

# Attractions

## MANAGEMENT NEWS



# IAAPA Expo 2019 breaks visitor record

A record number of 42,600 industry professionals attended this year's IAAPA Expo, held in Orlando on 18-22 November.

The visitor attraction sector's premier event saw 1,146 exhibitors display their innovations and services across 125 product categories, from ride engineering and virtual reality to special effects and food and beverage.

Thirty eight companies made new product announcements directly from the trade show floor during the Expo, including Maurer, Legoland New York Resort, HoloVis, ETF Ride Systems and Premier Rides.

An educational schedule featuring more than 100 seminars and sessions included a number of keynote presentations – including those given by Christine Duffy, president of Carnival Cruise Line and George Walker, creative director at Universal Creative Studio.

"With the largest attendance in IAAPA Expo history, this year's event



■ The show floor featured 1,146 exhibitors

is a testament to the continued growth and strength of the attractions industry worldwide," said Hal McEvoy, president and CEO, IAAPA.

"It's been an incredible week bringing together this vibrant and diverse community that continues to evolve."

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**This year's event is a testament to the growth and strength of the industry**

Hal McEvoy



**THEME PARKS**

**SeaWorld unveils "penguin coaster"**

New Emperor coaster due to launch in 2020 [p4](#)



**MUSEUMS**

**Abu Dhabi's Zayed museum set for 2021 opening**

National museum will join Louvre at Saadiyat Island [p6](#)

**LATEST JOBS**



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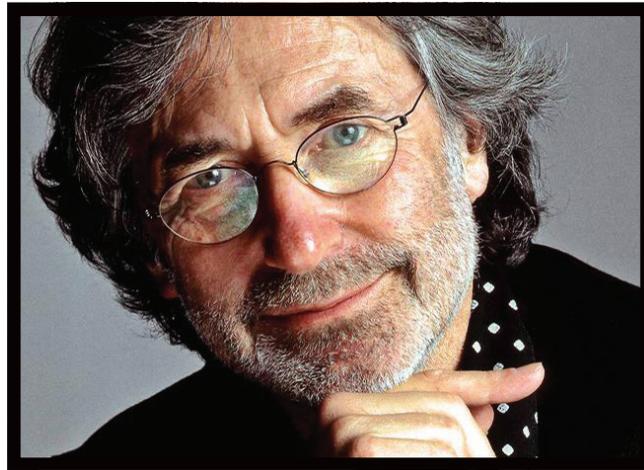
## Emotion and engagement – industry legend Yves Pépin reveals the secrets of the spectacular

Spectacular events such as an Olympic Games opening ceremony or a Millennium-marking celebration make for a perfect blank canvas upon which to splash colour and light, sound and sensation.

This is not what makes a spectacular a success though, and nor, necessarily, is thrusting the latest tech into the spotlight in the hope of drawing gasps from the crowd.

No. According to Yves Pépin, creator extraordinaire of some of the 21st century's most memorable ceremonies, what's needed is an emotional connection with the audience as a whole and as individuals.

"We must find something which people can recognise



■ Pépin has overseen some of the world's memorable ceremonies

**"If there's no engagement or sincerity for what you are doing, it will feel like something is missing"**

themselves and with their culture," explained the man behind the Eiffel

Tower Millennium show in Paris, and the 2008 Beijing Olympic Ceremony.

"It must speak to them and speak to their neighbours. It's quite challenging because we need to be understood by everyone and at the same time we need to make them feel that we're telling them something specific.

"The story we're telling in our shows needs to be as deep as possible so that we can connect emotionally with our audience. I believe a lot in the power of the emotion. It's what links the people and what must be understood by everyone.

"If there's no engagement or sincerity for what you are doing, it will feel like something is missing.

"Engagement means a connection with the audience."

## New IAAPA chair **Amanda Thompson** targets progress on safety and sustainability



■ Thompson has been managing director at Blackpool Pleasure Beach since 2004

The development of a global safety standard for the attractions industry is high on the wish list of incoming IAAPA chair Amanda Thompson, whose tenure began on Tuesday 19 November.

Thompson, who has been the managing director of Blackpool Pleasure Beach in the UK since 2004, becomes only the third woman to chair the attractions industry association, and the first European woman. She hopes that she can encourage more women to "step up to

**"My goal as IAAPA chair is to unite the amusement park world with safety, security and sustainability"**

the plate" in future, she told *Attractions Management*.

Asked where she felt the industry can improve, Thompson said: "A weakness is definitely not having a global safety standard. This is something which needs to be addressed, and that would be something I would love to see happen during my tenure."

Looking forward, she says she feels that consumers

will want more hands-on experiences in amusement parks in the future, swinging back a little from virtual reality, while festivals and events within amusement parks will become bigger and more important.

She said her goal as IAAPA chair is a clear one.

"To unite the amusement park world with safety, security and sustainability," she added.



■ Prince Andrew was appointed to the role of president in 1999

**“The Duke of York has been president for 20 years and we thank him for the support he has given the association”**

## HRH Prince Andrew 'no longer president of ALVA'

The Association of Leading Visitor Attractions (ALVA) has confirmed that HRH The Duke of York, Prince Andrew, will no longer represent the organisation as its president.

Prince Andrew had held the role of president for exactly 20 years, having being appointed to the role in 1999.

In a short statement, ALVA said: "In light of the Duke of York's decision not to undertake public duties for the foreseeable future, as a consequence of the issues raised in the BBC Newsnight interview, the board of ALVA confirms that

His Royal Highness is now no longer its president.

"The Duke of York has been President of ALVA since 1999 and we thank him for the support he has given the Association over the last 20 years.

"It is intended that Lord Lee, our chair, will succeed HRH as president in September 2020, when Lord Lee steps down as chair, having served ALVA in that role for 30 years.

"We do not intend to make any further statements to the media about the board's decision to cease HRH's presidency of ALVA."

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THEME PARKS

# SeaWorld unveils penguin-inspired coaster

Swiss manufacturer Bolliger & Mabillard is building a dramatic new dive coaster for SeaWorld San Diego, due to open in summer 2020.

The Emperor coaster, named after the world's largest penguin, will reach speeds of more than 60mph, but its key feature is its 90-degree drop of more than 140ft (42.7 m) – reflecting, though not coming close to, the 1,800ft (550m) dives that the penguins themselves are capable of.

According to US media, the theme park intends to donate a portion of proceeds from the sales of penguin merchandise to Penguins International, to support its education and research efforts.

SeaWorld says it will be the tallest and fastest dive coaster on the west coast of the US, while SeaWorld San Diego president Marilyn Hannes is quoted in the San Diego Union Tribune claiming that the Emperor coaster would be unlike any other coaster experience in California.

"Emperor will both thrill our coaster enthusiasts and also serve as an attraction that educates guests about the importance of animal and conservation issues," she said.

The ride is designed to climb 153ft (47m) with the cars then suspended at a 45-degree angle at the crown of the ride.

MORE: [http://lei.sr/E2R4r\\_A](http://lei.sr/E2R4r_A)



■ The Emperor dive coaster is being built by Bolliger & Mabillard



**Emperor will both thrill and educate guests**

Marilyn Hannes

IP ATTRACTION

# Universal releases new image of Super Nintendo World



**Super Nintendo World experience will take theme park entertainment to an entirely new level**

Universal Parks

Universal Studios Japan in Osaka has released a new conceptual visual of its Super Nintendo World attraction, which is due to open next year, before the start of the Tokyo 2020 Olympic Games in July.

Heralded as the world's first Nintendo-themed expansive entertainment area, the immersive and interactive park will make guests feel "as if they are playing inside their favourite Nintendo games" said Universal Studios.

Attractions will include Mario-Kart and Yoshi rides, Peach's Castle and Bowser's Castle. The multi-level world will also feature shops and a restaurant.



■ Super Nintendo World is due to open in 2020

In September this year, Universal Parks & Resorts CEO Tom Williams revealed that guests at Super Nintendo World will use interactive wristbands that keep track of their scores on the rides and interface with their game consoles.

Universal promised that the experience will take theme park entertainment "to an entirely new level".

MORE: [http://lei.sr/x2H2B\\_A](http://lei.sr/x2H2B_A)



■ The 165-bedroom hotel is set to open in mid 2020

{ **"We're aiming to bring our characters to life in a way that we haven't seen done before"** }

## Cartoon Network to open immersive hotel next to Dutch Wonderland, US

Cartoon Network has revealed plans to open a new, immersive hotel experience to the public in mid-2020.

Developed in partnership by Cartoon Network and Palace Entertainment, the 165-bedroom hotel will include some of the world's most well-loved cartoon characters in its theming.

Located in Lancaster County, Pennsylvania, US, the hotel is just steps from the doors of the Dutch Wonderland Family Amusement Park – which is owned by Palace Entertainment.

Facilities at the nine-acre destination hotel will include an interactive lobby, a resort-style pool and water play zone, an outdoor amphitheatre with an oversized movie screen and interactive lawn games.

Inside the hotel, each guest room and suite will feature interchangeable show theming that can be customised around children's preferences to make each visit a new adventure.

"With just the right mix of technology, design and animation, we're aiming to bring our characters to life in a way that we haven't seen done before", said Christina Miller, president of Cartoon Network.

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MAJOR PROJECT

# Zayed museum set for 2021 opening

Zayed National Museum, the Foster + Partners-designed development intended to be the national museum of the United Arab Emirates (UAE), looks set for a 2021 opening – nine years on from its originally planned 2012 unveiling.

Named after Sheikh Zayed bin Sultan Al Nahyan, the founding president of the UAE, the museum was first announced in 2007 as one of three major museums planned for Saadiyat Island's Cultural District in Abu Dhabi. While the Louvre Abu Dhabi opened in 2017, work on the Guggenheim is yet to begin.

Construction is, however, underway at the 44,000sq m (144,500sq ft) Zayed National Museum, which

will highlight the history of the region and its cultural connections with countries around the world. Two galleries on the ground floor will showcase the life of Sheikh Zayed, and the museum also plans to display national collections and loans from leading world museums.

According to Abu Dhabi's department of culture and tourism, the museum will function as a centre for archaeological and heritage research, as well as delivering an educational programme that is aligned with the UAE's school curriculum.

Construction progress was highlighted in a video released by the department.

[READ MORE ONLINE](#)



■ The design of the museum incorporates five steel towers



**The museum will function as a centre for archaeological and heritage research**

Abu Dhabi Department of Culture

AQUARIUM

# Connecticut aquarium starts work on seal area and 4D theatre



**The aquarium is one of the state's largest tourist attractions**

Dave Truedson

The Maritime Aquarium at Norwalk is set to undergo expansion, with a large seal exhibit and 4D movie theatre to open at the attraction in 2020.

The new seal habitat, which will be almost seven times the size of the existing 22,000 exhibit, is part of a larger project that will also see a new 4D theatre built at the Connecticut aquarium. Construction has just started on the new facilities, which are set to open in late 2020.

The design of the tank is based on behavioural animal studies and on recommendations from member institutions of the Association of Zoos & Aquariums.



■ The attraction first opened its doors in 1988

The aquarium is working with SimEx-lwerks Entertainment on building the 179-seat 4D theatre, which will have sensory seats and the ability to host 2D and 3D digital screenings.

"The aquarium is one of the state's largest tourist attractions and an economic driver for Norwalk," said Dave Truedson, the aquarium's chief operating officer.

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**PUBLIC MUSEUMS**

# Science Museum transformation completed

London's Science Museum says it has now completed its "Masterplan" transformation project, started in 2010, with the opening this weekend of 3,000sq m (9,842sq ft) of new galleries that together comprise the largest medical exhibit space in the world.

The Medicine: The Wellcome Galleries development has cost £24m (US\$31m, €28m) and features more than 3,000 medical artifacts, artworks, interactive games and immersive experiences that the museum says "bring the history of medicine to life".

Consisting of five new galleries that have been designed by WilkinsonEyre, the displays allow the collections of Henry Wellcome

and the Science Museum Group to go on show, revealing how the quest to better understand the human body has transformed medicine.

Consisting of five new galleries that have been designed by WilkinsonEyre, the displays allow the collections of Henry Wellcome and the Science Museum Group to go on show.

Sir Ian Blatchford, director of the Science Museum Group, said that the exhibits were "intellectually adventurous, rich in personal stories and at times incredibly moving".

"The scale and ambition of these five vast galleries is unprecedented," he added.

**READ MORE ONLINE**



■ The works have added five new galleries on medicine



**The ambition of these five vast galleries is unprecedented**

Ian Blatchford

**ARCHITECTURE**

# Designs revealed for China's LAB Art Museum



**As a synonym for non-daily spaces, art museums and visitors are confined to relatively independent spaces, while the design of the LAB Art Museum opens up the architecture**

Li Nan

C+ Architects have created art gallery in Wulong, China, that is designed to look like a glowing ring in the mountains.

The LAB Art Museum is set on a 3,000sq m (32,300sq ft) hilltop site that at times is surrounded by clouds.

Its white elliptical form stands out against the surrounding green hills and its main volume is raised up on four functional blocks at ground level that serve variously as offices, a gift shop and an exhibition space.

At the centre of the ring is a central outdoor courtyard that can be entered via the gaps in the building at



■ The LAB Art Museum is located on a hilltop site

ground level and from which the sky above is framed by the building.

Li Nan, principle partner of Lab, said: "As a synonym for non-daily spaces, art museums and visitors are confined to relatively independent spaces, while the design of the LAB Art Museum opens up the architecture, allowing art, nature and people to coexist in the same scene."

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[www.IAAPA.org/  
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# IAAPA EMEA SUMMIT 2020

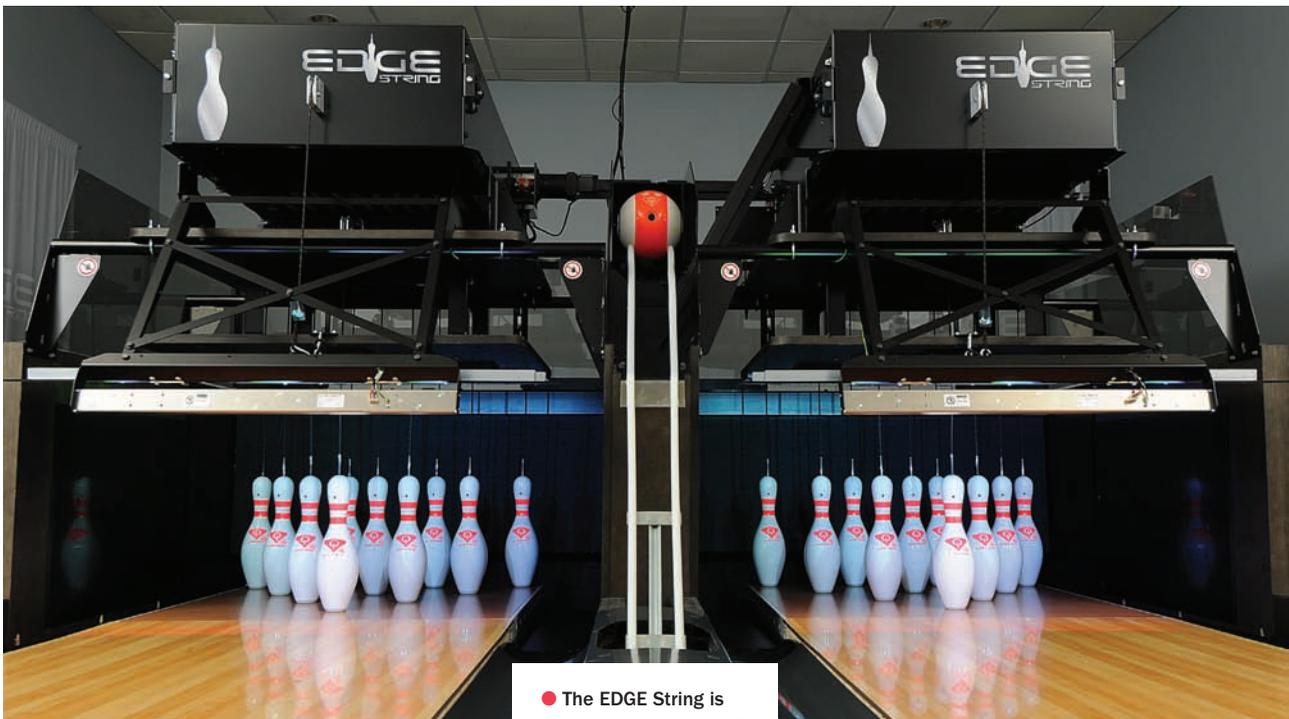
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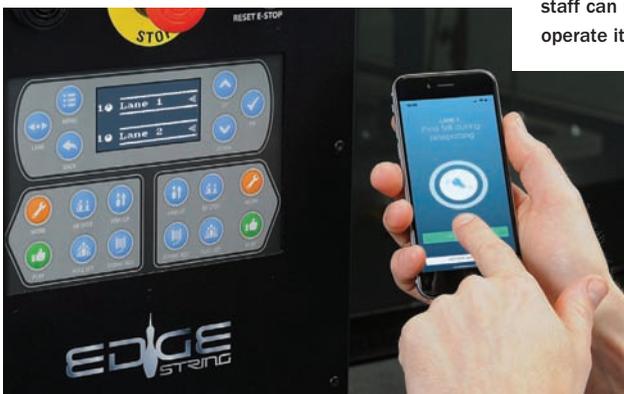
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● The EDGE String is built so any member of staff can be taught to operate it with ease



## 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



● Neil Pennington, director, performance equipment at QubicaAMF

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](http://www.qubicaamf.com/edgestring)**

ATTRACTIONS-KIT KEYWORDS

**QUBICAAMF**

**REDEVELOPMENT**

# 'New' Penn Museum opens with fresh galleries

The Penn Museum in Philadelphia has reopened with 10,000sq ft (3,048sq m) of newly imagined space, including a new main entrance and galleries for African and Mexican and Central American artifacts.

The developments are part of the museum's multi-million dollar Building Transformation project, which is focused on making the museum an internationally-renowned cultural destination, while remaining true to its purpose as a teaching and research institution.

As part of the new Sphinx Gallery, a 25,000 pound Sphinx of Pharaoh Ramses II welcomes guests from

its platform as they come through the new entrance area. Here new elevators and accessible restroom facilities have been added.

The 4,000sq ft (1,219sq m) African Galleries showcase nearly 300 artifacts that address modern-day issues around the display of African art and material culture in the west.

"In addition to showcasing our collections in new ways, these reimagined spaces and expanded museum amenities transform how we engage with our guests, truly making this a museum for all, open to everyone," said Dr Julian Siggers, Williams director of the Penn Museum.

**READ MORE ONLINE**



■ A Sphinx of Pharaoh Ramses II on display at the museum



**The expanded museum transforms how we engage with our guests**

Dr Julian Siggers

**WATER ATTRACTIONS**

# May 2020 opening date for Hungary's Debrecen waterpark



**This was an experiment for us**

Peter Bordás

A three-dimensional water experience – a little oasis of wellness and sustainability – is rapidly coming to fruition in the middle of the Great Forest of Debrecen, Hungary.

The Aquaticum Water Park is due to open on 1 May 2020, and is the latest strand in a HF200bn (US\$660m, €590m, £510m) transformation project for Debrecen, which is Hungary's second-largest city.

The waterpark will serve the local community as well as drawing tourists, and will have a capacity of 6,000 people per day.



■ Cascading waterfalls are enclosed within glass walls

Peter Bordás, founder of BORD, said: "This was an experiment for us that resulted in the creation of an unconventional, three-dimensional water experience, which at its heart features a cuboid shaped visual module made entirely of water."

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ARCHITECTURE

# Obama Presidential Center designs revealed

Updated designs of the Barack Obama Presidential Center have been released showing a "more sculptural building".

The centre will comprise a museum dedicated to Obama's presidency, a library of his archives and a forum to advance the Obama Foundation's public mission to promote global progress.

A Sky Room at the top of the building will provide views of the surrounding area.

Spread across a 19.3ac (7.8ha) site in Chicago's Jackson Park, the centre has been designed by Tod Williams and Billie Tsien, who recently won the Praemium Imperiale Award.

Initial designs were released in 2017, with

subsequent updates made public in January 2018.

Work began later last year, but ongoing feedback from the local community and other stakeholders prompted a third iteration of the designs.

David Simas, CEO of the Obama Foundation, said: "We've spent the past few years talking with the community and meeting with neighbours and stakeholders to incorporate their input.

"In response to the feedback we received, we're presenting updates that create even more ways for the community to enjoy what will become an important and memorable gathering place."

[READ MORE ONLINE](#)



■ A north-facing view of the public plaza and museum building



**It will become an important gathering place**

David Simas

REDEVELOPMENT

# Design Museum Gent to be expanded as part of revamp



**The design will help us to realise our ambition**

Katrien Laporte

Carmody Groarke, Trans Architectuur Stedenbouw and RE-ST Architectenvennootschap have won a design competition to extend Design Museum Gent with a new "third place" that will link the museum and the city.

The new wing will also link together the museum's two existing buildings, as well as provide additional spaces for exhibitions, debate, reflection, public activities, retail and catering.

It is designed to be a welcoming meeting place with free access and to solve a number of existing accessibility and logistical issues at the museum.



■ The wing will link the museum's two buildings

Katrien Laporte, director of Design Museum Gent, said: "Seeing and being seen are important in this concept: the building both looks out on and can be seen by the city. The design will help us to realise our ambition of becoming a 'community sense-making museum'."

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# Beyond the Galaxy's Edge

The secrets behind Star Wars: Galaxy's Edge were discussed during the popular Legends Panel at this year's IAAPA Expo



Galaxy's Edge opened to great fanfare earlier this year

Star Wars: Galaxy's Edge was in the spotlight this year, as BRC's Bob Rogers hosted the ever-popular Legends Panel at the IAAPA Expo in Orlando, Florida. The two 14-acre Galaxy's Edge attractions, which opened at both Disneyland in California and at Hollywood Studios in Florida, is a totally immersive Star Wars experience, with final development costs on the grand projects thought to exceed US\$1bn (€898m, £793m) each.

## A NEW ANGLE

A host of Disney legends and creatives were on this year's Legends panel, each sharing their knowledge and stories learned from bringing the new addition to Disney's parks.

Scott Trowbridge, who is portfolio creative executive for Disney Imagineering, also acting as the company's creative lead for its Star Wars projects, was the first member of the panel.

"We very quickly decided that the right thing for us to do in the park was not to retell someone else's story," he said. "We wanted to create a new expansive Star Wars universe that had lots of stories to tell with all-new locations and all-new characters through all these different mediums."

We want each guest to feel like they have a place in this world – they can make a difference



■ Bob Rogers (far left) chaired the Legend's Panel at IAAPA Expo

“ This is the evolution of the themed experience. There are so many great ways to get immersed in stories today ”

"This is the evolution of the themed experience. There are so many great ways to get immersed in stories today. One of the unique things we as an industry have is we can take you there, right into those stories."

**GUEST ENGAGEMENT**

The second member of the four-person panel was Anisha Deshmane. Her approach to Galaxy's Edge saw the creation of "unique customised experiences" that would feel unique to each visitor.

"It's a new way of telling a story that hasn't been done like this before," she said. "This is an experience you have an active role in."

"We want each of our guests to feel like they have a place in this world. They can make a difference. Everyone now carrying little computers around with them in their pockets helped us enhance that."

Deshmane helped to develop the Star Wars: Datapad – an extension of the Play Disney Parks app that allowed interactivity with the land, helping to enhance the Star Wars story.

"It was something all of the creative teams were thinking about," she said. "It touches on every single aspect of how the land functions."

Margaret Kerrison, managing story editor for Disney Imagineering, was the third member of the Disney panel to speak. Her role during the creation of Galaxy's Edge included the incorporation of much of the detail from the Star Wars cinematic universe in order to create an authentic product that die-hard fans would appreciate.

"Whether it be a movie, a novel, a game or a theme park, we're building one single universe," she explained.

"All of these stories speak to one another." ●



■ Disney has so far opened two Galaxy's Edge attractions



For years, the industry has talked about creating immersive attractions and experiences, and I think we see that now more than ever

# David Rosenberg

Immersive, sustainable and meeting evolving expectations – outgoing IAAPA chair David Rosenberg on the future of the attractions industry



■ Rosenberg served on the IAAPA Sustainability Task Force this year

It's been a busy, exciting and often inspiring year for David Rosenberg as IAAPA chair. As he stands down from the role to make way for the incoming Amanda Thompson, Rosenberg, who is vice president of guest experience at Monterey Bay Aquarium, reflects on connections he made, progress achieved and the nature of the industry he has served over the past year.

## FOCUS ON SUSTAINABILITY

Having identified sustainability as a key challenge to address, Rosenberg told *Attractions Management* he was proud to have served on the industry's Sustainability Task Force and was gratified that IAAPA's board of directors had approved its request to become an ongoing committee.

"I've continued to be a part of the industry-based, global conversations



■ Rosenberg was speaking to *Attractions Management*

## “ We must strive to be proactive by understanding guest behaviour, needs and expectations ”

about embracing sustainability," said Rosenberg. "Clearly, corporate social responsibility (CSR) is more than a buzzword – it's made its way into more business plans than ever before. Industry-wide, more and more of us recognise that a commitment to sustainability is about more than just embracing green initiatives – it's about meeting our guests' growing expectations that we not only continue to be fun places to visit, but also an industry-wide force for good."

The increasing importance of immersive experiences in the attractions industry is something that has struck Rosenberg during his tenure.

"For years, the industry has talked about creating immersive attractions and experiences, and I think we see that now more than ever," he said. "The full story is told as guests journey through retail areas, or stop for food

and beverage. Theming, imagination, innovation, technology and storytelling are all coming together in new ways."

Meeting so many attractions industry people throughout his year as chair of IAAPA has given Rosenberg a clear view of the levels of creativity and passion that he believes sets the industry apart. "I often felt I was with people who had found their 'true calling'," he said. "It was inspiring."

Looking to the years ahead, Rosenberg said that the industry must understand and react to the ripples caused by evolving guest expectations.

"It's important we understand that these expectations are changing and that we're able to react and adjust in a timely manner," he said. "We must strive to be proactive by understanding guest behaviour, needs and expectations and understand how to design and enhance our facilities to meet these needs." ●



■ Rosenberg is the VP of guest experiences at Monterey Bay Aquarium, which recently opened a new US\$42m education centre



## TEA AWARDS

TEA reveals 26th annual recipients of prestigious Thea Awards



Warner Bros World Abu Dhabi was awarded for bringing more than 50 iconic characters together

The Themed Entertainment Association (TEA) has announced the winners of its annual Thea awards, with the likes of Universal Orlando, and Warner Bros World Abu Dhabi walking away with honours.

Hagrid's Magical Creatures Motorbike Adventure at Universal Orlando was awarded a Thea for outstanding achievement. The newly-opened 'story coaster' takes guests on a motorbike ride with Hagrid, who takes riders through the Forbidden Forest in an immersive world.

Warner Bros World Abu Dhabi also picked up an Outstanding Achievement Award, with the first-ever Warner Bros-branded theme park bringing together more than 50 characters from the world of Warner Bros and DC Entertainment.

One of the most lauded projects in the attractions industry - Star



■ The Museum of the Bible, Washington DC and Hagrid's Motorbike Adventure were among the winners of the Thea Outstanding Achievement award

## The full list of winners



### The Buzz Price Thea award – recognizing a lifetime of distinguished achievements

- Nancy Seruto, Shanghai Disney Resort Creative Executive, Walt Disney Imagineering

### Thea classic

- Pageant of the Masters, Laguna Beach, CA, USA

### Thea Awards for Outstanding Achievement (AOA)

- Hagrid's Magical Creatures Motorbike Adventure, Universal Orlando, USA (Attraction)
- Warner Bros. World™ Abu Dhabi, UAE (Theme Park)
- The Cool Planet Experience, Wicklow, Ireland (Museum, Limited Budget)
- Wonderbox at Paradise City, Incheon, South Korea (Family Entertainment Center)
- Fram Museum, Oslo, Norway (Museum Upgrade)
- The Hebrew Bible Experience, Museum of the Bible, Washington DC, USA (Museum Exhibit)
- Jeff Wayne's Musical Version of The War of the Worlds, London, England (Connected Immersion)
- Poverty Encounter, Children's Hunger Fund, Sylmar, CA, USA (Connected Immersion, Limited Budget)
- Popcorn Revenge, Walibi, Belgium (Attraction, Limited Budget)
- The Google Assistant Ride, 2019 CES Trade Show, Las Vegas, NV, USA (Brand Experience)
- Le Premier Royaume, Grand Parc du Puy du Fou, Les Epesses, France (Attraction)
- The Legend of the Gods, Huaxiacheng Tourism Scenic Area, Weihai Huaxia City, Shandong, China (Live Show Spectacular)
- Millennium Falcon: Smuggler's Run, Disneyland Resort, CA, USA (Attraction)
- Star Wars: Galaxy's Edge, Disneyland Resort, CA, USA (New Park Land)
- Christie Eclipse 4K RGB Pure Laser Projector (Technical Innovation)

### TEA Peter Chernack distinguished service award

- Wendy Heimann-Nunes – Nolan Heimann LLP

## One of the most lauded projects in the industry – Star Wars Galaxy's Edge – also picked up a Thea award

Wars: Galaxy's Edge – also picked up a Thea. In its comments, the TEA Thea Awards Committee said that it considered Star Wars: Galaxy's Edge to be the "most ambitious addition to Disneyland in more than 60 years", calling the attraction a ground-breaking new land that invites guests into a new chapter of the Star Wars saga – and in which the guest is given the opportunity to be the star.

Nancy Seruto, Shanghai Disney Resort Creative Executive for Walt Disney Imagineering, was individually honoured with the Buzz Price Award, recognising a lifetime of distinguished achievements.

"Nancy Seruto brings a rare blend of business acumen and creative talent, plus the ability to lead highly creative and interdisciplinary teams in a way that brings out the best in those around her," said the TEA. "She has also been an active leader involved in promoting cultural exchange and supporting initiatives that foster inclusivity." ●

*The awards will be formally presented in Anaheim, California, next April at the TEA Thea Awards Gala, taking place during the annual TEA Summit conference, which devotes much of its two days of sessions to exploring the Thea Awards recipients.*

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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](http://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](mailto:IAAPA@IAAPA.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](mailto:lilia@iecdubai.com)

[www.dealmiddleeastshow.com](http://www.dealmiddleeastshow.com)



■ 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](mailto:info@waterparks.org)

[www.waterparks.org](http://www.waterparks.org)

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](mailto:asiapacific@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](http://www.worldleisure.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](mailto:IAAPA@IAAPA.org)

17-20 NOVEMBER 2020

### 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.

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

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

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

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

### Is there more?

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

### What now?

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

## Meet the Attractions Management News recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard

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

# 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.**

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*We are searching for an **Attraction Manager** at our Peppa Pig World of Play attraction.*

*Jump into the world of Peppa Pig to laugh, learn and play!*



## Attractions Manager

Reference: req4612

Peppa Pig World of Play, Schaumburg, IL, USA

**Opening in 2020, Peppa Pig World of Play Chicago is an indoor family play attraction, designed for pre-school children and their families.**

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

### Your Magical Role

The role of the Attraction Manager is to ensure the effective pre-opening, launch and post-opening operation of our 3rd Peppa Pig World of Play attraction in North America.

### Your Magical Ingredients

- Embraces the idea of encouraging and empowering Playmakers to provide inspirational guest experiences
- Minimum of 3-5 years of relevant service industry experience; preferably with strong operations and retail management knowledge

### About The Benefits

In return you will find a competitive salary and benefits package. In addition, you can expect continued growth of joining an exciting, global organization.

### About Us

Jump into the world of Peppa Pig to explore and discover, interact and engage in fourteen themed play areas and an unforgettable adventure with Peppa and her friends. Peppa Pig World of Play – snorts and giggles for all the family!

We offer flexible opportunities, in a totally unique environment. We know this is a great place to work, but don't just take our word for it, click here

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

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# 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**





## OPERATIONS MANAGER

Madame Tussauds, Hollywood, Los Angeles, CA, USA

### About The Role

Manage a team of fun, driven, enthusiastic, magical, and memorable experience makers. The Operations Manager is responsible for the day-to-day smooth and profitable operation of our dynamic attraction and has the ability to work at a quick pace and exhibit situational flexibility. Through diligent work and optimal fun you will strive to achieve the financial targets as well as lead and develop your team.

### About You

- Minimum of 3-5 years of service industry experience with 3 years of management experience required including a visitor attraction, theme park, museum, hotel or theater environment; or equivalent combination of experience and education.
- Passion for providing excellent experiences to our guests is critical. This combined with your excellent communication, negotiation, interpersonal and organizational skills will be vital in driving visitor numbers to the attraction and getting the most out of your team.

### About The Benefits

In return you will find a competitive salary and benefits package. In addition, you can expect continued growth of joining an exciting, global organization.

### About Us

Merlin Entertainments, is a business built on fun. We are the world's second-largest visitor attraction operator. Whether you are serving delicious food, working in the office, maintaining the attractions, entertaining guest or operating rides, the objective is to provide a truly memorable experience and a great day out for all members of the family.

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

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## RETAIL OPERATIONS MANAGER

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.

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## Marketing Insights Manager

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**Location:** Somerville, MA, USA

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**Company:** Legoland

**Location:** Billund, Denmark

## Retail Operations Manager

**Salary:** Competitive

**Company:** Legoland

**Location:** Goshen, NY, USA

## Visitor Services Coordinator

**Salary:** Competitive

**Company:** Forestry England

**Location:** Wendover, Aylesbury, UK

## Operations Manager

**Salary:** Competitive Salary

**Company:** Madame Tussauds

**Location:** Hollywood, Los Angeles, USA

## 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

## IT Support Analyst

**Salary:** Competitive

**Company:** Gardaland Resort

**Location:** Verona, VR, Italy

## Facilities Manager

**Salary:** Competitive

**Company:** Legoland Discovery Centre

**Location:** Milpitas, CA, USA

## Marketing Insights Manager

**Salary:** Competitive

**Company:** Legoland

**Location:** Winter Haven, FL, USA

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