

Warner Bros may develop Harry Potter spin-off

AM2 understands Warner Bros is exploring the possibility of creating attractions based on JK Rowling's book *Fantastical Beasts and Where to Find Them*.

The media giant has already acquired film rights to the story, which was written by the Harry Potter author in 2001.

Locations are not yet known, however, the company has already announced it will be expanding its award-winning Studio Tour at Leavesden, UK, making it one possible location.

Fantastical Beasts is a school textbook mentioned in the first Harry Potter novel. It will be made into three films which follow the journey of the book's



The Harry Potter spin-off movie is being released November 2016

"author" – a 'magizoologist' called Newt Scamander.

Although the story is set in the same world, events occur 70

years prior to the Potter series, in 1920s New York City. The first film has a release date of 18 November 2016.

● Potter-related attractions have huge consumer engagement. Wizarding World of Harry Potter – developed under licence for Universal parks in the US and Asia – has doubled attendance at Florida's Islands of Adventure, from 4.2m at opening in 2009 to 8.14m in 2013.

Numbers for Universal Studios Florida have also seen an increase – from 5.1 million to 7.1 million – via sales of the Universal/Seaworld pass. This dual-site impact will be strengthened this summer when Universal Studios opens Diagon Alley, as the Potter experience will be spread across both parks. *More: <http://lei.sr?a=K2S1p>*

TrendsWatch forecasts museum innovation

The 2014 *TrendsWatch* report has highlighted a number of predicted museum trends for the coming year, including robots, big data, the rise of social entrepreneurs and the economy of collaborative consumption.

The report – an annual overview of developments compiled from a variety of mainstream news sources, blogs, research reports, pop culture and writers – summarises six worldwide trends in the museum sector and offers observations on what each means for managers working in this industry.

Continued on page 2

US\$40m Children's Science Center for Dulles, US

Dulles, US, near Washington DC will be home to a new science centre focusing on educating children in the fields of science, technology, engineering and mathematics (STEM).

Plans for a permanent attraction have been under consideration since 2005, with operations temporarily housed at the Center for Innovative Technology in Herndon, US.

A 53,000sq ft (4,923sq m) space in the Kincora mixed-use development has been chosen as the permanent home for the Children's Science Center. Total investment is expected to be US\$40m (£23.8m, €29.3m).

The site's 150 acres of parkland will also provide children with the chance to explore a heron rookery and go creeking – a type of canoeing.



Land has been given by the Kincora

Building on a greenfield site will allow the museum to construct the facility exactly to requirements, though this will mean the centre will not open for at least five years.

More: <http://lei.sr?a=m4w1l>

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Robotics and big data highlighted in 2014 museum TrendsWatch report

Continued from front cover

Written by Elizabeth Merri-
 tt of the American Alliance
 of Museums' Centre for the
 Future of Museums, the
 2014 Museums Trends-
 Watch report highlights
 "the rise of the social
 entrepreneurs" – for-profit
 businesses tackling tradi-
 tionally non-profit targets.

Multi-sensory experienc-
 es are also a growing trend,
 with emerging technologies
 providing the ability to get
 hands-on with anything
 rendered as digital data.

"Tapping the big data oil
 boom" has also been recog-
 nised in the report, with the
 vast array of data available
 online giving museums a tool



Robot adventures at the Hands on Children's Museum

to hone their business prac-
 tices on various operations.

Emerging surveillance
 technology holds promise
 for evaluating and fine
 tuning what museums do,
 while P2P sharing can help

museums monetise the
 sharing economy.

Finally, robotics and how
 it fits into the grand scheme
 of museums is a growing
 trend for security, main-
 More: <http://lei.sr?a=Y4Y1a>

Major Paramount theme park gets fast-track development approval

A major £2bn (US\$3.3bn,
 €2.5bn) theme park de-
 velopment near Ebbsfleet,
 UK has been cleared for fast-
 track development following
 its categorisation as a 'pro-
 ject of national significance'
 by the UK government.

Paramount Pictures
 theme park is the first
 leisure development to
 be considered under the
 scheme, which has typically
 been used for developments
 such as power regeneration
 projects and transport and
 infrastructure upgrades.

Opening in 2018, the
 Paramount-branded theme
 park and resort will be built
 on an 872 acre site – one
 of the largest regeneration



The theme park will be one of the four largest in the world

projects in Europe and
 among the top four largest
 theme parks in the world.

Plans include an indoor
 waterpark, theatres, music
 venues, attractions, restaurants,
 and hotel developments.

London Resort Company
 Holdings – the company
 behind the development – has
 also signed an agreement
 with Paramount Pictures for
 exclusive UK licensing.

More: <http://lei.sr?a=r1y1U>

Obama wants attractions to generate 30 million more tourist visits by 2021

President Barack Obama is aiming to draw an additional 30 million inbound tourists to the US each year using national visitor attractions. He made the statement during a recent visit to the National Baseball Hall of Fame in Cooperstown, New York.

Last year, 70 million inbound tourists visited the US, according to the White House, spending a record US\$180.7bn (€132.7bn, £107.5bn) on hotels, restaurants and other services.

The President said both the US economy and local businesses will benefit economically, if the government can make it easier for people from other countries to visit.



US attractions: President Obama sees dollar signs

The initiative aims to boost inbound tourist numbers to 100 million by the end of 2021.

Improvements to entry processes will cut wait times, while six government

agencies will work with the public-private partnership Brand USA to launch advertising campaigns in 10 international markets tout-ing the best US attractions.

More: <http://lei.sr?a=A8A1t>

Real Madrid president wants club to have its own branded theme park

Plans for a Real Madrid theme park in Madrid look set to become a reality, after club president Florentino Perez had confidential meetings with an "American company" earlier this month to scope out plans for the project.

Spanish football news outlet *Marca* says Perez has been planning to develop a theme park since he took charge of the club in 2009.

The paper revealed the Blancos chief met with an unnamed company on 15 May to finalise plans.

The project is likely to include a number of rides and attractions, as well as an area where Real Madrid



Real Madrid is one of football's most valuable IPs

fans will be able to meet the team's players.

The club will build the attraction on a 90 hectare (222 acres) site in Valdebebas – an urban development in Madrid

which will have homes for 40,000. The site is adjacent to Real's training facility.

The theme park is expected to attract as many as two million visitors a year.

More: <http://lei.sr?a=M0n2a>

Welcome to AM2



A very warm welcome to *AM2*, the jobs and news magazine from the team at *Attractions Management*.

AM2 will cover the entire global attractions industry, building on the work of *Attractions Management*, magazine, which celebrates its 20th anniversary in 2015.

We aim to bring you the latest news from across the industry, while also creating an effective platform for you to advertise job vacancies. We hope you enjoy the new magazine and welcome your feedback via email at AM2@leisuremedia.com

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Chester Zoo announces phase two expansion

In an exclusive interview with *AM2*, Jamie Christon, MD of Chester Zoo, UK, has revealed the masterplan for the attraction's second wave of expansion which will follow the completion of the zoo's Islands project in December this year. Islands will open to the public in May 2015.

The 111 acre (50 hectare) zoo has earmarked an additional 389 acres (157.4 hectares) of space for its second wave of development. Christon revealed ambitious plans are in the works, saying "We have outline planning permission for a 150-bedroom hotel and we're also planning to remaster the core zoo to bring it up to the same standard as our Islands project."

Once open, Islands will be "one of the top five zoo projects anywhere in the world," according to Christon.

The zoo is also planning to refurbish Oakfield House – a Victorian mansion – as a tourist attraction. Visitor demand is predicted to increase following the BBC's commissioning of a period drama, airing



Chester Zoo has big plans beyond its Islands project, which will open in May 2015

worldwide in Q3 2014, that tells the story of the founding of the zoo in the 1930s.

One of the zoo's most significant developments is its Heart of Africa project – an area which will match Islands in size, with a pro-

jected opening of 2020. Designs originally included a £90m (US\$151m, €111m) Rainforest Biome, though plans have been revised due to funding cuts and are still being formulated.

More: <http://lei.sr?a=P1p7T>



The SAW-branded ride has been a big hit

Is branding worth the expense for attractions?

Is branding and themeing worth the expense? This is the question put to operators in the latest edition of the *Attractions Management Handbook*.

Merlin CEO Nick Varney says he believes it's important to create a compelling theme that resonates with the target market and matches the attributes of the ride, with Thorpe Park's SAW highlighted as a perfect example.

The *Attractions Management Handbook* 2013-2014 edition is available online here: <http://lei.sr?a=y3s8K> and in print here: <http://lei.sr?a=E4K4O>

US\$12m Legends of Chima waterpark opens its doors at Legoland California

Legoland California is continuing its expansion with the opening of a new attraction – the Legends of Chima waterpark.

The multi-million dollar attraction, which opened on 23 May, has been designed to delight young children.

Based on the popular cartoon series "Legends of Chima," the new waterpark – which is housed inside the park's existing waterpark – features an 18.5 ft (5.6 m) Lion Temple arch made of 260,000 Lego bricks as a centrepiece. It will stream water into a kids' interactive wave pool, while themed areas include Floating Mountain, Cragger's



The expansion is based on a Cartoon Network kids TV show

Swamp, Explorer's Forest, Rhino Beach and interactive play-themed areas, as well as dining facilities.

Merlin Entertainments – owner of Legoland California – invested an estimated

US\$12m (£7.1m, €8.8m) in the original waterpark and the same amount again on the new 130,000sq ft (12,140sq m) Legends of Chima expansion.

More: <http://lei.sr?a=F9Z3M>

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Met provides free digital access to art collection

New York's Metropolitan Museum of Art in the US has made 394,000 iconic works of art available to the public for free download.

Visitors to the Met's website can sort images by artist, medium, location and era. The images are generally at least 10 megapixels in size. Dozens of paintings by the likes of Monet, Van Gogh and Degas have been uploaded, while more than 500 of Picasso's works are available for download.

The collection not only includes paintings, but also photos of Aztec stonework, Greek sculpture and Chinese calligraphy.

The digital portfolio, in high resolution, represents the first online art gallery of its size. Museums have been traditionally hesitant to reproduce works, citing concerns over forgery, loss of revenue and decreasing the value of original pieces through cheap, unlicensed merchandising.

The Smithsonian has an online collection of around 1.2 million images, videos and audio clips available for public consumption, but many are low resolution copies, in an



Monet's 'Houses on the Achterzaan' is just one of thousands available on the Met's database

attempt to prevent commercial use.

The Met says the images are intended for use by students, educators, researchers and non-commercial content creators. Those

wanting use of the images beyond that still have to seek out the Met's permission for licensing any of its works.

More: <http://lei.sr?a=X0g0M>



Fiske's new dome includes an 8K theatre

Planetariums lack brand recognition with public

Douglas Duncan, director of the recently renovated Fiske Planetarium in Boulder Colorado, US, has said that Planetariums suffer from branding challenges.

Speaking to *Attractions Management* magazine, Duncan said "Numbers have grown mostly through word of mouth. There's a branding challenge with Planetariums in general.

"If your dome is called a planetarium rather than a digital video theatre, then people will only associate it with the stars and planets."

More: <http://lei.sr?a=o1n6u>

Chinese museum forced to close after thousands of objects declared fakes

A museum in China has been ordered to close after it was discovered that nearly a third of its exhibits were actually counterfeit.

The Xi Feng Xian Lu Cheng Museum, located in China's Liaoning Province, was closed down by police, who said that almost a third of the museum's 8,000 exhibits were replicas.

One exhibit – a large ornamental sword – was put through the books at a value of US\$19m (€14m, £11.3m) and is the 'most valuable' fake in the collection, while in reality, the sword was in fact a replica.

Forgery in China is a serious problem and in 2012,



Historical forgeries are becoming a huge problem for China

a study by the China-based Artron data company estimated that as many as 250,000 people in 20 Chinese cities may be involved on a day-to-day basis in the production and sale of fake

art, with estimates from some saying that up to 80 per cent of works that go through Chinese auction houses are replicas sold as the real deal.

More: <http://lei.sr?a=E110X>

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Dianne Eade, Newquay Zoo
Head of Finance, Human Resources and Administration



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Dutch university offers new attractions degree

NHTV Breda University of Applied Sciences in Holland is to offer a new bachelor-level degree in Attractions and Theme Parks Management, with the qualification designed to prepare students for managerial positions in the international tourist attractions market.

The English-taught degree has been designed to meet the growing demand of the attractions industry for highly qualified and commercially oriented managers.

The university has teamed up with the International Association of Amusement Parks and Attractions (IAAPA), the Themed Entertainment Association (TEA) and a number of market operators, including Efteling and Walt Disney World Resort Orlando to put the course together.

"Last year, almost 206 million people visited the top 25 attraction parks in the world," said Goof Lukken, a lecturer involved in the development of the course.

"In addition, of all the people in the world,

More: <http://lei.sr?a=x9M4T>



PHOTO: MERLIN ENTERTAINMENTS

Demand is growing for highly qualified and commercially oriented managers in attractions

more than 75 million visit a zoo every year.

Many of these attractions are also considering adding accommodation facilities or other forms of leisure to their range of services."

The offering is a collaboration between the Academy for Leisure, Academy for Tourism and the Academy for Hotel & Facility Management.

More: <http://lei.sr?a=E0o4F>



The scheme will offer 8,500 places

Fundraising training initiative launched in UK

The Heritage Alliance has launched a new training scheme, designed to provide the skills necessary for independent heritage sites to achieve greater success in accessing funding from both private and corporate sources.

The Heritage Alliance's *Giving to Heritage* programme will offer around 8,500 places to heritage fundraisers.

Training courses at the day-long events will be led by an Institute of Fundraising member and includes one-to-one surgery sessions and mentoring.

More: <http://lei.sr?a=J9I2c>

TEA president Christine Kerr calls for more themed entertainment courses

"The attractions industry must continue to build on its initial forays into academia and develop courses world-wide to ensure the next generation of leaders are fully-equipped to succeed."

This is the view of Themed Entertainment Association (TEA) president Christine Kerr, who has hailed the growing interest in themed entertainment courses, noting the key opportunities for learning.

Speaking exclusively to **AM2**, Kerr – who will hand over the TEA presidency to Steve Birket in November – cited the return of experiential pioneer Jack Rouse to lecture at New York's



Kerr says academic courses are crucial for future success

Columbia University as a prime example of this.

"Many of my generation came into the attractions industry from other sectors and learned on the job, as there weren't any recognised

academic pathways," she said. "But now we have the opportunity to identify the rising stars and make sure we're giving them high-quality, focused training."

More: <http://lei.sr?a=p4i1B>

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www.museumnext.org

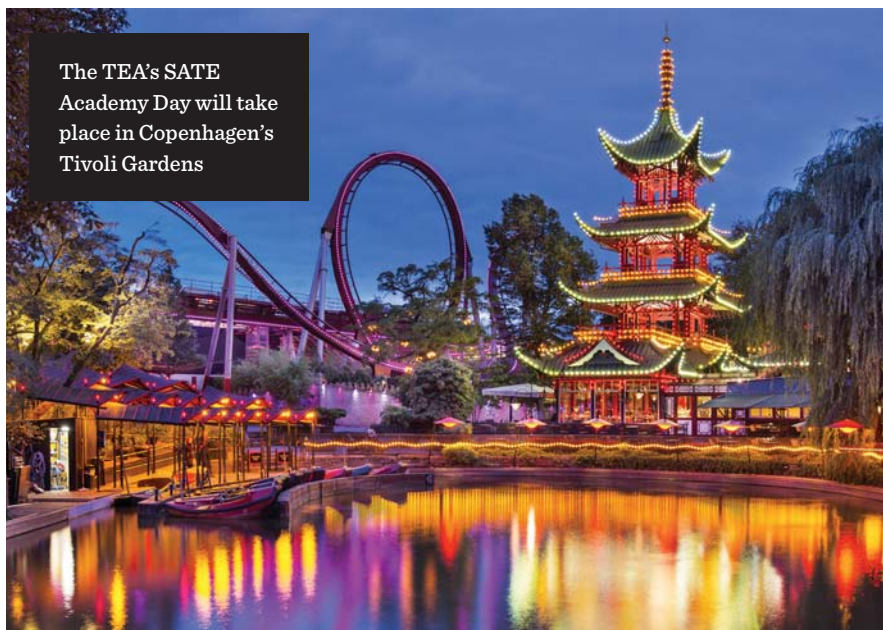
10-14 AUGUST 2014

Siggraph 2014

Vancouver Convention Centre, Vancouver, Canada

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Tel: +1 805 677-4294
<http://s2014.siggraph.org/>



The TEA's SATE Academy Day will take place in Copenhagen's Tivoli Gardens

12-13 JUN 2014

SATE Academy Day Tivoli Gardens, Copenhagen, Denmark

A series of presentations will take place over two days from invited guest speakers including Arne Kvorning and

Tivoli management. The event will cover the European and Middle East division of the TEA. Attendance is free for members, while non-members can attend for a fee of €25 (US\$34, £20)
 Phone: +1 818 843-8497
<http://lei.sr?a=I9O0q>

20-23 SEPTEMBER 2014

GSCA International Conference and Trade Show Toronto, Ontario, Canada

The three-day event attracts hundreds of visitors to learn more about giant screen audiences from the results of the GSCA Audience Research Survey. Attendees can view the latest new films on flat and dome screens, as well as see what's in production and development, gain insight from industry leaders and exchange best practices. Sessions cover marketing, production and postproduction, alternative content, digital for domes and more. The trade show will also allow visitors to meet with distributors.

Tel: +1 919 346-1123
www.giantscreencinema.com

9-10 OCTOBER 2014

Museums Association Conference & Exhibition 2014 Wales Millennium Centre, Cardiff, Wales

The exhibition is the largest event of its kind for museums and heritage professionals in Europe and is free to attend. Around 70 companies will

be exhibiting, covering all aspects of museum work from displays and showcases to exhibition design, lighting to retail, merchandising to ticketing, and insurance to collections management. The exhibition will feature a number of MP workshops, giving visitors a chance to hear from leading museum professionals about the latest practice across all areas of the museum sector.

<http://www.museumsassociation.org/>

APRIL 26-29 2015

2015 Annual Meeting & MuseumExpo Atlanta, US

The annual meeting and expo held over three days looks at how museums can gain an innovation edge, and how they can to engage, support and sustain innovation in communities. Visitors can learn how museums serve as engines of innovation, with examples of the best recent innovations in education, and the latest innovative models in conservation, exhibitions, audience engagement, development and more.

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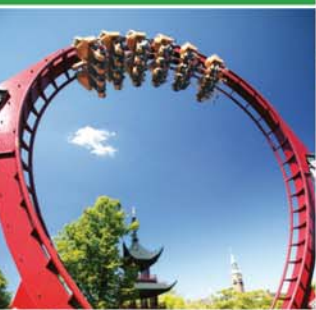
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360 Play want to expand its franchise into Europe

360 Play seeks franchised openings in Europe

The operator of UK-based children's play centre brand 360 Play is seeking to expand into Europe through franchised ventures.

DP Leisure has launched the 'Franchise 360' programme, which would create franchised openings of 360 Play in Europe, and specifically in the Netherlands, Belgium and Germany.

There are currently three of the entertainment centres in the UK and DP Leisure said it was also seeking "further opportunities" domestically.

Sister company DP Associates has conducted trade investigations into the Netherlands, with DP's managing director Duncan Phillips saying "the time was right" to expand to the continent.



SimEx-Iwerks says Batman appeals to a broader demographic

Batman laser attraction wings its way to Vegas

SimEx-Iwerks Entertainment has created a fully themed Batman laser maze attraction, giving visitors the chance to train with the caped crusader and take on The Joker.

The first Batman Laser Challenge is already open at the Adventuredome theme park in Las Vegas, Nevada, US.

The ride was developed exclusively with Warner Bros.

Consumer Products on behalf of DC Entertainment, and features high-visibility lasers, UV lighting, branded elements, character dialogue, music and special effects.

SimEx-Iwerks says adding the Batman theme means the ride expands on the standard laser maze model and enhances its appeal to a broader demographic of people.



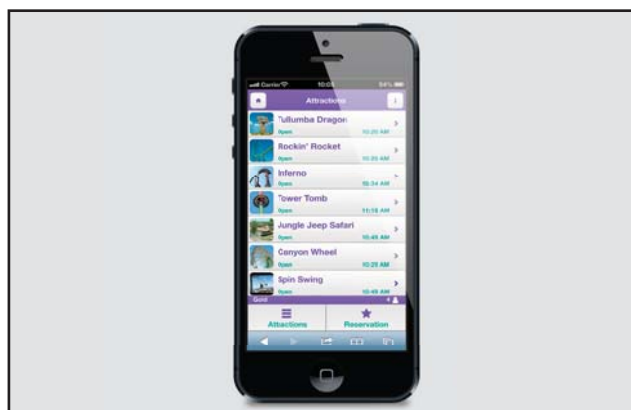
The technology allows objects to be unwrapped layer by layer

Holovis technology helps unwrap ancient mysteries

Holovis has announced a new project to provide the AV integration for a major exhibition on mummies at London's British Museum.

The exhibition at the London museum uses findings from CT scanning to tell the different stories of eight individuals who were mummified over a period of more than 4,000 years.

Holovis is working with the museum's technical staff to install screens and two ProjectionDesign F22 projectors. One projects onto a 2m (6.5ft) curved wall at the heart of the exhibition while the other is mapped accurately to create historic imagery on an ancient artefact jar, displaying the variety of content that would have been inside it.



Qsmart allows virtual queuing via user's smartphones

Accesso technology installed at Legoland Windsor

Accesso Technology Group has installed its smartphone-based queuing solution Qsmart at the Legoland Windsor Resort after winning a contract from park operator Merlin Entertainments.

A cloud-based solution that builds on Accesso's LoQueue virtual queuing technology, Qsmart puts virtual queuing onto a smartphone-optimised

mobile website and combines it with mobile payment features.

The solution was installed at Legoland Windsor in time for the start of the 2014 season.

Merlin also extended the terms of Accesso's existing contract with the park for the support of Qbot, the company's handheld virtual queuing system, for an additional three years.

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AM2.jobs will grow to be the leading website for news, jobs, careers and training for the industry. Your vacancies are listed on this and on attractionsmanagement.com and attractionsjobs.com to get them in front of both jobseekers and those harder-to-reach candidates who aren't actively looking for a move.

3 EZINES

Your vacancies are also sent out on all our attractions ezines. Our ezines are subscription-only, which is your guarantee of the quality of the readership.

4 INSTANT ALERTS

When we post your job online, a branded AM2 Instant Alert dedicated to your vacancy is automatically sent to jobseekers by request.

5 PDF MAGAZINE

AM2 can be enjoyed in PDF format, meaning your advertisement can include web links to your online microsite and your website.

6 DIGITAL MAGAZINE

Digital Turning Pages enables readers to view AM2 online, getting more exposure for your advert and your web links.

7 SOCIAL MEDIA /RSS

All vacancies are distributed to jobseekers on Twitter and Facebook and also via RSS.

Sign up for your free digital subscription to AM2 magazine AM2.jobs/subscribe

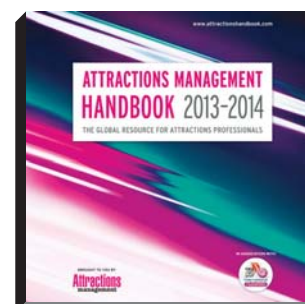
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AM2 Magazine



Attractions Management Magazine



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