

Attractions

MANAGEMENT NEWS

2018
REVIEW
ISSUE

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High and lows as 2018 draws to a close

In a year of ups, downs, loops and scoops, Attractions Management looks back at some of the biggest stories to hit the headlines, giving possible indicators at what's still to come in the year ahead.

The year started with a bang and the fireworks continued long after midnight on New Year's Eve. The New Year brought new appointments, with the Fifa Museum appointing a new director and the Museums Association a new president. Elsewhere, plans were announced for a major new attraction called Kataplum coming to Mexico City.

Reaching the mid-point of the year, six years on from the devastation caused by Hurricane Sandy, the New York Aquarium celebrated the launch of its new US\$158m shark exhibit. There were more big happenings for Disney, with the company securing a multi-billion dollar deal to acquire Fox and the announcement of a multi-billion dollar expansion of its Tokyo park.



■ Perhaps fittingly, 2018 has been a rollercoaster ride for the visitor attractions sector

The year might now be about to reach its conclusion, but the attractions industry continues to roll on, with some major deals announced for the coming year as we gear up for what 2019 has to offer in the attractions sector.



The year started with a bang and the fireworks continued long after midnight on New Year's Eve



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SeaWorld searches for Manby successor

SeaWorld CEO Joel Manby leaves his position

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George Lucas finally breaks ground on legacy project

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Mickey Mouse headed for the White House?

Disney's Bob Iger considers 2020 Presidential campaign

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Transfer window opens in January, with appointment of Marco Fazzone as new Fifa museum director

The Fifa World Football Museum in Zurich, Switzerland, shook up its managerial team, with the appointment of Marco Fazzone as its new director.

At the time managing director of design and regional art fairs for the MCH Group in Basel, Fazzone has also held positions within the culture sector for a number of years, including with Art Basel, the Swiss Institute for Art Research, AOZ Zurich and the Swiss Museum Group.

In its first year of operation, the FIFA museum announced losses of more than CHF30m (US\$30.5m, €27.9m, £24.1m), leaving many questioning the future of the project ordered by



■ Fazzone worked across the culture sector for a number of years

"The Fifa World Football Museum should be a meeting point for dialogue and debate on football"

former Fifa president Sepp Blatter. Visitor and financial numbers improved in 2017,

with museum management refining its financial model and attendance rising.

Up 14,000 to 118,000 visitors in 2017, the museum is still operating at a deficit, although one that has been significantly cut.

"Marco Fazzone knows exactly what the museum's mission is and how he has to exercise it," said Zvonimir Boban, Fifa's deputy secretary general, who led the internal task force to find a new director.

"The Fifa World Football Museum should be a meeting point for dialogue and debate on football and contemporary culture and plays an important role nationally and internationally. The museum is important to Zurich, and makes a lot of people in Zurich happy."

RAF Museum CEO Maggie Appleton appointed President of The Museums Association



■ Appleton replaced the outgoing David Fleming

Maggie Appleton, CEO of the RAF Museum in London, was named the new president of the Museums Association (MA) in January.

With more than 25 years of experience in the museums sector, Appleton started her career working at the Royal Armouries, before spending 12 years working in Luton – six as director of museums for Luton Borough Council and latterly as the chief executive of Luton Culture. From there she was named CEO of the

"It's more important than ever that the MA works with our partners to lead, listen and advocate with clarity, bravery and positivity"

RAF Museum, a role she has held since January 2015.

"Having been a member of the MA for about 25 years, it's an utter privilege, and I am very much looking forward to working with the fabulous MA team and all our members to build on David Fleming's immense contribution to museums," said Appleton.

"We continue to face unprecedented challenges

and it's more important than ever that the MA works with our partners to lead, listen and advocate with clarity, bravery and positivity."

Outgoing president Fleming whose departure coincides with his retirement as director of National Museums Liverpool, called Appleton a "moderniser", adding that her appointment was the "next natural step" for the MA.



■ Theme park attractions will be split into three areas

"We see in this model an important thing to grow the company's total revenues"

Group announces MX\$550m theme park plans for Mexico

Near the end of the month, entertainment investment firm Grupo Diniz announced the launch of Kataplum – a series of theme parks being developed in Mexico at a cost of MX\$550m (US\$29.4m, €24m, £21.1m).

Coming to the municipality of Iztapalapa on the east side of the Mexican capital, entertainment investment firm Grupo Diniz are behind the franchise.

Covering 27,000sq m (290,000sq ft), theme park attractions will be split into three areas covering family, children and adventure. The park will also feature

two restaurants, a cafe and an auditorium capable of seating 60 people.

Set to open as part of a mixed-use shopping complex, at least one more park will follow, with Grupo Diniz executive president Antonio Quevedo announcing plans for a second Kataplum in one of Mexico's central states.

"We see in this model an important thing to grow," he said, speaking to *Riviera Maya*.

The park and shopping centre are scheduled to open later this year, with both set for July. The first Kataplum park is projected to welcome more than 1.2 million visitors a year.

Attractions

MANAGEMENT NEWS

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We take a look back at the biggest news that happened in 2018 across the visitor attractions sector

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New products and technologies hit the attractions market



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Paul Noland resigns after five years at helm of IAAPA to join Accesso



■ Noland oversaw IAAPA through a significant growth period

Paul Noland, president and CEO of global attractions association IAAPA, stepped down from the role after five years, leaving to take up a new position as CEO of technology solutions provider Accesso.

"It has been one of the true joys of my career to be associated with such a talented and committed staff and volunteer leadership," said Noland. "The association is well positioned for the future, and I know that its best days are ahead."

"The association is well positioned for the future, and I know that its best days are ahead"

As an erstwhile theme park consultant, Noland was member of the IAAPA board of directors and was an executive at Walt Disney Parks and Resorts between 1995 and 2011, and formerly with Marriott International.

IAAPA would spend a number of months on the hunt for a new successor. Hal McEvoy, who joined IAAPA in April 2017 from Busch Entertainment/

SeaWorld, took up the position of acting president and CEO during the leadership transition, ultimately taking up the role on a permanent basis later in the year.

"Paul has led IAAPA through some of the most successful years in the association's 100-year history," commented then IAAPA chair Andreas Andersen. "We owe him a very warm thank you."

Joel Manby resigns as SeaWorld CEO as operator launches search for successor

SeaWorld CEO Joel Manby resigned from his position as the company's CEO during February, with the troubled operator launching a search to find a permanent successor following the move.

Manby, who was named CEO in March 2015, had taken numerous steps to turn around the company's fortunes, which has struggled in the wake of Blackfish – the 2013 anti-SeaWorld documentary which focuses on the killer whale Tilikum.

To combat attendance declines, Manby introduced a five-point plan focused on "Experiences That Matter" – an extensive rebranding effort that included the elimination of theatrical orca shows



■ Manby had taken steps to turn around SeaWorld's fortunes

"I am so proud of this company and all we have accomplished to position SeaWorld for continued success"

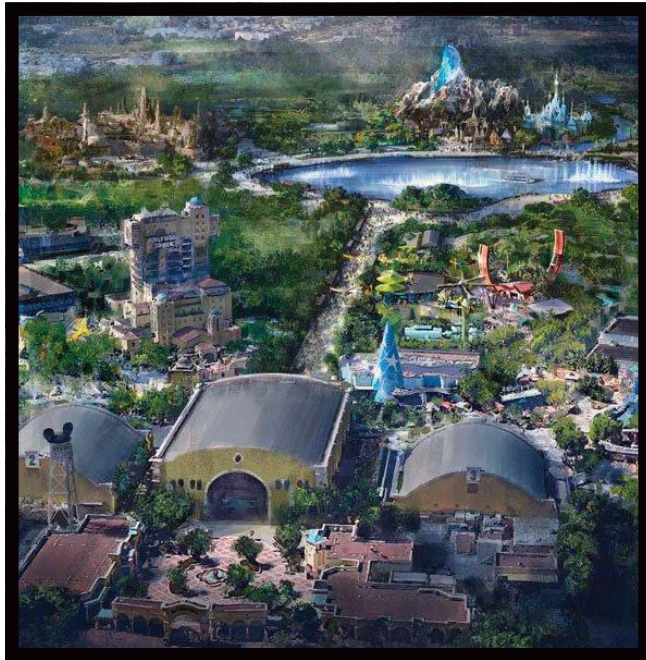
and the promise that the operator's current generation of orcas would be its last.

Under its transition plan, chief parks operations officer John Reilly succeeded Manby

on a temporary basis, a position he still currently holds 10 months on.

Reilly has a wealth of experience in the theme park realm, having worked with the company for 32 years, and has previously served as park president of SeaWorld San Diego and Busch Gardens Williamsburg, among other roles.

"I'm so proud of this company and all we have accomplished to position SeaWorld for continued success by providing fun and truly meaningful experiences that connect our guests to the natural world," said Manby. "John is an ideal choice to lead the company, and I feel confident that I leave SeaWorld in incredibly capable hands."



■ Disneyland Paris is investing in three new lands

{ **"The expansion will add even more of our beloved characters and unparalleled storytelling"** }

Bob Iger announces major €2bn expansion of Disneyland Paris

At the end of February, Disney revealed a major expansion of Disneyland Paris, with the operator unveiling €2bn (US\$2.46bn, £1.77bn) plans which included new areas based on its Marvel, Frozen and Star Wars IPs.

Disney chair Bob Iger announced the plans alongside French President Emmanuel Macron at the Palais de l'Elysée, promising multiple new attractions and live entertainment experiences for Europe's most visited attraction.

Set to break ground in 2021, the multi-year plan will

include a significant expansion of the main Disneyland park. In addition to three new themed areas, the park will also gain a new lake, which will act as a focal point for entertainment experiences, while also connecting each of the new areas with the rest of Disneyland.

"The resort is already the leading tourist destination in Europe, and the transformative expansion we announced today will add even more of our beloved characters and unparalleled storytelling to create new lands, attractions and entertainment," said Iger.

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MUSEUMS

George Lucas' museum finally breaks ground

With delay after delay and problem after problem, it looked like George Lucas' long-awaited Museum of Narrative Art was never going to be realised.

But finally, after years of delays and multiple locations touted, the official groundbreaking for the museum took place in Los Angeles' Exposition Park.

The 300,000sq ft (27,800sq m) museum will celebrate the art of visual storytelling – from comic art, paintings and illustrations to photography, filmmaking and drawings – with collection galleries, exhibition spaces and two theatres displaying original works of art, digital technologies and daily film screenings.

The museum will also feature an expansive public landscaped roof, artificial waterfalls and pathways through 11 acres of surrounding new parkland and gardens, created by LA landscape architects Studio-MLA.

"The focus of the museum is to open up people's imaginations and inspire them to dream beyond what is considered possible,"

said Lucas speaking at the groundbreaking ceremony on 14 March.

"Narrative art and storytelling stirs our emotions, shapes our aspirations as a society, and is the glue that binds us together around our common beliefs."

MORE: http://lei.sr/B4f8j_T



■ The museum will celebrate the art of visual storytelling



The focus of the museum is to open up people's imaginations and inspire them

George Lucas

THEME PARKS

Alabama businessman handed 10-year fraud sentence



Robinson's business operated as a fraud upon investors

Joseph Borg

The US businessman touted as a top investor in a multi-billion dollar multi-theme park proposal was handed a 10-year prison sentence in March for defrauding more than 40 investors in relation to the project.

Bryan Robinson pleaded guilty to one count of securities fraud for engaging in a business that "operated as fraud or deceit upon more than 40 Alabama investors," according to a statement from District Attorney Chris Connolly and Joseph Borg, director of the Alabama Securities Commission.

Robinson had announced grand plans in 2015 to construct two



■ Bryan Robinson pleaded guilty to one count of securities fraud

US\$3.5bn (€2.8bn, £2.5bn) theme park projects in Texas and Alabama.

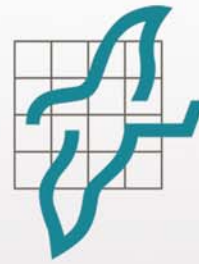
Beyond the announcement, neither of the two parks ever came to fruition, with Robinson ordered to pay a fee totalling more than US\$7m (€5.7m, £5m) in restitution costs.

MORE: http://lei.sr/5W3n7_T

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POLITICS

Bob Iger considered Presidential campaign

Bob Iger made the headlines in April, with the Disney chief revealing that he did consider running as a candidate for the US Presidency in 2020.

In an interview with *Vogue*, Iger revealed the "patriot" in him was his reason to consider the move, with the Disney chief saying that he grew up "at a time when we respected our politicians not only for what they stood for but because of what they accomplished".

"I'm horrified at the state of politics in the US today and I will throw stones in multiple directions," said Iger. "Dialogue has given way to disdain. I, maybe a bit naively, believed that there was a need for someone in high elected office to

be more open-minded and willing to not only govern from the middle but to try to shame everyone else into going to the middle."

Iger was briefly involved with current President, Donald Trump, in December 2016, being named a part of the President's strategic and policy forum. In February 2017, Iger warned Trump on his trade and migration policies, particularly in terms of a Chinese trade war, which would have pitted Disney against the will of the Oval Office. He would leave the council in June last year following Trump's decision to withdraw from the Paris climate deal.

MORE: http://lei.sr/X6c9D_T



■ Iger spoke out against President Donald Trump's policies



I'm horrified at the state of US politics and I will throw stones in multiple directions

Bob Iger

SOCIAL MEDIA

'Absolute unit' sends rural life museum viral



Look at this absolute unit

Museum of English
Rural Life

The effect good social media can have on an attraction was well demonstrated in 2018, as the little-known Museum of English Rural Life in Reading, UK, found some unexpected internet fame, with its images of animals described as "absolute units" going viral on social media.

The museum and archive, devoted to the history of farming in the English countryside, received hundreds of thousands of likes and retweets in just a few days after adopting meme culture and adding it to its social media output.

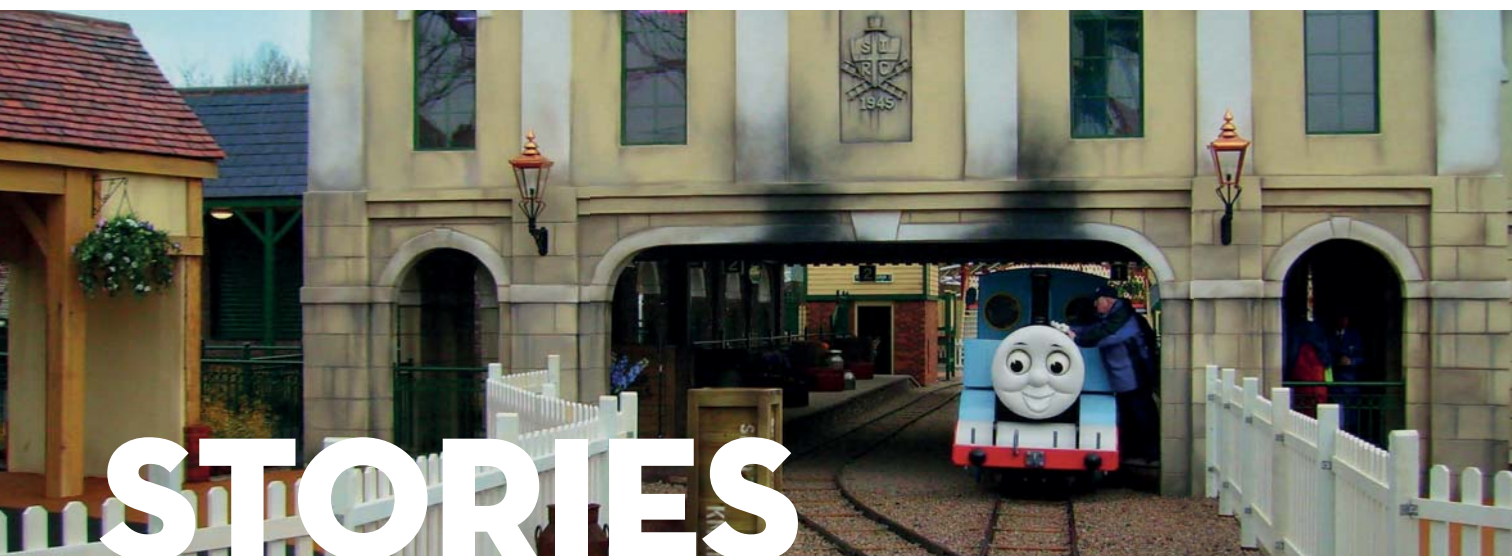
Tweeting a picture of a rather fluffy ram, along with the caption "look at this



■ The ram gave the museum a social media boost

"absolute unit", the museum found itself trending worldwide on Twitter, something it's continued to take advantage of, posting more images of 'absolute units', along with memes about its other works to the delight of social media.

MORE: http://lei.sr/r9Y2Y_T



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THEME PARKS

Blaze at Europa Park destroys historic ride

A major fire broke out at Germany's Europa Park in May, destroying a historic ride and consuming a large chunk of the park's Scandinavia and Norway-themed areas.

Starting on the Pirates of Batavia water dark ride, the fire started in a backstage storage area, creating a huge plume of smoke that could be seen for miles.

Firefighters tackling the blaze used water from the Fjord-Rafting and the Dschungel-Floßfahrt rides to combat the fire.

During the fire, seven firefighters were slightly injured and were treated for smoke inhalation. No park visitors or employees were injured during the

event, with more than 25,000 people safely evacuated during the fire.

Providing an update to *Attractions Management* later in the year, Europa Park founder, Roland Mack, said: "Our hotel and waterpark are both coming along nicely and we hope to have those open in 2019. At the same time, we're rebuilding our Norwegian village, the Dutch village and our wonderful Batavia ride following the fire.

"There's a lot going on in Europa Park. There's not another family-owned park in the world doing as much as we are right now. It's incredible."

MORE: http://lei.sr/w4e2C_T



■ The fire created a plume of smoke that could be seen for miles



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"We're rebuilding our Norwegian and Dutch villages and our wonderful Batavia ride"

Roland Mack

VISITOR ATTRACTIONS

Europe's tallest observation wheel planned for Newcastle



“

This is one of the most exciting regeneration projects in the UK

Phil Lynagh

Newcastle's 'Whey Aye' was revealed in May, with the towering observation wheel set to outdo its southern sibling – the London Eye – by becoming the tallest in Europe.

The 140-metre-tall (459-foot) attraction, which will be located at the east end of the city's Quayside and offer 30-minute "flights", will be five metres taller than the London Eye and takes its nickname from the oft-heard Geordie phrase, "Whey aye, man".

"This is one of the most exciting investment and regeneration projects in the UK, if not the world," said Phil Lynagh, CEO of World Wheel Company's Newcastle operation.



■ The 'Whey Aye' will be the tallest wheel in Europe

"Representing an overall investment of more than £100m (US\$134m, €114m), it will create up to 550 local jobs and deliver local building contracts. The developments will attract continued investment through more visitors spending an increased amount of time in the city and the region."

MORE: http://lei.sr/U6k6C_T

THEME PARKS

Fox agrees new merger deal with Disney

One of the financially largest deals of the year, the Disney/Fox merger was saved after Fox accepted a larger Disney offer days after Comcast attempted to hijack the deal.

Under the amended acquisition agreement, Disney agreed to buy Fox for US\$71.3bn in cash and stock – an increase from Disney's initial US\$52.4bn stock offer and Comcast's US\$65bn cash offer. The new offer from Disney includes US\$35.7bn in cash, with the remainder in stock.

"The amended and restated Disney Merger Agreement offers a package of consideration, flexibility, and deal certainty enhancements that is superior to the proposal

made by the Comcast Corporation on June 13, 2018," said a Fox statement.

The Fox acquisition will see Disney acquire a huge media library and the distribution 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.

The move will have significant impact on the theme park industry, with Disney likely planning to bring its new Fox IPs to its parks. Comcast owns Universal, which it would almost certainly have wanted to bring the Fox library to its parks instead.

MORE: http://lei.sr/7g3W5_T



■ Bob Iger (left) and Rupert Murdoch following the first deal



The amended and restated Disney Merger Agreement offers a package of consideration, flexibility, and deal certainty enhancements

Fox

AQUARIUMS

New York Aquarium launches US\$158m shark expansion



We're celebrating a remarkable new facility

Bill de Blasio

June marked a special moment for Brooklyn's New York Aquarium, which, six years on from Hurricane Sandy, celebrated the launch of its new shark-themed expansion on Coney Island's iconic boardwalk.

Called Ocean Wonders: Sharks!, around US\$158m has been invested in the brand new three-storey development.

A 57,500sq ft (5,300sq m) space made up of nine different galleries, Ocean Wonders has been designed to build awareness of the importance of sharks to the health of the world's oceans, as well as educating visitors about the severe threats



■ The aquarium was in need of major restoration

which sharks face and inspiring them to protect New York's own marine wildlife.

"We're celebrating a remarkable new facility where we can learn more about our ocean-dwelling neighbours," said New York City mayor Bill de Blasio.

MORE: http://lei.sr/3p8C8_T



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TECHNOLOGY

Disney creates superhuman robot stunt double

Disney's Imagineers unveiled their latest creation in July – an autonomous robotic stunt double.

Called Stuntronics, the animatronic robot can control and alter its pose in mid-air, as well as guaranteeing the completion of sophisticated aerial stunts with precision every time.

The innovation represents a significant improvement to traditional animatronics, as it can be flung from a wire 60ft (18.3m) into the air and execute acrobatics while in flight.

Robots have been used throughout Disney's theme parks for decades to help create an immersive experience for visitors, as

the company wants to make the Disney universe and its characters as vivid and as true to their films as possible.

The Stuntronics programme originally began as Disney's "Stickman" project – based on a Z-shaped robot fitted with a laser-range finder, that produces a variety of somersaulting stunts. The project was sparked by a universal concern at Disney that its parks' robots did not match the increasingly authentic nature of its on-screen characters. As a result, Disney chose to task its Imagineers with improving the dynamicity of its animatronics.

MORE: http://lei.sr/F2n8a_T



■ Disney's newest robotics breakthrough is named Stuntronics



The animatronic robot can control and alter its pose in mid air, as well as guaranteeing the completion of sophisticated aerial stunts with precision every time

VISITOR ATTRACTIONS

Mountaintop James Bond attraction opens its doors



We want to place guests into Bond's environment

Neal Callow

High in the mountains of Austria, a new *James Bond*-themed attraction opened its doors. Called '007 Elements', the state of the art facility is located more than 3,000m above sea level at the summit of the Gaislachkogel mountain.

Sitting within the rock face, the attraction offers breathtaking panoramic views of the Austrian Alps, which acted as the inspiration for the 2015 *James Bond* hit *Spectre*.

The Bond experience takes visitors through five different zones, each immersing visitors in the world of 007. In the attraction, they can learn about



■ The facility opened to the public on 12 July

various aspects of the iconic character and the *James Bond* franchise.

"We want to use this incredible location to place guests into Bond's environment, and bring the stories to life in an unforgettable way," said creative director Neal Callow.

MORE: http://lei.sr/N9X4N_T

MUSEUMS

National Comedy Center opens in Jamestown

The first ever museum dedicated to telling the story of American comedy opened its doors in August in Jamestown, New York.

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 offers visitors the chance to experience comedy tailored to their tastes through an RFID bracelet. After creating a humour profile, visitors can

explore content tailored to their individual tastes, from broad slapstick to edgy satire.

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

"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. Lucille Ball's hometown will become a destination for comedy's celebration.

MORE: http://lei.sr/8f3G9_T



■ The museum is expected to attract 100,000 visitors a year



What these artists have done is important and it should be celebrated

Journey Gunderson

MUSEUMS

Study shows benefits of museum visits for pain sufferers



Participants found Art Rx inclusive, validating, and socially engaging

Ian Koebner, lead author

August saw the release of a study, which suggested that touring a museum can have an analgesic effect on helping to alleviate the symptoms of people suffering from chronic pain.

Published in the journal *Pain Medicine*, research looked at Art Rx tours, where 56 patients with chronic pain took part in a series of private tours at the Crocker Art Museum in Sacramento, California.

The tours focused on the museum experience rather than specific objects of art, concentrating on just three-to-five paintings or other art objects during the one-hour sessions.



■ The special tours were beneficial to chronic pain sufferers

They proved very beneficial, with more than half (57 per cent) of those who took part reporting reduced levels of pain up to three weeks following their visit. In addition, a lot of the participants reported a decrease in social disconnection – a common by product of chronic pain.

MORE: http://lei.sr/U8b9P_T

MUSEUMS

Museum blaze leads to 'incalculable loss'

A fire which raged at the 200-year-old Museu Nacional in Rio de Janeiro, Brazil, caused an 'incalculable' losses of historic artefacts and objects.

Several landmark collections were housed in the museum, whose loss was devastating for the country. The historic museum is one of the leading scientific institutions in South America and housed more than 20 million items – including "Luzia", a 12,000-year-old skeleton of a woman, the oldest human remains ever found in the Americas.

Entire galleries were also dedicated to priceless artefacts from Egypt and the museum also housed a large

European art collection and a palaeontology department.

In a statement, two vice chancellors of the institution said the losses could be 'beyond calculation'.

"It's an unimaginable disaster. It's 200 years of Brazil's heritage and 200 years of memories," said Luiz Duarte, one of the museum's vice-directors, local news channel *TV Globo*.

"It's 200 years of science, culture and education."

It was the second devastating fire to hit Brazil's museums in recent years. In 2015, a blaze ripped through the Museum of the Portuguese Language (Museu da Língua Portuguesa) in São Paulo.

MORE: http://lei.sr/h8u2U_T



■ More than 20 million items were housed inside the museum



“

It's 200 years of Brazil's heritage and 200 years of memories

Luiz Duarte

MUSEUMS

Museum of Ice Cream to become permanent attraction



“

Ice cream is universal symbol of joy

Maryellis Bunn

San Francisco's popular Museum of Ice Cream (MOIC) doesn't look like it's going to start melting anytime soon after the visitor attraction announced its permanent residence in the city following a successful debut year.

Originally intended only as a temporary installation, more than 500,000 visitors have flocked to the Bay Area of San Francisco over the last year to explore the sweet treats on offer at MOIC.

The brain child of Maryellis Bunn, the museum offers an immersive, multi-sensory experience, where ice cream – a "universal symbol



■ MOIC's exhibits aim to be fun and inclusive

of joy, a personal pleasure, and a transportive vehicle for anyone's imagination" – is the star of the show.

Becoming a permanent attraction in 2019, the museum will next year unveil a 2.0 version of the experience.

MORE: http://lei.sr/G6G6r_T



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VISITOR ATTRACTIONS

Scientists try to resurrect woolly mammoths

Bringing animals extinct for more than 10,000 years back to life sounds like something straight from the script of a Hollywood movie. But in October, a combined effort from Russian, Japanese and Korean scientists to resurrect the woolly mammoth was revealed.

Mammoths, whose closest living relative is the Asian elephant, became extinct around 4,000 years ago due to a number of suspected causes, including increased temperatures, overhunting, habitat shrinkage and a reduction in the supply of fresh water.

Now plans have been tabled to create a one-of-a-kind nature reserve, which will open in Siberia within the next decade.

What makes it unique is that if scientists can crack their genetic code, resurrected mammoths will become the centrepiece of the mother nature-defying attraction.

"In 2014 I proposed a project to create an ice age park with mammoths," said Aisen Nikolaev, the acting head of Russia's Sakha Republic, while speaking at the recent Eastern Economic Forum (EEF). "Everyone laughed then, but they're not laughing now. The prospect is no longer fantastical.

"This is the project of the future and I believe that in our lifetime, we'll be able to clone mammoths. All the prerequisites for this are there."

MORE: http://lei.sr/d4g7n_T



■ Mammoth specimens will be used to bring back the animals



“

In our lifetime, we'll be able to clone mammoths

Aisen Nikolaev

THEME PARKS

Record-breaking Infinity Falls comes to SeaWorld Orlando

“

Visitors will have the opportunity to take on the role of a conservationist on a journey through the rainforest

SeaWorld

SeaWorld's focus on creating "Experiences that Matter" continued in October, with the launch of the operator's latest Orlando attraction – the Intamin-manufactured Infinity Falls river ride.

Featuring a world record 40ft (12.2m) drop, the family-friendly ride finds inspiration in its design from the rainforests of South America, with guests taken through a jungle environment as they travel along the 1,520ft (460 m) rapids. The ride, which features eight-person rafts has an element unique to any rapids ride, with a vertical lift taking riders up a giant waterfall to its peak.



■ The ride features a 40ft drop

"Visitors will have the opportunity to take on the role of a conservationist on a journey through the rainforest," said SeaWorld. "There they can learn about the importance of freshwater conservation."

MORE: http://lei.sr/w8R4y_T

WATERPARKS

Cirque du Soleil to 'redefine' waterpark experience

Coming out of this year's IAAPA, WhiteWater West and Cirque Du Soleil announced a brand new partnership to bring Cirque-themed waterparks to life in multiple locations worldwide. The concept offers different visitor experiences for a day or night time visit. During the day, visitors can enjoy a range of water attractions for a traditional waterpark experience. At night, the waterpark is transformed, with the attractions used by visitors during the day becoming the stage for Cirque's performers.

WhiteWater's Paul Chutter revealed that the company was in discussions with at least two interested parties to develop the concept, with

a wider plan to build Cirque du Soleil parks worldwide under a franchise model.

"At Cirque du Soleil we're always looking for the next breakthrough," said Martin Boudreau, president and executive producer of Parks and Hospitality at Cirque du Soleil, speaking at the IAAPA expo.

"WhiteWater and Cirque have always pushed the limits. Together, we will redefine the waterpark experience by delivering a spectacular attraction and entertainment experience to our guests.

"It's not just about bringing wonder and excitement to the masses, it's also about taking live entertainment to the next level."

MORE: http://lei.sr/3r9G4_T



■ At night, waterpark attractions become stages



**At Cirque du Soleil
we're always
looking for the next
breakthrough**

Martin Boudreau

VISITOR ATTRACTIONS

Joanna Lumley's to open 'world of stories' with Peter Pan attraction



**Moat Brae matters
on many levels**

Joanna Lumley

In an exclusive with *Attractions Management*, actress Joanna Lumley spoke about her patronage of a *Peter Pan*-themed literary attraction, which is currently under development in Scotland.

Expected to draw around 250,000 visitors a year to the Dumfries area of the country, the historic Moat Brae house – the inspiration for *Peter Pan* – is undergoing a major redevelopment to transform it into a national centre for children's literature and storytelling.

Lumley has her weight behind it as the Peter Pan Moat Brae Trust's patron.



■ Lumley has helped to raise millions for the development

"Moat Brae matters on many levels," she said. "Dumfries and the wider region have had a tough time economically for many years and a new international visitor attraction will make a valuable contribution to all the regeneration work taking place."

MORE: http://lei.sr/J9j2M_T

WATERPARKS

Parques Reunidos acquires Tropical Islands

Spanish operator Parques Reunidos acquired the world's largest indoor waterpark – Germany's Tropical Islands – from Malaysian firm Tanjong for €226m (US\$257.3m, £203.3m).

The move marked the largest single-park acquisition in Parques Reunidos' history and is a huge addition to its portfolio.

Tropical Islands is a combination of a water park and other leisure offerings, with various lodging facilities that stay open year-round due to its indoor setting. It's located approximately 60 kilometres (37 miles) south of Berlin, close to the cities of Dresden and Leipzig, as well as the Polish

and the Czech borders. The waterpark welcomes around 1.3 million visitors annually and generates revenues of around €71m (US\$80.5m, £64m) per year.

"As well as representing a truly unique opportunity in itself, Tropical Islands also reinforces our market positioning in the country, where together with Movie Park and Belantis we will reach 3 million visitors," said Richard Golding, chair of Parques Reunidos.

"The indoor setting of the park will allow us to extend the season of our European business and provides an attractive source of resilience against external conditions."

MORE: http://lei.sr/4c4y2_T



■ Tropical Islands was acquired at a cost of €226m



The indoor setting of the park will allow us to extend the season of our European business

Richard Golding

WATERPARKS

ADG designs US\$40m Margaritaville waterpark



The waterpark is the first to open in Kissimmee in more than 13 years

The Aquatic Development Group has been selected to design and build the Orlando area's newest waterpark – part of the US\$750m (€661m, £589.6m) Margaritaville Resort currently under construction in the area.

Called Island H2O Live!, the waterpark element of the resort in Kissimmee will open by the end of Q2 2019.

Given a tropical theme, the US\$40m (€35.3m, £31.5m) waterpark will cover 46,500sq m (500,000sq ft) and will be home to 15 water attractions.

Included will be a 24,000sq ft (2,200sq m) dual beach wave pool, a



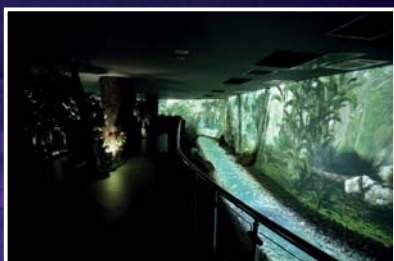
■ The waterpark will open in Q2 of 2019

1,300 ft long (400m) lazy river with a 500sq ft (46.5sq m) beach, a basketball and crossing lagoon, a multi-level play structure, kids activity pool and nine water slides. The waterpark is the first to open in Kissimmee in more than 13 years.

MORE: http://lei.sr/E4s7S_T

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Clip 'n Climb

a market leader conquering the highest peaks

Founded in 2005 by John Targett and Tim Wethey, Clip 'n Climb's team are experts in fun and climbing. Going from strength-to-strength, since its foundation, the company is now planning to open 1,000 facilities worldwide by the end of 2022

Clip 'n Climb is not just the leader in the fun climbing market – it innovated the concept. With 215 facilities worldwide, the leisure supplier has set its sights on world domination, with a projected 1,000 facilities due to be in operation by 2022.

The creation of a new industry sector

Invented in Christchurch, New Zealand by John Targett and Tim Wethey, Clip 'n Climb is the international market leader of the fun climbing industry, with 215 energy-filled facilities worldwide.

Since the very first centre opened in New Zealand in 2005, Clip 'n Climb has revolutionised indoor climbing. Its theme park meets climbing wall concept has been thrilling and challenging people of all ages, extending the appeal of indoor climbing to a mass audience and creating a new sector in the leisure industry that by 2010 had grown in popularity all over the world.

Testament to the company's vision and enduring success, in early 2017, Clip 'n Climb was completely acquired by Entre-Prises – a specialist in climbing solutions for more than 30 years. Entre-Prises is also a subsidiary of ABEQ, a stock exchange listed French group, that ranks among the leading global players in the sports and leisure sector.

● John Targett (second right) is co-founder of Clip 'n Climb



The Clip 'n Climb concept

Clip 'n Climb currently offers facility owners and investors more than 40 colourful and unique challenges designed to appeal to everyone from four years old and upwards.

Challenges are created to stimulate several senses simultaneously. Visual impact is coupled with tactility – incorporating soft, rough, cold, plastic and even velcro features to create a unique climbing experience. Whilst all challenges are suitable for people

of all ages, Clip 'n Climb has ranked them from one to five to help business owners choose concepts based on their specific audience demographic.

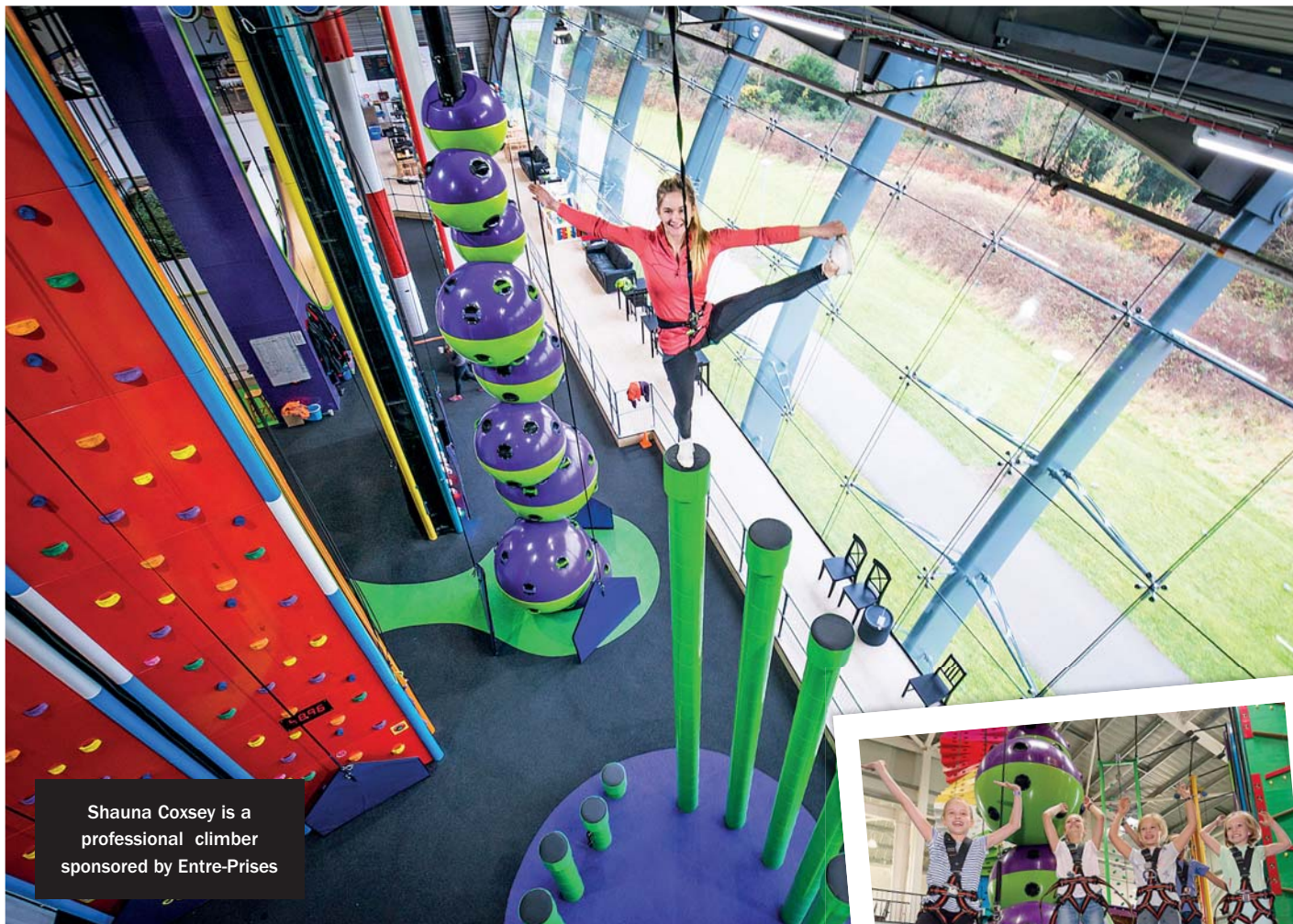
Outdoor facility owners can also benefit from the company's concepts, with six outdoor challenges now available.

Clip 'n Climb's brand is built around the belief that 'everybody can' – from its customers who can conquer its challenges to its investors who can reap rewards from a fun, strong business. Its brand values

are centred around being fun, brave, free, optimistic, physical and safe. These values are the core of the business.

Demonstrating the flexibility and wide appeal of the concept, the company's market share is currently split between standalone





Shauna Coxsey is a professional climber sponsored by Entre-Prises



In 2018, the company has opened 49 centres in 17 different countries, staking a claim in five new territories

Clip 'n Climb centres (35 per cent) in which the entire facility is dedicated to the concept, and zones within retail and leisure facilities (65 per cent), which include trampoline parks, shopping centres and amusement parks.

Entre-Prises has five subsidiaries worldwide taking care of Clip 'n Climb in the US, France, UK, New Zealand and China, and it's actively seeking new distributors. The intention is for the business to increase market share worldwide, having just joined forces with international distributors including RCI, ELI Play and SPI Global.

Leading the charge on industry innovation

Quality and innovation is, and always has been, central to the business and it boasts a number of industry firsts, which have set it apart from the competition from the outset.

In 2008, John Targett co-invented the Trublue auto-belay system, which allows all participants to climb independently without

any previous experience. Also unique to the company is its BelayMate auto belay system which was engineered by Clip 'n Climb and guarantees complete safety.

An innovator since inception, Clip 'n Climb is not intending to rest on its laurels any time soon. Today it continues to trailblaze with the adoption of new technologies that are changing the face of the sector.

With augmented reality dominating leisure experiences, in 2017 Clip 'n Climb partnered with Valo Climb to offer an augmented climbing wall experience, rivalled by no other. In early 2019, the business is due to launch a new cutting-edge software application and scoring system that will allow people across the world to compete with other Clip 'n Climb climbers – no matter their location.

Created to add a brand new dimension to the experience, the concept is designed to embrace the connectivity of the leisure industry and how technology is increasingly breaking down geographic barriers.

● The company operates facilities all over the world, with more than 215 active sites

The path to world domination

2018 has been a landmark year for Clip 'n Climb and it's not over yet. To date, the company has opened an unprecedented 49 centres in 17 different countries, staking a claim in five new territories – Portugal, Brazil, Poland, Oman and Denmark. Add to this a further 44 ongoing projects opening very soon and news that the company will unveil its biggest Clip 'n Climb to date in April (located in Ipswich with a mammoth 32 challenges), it's clear that business is following a serious upward trajectory.

Clip 'n Climb is expected to far exceed its ambitions to operate 1,000 facilities worldwide by 2022 – ensuring that generations across the world are embracing the challenge of fun indoor climbing.

● www.clipnclimb.biz

PRODUCT INNOVATION

Suppliers tell Attractions Management News
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information, visit

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● The company worked closely with the museum's resident paleontologists to ensure scientific accuracy

Atlantic Productions unveils animation for upcoming 'Sue' exhibit at Chicago's Field Museum



● Anthony Geffen, CEO of
Atlantic Productions

Atlantic Productions has revealed cutting-edge animations for Chicago's Field Museum's upcoming exhibit about Sue, the most complete T-Rex fossil ever discovered.

The experience, which is expected to open on 21 December, is located in its own 5,100 sq ft private suite and will showcase Sue's life as it would have been in the Cretaceous period.

To create the immersive animations Atlantic Productions worked closely with the museum's resident paleontologists: Dr Peter

Makovicky, William Simpson and Dr Thomas Cullen, who were responsible for ensuring that every detail in the animation, down to the texture of Sue's skin, was scientifically accurate.

Depicting epic scenes of a dramatic clash between Sue and a triceratops, as well as Sue stalking a herd of Edmontosaurus, the animations are rendered in 6000 x 2160 pixels and are accompanied by custom soundscapes featuring environmental noises from the landscape.

The animations will be displayed on six rear-projection screens, each measuring

49" by 106" and spanning a total width of 24ft 6".

Anthony Geffen, CEO of Atlantic Productions, said: "The work builds on our long history of projects with the innovative US Museum sector which also include Giant Screen film and television documentaries."

"We are enormously proud of these dramatic and visually stunning scenes. They form a perfect setting for this prestigious fossil which is the oldest, most complete and biggest T-Rex ever discovered."

ATTRACTIONS-KIT KEYWORD

ATLANTIC PRODUCTIONS

Holovis and Aquaman make waves at Madame Tussauds Orlando



● Peter Cliff, creative director at Holovis

Madame Tussaud's Orlando has welcomed a new addition to its Justice League: A Call for Heroes walk-through experience.

Aquaman is the fourth hero to join the line-up, which includes DC fan favourites Batman, Wonder Woman and Superman.

Like the other heroes Aquaman has his own 'trigger' which launches a chain of events to immerse visitors in the story. Guests simply grab Aquaman's trident to trigger a sequence of projection mapped media featuring sea creatures



● Aquaman is the fourth superhero to be added to the attraction

including a giant kraken, as well as synchronised lighting, audio and water blasts.

The experience was developed by Merlin Magic Making in collaboration with experience design firm Holovis and theming company Daniel's Wood Land.

Peter Cliff, creative director at Holovis, said:

"Throughout every aspect of this experience, we wanted to make it as natural as possible for the guests to interact with the superheroes, then be amazed at how their environment changes when the power is triggered."

ATTRACTIONS-KIT KEYWORD
HOLOVIS

INSTALLATIONS

Simworx to install Ben 10 ride at Cartoon Network World Kuwait

Simworx, a creator of dynamic media-based attractions, has announced that it will install a Ben 10-themed Immersive Adventurer ride at FutureKid's Cartoon Network World in Kuwait.

Expected to open in 2019, the ride will be a key attraction for

the park, and will form part of a park-wide redevelopment that will see all of its current rides and attractions being replaced.

A turn-key solution that offers a unique rider experience, the Immersive Adventurer is designed to fully-immense riders by combining 4D effects with HD visuals and a surround



● Terry Monkton, CEO of Simworx



● The Immersive Adventurer will be a major ride

sound system. A 16-seat vehicle situated on a 3DOF motion base provides dynamic motion, while 12 video screens, surrounding the riders on all sides, will immerse riders in the world of Ben 10.

Terry Monkton, CEO of Simworx, said: "We're absolutely delighted to be working with

FutureKid on this amazing project in Kuwait, bringing the first Immersive Adventurer to the Middle East region. We're also delighted to be working with Cartoon Network in bringing the Ben 10 brand to life."

ATTRACTIONS-KIT KEYWORD
SIMWORX

Diary dates

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.

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.

Contact: esaunders@urban-expo.com

www.hauntcon.co

27-29 JANUARY 2019

IAAPA FEC Summit

Hyatt Regency Lost Pines

Resort, Austin, Texas, US

Family entertainment center (FEC) operators from around the globe gather at this yearly event to learn the latest best practices and share ideas. IAAPA FEC Summit 2019 is an educational event for FEC owners and operators with a specific focus on building the skill sets necessary for success in the attractions industry. Three days of learning.

Tel: +1 703 836 48007

Contact: iaapa@iaapa.org

www.iaapa.org



■ The 2019 event will bring new technologies and networking possibilities under one roof

26-28 MARCH 2019

Amusement Expo International

Las Vegas Convention Center,

North Hall 1, Nevada, US

The three-day Amusement Expo

International, targeting the

amusement and FEC sectors, will

consist of a one-day conference and educational schedule – covering a number of topical issues – followed by a two-day exhibition.

Tel: +1 708 226 1300

Contact: info@amusementexpo.org

www.amusementexpo.org

6-8 MARCH 2019

IAAPI Expo

Bombay Exhibition Centre,

Goregaon East, Mumbai, India

The three day exhibition will provide a platform to share and learn new ideas.

Big players from the industry will share their learning, innovative ideas, schemes and experience. As well as a large show floor, there is also a seminar programme which will see a wide range of topical issues related to the amusement industry being discussed in depth.

Tel: +91 902 903 1643

Contact: info@iaapi.org

www.iaapi.org

25-27 MAR 2019

Dubai Entertainment Amusement and Leisure Exhibition (DEAL)

Dubai World Trade Centre,

Dubai, United Arab Emirates

DEAL is the region's largest trade show for the theme park and amusement industries. In 2019, the event will be celebrating its silver jubilee year as it is being held for the 25th time. Its popularity as a marketplace for the region's visitor attraction industry

means that it brings in some of the biggest names across the US, Europe, Asia, Africa – and of course the Middle East to participate and exhibit.

Tel: +971 4 3435777

Contact: lilia@iecdubai.com

www.dealmiddleeastshow.com

9-11 MAY 2019

Asia Amusement & Attractions Expo (AAA) 2019

China Import & Export Fair Complex (Area A)

This year's event is set to cover an exhibition area of more than 100,000sq m, with 3,000 booths and more than 500 exhibitors. AAA – which is integrated with the CIAE & TPAAE shows – has become the largest event of games, amusement, theme parks and attractions in Asia. It is an exciting market, as China is poised to surpass the US and become the largest theme park market in 2020. As a result, In 2019, AAA is expecting to double the turnout of international exhibitors.

Tel: +86-20-22106418

Contact: grand.ti@grahw.com

www.aaaexpos.com

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www.IAAPA.org/IAAPAAttractionsExpo

[PICSOLVE]

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?

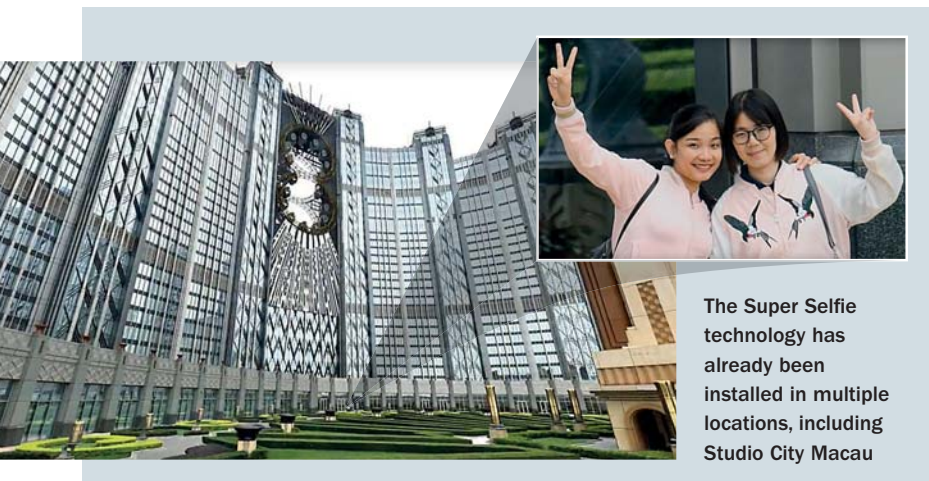
Visitors pose for a camera located in a distant location. The camera captures the visitors and the backdrop using multiple cameras. It's then stitched together to create a piece of video content that starts with a close-up of the visitors and dramatically zooms out to reveal a panoramic backdrop.

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." ●

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Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

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Location: Marston, Northwich, UK

Head of Technical Operations

Salary: Competitive
Company: Eleven Arches
Location: Bishop Auckland, UK

Visitor Services Officer

Salary: £19,995 - £21,175 per annum
Company: Forestry Commission
Location: Buckinghamshire, UK

Visitor Services Officer

Salary: £19,995 - £21,175 per annum
Company: Forestry Commission
Location: Buckinghamshire, UK

Sales Manager

Salary: Competitive Salary and Benefits
Company: Hoburne Ltd
Location: Cotswold, UK

Technician

Salary: Competitive
Company: Eleven Arches
Location: Bishop Auckland, UK

Recreation Ranger High Lodge

Salary: Competitive Salary and Benefits
Company: Forestry Commission
Location: Thetford, UK

Caravan Sales Team

Salary: Competitive Salary and Benefits
Company: Hoburne Ltd
Location: South West England, UK

Studios Manager

Salary: Competitive
Company: Madame Tussauds
Location: New York, New York, USA

Senior Mammal Trainer

Salary: Competitive
Company: Sea Life
Location: Mooloolaba QLD, Australia

Logistics & Procurement Manager

Salary: Competitive
Company: Legoland
Location: New York, NY, USA

Assistant Attraction Manager

Salary: £17,777-£18,777
Company: Chessington World of Adventures
Location: Chessington, UK

Head of Sales

Salary: Competitive
Company: Merlin Entertainments Group
Location: Goshen, New York, USA

Food and Beverage Director

Salary: Competitive
Company: Legoland
Location: Goshen, New York, USA

Finance Systems Data Analyst

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

Animation Technician

Salary: Competitive
Company: Legoland
Location: Windsor, UK

Admissions Duty Supervisor

Salary: Competitive
Company: Sea Life
Location: Sydney NSW, Australia

Duty Manager

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

Creative Assistant

Salary: Competitive
Company: Legoland
Location: Windsor, UK

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



We are Eleven Arches, the producers of “Kynren – an epic tale of England”.

The show is world class and rated in the TripAdvisor Top 3 UK performances.

Kynren is the UK's biggest live production since London 2012 and is presented on a 7½ acre stage of land and water with a cast and crew of 1,000 professionally trained volunteers. Kynren was created with world renowned Puy du Fou (winner of the prestigious Applause Award and the Thea Classic Award) as our artistic partner. The next leg of our incredible journey is to follow Puy du Fou's steps with the development of a new daytime theme park.

We are looking for an experienced and talented **Head of Technical Operations** and an experienced and high calibre **Technician** to strengthen the Technical team as the show moves into its fourth season and we embark on our next exciting chapter.



HEAD OF TECHNICAL OPERATIONS

The Head of Technical Operations role offers the successful candidate the opportunity to be involved in an inspiring, ambitious and unique project, working in a fast-moving, often unpredictable, high-octane environment that accompanies the production of a world-class show. Reporting to the Executive Committee, you will work at an operational level to plan and supervise the construction of new attractions as well as leading and delivering the technical operations of the show and site.

The Head of Technical Operations sets up, directs and runs Kynren with a passionate team that includes volunteers and a small team of employed Technicians. As we plan future shows, they will be run with a team of paid Technicians as part of season long operations outside of Kynren nights.

You will be called upon to deal with a wide range of technical issues and will have a strong working knowledge of techniques, methods and procedures of show production gained in a visitor attraction, theatrical or outside broadcast environment.

TECHNICIAN

As a Technician you will help us develop our ideas and realise our creative vision. You will install, operate and maintain all of our show systems alongside providing training, coaching and support for our volunteer technical teams.

Our base is in Bishop Auckland in picturesque County Durham. We're 25 minutes from both Durham and Darlington mainline stations with Newcastle, Teesdale, Weardale and the Yorkshire Dales within commuting distance. It's a great place to live and work.

For more information on these roles and to apply please click links below:

Head of Technical Operations

<http://lei.sr/0g4d4>

Technician

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