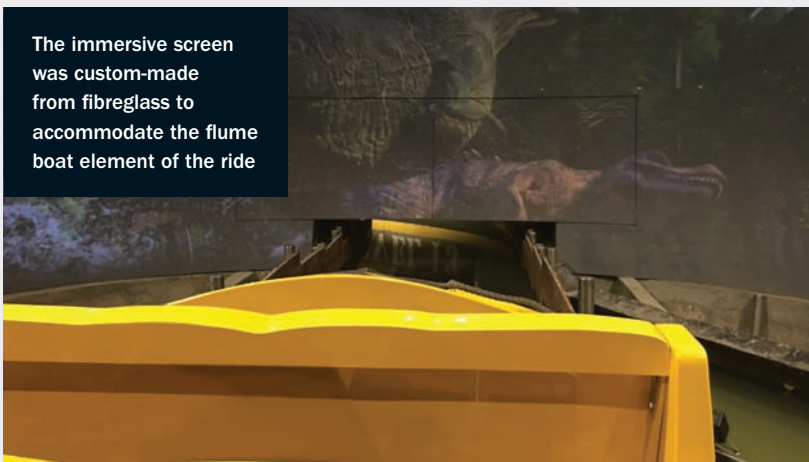
For this project, Simworx worked with Falcon's Creative Group, which produced a custom film and audio soundtrack that takes riders on a journey through Dinosaur Island. During the ride, visitors are thrust into a battle between the rulers of the prehistoric world.

Waterproofing

The project is the first water ride Simworx has worked on and there were a number of challenges to consider, as Monkton explains: “We don't usually deal with water in our immersive tunnels,” he says. “This meant dealing with challenges such as making our 3D glasses waterproof and working out how the water would be drained away from the motion base.

“Interlink also had to come up with a boat locking solution to ensure the boat could be secured to the motion base allowing for movement, but then released to allow it to continue the ride. Even small things such as finding a waterproof paint finish for the screens had to be considered.” ●

The immersive screen was custom-made from fibreglass to accommodate the flume boat element of the ride



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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



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Gurpreet Lidder

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

CENTRE MANAGER

Rye Harbour Discovery Centre, East Sussex

Thanks to a successful bid to the National Lottery Heritage Fund, the Sussex Wildlife Trust is seeking an experienced facility manager to lead the team at their flagship visitor centre at Rye Harbour, East Sussex.



Sussex
Wildlife Trust

The Centre Manager will lead the team and run the day to day operation of the centre which includes an eco-friendly café, retail outlet, wildlife education events and provision of an exceptional visitor experience.

You will be an experienced facility manager with exemplary customer service standards. Demonstrating excellent interpersonal and communication skills at all levels, you will be an effective decision-maker with the ability to build consensus across a range of audiences. With a proven track record in effective staff management and leading a customer focussed team, you will be a creative thinker with the ability to bring new ideas to the organisation.

SUSSEX WILDLIFE TRUST

Sussex Wildlife Trust is a conservation charity for everyone who cares about nature in Sussex. We focus on protecting the wonderfully rich natural life that is found across our towns, countryside and coast.



RYE HARBOUR DISCOVERY CENTRE

The Discovery Centre, which is currently under construction, will be Sussex Wildlife Trust's first visitor centre and has been generously supported by The Friends of Rye Harbour Nature Reserve, the local community and a range of funders. The 1,110 acre reserve is one of the most biodiverse places in Britain with 4,200 plant and animal species recorded and over 200 rare or endangered birds and mammals. It also hosts a range of historic buildings.

Closing Date: 9am Monday 18 November 2019

Interested applicants should apply with a full CV by scanning QR code or clicking on 'apply now'.

 **Apply Now**



Events Manager

RHS Garden Bridgewater

Location: Salford, UK

Salary: Up to £28,000

per annum based on experience



The Royal Horticultural Society (RHS), the UK's leading gardening charity inspiring everyone to grow, is looking for an exceptional Events Manager at the new RHS Garden Bridgewater in Salford. The post-holder is responsible for creating and delivering an annual Events programme that strengthens the RHS brand, drives repeat visits and generates income.



We are looking for an exceptional person able to work at both management and 'hands on' level, demonstrating exceptional interpersonal and communication skills, have a flexible and proactive approach with the resilience and motivation to seek continual improvement of the Visitor Service Team.

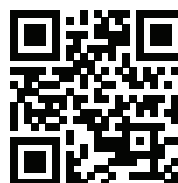
The role will report to the Head of RHS Garden Bridgewater and will work closely with the other Visitor Services Managers at the other four gardens, particularly during the set-up phase of the project up to the formal opening of the garden.

All applications should be received by 4pm on the closing date, which is Friday, 22nd November 2019.

For more information and to apply, click below or scan QR code.



Apply Now



Visitor Services Coordinator

LOCATION: WENDOVER, AYLESBURY

SALARY: £24,152 - £25,503

REF: 23891



This is a fantastic opportunity to support the development and maintenance of a beautiful woodland visitor attraction in the heart of the Chiltern AONB.

At Forestry England, we manage and care for England's public forests. Wendover Woods attracts over 400,000 visitors per year and is located five miles East of Aylesbury, Buckinghamshire. The site has recently benefited from a major capital investment project which has brought a new café, car park facilities, toilets, car park management system and play trail. These exciting developments have enhanced the capacity and potential for the site to develop and diversify the recreation business offer.

You will join a dedicated team of nine and support the management and development of the site. As Visitor Services Coordinator you will be tasked with developing and improving the visitor experience and growing the business in ways that offer superb visitor experiences. You will also support the operational management and daily running of the site acting as Duty Manager through a rostered system.

To be equal to the challenge, you will have supervisory experience working in a customer services/sales environment. Have experience of managing operational contracts and work activities and experience in managing budgets and finances.

To learn more please click below or scan QR code.

 **Apply Now**





The Derwent Valley's latest Industrial Heritage Attraction.

Venue Manager

Great British Car Journey and Drive Dad's Car

Salary: C £40k

Location: Ambergate, Belper, UK

The Great British Car Journey is the story of the rise and demise of an Industry which at its peak was vital to the country's economic prosperity. It also tells the story of the great British car brands and the people behind them.

Situated near Ambergate, at the gateway to Derbyshire's glorious Peak District on an historic, in an historic riverside industrial site, the attraction comprises a collection of over 100 carefully selected cars which celebrate the freedom that these British products gave to generations of car owners.

The stars of the story are the cars themselves: from the universally loved and iconic Mini, to the much derided and unloved Allegro. Visitors will enjoy a journey guided by the cars and their creators, stirring memories of a past when vehicles were still evolving into the reliable and sophisticated products of today.

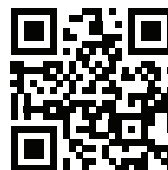
Uniquely, once visitors have completed "The Journey" they will be able to enjoy a driving experience to take them "down memory lane". "DriveDadsCar.com" will give them a unique opportunity to get behind the wheel of cars from their past with over 30 iconic vehicles being available from classic Minis to Ford Cortinas!

The purpose of the role

To provide overall management of the day to day function and running of the venue, to take ownership of the site being responsible for its presentation, the efficient running of the attraction and the driving experience and overall guest satisfaction.

To be responsible for the entire on-site team including their health and safety, their presentation and demeanour, their welfare and their customer service.

For more information and to apply, please click below or scan QR code.



 **Apply Now**





Reference: req4493

Something very exciting is underway in Goshen, New York. Opening July 4, 2020, LEGOLAND Resort in New York is Merlin's biggest single investment to date and you could play a crucial part of this amazing project!



We're now looking for a unique person who has a passion for Retail, coaching a team to provide outstanding guest service and to lead the way in Delivering the Magic as we bring the world's ninth LEGOLAND Park to life brick by brick. You will support key people activities that will make our resort bricktastic.

About The Role

The Retail Operations Manager is responsible for the successful overall operation of specifically assigned retail locations, including, but not limited to: leading staff trainers, assisting in creation and successfully managing financial budgets including revenue, managing performance of assigned staff and Leadership Team, controlling inventory, maintaining proper stock levels and visual appeal of assigned locations, leading special projects and/or assignments, and all specific duties associated with managing assigned locations.

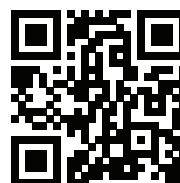
About You

We are looking for someone with a minimum of five years progressive experience in Retail Store Management or equivalent education. Experience in a specialty retail environment is a plus. The role requires excellent communication skills and the ability to work well within a collaborative team atmosphere as well as successful working independently. You must be able to lead and instruct your staff in visual merchandising, possess strong organizational skills, and the ability to prioritize work activities, all while dealing with multiple complex tasks.

About Us

Merlin Entertainments, plc is a business built on fun. We are the world's second-largest visitor attraction operator. We operate over 100 attractions, eight hotels and three holiday villages in 22 countries across four continents and we run some of the best known names in global leisure. 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. LEGOLAND New York Resort takes pride in building amazing teams with diverse experiences and ideas, by driving inclusion and innovation in the workplace.

Come work with us and you will see how at LEGOLAND New York Resort no two days are the same.



SEA LIFE
Melbourne

Marketing Manager

SEALIFE, MELBOURNE, AUSTRALIA

**Would you like to work for one of Melbourne's iconic attractions?
Would you like a key role, based in Melbourne's CBD, amongst sharks,
a crocodile and penguins? Do you have a creative and innovative
flair, with a passion to work in Marketing and Entertainment?**

**We are Merlin Entertainments - SEA LIFE Melbourne
Aquarium, and currently have a unique and fantastic
opportunity to join our team as the Marketing Manager!**

About You

Holding a formal qualification, you will have strong, demonstrated marketing experience. This combined with your proven track record in delivering strategic, commercial and successful marketing plans will set you up for success. Experience in managing agencies & delivering media campaigns across the full marketing mix is essential for this role.

About Us

We are MERLIN ENTERTAINMENTS, Europe's no.1 and the world's 2nd largest visitor attraction operator. Merlin operates over 100 attractions, 8 hotels and 3 holiday villages in 23 countries and across 4 continents. We aim to deliver memorable and rewarding experiences to our 54 million visitors worldwide, through our iconic global and local brands, and the commitment and passion of more than 26,000 employees. Why do we do it? For the love of FUN!

About the Benefits

Alongside a fun and friendly environment and a competitive annual salary, you can enjoy a great benefits package which includes a discretionary company bonus, and of course, a Merlin Magic Pass which gives you and your friends and family free admission to all of our attractions worldwide, amongst other discounts.

Perhaps the biggest benefits of joining us, however, are the outstanding opportunities for career development across the expanding group.

This is a great opportunity to take your career to a new level and work for one of the world's best known attraction brands.

So, if you are a marketing leader who is vibrant and passionate about delivering exceptional experiences in a great company and team who love what we do, we want to hear from you!

**For more information
click 'apply now'
or scan QRcode.**



 **Apply Now**



OPERATIONS DIRECTOR

Saudi Entertainment Academy

Be a pioneer and join us to develop Saudi Entertainment Academy, first Attractions & Entertainment Training Institute in Saudi Arabia!

SOFRECO is a consulting and engineering company managing international projects. The SOFRECO Education and Training Department has been contracted to develop Saudi Entertainment Academy, a Training Institute specialized in Leisure, Attractions and Entertainment, in order to support the General Entertainment Authority development plan, in line with Saudi Vision 2030.

The Training Institute will offer 6 curricula focused on Amusement Park Design, Video Games Design, Maintenance, Safety/Security, Crowd Management and Entertainment Facility Management.

To achieve this goal, SOFRECO has set-up a Consortium with world-renowned French Education Institutions Académie de Paris and Université de Nice.

SOFRECO is now looking for the Training Institute Operations Director.

The Operation Director of the Training Institute is the central liaison between the training centre and Sofreco headquarters in Paris. The Director will oversee all business operations and is responsible for the overall success of the business. They will manage the Heads of Department and the team of trainers and they will implement the curricula and the certification process defined by the consortium.

For more information and to apply for this position please scan QR Code or click below

 **Apply Now**



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



Visitor Services Manager

Salary: Up to £28,000 per annum based on experience

Company: Royal Horticultural Society

Location: Salford, Manchester, UK

Marketing Manager

Salary: Competitive

Company: Sea Life

Location: Melbourne VIC, Australia

Venue Manager

Salary: C £40k

Company: Great British car journey

Location: Ambergate, Belper, UK

Attraction Manager

Salary: Competitive

Company: Peppa Pig World of Play

Location: Schaumburg, IL, USA

Rye Harbour Discovery Centre Manager

Salary: £29-32,000 per annum

Company: Sussex Wildlife Trust

Location: Rye, UK

Visitor Services Coordinator (Deputy Manager)

Salary: £24,152 - £25,503

Company: Forestry England

Location: Wendover, Aylesbury, UK

Events Manager

Salary: £28,000 pa based on experience

Company: Royal Horticultural Society

Location: Salford, UK

IT Support Analyst

Salary: Competitive

Company: Gardaland Resort

Location: Verona, VR, Italy

Facilities Manager

Salary: Competitive

Company: Legoland Discovery Centre

Location: Milpitas, CA, USA

Duty Manager

Salary: Competitive

Company: Legoland Discovery Centre

Location: Concord, Vaughan, Canada

Retail Operations Manager

Salary: Competitive

Company: Legoland

Location: Goshen, NY, USA

Marketing Insights Manager

Salary: Competitive

Company: Legoland

Location: Winter Haven, FL, USA

Operations Director

Salary: Competitive

Company: Saudi Entertainment Academy

Location: Riyadh Saudi Arabia

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



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