



AM2

The news & jobs magazine
from Attractions Management

AM2.jobs

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Great white dies after just three days in aquarium

The world's first adult great white shark to ever go on display in an aquarium has died after just three days.

The 3.5m (11.5ft) shark, accidentally captured in a net off the coast of Okinawa, Japan, on 4 January, was taken to the Okinawa Churaumi Aquarium the following day. Keepers at the aquarium say the shark hadn't eaten since its arrival and was having to be taught to swim inside its tank without bumping into the walls.

The aquarium said the male shark had adjusted to its tank after several days "but its condition took a sudden turn for the worse" on 8 January. After



The aquarium is still investigating the cause of the shark's death

having difficulty swimming, the shark was removed from the tank to be unsuccessfully treated by the aquarium's veterinarians.

Keeping a great white shark in captivity is extremely challenging because the fish needs to keep swimming

constantly to get oxygen and maintain its body temperature.

Attempts to house great whites in aquariums in the past have had only limited success at best. In August 1981 a great white spent 16 days at SeaWorld San Diego before being released. Then in 1984 the Monterey Aquarium tried to house a great white for its opening but the animal died after just 10 days. In September 2004 the aquarium successfully put a great white on exhibit, keeping a young female in captivity for 198 days before releasing her and then again in 2006 with a juvenile male remaining at the aquarium for 137 days.

More: http://lei.sr?a=8b3g4_A

Are theme parks Dubai's key to 20 million by 2020?

Two major operators of under-development theme parks in Dubai have said that their attractions hold the key to the emirate achieving its goal of 20 million visitors by 2020.

Both Dubai Parks & Resorts and IMG Worlds of Adventure are gearing up for their debuts this year and with the UAE's theme park and hotel sectors experiencing rapid growth, Dubai has been touted as 'Orlando 2.0', emulating what the popular US tourist destination has done to establish itself as the world's theme park capital.

More on back cover

Italy culture ministry pledges €300m to heritage

Italy's government has approved €300m (US\$325m, £220m) plans to protect its most important heritage sites in need of restoration.

The new move is a much-needed shot in the arm for Italy's heritage sector.

Despite having more UNESCO-recognised World Heritage sites than anywhere else in the world, Italy has historically offered a very low level of financial support to those sites.

Among the sites earmarked for restoration, €13m (US\$14m, £9.5m) will go towards the restoration of Emperor Nero's Golden Palace. Additionally, the medieval walls protecting Siena will be restored over the next three years at a cost of €2.2m (US\$2.4m, US\$1.6m)



€6m will go towards maintenance of Venice

and €6m (US\$6.5m, £4.4m) will be used to maintain the foundations of the city of Venice.

Funds will be made available immediately, with the money to be spread across 241 sites.

More: http://lei.sr?a=n8e8A_A

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Universal debuts company's first VR coaster at Japanese theme park

Virtual reality continues to dominate at the start of 2016, with Universal now joining in on the act, debuting its first VR coaster at its park in Osaka themed around Japanese fashion model and singer Kyary Pamyu Pamyu (Crayon Shin-chan).

The addition is part of Universal's Cool Japan videogame, anime, manga and Japanese pop culture attraction, which runs from 15 January through to 26 June.

Known as Kyary Pamyu Pamyu XR Ride, the colourful version of the VR coaster by Mack has been added to their Space Fantasy



The ride immerses visitors in the world of Kyary Pamyu

spinning rollercoaster.

"This is our largest project so far and it's become very impressive," VR Coaster's Thomas Wagner, inventor of the technology, told AM2.

"It's a very nice gravity coaster and we have

enhanced and extended the track a lot in VR.

The spinning capability of the cars has been switched off so the VR choreography could be precisely planned."

More: http://lei.sr?a=r2s8G_A

Tech startup Curiscope touts VR as the alternate future of aquariums

UK-based virtual reality company Curiscope has offered an alternative to keeping large animals captive, debuting a VR shark experience which could become a big part of aquariums in the future.

Earlier this month, a Japanese aquarium acquired the first adult great white to be placed in captivity (see front cover), but the animal died after just a few days.

Curiscope's new VR experience offers a close encounter with a pair of great white sharks.

"They tried to have a great white in captivity several times and we thought it was



2016 is predicted to be the year VR steps into the mainstream

a bad idea and not a good thing," said Curiscope CEO Ed Barton, speaking to AM2. "We think VR is the next-best thing for an animals like that where it isn't really fair to keep them in captivity.

"Oculus is potentially a great idea for putting into aquariums. You can have live streams in the ocean, you can live record. It's just the start of something very exciting."

More: http://lei.sr?a=F3A3A_A



Google launches dedicated virtual reality division

Google has launched its own virtual reality computing division, appointing Clay Bavor to run the new arm of the technology giant.

Bavor, who has been named vice president of virtual reality, has prior experience in VR, having overseen Google Cardboard since its launch in 2014.

The company has been gearing up for a full VR launch since the debut of Cardboard, partnering with action-camera maker GoPro in May 2015 to use Google technology to enable 360 degree views with a VR device.

Google announced in November that YouTube – which the company has owned since 2006 – could now support virtual reality video, with users able to use Cardboard and a smartphone to view VR scenes.

Google has also backed VR company Magic Leap, which turned heads in March last year when it transformed its office into a robot-populated first person shooter, to the tune of US\$524m (£352.8m, €486.1m).

Prior to that, the company had invested in augmented reality, with its Google



The company has been gearing up for a full VR launch since the debut of Google Cardboard

Glass prototype. Hailed as the future of the emerging technology, the device was somewhat of a flop, with Google announcing in January 2015 that it

would stop producing the prototype, but that it remained committed to the development of the product.

More: http://lei.sr?a=Y3R5k_A

Alton Towers confirms plans for UK's first virtual reality rollercoaster

Alton Towers has confirmed plans to launch the UK's first ever virtual reality rollercoaster, rebranding its Air ride as Galactica for the space-themed VR experience.

The £12m (US\$17.7m, €16.2m) rollercoaster, designed by Bolliger & Mabillard (B&M), first opened in March 2002. The ride was the first flying rollercoaster and at the time of opening was one of the most expensive rollercoasters ever made and among the most technologically-advanced.

"Galactica uses groundbreaking technology to give riders a breathtaking and completely unique rollercoaster experience,"



Galactica will be the UK's first virtual reality rollercoaster

said Gill Riley, marketing director at Alton Towers.

"There is nowhere else in the world where people can experience the feeling of a flying rollercoaster combined with soaring through the

universe. For two minutes, our guests will be transported into space and we believe Galactica showcases the future for theme parks around the world."

More: http://lei.sr?a=W3Y9j_A



The headset will be available in March

Oculus Rift gets official commercial release date

The consumer version of Oculus Rift will be available to pre-order in March.

Since 2013, Oculus has gone from strength-to-strength, being acquired by Facebook in a US\$2bn (€1.5bn, £1.2bn) deal and forging partnerships with Microsoft and Samsung.

"Long term, I believe virtual reality has the potential to change the way we live, work and communicate in many ways," said Facebook founder Mark Zuckerberg. "Today is an important step towards that future."

More: http://lei.sr?a=U4N7W_A

Wanda acquisition paves way for *Jurassic World* park

Chinese property and entertainment giant Wanda has announced the US\$3.5bn (€3.2bn, £2.4bn) acquisition of Legendary Entertainment, opening the door for a *Jurassic World* theme park in Australia among a host of other future projects.

Producer of films including *Jurassic World*, *The Dark Knight* and *Godzilla*, Legendary's IPs will now be available to Wanda's theme park arm, with the company recently revealing plans for a multi-billion dollar theme park development on Australia's Gold Coast.

Wanda, which is China's largest property developer, is aiming to surpass Disney as the world's largest tourism enterprise by 2020. It hopes to welcome more than 200 million people to its worldwide attractions every year, with tourism income in excess of CN¥100bn (US\$16.1bn, €14.6bn, £10.3bn) annually.

Concept images show the theme park plan laid out like a traditional zoo. Notable features detailed in the artistic



Jurassic World is the fourth-highest-grossing film of all time, generating more than US\$1.6bn

impression include an Aqua Dome, Volcano and Mountain Cave, and multiple natural settings. Although it has not been confirmed, life-sized animatronic

dinosaurs would likely roam enclosures, with various rides added to create an authentic *Jurassic World* experience.

More: http://lei.sr?a=V4q6k_A



New rules restrict most orca contact

SeaWorld agrees stricter orca safety guidelines

SeaWorld has reached an agreement with California state regulators over allegations that the operator's San Diego park failed to train its workers to safely interact with its orcas.

The new safety procedures, still to be given final approval by the California Occupational Safety and Health Appeals Board, will prohibit SeaWorld's trainers in the state from swimming under the orcas, standing on them in almost all cases, or surfing on them, unless it pertains to animal care.

More: http://lei.sr?a=P9y3K_A

Museum of Science Fiction preview facility coming to Virginia in 2016

The Museum of Science Fiction, coming to Washington DC in 2018, has announced its preliminary US\$3m (€2.5m, £2m) mobile satellite facility will debut in Rosslyn, Virginia, in Q3 2016.

"During our international architectural design competition, several concepts were submitted which featured shipping containers," said the museum in a statement.

"The museum's design team is looking at this approach for rapid market entry and quick-stop roadshows."

Grunley Construction are contractors for the project, while Jerry



The concept for the facility is based on shipping containers

Vanek is operating as lead architect. Architects Emily Yen and Hal Davis are also working on the project.

The 4,000sq ft (371sq m) Mobile Museum will debut with an outdoor science

fiction film and lecture series. Once the full facility opens in 2018, the Mobile Museum will tour the country, before being added as a permanent wing to the new facility.

More: http://lei.sr?a=F4C3c_A



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China lays out five-year plan for its Great Wall

The Chinese government has announced a five-year plan to better-protect and preserve the Great Wall of China.

Many parts of the wall have entered a state of disrepair, having been used by nearby villagers – particularly in the 20th century – as a source of stones to rebuild houses and roads, while much of the wall has been lost to tourists illegally taking pieces as souvenirs. Parts have also been demolished to make way for various construction works.

Under the new government initiative, more than 7,000km (4,350 miles) of the Great Wall in Inner Mongolia will be surveyed to identify sections which are most in danger, such as parts which have been damaged by natural disaster or are near major roads and new developments.

The regional government of Inner Mongolia wants to restore the most-damaged sections of the wall by 2020, placing priority on those with the greatest historical significance.



More than 7,000km of the Great Wall will be surveyed to identify sections most in danger

Under the five-year plan, the government has pledged more resources to support archaeological excavation and research for the site, but has emphasised “minimum

intervention” to the UNESCO Heritage Site, adding not to “change the status quo” with opposition to building a “new Great Wall”.

More: http://lei.sr?a=v3z5d_A



Titanosaurus stretches a massive 122ft

Titanosaurus unveiled to public for the first time

New York's American Museum of Natural History has unveiled a world first; Titanosaurus – the largest ever dinosaur to go on display.

Opened to the public on Friday (15 January), the humongous dinosaur – which stretches 122ft (37.2m) – is so large its head sticks out of the room it will now call home.

In addition to the giant replica, one femur found at the excavation site will be among five original fossils on temporary view with the Titanosaurus.

More: http://lei.sr?a=Y7W9X_A

Upcoming Giant attraction to support local communities with scholarships

Paddy Dunning – CEO and founder of The Giant visitor attraction – has detailed how each giant will give back to the local community.

With part of the theme of the unique visitor attraction being unlocking humankind's giant potential, a scholarship fund will be set up in each giant's name for local teenagers. Known as The Giant Foundation, the charity will be funded through donations from the visitor attraction itself, in addition to funds from private, public and corporate sponsors.

“We wanted to give back to the community,” said Dunning speaking to AM2. “We're going to be



The Giant can become any man or woman from history

linking up with academia in each city to do that.

“Each giant will have its own character and name. We want the giant to be giving the scholarship, not me, not anybody else, the

giant. He or she can deliver these educational courses.

It's a unique thing. There's not many visitor attractions around the world that are giving back like this.”

More: http://lei.sr?a=s5M2S_A

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AM2

DIARY DATES

3-5 MARCH 2016

RAAPA 2016

Moscow, Russia

Organised by the Russian Association of Amusement Parks and Attractions (RAAPA), the event is the premier trade show in the Russian amusement industry. Exhibitors from across the sector will be showcasing products, with representatives of the sector encouraged to attend.

Email: raapa@raapa.ru

Tel: +7 (495) 234-50-15

www.raapa.ru

9-11 MARCH 2016

IAAPA Leadership Conference 2016

Mexico City, Mexico

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16-20 MARCH 2016

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19-21 APRIL 2016

DEAL 2016

Dubai World Trade Centre, United Arab Emirates

Held annually, DEAL is the region's most anticipated and biggest attraction



PHOTO: MUSEUMNEXT

Michael John Gorman, CEO of Science Gallery International, will speak at the event

18-20 APRIL 2016

MuseumNext

Mansion House, Dublin, Ireland

MuseumNext is a major conference on the future of museums. Since 2009, it has acted as a platform for showcasing best practice today to shine a light on

the museum of tomorrow. MuseumNext Dublin will be the eighth European conference and will feature a day of activity highlighting Dublin followed by two days of curated conference sessions. Email: kala@museumnext.com www.museumnext.com/conference

for global and local stakeholders in the amusement and entertainment industries that are looking for a strong entry into these markets. The show in 2015 ushered in more than 300 firms from across 33 countries and attracted 7189 quality trade visitors and 64 new exhibitors. On its 22nd edition, DEAL 2016 expects to witness an even larger gathering of key players and visitors in the amusement industry from Middle East, African, Mediterranean, and Asian countries. With last year's show breaking the record of the number of new and old exhibitors and visitors since the show's inception in 1995, DEAL has developed into an unrivalled platform that gathers exhibitors, buyers, and professionals from the international amusement and entertainment industry. Email: some@iecdubai.com Tel: +971 4 3435777 www.dealmiddleeastshow.com

sector suppliers. Those in attendance are given first-rate advice, ideas and tools that they can walk away with and put into practice in their own organisations. An awards ceremony will also take place, recognising the sector's best, with a submission deadline set for 1 February. Email: anna@museumsandheritage.com Tel: +44 1905 724 734 museumsandheritage.com/show

9-11 JUNE 2016

Ecsite Annual Conference 2016

The Graz Children's Museum, Universalmuseum Joanneum, Graz, Austria

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18-19 MAY 2016

Museums + Heritage Show

Kensington Olympia, London, UK

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Alterface Projects is working on a 'magic' wand and gesture tech

Interactive tech from Alterface offers new possibilities

Alterface Projects is continuing to advance the potential of interactive technology in the dark ride environment, working on gesture-led technologies and its "magic" wand concept.

The gesture sensor technology allows ride designers to control their role in the ride experience with simple arm and hand movements. The second new concept under development

with Alterface offers masses of possibilities for designers. Alterface's Magic Wand is an intuitive wireless, button-free device that can be used with a mixture of video projection mapping with physical set props.

Because there is little or no hardware involved, these new technologies have the added benefit of being affordable and easy to maintain, says Alterface.



Jurassic War is a dino-themed shooting game

Jurassic War video game offers prize every time

At EAG, Instance Automatics presented a brand new video game offering a "new direction" for the sector.

Jurassic War is a dino-themed shooting game that provides players a prize of a 32mm bouncy ball. Visitors could trial the game at EAG along with many other new releases in the crane, vending, kiddie amusement and redemption sectors.

"Jurassic War is a video prize-every-time machine and so a new direction from your standard video game," said Ian Eason, director at Instance Automatics. "The player shoots balls at the screen to stop the dinosaurs attacking. The balls you shoot are fully enclosed in the strong all-metal cabinet so not only safe but there are no issues with losing balls during the game."



Stained glass windows inspired the projection show

Projection Studio lights up Windsor Castle at Christmas

The Projection Studio is celebrating its second consecutive festive installation at Windsor Castle in Windsor, UK, with digital art shows inspired by the stained glass windows at a chapel within the grounds.

A single Panasonic PZ21K projector fitted with a portrait adaption kit was used to shoot images onto the castle's central 20m (65ft) -tall tower.

Millumin software served as an ideal control platform for the single projector installation.

"It's fantastic that projected art is being recognised as something that can unify and entertain communities and also boost local businesses very cost-effectively as a result," said Windsor's town centre manager Paul Roach, who commissioned the project.



Minions are a popular plush offering from Whitehouse

Whitehouse launches brand new plush collections

Whitehouse Leisure has made its mark at EAG by tripling its presence on the show floor as the plush company celebrated a newly-awarded two-year agreement with entertainment giant Disney.

The redemption prize specialist provides a wide range of both licensed and generic plush to the amusement and leisure sectors, and focused its efforts on

attracting operators wishing to up their secondary spend offer.

Three stands – Whitehouse Disney, Leisure and Redemption – provided EAG attendees different retail options.

A brand new range of Disney plush will include characters from *Finding Dory* and *Zootropolis* characters Nick Wilde the fox and the rabbit Judy Hopps.

Crystal Maze creators promise authentic experience

Tom Lionetti-Maguire, co-creator of the upcoming Crystal Maze Experience, has revealed to *AM2* new details about the project which has seemingly captured the imaginations of nostalgic fans of the hit 90s UK game show.

Lionetti-Maguire, along with his partners Ben Hodges and Dean Rodgers, launched an ambitious IndieGoGo campaign in June last year to develop a full-scale replica of the show. The crowdfunding effort by far exceeded expectations, raising £930,000 (US\$1.4m, €1.3m) – nearly half-a-million pounds more than the group's original target goal.

"We've taken a lot of the old games you saw on the show and put in a couple of new ones as well," said Lionetti-Maguire speaking exclusively to *AM2*. "The show will flow exactly as it used to, culminating in your own experience in the Crystal Dome."

"There's no blueprint for *The Crystal Maze*," he continued. "We've learned an incredible amount on the job. Making what you see on that show is an entirely different thing. They were making a TV show and the camera always lies."



Lionetti-Maguire (centre) co-founded the project with Ben Hodges (left) and Dean Rodgers (right)

We need to build this thing for people to come and enjoy it every single day.

"In development we've involved a lot of people who built the original dome, plus

people who are film set designers and builders. We want it all to be authentic. We're going to deliver something as good as the original."

More: http://lei.sr?a=f5z8z_A



The Atlantic Club closed in 2014

Casino waterpark plan for Atlantic City falls through

A bankrupt Atlantic City casino has been placed back on the market after the firm purchasing the property failed to come up with funds for redevelopment.

The property was to centre around an 81,000sq ft (7,500sq m) waterpark, but the agreement fell through with TJM announcing on 4 January that it is now accepting offers from potential buyers for the 800-bedroom hotel and casino, adding in a statement that buyer Endeavour "was not able to generate the additional deposit funds needed".

More: http://lei.sr?a=a2J5B_A

UNESCO heritage site Skellig Michael offers *Star Wars* boost for Irish tourism

Ireland's tourism body is hoping for a boost off the back of the phenomenal success of *Star Wars: The Force Awakens*, as fans begin to flock to Skellig Michael which played a key role in the film.

The heritage site – which appeared in a key scene at the end of the first instalment of the new trilogy and will be featured in the second release – has been receiving more attention in recent weeks following the film's release.

Tourism officials for Ireland are hoping to capitalise, turning the UNESCO World Heritage Site into a *Star Wars* hotspot.

Tourism Ireland has teamed up with Lucasfilm,



Skellig Michael is at the heart of Ireland's *Star Wars* push

releasing a promo video with the crew and director JJ Abrams, discussing why the location was selected. The video has so far attracted 679,000 hits in under a month.

In addition to the video, Tourism Ireland has created a dedicated website for *Star Wars* fans, pin-pointing where filming locations were and how to reach them with ease.

More: http://lei.sr?a=q4s2J_A

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



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NAMCO UK

The Namco UK business is part of the Bandai Namco group of companies that operate across the globe. It is a Japanese Company that is listed on the Tokyo Stock Exchange. The main business units of the worldwide group are toy and hobby products, game software and amusement facilities however in the UK it operates large scale multi leisure facilities.

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Gallery Refreshment Project Manager

Titanic Belfast, the largest Titanic themed, 5 star visitor attraction in the world is looking to Commission a company or individual Project Manager to deliver the next phase of their Gallery Refreshment programme which is scheduled for completion February 2017.



- This will be a 12 month contract.
- The refreshment will be implemented in two stages.
- Development Stage (March 2016 – July 2016)
- Delivery Stage (July 2016 – February 2017)
- There will be a review period at the end of the development phase

Contact: Heather Graham for project brief
heathergraham@titanicbelfast.com

Submission Deadline: 4pm, Friday 5th Feb 2016

Visitor Services Manager

King Richard III Visitor Centre Trust

Salary: £24,000 - £28,000 per annum

Closing date: 30th January 2016

Following the incredible transformation of the former Alderman Newton's School into an award winning, world class exhibition, the King Richard III Visitor Centre opened its doors to the public on 26 July 2014. Using great storytelling, beautiful design, and 21st century technology, the centre tells the fascinating and moving story of the king's life and death, and reveals one of the greatest archaeological detective stories ever told.



The King Richard III Visitor Centre Trust is looking for an enthusiastic, driven Deputy Manager is sought to assist the General Manager with the running of this multi-faceted leisure business. You will drive, motivate and encourage the team to achieve their targets, provide excellent customer service whilst ensuring Company standards of presentation are maintained.



*Previous applicants need not apply.



We need someone who can take day-to-day operational responsibility to ensure the consistent delivery of an outstanding customer experience, as well as the following:

- As a member of the Visitor Centre Management Team, to work closely with the Visitor Centre Director in the delivery of the Trust's vision, business plan, and wider strategic objectives.
- To develop a thorough knowledge of the Visitor Centre, the story it tells, the exhibitions, the facilities, and commercial services to ensure the Visitor Centre is efficiently managed to deliver the standards and targets expected of a world class visitor attraction.
- To manage, motivate, and develop the Visitor Services Team to deliver the highest standard of customer care to all visitors at all times.
- To oversee the planning and selection of a range of products to sell in the shop, regularly reviewing sales performance indicators to ensure products meet customer demand and maximise the profitability of the retail offer.
- To manage a volunteer programme that includes recruitment, training and motivation of volunteers to deliver excellent visitor focused services.

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■ Duty Manager

Legoland Discovery Centre

Salary: Competitive

Job location: Arizona, USA

■ Duty Manager and Education Supervisor

Sea Life

Salary: competitive salary

Job location: Arizona, USA

■ Guest Experience Host - Operations

Sea Life

Salary: Competitive 401K

Job location: Charlotte, Concord, USA

■ Visitor Service Manager

Yorkshire Wildlife Park

Salary: Competitive

Job location: Doncaster, UK

■ Area Team Leaders (Rides)

Drayton Manor

Salary: £18,500 plus benefits

Job location: Tamworth, UK

■ Guest Experience Manager

Legoland Discovery Centre

Salary: Competitive

Job location: Dallas, USA

■ Aquarist sea Life Jesolo

Gardaland Resort

Salary: Competitive

Job location: Verona, Italy

■ Visitor Services Manager

King Richard III Visitor Centre

Salary: £24,000 - £28,000/annum

Job location: Leicester, UK

■ Aquarist

Sea Life

Salary: Competitive

Job location: Orlando, USA

■ Business Manager

World Horse Welfare

Salary: Competitive + benefits

Job location: Somerset, UK

■ Guest Services Team Lead

Legoland

Salary: Competitive

Job location: California, USA

■ Head of Operations

British Postal Museum & Archive

Salary: up to £60,000 + Benefits

Job location: Central London, UK

■ Figure Maintenance Studio Artist

Madame Tussauds

Salary: Competitive

Job location: District Columbia, USA

■ Deputy Manager

NAMCO UK Ltd

Salary: Circa £23k

Job location: Romford, Essex, UK

■ Commercial Manager

Madame Tussauds

Salary: Competitive

Job location: New York, NY, USA

■ Master Model Builder

Legoland Discovery Centre

Salary: Competitive

Job location: Arizona, USA

■ Duty Manager

Sea Life

Salary: Competitive

Job location: Auburn Hills, MI, USA

■ Events and Entertainment Team Leader

Sea Life

Salary: Competitive

Job location: Weymouth, UK

■ Operations Manager

Legoland Discovery Centre

Salary: Competitive

Job location: Georgia-Atlanta, USA

■ Marketing Executive

Alton Towers resort

Salary: £18,000.00

Job location: Staffordshire, UK

■ Facilities Supervisor

Legoland

Salary: Competitive

Job location: Winter Haven, FL, USA

■ Senior Aquarist

Chessington World of Adventures

Salary: Competitive

Job location: Chessington, UK

■ Duty Manager

Legoland Discovery Centre

Salary: Competitive

Job location: Auburn Hills, MI, USA

■ 2016 Team Members

Legoland

Salary: Competitive

Job location: Windsor, UK

■ Youth and Education Sales Representative

Legoland

Salary: Competitive

Job location: Florida, USA

■ Commercial Sales Operations Team Leader

The Eye Brand

Salary: Competitive

Job location: London, UK

■ Guest Services Team Lead

Legoland

Salary: Competitive

Job location: California, USA

■ Events Coordinator

Madame Tussauds

Salary: Competitive

Job location: London, UK

■ Duty Manager

Namco UK

Salary: £17,500

Job location: Tamworth, UK

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

Dubai Parks & Resorts to boost region's tourism aspirations ahead of 2020 Expo

Matthew Priddy, chief technical officer for the US\$2.9bn (€2.6bn, £2bn) Dubai Parks & Resorts development opening this year, has said that the mega-resort's launch will kickstart a tourism influx for the UAE.

"This will kick off that whole 2020 frame of mind, said Priddy speaking exclusively to *AM2*.

"There are numerous parks and developments currently in the region and we don't consider them competition, we consider them complementary. Just like Orlando – a destination city for theme parks – that's going to end up happening here in Dubai.



The resort and its parks are set to open in October 2014

"I can think of half-a-dozen theme park projects under development in the area, not to mention the 2020 Expo. We look at those projects as complementary as they make people looking for that destination to stay a week

as opposed to a couple of days. When that critical mass is in play then you're going to have a regionally beneficial development from a both tourist and economical standpoint."

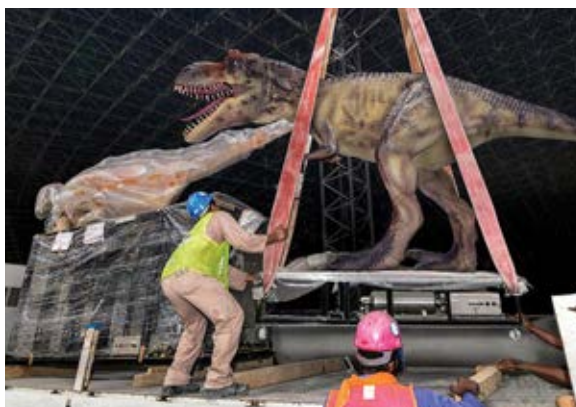
More: http://lei.sr?a=F7N3S_A

Dubai primed for attractions boom, says Worlds of Adventure CEO Otto

New IMG Worlds of Adventure CEO, Lennard Otto, has said that Dubai is the perfect location for the under-development theme park, praising an up-and-coming economy which he believes is primed for the attractions market.

"This will be one of the iconic attractions to keep momentum moving forward for Dubai," said Otto speaking exclusively to *AM2*.

"The current trend seems to be Dubai becoming 'Orlando 2.0'. The competitive landscape is shaping up quite nicely. There are a lot of attractions coming in which



The park is 80 per cent complete and due to open this year

will eventually turn it into that model where theme parks will be one of the key attractions to drive people here. There's no reason why it can't become that. Dubai has more hotel rooms

available than Orlando and the airport is twice as busy.

"20 million for 2020 is the goal for Dubai. It's on target for that and we are here to support that vision."

More: http://lei.sr?a=y4b4u_A

ADDRESS BOOK

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)

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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)

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International Association of Amusement Parks & Attractions (IAAPA)

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International Planetarium Society

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Irish Science Centres Awareness Network (ISCAN)

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Museums Australia

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National Farm Attractions Network (NFAN)

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The Aquarium & Zoo Facilities Association (AZFA)

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The Canadian Museums Association

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The Canadian Association of Science Centres (CASC)

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

Themed Entertainment Association (TEA)

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World Waterpark Association (WWA)

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Zoo & Aquarium Association

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