

Attractions

MANAGEMENT NEWS



Merlin reveals Australian growth plans

Merlin Entertainments' divisional director Rob Smith has revealed that the company plans to open a Legoland Discovery Centre and Dungeons attractions in Australia and New Zealand.

Smith said that the expansion follows increased visitor numbers at Merlin's existing Aussie attractions during 2018. The operator expects the number of visitors to be up by "between 3 and 4 per cent" for the year.

Smith credited Merlin's growth in the region – where it is currently the largest visitor attraction operator – to a rapidly-growing Asian outbound tourism market, with visitors from India and China "particularly adding value".

"You could say that Australia is becoming a short-break destination for certain markets – the average length of time spent in-destination is shrinking," Smith said.

Merlin's newest attraction, Legoland Discovery Centre Melbourne, opened



■ Merlin entered the Australian market in 2011

in April 2017 and has performed strongly, he added, while a high amount of natural snowfall bolstered visitor numbers at its Victoria ski resorts, Mount Hotham and Falls Creek.

MORE: http://lei.sr?a=H6k2s_A



Australia is becoming a short-break destination for certain markets

Rob Smith



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NEW OPENING

Qatar's first planetarium prepares for opening

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Tom Mehrmann and Roland Mack announced by Bob Rogers for 2018 IAAPA Legends Panel

Some of the brightest and best minds operating in the attractions industry will come together to discuss how to interpret different cultures and draw new audiences from different cultures to these visitor attractions.

Taking place on 14 November 2018, the IAAPA Legends Panel at the IAAPA Attractions Expo in Orlando, Florida will look at the success of Germany's Europa-Park and Hong Kong's Ocean Park in the face of a pervading sense of nationalism in the modern world.

Bob Rogers, an IAAPA Hall of Famer and the founder and chair of experience design firm BRC Imagination Arts, will



■ The IAAPA Legends Panel will be hosted by Bob Rogers

“Previous IAAPA Legends panels have featured the likes of Universal Creative senior vice president Thierry Coup”

once again host the Legends panel, which in recent years has featured the likes of

Universal Creative senior vice president Thierry Coup, legendary Disney Imagineer

Marty Sklar and Disneyland's first president Jack Lindquist.

This year, IAAPA Hall of Famer Roland Mack, founder of Europa-Park, will be the first panel member. Mack's work at Europa-Park is celebrated as a beacon of how to present attractions based on different European cultures and appeal to an international audience.

The second panel member this year will be Universal Beijing Theme Park and Resort president and general manager Tom Mehrmann. Mehrmann's time as CEO at Ocean Park saw him steer the attraction through Disney's arrival in Hong Kong, adapting constantly to make the attraction more culturally astute and staying ahead of its far larger competitor for 10 years.

Meghan and Harry's wedding outfits go on display in Windsor Castle as part of special exhibition



■ Visitors to the castle can now see, close up, Prince Harry's military uniform and the gown worn by Meghan Markle

The outfits which Meghan Markle and Prince Harry wore on their wedding day earlier this year have gone on display at Windsor Castle.

Visitors to the castle can now see Markle's gown – designed by Clare Waight Keller – and the military uniform the English prince wore for their wedding ceremony on 19 May 2018, an event watched by millions worldwide.

The two full outfits, shoes included, are on display in a glass box inside Windsor Castle's Grand Reception

“This is a unique opportunity to see these outfits in the surroundings in which they were worn”

Room, which was one of the rooms used for the wedding celebrations.

"This is a unique opportunity to see these outfits, worn on such a special day, actually in the surroundings where they were worn here at Windsor Castle," said Caroline de Guitaut, senior curator of decorative arts at the Royal Collection Trust. "Their Royal

Highnesses have been very involved in the preparation for this exhibition."

The bridesmaid and pageboy attire that Harry's niece and nephew, Princess Charlotte and Prince George, wore on the day are also on show at the exhibition, called *A Royal Wedding: The Duke and Duchess of Sussex*, which will be on display at the castle until January.



■ Lawn said the expansion was a 'definitive project' for Hersheypark

"Hershey's Chocolatetown will mark the true intersection of where fun meets chocolate"

John Lawn reveals expansion plans for Hersheypark

Hersheypark has revealed details of its expansion plans, which were first unveiled last year.

The 23-acre expansion of Hershey's Chocolatetown will include rides, dining and shopping and is set to open in Q3 2020.

"Hershey's Chocolatetown will mark the true intersection of where fun meets chocolate," said John Lawn, president and CEO of Hershey Entertainment & Resorts.

"Chocolatetown will be a place where chocolate-inspired attractions will transform the guest experience in new and engaging ways."

New additions include Hersheypark's 15th rollercoaster – its "fastest, tallest, longest, sweetest ever", according to the park – a new arrival experience and front gate; a new home for the Carrousel, which turns 100 years old in 2019; a flagship store with the largest collection of Hersheypark merchandise; and a fully licenced restaurant, bar and patio.

Construction is due to begin in January 2019 and Hersheypark will remain fully operational during the 2019 season until the opening in 2020.

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Science Museum unveils **Sir Quentin Blake** science paintings



■ Blake has illustrated more than 250 books by 80 different writers.

The Science Museum in London has opened a new exhibition of paintings by British illustrator Sir Quentin Blake that depict famous scientists and engineers and their inventions.

Blake, best known for his illustrations that brought Roald Dahl's children's stories to life, has painted objects and scientists represented in the museum's mammoth collection.

Included in the collection, which is hung outside Wonderlab: The Equinor

"The advantage of the drawings is that they do make the scientists more informal and accessible"

Gallery, are paintings of mathematician Ada Lovelace, environmental scientist James Lovelock and DNA pioneers Francis Crick and James Watson.

"Making drawings of real people from reference is rather different from depicting the characters in a story," Blake told *BBC News*.

"You are given visual information where you

would normally expect to be interpreting someone's words.

"I think the advantage of these drawings is that they do in some sense make the scientists more informal and accessible to the newcomer."

His Lovelace depiction shows the mathematician and daughter of poet Lord Byron with Charles Babbage's Analytical Engine.

MFAH chair **David Bomford** reveals results of phase two of US\$450M redevelopment at Houston art museum

The Sarah Campbell Blaffer Foundation Centre for Conservation at Museum Fine Arts, Houston (MFAH) in Texas has reopened as part of the second phase of the institution's US\$450m (€395.5m, £351.5m) redevelopment, designed by Lake|Flato Architects.

The new centre sits across the road from MFAH's curatorial offices and includes 23,796sq ft (2,211sq m) of conservation studios and support space and will now allow the museum to bring together various art operations, which had hitherto been spread away from each other, into the main campus.

"Our team can now easily collaborate across all areas



■ Bomford said the whole renovation is expected to complete in 2020

"Our team can now easily collaborate across all areas of the MFAH"

of the MFAH — from the collections on the main campus to those in our decorative-arts

house museums, Rienzi and Bayou Bend Collection and Gardens — using the most

advanced technology in a space that was designed with the conservation and care of the museum's varied collections specifically in mind," said David Bomford, chair of the MFAH department of conservation.

MFAH director Gary Tinterow added: "The new Blaffer Foundation Centre for Conservation dramatically elevates our conservation facilities."

Other elements of the ambitious project include the Susan and Faye S. Sarofim Campus, which opened in May, and the Nancy and Rich Kinder Building which will house gallery space, a 200-seat theatre and restaurant.

The whole renovation is expected to complete in 2020.



■ Molinar said the design will reflect the will of the museum to celebrate the city's multicultural community

"As a native El Pasoan, the opportunity to create a lasting impact for the city is extremely rewarding"

Elaine Molinar returns to home town to design children's museum

The Arts District in El Paso, Texas is to welcome a new addition in the form of the El Paso Children's Museum, which will sit between the El Paso Museum of History and the El Paso Museum of Art.

Norway-based architectural practice Snøhetta have been selected to design the new museum, which will aim to engage children and families from El Paso, Ciudad Juarez, the American southwest, and the nearby Mexican states of Chihuahua and Sonora.

The design will be led by Snøhetta's partner and managing director, Elaine

Molinar, who grew up in the city. She says the design will reflect the museum's mission to celebrate the city's multicultural community and create an environment for critical thinking.

"As a native El Pasoan, the opportunity to create something of lasting impact for the city I grew up in is extremely rewarding," said Elaine Molinar, partner and managing director of Snøhetta.

"We are thrilled to be the designers of the new children's museum, to become part of the rich architectural legacy of downtown El Paso, and to contribute to its thriving future."

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EXPANSION

Crayola Experience to open fifth site in 2019

Crayola Experience is to add a fifth US location to its attractions portfolio in Chandler, Arizona.

Due to open in Q2 2019 at the Chandler Fashion Centre, the 20,000sq ft (1,858sq m) facility will include interactive features that allow visitors to name and wrap their own Crayola crayons, star in their own colouring page, use touch to make 4D art and create melted wax spin-art.

Also in the attraction will be a retail space called the Crayola Store, featuring Crayola products and souvenirs.

The Arizona location will add to existing Crayola Experiences in Orlando, Florida; Bloomington, Minnesota; Plano, Texas;

and Easton, Pennsylvania.

"Crayola Experience is more than just an attraction – it's a dynamic and colourful place where families can come together to create, play and make memories that will last a lifetime," said Victoria Lozano, SVP & GM, Crayola Attractions & Retail.

"Our new Crayola Experience in Chandler perfectly aligns with its family-friendly community and we look forward to welcoming the community next year."

The centre will be open 365 days per year and will create over 100 full and part-time jobs. It will offer the option of annual family passes as well as standard ticketing.

MORE: http://lei.sr?a=4G9g2_A



■ The attraction is due to open at the Chandler Fashion Centre



The site perfectly aligns with Chandler's family-friendly community

Victoria Lozano

RESORTS

Disney announces plans to build nature-inspired resort



The design will draw on Walt Disney's respect for nature

Terri Schultz

A new nature-themed getaway is coming to Disney's Bay Lake in Orlando.

Set to launch in 2022, the not-yet-named resort, which will include more than 900 rooms will be built on a shoreside expanse between the company's Wilderness Lodge and Fort Wilderness Resort and Campground.

According to Terri Schultz, senior vice president and general manager of Disney Vacation Club, the design for the luxury destination will draw on "Walt Disney's lifelong love and respect for nature".

As well as being the "father of modern theme parks", Mr Disney



■ The resort's theme will complement its surroundings

famously displayed his enthusiasm for wildlife in the 1950s in *True-Life Adventures* – an Academy Award-winning series of nature documentaries.

The future hotel, which is set to be the international conglomerate's 16th Vacation Club, will follow the debut in 2019 of its Riviera Resort and Coronado Springs Resort.

MORE: http://lei.sr?a=U3z3h_T



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THEME PARKS

Revenues up again for Six Flags in strong Q3

Six Flags' latest financial figures for Q3 2018 show continued growth across the board, with uplifts in revenue and net income on the same period in 2017, as the firm gets ever-closer to a consecutive ninth year of record financial performance.

Revenue for the quarter increased by US\$39m (€34.2m, £30.2m), or 7 per cent, from Q3 2017 to US\$620m (€543.9m, £480.5m). The company attributed this growth mainly to a 42 per cent increase in sponsorship, international agreements and accommodations revenue.

Net income for the quarter increased US\$3m (€2.6m, £2.3m), or 2 per cent, to

compared to Q3 2017, while adjusted earnings before interest, taxes, depreciation, and amortisation (EBITDA) also rose 2 per cent to US\$307m (€269.3m, £237.9m).

Revenue for the year to date has seen an uplift of 8 per cent to US\$1.2bn (€1.1bn, £930m) on the 2017 figures to Q3, while net income grew US\$21m (€18.4m, £16.3m), or 12 per cent and adjusted EBITDA increased 6 per cent to US\$458m (€401.7m, £355m).

According to Jim Reid-Anderson, chair, president and CEO of Six Flags, the growth came despite weather conditions slightly styming attendance growth.

MORE: http://lei.sr?a=r5y3p_T



■ Six Flags accredited the growth to sponsorship, international agreements and increases in accommodation revenue



We achieved growth despite unfavourable weather conditions

Jim Reid-Anderson

ZOOS

Ohio's Akron Zoo to create new areas in US\$17m expansion



The two areas will make up the zoo's largest expansion to date

Doug Piekarz

Akron Zoo in Ohio, USA is to add two new areas as part of a new US\$17m (€14.9m, £13.3m) expansion plan.

Opening in Q2 2019, the Pride of Africa area will feature an expanded African lion habitat, a habitat for white storks and Speke's gazelles and a goat feeding area.

Wild Asia, meanwhile, will open in Q2 2020 and will feature tigers, red pandas and gibbons, all of which are endangered species.

The area "will recreate the southeast Asia jungles and Himalayan forests", according to zoo officials, who have promised an "exotic adventure".



■ The Pride of Africa area will feature a lion habitat

Zoo president and CEO Doug Piekarz has confirmed that the two wildlife areas will make up the zoo's largest expansion to date. Tax levy support of US\$11m (€9.7m, £8.6m) has been put towards its financing.

MORE: http://lei.sr?a=G9U8R_A

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PLANETARIUMS

Qatar's first planetarium prepares for launch

Qatar's first planetarium is scheduled to open its doors in December as part of a larger expansion of the country's Katara Cultural Village.

Featuring a 22m (72.2ft) screen fully equipped with digital projectors, a terrace overlooking the sea and seating for 200 people, the Al Thuraya Planetarium will open its doors in December, according to the village's general manager Khalid bin Ibrahim Al Sulaiti.

Also known as the Planetarium of the Astronomical Chandelier, the attraction will cover 2,240sq m (24,000sq ft) and is part of a wider development push in the region, which is hoped to increase visitor and tourist

numbers. Also slated for December is Katara Hills, a tourist destination project featuring gardens, occupying an area of 361,500sq m (3.9m sq ft), and green meadows. Meanwhile, Katara Plaza, a luxury shopping centre, is currently being built in partnership with Ali Bin Ali Group.

Speaking earlier this year about the ambitious project, Al Sulaiti said: "Katara's strategy focuses on supporting art, culture, humanity, and consolidating national identity and heritage."

"It also aims to utilise the facilities and buildings to create a suitable environment and to nurture art."

MORE: http://lei.sr?a=j4N5F_A



■ The planetarium is part of a wider development push in Katara



Katara's strategy focuses on supporting art and culture

Khalid bin Ibrahim Al Sulaiti

HERITAGE

Sydney tunnels to become a visitor attraction



Hidden spaces are converted into attractions everywhere

Andrew Constance

Abandoned tunnels under the city of Sydney, Australia are to be turned into a new heritage attraction under plans outlined by the New South Wales (NSW) government.

Originally intended as a transport link between two suburban areas – the Eastern Suburbs and the Northern Beaches – the tunnels, which sit underneath the city centre's St James station, were dug out in the 1920s but plans to turn them into a transit link were stymied by the Great Depression of the 1930s. The NSW government is now calling for expressions of interest to turn them into a "world-class" attraction.



■ The tunnels were intended as a transport link

No concrete plans are in place as to what the attraction would actually be.

"Around the world, hidden spaces are being converted into unique experiences and we want St James Station to be part of that," said NSW transport and infrastructure minister Andrew Constance.

MORE: http://lei.sr?a=a3V4F_A

ENVIRONMENTAL CAMPAIGNS

EC to partner with aquariums to fight plastic

The European Commission (EC) is calling for aquariums around the world to sign up to a worldwide coalition to fight plastic pollution.

Joining forces with the United Nations Environment Programme, the EC is aiming to get aquariums to change their procurement policies, particularly in canteens and shops, to eliminate all single-use plastic items.

It is looking to get at least 200 aquariums on-board with the programme by 2019. Currently, it has 106 aquariums from 33 countries, including 67 based in the European Union, signed up.

The drive has support from the Oceanographic Museum of Monaco, the European

Union of Aquarium Curators, the World Association of Zoos & Aquariums, the U.S. Aquarium Conservation Partnership and the Intergovernmental Oceanographic Commission of UNESCO.

EU commissioner for environment, maritime affairs and fisheries Karmenu Vella said: "The EC has been working for 18 months to instigate and build this global coalition.

"Aquariums are a window to our ocean. With their collections and their educational programmes, they show us what we need to protect and they inspire the ocean lovers of tomorrow.

MORE: http://lei.sr?a=k4g3F_A



■ The European Commission is looking to get at least 200 aquariums on-board with the programme by 2019



Aquariums are a window to our ocean

Karmenu Vella

MUSEUMS

Museum of 20th Century gets Herzog and de Meuron redesign



Our urban concept for the Kulturforum is a concept of density

Jacques Herzog

Swiss architectural firm Herzog and de Meuron have released new renderings of their Kulturforum (Culture Forum), an extension of the Berlin-based Neue Nationalgalerie.

The structure, which in 2016 was selected to become the city's Museum of the 20th Century, will be a stylistic hybrid, taking inspiration from public and private buildings like warehouses.

Likening the Kulturforum to a temple, Herzog and de Meuron said it would be a place of "silence and reflection" that would help to increase the connectivity of the area's cultural institutions.



■ Herzog and de Meuron were initially selected to design the project in October 2016

"Our urban concept for the Kulturforum is a concept of density, not emptiness," said Jacques Herzog, co-director of the architecture studio.

Construction on the building is expected to commence in summer 2019.

MORE: http://lei.sr?a=F5T9T_A



SUPER SELFIE

Capturing your visitors and destination in one shareable moment



Whenever a guest visits an iconic destination, they want to share great photos from their day, but picking the best image can be hard. They want to show their excitement but also how amazing the destination is. This isn't always possible with a typical selfie, but thanks to the new 'Super Selfie', this can be achieved.

Thanks to Picsolve's exclusive partnership with *Panora.me*, the Super Selfie takes the stunning backdrop of any destination and combines it with a 'selfie' of the guests to create a short video with a fantastic zooming out effect.

How does it work?

Visitors pose for a camera located in a distant location. The camera captures the visitors and the backdrop using multiple cameras. It's then stitched together to create a piece of video content that starts with a close-up of the visitors and dramatically zooms out to reveal a panoramic backdrop.

Key Benefits

For Picsolve's partners, it produces a short, shareable piece of video content that is effective for social reach, ideal for brand activation, and something visitors cannot capture themselves.



The Super Selfie uses multiple cameras to create a close up shot zooming out into a panorama of the attraction



The Super Selfie technology has already been installed in multiple locations, including Studio City Macau

For visitors, it creates unique and instantly-shareable content that captures a memorable and enjoyable experience.

The Super Selfie is now live in multiple locations, including Studio City Macau.

"We wanted to offer our guests an engaging way of capturing the scale and the beauty of our resort in one amazing piece of content, that guests would also want to share again and again," says Aaron Glade, assistant director, Entertainment Operations at Studio City Macau.

"The Super Selfie was the perfect piece of technology to do this and we are really pleased to be the first in Asia to have this installed. The response from our guests has been brilliant." ●

A new stately home

Tennessee State Museum has reopened following an ambitious US\$160m relocation to a new site



Tennessee State Museum has reopened its doors to the public, after completing its move to a new, larger building at a cost of around US\$160m (€140m, £123m).

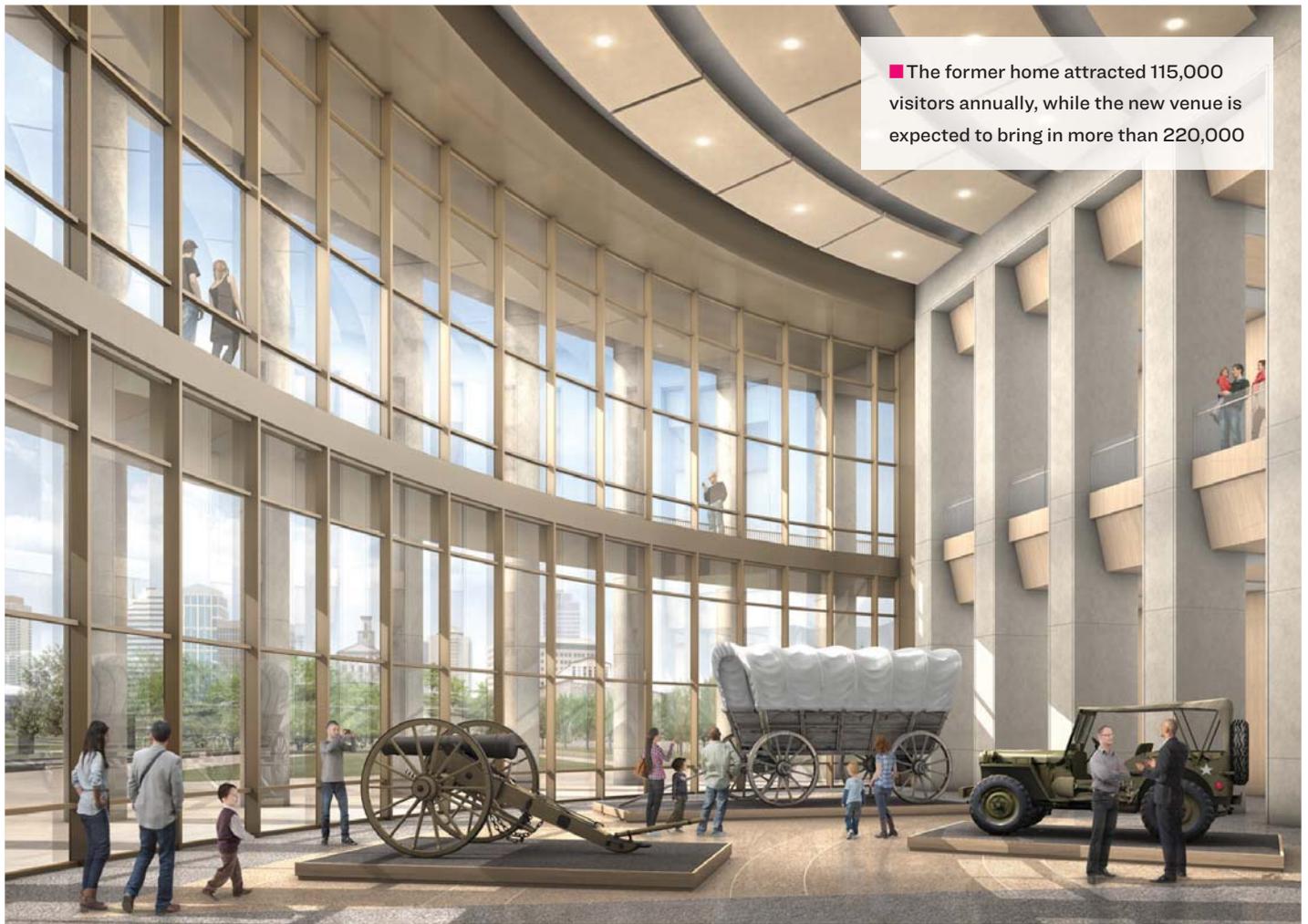
First opened in 1937 in the War Memorial Building before moving to the James K. Polk Building in 1981, the museum's third home features six permanent exhibitions, chronicling the US state of Tennessee from 13,000BC to the present day.

Located in the state capital, Nashville, the new building has exhibitions displaying the work of Tennessean multimedia artist Red Grooms, the musical heritage of the state – home to the legendary country music venue the Grand Ole Opry – and artefacts from World War 1. There is also a new children's gallery and digital learning centre at the museum, which has reopened in Nashville's Bicentennial Capitol Mall State Park, having previously based on the lower levels of the James K. Polk State Office Building.

A reflection of Tennessee

"A lot of work has gone into this project, and I'm pleased to say that it's on time and under budget," said

A lot of hard work has gone into this project, and I'm pleased to say that its on time and under budget



■ The former home attracted 115,000 visitors annually, while the new venue is expected to bring in more than 220,000

In the new Tennessee State Museum you can walk across the state in 30 minutes and get to know it pretty well

Tennessee governor, Bill Haslam. "Our goal was to build a museum that would, 100 years from now, reflect something that Tennesseans will be proud of and that would still be a vital part of Bicentennial Mall.

"I believe we've exceeded that goal with a space to showcase the rich history of our state and provide a memorable experience to visitors of all ages."

In 2015, Haslam and the Tennessee General Assembly appropriated US\$120 million (€104.5m, £92.3m) to build a new home for the museum, with the additional funding to complete the project to be raised in private contributions.

In its previous home, the museum welcomed around 115,000 visitors each year. Its new home

is expected to attract more than 220,000 visitors per year.

Walking through history

Speaking at the museum's opening ceremony, US senator Lamar Alexander said: "40 years ago, I walked across Tennessee in my campaign for governor, 1022 miles from Maryville to Mountain City to Memphis. My walk took six months.

"Today, in this magnificent new Tennessee State Museum you can walk across the state in 30 minutes and get to know it pretty well.

"Even a short walk in the Children's Gallery will give you a taste of the treasures assembled in this museum or take a different kind of walk through the Tennessee Time Tunnel – from prehistoric days until today."



■ Speaking at the museum's opening ceremony, US senator Lamar Alexander called its new home "magnificent"



■ This year, the Fairytale Forest area will be transformed to make winter stories more central

Efteling in a winter wonderland

Theme park to mark 20 years of winter openings with a special celebration



■ Efteling first opened for the winter period in 1999

Dutch fairytale-based theme park Efteling will transform into a “winter wonderland of twinkling lights, bonfires and snow-covered pine trees” for eleven weeks to celebrate the 20th anniversary of its traditional Winter Efteling festival.

Efteling, which is located in Kaatsheuvel, first opened in 1952 and in 2017 it was the third most visited theme park in Europe, behind Disneyland Paris and Europa-Park.

Winter Efteling was first introduced in 1999, when it became the first theme park in Holland to remain open throughout the winter months. The first Winter Efteling included the addition of indoor rides, suitable for the colder months, as well as indoor and heated catering facilities. The park was also clad with ambient lighting and winter-themed decorations in preparation for Christmas.

The theme park's winter opening has evolved through the years and now includes attractions such as an indoor



■ The park will keep all of its rides and attractions – apart from water rides – open during the winter months

ice rink, ice skating, tubing and cross-country skiing. The months around Christmas have become so popular with visitors that the park has moved to open all of its attractions – bar its water rides – during the winter period.

A park for all seasons

To celebrate the 20-year journey, the park will this year feature work on key attractions – such as the Fairytale Forest area being transformed in order to make winter stories more central. There will



The park's winter opening has evolved through the years and now includes attractions such as an indoor ice rink

also be a new show called CARO at the Efteling Theatre, directed by famous Dutch actor and director Stanley Burles. Elsewhere, the horror-themed area Villa Volta will feature a 3D projection that tells the Dutch eighteenth-century folk story of Hugo the Buckrider.

The theme park will also put on a New Year's Eve celebration, with live performances in various squares around the park. On the day, Efteling's attractions will remain open until midnight, with a fireworks display thereafter.



This innovative partnership will significantly advance our charitable objective to promote the enjoyment of Shakespeare's works worldwide

Peter Kyle, chair of the Shakespeare Birthplace Trust



Chinese Shakespeare-ience

Life-sized replica of William Shakespeare's birth place to be built in China, as part of new cultural attraction



■ As a tribute to Shakespeare, the centre will feature a large section dedicated to the writer and his life

A new heritage and cultural centre in Jiangxi Province, South China, will see the construction of replicas of two of William Shakespeare's historic homes, which will become visitor attractions when completed. San Weng is a new town currently under construction that will celebrate three great literary figures – Shakespeare, Miguel de Cervantes, and Tang Xianzu.

Authentic tribute

As part of the tribute to Shakespeare, the new town will feature an entire quarter dedicated to Stratford-upon-Avon – the Bard's hometown. The Shakespeare Birthplace Trust will act as the main consultant to the project, which will see Shakespeare's Birthplace and his adult home at New

■ The centrepiece of the new attraction will be a replica of Shakespeare's birthplace



Shakespeare transcends borders and barriers, and he is a powerful ambassador for the cultural ties between the UK and China

Place – both in Stratford-upon-Avon, England – replicated. The Trust will work in partnership with the Fuzhou Culture and Tourism Investment Company, which primarily invests in tourism resources and development, tourism commercial real estate and touring exhibitions.

The Trust will provide historical and contemporary data for the houses' design and construction, giving guidance on traditional building methods and materials and support for exhibition content.

Life and times

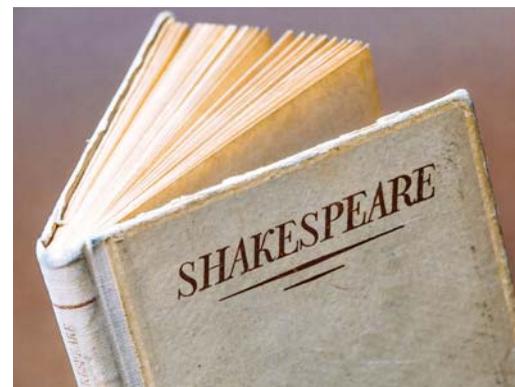
"This innovative, two-way partnership will significantly advance our charitable objective to promote worldwide

the enjoyment and understanding of Shakespeare's works life and times, says Peter Kyle, chair of the Shakespeare Birthplace Trust.

"By providing our knowledge and expertise to help the Fuzhou team to create an authentic spirit of place, we will enable more of our ongoing work here in the UK to conserve, sustain and share the extraordinary Shakespeare legacy in our care.

"Shakespeare speaks to all humanity, transcending borders and barriers, and he is a powerful ambassador for the growing cultural, creative and tourism ties between the UK and China."

The development is expected to open in 2020.



■ The works of Shakespeare will be explored in a number of interactive ways

PROMOTION

IDE**A**TTACK®

21ST CENTURY INNOVATION

IdeAttack specialises in the planning and design of high-end tourism destinations. Its president, Dan Thomas, explains more about the company and its work overseas in China



IdeAttack has helped create many of the worlds most spectacular tourism and leisure destinations



Based in Pasadena, California, IdeAttack is a world leader in the tourism and leisure design industry, with projects in more than 28 countries.

Among its offerings, the company specialises in custom theme parks, cultural attractions, water parks, ocean parks, entertainment centres, large scale mixed-use developments, destination resorts, immersive entertainment environments and immersive entertainment environments.

Dedicated to creating guest experiences of the highest order, combining excellence in storytelling with cutting-edge placemaking technology and dazzling visual effects that will redefine the art of themed entertainment, it's currently working China, where it has two major projects on the go.

Evergrande, one of the largest real-estate companies in eastern Asia, has exclusively partnered with IdeAttack on several theme parks set to open within the next few years, following a rigorous round of bidding and concept pitches by many of the top design firms in the industry. ▶

Along with Natasha Varnica,
Dan Thomas co-founded
IdeAttack in 2004

PROMOTION

► “We’re the general contractor for two Evergrande theme parks, located in cities of Kaifeng and Changsha,” says company president Dan Thomas.

“As a part of these projects, we’re in the process of designing and producing 34 rides, attractions and shows. These include various dark rides, flume rides, boat rides, 4D and 5D simulators and theaters, as well as interactive walkthroughs, special effect shows and stunt shows.”

The company’s mission is simple. Since its inception, Thomas says its had one goal: to create new forms of innovative tourism and entertainment destinations for global market.

“We’re developing new ideas and approaches that will combine existing industry experience with new tourism project models that will cater the current and near future audience,” he says.

“We’re doing this for a number of sectors, including theme parks, waterparks, themed resorts, tourism and leisure zones, entertainment centres, cultural attractions, mixed-use retail and lifestyle centres.

Building on more than a decade of successful partnerships around the globe, IdeAttack can work on a project of any scale. Combining design, detailed development, and quality production, the company has helped to create some of the world’s most impressive visitor attractions.

“For a project we offer a number of services,” says Thomas. “These include planning, concept design, schematic design, design development, architecture, attraction design and production, brand development, signage and graphic design, character design and feasibility studies.”

IdeAttack can include among its clients Busch Gardens, Paramount Parks, Universal Studios, SeaWorld, Warner Bros and Royal Caribbean International. With such an impressive list, it’s no wonder the company is in demand.

“Our key clients are real-estate developers, tourism developers and government organisations, says Thomas. “There’s a need for quality leisure and entertainment spaces where people can spend quality time with their families, friends or partners, out of their homes. In today’s global, growing, fast developing world, there’s increasing lack of such spaces. IdeAttack can supply that.

“One of our strongest goals is to always create unique visions that are financially viable and highly marketable: delivering one of a kind projects, on budget and always on schedules.

“With new and exciting ideas being generated all the time, Ideattack continues to lead the charge for bold and innovative entertainment solutions, well into the 21st century.”



Since its foundation, the company has developed major attractions over six continents



IdeAttack offers comprehensive project development from start to finish

Mastering the planning and design of entertainment destinations in China

One of the company's key markets is China, which is currently experiencing a boom in theme park and wider attractions development. With great knowledge of the region, Thomas explains the challenges and solutions of working in this part of the world.

"Working in China for more than 15 years, we had the opportunity to follow the development of the country's theme park industry from its beginnings in the early 2000s to today's booming period," he says.

"Our company's main development period overlaps with that of China's theme park industry, meaning that in certain ways we grew together.

"This enables us to be a conscious participant in Chinese theme park industry today, and not just a 'foreign design' import, which is very important because the Chinese theme park industry has its own characteristics and differences."

With more than 200 theme park developments currently

“
We've had the opportunity to follow the development of the country's theme park industry from its beginnings in the early 2000s to today's booming period

underway in China, scrutiny has been placed on some of these projects, with the country's government raising concerns over potentially unpayable debts and low grade or copycat developments. That can prove a tricky situation for developers but one the Ideattack is prepared for.

"As a company striving to help bringing top quality projects to the region as its full participant, we analyse the advantages, disadvantages and peculiarities of this process in China today, and take action to achieve the best possible results," says Thomas.

"IdeAttack believes the Chinese theme park market is now at the turning point of the development. All necessary aspects for the successful theme park development are now there and we're convinced that when the market can overcome its issues, it will thrive as our projects in the region have done."

Phone: +1 626 204 4087 ● Fax: +1 626 441 4496 ● Email: info@ideattack.com ● Website: www.ideattack.com

FORREC



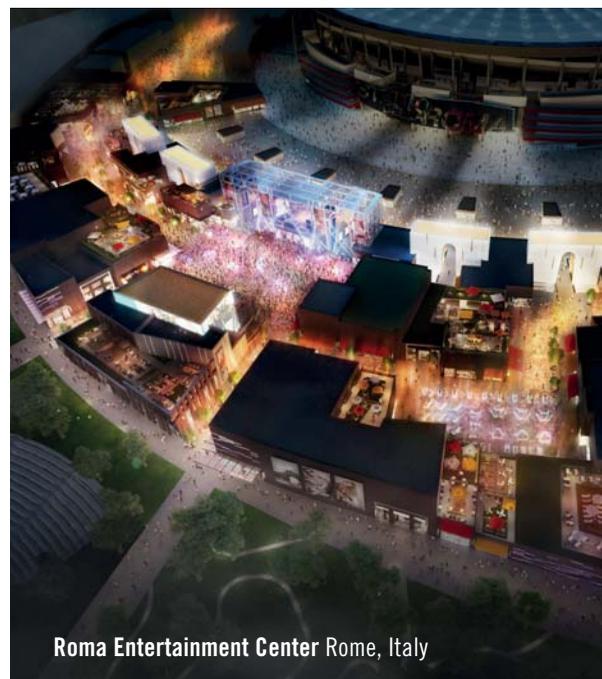
East Beach Thom Island, Vietnam



Xixi Park Hangzhou, China



Attraction Concept, Hong Kong



Roma Entertainment Center Rome, Italy



Xiangjiang Joy City Changsha, China



LEADING THE ENTERTAINMENT DESIGN INDUSTRY FOR 30+ YEARS

CAN FORREC HELP YOU WITH YOUR NEXT PROJECT?

TALK TO US AT THE IAAPA ATTRACTIONS EXPO

BOOTH 2869

NOV 13-16, 2018 IN ORLANDO

Theme Parks • Water Parks • Resorts
Mixed Use + Entertainment • Visitor Attractions



FORREC.COM



More than 35,000 people are expected to attend this year's show

IAAPA ATTRACTIONS EXPO

The 2018 IAAPA Attractions Expo kicks off on 12 November. Here's what to expect from the show – plus, news from a selection of exhibiting companies

This year's IAAPA Expo celebrates 100 years of the organisation and is expected to draw more than 35,000 industry professionals from more than 100 countries to the Orange County Convention Center in Orlando, Florida, US.

The expo is the world's largest conference and trade show for the attractions industry, which has an estimated US\$360bn global economic impact. Alongside its vast show floor, IAAPA offers a programme of more than 100 educational sessions and presentations by leading operators on industry trends, new technology, marketing and communications, entertainment, government relations, safety and security, food and beverage, games and merchandise, facility operations, human resources, and more.

This year's keynote speaker is Disney's Parks and Resorts chair Bob Chapek, who will talk at the GM and Owners' Breakfast on 14 November, offering insight into his more than 25 years of leadership at the global entertainment giant.

The conference takes place from 12-15 November and the trade show

NEED TO KNOW

What: IAAPA Attractions Expo 2018

When: 12-16 November 2017

Where: Orange County Convention Center, Orlando, Florida, US

How much: US\$50 (US\$100 non-member student; US\$219 (US\$399 non-member)

Register: www.iaapa.org/expos



from 13-16 November. Buyers and decisionmakers from the world of theme parks, waterparks, FECs, zoos and aquariums, and museums will all be in attendance for the event.

The trade show floor will fill 560,000sq ft (52,000sq m) of exhibit space with more than 1,100 exhibiting companies displaying the latest products and services. For the first time in Expo history, the show floor will extend beyond the walls of the convention center into outdoor structures created just for the event. Dubbed the "Exploration Station," this area creates new exhibit space for more than 100 exhibiting companies.

JRA

Booth #1369

JRA is providing masterplanning, design, and project management for the Mascot Hall of Fame, located in Whiting, Indiana, US. Set to open in early 2019, this 25,000sq ft (2,300sq m), family fun zone aims to make people laugh and draw them closer to the teams they love, while educating families on the art and science of mascots.

Offering permanent exhibits, activities, and plenty of fuzzy, feathery shenanigans, this whimsical attraction is expected to welcome 50,000 visitors each year. See this project and more at the JRA booth.

Zamperla

Booth #2224-2231

Zamperla is set to present new rollercoaster concepts at this year's IAAPA, with new openings at Warner Bros. World Abu Dhabi and Wuxy Wanda Theme Park.

The other focus of the company is Z+ – the new business division of Zamperla born to create new experiences using the latest hi-tech developments applied to rides. A new VR Box is also coming, while a new version of Windstarz will be presented too. This eight arm version of

the model is a more compact version of the ride and is perfect for malls and FECs.

Vekoma

Booth #5134

Every year, millions of people across the globe are delighted, thrilled and profoundly moved by the coasters and attractions that bear the Vekoma brand. Some of the world's most popular visitor attractions work with Vekoma to us to create unique experiences that move their business to the next level. Vekoma management will be on hand to discuss its biggest and brightest projects, and everything it can do to help you boost your attraction.

Holovis

Booth #778

Holovis is 're-volving' Flying Theatres by advancing this attraction format from a traditional passive lean-back experience into an active one that actually delivers true sensations of flying.

A uniquely developed 5-DOF motion system securely holds up to 100 guests tilted into a prone position before elevating them over a highly immersive, ultra-high-resolution dome screen to deliver the single most compelling and completely unique flying experience ever created.



Holovis is showcasing its new flying theatre format at this year's IAAPA

This is a complete multisensory experience combining visuals, audio, perfectly synched motion, SFX and real-time media.

Simtec

Booth #1059

Simtec is presenting its ScreenFlite media information system under the name of Le Chandelier at Rome Fiumicino Airport.

ScreenFlite puts ads, information and messages in motion, and is an kind eye-catcher for passers by. Twelve LED-displays are mounted on individual scissor arms, which are mounted on three horizontal rings. The three rings are stacked at the centre of the system and can be rotated jointly or against each other.



JRA is masterplanning the Mascot Hall of Fame in Whiting, Indiana, US

Huss

Booth #4624

Huss Park Attractions GmbH has announced that the first project of its Explorer film based attraction will open at Cancun's Riviera Maya in Mexico in 2019 at the new Amikoo Resort Destination Theme Park, currently being developed and scheduled to open next year. Presented at IAAPA, visit the Huss Booth to find out about all it can offer your visitor attraction.

CentreEdge Software

Booth #1846

Stop by the CentreEdge booth to discuss your point of sale software needs. Offering the total package when it comes to software that drives your FEC or amusement park, CentreEdge has created an affordable, best-in-class



Vekoma's Boomerang ride gives the experience of riding both forwards and backwards

IAAPA
Attractions
Expo

EXHIBITOR NEWS

solution to bring reliability, consistency and efficiency to visitor facilities, helping run your business smarter.

iPlayCO & FEC Builders

Booth #4063

Booth #6062

iPlayCO and FEC Builders are global designers and manufacturers of fun indoor playground equipment and interactive play structures. Their latest installation is Ant World. iPlayCO also offer FEC development and turnkey solutions, and are showcasing their new Super Heroes booth featuring the cityscapes, turbo slide and a Tuff Stuff soft sculpted foam themed car.

Vortex

Booth #1373

For the first time, Vortex International is introducing RiverQuest – a family adventure attraction that combines the thrills of traditional river rides and waterslides with multi-sensory dreamscapes. It offers multiple

discovery routes, multimedia tunnels and stimulating passageways that maximise thrills in ways even young children will enjoy. Featuring a serpentine current that veers off into different paths, RiverQuest employs special effects and multimedia water-theaters to broaden family demographics and simplify theme integration.

Aquatic Development Group

Booth #2646

ADG successfully designed and built two of their Water Rides in 2018. In Ohio, the company opened their second Adventure Lagoon at Zoombezi Bay. Dubbed "Otter Banks", this project was the third expansion that ADG worked on for the park. Canobie Lake in New Hampshire chose ADG's Tidal River water ride to be their anchor attraction for its waterpark expansion, along with a new slide tower, kids play area, and increased decking for lounge, cabanas and food and beverage outlets.



The Lagotronics' team will be on-hand to discuss its portfolio

Lagotronics

Booth #5103

Lagotronics Projects' team has announced plans to open a new GameChanger attraction. Coming to an FEC with an "amazing and well known IP" more information will be released as IAAPA approaches. At its booth, Lagotronics Projects will be showing a wide range of interactive experiences. From interactive dark rides for theme and amusement parks, to immersive interactive experiences for FECs and museums.

Intamin

Booth #3424

Intamin's record-breaking Rapids Ride "Infinity Falls" (see p58) successfully started operation at SeaWorld Orlando in October. Infinity Falls features roaring rapids, soaking fountains and a record-setting 12m (39ft) drop, all against the backdrop of a rainforest utopia. At this year's show, Intamin will be presenting a number of new LSM launch coasters, family launch coasters, tower rides and several different water rides.



iPlayCO and FEC Builders are leading global designers and manufacturers of interactive play structures

The Producers Group

Booth #260

The Producers Group (TPG) specialises in turnkey attractions, production management, technical design and content development for everything from small projects to entire theme parks. TPG creates attractions and guest experiences worldwide, maintaining a full-time, in-house staff of highly trained show producers, project managers, technical directors, technical managers, technical documentation support staff, and specialised designers of all disciplines. Visit TPG's booth to find out more about their services.



Vortex is introducing RiverQuest – an attraction that combines a traditional river rides and waterslides with multi-sensory dreamscapes

Walltopia

Booth #1346

Walltopia will debut its newest product in Orlando – Ropetopia Curves. It's a next generation ropes course with an entirely new belay line that unlocks limitless design possibilities. Ropetopia Curves leads to a much higher throughput than the standard ropes courses due to its single-direction progression. The modernistic design also solves architectural problems with its easy implementation in otherwise unusable spaces with complicated footprint.

Intercard

Booth #1324

Intercard will introduce its new Edge Mobile App Collection at the IAAPA. The collection includes the popular iService arcade management tool and new apps for card replenishment and inventory management.

The iService app makes it simple to track and manage every game at one or more locations. Users can remotely put a game out of service for maintenance and technicians can use it to track repairs and when the game was placed back into service. All information is automatically updated on the server and in the cloud.

Proslide

Booth #2054

Proslide has reinvented racing with two of its latest innovations for 2018: the RallyRacer and Dueling Pipeline. Both feature new RallyPoints – low separator lanes within the waterslide that allow riders to see and hear competitors during the race. Available in 2 to 10 lanes, the RallyRacer rockets riders through tight high-speed loops.

Triotech

Booth #1578

Triotech's Team Battle is a first-of-its-kind high capacity dueling interactive attraction. This unique experience features two teams battling it out in an oversized multi-sensory arena. Team Battle is based on Triotech's award-winning XD Dark Ride Interactive theater. Using new technology and game-play design, the experience features both team and individual scoring elements which drive interactivity and provide high replay value.

Rocas & Design

Booth #275

As a worldwide leader in providing turnkey theming



Team Battle is based on Triotech's award-winning XD Dark Ride Interactive theater. The dueling attraction is themed on the popular Rabbids IP

solutions, Rocas & Design, is introducing its latest projects at this year's IAAPA.

In Middle East, "Angry Birds World" recently opened its door in Doha with great success. Rocas will also present the design and theming of "Island of Legends" in Sharjah and its participation in major project currently underway in Qatar.

Penny Press

Booth #806

Penny Press Factory continues to supply its GEM penny press to theme parks and attractions around the world. The innovative Penny Press features contactless payment, internal token dispenser and wireless income reporting. The latest installation was at the QE2 in Dubai, UAE. Penny Press Factory are actively searching for distributors around the world.

Simex-Iwerks

Booth #2281

Come see Simex-Iwerks' flying 4D Vertical Experience demo and learn about the company's exciting new film partnership that combines new content with the thrilling sense of flight.

The company will also introduce a number of new attractions films, including three Warner Bros titles – *Wonder Woman*, *IT*, and the family-friendly adventure, *Smallfoot*.

Visit the Simex-Iwerks booth during this year's show to learn how you can bring these blockbuster titles to your visitor attraction.

FORWARD THINKING

Founded in 1989, Simtec has spent the last three decades establishing itself as a leader in its field.

Based in Braunschweig, Germany, the company develops and manufactures simulator systems for various applications such as automotive component testing and driving simulation. The majority of its business is done within the entertainment industry, where it develops simulator attractions for customers worldwide. Simtec Asia – a subsidiary of Simtec – was created specifically to support its customers in East Asia, with a marketing and sales office in Shanghai, China, and a service location in Wuhan, China.

“Our most successful product is our HexaFlite Flying Theater system, as well as our Funride closed cabin simulators,” says company CEO, Bernd Kaufmann.

“We have a powerful focus in the development of simulator attractions with our own engineering teams.

Simtec is a flying theatre and simulator ride supplier for the attractions industry, as well as a manufacturer of driving and flight simulation applications. With its new digital signage system Simtec also offers advertising solutions. Its CEO, Bernd Kaufmann, is leading the company forward as it continues to be a leading supplier in the attractions industry.

Beside this engineering focus we do the system integration and can offer turnkey solutions for several simulator systems.”

High-profile clients

Simtec has focused its business on three different industries. The first is the entertainment industry, serving customers including theme parks, museums, zoos and expos. The second is the automotive

industry, where it creates test systems for automotive components, driving simulators, and test systems for other applications. Digital signage is the third arm of Simtec, with its new moving advertising system for airports, shopping malls and other places.

Working primarily in these three areas, over the last three decades Simtec has built up an impressive client list.

In the attractions sector, major clients include Volkswagen Autostadt, the Mercedes Benz Museum, Cinecittà, Wanda and Evergrande. Simtec has also worked for research institutes such as the German Aerospace Establishment, universities, museums and multiple Expos, including World Expos in Hannover and Shanghai.

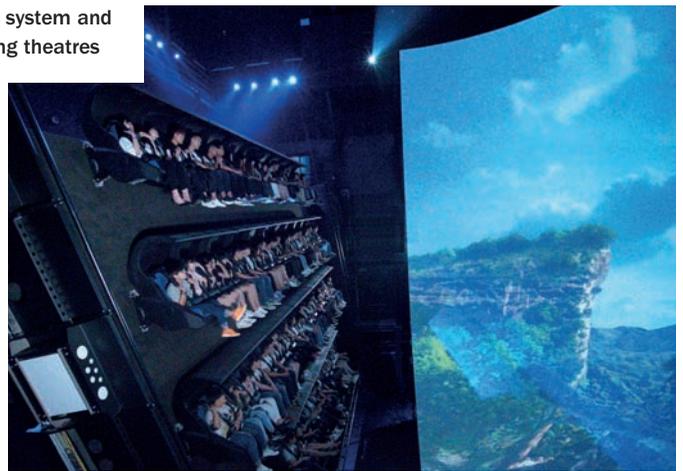
In the automotive industry, these include the likes of Volkswagen, Audi, BMW and Mercedes, as well as a number of different automotive suppliers. ▶



MAJOR CLIENTS INCLUDE VOLKSWAGEN AUTOSTADT, THE MERCEDES BENZ MUSEUM, CINECITTÀ, WANDA AND EVERGRANDE



Simtec offers a number of products to the attractions sector, including its Funride simulators, ScreenFlite digital signage system and HexaFlite flying theatres





Simtec's interactive dark ride combines a traditional dark ride concept with the fun of competing each other of modern video games

- ▶ The company has installed its ScreenFlite digital signage system at Aeroporto di Roma and can offer similar solutions for locations including airports and shopping malls.

"We're supplying our customers with customised, as well as small series, products. We also do special development projects of unique systems," says Kaufmann. "We take this worldwide, with a focus on Europe, the Middle East, China and East Asia."

Always innovating

With the slogan "German innovation in motion", it's no surprise Simtec likes to offer custom-designed products, created on-site within 7,000sq m (75,000sq ft) of system integration halls and offices.

"We have our own technology development capabilities and don't depend on others to develop innovative products," says Kaufmann. "We like to work with customers on a long term perspective, so having everything in-house is perfect."

When working with new clients, Kaufmann says that Simtec management will work with their client to understand their ideas, targets and vision for a new system or attraction, so they can create a bespoke final specification matching their needs.

A current project is the HexaFlite flying theatre, which is being installed in China for both Wanda and Evergrande.

An industry perspective

As the business grows and evolves, Simtec always has its finger on the pulse.

MANAGEMENT AND QUALIFICATIONS

Led by Bernd Kaufmann, Simtec's team of around 90 employees is made up of different groups, including mechanics, hydraulics/pneumatics, electric and software and project management.

Within these teams, Simtec delivers its projects based on the Prince II system, which is a structured project management method based on seven key principles: Continued Business Justification, Learn From Experience, Defined Roles And Responsibilities, Manage By Stages,

Manage By Exception, Focus On Products, Tailor To Suit The Project Environment.

The company also holds an ISO 9001 quality approval, a globally-recognised management system based on Customer Focus, Leadership, Engagement of people, Process approach, Improvement, Evidence-based decision making and Relationship Management.

Simtec also holds several other key qualifications for special applications in areas such as the automotive industry.

"We have an internal team that analyses the market and tries to summarise different needs in the industry," Kaufmann explains. "As we've been in the market for about 30 years now, we've gained much experience and have designed our own new products to fit different demands."

Not only does Simtec analyse its own customers, but it keeps an eye on the global attractions market. Identifying different strengths and weaknesses in various world regions, Simtec does this so that it can deliver the best product possible to each individual market.

"China is the strongest market at moment," says Kauffman. "Due to the economic war between the US and China, a German supplier such as Simtec is more and more interesting for our customers in China and in wider Asia."

"We're prepared in that market with our fully-owned subsidiary. We also have a very good and experienced team in both our China and Germany locations, with our staff able to take additional business for our entertainment systems, as well as our automotive test systems and digital signage systems."

Reliable business

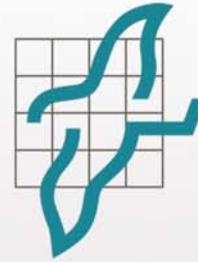
Simtec can provide a multitude of solutions for the visitor attractions sector, whether that be in creating rides, working in the automotive sector or creating digital signage. But why choose this company?

"If you're a customer who's looking for a reliable, family-owned supplier with a 30 year track record in the industry call Simtec," says Kaufmann. "Here we expect the unexpected."

Funride



Realizable as Immersive Tunnel attraction



simtec[®]
Systems

German innovation in motion

www.simtec.de
info@simtec.de



ScreenFLITE[®]



The new dimension of eye-catching



IAAPA

TEA THEMED ENTERTAINMENT ASSOCIATION

Turning visions into attractions

Dark Ride



Interactive

HEXaFLITE[®]



The new dimension of Flying Theater based on 6-DOF

7-8 NOVEMBER 2018

Family Attraction Expo **Birmingham, UK**

The Family Attraction Expo is an educationally rich B2B trade exhibition which will provide its 2,500 visitors with the very latest trends and the best suppliers, to cater for every need of any visitor attraction. Visitors will be able to choose from 350 handpicked exhibitors covering a broad range of areas aimed at increasing your visitor numbers.

Contact: Liam.Walker@prysmgroup.co.uk
www.familyattractionexpo.co.uk

12-16 NOVEMBER 2018

IAAPA Attractions Expo **Orlando, Florida, US**

The IAAPA Attractions Expo 2018 is the one-stop destination for leisure and attractions industry professionals, including owners, operators, suppliers, investors, and developers. Visitors will discover fun, future trends, and the forward thinking it takes to increase attendance, grow revenue, and deliver the cutting-edge entertainment today's guests demand. They will see what's next, learn what's new, and hear what's working from peers and leaders from around the globe.

Tel: +1 703 836 48007

Contact: iaapa@iaapa.org
www.iaapa.org/expos

12-16 NOVEMBER 2018

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■ The Park Plaza Hotel will be the location for this year's BALPPA meeting

14 JANUARY 2019

BALPPA Trade Associate Members' Meeting

Park Plaza Hotel, London, UK

BALPPA will be holding a Trade Associate Members Meeting, the Annual General Meeting and

its black-tie flagship event, the Annual Dinner. There will also be a vote to appoint the Members of BALPPA's Management Committee for the next two years
Tel: +44 0207 403 4455
Contact: information@balppa.org

attendance, grow revenue, and deliver the cutting-edge entertainment today's guests demand. They will see what's next, learn what's new, and hear what's working from peers and leaders from around the globe.

Tel: +1 703 836 48007

Contact: iaapa@iaapa.org
www.iaapa.org/expos

5-7 DECEMBER 2018

Parx Expo **Tokyo, Japan**

A specialised exhibition of facilities and services for development and operation of theme park and leisure facilities, Parx represents the largest theme park expo to take place each year in Japan.

Tel: +81 3 6273 0403

www.leisure-japan.jp

15-17 JANUARY 2019

EAG/Visitor Attractions Expo **ExCeL Exhibition Centre, London, UK**

Both EAG International and Visitor Attraction Expo are presented by the industry's trade associations bacta and BALPPA. The event will showcase

more than 300 manufacturers from around the world, with well over 100 leisure brands represented. Bringing the industry together with two shows, both EAG and VAE have their own distinct identities but benefit enormously from crossover between their target markets.

Tel: +44 (0) 1582 767 254

Contact: karencooke@swanevents.co.uk
www.attractionsexpo.co.uk

25-27 JANUARY 2019

HAuNTcon **New Orleans, Louisiana, US**

HAuNTcon, the leading event for haunted attractions, is a trade-only event that brings industry professionals together each year. Owned by Urban Expositions, a Clarion Events Company, the event provides a platform for sourcing, learning, and networking. The event is co-located with the Halloween and Party Expo, creating North America's only experience that brings together all things Halloween, party and haunt.

Tel: +1 972-951-5100

Contact: esaunders@urban-expo.com
www.hauntcon.co

SAVE THE DATE!

IAAPA ATTRACTIONS EXPO 2019



Conference Nov. 18-22, 2019 | **Trade Show** Nov. 19-22, 2019

Orange County Convention Center | Orlando, FL, US

www.IAAPA.org/IAAPAAttractionsExpo

WYLES HARDY & Co

On Behalf of Capsicum Motorsport Simulation Ltd – Due to Reorganisation

FOR SALE BY PRIVATE TREATY (subject to availability)

Ten Car Formula 1 Chassis Simulator with 3 degrees of motion for removal from the premises.



SIMULATOR SPEC;

- Full size F1 chassis with F1 driving position tub
- F1 style Carbon Fibre steering wheel
- Paddle shift
- Adjustable pedals, right foot acceleration, left foot braking
- 3 degrees of motion – acceleration, deceleration, left and right
- rFactor2 software as standard (N.B. we can add any track or car on request)
- 3 phase power or equivalent required (415V 32Amp Supply)
- Current livery is Lets Race Branding (as pictured) – can be changed at the purchasers request at an additional cost
- Home entertainment system sound system supplied as standard
- 120 degree TV system supplied as standard (Triple Screen)
- The software is open source and rFactor2 is Stream based allowing for the possibility of gaming on line as well LAN racing between all ten simulators

PERFORMANCE

- The simulators have multiple track and car combinations available
- The car is set up in the F1 configuration
- Depending on the car chosen, the simulator creates up to 1.5g in a high speed corner
- The software allows the driver to choose weather conditions, traction control and other race settings

PC SPEC – CUSTOM BUILD

Operating System: Windows **

Graphics Card: ZOTAC GeForce GTX 760, 2GB GDD5 Memory, DirectX 11

CPU: Intel i7

Motherboard: ASUS P9X79

Cooling: Corsair Water-cooled

INCLUDED IN SALE

- 10 Full Motion Race Simulators (Built by BRD)
- 1x Race Control PC
- Sony LED Projector
- 30 seater spectator grandstand
- Raised grated flooring surrounding simulators
- All PC, cabling, switches needed to operate all 10 simulators
- rFactor2 Commercial Licenses x11
- SRL Race Control System license (expires end of 2018)

Currently installed and in operation in Horley, Surrey.

Viewing strictly by appointment only, for further details please contact Terry Madden terry.madden@wyleshardy.com or +44 (0)1442 832234

Attractions Find great staff™

MANAGEMENT NEWS



Recruitment headaches?
Looking for great people?

Attractions Management News can help

Tell me about Attractions Management News

Whatever leisure facilities you're responsible for, the AM News service can raise your recruitment to another level and help you find great people.

How does it work?

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

There are loads of recruitment services, how is AM News special?

AM News is the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

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

For more details on the following jobs visit www.attractionsmanagement.com or to advertise call the team on +44 (0)1462 431385



Sales and Events Manager

Salary: Negotiable depending on experience
Company: NAMCO UK Ltd
Location: Manchester, UK

Bowling Technician

Salary: Negotiable depending on experience
Company: NAMCO UK Ltd
Location: Manchester, UK

Food and Beverage Manager

Salary: Negotiable depending on experience
Company: NAMCO UK Ltd
Location: Manchester, UK

Evening Duty/Bar Manager

Salary: £9 per hour
Company: Parkwood Leisure
Location: Longridge, Preston, UK

Public Relations Representative

Salary: Competitive rate of pay
Company: Legoland
Location: California, USA

Director of Operations

Salary: Competitive
Company: Legoland
Location: California, USA

Global Marketing Executive

Salary: Competitive
Company: Merlin Entertainments Group
Location: London, UK

Aquarium Commercial Supervisor

Salary: Competitive
Company: Sea Life
Location: Carlsbad, CA, USA

Digital Marketing Executive

Salary: Competitive
Company: Legoland
Location: Windsor, UK

Digital Business Analyst

Salary: Competitive
Company: Merlin Entertainments Group
Location: London, UK

Curator

Salary: Competitive
Company: Sea Life
Location: North Carolina, USA

Commercial Team Leader

Salary: Competitive
Company: Legoland Discovery Centre
Location: Ontario, Canada

Commercial Manager Short Breaks

Salary: Competitive
Company: Merlin Entertainments Group
Location: Chessington, Surrey, UK

Assistant Customer Support Manager

Salary: Competitive
Company: Merlin Entertainments Group
Location: Chessington, Surrey, UK

Brand Manager

Salary: Competitive salary
Company: Alton Towers Theme Park
Location: Stoke-on-Trent, UK

Graduate Programme Business Management/ Marketing

Salary: Competitive
Company: Merlin Entertainments Group
Location: Japan

For more details on the above jobs visit www.attractionsmanagement.com



Namco UK Ltd. is part of the Bandai Namco group of companies a listed company that operates across the globe. The main business units of the worldwide group are toy and hobby products, game software and amusement facilities however in the UK Namco UK Ltd operates leased large scale multi leisure facilities and significant revenue share contracts.



**We're currently recruiting for the following roles,
based at The Trafford Centre, Manchester;**

Food & Beverage Manager

An experienced F&B Manager is sought to work within a diverse leisure business working at the busy Flag Ship site Namco Funscape The Trafford Centre

Within the role your responsibilities will include:

- Increasing current F&B sales on site and pushing the business forward
- Training and Development of onsite staff
- Improving the delivery and standards of the F&B operation
- Full P&L accountability of F&B sales
- Managing Costs of Sales to ensure profitability remains in line with company targets
- Weekly stocktakes & line cleaning
- Health and Safety compliance

To find out more and apply;
<http://lei.sr?a=R6x1P>

Bowling Technician

An experienced Bowling Technician is sought to work within a diverse leisure business working at the busy Flag Ship site Namco Funscape The Trafford Centre

Within the role your responsibilities will include:

- Daily routine maintenance of the GS98 pinsetters
- Instil and maintain high standards of pinsetter maintenance
- Ensure the pinsetters remain operationally sound especially during peak periods
- Ensuring Health & Safety procedures are adhered to at all times

To find out more and apply;
<http://lei.sr?a=f7t7E>

Sales & Events Manager

An experienced Sales and Events Manager is sought to work within a diverse leisure business working at the busy Flag Ship site Namco Funscape The Trafford Centre

Within the role your responsibilities will include:

- Proactively drive and increasing corporate events and party sales
- Achieving set sales targets and goals for the site
- Striving to increase and develop customer numbers/sales opportunities through a variety of route's
- To event manage parties/corporate functions, with a strong focus on upselling products/offers
- Attend off-site exhibitions, marketing and networking events
- Telesales, cold calling and client visits is a key part of the role
- To deliver, manage and measure promotional activities including staff incentives.
- Ensure you have a current knowledge of competitor activity
- Working closely with the location management team to ensure all sales opportunities are ceased and driven.

To find out more and apply;
<http://lei.sr?a=j2B4z>

Operating in the leisure environment the business opens and operates daily 364 days a year with key trading times being evenings, weekends and school holidays. As a result, the roles demand flexibility.

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