

Attractions

MANAGEMENT NEWS

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on page 17

22 AUGUST 2018 ISSUE 111

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Liseberg makes largest ever investment

Valkyria – a steel dive coaster created by Bolliger & Mabillard – opened to the public on 10 August at the Liseberg amusement park in Gothenburg, Sweden.

A SEK300m (US\$33.6m, €29m, £26m) investment which also includes Loke – a Gyro Swing manufactured by Intamin – Valkyria is based on Norse Mythology and is a key part of the park's long-term masterplan. The name Valkyria is derived from the Norse mythology creature Valkyrie – a mythological creature that brought fallen warriors into the afterlife.

"Valkyria is important. It is the biggest investment in the history of the park – and one of the most complicated projects we have completed," said Liseberg CEO Andreas Andersen, speaking to *Attractions Management*.

"It's the last 'big' attraction we can construct in the park the next few years, because we have a very extensive infrastructure project being



■ Valkyria is based on Norse Mythology and is a key part of the park's long-term masterplan

built in the north part of the park. In that sense, Valkyria is a bit like an insurance policy, making sure we have a relevant and updated attraction product the next few years."

MORE: <http://lei.sr?a=b2b3U>

“

This is the last 'big' attraction we can construct in the park

Andreas Andersen



THEME PARKS

Dolly Parton reveals Wildwood Grove plans

US\$37m project to include rides and entertainment

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MUSEUMS

Kengo Kuma-designed Dundee V&A ready for launch

Opening date for flagship museum set for September

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VISITOR ATTRACTIONS

Leolandia invests in cartoon-themed attraction

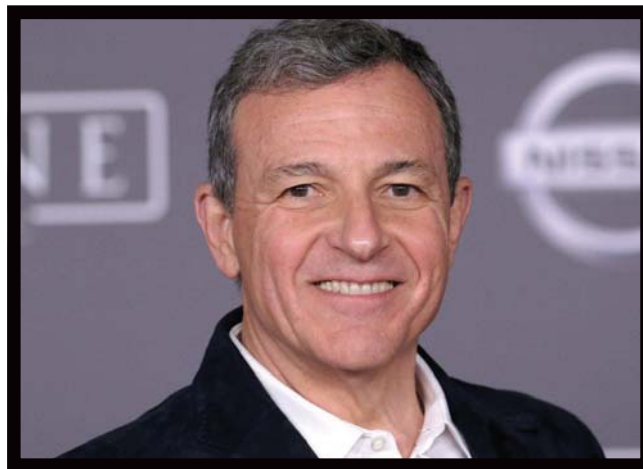
Park banks on popularity of Masha and the Bear

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Disney chief **Bob Iger**: Fox acquisition offering company "new horizons"

Disney chief Bob Iger has said the company's acquisition of Fox will offer new compelling ways for it to bring its products to market, utilising newly-acquired intellectual property to create never-before seen products across its portfolio, including in its theme parks.

The US\$71.3bn (€63bn, £56.6bn) acquisition of Fox, which has now been approved by Disney's shareholders, sees Disney gain a huge media library and the rights to the first Star Wars film and the film rights to the Fantastic Four and X-Men franchises – two IPs not obtained through its previous multi-billion-dollar acquisitions of Lucasfilm and Marvel.



■ Iger said the new assets will "fit perfectly" with Disney's plans

"In this era of unprecedented consumer choice, brands matter more than ever"

The move is expected to have a significant impact on the theme park industry, with

Disney likely planning to bring its new Fox IPs to its parks. "In this era of unprecedented

consumer choice, brands matter more than ever and our incredible portfolio of high-quality, in demand branded content uniquely positions us to strategically and successfully navigate this increasingly dynamic marketplace," said Iger, speaking during an earnings call.

"The assets we're buying fit perfectly with our plans to substantially grow our intellectual property portfolio and to bring our products to market in ways that consumers, as well as the creative community, find extremely compelling."

For the quarter, Parks and Resorts revenue at Disney increased 6 per cent to US\$5.19bn (€4.47bn, £4bn).

Michael Bloomberg helps US arts attractions blossom with US\$43m training scheme



■ Bloomberg has already granted more than US\$108m to over 500 organisations in the US

Bloomberg Philanthropies – the charitable arm of Michael Bloomberg's business empire – has granted 45 organisations funding in efforts to help finance the US's small to midsize arts organisations.

To be spread across seven cities, including Austin, Baltimore, Denver, New Orleans, Pittsburgh, and Washington DC, part of the US\$43m (€37.8m, £33.7m) funding initially goes to organisations in Atlanta, Georgia. The organisations were invited to

"This initiative is aimed at helping some of the country's most exciting organisations reach new audiences"

apply to the Arts Innovation and Management programme, which offers general operating support and management training including fundraising, strategic planning, marketing and board development.

The scheme targets non-profit arts organisations, "because of the vital role that they play in building communities, and supporting artists". The programme focuses on

multiple organisations in each urban area to encourage and support the healthy creative infrastructure of cities.

"The arts inspire people, provide jobs, and strengthen communities," said Michael Bloomberg. "This programme is aimed at helping some of the country's most exciting cultural organisations reach new audiences and expand their impact."



■ Parton has been part-owner of the theme park since 1986

{ **"I used to imagine what it'd be like to fly with a dragonfly – now all these things are coming true to our guests"** }

Dolly Parton reveals Wildwood Grove expansion of Dollywood

Country singer Dolly Parton has announced plans for the US\$37m (£32m, £28.5m) expansion of her Dollywood theme park in Pigeon Forge, Tennessee.

To feature new rides, live entertainment and dining experiences, the Wildwood Grove expansion of Dollywood will open to the public in 2019.

"When I'd be out exploring in the hills around our home in the Smoky Mountains, I'd let my imagination roam free," said Parton. "I'd pretend that the frogs and butterflies were my friends. I'd imagine about what it'd be like to fly with a dragonfly or to follow a bear

family through the woods. Now all these things are coming true for our guests to experience in Wildwood Grove."

Visitors will enter Wildwood Grove through the hollow trunk of a giant fallen tree, emerging into the imaginative land envisioned by Parton. At the heart of the land, a 55ft-tall (16.7m) tree grows from a cluster of natural rock and boulders, offering a natural platform for live performances from the park's entertainers. At night, the tree will come to life, with a show featuring "butterflies glowing in a kaleidoscope of spectacular colour".

Attractions

MANAGEMENT NEWS

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The first ever visitor attraction to celebrate American comedy opens its doors

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MUSEUMS

National Museum of Play plans expansion

The National Museum of Play has entered the first phase of a 100,000sq ft (2,290sq m) expansion, which has a total fundraising goal of US\$60m (€52.5m, £47m).

The works will see the addition of a hotel, a new atrium, outdoor play and exhibit areas and a 'Neighborhood of Play' – a residential project with retail units, sculptures and street fixtures.

Having acquired nearby property for \$2m (€1.8m, £1.6m), the Strong National Museum of Play's Neighborhood of Play is forecast to generate \$130m (€113.8m, £101.9m) in annual economic impact for the Rochester, New York area it inhabits.

The project includes a multi-coloured, curved facade parking garage for residents of the Neighbourhood of Play, as well as visitors.

The whole project has been designed by CJS Architects and is managed by LeChase Construction Services.

Monroe County executive Cheryl Dinolfo said: "It is incredibly important that we provide the right support for these institutions to have people come to Monroe County."

"This is a once-in-a-lifetime opportunity to build something that will be transformational for our members, our guests, and our region," added Steve Dubnik, CEO of the museum.

MORE: <http://lei.sr?a=U7q3y>



■ The museum has set a fundraising goal of US\$60m for the project



This is a once-in-a-lifetime opportunity

Steve Dubnik

MUSEUMS

Smithsonian's famous Fossil Hall to reopen after five-year revamp



The hall is the most visited room in the most visited natural history museum in the world

Kirk Johnson

The David H. Koch Hall of Fossils at the Smithsonian National Museum of Natural History in Washington DC, will reopen its doors on 8 June 2019.

Colloquially known as Fossil Hall, the room was closed for a US\$129m (€113.2m, £101.4m) renovation in 2014.

The project has returned the museum's wing, which first opened in 1910, to its original architectural majesty. High ceilings, skylights and ornate moulding that had all been hidden have been restored.

The hall's main exhibition will feature dinosaurs, plants and insects. Some of



■ the room was closed for a US\$129m (€113.2m, £101.4m) renovation in 2014

the artefacts have never been displayed. A number of interactive displays will also provide visual scientific learning.

Kirk Johnson, museum director said: "The Fossil Hall is the most visited room in the most visited natural history museum in the world".

MORE: http://lei.sr?a=d8c3u_A

SEASONAL ATTRACTIONS

Halloween returns to Universal

A raft of new, “terrifying” mazes will open at Universal Studios Florida as part of the attraction’s Halloween Horror Nights event.

Based on the fourth installment of the Halloween slasher movie series, the mazes will be set in the suburban town of Haddonfield, Illinois on Halloween night, where franchise protagonist Michael Myers has escaped Smith’s Grove Sanitarium and is hungry for revenge – stalking his niece Jamie and stopping at nothing to kill her.

The ‘Return of Michael Myers’ maze starts with Myers’s escape from the mental hospital and his encounters with his first victims at Penney’s Gas Station



■ The attraction is based on the fourth instalment of the Halloween movie series

and Diner. Revellers will then follow him as he wreaks terror across Haddonfield.

Alan Howarth’s score will soundtrack the immersive experience, while the maze will include Myers in his classic featureless white mask and navy jumpsuit.

Halloween Horror Nights has run for over a quarter of a century, with fans of horror turning up to be involved in their favourite movies.

MORE: http://lei.sr?a=C8f2d_A

MUSEUM ARCHITECTURE

Kengo Kuma-designed V&A Dundee prepares for launch



■ V&A Dundee is Kengo Kuma’s first building in the UK

The Kengo Kuma-designed V&A Museum of Design Dundee, Scotland’s first dedicated design museum, is set to open its doors next month.

Opening on 15 September 2018, the V&A Dundee will be the lauded Japanese architect’s first building in the UK.

The cliffs of North Eastern Scotland were an inspiration for the building’s design. Its exterior cladding is made up of cast-stone panels that mimic the rugged cliff edges.

V&A Dundee will showcase Scottish design through the ages and will also house a café, restaurant and learning facilities.

MORE: http://lei.sr?a=a2f4j_A

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SCIENCE ATTRACTIONS

Dialog-designed Zeidler Dome opens

Canadian science museum Telus World of Science, based in the city of Edmonton, has opened two new spaces designed by architectural practice Dialog.

The Zeidler Dome – an immersive theatre and planetarium – and the S.P.A.C.E (Stars, Planets, Astronauts, Comets, Etc.) Gallery – a space exploration gallery – launched to the public in July.

Frank Florian, director of planetarium and space science at Telus World of Science, said: "This is an event almost a year in the making.

"We're very excited and proud to debut both the Zeidler Dome and

the S.P.A.C.E. Gallery and we're looking forward to sharing the excitement with our guests."

The spaces have been designed to give visitors the opportunity to unravel the mysteries of the solar system through exhibitions that allow them to warp the space-time continuum, manually create pulsars, command a lunar lander and travel to the surface of the moon.

The planetarium immerses guests in the night sky and distant galaxies in 10K resolution and invites them to see the Aurora Borealis – commonly referred to as the Northern Lights.

MORE: <http://lei.sr?a=j7n6V>



■ The new addition offers an immersive guest experience



“

This is an event almost a year in the making

Frank Florian

FUNDING

Royal Society launches Places of Science museums fund



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Funding streams like this are crucial to museums' survival

Sharon Heal

The Royal Society has announced "Places of Science", a new funding scheme for small museums in Britain.

The programme, which will award grants of up to £3,000 (US\$3,800, €3,300) to successful applicants, is intended to encourage museums to engage with their respective localities through science storytelling.

By incentivising the telling of stories which emphasise the important role of science in local communities, Places of Science is expected to contribute to the sustainability of local-level museums. "Museums across the UK



■ The funding will encourage museums to engage with their local communities

are under increasing financial pressure," said Museums Association director, Sharon Heal, who also sits on the Places of Science allocation panel.

"Funding streams like this, which allow them to explore new creative projects, are crucial to their survival."

MORE: http://lei.sr?a=z3B7H_A

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VISITOR STATISTICS

English attractions experience bumper year

Historic properties and attractions across England experienced significant growth in visitor numbers in 2017.

VisitEngland's *Visitor Attraction Trends in England 2017* report shows that, of the 1,400 sites surveyed, historic properties such as mills, monuments, boats and burial grounds saw the largest increase in visitor numbers, up 8 per cent on 2016.

Visits to farm attractions also experienced strong growth in 2017, up 5 per cent on the previous year.

Overall, visits to England's attractions rose by 2 per cent in 2017. Visitor attractions overall reported increased spending of 7 per cent on 2016.

The British Museum was the most visited 'free' attraction in England in 2017 for the tenth consecutive year with nearly 6 million visitors, and the Tate Modern came a close second with more than 5.5 million.

The Tower of London topped the list as the most visited 'paid for' attraction for the ninth year running with 2.8 million visitors and Chester Zoo came in second place with 1.9 million.

"Our world-class attractions have once more proven to be a huge draw for both UK and overseas visitors," said minister for arts, heritage and tourism Michael Ellis.

MORE: http://lei.sr?a=S6C9B_A



■ British Museum remains the most visited attraction in England



“

Our attractions are a huge draw for both UK and overseas visitors

Michael Ellis

IP ATTRACTIONS

Leolandia to open themed area based on Russian cartoon



“

This is a significant investment for us

Giuseppe Ira

Italian children's theme park Leolandia is set to open the largest area it has ever created exclusively for a character, covering over 10,000sq m (107,639sq ft).

Masha and the Bear's Woodland, a themed area based on the popular Russian cartoon Masha and the Bear, will house seven attractions for adults and children.

Vroom, a themed rollercoaster designed for children, themed shops and a train carriage-inspired refreshment point will all be available to children and their families as part of the area. The area will also include a landscaped



■ The attraction is based on Masha and the Bear

courtyard replete with a water playground, garden and pond, playground equipped with towers and bridges.

"This is a significant investment leading to the creation of a themed area, which is one of a kind," said Giuseppe Ira, president of Leolandia.

MORE: http://lei.sr?a=E3N7X_A



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Culture is preserved by meaningful storytelling. What these artists have done is important and it should be celebrated

Journey Gunderson, executive director



A place for laughs

The first ever museum honouring American comedy has opened in Jamestown. We take a closer look



■ The US\$50m museum will house a number of interactive multimedia presentations

For the first time ever, the US can boast to have a museum dedicated to telling the story of American comedy. The attraction, which opened in Jamestown, New York, US, looks attract more than 100,000 visitors a year.

COMEDY CORNERS

Design specialist JRA provided complete master planning, design, project management and art direction for the 37,000sq ft (3,400sq m) National Comedy Center, which took seven years to complete at a cost of around US\$50m (€43.2m, £38.6m).

As well as featuring 50 exhibits exploring comedy history – from vaudeville to viral memes – the museum will offer visitors the chance to experience comedy tailored to their tastes through an RFID bracelet. After creating a humour profile,



There's never been a national institution providing comedy with the opportunity for appreciation afforded to other art forms

visitors can explore content tailored to their individual tastes, from broad slapstick to edgy satire. Guests can then try their hand at comedy writing and stand-up, and take part in games and competitions.

There are also a number of personal items on show – including a Harley Davidson motorcycle donated by actor Dan Aykroyd.

WHAT A HOOT

"As a nonprofit cultural institution, the museum celebrates comedy's great minds and unique voices, from Charlie Chaplin to Dave Chappelle," a spokesperson for the museum said.

"Exclusive collections and world-class exhibits give comedy fans an unprecedented behind-the-scenes look at the time-honed creative processes that have elevated entertainment to an art. Along with educational games and

fun competitions, guests can step into the shoes of comedy pros, trying their hand at cartooning, comedy writing, live stand-up, and faux pie fights – or simply cheer on their friends.

"Visitors will leave the museum with a profound appreciation for comedy icons and innovators, as well as the tremendous influence of humour on how we think, live, and laugh."

National Comedy Center executive director Journey Gunderson added: "There has never been a national cultural institution that provides comedy with the opportunity for appreciation often afforded other art forms.

"Culture is preserved by meaningful storytelling. What these artists have done is important, and it should be both celebrated and contextualised, drawing connections that make the past relevant to the present."



■ The museum was designed by JRA

PRODUCT INNOVATION

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● Visitors to the Kwik-E-Mart will be able to buy iconic foods featured in the show, such as Lard Lad Donuts and Buzz Cola

SimEx-Iwerks brings new Simpsons attraction to life at Myrtle Beach



● Michael Needham,
founder and CEO of
Simex-Iwerks Entertainment

SimEx-Iwerks has partnered with FoxNext Destinations – the innovation unit of 20th Century Fox and Fox Networks – and Gracie Films to create The Simpsons 4D, a new immersive attraction at Myrtle Beach in South Carolina.

The attraction, which is expected to premiere later this year, comprises of two iconic Springfield landmarks: The Aztec Theatre and the Kwik-E-Mart.

The Aztec Theatre includes a fully themed lobby and a theatre experience 'rich in detail' and takes guests on

an exciting 4D adventure with The Simpson family.

The Kwik-E-Mart, which will soft-launch on Thursday 17 August, immerses visitors in Springfield's favourite convenience store, and offers a number of food and beverage options, including Springfield staples Buzz Cola, Heat-Lamp Hot Dogs, Lard Lad Donuts and Squishees, as well as Simpsons merchandise.

Guests will also receive a premiere-style souvenir photo of themselves on the red carpet as they make their way into the attraction. "We are thrilled to bring The

Simpsons to Myrtle Beach in a way that this incredible brand deserves," said Michael Needham, founder and CEO of Simex-Iwerks Entertainment.

"Launching this experience will be the culmination of years of passionate effort to bring The Simpsons to life beyond the screen. We are creating a series of memorable moments enriched with tremendous detail throughout the attraction so that guests feel they are part of The Simpsons universe," Needham added.

ATTRACTIONS-KIT KEYWORD

SIMEX-IWERKS

Lagotronics Projects to bring Farm Fair dark ride to Asia



● Mark Beumers, CEO of Lagotronics

Lagotronics Projects is set to launch a new Farm Fair dark ride in Asia next spring, following the ride's successful launch at Bayern Park in Reisbach, Germany.

Called Stadlgaudi 4D, the ride will combine a true dark ride experience with interactive gamification elements.

It features an immersive queue line where guests overhear some of the animals – a horse, cat and rooster – discussing plans to organise a Farm Fair, needing the help of the other animals. The horse,



● The project will strengthen Lagotronics Projects' presence in Asia's theme park and amusement industries

cat and rooster then enlist the riders to help wake the other animals so the fair can begin.

Riders then board a vehicle, based on a rotating platform, and become part of the fair, where they score points by hitting targets with a 'carrot' cannon. Guests are also greeted with a new farmyard scene as they make their

way through the ride, which culminates in a firework show.

"Our first Asian installation proves that our Farm Fair IP is suitable for all kind of theme- and amusement parks all over the world," said Mark Beumers, CEO of Lagotronics Projects.

ATTRACTIONS-KIT KEYWORD
LAGOTRONICS

PARTNERSHIPS

Picsolve signs partnership with Belgian-start up Panora.Me

Picsolve has announced a new partnership with Panora.me, a Brussels-based start up, that will see the company's Super Selfie technology seamlessly integrated into Picsolve's digital platform.

Super Selfie, which launched at this year's Asia Attractions Expo in June,

allows guests to create unique, shareable content capturing their experiences.

Designed to combined a selfie with a postcard, Super Selfie allows visitors to pose for a camera, situated in a high and distant location, which takes multiple images of the guests before panning out to



● Picsolve CEO David Hockley

take a panoramic shot of the scenery behind them. The end result is a short video with an impressive zoom out effect that guests can keep as a souvenir of their experience.

Picsolve CEO David Hockley said: "Our strategic partnership with Panora.me will ensure we remain at the forefront

of content capture product innovation. As we continue to expand across the globe and partner with more world-class destinations, we want to keep pushing the boundaries and finding new ways for visitors to capture the joy and excitement they experience."

"The Super Selfie is a perfect example of that, and I'm looking forward to future innovations which will arise from this partnership," he added.

Raphaël de Borman, founder of Panora.me, said: "To reach more destinations worldwide it was important for us to partner with a global leader in content capture."

ATTRACTIONS-KIT KEYWORD
PICSOLVE



● Panora.Me's Super Selfie technology combines a selfie with a postcard

Diary dates

29-30 AUGUST 2018

Music Tourism Convention Cologne, Germany

Music Tourism Convention is the world's most extensive conference bringing together the music and tourism sectors to explore how music impacts, benefits and improves tourism offers, from festivals to heritage, music trails to food and music partnerships.

Email: info@sounddiplomacy.com

www.musictourismconvention.com

18-22 SEPTEMBER 2018

EAZA Annual Conference 2018 Athens, Greece

Hosted by the Attica Zoological Park team, the EAZA Annual Conference 2018 is the largest zoo conference in Europe and will take place in Athens, at the Megaron Athens International Conference Centre.

Tel: +31 20 520 0750

Email: info@eaza.net

www.eaza.net

23-27 SEPTEMBER 2018

AZA Annual Conference Seattle, US

The largest professional zoo event in the US, the AZA Annual Conference offers attendees the chance for networking and learning opportunities, and the opportunity to get a closer look at cutting edge products and zoo service providers. More than 2,500 delegates are expected to attend this year's event.

Tel: +1 301 562 0777

Email: cwallen@aza.org

www.annual.aza.org

25-27 SEPTEMBER 2018

Euro Attractions Show Amsterdam, Netherlands

EAS 2018 is an all-encompassing destination for leisure and attractions industry professionals, including



■ The show features a large show floor and more than 45 sessions and workshops

23-26 OCTOBER 2018

World Waterpark Association (WWA) Show Westgate Resort & Convention Center, Las Vegas, US

The World Waterpark Association Show brings together water leisure

professionals from waterparks, resorts and aquatic venues of all shapes and sizes for four days of education, shopping and networking time.

Tel: +1-913-599-0300

Contact: aezra@waterparks.org

www.wwashow.org

operators, suppliers, manufacturers, investors, developers, and anyone wishing to engage with the global amusement community. More than 12,000 leisure and tourism industry professionals from more than 100 countries, including 500 manufacturer and supplier companies, will gather at EAS 2018 to network, discover the latest trends, and explore innovative technologies.

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4-5 OCTOBER 2018

TEA SATE Orlando - SeaWorld Orlando, US

TEA's signature international conference brings together the brightest minds and top decision makers exploring what's next in Storytelling, Architecture, Technology and Experience in themed entertainment. This year's event takes place at SeaWorld's Ports of Call – its special events complex.

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4 OCTOBER 2018

Visitor Attractions Conference Queen Elizabeth II Conference Centre, London, UK

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5 OCTOBER 2018

MuseumNext Tech Amsterdam, Netherlands

An event which focuses on the digital side of museums, MuseumNext Tech returns for its second edition, with speakers from MoMA, Science Museum London and Adidas among those set to appear. The event aims to provide an opportunity to learn about the latest digital developments for museums.

Tel: +44 (0) 191 2573439

Contact: jim@museumnext.com

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What are the most powerful features?

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

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

I hear you're part of Leisure Media

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

What packages are available?

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

Is there more?

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

What now?

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

Meet the Attractions Management News recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

Hope to hear from you soon on +44 (0)1462 431385 or email theteam@leisuremedia.com

Estate Food and Beverage Manager

Location: Somerset, UK

Salary: From £60,000 to £65,000 per annum plus package

This unique and extensive visitor attraction and hotel development across 1500 acres of Somerset countryside is currently looking for a passionate food led, Food and Beverage Manager.

The food and beverage culture will be led by the surrounding gardens, orchards and farmland, encompassing the very best seasonal produce from the south-west. Working closely with the Estate & Horticulture Managers this role will create, launch and operate a Garden Café (170 covers) Garden Terrace café (30 covers) Cider press café (100 covers) & Museum café (60 covers). The grounds will also host high profile, bespoke events and parties. The focus is on quality, authenticity and consistent delivery.

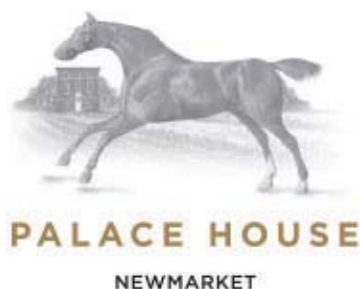
As Food and Beverage Manager you will be responsible for the EPOS set up, recruitment, and will be heavily involved in the marketing and strategic planning; keeping ahead of food trends and culinary techniques, appropriate to the target audience. Reporting to the Estate Manager you will have full P & L responsibility, maximising revenue and managing all costs efficiently.

This role requires a candidate with a successful track record in a senior Food and Beverage management role within a quality hospitality business. You must have a detailed understanding of food trends and cuisine in general, with some quality kitchen experience as a chef, preferable but not essential.

Scheduled to open in the Spring 2019 this is a special project with a strong team culture. Combining nature and hospitality to create a truly wonderful and distinctive guest experience. Along with a competitive salary, there is an extensive benefits package tailored for this role.

Apply now: <http://lei.sr?a=0M4o8>





BUSINESS MANAGER

Salary: Up to £55,000 (depending on experience) + pension

Location: Newmarket, UK

This new and exciting senior management role will lead the commercial and operational teams and is focused on commercial decision making, business planning and cost control, through the ability to unite those teams around a shared vision and plan.

The National Heritage Centre at Palace House is a footfall focused visitor attraction. The customer offer and experience needs to be reviewed and improved continuously both to maximize profitability and to ensure the best experience for all visitors.

We are looking for someone to drive all commercial aspects of the site with:

- strong commercial acumen combined with a flair for financial analysis and an ability to manage complex commercial data
- proficiency in presenting clear and concise commercial reports to the management team, trustees and stakeholders/funders
- experience at management level with a strong track record in marketing/PR, retail and events in a destination tourist venue where they have demonstrably improved the offering and have increased footfall, turnover and profitability
- decisiveness to action relevant changes
- a background with a successful commercial destination tourist venue with a family-focused visitor experience

To apply, please send your current CV and a covering letter, explaining your interest in this post and relevant experience and qualifications, together with details of at least two referees and information regarding your availability. Please also indicate if there are any restrictions on you taking up employment in the UK and, if so, provide details.

This job has been made possible by project funding through the Heritage Lottery Fund's Resilient Heritage Programme.

Equality: The National Horseracing Museum believe in the employment and advancement of people solely on their ability to do the job required. When recruiting people, we will, therefore, disregard their gender, marital status, race, age, colour, nationality, ethnic origin, religion and sexual orientation. There will be no discrimination on the basis of disability

Contract – Two Year Fixed term, Full-time

Contract with possibility of extension

Closing date: 07 Sep 2018

**For more information
and to apply now:**

<http://lei.sr?a=H5P4h>

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