

Attractions

MANAGEMENT NEWS

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Pushkin-inspired theme park for Russia

A new theme park inspired by the literary poems and fairy tales of Alexander Sergeyevich Pushkin is being created in Russia by Dutch design and production company Jora Vision.

A.S. Pushkin is considered by many to be the greatest Russian poet and the founder of modern Russian literature. His fairy tales, which centre around an imaginary land called "Lukomorye", have entertained children since the 19th century.

Now, Svetoch, a company based in St Petersburg, has enlisted Jora Vision to work on masterplanning a theme park that will bring the writer's stories to life in a modern and immersive, yet typically Russian, way. The park will be called Lukomorye, and is expected to open in St Petersburg in 2023.

Jora Vision said its plans contain an indoor area that consists of three main zones and an outdoor area with a further three zones.



■ Lukomorye will have six themed zones

"We love unique and meaningful stories, and are excited to harness our skills to bring these local stories to life and to an audience which is not yet very familiar with the concept of theme parks and immersive attractions," said Jan Maarten de Raad, CEO at Jora Vision.

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We love unique and meaningful stories

Jan Maarten de Raad



THEME PARKS

Six Flags admits Chinese projects could be shelved

Works have "not progressed as expected"

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NEW OPENING

Game of Thrones attraction for Northern Ireland

Visitors will to experience real sets from the show

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Natural History Museum's **Clare Matterson** reveals plans for Fantastic Beasts exhibition

London's Natural History Museum is set to host an exhibition inspired by the creatures featured in JK Rowling's *Fantastic Beasts And Where To Find Them* series.

Opening in spring 2020, the exhibition, titled *Fantastic Beasts: The Wonders of Nature*, is described as one of the museum's most ambitious exhibitions to date and is the result of a three-way partnership between the Natural History Museum, national broadcaster BBC and Warner Bros.

The exhibition, located in the Waterhouse Gallery, will bring visitors face-to-face with creatures from the natural and mythical worlds, as well as the wizarding world.



■ Matterson said the exhibit is one of NHM's most ambitious to date

The experience will bring characters from the wizarding world together with creatures from the natural world

It will feature digital installations and 'spellbinding' elements from the wizarding

world, alongside specimens and historic objects from the Natural History Museum.

"Bringing characters from JK Rowling's wizarding world together with some of the most fantastic creatures from the natural world will produce a captivating experience that will show how the natural world has inspired legends and stories – which in turn have inspired generations of people," said Clare Matterson, executive director of Engagement at the Natural History Museum.

"A spectacular celebration of science and nature packed full of surprises and mesmeric experiences, the experience will be impossible to leave without wanting to learn more about the wonders of our planet and how we can all better protect it."

Thierry Coup reveals new details about Super Nintendo World as Universal launches new music video



■ Coup said there would be many items in the land to play and interact with

Thierry Coup, senior vice president of Universal Creative, has revealed new details for Super Nintendo World, alongside the release of a music video to promote the soon-to-debut attraction at Universal Studios Japan.

Opening this summer ahead of 2020 Olympic Games in Tokyo, Coup revealed new attractions and locations inside the immersive Super Mario attraction, including Mushroom Kingdom, Peach's Castle and Mario Kart.

"It's truly one of the most innovative experiences we've ever created at Universal"

Super Nintendo World will introduce wearable tech in the form of Power Up Bands – a smart-phone powered technology that allows guests to interact with the world around them.

"Super Nintendo World is a life-sized living videogame and will be filled with interactivity and play and it's one of the most innovative experiences we've ever created," said Coup.

"We created a whole new level of play by creating the Power Up Band, which will connect guests to dozens of iconic Nintendo items throughout the world in a truly seamless and innovative way.

"The app will keep track of their adventures and any items earned along the way such as coins. There are many, many items in the land to play and interact with."

CREDIT: ACTUALITÉ/WIKIPEDIA (CREATIVE COMMONS 2.0)



■ Riester said editorial cartoons were a "reflection of our times"

"I firmly believe that we need a place where meetings, training and exhibitions can be held on editorial and satirical cartoons"

French culture minister **Franck Riester** announces plans for satirical cartoon centre

Five years after the terror attack on *Charlie Hebdo*, a satirical newspaper based in Paris, the French government has announced plans to open a centre dedicated to editorial and satirical cartoons.

According to French culture minister Franck Riester, the centre, which was announced earlier this week, was 'conceived and wanted' by Georges Wolinski, one of the five caricaturists killed in the 2015 attack, which claimed the lives of 12 people, including caricaturists Jean Cabut, Stéphane Charbonnier, Bernard Verlhac and Phillipe Honoré.

The centre will enable the creation and promotion of satirical cartoons by providing creators with meeting, exhibition and training spaces.

"I firmly believe that we need a place today where meetings, training and exhibitions can be held on editorial and satirical cartoons, in line with Georges Wolinski's wishes," Riester said.

"A place for free expression, for explaining and showing. A place meeting the highest scientific standards, open to the world, embracing tomorrow's challenges for editorial cartoons and shining the spotlight on cartoonists."

Attractions

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HERITAGE

Work to begin on Holocaust Museum

Construction of a new National Holocaust Museum in Amsterdam is expected to begin in February, following a €4m (US\$4.5m, £3.4m) donation from the German government.

Amsterdam's temporary holocaust exhibition within the city's Jewish Cultural Quarter will close its doors to allow construction to begin with the new, permanent museum opening on the same site in 2022. In addition, a second building on the other side of the road will be redeveloped so that the museum can offer educational programmes.

The scale of the donation from the German government was a surprise, according to Emile Schrijver, director of

the Jewish Cultural Quarter in Amsterdam, who told the *Het Parool* newspaper: "We thought there might be a donation of €500,000 to €1m. A few weeks ago we received a message from Germany informing us that we would get €4m."

In a report by The *Guardian*, German foreign affairs minister Heiko Maas said the museum would help to mark the postwar reconciliation between the Netherlands and Germany.

"The National Holocaust Museum in Amsterdam places the right emphasis by encouraging young people to become acquainted with this subject," Maas said.

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CREDIT: DOMINIK BUTZMANN/WIKIPEDIA (CREATIVE COMMONS 2.0)

■ Work on the new Holocaust Museum will begin in February



The museum helps young people face the subject

Heiko Maas

IP ATTRACTIONS

Harry Potter "retailtainment store" planned for New York



The New York store adds to Warner Bros' expanding portfolio of Wizarding World experiences, which include the 9 3/4 retail shops and a studio Tour in London

Interactive experiences and photo opportunities will be part of the offering when the world's largest dedicated Harry Potter store opens in New York City later this year.

Details of the retailtainment venue on Broadway were announced by Warner Bros, which said that New York was the ideal city to launch the venture, with "so many Wizarding World fans, a cutting-edge retail environment and a community that embraces innovative experiences".

It will house the largest collection of Harry Potter and Fantastic Beasts products in the world.



■ The New York store will cover 20,000 sq ft

The 20,000 sq ft (6,100sq m) shop will be set over three floors and offer retailtainment experiences that "evoke the magic of the Wizarding World", said Warner Bros.

The company will add to Warner Bros' expanding portfolio of Wizarding World experiences, which include the 9 3/4 retail shops and a Studio Tour in London.

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■ An artist's impression of the proposed Six Flags Zhejiang

{ Six Flags' first Chinese park – at Zhejiang Province – was scheduled to open in 2020, but this now seems far from certain }

Six Flags admits China theme park projects could be shelved

The stop-start affair that is Six Flags' expansion into Chinese territory may never come to fruition, after the US theme park operator revealed continuing problems with its partner in China.

The company said in a regulatory filing that real estate developer Riverside Investment Group had defaulted on payments "due to a declining market" and that the development of Six Flags-branded parks in China had "encountered continued challenges and has not progressed as expected".

"While the company continues to work with

Riverside the eventual outcome is unknown and could range from the continuation of one or more projects to the termination of all the Six Flags-branded projects in China," said the statement.

Six Flags' first Chinese park – at Zhejiang Province – was scheduled to open in 2020, but this now seems far from certain. Additional projects in Nanjing and Chongqing have also been subject to delays.

The company also had to shelve plans for a Dubai theme park last year, after funding problems with its partner DXB Entertainments.

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REDEVELOPMENT

Minnesota Zoo to focus on outdoor pursuits

A US\$22m (€19.8m, £16.9m) "Treetop Trail" built on a former monorail track, a nature-based preschool and camping facilities are among reported changes that Minnesota Zoo in Apple Valley, US, is considering.

The Minneapolis-based *Star Tribune* newspaper reports that the plans have been developed and presented to the board by director and president John Frawley, who joined the zoo in 2016. They are notable for their focus on outdoor pursuits as a means to attract visitors, rather than new or exotic animal exhibits.

Key parts of the project include the aforementioned Treetop Trail, which the report says at 1.3 miles long

would likely be the longest elevated trail loop in the US, a rock-climbing facility within a vacant IMAX theatre, paved trails, a lodge and several camping options.

Animal "encounters" could be manufactured in new areas, such as by organising hikes out to visit an elk herd, or by zookeepers bringing certain animals to campsites or the Treetop Trail.

Overall the facilities plan aims to make the zoo easier to navigate.

The zoo, which typically receives about a third of its budget from the state, is seeking US\$39m (€35.1m, £29.9m) from the legislature in 2020.

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■ Among the experiences will be animal encounters



The zoo is seeking US\$39m of funding for the facilities plan, which aims to make the zoo easier to navigate

NEW OPENING

£24m Game of Thrones Studio Tour for Northern Ireland



The tour will feature original sets, costumes and props from the series, as well as a host of interactive experiences

The upcoming Game of Thrones studio tour in Bambridge, Northern Ireland, will boost the country's tourism spend to £400m (US\$523m, €470.7m) by the year 2030, a report has revealed.

Expected to open later this year, the studio tour will be housed inside Linen Mill Studios – a key production site for the show – and is the result of a partnership between HBO and Linen Mill owner, John Hogg and Company.

Being developed at a cost of £23.7m (US\$31m, €27.8m), the tour will feature original sets, costumes and props from the series, as well as a host of interactive



■ The Throne Room will be a key part of the experience

experiences, while the great hall at Winterfell will serve as the centrepiece of the tour. Also planned are a restaurant and a 'backlot' café designed to replicate the studio catering that the Game of Thrones cast and crew would have experienced, as well as a ticketing area and retail and office spaces.

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RIDE DESIGN

David Walliams unveils Gangsta Granny ride

Television personality David Walliams has revealed new information about an attraction coming to UK theme park Alton Towers based on his hit series of children's books.

Called Gangsta Granny: The Ride, the new attraction will be a 4D dark ride at the Staffordshire theme park, combining a physical ride experience, high-tech special effects and storytelling.

Due to open in Q2 2020, the ride tells the story of Ben and his discovery that his Granny is secretly an international jewel thief.

The ride experience will see guests take part in an attempt at the greatest heist ever on a mission to steal the Queen's Crown Jewels.

"I've worked really closely with the team at Alton Towers to make sure the ride is just as funny and exciting as the book," said Walliams. "I think children and their parents – and even their grandparents – are going to love it."

John Burton, creative lead for Alton Towers Resort, said it had been a challenge to build the witty characters and intrigue of David Walliams' books into a ride experience. "It's the first time we've attempted such a complex combination of a physical ride experience, high-tech special effects and brilliant storytelling to ensure guests feel they are with Granny and Ben on every step of their adventure."

[READ MORE ONLINE](#)



■ Walliams worked with Alton Towers' John Burton on the ride



“

Children and their parents are going to love it

David Walliams

PUBLIC ATTRACTIONS

UK's National Trust aims to become net-zero by 2030



“

Responding to climate change is a top priority for us

Lizzy Carlyle

The UK's National Trust has revealed plans to become "net-zero" – generating 100 per cent of its energy needs on-site – by 2030.

The charity – which owns and operates more than 500 heritage properties and attractions – said it will be reducing emissions across its value chain and "significantly enhancing carbon sequestration" on the land it owns.

The strategy to offset its carbon footprint includes plans to plant 20 million trees over the next 10 years – one of the UK's biggest woodland creation projects. The initiative will result in more than 18,000 hectares of woodland being



■ National Trust owns and operates 500+ sites

established, removing 300,000 tonnes of carbon – equivalent to the annual emissions from 37,000 UK households.

"We protect and care for places which are under threat from climate change – and responding to this threat is a top priority," said Lizzy Carlyle, head of environmental practices at the National Trust.

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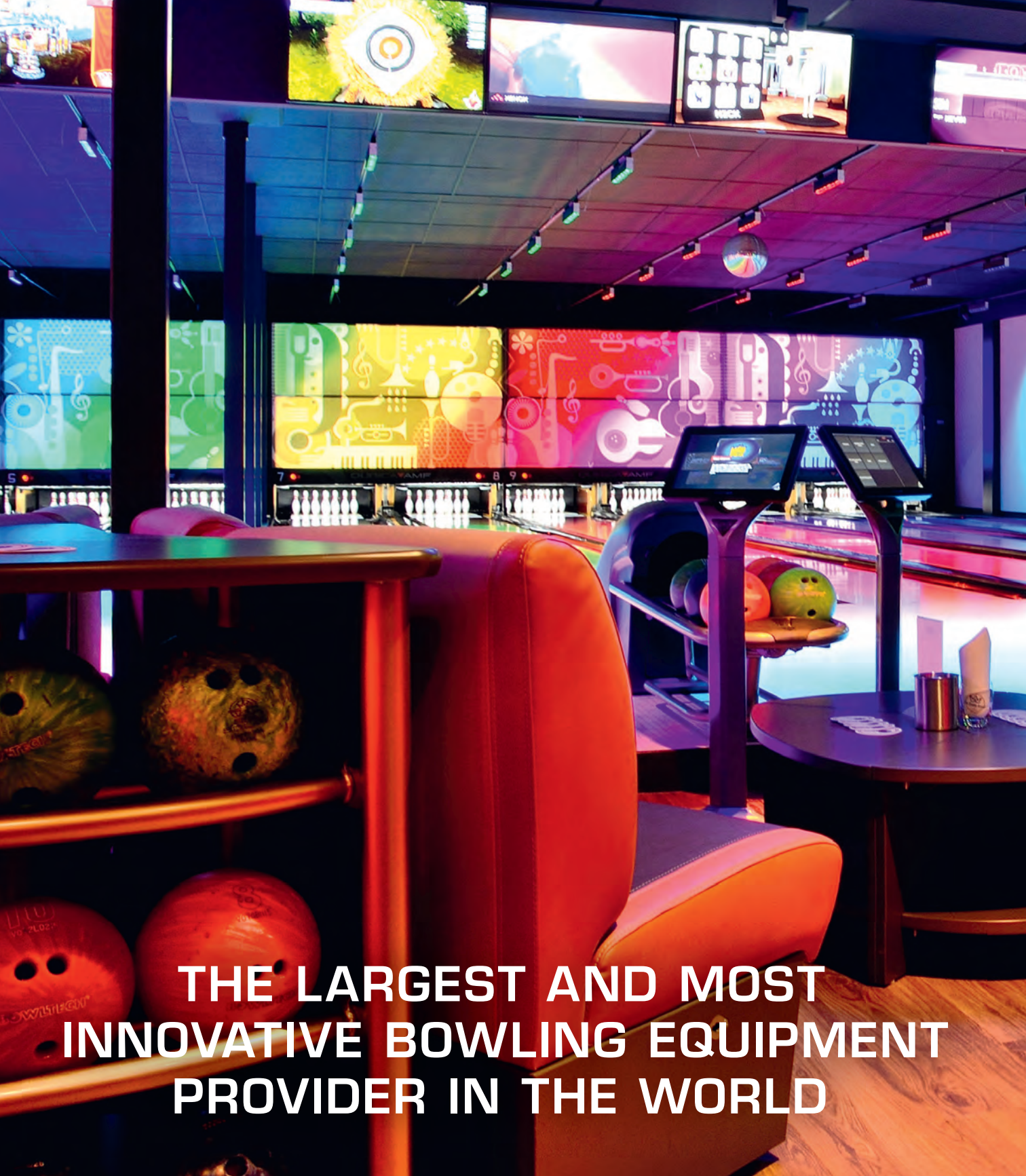


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AQUARIUMS

Florida Aquarium reveals anniversary plans

The Florida Aquarium in Tampa Bay, US, has announced a series of projects and initiatives, many of which are to open in 2020, in recognition of its 25th anniversary celebrations.

Initiatives will seek to grow its animal collection, create new guest experiences, expand the aquarium's conservation efforts, provide learning opportunities and further integrate the organisation into the community.

To achieve these aims, the aquarium will invest US\$5.6m (£5m, £4.3m) this year, as part of a larger US\$14m (£12.6m, £10.7m) capital investment campaign.

Opening this year will be the CIBC Aquatic Lounge,

a state-of-the-art exhibit showcasing new animals at the aquarium, which comes about through a new multi-year partnership with CIBC Bank USA.

Further ahead, planned initiatives include an expansion of the aquarium's coral conservation facilities, with five new greenhouses

"The investment we're making is an investment in Tampa Bay as a cultural attraction, an economic driver, a conservation leader, a pillar of the community, and a fun place to visit. We are focused on the triple bottom line as we grow into the next 25 years," said Roger Germann, president and CEO of The Florida Aquarium.

[READ MORE ONLINE](#)



■ The attraction has announced a raft of new initiatives



“

We are focused on the triple bottom line

Roger Germann

URBAN ATTRACTIONS

Alligator park coming to London's Old Kent Road



“

The alligator park and farm would be the first in London

Marc Pennick

Avanton, a London-based property developer, has announced plans to create an alligator farm and enclosure to be built on the UK capital's Old Kent Road.

The enclosure will form the centrepiece of a housing and office development worth a reported £230m (US\$300m, €270m). It will be located inside a Grade II-listed Victorian gasholder, with the former tanks at the base of the structure to be converted into a habitat, while part of the 160 ft (49m) iron frame will be covered with glass, creating a multi-storey conservatory, creating a humid, Florida-style climate.



■ The enclosure is part of a larger £230m project

"The alligator park concept came to us after we were approached by an out-of-town specialist looking for a location for an alligator park," said Marc Pennick, co-founding director of Avanton.

"The alligator park and farm would be the first in London and is one of a series of leisure concepts Avanton is reviewing."

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MAJOR PROJECT

Grand Egyptian Museum set for 2020 launch

The long-awaited Grand Egyptian Museum has finally been given an opening date, with one of the year's biggest cultural openings expected to draw more than five million visitors a year when it opens in Q4.

The project, which started construction in 2006, was delayed by the 2011 revolution in Egypt. Now set for the final quarter of 2020, the Egyptian government expects the "mega museum" in Giza to become one of the country's largest tourism draws.

Around 90 per cent of construction work and all of the planned artefact transfers to the site are now complete.

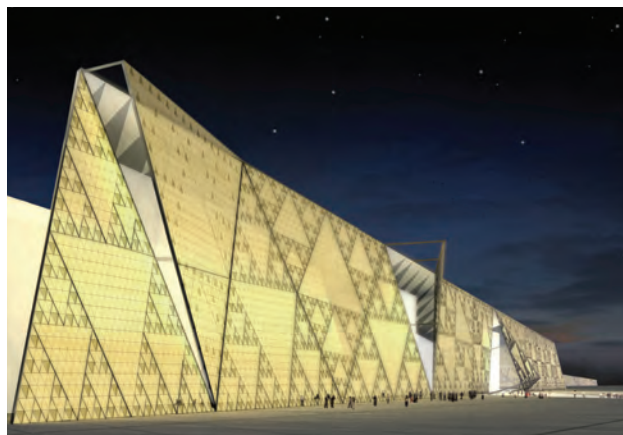
The museum will show all of Tutankhamun's burial

treasures in the same place for the first time, including 2,000 artefacts that have never been shown before.

The 480,000sq m (5,200,000sq ft) site will also include entertainment hubs, including restaurants and theatres, a conference hall and a playground. Hotels in the area, which are close to the famous Great Pyramids, are also reportedly undergoing renovation in readiness for the expected waves of visitors, while nearby roads are also to be developed.

The opening comes in a year where Egypt is expected to welcome more than 15 million tourists for the first time since 2010.

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■ The Museum is expected to draw five million visitors per year



Around 90 per cent of construction work and all of the planned artefact transfers to the site are now complete

VISUAL ARTS

Epcot to debut three new films to mark arts festival



The Beauty and the Beast Sing-Along has been directed and produced by Don Hahn, producer of the animated and live-action Beauty and the Beast films

The 2020 Epcot International Festival of the Arts has kicked off with the revealing of three new films at the Florida theme park, part of Walt Disney World Resort.

Awesome Planet will be shown in the Land pavilion at Epcot. It explores the beauty, diversity and dynamic story of life on Earth, using in-theatre effects such as wind, scents and water, and with a narration by Ty Burrell, star of ABC's *Modern Family* show.

In the Canada pavilion, *Canada Far and Wide in Circle-Vision 360* is an update of the previous *O Canada!* film, with new scenes, a new musical score by composer



■ One of the new films is *Canada Far and Wide*

Andrew Lockington, and narration by actors Catherine O'Hara and Eugene Levy.

Lastly, the *Beauty and the Beast Sing-Along* delivers a new twist on an old tale. Shown in the France pavilion's Palais du Cinéma, the film is directed and produced by Don Hahn, producer of the animated and live-action *Beauty and the Beast* films.

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Changing course

Hong Kong's historic Ocean Park has unveiled a major adventure-themed repositioning plan



■ The park's marine mammals will be moved to a tailor-made exhibit in Explorer's Wharf

Financial assistance from the Hong Kong government is expected to help the territory's theme park, Ocean Park, to implement an ambitious new repositioning plan that will shape it into seven experiential zones, all with an overarching theme of adventure.

Ocean Park, which has a marine mammal park and amusement park with more than 80 attractions, claims its blueprint is expected to cost HK\$10.64bn (US\$1.37bn, €1.23bn, £1.05bn) and will see new attractions launched in phases between 2023 and 2027. The park said it "will look to the Hong Kong government to play a role" in financing the plans.

In the year 2027-28, Ocean Park expects to attract 7.5 million visitors, generating HK\$43.8bn (US\$5.64bn, €5.06bn, £4.33bn) in economic benefits to Hong Kong in the lead up to 2030.

"This strategic repositioning plan will build on our legacy as a park that blends entertainment with education and conservation," said Leo Kung, chair of Ocean Park. "It aims to offer guests of every age new adventure and discovery experiences like nowhere else, setting Ocean Park apart from the APAC region's increasingly competitive theme park industry."

The plan comes in response to falling visitor numbers, perhaps caused by the

Overall, the proposed plans would increase the number of attractions at Ocean Park by up to 25 per cent, to more than 100

■ Ocean Park first
opened in 1977



This strategic repositioning will build on our legacy as a park that blends entertainment with education and conservation

ongoing political unrest in Hong Kong. The newspaper quoted Leo Kung in saying that attendance fell by 30 per cent in the second half of 2019, and added that the park had suffered a cash flow deficit of US\$77m (HK\$598m, €69.1m, £59.2m) in the financial year as a whole.

While Ocean Park's own press release does not mention either of these statistics, it does explain more about how the park will be developed.

It will become an "adventure-themed resort destination", that is "inspired by nature and underpinned by conservation", the park said. The new design will maximise the site's topography and shorelines, delivering family-oriented, all-weather attractions, and interactive thriller rides. A new indoor education centre is also planned.

The seven new zones will be Ocean Square, Azure Bay, Discovery Grove, Pacific Point, Ocean's Edge, Adventure

Valley and Explorer's Wharf. These areas will each feature a variety of rides, experiences, facilities and edutainment opportunities, including a new indoor rollercoaster (in Discovery Grove) equipped with multimedia technology to allow guests to experience the underwater world as they speed along its tracks, two self-controlled thriller coasters, and (in Adventure Valley) a car racing experience.

The existing Ocean Theatre will be converted into a new multi-purpose performance venue and the park's marine mammals will be moved to a tailor-made exhibit in Explorer's Wharf. Dolphin shows will cease, with Kung saying: "Dolphins will continue to inspire our guests to help protect the oceans through up-close observations, educational presentations and interactive programmes."

Overall, the plan would increase the number of attractions at Ocean Park by 25 per cent, to more than 100. ●



■ Leo Kung, chair of Ocean Park

■ The ride has undergone periodical updates to include newly-introduced elements from the Star Wars franchise



Star attraction

Disney's iconic Star Tours attraction has received a Rise of Skywalker update, to celebrate the last instalment of the saga



■ Tom Fitzgerald

Disney has updated its Star Tours attraction to include new destinations and sequences from its latest release – *Star Wars: The Rise of Skywalker*.

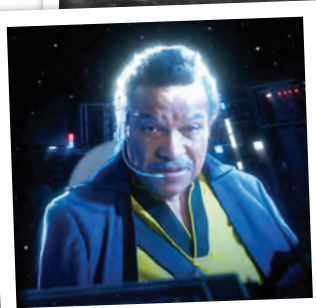
Since the release of the new Star Wars trilogy in 2015, the ride has undergone periodical updates to include newly-introduced elements from the Star Wars franchise, including the desert planet Jakku from *The Force Awakens*, the mineral planet Crait from *The Last*

Jedi and Batuu, the forest and mountain planet from Disney's immersive themed land, *Star Wars: Galaxy's Edge*.

The latest amendments have been described as the tightest integration between a theme park attraction and a Star Wars movie yet, with many aspects which could be seen as "spoilers" by those who haven't yet seen the movie.

MIRRORING THE ACTION

Following its latest update, the ride now features the ocean planet of Kef Bir



■ The updated Star Tours ride now boasts more than 100 sequence combinations



from *The Rise of Skywalker*, as well as three new action sequences, including a new scene featuring Lando Calrissian, played by actor Billy Dee Williams, that places guests at the centre of the action when they are invited, by Lando, to join "the battle to end all battles".

With the newly added sequences, the ride now boasts more than 100 possible action combinations, developed by Walt Disney Imagineering in partnership with LucasFilm and Industrial Lights & Magic.



JJ Abrams said he wanted to put a bow on Star Wars with *The Rise of Skywalker*, and we wanted to do the same for Star Tours

PUTTING ON A BOW

Over the coming months, the ride will undergo another update, with the addition of new scenes from *The Rise of Skywalker*.

"JJ Abrams said he wanted to put a bow on Star Wars with *The Rise of Skywalker*, and we wanted to do the same for Star Tours," said Tom Fitzgerald, creative executive at Walt Disney Imagineering, who added that other additions include a number of easter eggs for die-hard Star Wars fans to spot. ●



3D copies of exhibits can be touched and handled by visitors and can also be customised in shape, material and size

Dr Karina Rodriguez Echavarria



Printing history

Could new 3D printing technologies democratise heritage and help museums find answers to the repatriation debate?



■ Could 3D printing solve long-running disputes over ownership of sensitive exhibits?

Researchers at the University of Brighton in the UK have been experimenting with innovative new 3D printing technologies as a way of "democratising cultural heritage", as well as helping museums to "decolonise" by repatriating items to their original owners.

ACCESSIBLE DIGITISATION

Dr Karina Rodriguez Echavarria, principal lecturer at the university's Centre for Secure, Intelligent and Usable Systems, and PhD candidate Myrsini Samaroudi, have written about their project in the academic publication *The Conversation*.

They comment: "Accessible digitisation technologies, such as photogrammetry and 3D scanning, can digitally record the shape of objects to a good degree of accuracy.



Physically printing a copy from a digital image doesn't depend on whether the original artefact still exists or not

"The thing is that 3D printing and cutting machines can now physically reproduce this digital information at an affordable cost.

"3D copies can be touched and handled by visitors and can also be customised in shape, material and size. What's more, digital files of artefacts can be shared online and replicas can be printed in other parts of the world.

"Most importantly, however, physically printing a copy from a digital image doesn't depend on whether the original artefact still exists or not."

SOLVING SENSITIVITIES

The issue of repatriation of objects taken from one culture to display elsewhere – most obviously through the process of colonisation – is a sensitive one in the museum sector. In many cases, simply displaying 3D

replicas might not always be seen as appropriate or acceptable.

However, the researchers say that introducing and utilising 3D scanning and printing technologies could "support museums through their transformation from colonial institutions to more modern and open organisations".

They add there are examples of this practice already happening. One institution to have trialled the system is the Smithsonian National Museum of Natural History in Washington DC, US, which digitised and made a replica of a Killer Whale clan crest hat before returning it and other sacred items to the Tlingit native community in Alaska.

A more concerted effort to use 3D copying technologies could help to overcome the currently scattered nature of museum repatriation, the researchers contend. ●



■ A more concerted effort to use 3D copying technologies could help to overcome the currently scattered nature of museum repatriation

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● Het Kunstuur
features 32 paintings
from Belgian artists

Painting With Light brings Het Kunstuur gallery concept to life, says **Luc Peumans**



● Luc Peumans, CEO of PWL

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A new interactive gallery concept has opened in Mechelen, Belgium.

Called Het Kunstuur (The Art Hour), the walk-through experience was developed by art collectors Hans and Joost Bourlon and is located in the former Holy Ghost Chapel.

It lasts exactly one hour and features 32 Belgian paintings, dating back to the 18th century, across three gallery spaces.

Visitors wear headsets, with an audio track that guides them through the gallery, prompting them to stop and move on, as well as

guiding them to designated areas of the gallery to see special AV effects play out.

In the first two rooms each painting is introduced by a famous Belgian personality, who appears as life-size projection on the gallery wall beside the painting. In the third and final room, which is located inside the chapel, is a darker, club-like space, where visitors hear the narrator but don't see them. An immersive light show, designed to complement the art, completes the experience.

Painting With Light (PWL), a Belgian creative lighting

design and media specialist, were tasked with the design, co-ordination and management of the technical and control systems for the lighting, video, audio and humidity control elements of the experience.

Luc Peumans, CEO and creative director of PWL, said: "The concept of visitors spending a maximum of one hour in the museum and focussing their attention on one painting at a time meant timing, lighting, audio and guest flow were key."

ATTRACTIONS-KIT KEYWORD

PAINTING WITH LIGHT

Ernest Yale on Triotech's new installations at Resorts World Gentings



● Ernest Yale, CEO of Triotech

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Triotech has installed three new attractions at Resorts World Genting's Skytropolis indoor theme park in Malaysia.

The Resorts World Genting complex is a major entertainment destination in the Genting Highlands, north of Kuala Lumpur, that consists of several hotels and convention centres, as well as shopping malls and two theme parks.

Skytropolis spans 400,000 sq ft (37,161 sq m) and offers 22 rides, as well as a range of attractions including skilled games and virtual reality (VR) centres.



● The 32-seat Triotech XD Dark Ride is the largest in Southeast Asia

Located in the Sky VR area, the attractions include a 32-seat Triotech XD Dark Ride Interactive Theatre, the largest in Southeast Asia, the VR Maze and the Typhoon simulator.

The attractions have a range of media content, meaning that guests can have a different experience everytime they visit.

"Southeast Asia and particularly Malaysia is a strong growing region and we are happy to bring Triotech attractions to Resorts World Genting's unique and innovative project," said Ernest Yale, founder and CEO of Triotech.

ATTRACTIONS-KIT KEYWORD

TRIOTECH

Robe lights up Puy Du Fou España, says Koert Vermeulen

French theme park operator Puy du Fou has revealed the details of its latest outdoor spectacular, El Sueño de Toledo (The Dream of Toledo) at Puy Du Fou España.

Billed as an 'epic night-time immersive spectacular', El Sueño de Toledo is a one-hour journey through 1,500

years of local history; from the reign of King Ricaredo in the 6th century to the discovery of America and the introduction of the railway.

It features a cast of 185 actors and is staged outdoors in a 125m x 100m (410ft x 328ft) performance space with an elaborately-designed set



● Koert Vermeulen, ACTLD

designer at ACTLD, created the lighting concept.

Due to the site's topography, a sky rig was impossible, instead, lights were positioned around the sides and front of the performance area. Vermeulen opted for Robe Lighting's BMFL WashBeams and MegaPointe moving lights, due to their throw distances of 40m - 100m.

"The show's essence was similar to those in the French park, so some of the base principles needed to reflect a continuity, but its a fresh, new and completely unique dramatic tour de force," said Vermeulen of the show.

ATTRACTIONS-KIT KEYWORD

ROBE LIGHTING



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● Robe supplied the lighting for 'epic night-time spectacular'

including several permanent buildings and a large lake. A host of special effects, as well as a lighting collage and projection-mapped scenery complete the experience.

The show was developed by Puy Du Fou president Nicolas de Villiers, while Koert Vermeulen, principal

Diary dates

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

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 4 3435777

Contact: lilia@iecdubai.com

www.dealmiddleeastshow.com

23-25 MARCH 2020

MuseumNext Europe

**Edinburgh Festival Hub
Edinburgh, UK**

MuseumNext is a major international conference on the future of museums. It has taken place annually in Europe since 2009 with an engaged, loyal and dynamic audience working at a senior management in museums, galleries and cultural venues across the globe.

Tel: +44 (0) 191 2573439

Contact:

info@museumnext.com

www.museumnext.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

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: +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

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.

Tel: +1 703 836 4800

Email: iaapa@iaapa.org

www.iaapa.org

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MANAGEMENT NEWS



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

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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.

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

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

What are the most powerful features?

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

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

I hear you're part of Leisure Media

Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Leisure Opportunities, Health Club Management, Sports Management, Leisure Management, Attractions Management, and Spa Business/Spa Opportunities.**

What packages are available?

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

Is there more?

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

What now?

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

Meet the Attractions Management News recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard

Hope to hear from you soon on +44 (0)1462 431385 or email 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 Forestry England's Wendover Woods, Buckinghamshire.

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 Forest Centre Manager in the Commercial development of the site. As Visitor Services Coordinator you will be tasked with developing and improving the visitor experience and delivering excellent customer service. You will need to have a sales focus and be also support the operational team with the daily running of the site acting as Duty Manager through a rostered system.

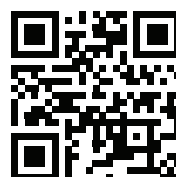
To be equal to the challenge, you will have relevant supervisory experience in a Recreation / Leisure environment where sales/ service and health and safety are high on the agenda.

Benefits

- Learning and development tailored to your role
- An environment with flexible working options
- A culture encouraging inclusion and diversity
- A Civil Service pension
- 25 days annual leave plus public and government privilege holidays

For full job details, person specification and to apply please click below or scan QR code.

 **Apply Now**





Leisure and Cultural Services Manager

SALARY: £51,652 – £55,937 LOCATION: Esher, UK

This is your chance to make a positive difference to the lives of our residents.

This is an exciting time to work for Elmbridge Borough Council;

- finalising a new flagship leisure management contract,
- redeveloping a swimming pool,
- planning for a performance space,
- and delivery of our outreach museum service.

On top of that we are having a real impact on improving the health outcomes of our residents. Most of all, you will be working within a great team environment seeking to improve the lives of our residents.

A determined, capable manager

- You are a manager as capable of developing projects as you are people.
- You have the determination and experience to deliver high profile projects
- You will ensure that your team feel empowered to provide an exciting and innovative programme to help Elmbridge thrive.
- You have experience of procurement, budget development and control and can also manage a variety of services, ensuring the residents of Elmbridge are always best served.

Additionally, you will be able to demonstrate your knowledge of,

- successfully managing a significant leisure contract
- both project and change management
- developing leisure or related strategies.
- and of innovation and creativity in the delivery of services.

When you thrive, Elmbridge thrives

Elmbridge prides itself on being a learning organisation. You will have the opportunity for both professional and personal development through our talent programme and we will work with you to create a bespoke learning and development programme.

The wellbeing of our employees is vitally important to us; whether it's mindfulness, healthy walks or mental health first aid, there are a wide range of opportunities available to you.

Our careers website elmbridge.gov.uk/joinus will give you lots of information on Elmbridge and you should also view our LinkedIn page to see examples of our energy, creativity and commitment to our customers.

For an informal conversation about the post, contact Ian Burrows, Head of Leisure and Cultural Services on 01372 474572

Closing Date: 29 January 2020

Interview Date: 13 February 2020

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



Apply Now





CATERING MANAGER

Salary: Circa - £25,750 per annum
+ Performance related bonus and benefits.



Blackpool Zoo is one of the UK's most established medium sized zoos. The Zoo is operated by Parques Reunidos, one of Europe's largest leisure and attraction operators which specialises in the tourism/leisure sector. Parques Reunidos currently operates 55 parks around the world and attracts over 22 million visitors annually.

We are currently seeking an experienced Catering Manager, dedicated to giving our visitor's a great day out. Reporting to the Commercial Manager on a day-to-day basis you will be part of the management team, with a remit to develop; exploit and manage all catering spend opportunities. This vital role will involve responsibility for the day to day running and supervision of the various catering outlets within the park with a view to increasing the current £1+ million catering turn over that already exist.

The ideal candidate will be an experience Multi Unit Manager who has worked in a large turnover environment. You will be an experienced catering professional, an accomplished and experienced team leader, combining business awareness with the ability to influence and collaborate across the whole organisation.

As a catering manager you will be in full control of all operational aspects of the catering facility, including food production, all paperwork and assisting in service when needed.

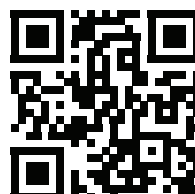
You will understand and have experience of food safety legislation and associated requirements, IT literacy, planning and presentation skills are desirable. You will need to manager your business area effectively and ensure the best service and food is being delivered at all times.

Closing date: 31st January 2020



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

 **Apply Now**





Our family Theme Parks are thriving and this year we open a brand new resort at Rother Valley which means we need more great leaders for the future. Following the huge continued success of our Trainee Manager programme, we are delighted to announce its annual return in 2020 for the sixth consecutive year. This is a fantastic opportunity to join a rapidly growing business in a challenging leadership role at one of Gulliver's theme park resorts at Warrington, Milton Keynes, Matlock or Rother Valley.

With a hands-on approach and excellent communication skills, you'll be used to organising and dealing with customers, be innovative with your ideas and have an infectious enthusiasm that engages and inspires those around you.

The Trainee Manager programme will be structured over a 12 month period starting in March 2020 and will include:

- A number of placements across different areas of the business.
- First class training programme to develop skills and knowledge.
- Senior level mentor from within the business and access to external development coaches and experts.
- Ownership of bespoke projects which will challenge skills and develop learning.

You'll be a high energy, ambitious individual who is prepared to work hard to gain experience and develop new skills in order to progress into more senior leadership roles within the business. The ability to work across all of our locations is essential and you will be able to demonstrate evidence of a strong work ethic from your previous experiences.

In 2020 Gulliver's will be celebrating 42 years of great value family fun. Now with 4 UK locations, our resorts include theme parks, splash zones, high ropes experiences, dinosaur and farm park, plus themed hotels, lodges and campsites.

Our award winning accommodation offering is also expanding rapidly and we'll be hosting even more sleepovers, short breaks and 'stay and play' experiences in the years ahead. With all of this expansion and our fourth theme park resort opening this Spring, we'd love to meet individuals who share the desire for a future that's as ambitious as ours.

If you feel you have the drive, attitude and necessary skills for the Trainee Manager positions and want to be part of a great, growing company then please apply below.

Candidates MUST send a Covering Letter with their application – otherwise they will not be considered. Closing date 14th February 2020.

Interview and assessment days will be held on 21st, 22nd & 23rd February 2020.

To Apply, Email Your CV and Cover Letter to: Aidan.hall@gulliversfun.co.uk

COMMERCIAL MANAGER



Salary: £28,000 - £32,000

We are the Blackpool Tower and we are part of the magical Merlin Entertainments!

We're on the lookout for an ambitious and savvy Commercial Manager to join our team for our amazing mix of attractions at the iconic Blackpool Tower!

About the role

This is an exciting senior role and will see you driving key revenue streams and leading our teams on the front line. You'll never be far from the action ensuring the highest standards of guest experience are achieved and delivering that all-important wow first impression!

About you

First and foremost - you're going to be a commercial specialist - and exude an infectious passion for driving profits. We're looking for someone with a charismatic leadership style who conveys enthusiasm, energy and a desire to deliver.

Why join Team Blackpool?

When you join us, you'll receive a salary between £28,000 - £32,000 per annum (depending on experience), plus discounts and excellent benefits. You'll also get your mitts on a Merlin Magic Pass - giving you free tickets to our attractions across the globe.

Merlin is a large, global, expanding business, with no end of senior operational, or general management roles, so for an ambitious and talented individual looking to go much further with their career, we can provide the opportunities and the support to help you realise your potential.

For further information click 'apply now' or scan QR code





EVENTS MANAGER

Competitive salary

Location: Radstock, UK

Closing date: Friday 31st January 2020

We're looking for a creative personality who can independently manage multiple events, meet deadlines and work to budget. The ideal candidate loves creating an event strategy as much as rolling up their sleeves to do the operational side whilst taking responsibility for flawless execution.

As Events Manager, you will be responsible for both leading the development and delivery of the full Tractor Ted annual events programme at a selection of venues across the UK and Republic of Ireland as well as develop opportunities for the business through the management and delivery of existing Tractor Ted visitor attractions (Little Farms) as well as developing new opportunities within the visitor attraction industry.

The high-profile programme of family and children-focused events include the showcase Tractor Ted Big Machines Weekends, Tractor Ted Feature Events along with attendance at Agricultural and County Shows and retailer support.



The nature of these events requires exceptional customer engagement and attention to detail. Dreams of young fans can be made or broken subject to the level of experience provided.

The successful applicant will be responsible for all areas of development and delivery with internal support on operations and health and safety.

For more information
and to apply, 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.

 **Apply Now**



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



General Manager

Salary: Competitive

Company: Sea Life

Location: Brighton, UK

Head of RHS Garden Wisley

Salary: circa £75,000

Company: Royal Horticultural Society

Location: Woking, Surrey, UK

Commercial Manager

Salary: £28,000 - £32,000

Company: The Blackpool Tower

Location: Blackpool, UK

Theme Park Trainee Managers

Salary: Competitive

Company: Gulliver's Theme Park

Location: Nationwide, United Kingdom

Visitor Services Coordinator

Salary: Competitive

Company: Forestry England

Location: Wendover, Aylesbury, UK

Events Manager

Salary: Competitive

Company: Tractor Ted

Location: Radstock, UK

Leisure & Cultural Services Manager

Salary: £51,652 - £55,937

Company: Elmbridge Borough Council

Location: Esher, UK

Catering Manager

Salary: Circa - £25,750 per annum

Company: Blackpool Zoo

Location: Blackpool, UK

Marketing & Sales Coordinator

Salary: Competitive Salary

Company: Merlin Entertainments Group

Location: East Rutherford, NJ, USA

Farmyard & Adventure Playground Manager

Salary: Circa £40,000 pa

Company: Chatsworth House

Location: Bakewell, UK

General Manager

Salary: Competitive Salary

Company: Sea Life

Location: Concord, NC, USA

Training & Compliance Manager

Salary: Competitive Salary

Company: Legoland

Location: Goshen, NY, USA

Food & Beverages Area Manager

Salary: Competitive Salary

Company: Legoland

Location: Carlsbad, CA, USA

Education Specialist

Salary: Competitive

Company: Sea Life

Location: East Rutherford, NJ, USA

Attractions Assistant Manager

Salary: Competitive

Company: Legoland

Location: Goshen, NY, USA

Operations Manager

Salary: Competitive

Company: Madame Tussauds

Location: Hollywood, Los Angeles, CA, USA

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



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