

Brazil celebrates football legend Pelé with museum

As the 2014 World Cup gathers steam, Brazilian football legend Pelé has opened a museum in the city of Santos, housing exhibits from his glittering career.

The museum, formerly the location of Santos Town Hall, was unveiled on the fourth day of the World Cup (16 June). The 4,000sq m (43,000sq ft) complex cost R\$49m (US\$22m, €16.2m, £13m) and houses more than 2,500 items from Pelé's career, including trophies, football kits and images of him with world leaders and celebrities.

Christened Edson Arantes do Nascimento, Pelé arrived at Santos aged 15 and joined the



The Pelé museum highlights the footballing superstar's historic career

local team, winning his first World Cup trophy just two years later at 17. Between 1956 and 1974, the man considered to be

the greatest ever footballer led Brazil to three World Cup titles. "He (Pelé) is part of our cultural history. He is a

reference, a symbol that every Brazilian is proud to follow," said Anna Beatriz Ayroza Galvao of Sao Paulo's Brazilian heritage department. "He is an example for everyone."

"I thank God he granted me health to be able to receive this honour today," said the 73-year-old Pelé, who brought the Brazilian style to the forefront of world football.

"When I played in the 1958 cup nobody knew Brazil, now we're getting the cup of all cups and all eyes are on us here."

Brazil's President Dilma Rousseff called the opening "an important symbolic act for Brazil." *More: <http://lei.sr?a=HOB2s>*

US National Aquarium plans dolphin sanctuary

Baltimore's National Aquarium in Maryland, US, has announced it is considering retiring its eight bottle-nose dolphins and moving them to a unique oceanside sanctuary.

The proposed move comes at a time when aquariums worldwide are under fire from protest groups for holding large, intelligent animals in captivity.

In a statement, aquarium director John Racanelli said: "We are studying and evaluating all possible options for providing them with the best possible living environment in the years ahead."

Continued on back cover

Google Glass to revolutionise the way we look at art

A research team is investigating how Google Glass can be used to display instant information on artworks as visitors walk round museums and galleries, with the possibility the technology could replace guidebooks and audio guides entirely.

A team from Manchester Metropolitan University (MMU) in the north of England is using artist George Stubbs' artwork *Cheetah and Stag with Two Indians* to test the service, which provides the user with audio and visual information.

The wearer uses the glasses to take a picture of the painting, which is then recognised by Google Glass, and matched to information about the artwork.



The tech will display instant info on artworks

Testers were a mix of art gallery goers of all ages, genders and occupations. An MMU spokesperson said that the group's response had been "generally positive."

More: <http://lei.sr?a=g8s9P>

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AM2 is published fortnightly by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK and is distributed in the USA by SPP, 75 Aberdeen Road, Emigsville, PA 17318-0437. Periodicals postage paid @ Manchester, PA POSTMASTER Send US address changes to Spa Opportunities, c/o PO Box 437, Emigsville, PA 17318-0437. The views expressed in print are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Limited. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise without the prior permission of the copyright holder. Printed by Preview Cromatic Ltd. ©Cybertrek Ltd 2014 ISSN Print: 2055-8171 Digital: 2055-818X

Los Angeles enters the running for US\$300m George Lucas museum

Los Angeles has thrown its hat into the ring to host the prospective George Lucas Museum, with opposing bids coming from both Chicago and San Francisco.

Mayor Eric Garcetti has launched a campaign to bring the Lucas Museum of Cultural Arts – a legacy project of *Star Wars* and *Indiana Jones* creator George Lucas – to Los Angeles, which will cost around US\$300m (€220m, £179m) to build.

The mayor is offering a site in Exposition Park, the equivalent to Chicago's Museum Campus and home to the Los Angeles Memorial Coliseum.



Lucas created the Indiana Jones and Star Wars franchises

Garcetti asked Lucas to consider Los Angeles because it is “a place where its impact can be amplified like no other,” with the mayor also using the hashtag #WhyLucasInLA to promote the cause.

Lucas looked to be initially veering towards a bid from San Francisco, but Chicago and Los Angeles are now providing fierce competition for the attraction.

More: <http://lei.sr?a=W4y6T>

Cartoon Network's first branded waterpark opens this July in Thailand

Cartoon Network's Bhat1bn (US\$30.9m, €22.8m, £18.2m) first branded waterpark is on schedule for completion and will open on 31 July this year in Bang Saray, Thailand.

The highly-anticipated Cartoon Network Amazone waterpark, being overseen by theme park developer Amazon Falls, was announced at the beginning of 2012, with the television network aiming to open more branded visitor attractions across the Asia Pacific region.

The park's attractions – supplied by Polin – incorporate popular animated series including *Adventure*



Adventure Time will be one of many IPs on show at the park

Time, *Ben 10*, *The Power Puff Girls*, *Johnny Bravo* and *The Amazing World of Gumball*.

Cartoon Network Amazone will be Thailand's first internationally branded theme park and will feature

signature attractions including a family wave pool, a winding adventure river, speed-racing slides, family raft slides and giant water play fortresses.

More: <http://lei.sr?a=q9q8M>

Zürich Zoo opens its Indian elephant 'aquarium'

Visitors to Zürich Zoo in Switzerland can now get up close and personal with the park's six Indian elephants following the opening of the new CHF57m (US\$63.3m, €46.7m, £37.8m) elephant park, with the unique addition of an elephant 'aquarium'.

The 11,000sq m (118,400sq ft) elephant enclosure features six water basins, one of which offers an aquarium view of the animals swimming underwater.

The basin has a glass wall – reinforced to take the weight of the elephant-sized occupants – and is designed to give the elephants conditions that more closely resemble their natural environment.

The habitat also features an area for the elephants to 'socialise' – where keepers are not allowed to go – with covered and open areas with different vegetation.

"Paris has the Eiffel Tower, Rome the Coliseum – Zürich now has its elephant park," said zoo chair, Martin Naville.

The elephant park was completely financed through foundation grants,



The new enclosure offers an aquarium view of the elephants swimming underwater

legacies and sums donated by more than 5,500 members of the public to Zürich Zoo.

The elephants have been in the new park since mid-March and have plenty of time to

acclimatise to their new conditions, while a new addition is soon expected with the imminent birth of an elephant calf.

More: <http://lei.sr?a=z1k2W>

New tech, innovations and trends revealed at MuseumNext conference

Delegates met at Newcastle, UK's Sage Gateshead for MuseumNext – Europe's biggest conference on industry innovation and technology – to explore ways of engaging visitors with new technology and industry trends.

"It's all about the connection with the object beyond the four walls of a museum," said Antenna International's Jessica Taylor, during Friday's (20 June) keynote address at the two-day event.

Speaking alongside Sam Billington, Taylor discussed the importance of Google's upcoming Project Tango – a device which can track full 3D motion, while simulta-



Jessica Taylor and Sam Billington made a keynote address

neously creating a map of the surrounding environment – which was said to have "huge implications" for the future of museums.

iBeacons will also be increasingly appearing in

museums, with the devices able to send an automatic signal to tablets and smartphones, offering data from either a local database or cloud-based storage. w

More: <http://lei.sr?a=m9C3A>



Tout has skyrocketed thanks to the WWE

AM handbook touts alternative social media

Untapped social media formats for the attractions industry have been highlighted in the current edition of the *Attractions Management Handbook*, which noted Tout – a 15 second video posting platform – as a growing outlet, marking its links with major brands such as World Wrestling Entertainment (WWE) as a springboard towards its speedy growth.

The *Attractions Management Handbook* 2013-2014 edition is available online here: <http://lei.sr?a=y3s8K> and in print here: <http://lei.sr?=aE4K4O>

Walking Dead pop-up returns to Universal Studios

AMC's hit TV series *The Walking Dead* will be returning to Universal Studios Hollywood and Universal Orlando Resort as a temporary attraction later this year.

Returning during October as horror mazes, the pop-up attraction will be inspired by the TV show's fourth season and will have guests 'flee' the West Georgia Correctional Facility now overrun by a hoard of walkers (zombies).

The Walking Dead, which is based on the graphic novel written by Robert Kirkman, will have its fifth season air in the US this October.

"This has been an incredible collaboration and I am thrilled to be working once again with the creative teams at Universal Orlando and Universal Studios Hollywood to bring the world of *The Walking Dead* to our dedicated fans," said Greg Nicotero, executive producer and special effects makeup supervisor for the series. "I can't wait for visitors to experience first-hand some of the iconic moments from Season 4 in what will be the biggest, most exciting



The award-winning *Walking Dead* is one of the most critically acclaimed shows on television

and frightening *Walking Dead* maze to date."

Horror attractions are becoming a popular trend in the attractions industry, with Spookers in New Zealand looking

at international expansion, while Merlin recently announced a new Dungeons experience in San Francisco, US.

More: <http://lei.sr?a=B6k2r>



The frame is set to be completed in 2016

Architect upset over Dubai Frame design

Dubai city officials and architect Fernando Donis are at loggerheads following the unveiling of plans for a unique new attraction in Dubai.

In response to new images of the giant frame being released, Donis wrote an open letter to Sheikh Mohammed bin Rashid, VP of the UAE and Ruler of Dubai, stating the new designs are in breach of the design competition rules.

More: <http://lei.sr?a=B6H8H>

Giant trampolines transform Welsh underground quarry into attraction

Giant trampolines have been installed over a chasm inside an old slate cavern – twice the size of St Paul's Cathedral – in Blaenau Ffestiniog, Wales.

The new visitor attraction 'Bounce Below' will open in July and is the first of its kind worldwide, tipped to lure thousands of daredevil tourists to the region.

The atmospheric slate caverns will be dramatically illuminated while visitors bounce on the three giant trampolines – one above the other, linked by a 60ft (18.2m) long slide. Visitors to the underground attraction will travel via train and will then be able



The trampolines are suspended above an underground chasm

to explore the cavern via slide and trampoline.

The £1.2m (US\$2m, €1.5m) investment into the quarry at Llechwedd also includes Zip World – said to be the largest zip line

course anywhere in the world – which travels up to speed of 70mph (112kmph) and offers aerial views of Mount Snowdonia from 500ft (152m) in the air.

More: <http://lei.sr?a=w8m2r>

The logo for FORREC, with 'FOR' in white and 'REC' in yellow, set against a dark blue rectangular background.

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Trick Eye Museum expands with Singapore site

A new visitor attraction at Resorts World Sentosa in Singapore is offering a mind-bending experience – using 2D and 3D installations to create unique illusions depicting extraordinary scenes.

The Trick Eye Museum – already a hit in South Korea – uses 2D and 3D paintings as well as installations, specially designed for photo opportunities, which trick the viewer's eye into seeing something else.

The museum features more than 80 optical illusions across 800sq m (8,611sq ft) and sits on the resort's waterfront.

The museum has six themed zones – Love, Circus, Masterpiece, Safari, Fairytale and Adventure. Although focusing mainly on elements local to Singapore, the works also feature influences from both Eastern and Western cultures to widen visitor appeal.

All of the art – which portrays scenarios such as climbing bamboo trees with a panda, being shot through a cannon, levitating in the air and being attacked by a giant snake – was originally made in South Korea, though the pieces in the



The Trick Eye Museum uses optical illusions to create stunning photo opportunities

Singapore museum are completely different to those at the Seoul location.

Resorts World Sentosa will be introducing a number of Korean-themed concepts over

the coming months, including Insadong Korea Town – a Korean street food concept space – which is due to open in July.

More: <http://lei.sr?a=P3b2I>



The centre will include a planetarium

Abu Dhabi aims to get kids interested in science

Plans for a new science centre to be built in Abu Dhabi have been revealed by the country's Technology Development Committee (TDC), offering more than 200 interactive exhibits in an effort to get more young children interested in a future career in science.

Opening in 2016, the state-of-the-art facility – located in Masdar City adjacent to Abu Dhabi International Airport – features a planetarium, water play area and seven signature galleries for exhibitions.

<http://lei.sr?a=2J4B6>

Marvel's *Guardians of the Galaxy* IP opening as Disney attraction next month

Marvel's *Guardians of the Galaxy* is coming to Disneyland and Disney's Hollywood Studios, with attractions rumoured to be close behind at Universal, if the movie is a success.

Coming out 1 August and predicted to be one of the summer's biggest movie events, *Guardians of the Galaxy* stars a blockbuster lineup including Chris Pratt, Zoe Saldana, professional wrestler Dave Bautista and Vin Diesel.

From 4 July, Disney will offer guests an extended sneak peek at the film before it opens in theatres.

4D previews will be on offer at Disneyland Cali-



Photo: Marvel Studios

Further attractions could be built if the movie is a success

fornia and at Walt Disney World Resort Florida, while *Guardians of the Galaxy* will also be presented in 3D at Disney's Hollywood Studio.

Should the film be a hit, permanent *Guardians of the*

Galaxy visitor attractions and rides – more likely to be in Universal Studios due to licensing agreements in the US – have been rumoured to be in the pipeline.

More: <http://lei.sr?a=l3R4B>

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Email: aim2014@femto-st.fr

www.aim2014.org

20-23 SEPTEMBER 2014

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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 and gain insight from industry leaders. Sessions cover marketing, production and postproduction, alternative content, digital for domes and more. The trade show will also allow visitors to meet with distributors.

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Iron Man maquettes were on-hand at the 2013 Siggraph event

10-14 AUGUST 2014

Siggraph 2014

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The Siggraph conference and exhibition is a five-day interdisciplinary educational

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TEA SATE Design Conference 2014

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The annual SATE Conference is a professional dialogue on Experience Design. SATE (Storytelling, Architecture, Technology, Experience) is an annual, international gathering of themed entertainment and experience design creators, producers, owners and operators. As such, it explores issues, opportunities and possibilities relating to the creation of compelling guest experiences for entertainment, education, retail and branding.

Email: SATE@teaconnect.org

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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/>

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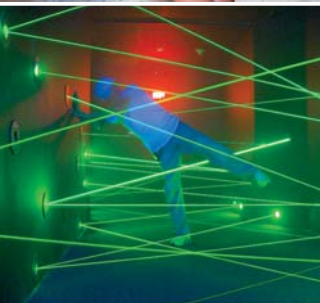
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The racing simulator is the “closest product to real F1 cars”

Chinese racing attraction uses Cruden simulators

Dutch company Cruden has supplied the technology for China's first ever hi-tech racing simulator centre, which has just opened in Guangzhou.

The 5,000sq m (53,820sq ft) Huan Teng Technology centre features eight Cruden Hexatech Formula Style race car simulators linked together, with the attraction only available to members at the exclusive

private club. Spread across two floors, the centre also offers poker, pool, indoor golf, massage facilities, a sports bar, restaurant and meeting rooms.

The new facility represents a multi-million dollar investment by partners Tian Dong and Ye Lin, who are aiming to attract between 600 and 800 visitors per week, targeting men and women aged under 40.



Jules Verne's much-loved stories are coming to life

The Juice gains rights to Jules Verne 4D film and ride

Distributor The Juice has signed a deal with US company Vision Films Entertainment for the exclusive rights to two new films based on Jules Verne's stories.

Family adventure Freedom Force is a 4D attraction which the company says has the “look and feel” of a Hollywood movie. A ride version, The Illusionists, has been developed for the ride simulator market.

The film follows the adventures of four children who are sent back in time to the pages of Verne's stories, through a futuristic device called an Imaginasium. The children encounter characters from *A Journey to the Centre of the Earth* and *Twenty Thousand Leagues Under the Sea* among others, and must return these characters back to the books.



Gamma's clients include London's St Paul's Cathedral

Software specialist Gamma acquired by Access Group

Business management software company Access Group has acquired leisure solutions specialist Gamma Dataware. The deal is designed to add Gamma's admissions, ticketing, ePos and bookings software to Access' existing finance, HR and membership offerings – creating a complete solution for museums, galleries, zoos and other leisure companies.

Gamma Dataware provides a range of integrated software modules for the visitor attraction, museum, heritage and tourism industries. When combined, the individual modules create a complete end-to-end solution – from ticketing and admissions to retail and catering POS, and from stock control and bookings to back office reporting.



The Rabbids starred in the Rayman video game series

Alterface teams with gaming firm for Rabbids dark ride

Alterface Projects has partnered with video games developer and publisher Ubisoft to design an interactive dark ride based on the Rabbids franchise. The tie-up was announced at the Asian Attractions Expo 2014 in Beijing.

Rabbids first appeared as side characters in the Ubisoft video game *Rayman Raving Rabbids* but now have a

dedicated TV show, while the popular franchise is also set to be launched in China.

The new Rabbids Invasion ride will use Alterface Projects' 4D Shooter Technology, which allows users to physically see the projectiles being thrown from their gun into the video game. The system was first used on the Maus au Chocolat attraction in Phantasialand, Germany.

Officials meet in Qatar to discuss Arab heritage

Delegates travelled to Qatar for the 2014 WDL Arab Peninsula Regional Group Symposium, which focused on heritage preservation and awareness training.

The two-day symposium, entitled Preserving Cultural Heritage Content Training – A legacy for the future, took place in Qatar's National Convention Centre and was attended by around 40 delegates. These included senior representatives, professors and librarians from a number of universities and heritage bodies, including QNL, Qatar University, Kuwait University, King Hamad Digital Library in Bahrain, the California State University in San Francisco and the National Library of Congress.

Following a heritage-training workshop last year, organisers World Digital Library (WDL) and Qatar National Library (QNL) sought to continue activity through the region, with dedicated discussion to the value of preserving heritage and culture, the means to ensure preservation of cultural items, and the 'themes approach' to presenting them.



PHOTO: QNL

Delegates included senior representatives from a number of heritage bodies in the region

In previous workshops, attendees focused on technical training with regard to digitisation and metadata standards. In this most recent session, heritage awareness and the

role of digital libraries in helping to preserve and increase awareness of heritage content was the main topic for discussion.

More: <http://lei.sr?a=H4U8M>



Attractions are included in the course

North Korea opening tourism training college

According to news outlet *Choson Sinbo*, the new establishment of Pyongyang Tourism College is a part of "national initiatives to revitalise the tourism industry" in North Korea.

In addition to the college, tourism departments have also been established at other regional universities in North Korea, with training in visitor attractions included as part of the course.

North Korea struggled to draw in tourism in 2013, with the slump blamed on the country's third nuclear test.

More: <http://lei.sr?a=1C4t4>

Mario Mamon: Quality education and training needed for attractions sector

IAAPA chair Mario Mamon has said that education and training are two of the key challenges facing the attractions industry going forward.

"Quality education and training, in all aspects, are needed as the industry continues to grow all over the world, especially in the Asia-Pacific region," said Mamon speaking in the Q2 edition of *Attractions Management* magazine.

"Education and training not only hone and upgrade skill sets to meet or exceed international standards, they also prepare the next generation of workers, managers, and leaders in the attractions industry."



Mamon has called for higher quality industry education

Mamon's comments echo the sentiment of current TEA president Christine Kerr, who recently told AM2 that the attractions industry must continue to build on its initial forays

into academia and develop courses worldwide to ensure the next generation of leaders are fully-equipped to succeed in the attractions sector.

More: <http://lei.sr?a=L2U6M>

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



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Bombay Sapphire is delighted to be making its home in beautiful Hampshire and is taking great pride, passion and care in the restoration and regeneration of the historic Laverstoke Mill into a state of the art gin distillery and visitor experience.

As the transformation progresses, we are looking to recruit three duty managers to focus on the core aspects of the visitor experience:

Tour & Admissions Manager

This role will involve the recruitment and management of a team of permanent and seasonal staff servicing two key elements of the tour; admissions and the still house tour. Recruiting a new team offers the opportunity to create a culture of exceeding expectations, building brand advocacy and a focus on the achievement of shared goals and performance targets. A flexible approach will be needed to plan rotas and staffing levels to meet demand whilst maintaining exceptional levels of customer service.

For this role a close relationship with the production team will be essential to ensure that the still house tour runs seamlessly, providing guests with a consistently engaging visit without impacting on the operation of the distillery. This role will liaise with Senior Leadership Team to manage visitor flow, through timed ticketing and close awareness of capacity limits and entry limits. In conjunction with the Brand team, this role will ensure that agreed messaging is consistently communicated to visitors throughout the distillery experience.

Mill Bar & Gin Shop Manager

This role will involve the recruitment and management of a team of permanent and seasonal staff servicing two key elements of the tour; the Mill bar and Gin shop. Recruiting a new team offers the opportunity to create a culture of exceeding expectations, building brand advocacy and a focus on the achievement of shared goals and performance targets. A flexible approach will be needed to plan rotas and staffing levels to meet demand whilst maintaining exceptional levels of customer service.

This role will work closely with the Senior Brand Ambassador, training the Mill Bar team to serve the range of tour cocktails and engage knowledgeably with consumers. In conjunction with the Brand team, this role will implement the retail strategy which will include effective stock control systems and the optimisation of the presentation of BSCL products through effective merchandising. This role will also assist with the delivery of special events and hosting VIPs.

These highly operational roles reporting in to the Visitor Operations Manager offer an exciting opportunity to be involved in developing a unique distillery experience, based at the Bombay Sapphire Distillery, Laverstoke Mill, London Road, Laverstoke, Hampshire, RG28 7GR.

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If you are interested in applying for this position please submit your CV to Hilary Deutsch, HR Business Partner at email address hdeutsch@bacardi.com





Commercial Manager

Lakes Aquarium is a small visitor attraction on the southern shore of Lake Windermere in the picturesque tourist area of the Lake District. Encompassing a fresh water aquarium, two retail outlets and two catering outlets, the attraction is an established fixture in the local tourism offer and attracts approximately 100,000 visitors per year.

We are currently seeking a Commercial Manager, dedicated to increasing secondary spend and visitor levels and expand commercial opportunities.

Reporting to the Operations Manager and UK Director, the Commercial Manager will be responsible for all Commercial aspects of the Lakes Aquarium and will maintain and grow the level of income and gross profit achieved through the following areas: Visitor levels, ticket income, catering, retail, photos and other income. As such they will manage the admissions, retail and catering departments. Working closely alongside the Operations Manager they will be supported by a retail supervisor and catering supervisor. The Commercial Manager will be an active member of the Duty Management Team and so will be expected to work duty weekends and evenings. They will also deputise for the Operations Manager in their absence.

The prospective candidate will be an experienced senior leisure professional, an accomplished and experienced team leader, combining strategic and business awareness with the ability to influence and collaborate across the whole organisation

They must have Catering, Retail management experience.

Please send a detailed CV and covering letter explaining why you wish to be considered for this post to **James Eels, Oceanarium, Pier Approach, Bournemouth, BH2 5AA** or by email to james.eels@reallive.co.uk

Closing date for applicants: 30th June 2014

Salary £22k per annum plus bonus and benefits.
Job Description on application.



Consultancy Manager Commercial

Salary: £43,000 per annum

Location: Tisbury Hub, Wiltshire

Reference: IRC16698

There's no other organisation like the National Trust that brings such an incredible array of places and spaces to life. No other organisation with such an extraordinary wealth of talent, expertise and insight. And that's why we've created the National Trust Consultancy, home to specialists in every field of our work. A national consultancy, where resources are shared across disciplines and boundaries, it is a great repository of skills, talent and experience.

As a Consultancy Manager you'll be managing a multidisciplinary team of consultants with wide ranging experience in their specialist fields. These specialists support a regional portfolio of properties. You will manage these teams, providing a seamless service to these clients. In addition you will be the regional South West commercial lead. This part of the role requires innovation and fresh thinking to help drive our commercial operations, from catering, retail and holiday cottages to car parks. You'll help our General Managers develop new and improve existing commercial operations at their properties. Ultimately, you'll help properties to introduce new income streams, improve their financial performance and maximise profit.

To find out more visit www.am2.jobs
Closing date: 16 June 2014.

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from Attractions Management

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■ Visitor Welcome and Sales Manager

Company: National Trust

Location: Wareham, Dorset, United Kingdom

■ Marketing and Events Manager

Company: Museum of Army Flying

Location: Hampshire, United Kingdom

■ Commercial Manager

Company: Lakes Aquarium

Location: Lake Windermere, Cumbria, United Kingdom

■ Mill Bar and Gin Shop Manager

Company: Bombay Sapphire Distillery

Location: Hampshire, United Kingdom

■ Tour and Admissions Manager

Company: Bombay Sapphire Distillery

Location: Hampshire, United Kingdom

■ Consumer Promotions Representative

Company: LEGOLAND Florida

Location: Florida-Winter Haven, United States

■ Entertainment Show Technician

Company: LEGOLAND Florida

Location: Florida-Winter Haven, United States

■ Technician

Company: Legoland Discovery Center

Location: New York-Yonkers, United States

■ Duty Manager

Company: Madame Tussauds San Francisco

Location: California-San Francisco, United States

■ Operations Supervisor

Company: Merlin Entertainments Group Ltd

Location: Minnesota-Bloomington, United States

■ Resort Facilities Manager

Company: LEGOLAND Florida

Location: Florida-Winter Haven, United States

■ Displays Curator

Company: Sea Life

Location: Missouri-Kansas City, United States

■ Facilities Technician

Company: Sea Life

Location: Missouri-Kansas City, United States

■ Brand Manager

Company: Thorpe Park Resort

Location: Surrey, United Kingdom

■ Visitor Experience Manager

Company: Cotswold Farm Park

Location: Cheltenham, United Kingdom

■ Visitor Reception Manager

Company: Shakespeare Birthplace Trust

Location: Stratford-upon-Avon, United Kingdom

■ Assistant Manager

Company: Legoland Malaysia

Location: Johor, Malaysia

■ Manager - E-Commerce

Company: Legoland Malaysia

Location: Johor, Malaysia

■ Buyer

Company: Merlin Entertainments Group Ltd

Location: Chessington, Surrey, United Kingdom

■ Entertainment Team Lead

Company: LEGOLAND Florida

Location: Florida-Winter Haven, United States

■ Duty Manager

Company: Legoland Discovery Center

Location: New York-Yonkers, United States

■ Part Time Studio Artist

Company: Madame Tussauds Washington D.C.

Location: District of Columbia-Washington, United States

■ Operations Manager

Company: Merlin Entertainments Group Ltd

Location: Massachusetts-Somerville, United States

■ Head of Marketing and Sales

Company: Madame Tussauds New York

Location: New York-New York, United States

■ International And Lake Garda Sales Manager

Company: Gardaland Resort

Location: Verona, Italy

■ Web and new Media Manager Junior

Company: Gardaland Resort

Location: Verona, Italy

For more details on the above jobs visit www.am2.jobs

Proposed whale ban could mean 'life or death' for Vancouver Aquarium

Continued from front cover

Amid recent controversy over housing whales and dolphins in aquarium settings, Vancouver Aquarium's CEO John Nightingale has said that the restriction of such animals would "destroy research" and become a "life-and-death" matter for the aquarium's continued existence.

The aquarium recently completed the first phase of a CA\$120m (US\$110m, €81.5m, £65.1m) expansion, with a number of protesters on-hand at the opening ceremony for the 55,000sq ft (5,109sq m) expansion.

"Depending on what the park board does, the



There is growing pressure against captive whales and dolphins

aquarium could be fighting for its life," said Nightingale.

Aquariums keeping whales and dolphins have come under immense pressure since the release of the documentary *Blackfish*, which recounts the death

of a SeaWorld trainer by a killer whale alleged to have been driven mad by being kept in captivity.

SeaWorld has denied the documentary's "one-sided" allegations.

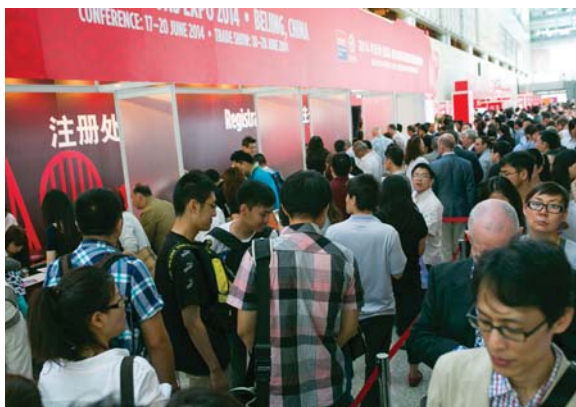
More: <http://lei.sr?a=e4m6r>

IAAPA Expo comes to Beijing marking the association's mainland China debut

Paul Noland, president and CEO of IAAPA, opened the Asian Attractions Expo 2014 in Beijing – the association's first time in mainland China.

Noland said IAAPA was excited to be in Beijing for the first time and the presence of the event reflected the huge growth of the industry in the region. "The Chinese market is the fastest growing in the world," he said "There are 59 theme parks under development in China alone."

IAAPA chair, Marion Mamon, thanked Lou Jingwang, chair of China Association of Amusement Parks and Attractions



The event brought together attendees from 70 countries

(CAAPA) for his support in bringing the event to China.

It's expected the expo will move around the region over the next few years, with Shanghai likely to host at some point soon given the

opening of the new Disney Shanghai – coming in 2016.

Record numbers of exhibitors took part in the trade show, with visitors attending from 70 countries.

More: <http://lei.sr?a=E3W0k>

American Association of Museums (AAM)

T: +1 202 289 1818 W: www.aam-us.org

Association of American Zoos & Aquariums

T: +1 301 562 0777 W: www.aza.org

Association of Art Museum Directors

T: +1 212 754 8084 W: www.aamd.org

Association of Independent Museums (AIM)

T: +44 (0)1584 878 151 W: www.aim-museums.co.uk

Association of Leading Visitor Attractions (ALVA)

T: +44 (0)20 7222 1728 W: www.alva.org.uk

Association of Science and Technology Centers (ASTC)

T: +1 202 783 7200 W: www.astc.org

Association of Scottish Visitor Attractions (ASVA)

T: +44 (0)141 229 0923 W: www.asva.co.uk

Association of Zoos and Aquariums (AZA)

T: +1 301 562 0777 W: www.aza.org

Australian Amusement Leisure & Recreation Association (AALARA)

T: +61 7 3807 35 08 W: www.aalara.com.au

European Association of Amusement Suppliers Industry (EAASI)

T: +39 0522 554 176 W: www.eaasi.org

European Association of Zoos and Aquaria (EAZA)

T: +31 20 520 07 50 W: www.eaza.net

European Network of Science Centres and Museums (Ecsite)

T: +32 2 649 73 83 W: www.ecsite.eu

Giant Screen Cinema Association (GSCA)

T: +1 919 346 1123 W: www.giantscreencinema.com

Historic Houses Association (HHA)

T: +44 (0)20 7259 5688 W: www.hha.org.uk

Indian Association of Amusement Parks & Industries (IAAPI)

T: +91 22 6523 1643 W: www.iaapi.org

International Association of Amusement Parks & Attractions (IAAPA)

T: +1 703 836 4800 W: www.iaapa.org

International Planetarium Society

T: +1 808 969 9735 W: www.ips-planetarium.org

Irish Science Centres Awareness Network (ISCAN)

T: +353 (0)51 302 865 W: www.iscan.ie

Museums Australia

T: +61 2 6230 0346 W: www.museumsaustralia.org.au

National Farm Attractions Network (NFAN)

T: +44 (0)1536 513 397 W: www.farmattractions.net

NAVET

T: +46 (0)33 41 00 09 W: www.navet.com

Outdoor Amusement Business Association (OABA)

T: +1 407 681 9444 W: www.oaba.org

The Aquarium & Zoo Facilities Association (AZFA)

Email: rlf@tnaqua.org W: www.azfa.org

The Canadian Museums Association

T: +1 613 567 0099 W: www.museums.ca

The Canadian Association of Science Centres (CASC)

T: +613 566 4247 W: www.canadiansciencecentres.ca

Themed Entertainment Association (TEA)

T: +1 818 843 8497 W: www.teaconnect.org

World Waterpark Association (WWA)

T: +1 913 599 0300 W: www.waterparks.org

Zoo & Aquarium Association

T: +61 2 9978 4797 W: www.zooaquarium.org.au