

Find great staff™

AM2

The news & jobs magazine
from Attractions Management

AM2.jobs

4 OCTOBER 2017 ISSUE 88

Dubai on target for Orlando 2.0, says Worlds of Adventure CEO

Dubai is still in the early stages but is definitely on track to achieve the status of 'Orlando 2.0' – that's the opinion of IMG Worlds of Adventure CEO, Lennard Otto.

Speaking exclusively to AM2, Otto stated his belief that competition in the region will breed success, priming Dubai to act as an attractions hub in the Middle East and further afield.

"The number of attractions opening right now – not only theme parks but also entertainment and leisure activities coming into the market is quite staggering," he said. "The plan for the next five years, not only for us but for everyone, is to add more, more and more into this programme."



IMG Worlds of Adventure opened its doors in August last year

"It's definitely on the right track. It's in the early stages and for the next two-to-three years the operation will be largely driven on educating the local market and

educating the international market on what there is to offer here, and that it is on par to what you would find in Orlando and some of the other cities around the world in terms of attractions mix, scale, quality and branding."

A 2015 study by PwC suggested the UAE was starting to challenge for the capital of global entertainment and leisure crown, as theme park revenues were forecast to shoot up 78 per cent by 2019, with the region a competitor to Orlando by 2021.

"Over the long run, competition ultimately benefits all of us," said

Otto. "We're growing a new sector of tourism for Dubai and the UAE. We need more attractions to drive higher visitor numbers here."

More: http://lei.sr?a=w6z3g_A

Trump Slump takes hold as US tourism drops in early 2017

Predictions of a fall in US visitors following the election of Donald Trump have become a reality, with a decline of nearly 700,000 inbound visitors in the first quarter of 2017.

Nicknamed the 'Trump Slump', the President's proposed travel ban on visitors from six majority-Muslim countries and additionally his anti-immigrant stance in Mexico has had a notable effect on tourism figures.

According to the Department of Commerce, 697,791 fewer visitors from overseas came to the US in the first three months of the year – a decrease of 4.2 per cent to 15.8 million.

For visitors to the US from Europe, tourism declines were largest in Switzerland (28 per cent), Belgium (20 per cent) and Britain (15.5 per cent)



The President is affecting tourism in the US

– with overall visitors from the continent declining 10.1 per cent. Significant drops also came from the Middle East and Africa, though those areas represent only a small percentage of overall travel to the US. In Mexico, visitor numbers dropped 7.1 per cent for the quarter.

Earlier this year a study by travel statistician firm Forward Keys revealed that there had been a 6.5 per cent drop globally in flight bookings to the US. Based on figures from last year, visitors coming into the US spent US\$247bn (€207.4bn, £182.8bn) during 2016.

It has been estimated by Tourism Economics that the latest figures represent a loss of nearly US\$2.7bn (€2.3bn, £2bn) in spending for the quarter.

More: http://lei.sr?a=p7C9u_A

GET
AM2

Magazine sign up at
AM2.jobs/subs

Job board live job updates
AM2.jobs

PDF for iPad, Kindle & smart phone
AM2.jobs/pdf

Ezine sign up for weekly updates,
AM2.jobs/ezine

Online on digital turning pages
AM2.jobs/digital

Instant sign up for instant alerts,
AM2.jobs/instant

Twitter follow us:
[@am2jobs](https://twitter.com/am2jobs)

RSS sign up for job & news feeds
AM2.jobs/rss

Leisure Media

Tel +44 (0)1462 431385
 Fax +44 (0)1462 433909
 e-mail fullname@leisuremedia.com

Subscriptions

subs@leisuremedia.com

Editor

Liz Terry +44 (0)1462 431385

AM2 Managing editor

Tom Anstey +44 (0)1462 471916

Attractions Management

Alice Davis +44 (0)1462 471918

Head of news

Rob Gibson +44 (0)1462 471902

Journalists

Kim Megson +44 (0)1462 471915

Jane Kitchen +44 (0)1462 471929

AM2 Products editor

Lauren Heath-Jones +44 (0)1462 471927

AM2 Publisher

Julie Badrick +44 (0)1462 471919

Associate publisher

Sarah Gibbs +44 (0)1462 471908

Sales

Simon Hinksman +44 (0)1462 471905

Paul Thorman +44 (0)1462 471904

Chris Barnard +44 (0)1462 471907

Design

Ed Gallagher +44 (0)1905 20198

Web team

Michael Paramore +44 (0)1462 471926

Dean Fox +44 (0)1462 471900

Tim Nash +44 (0)1462 471917

Emma Harris +44 (0)1462 471921

Research

Joe Neary +44(0)1462 431385

Financial administrator

Denise Adams +44 (0)1462 471930

Circulation manager

Michael Emmerson +44 (0)1462 471932

Subscribe to AM2:

Online www.am2.jobs/subs

Email subs@leisuremedia.com

Tel +44 (0)1462 471913

Annual subscription rates are UK £31

Europe £41, Rest of world £62

UK Students £16

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 2017 ISSN Print: 2055-8171 Digital: 2055-818X



Visitors to the experience wore hazmat suits to "protect them" while inside the Red Forest

Stranger Things pop-up comes to Toronto

Netflix hosted a pop-up exhibition in Toronto, Canada, with an art installation recreating the "Upside Down" from the streaming giant's hit show *Stranger Things*.

Called *Red Forest*, the interactive experience – part of the city's Nuit Blanche festival – featured elements of the Upside Down, such as trees with bikes growing out of them, as well as other Netflix IPs, such as *Riverdale* and *Bright*.

After exploring the forest, guests went into a version of the Twilight Drive-In from *Riverdale*, where they can sit in the cars, check out what's playing on the screen and even charge their mobile devices.

The Nuit Blanche arts event started at 6:58pm on 30 September, running until sunrise the next day.

More: http://lei.sr?a=X2T9v_A

Bjarke Ingels' Lego House in Billund, Denmark, unveiled to the world

Lego fans from around the world are travelling to Billund to a new museum and experience centre dubbed the 'House of the Brick'.

Bjarke Ingels Group have created the 12,000sq m (129,000sq ft) Lego House as a vibrant three-dimensional village of interlocking buildings and spaces, with the structure designed to look like a giant stack of Lego blocks topped by a giant Lego-style keystone.

The centre, which had its grand opening on 28 September, features four colour-coded play zones: red for creative skills, blue for cognitive skills, green for social skills and yellow for emotional skills. There is also a Masterpiece Gallery showcasing fans' Lego creations and a basement museum celebrating the history of the Lego



Lego house comprises several interlocked spaces

company – which was born in Billund.

While visitors must pay to enter these areas, everybody has free access to the site's 1,800sq m (20,000sq ft) indoor lobby, three restaurants, Lego store and the brightly coloured roof terraces that span the building.

More: http://lei.sr?a=7N6M9_A

Haim Saban donates US\$50m to LA's Academy Museum

Los Angeles' long-awaited Academy Museum of Motion Pictures has taken a big step forward this week after media mogul Haim Saban donated US\$50m (€42.4m, £37.2m) towards the US\$388m (€329.2m, £288.7m) project.

The donation from Haim and his wife Cheryl brings the museum's fundraising total to US\$288m (€244.3m, £214.3m) leaving it US\$100m (€84.9m, £74.4m) short of its total. In recognition of the gift, the five-storey structure which will house the museum's exhibits will be renamed the Saban Building.

From its conception, the museum has struggled to meet financial targets, with this the first contribution since the departure of the museum's chief fundraiser Bill Kramer, who left the project in October 2015. Katharine DeShaw was named as his replacement in October 2016.

Saban's donation comes with the release of new renderings by project architect Renzo Piano, showing for the first time spaces within the museum, which will look at the evolution of film, utilising large-scale screens, costumes, props, sound installations, and other artefacts.



Renzo Piano's design is split into two parts – the Saban Building and a 130-foot glass sphere

Separate from the core exhibition, the third floor also features an Oscars experience, using innovative technology to place visitors on Hollywood's most prestigious red carpet and stage and give them the rare chance to hold a real Oscar as they accept their award.

When open, The Academy predicts a total of 860,000 visitors to the museum on an annual basis, with 150 permanent jobs created. A tentative opening date is now set for April 2019.

More: http://lei.sr?a=u4z3A_A

'Cage free' zoo proposal for Sydney given the green light

Plans to develop a second zoo in Sydney, Australia, have been given the go-ahead after local government officials granted planning permission to the AU\$36m (US\$28.8m, €24m, £21.3m) "cage free" project in Bungarribee.

First touted in September 2015, the proposal for the Western Sydney Parklands – masterplanned by Australian design firm Misho + Associates (M+A) in conjunction with landscape architecture from Aspect Studios – will create natural-looking spaces developed to showcase animals from around the world over 165,000sq m (1.8 million sq ft).

"Designed with the desire to connect it with the broader landscape of the surrounding park, the new zoo will appear to be free of fences with enclosure devices concealed in the landscape elements," said Aspect in its design statement. "This strategy allows people to be in close proximity with the animals, while at the same time employing best practices in animal welfare."



The zoo's design will offer a cage-free approach for its enclosures

According to M+A, who are handling building design for the project, the primary concept is for the structures to mimic the landscape and blend into their surroundings.

The zoo will feature 30 exhibits, including African safari animals and an Aboriginal and natural heritage programme focusing on Western Sydney's Darug people. The

attraction is expected to draw around 745,000 visitors each year. According to Australia's environment minister Mark Speakman, the zoo will boost Sydney's economy by AU\$45m (US\$36.2m, €30.2m, £26.8m) annually with 120 full-time jobs created when it opens in 2018.

More: http://lei.sr?a=u8A3f_A

Lionsgate reveals plans for Times Square Entertainment City

Lionsgate and Parques Reunidos are bringing a new attraction to the heart of New York City, with plans to launch a branded Lionsgate entertainment centre in Times Square.

Called Lionsgate Entertainment City, the attraction will feature a number of Lionsgate IPs, with each offering visitors a number of different experiences when it opens in 2019.

A themed dining and lounge experience based on *Mad Men* will feature as part of the attraction, giving fans an opportunity to “step back in time and enjoy a night on the town” inspired by the show’s 1960s décor. *The Hunger Games* will also feature, with a flight simulator taking fans on a rescue mission through a number of key locations within the franchise. Based on *John Wick: Chapter Two*, a shooting ride will pit guests against some of John Wick’s assailants. A theatre – which will host a variety of live action, 4D and virtual reality experiences – is also planned.

The centre’s attractions will be complemented by branded retail and dining establishments, including a Lionsgate Café,



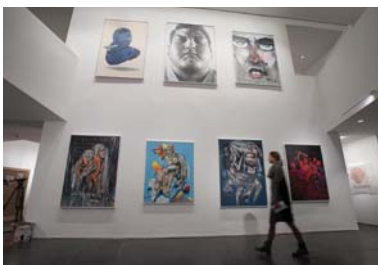
Lionsgate Entertainment City will sit at the heart of Times Square in New York

Peeta’s Bakery and The Capitol Confectionery, along with the first-ever Lionsgate Studio Store and rooms for private events.

According to Parques Reunidos, the Times Square attraction will be the first of a number

of Lionsgate-branded indoor entertainment centres that the two companies are planning “for high traffic urban areas in major US and European cities”.

More: http://lei.sr?a=j9D4U_A



Famous artists’ works feature

Berlin gallery lauds graffiti and urban art

A museum celebrating the art of graffiti has opened its doors in Berlin, Germany.

The Urban Nation Museum for Urban Contemporary Art (UN Museum), which opened on Bülowstrasse, was developed to document and promote street art and graffiti for the first time.

Inside the building, architects Graft have designed a suspended bridge between the upper areas of the museum, enabling visitors to walk above the main gallery and appreciate the artworks from different perspectives. Its asphalt floors are a nod to the museum’s “street” feel.

More: http://lei.sr?a=M9M7j_A

HLF grants £4.7m to restore original D-Day landing craft in Portsmouth

The D-Day Museum in Portsmouth, UK, has secured £4.7m (US\$6.3m, €5.3m) from the Heritage Lottery Fund (HLF) for a complete restoration of an original Landing Craft Tank used during Operation Overlord in 1944.

The Landing Craft Tank – decommissioned in 1948 – is one of only 10 survivors from the fleet of more than 7,000 ships and craft used during the D-Day landing. It will become the focal point of a new exhibition, with the funds being used to offer a much more in-depth narrative on the events that took place on 6 June 1944, looking specifically at the Royal Navy and how its crews coped on that day.

As part of the work, the Landing Craft itself will be completely taken apart and reassembled so it can be properly catalogued.



The Landing Craft Tank will undergo an extensive restoration

Conservation work will also be done to its hull, superstructure and interior spaces, which will then be home to the museum’s two smaller tanks. Work will be carried out by a team of conservation experts, supported by 40 volunteers and two apprentices.

More: http://lei.sr?a=a2f8R_A



HIGH PERFORMANCE MEDIA SERVING FOR INCREDIBLE DIGITAL EXPERIENCES



7th Sense

THEME PARKS | ATTRACTIONS | DOMES | 3D | MUSEUMS

www.7thsensedesign.com/attractions

Meet us at EAS 2017 – email info@7thsense.co.uk

US\$90m transformation planned for SF's Asian Art Museum

San Francisco's Asian Art Museum has unveiled a US\$90m (€76.6m, £67.2m) plan to transform the institution, a project supported by the largest financial gift in the museum's history – a US\$25m (€21.3m, £18.7m) donation from Yahoo co-founder Jerry Yang.

Los Angeles-based architecture firm wHY are behind the plans, which the museum says will create new interpretive approaches in its galleries, affirming the local relevance and global impact of Asian art.

According to the plans, a new 13,000sq ft (1,200sq m) exhibition space – to be used for special exhibitions – will be topped by an art terrace, which will serve as a sculpture garden and events space covering 7,200sq ft (668sq m). In addition to these works, other elements of the transformation include dedicated spaces for contemporary art experiences, upgrades to education classrooms and installation of new digital technologies throughout the museum.



Los Angeles-based architecture firm wHY are behind the expansion and redevelopment plans

The museum will remain open while work is carried out, though some collection galleries and public spaces will close briefly on a rotating basis. There will also be a complete revamp of the lobby

space, with planned changes offering a direct path from the museum's entrance to its staircase. Other galleries will also be redeveloped as part of the works.

More: http://lei.sr?a=B9K6w_A



Heritage directly employs 278,000

Heritage worth £16.4bn to English tourism

England's heritage tourism generates up to £16.4bn (US\$22.2bn, €18.6bn) in visitor spending a year, directly employing 278,000 people and contributing £11.9bn (US\$16.1bn, €13.5bn) gross added value to the economy, according to a new report.

Published in *Heritage and the Economy 2017* from Historic England, the report says that the country generates 68p (US\$0.92, €0.77) in the local community for every 32p (€0.32, US\$0.43) spent on site during a heritage visit.

More: http://lei.sr?a=X9p2p_A

Yorkshire Wildlife Park submits plans for phase one of £50m expansion

The Yorkshire Wildlife Park has submitted plans for the first phase of its £50m (US\$67.8m, €56.5m) expansion, a project which will bring in new animals and double the workforce.

Adding 150 acres (61 hectares) of new land next to its existing site at Doncaster in the UK, the plans include new reserves and the introduction of new species to continue the park's conservation and welfare work.

The planning application to Doncaster Metropolitan Borough Council includes details for a new entrance and car parks. Further applications will link the new area with the current park, bringing new animal reserves, lakes, landscaping and a visitor support hub at the new entrance as well as restaurants and a destination hotel.



John Minion said the plans were an 'asset' for local people

"This is significant investment and a step change for Yorkshire Wildlife Park," said the park's CEO, John Minion. "We have been working hard to create an expansion that is in keeping with the ethos of the park and is an asset for local people to enjoy and benefit from."

More: http://lei.sr?a=p2b2r_A



JOIN THE

CREATION

2017

nation

CONFERENCE:

NOV. 13-17

TRADE SHOW:

NOV. 14-17

ORLANDO, FL, US

Come together with your peers and be inspired.

As technology evolves and customers demand more interactive, personal experiences, you need to find innovative ways to deliver.

Source creative solutions for your business by connecting with the global attractions community at IAAPA Attractions Expo 2017.

STILL TIME TO REGISTER!

www.IAAPA.org/IAAPAAttractionsExpo/AM

AM2

DIARY DATES

10-12 OCTOBER 2017

Brand Licensing Europe

Olympia, London, UK

Brand Licensing Europe (BLE) brings together more than 280 leading brand owners from across the world showcasing the leading brands, characters and images available to license.

Tel: +44 207 921 8028

Email: sonia.shann@ubm.com

www.brandlicensing.eu

15-19 OCTOBER 2017

WAZA Annual Conference

Berlin Zoo, Berlin, Germany

The 72nd WAZA Conference will examine how WAZA members are working across continents to develop best practice and how they are evidencing impact both on the natural world and on society.

Tel: +41 22 999 07 90

Email: secretariat@waza.org

www.waza2017.org

18-19 OCTOBER 2017

The Showman's Show

Nebury Showground, Berkshire, UK

The Showman's Show is the UK's original and most comprehensive exhibition of products, services and entertainment for the festival, outdoor and special event industry. The Show attracts an average of 4,500 visitors and more than 350 exhibitors.

Tel: +44 1747 854 099

Email: info@showmans-directory.co.uk

www.showmans-directory.co.uk

20-22 OCTOBER 2017

China Attractions Expo 2017

Shanghai World Expo Exhibition and Convention Center, China

Expected to attract more than 25,000 visitors, attendees will include the most important buyers and visitors from the south and west of China and south-east Asia.

Tel: +44 1618 188 277

Email: lily@leisureandattractions.com

www.leisureandattractions.com



The World Waterpark Association's show offers visitors a look at the latest innovations

16-19 OCTOBER 2017

WWA Symposium and Trade Show

West Palm Beach, Florida, US

Taking place over four days, the 37th annual World Waterpark Association Symposium and Trade Show offers

a platform for exhibitors to gain new potential customers, increase visibility, get diverse networking opportunities and develop business relationships.

Tel: +1 913 599 0300

Email: wwamemberinfo@waterparks.org

www.waterparks.org

23-27 OCTOBER 2017

European Union of Aquarium Curators

Royal Burgers' Zoo, Arnhem, Netherlands

EUAC conferences assembles the largest group of aquatic curators, aquarists, directors and more from large and small public aquaria and zoos from all over Europe.

Email: euac2017@burgerszoo.nl

www.burgerszoo.com

6-8 NOVEMBER 2017

World Travel Market London

London, UK

World Travel Market London is the leading global event for the travel industry, generating more than £2.8bn of business contracts between attendees. Now in its 37th year, this show attracts a global audience that shape the travel industry. Set over three days, the event welcomes almost 5,000 exhibiting destinations, technology and private sector companies to find and network with 51,000 travel professionals, key industry buyers, journalists, digital influencers, students and tourism ministers.

Tel: +44 208 271 2160

Email: wtmvisitor@reedexpo.co.uk

www.london.wtm.com

8-9 NOVEMBER 2017

Family Attractions Expo

Birmingham, UK

The Family Attraction Expo is the trade event designed to provide owners and managers of the UK's most ambitious holiday parks, commercial leisure parks and attraction sites with the most exciting entertainment products and services to transform their business.

Tel: +44 117 929 6087

Email: gary.hall@prysmgroupprism.co.uk

www.familyattractionexpo.co.uk

13-18 NOVEMBER 2017

AZA: Creating Successful Exhibits

St Louis, Missouri, US

The Association of Zoos and Aquariums' (AZA) classroom-based Creating Successful Exhibits offers an integrated overview of a team-based exhibit development process. The course follows the phases of a project from formation of the team, through concept planning, design and construction, to operation. Course participants will work in small groups on a week-long project that incorporates all of these topics.

Tel: +1 301 562 0777

Email: azatraining@aza.org

www.aza.org/CSE



An exciting attraction that brings
the audience **into the action!**

TRIOTECH
CREATOR OF **FUN**

www.trio-tech.com

TURN ON MEDIA-BASED ATTRACTIONS

FROM AUDIO-VISUAL SYSTEM INTEGRATION AND EFFECTS TECHNOLOGY TO 4D THEATER SOLUTIONS - WE ARE YOUR AV SPECIALIST FOR HIGH-QUALITY MEDIA-BASED ATTRACTIONS.

- > 4D THEATERS / WATERPLEXX 5D
- > HYBRID DOME THEATERS
- > CIRCUMOTION THEATERS™
- > FLYING THEATERS
- > SUSPENDED THEATERS™
- > INVERTED POWERED COASTERS
- > DARK RIDES
- > IMMERSIVE TRAM RIDES
- > 2D AND 3D DOMES
- > TUNNELS / VIRTUAL AQUARIUMS
- > AND MANY MORE ...

CURIOUS WHAT'S NEXT?
CONTACT US!

+43 7242 69269-0 | info@kraftwerk.at



www.kraftwerk.at

Plan underway to transform Chicago's Pedway into attraction

Officials in the city of Chicago are exploring a proposed plan to transform a network of underground tunnels into a tourist attraction, granting a non-profit permission to create more detailed plans for the project.

Running beneath the city's central business district, the Pedway connects more than 50 buildings and offers a convenient way to navigate downtown Chicago, but has been criticised for being difficult to navigate.

The non-profit Environmental Law and Policy Center (ELPC) has commissioned a study to come up with innovative new ways to improve the Pedway, including simple tasks such as improving signage and access to the pedestrian route, and more detailed plans to turn the space into a tourist attraction in its own right.

Several companies have been involved in the proposed plans, including British consultancy firm BuroHappold Engineering, US architects DavisBrodyBond, London-based Billings Jackson Design and Bristol-based design agency City ID.



Additions such as performance spaces and underground libraries are included in the plans

Among the plans, a subterranean library – highlighted by an overground sculpture of a giant book – has been suggested, as have things such as farmer's markets, underground galleries and pop-up

installations. Individual businesses who own property above certain areas of the Pedway could also make improvements below ground related to their brand.

More: http://lei.sr?a=Z2C8k_A

Celtic football club's £18m museum and hotel plan given go-ahead

Scottish football club Celtic has been granted planning permission in principle for a hotel and museum complex to be built adjacent to the 47-time Scottish Premier League (SPL) champions' home ground in Glasgow.

First revealed in February, the £18m (US\$24m, €20m) plans, which were submitted to Glasgow City Council for approval, also include a new ticket office and retail store, with the development to come up outside the main stand of Celtic Park.

Approving the plans with no objections, the council said that work must start no later than October 2020.

According to Celtic, the development would create up to 120 jobs, also providing an economic boost to the area while reducing congestion around the stadium.



The museum and hotel plan would create up to 120 jobs

Celtic's 2009 masterplan by GD Lodge Architects and McInally Associates details housing, retail, leisure, office, civic and public realm developments. The current plans are part of that wider scheme, which is integrated into the city's regeneration strategy.

More: http://lei.sr?a=q6M3m_A



Zachary had spent six years at Disney

Marc Zachary joins Fox's theme park division

Marc Zachary has been appointed to a top position within Fox's location-based entertainment division after being named senior vice president of business development for FoxNext Destinations.

Reporting directly to FoxNext president Salil Mehta and working alongside Jennifer Koblosky, vice president of projects for FoxNext Destinations, Zachary will head up FoxNext Destinations' business deals and partnerships across theme park attractions and all location-based entertainment worldwide.

More: http://lei.sr?a=U2v2A_A



ParadropVR was launched at the Euro Attractions Show

Frontgrid and Simworx launch 'world first' VR attraction

Industry newcomer Frontgrid has partnered with media-based dynamic simulation attraction developer Simworx to launch a 'world first' virtual reality attraction at this year's Euro Attractions Show (EAS).

Called ParadropVR, the attraction is designed to provide an immersive experience that realistically simulates the feeling of flying

on a paraglider. The ride features a smooth up and down motion that incorporates sudden drops and smooth deceleration, making the rider feel as though they are actually flying in the sky. ParadropVR also features an interactive gaming element where riders score points by flying through a series of targets as they descend back down to earth.



The first VR version of the installation opened in August

Polin debuts enhanced Splash Cabin technology with VR

A new kind of virtual reality has come to a waterpark for the first time after supplier Polin teamed up with interactive experience specialists Lagotronics to introduce the technology.

The first VR version of the installation opened in August, debuting in Turkey at the Aquafantasy Waterpark in Selçuk, Izmir.

An addition to Polin's existing Splash Cabin technology – an interactive game that allows two players to engage in a water-fueled battle with animated competitors – the VR allows players to enter an immersive environment where they float along streams on a remote island, battling its inhabitants.



Explora is designed to encourage children to actively play

Vortex announces new Explora Collection

Waterpark supplier Vortex has unveiled Explora – a range of innovative and interactive play splash pads designed to engage children of all ages.

Consisting of three pieces, the collection is made up of: Orbs, Mega Orbs and TwistNozzles.

Orbs and Mega Orbs are designed to provide an interactive and tactile play

environment that teaches children about cause and effect. TwistNozzles are water jets that allow users to aim the spray of water while developing fine motor skills.

"Science, education, and abstract structures create play experiences that are meaningful to child development," said Vortex president Stephen Hamelin.



Newstate spent three years at Cedar Fair Entertainment

Holovis hires vice president of experience innovation

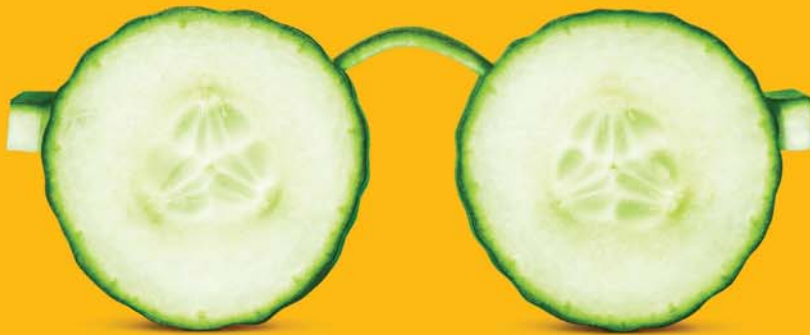
Virtual reality studio Holovis has appointed Howard Newstate as vice president of experience innovation.

Newstate has decades of experience in the entertainment and amusement industry, and has been appointed to focus on the company's expansion of its Extended Experience software, programmes and platforms,

which uses a guest's own smart phone or tablet to unlock a rich, interactive park-enabled environment made more immersive by augmented mixed reality technology.

Most recently, Newstate spent three years at Cedar Fair developing innovation projects across the company's 11 amusement parks in North America.

Looking to add a new food attraction to your location?



A Subway restaurant offers a variety of great-tasting, made to order menu items to delight your guests. Own or host a Subway shop in your facility, and become part of one of the world's most recognized brands.

Contact: Liz Smethurst
800.888.4848 x 1398
or 203.877.4281 x 1398
Email: Smethurst_L@subway.com
www.subway.com



Eleven Arches is looking for talented individuals to join its Marketing and Production teams as 'Kynren – an epic tale of England' moves into its third season, and the development of a new daytime theme park begins.

Eleven Arches is the production company behind 'Kynren – an epic tale of England', the spectacular open-air live show in County Durham. A registered charity, Eleven Arches aims to establish Bishop Auckland as an international tourist destination, a new engine for economic growth, with Kynren and a future historical theme park at its heart. The roles offer successful candidates the opportunity to be involved in an inspiring, ambitious and unique project, working in a fast-moving, unpredictable, high-octane environment that accompanies the production of a world-class show.



We are recruiting for key marketing positions which will enable us to build our brand and develop opportunities and channels for ticket sales.

DIRECTOR OF MARKETING & COMMUNICATIONS

The Director of Marketing and Communications is responsible for maximising all streams of revenue, through developing B2C and B2B sales channels, merchandise and corporate opportunities, while optimising engagement and integrating Kynren within the local community. Reporting to the Chief Executive Officer, you will be responsible for orchestrating and driving the overall marketing strategy and leading the team to deliver consistent communications and collateral in line with the marketing plan as we develop new sales channels and optimise the customer booking journey. Leading a team of staff and agencies, you will also be responsible for the development and protection of the Eleven Arches and Kynren brands.

HEAD OF BUSINESS DEVELOPMENT

We are looking for an experienced marketing professional to drive the strategic development of our sales channels - trade, partnership and consumer - and deliver the marketing plan to achieve our sales objective. Reporting to the Director of Marketing and Communications, you will be responsible for the day-to-day running of all marketing operations, building the presence and profile of Kynren and Eleven Arches in the North East, nationally and internationally, building relationships with the travel industry and developing programmes and packages to help us broaden the reach and appeal of Kynren to new and growing audiences. You will also work closely with the communities, councils, organisations and businesses in Bishop Auckland, County Durham and the North East to develop their collaboration with and support for Kynren.

HEAD OF COMMUNICATIONS

We are looking for an experienced communications professional who will be instrumental in creating PR opportunities and engineering engaging content. If you have journalistic tendencies, an ear for good story and flair for great copy, this role could be ideal for you. Reporting to the Director of Marketing and Communications, you will drive Eleven Arches' communications through social media and public relations, and be closely involved in the delivery of our marketing plan, crafting compelling copy, generating ideas and content for use across traditional, digital and social media and internal communications, and shaping our Ambassadors and Outreach Programme.

In addition, we are keen to hear from individuals with a background in show production to assist with the delivery of our world-class show:

STAGE MANAGER

You will be instrumental in assisting the Creative Director and the Creative & Production Team to deliver the best possible performances of Kynren from the start to the close of each season. In addition to being involved in the technical and creative aspects of the production, this role also involves leading the cast and crew during rehearsals and throughout the performance season.

ASSOCIATE PRODUCER

Acting as a hub and support the Creative Director, the Producer and Executive Producer in co-ordinating all activities undertaken by various departments within the organisation, you will ensure that deadlines are met and that preparations for the show run smoothly. This project management role is pivotal in enabling the creative team to concentrate on the creative aspects, and head of departments to deliver on their respective mandates.

For more information and to apply with your CV and covering letter, please visit: <http://lei.sr?a=J6i4Y>

For more details on the following jobs
visit www.am2.jobs or to advertise
call Sarah on +44 (0)1462 471908



● **Head of Marketing**

The Eye Brand

Salary: Competitive

Job location: London, United Kingdom

● **Retail Director**

Legoland

Salary: Competitive

Job location: Carlsbad, CA, United States

● **Executive Assistant**

Legoland

Salary: Competitive

Job location: Carlsbad, CA, United States

● **Duty Manager**

Madame Tussauds

Salary: Competitive

Job location: Hollywood, Los Angeles, CA, United States

● **Marketing - Brand Manager**

Legoland

Salary: Competitive

Job location: Florida, United States

● **Head of Operations**

Madame Tussauds

Salary: Competitive

Job location: New York, NY, United States

● **Commercial Director**

Merlin Entertainments Group

Salary: Competitive

Job location: Orlando, FL, United States

● **Guest Experience Host**

Legoland Discovery Centre

Salary: Competitive

Job location: Kansas City, MO, United States

● **Guest Experience**

Host - Education

Sea Life

Salary: Competitive

Job location: Minnesota, United States

● **Head of Operations**

Legoland Discovery Centre

Salary: Competitive

Job location: Kansas City, MO, United States

● **Life Support Service
Technician / Aquarist**

Sea Life

Salary: Competitive

Job location: Minnesota, United States

● **Operations Manager**

Madame Tussauds

Salary: Competitive

Job location: Las Vegas, NV, United States

● **Entertainments Team Leader**

Legoland Discovery Centre

Salary: Competitive

Job location: Toronto, ON, Canada

● **Operations Manager**

Legoland Discovery Centre

Salary: Competitive

Job location: Toronto, ON, Canada

● **Engineering Systems Specialist**

The Eye Brand

Salary: Competitive

Job location: Orlando, FL, United States

● **Guest Experience Host**

Sea Life

Salary: Competitive

Job location: Kansas City, MO, United States

● **Retail Manager**

Merlin Entertainments Group

Salary: Competitive

Job location: Atlanta, GA, United States

● **Director of Front
Office Operations**

Legoland

Salary: Competitive

Job location: Carlsbad, CA, United States

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

Legoland Florida gives 20,000 tickets to kids affected by Hurricane Irma

Merlin's Legoland resort in Florida is donating 20,000 tickets to children in the state affected by Hurricane Irma, representing the largest ticket giveaway in the park's history.

The donation, valued at US\$1.8m (€1.5m, £1.35m), has been made in conjunction with Merlin's Magic Wand – the global charity of Merlin Entertainments.

UNICEF's Kid Power Schools Programme, a teacher-led experience incorporating lessons and activities, will receive 18,000 tickets, with each student eligible for two tickets so they can visit with a parent or guardian. Additionally, the Citrus Center Boys and Girls Clubs – a charity organisation



The donation has a monetary value of US\$1.8m

for young people offering access to a range of programmes promoting education, health, social character, service and leadership – will receive 2,000 tickets to distribute among its children.

“As a resort built for kids, we felt compelled to do something for Florida's children after Hurricane Irma,” said Rex Jackson, Legoland Florida GM. *More: http://lei.sr?a=e8G4P_A*

Jeju Shinhwa World continues rolling opening with launch of theme park



The park features popular IPs from TUBAn Entertainment

Jeju Shinhwa World, one of South Korea's largest integrated resorts, has launched its latest new addition in the form of a major theme park development.

Called Shinhwa Theme Park, popular South Korean IPs *Larva*, *Wingcle Bear*, *Buck*, and *Oscar* – the creations of Seoul-based TUBAn Entertainment – have been used through the park.

The attraction is split into three themed zones – *Larva's Adventure Village*, *Oscar's New World* and *Rotary Park*. The new park offers 15 rides and attractions, themed exhibits and live performance areas.

The wider US\$1.8bn (€1.5bn, £1.35bn) Jeju Shinhwa World development opened its doors in April 2017. New developments

continue to come up at the attraction, including a café, lounge and entertainment centre set to open next month, with design work by Korean pop celebrity G-Dragon. A fully-fledged Lionsgate theme park is also in the works for 2019, after plans were announced in August to develop the new attraction at the resort.

More: http://lei.sr?a=Z5U2e_A

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)

E: rff@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