

Attractions

MANAGEMENT NEWS

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on page 30

23 JANUARY 2019 ISSUE 122

www.attractionsmanagement.com

Puy du Fou Spain to generate €200m by 2021

French historic theme park operator Puy du Fou's forthcoming Spanish site – located in Toledo, near Madrid – is set to open this year and the people behind it have made a number of bold forecasts for its potential success.

A total budget of €242m (US\$275.1m, £213.2m) has been designated to the construction of the park for the period 2017-2028, to be deployed incrementally with the bulk allocated until 2021.

That money is being spent in part with a view to creating a huge economic impact for the Toledo region, with Puy du Fou forecasting that in 2019 and 2020 it will reach €50m (US\$56.8m, £44m) per year, then €200m (US\$227.3m, £176.2m) in 2021 and €330m (US\$375.1m £290.7m) by 2028.

Puy du Fou España will open in Q3 of this year with a bold programme of original show creations. In 2021, the Grand Park will open fully, featuring



■ Puy du Fou España will open in Q3 of this year with a bold programme of original show creations

three villages stretching to 30 hectares (74 acres). The park will then host four shows per day, 3 of which will be indoors, for between 2,000-4,000 spectators per show for 30-minute durations.

MORE: http://lei.sr/K3x3U_A

“

The show will centre on 'energy and creativity'

Erwan de Villeon



PARKS

Dubai parks experience 'significant' visitor increases

Mohammed Almulla:
international visits on the up

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HERITAGE

Work begins on Medal of Honor Center

Project to pay 'big dividends' for community

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CONVERSION

Calgary Planetarium to become modern art gallery

Historic attraction to undergo major revamp

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Looping CEO **Laurent Bruloy** pledges to keep West Midland Safari Park's 'local anchorage' following acquisition

French theme and amusement park operator Looping Group has acquired British attraction West Midland Safari Park, located in Worcestershire, England.

The deal, for an undisclosed sum, sees the French operator add the zoo to its 14 other regional parks located across Europe in countries such as France, Switzerland, Germany and Portugal.

"We are very pleased to welcome a great management team and staff who will be key to developing the park into an even more exciting family destination, with our support and new feature



■ Bruloy is one of the founders of Looping, which launched in 2011

"The park will continue to play an important role in animal conservation – both in- and ex-situ."

investments," said Laurent Bruloy, CEO of Looping. "We want to keep the strong

local anchorage of West Midland Safari Park with its local communities and

will continue the important role it plays in animal conservation in and ex-situ."

Meanwhile, a spokesperson for the zoo declined to comment directly, but did tell *Attractions Management* that "further information about this exciting development will be available later this year".

The safari park welcomed more than 700,000 visitors in 2018. The attraction features a four-mile safari drive-through and an array of wildlife. Looping was set up in 2011 and its attractions welcome around 4 million visitors each year, with a turnover in excess of €100m (US\$115.3m, £90.3m).

Norman Foster reveals designs for US millionaire **Peter Mullin's** US\$192.5 motor museum in the UK



■ The museum has been designed by Foster + Partners, a practice set up by renowned architect Norman Foster

British architecture firm Foster + Partners have unveiled plans to design Mullin Automotive Park in the heart of England's picturesque Cotswolds region.

The proposed £150m (US\$192.5, €168.2m) motoring museum, to be located at Enstone Airfield, will comprise a showroom and interlinking test-drive roads.

According to the architects, the idea behind the museum is to "capture not just the history of automobiles over the last century, but also be

"The idea is to capture the history of automobiles over the last century and be an open-ended collection"

an open-ended collection that charts the changing face of mobility in the future".

Peter Mullin, the attraction's founder, reiterated this sentiment, saying that the attraction would "tell the powerful story of the automobile and its role in shaping our societies, while also offering a view into the myriad possibilities that the future holds".

The plans by Foster + Partners' were only recently submitted to the West Oxfordshire District Council; the project, however, has been a source of controversy.

In December 2017, the Oxfordshire division of the Campaign to Protect Rural England (CPRE) argued that the project would "threaten the housing need in the district".



■ Kulczyk fully funded the construction of the attraction

{ **"People here tell me they are excited that the museum is 'waking up' Susch"** }

Poland's richest woman **Grażyna Kulczyk** funds private museum

A new museum that features five buildings connected by underground passageways through a mountains' natural rock formations has opened in the Swiss Alps.

The project is the brainchild of Poland's richest woman, Grażyna Kulczyk, who fully funded its construction. It will showcase pieces from her private collection, kicking off with its first show called *A Woman Looking at Men Looking at Women*, which runs until 30 June 2019.

The museum is in the historic town of in the town of Susch, which has a population

of 200, and is accordingly called Muzeum Susch.

It has 16,000sq ft (1,486sq m) worth of gallery space for rotating and permanent exhibitions and also houses an academic institute that will host lectures on gender and art, called Instituto Susch.

"People here tell me they are excited that the museum is 'waking up' Susch and that they look forward to what is to come," Kulczyk told *The Art Newspaper* in an interview.

"Muzeum Susch aims to attract devoted art lovers who are ready to spend a whole day exploring and learning in-depth about the exhibitions."

Attractions

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MARINE PARKS

PETA buys TUI stake to protest SeaWorld ties

Travel operator TUI is to come under pressure from the animal rights action group PETA (People for the Ethical Treatment of Animals) over its continued sale of tickets to SeaWorld attractions in Orlando, Florida, and San Diego, California, with the activist organisation buying shares in the company ahead of its annual general meeting in February.

PETA US has become a TUI shareholder and plans for its representatives to attend the meeting in Hannover, Germany, on 12 February. At the meeting, its representatives will speak to other shareholders and executives, and call for TUI to stop selling tickets to SeaWorld. PETA alleges that 41 orcas and

"countless" other animals have died "on SeaWorld's watch and far short of their natural life expectancies".

Fellow travel firm Thomas Cook has already bowed to pressure from PETA, saying it would stop selling tickets to all parks that kept orcas in confinement from summer 2019.

Elisa Allen, PETA director, said TUI must follow this example if it "hopes to maintain a shred of credibility with animal-loving holidaymakers".

"TUI is aware of the PETA protest and we understand the debate surrounding Seaworld and Loro Parque," said the company in a statement to *Attractions Management*.

MORE: http://lei.sr/U8Y3v_A



■ SeaWorld's treatment of whales remains under close scrutiny



We are aware of the PETA protest and understand the debate surrounding Seaworld

TUI statement

THEME PARKS

Dubai Park and Resorts records 'significant' increase in visitors



We saw a 22 per cent increase in visits

Mohammed Almulla

Dubai Parks and Resorts has reported a rise of 22 per cent in visitors to its attractions in 2018 compared to the previous year, registering almost 2.8 million visits to its Motiongate, Bollywood and Legoland theme parks, as well as its Legoland waterpark, two hotels and its themed retail and dining destination.

Operator DXB Entertainments said that a number of factors boosted its Q4 numbers, including winter seasonality, Halloween and the UAE's 47th anniversary. The priority for DXB remains increasing international footfall, according to chief executive officer Mohamed Almulla.



■ Dubai Parks and Resorts includes the Bollywood theme park in Dubai

"We saw a 22 per cent increase in visits with 40 per cent of overall footfall from international tourists, demonstrating that our strategic partnerships with Emirates Airlines, RTA and Dubai Airport, as well as China's Union Pay, are showing good results," he said.

MORE: http://lei.sr/C6x9h_A

HERITAGE ATTRACTIONS

Herculaneum finally opens



■ The building stood closed for more than four decades



"There will never be enough explanations to justify this delay

Francesco Sirano

A new museum has opened its doors in Italy – 44 years after the building housing it was completed.

Built to house relics from the ancient Roman city of Herculaneum, the Antiquarium museum in Ercolano, near Naples, opened last month, with its debut exhibition running until September.

Since its completion, €400,000 (US\$461,000, £362,000) has been spent to refurbish the Antiquarium and make it ready to open, resulting in a 400sq m covered, air-conditioned space with new energy-efficient systems and video surveillance cameras.

Similar to Pompeii, Herculaneum was devastated by the AD79 eruption of Mount Vesuvius.

Called SplendOri: Luxury in the Ornaments of Herculaneum, the exhibition presents around 200 objects excavated from Herculaneum and the ancient beach where people gathered to try to flee from the terrifying smoke, rock and ash being flung from the volcano.

"There will never be enough explanations to justify this delay," said Francesco Sirano, site director of the Ercolano Archaeological Park.

MORE: http://lei.sr/N6R2n_A

MEET THE TEAM

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MILITARY ATTRACTIONS

Work begins on Medal of Honor Center

A new 19,000sq ft (1,765sq m), US\$6m (€5.2m, £4.7m) home for an attraction that honours the 3,522 recipients of America's highest military award, the Medal of Honor, is now under construction in Chattanooga, Tennessee.

The new Charles H Coolidge Medal of Honor Heritage Center will especially celebrate the 32 Tennesseans that have received the award, as the current one does, and is slated to open in Q2 2020 in what was the visitor centre in the city's Aquarium Plaza. Plans include 14 permanent exhibitions, as well as other paraphernalia to do with the Medal of Honor.

The two main men behind the centre's move – Bill Raines,

chair of the Heritage Centre, and Keith Hardison, a 35-year museum professional – believe it will see Chattanooga's attraction become a nationally recognised location for the honouring of the prestigious award.

Raines said of the move: "We are now going to be able to honour the valour of medal recipients, teach about their character and appreciate how this hard work is going to pay big dividends for our community."

The idea to move was first mooted in 2017, however, the process saw some roadblocks appear in its way and it wasn't fully announced as confirmed until Q3 of 2019.

MORE: http://lei.sr/z3F6d_A



■ The new centre will be based in Chattanooga, Tennessee



We will be able to honour the valour of medal recipients

Bill Raines

PLANETARIUMS

Calgary Planetarium to become contemporary art gallery



Contemporary art can be a leading force in how we perceive society

Bruce Kuwabara

A planetarium in Calgary, Canada, will undergo a major transformation, becoming a world-class modern and contemporary art destination with exhibits from around the world to go on display.

Built in 1967, the Centennial Planetarium is a significant landmark in Calgary due in part to its brutalist architecture and the concrete dome that sits atop its main structure.

Gibbs Gage Architects and KPMB Architects will partner for the design process, which is due to start in the next month. The design process will be led by KPMB partner Bruce Kuwabara, who has



■ The historic planetarium was built in 1967

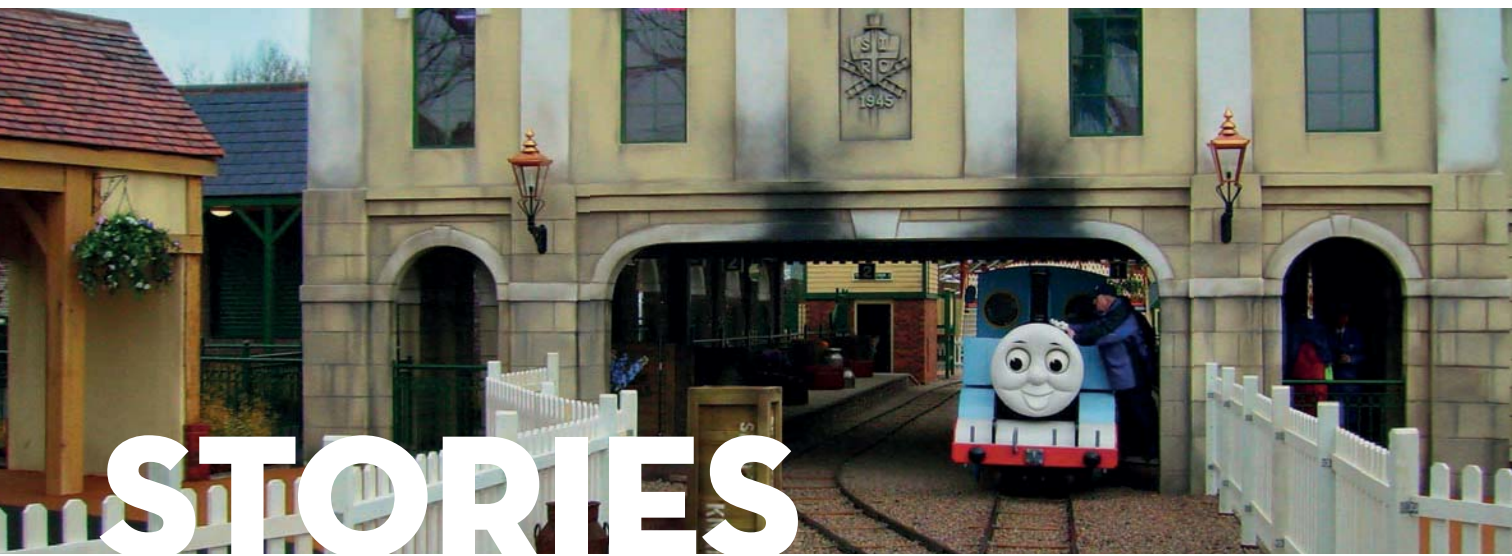
worked on projects such as Remai Modern in Saskatoon, the Gardiner Museum in Toronto and the Ottawa Art Gallery.

"Contemporary art has the power to be a leading force in how we perceive and think about society and the world," said Kuwabara.

MORE: http://lei.sr/u4Q6Y_A



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EDUCATIONAL CAMPAIGNS

Robots take over Europe's largest science museum

Robots and robotics took over the largest science museum in Europe in January, with the European Research Council (ERC) teaming up with the Cité des Sciences et de l'Industrie in Paris, France, for a series of public workshops on artificial intelligence.

The event took place from 19-20 January, during which ERC researchers Jean Baptiste Mouret and Jean-Paul Laumond held "science cafés" to discuss their activities, while workshops on robot manufacturing took place at the Carrefour Numerique area of the science museum, which has a permanent fixture for robotic lovers called Samedi Robots.

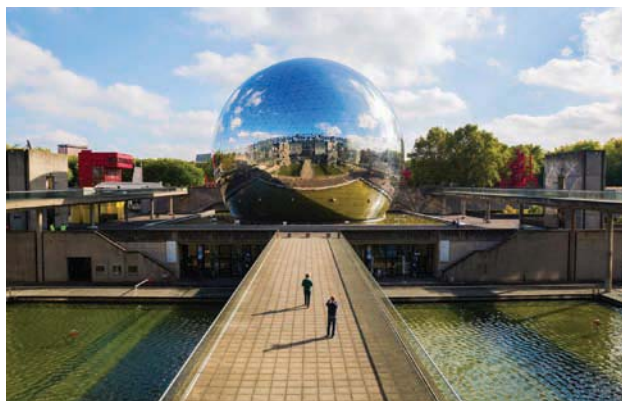
Here, visitors designed their own robot skeleton using a 3D

printer and added automation using microcontroller cards.

The work of Mouret and Laumond was a major draw for visitors. Mouret's research is about how robots can autonomously recover from unforeseen damages, knowing that their adaptive capacities are limited.

Meanwhile, Laumond has undertaken challenging research that combines robotics and computational neuroscience to investigate the anthropomorphic action in humans and robots; the findings of this research could prove crucial in improving the autonomy of humanoid robots in rescue operations and in the service sector.

MORE: http://lei.sr/M7D3c_A



■ La Cité des Sciences et de l'Industrie in Paris hosted workshops and talks about robotics and AI



Visitors were able to design their own robot skeleton using a 3D printer

ZOOS

Manchester Zoo talks advance with plans to open Q4 2021



What we are trying to do is pretty different

Johnpaul Houston

Zoologist Johnpaul Houston is in advanced talks with a local council to create a zoo in Manchester, England.

Houston, a former assistant head keeper at Blackpool Zoo – around 50 miles away from Manchester – is close to agreeing on a deal with Trafford Council for the zoo, which will cost around £8m (US\$10.2m, €8.9m).

There are two potential sites for the zoo, one of which is around 90 acres in size and another covering nearly 250 acres.

Houston, who has roles at various global zoological associations, has secured private funding for the project, which would be the first the first zoo in the Greater



■ The zoo will place a major emphasis on conservation

Manchester region since the closure of Belle Vue Zoological Gardens in 1977.

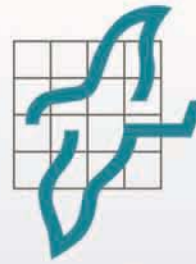
"What we are trying to do is pretty different," said Houston. "Belle Vue closed because there was a new understanding of animals and how to keep them and the welfare standards probably weren't amazing."

MORE: http://lei.sr/j8H5X_A

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MUSEUMS

Opening date for Cook Natural Science museum

The Cook Museum of Natural Science will move to its new home in Decatur, Alabama, US, in June 2019, following the construction of a new 62,000sq ft (18,897sq m) facility.

Established by John Cook Sr in 1960, the museum originally occupied a 5,000sq ft (464sq m) site on the grounds of Cook Pest Control, of which John Cook Sr was chief executive. The museum grew to include collections of insects, mounted wildlife, rocks and minerals, seashells and coral.

The new site will have 11 interactive exhibit galleries, including a 15,000 gallon saltwater aquarium and an immersive cave, as well as three classrooms, a

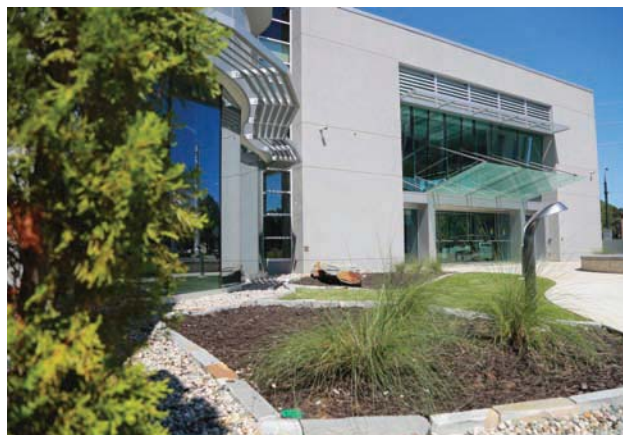
travelling exhibition gallery, a special event space, a retail store, restaurant and children's playing area.

"The opening of the Cook Museum in June 2019 marks the culmination of an approximately 50-year vision in the making," said Brian Cook, president and board chair, and grandson of John Cook Sr.

"My grandfather started this concept back in 1968, and the dream that was in his heart – to have a positive impact on generations to come – is coming to life in a powerful way this summer."

Construction of the new site began in 2015, and it had been hoped that it would open in Q1 of 2017.

MORE: http://lei.sr/5X9c8_A



■ The new building has 11 interactive exhibit galleries



My grandfather started this concept back in 1968

Brian Cook

IP ATTRACTIONS

Monopoly attraction to open in Hong Kong Q3 2019



We're bringing an immersive, interactive experience for all generations of people in Hong Kong

Gary Chan King-Pong

A new Hong Kong attraction will bring the Monopoly board game to life through an immersive, interactive 4D experience featuring augmented reality and holograph technology.

Monopoly Dreams, based in Hong Kong's Peak Galleria leisure and shopping complex, will spread across 20,000 sq ft (1,858sq m) of indoor and outdoor space.

The attraction will bring classic game features to life, such as train stations, the water works, the bank and title deeds, as well as community chest and chance cards.

It will be the world's first ever Monopoly-themed attraction when it opens in Q3



■ The popular board game was created 84 years ago

of this year and will also have a souvenir shop and food counter for visitors.

"We're not only dedicated to bringing an immersive, interactive experience for all generations of people in Hong Kong but we're also offering a new destination for tourists," said Gary Chan King-Pong, chief operations officer of Monopoly Dreams.

MORE: <http://lei.sr/m2W8K>

THEMED ATTRACTIONS

DKLEVY to create medieval fantasy resort

American architecture studio DKLEVY have announced plans to design Ancient Lore Village at Boyd's Hollow – a 40-acre resort inspired by the high fantasy fiction of businessman Tom Boyd.

The attraction, which will open in South Knoxville in the foothills of Tennessee's Smoky Mountains, will feature 150 dwellings and treehouses; a 1,000-person-capacity amphitheatre; a 150-seat restaurant; and several miles of walking trails.

According to Boyd – who is developing the US\$40m (€34.5m, £31.1m) project – the resort will seek to imitate what he described as an "ancient age look", eschewing in-room televisions and motor-driven

vehicles in order to facilitate a greater sense of community.

Elaborating on the design concept, which appears to simulate the earth-sheltering and dry-stone building styles of medieval Europe, Daniel Levy, principal of DKLEVY told *Attractions Management* that the goal of is "to encourage organic interactions" around interconnected pathways, taverns, campfires, and other social gathering points.

"The dwellings are designed to have sustainable features and are designed to be sunk into the ground," he added.

Set to launch in 2020, Ancient Lore Village is projected to attract an estimated 200,000 visitors annually.

MORE: http://lei.sr/h5X8M_A



■ Ancient Lore Village is expected to open in 2020



The dwellings are designed to have sustainable features

Tom Boyd

MUSEUMS

"Once-in-a-lifetime" project for Scottish National Gallery



This project will transform the way we show the world's greatest collection of historic Scottish art

Patricia Allerston

Work has begun on a £22m (US\$28.1m, €24.4m) revamp of Edinburgh's National Galleries of Scotland, which will include a new access path, landscaping and wider steps in East Princes Street Gardens.

The work, once finished, will open up a new area for the gallery's art collections, as well as transforming former office, storage and display spaces.

The project is being supported financially by the Heritage Lottery Fund and the Scottish government and plans were approved by Edinburgh Council after years of complaints to the museum about accessibility.



■ The work will open up a new area for the collections

"We draw around 2.5 million visitors each year and with this once-in-a-lifetime project, we will transform the way we show the world's greatest collection of historic Scottish art," said Patricia Allerston, co-director of the Scottish National Gallery.

MORE: http://lei.sr/N8E2r_A

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Protectionist measures

A number of US zoos have revealed plans to partner with WildAid and Kung Fu Panda to combat the illegal trade of wildlife



■ Kung Fu Panda's main character, Po, is the central figure for the campaign

Through this partnership, we can inspire the next generation of conservationists who can help end the illegal wildlife trade

The Association of Zoos and Aquariums (AZA) is to team up with environmental organisation WildAid to launch a campaign featuring popular DreamWorks IP Kung Fu Panda to combat the illegal trade of wildlife.

Aiming to educate children and families about the illegal wildlife trade and the detrimental effects it has, more than 15 AZA-accredited zoos and aquariums across the US will display video messages, billboards and posters at their facilities, as well as doing so via social media. The campaign is part of the AZA's wider the Wildlife Trafficking Alliance (WTA) programme.

Animated help

Kung Fu Panda's main character – Po – is the central figure for the campaign, which will use the animated panda to share the message that "big guys still need our help" and that "poaching steals from us all". In the campaign, Po will defend elephants being poached for their ivory, rhinos for their horns, lions and tigers for their bones and skins and pangolins for their scales and meat.

"AZA-accredited facilities are leaders in conservation," said AZA president and CEO Dan Ashe. "They have a vision of a world where all people respect, value and conserve wildlife and wild places.



By partnering with WildAid on this campaign, we are calling attention to the serious problem of illegal wildlife trade

"By partnering with WildAid on this campaign, we are calling attention to the serious problem of illegal wildlife trade affecting vulnerable species. By strategically leveraging our assets together, we can educate thousands of zoo and aquarium visitors about this critical issue."

Partnerships

Sara Walker, senior advisor on wildlife trafficking at AZA added: "The new campaign with WildAid is an exciting example of how the WTA will continue to expand its partnership opportunities that raise awareness about wildlife trafficking, reduce poaching, and directly benefit critical wildlife populations around the world."

"Only by joining together can we reduce – and eventually end – the scourge of wildlife trafficking."

WildAid CEO Peter Knights added: "We're very excited to partner with

AZA and WTA to educate millions of youth and families about the poaching crisis. Through this partnership, we can inspire the next generation of conservationists who can help end the illegal wildlife trade."

Serious crime

Wildlife crime is a multi-billion dollar global industry, primarily driven by consumer demand for products made from animal parts. The United States is home to one of the largest illegal wildlife markets in the world.

In 2016, a WildAid public opinion survey found that 80 percent of Americans polled consider themselves wildlife lovers or conservationists. Yet, four out of five knew little or nothing about wildlife trafficking.

Over the last 50 years, the number of wild lions across Africa has fallen from 200,000 to an estimated 20,000. ●



Those taking part in WildAid activities in the past is billionaire entrepreneur Richard Branson



Cities of excellence

The latest duo of European cultural capitals are ready to pick up the baton for 2019



■ Tibor Navracsics, European commissioner for culture

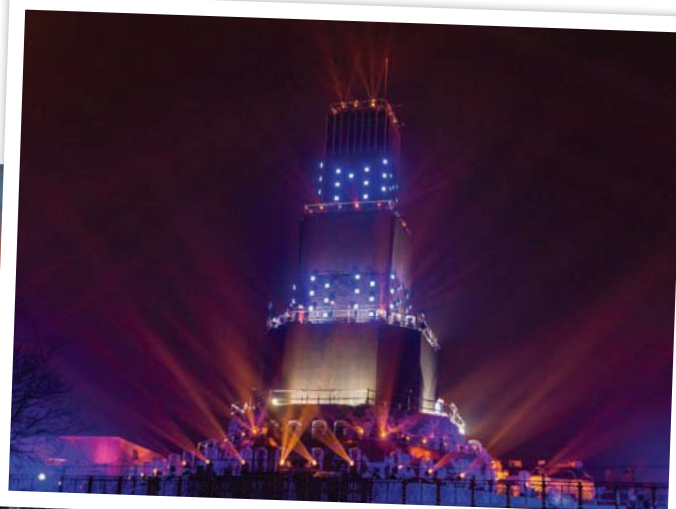
The cities of Plovdiv in Bulgaria and Matera in Italy have taken the title for 2019 as European Capitals of Culture, with Plovdiv the first in Bulgaria's history to ever earn the prestigious honour.

Started in 1985, the European Capital of Culture initiative gives cities opportunities to change their image, attract more tourists and rethink their development through culture. The European Commission, which bestows the award, claims there are long-term beneficial impacts,

culturally, socially and economically for those cities and regions selected.

Plovdiv and Matera take over from Valletta in Malta and Leeuwarden in The Netherlands, which held the titles in 2018. Plovdiv has put together a programme of 300 projects under the motto "Together", covering the city and the whole South Central region of Bulgaria.

Festivals and community-based projects linked to Plovdiv's history and cultural heritage are planned, including exhibitions and joint theatre productions



■ Plovdiv and Matera will use the Capital of Culture branding in their tourism marketing

with the Western Balkans and the Roma and Turkish communities.

Matera's programme – titled Open Future – will have a special focus on social and cultural inclusion and collaborative innovation. Highlights include Ars Excavandi, a contemporary look at the history and culture of subterranean architecture, Re-reading Renaissance, a journey through the artistic past of Basilicata and Apulia, and the first open-air performance of the opera *Cavalleria Rusticana*, in cooperation with the Teatro San Carlo.



The programmes of Plovdiv and Matera show how these cities envisage their own future and that of Europe

"The programmes of Plovdiv and Matera show how these cities envisage their own future and that of Europe, while celebrating their extraordinary centuries-old heritage," said Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport.

"Both cities will help ensure a long-term impact of last year's successful European Year of Cultural Heritage, which has demonstrated how culture can transform our cities and regions for the better." ●



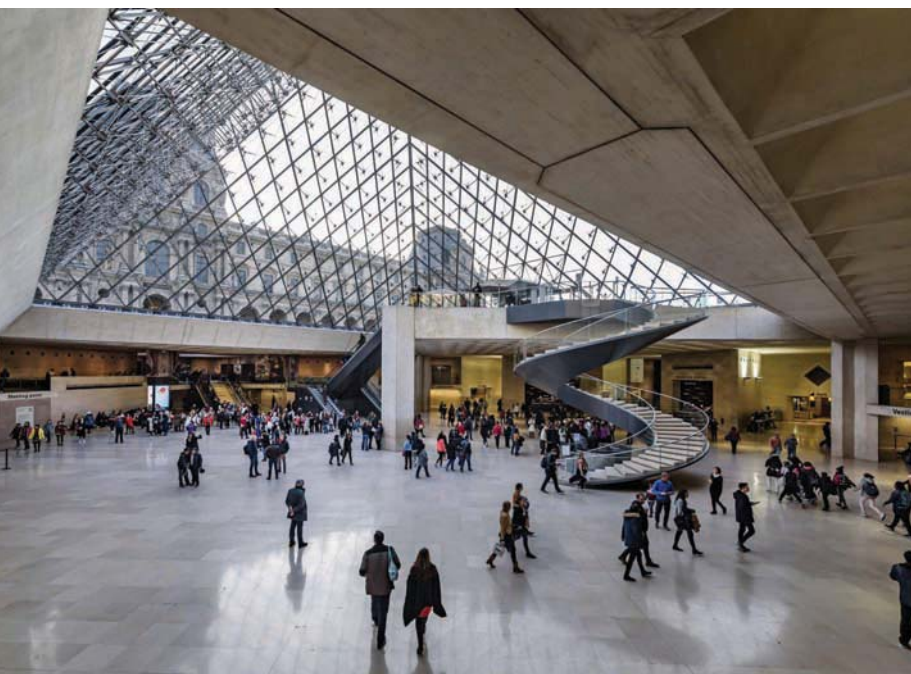
The recent changes we have made and are continuing to implement have improved the quality of visitor reception

Jean-Luc Martinez



Record breaker

The famous Louvre art museum in Paris has claimed the 'world record' for visitor numbers for museums in a single year



■ The museum has benefited from a recovery in inbound tourism to France

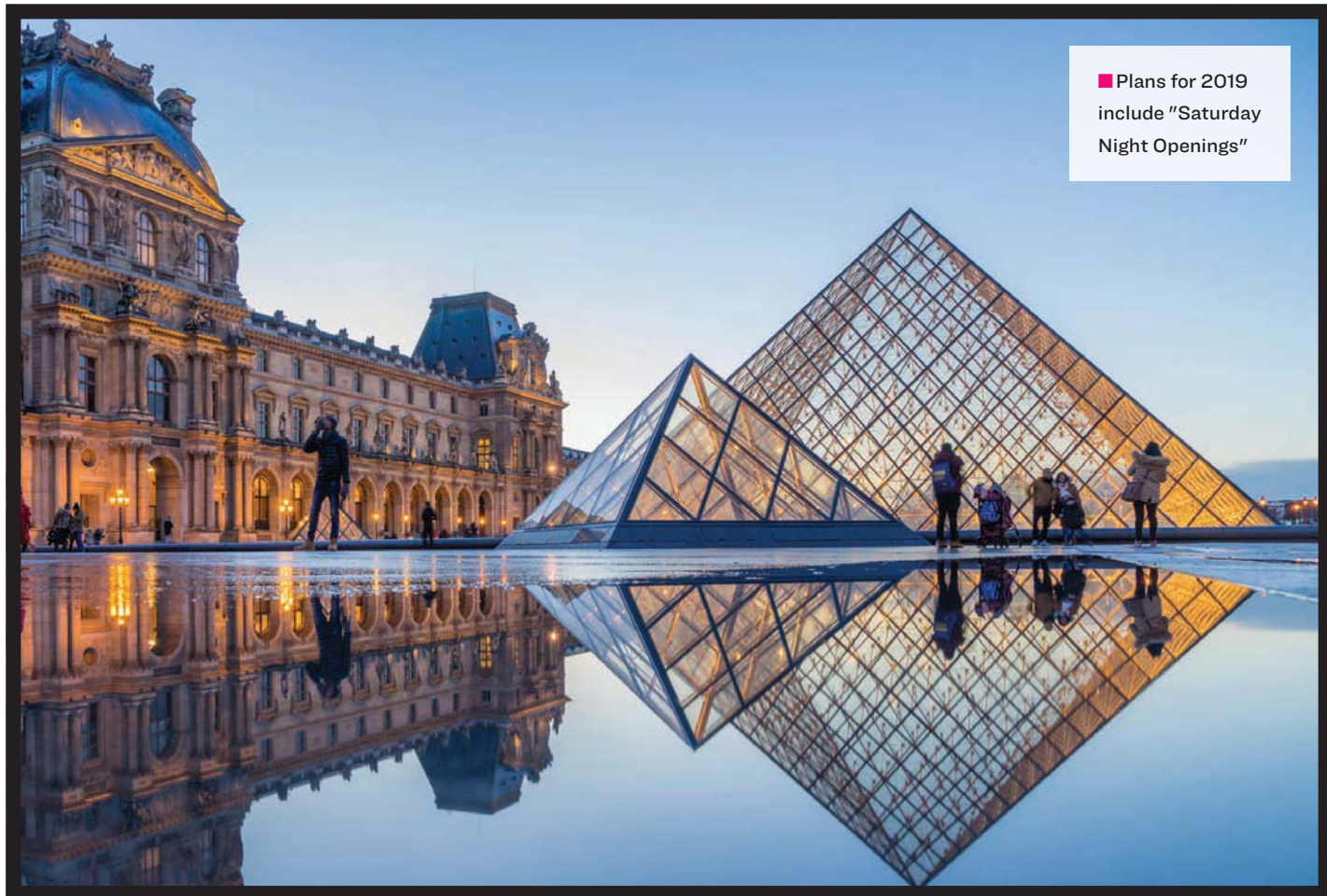
The Louvre in Paris saw a record-breaking year in 2018, posting what it says are the highest ever annual visitor numbers for any museum.

There were 10.2 million visitors in 2018 – an increase of 25 per cent on 2017. In a statement, museum officials said “no other museum in the world has ever equalled this figure”.

The museum cited a recovery of tourism in France – and especially Paris – for the upturn, after the negative impact of severe terrorist attacks in 2015 and 2016, such as those at satirical newspaper Charlie Hebdo and the Bataclan music venue. In 2016, the museum registered just 7.4 million visitors.

The power of exhibits

Another significant factor in 2018's visitor growth was the museum's flagship



■ Plans for 2019 include "Saturday Night Openings"

Although there are more visitors, everyone can explore the Louvre at their own pace and appreciate the artworks

exhibition, celebrating the work of French Romantic artist Eugène Delacroix, while interest in the Louvre around the world has been heightened by the success of the Louvre Abu Dhabi (which drew one million visitors during its first year), and by a music video by Beyoncé and JAY-Z which paid tribute to some of the museum's greatest artworks.

Global appeal

Around three in four of the museum's visitors in 2018 were from outside of France, while numbers of French visitors also increased sharply upon 2017 figures. There were also more than half a million school visitors, which the Louvre attributes partly to its arts and culture education policy. More than half of all visitors were under 30 years old.

For 2019, the museum said it will launch free and festive new events

called "Saturday Night Openings", to be held on the first Saturday of every month. The purpose of these is to make it easier for everyone – but especially local people – to visit the Louvre "in the best possible conditions".

Improving visitor conditions has been a priority, according to the museum's president-director Jean-Luc Martinez, who said: "The recent changes we have made and are continuing to implement (clearer signage, translation of texts, etc.) have improved the quality of visitor reception. The renovation of the infrastructures under the Pyramid and the introduction of time-slot tickets have helped us level out visitor numbers throughout the year and reduce ticket lines outside the museum.

"So although there are more visitors, everyone can explore the Louvre at their own pace and appreciate the artworks to their heart's content." ●



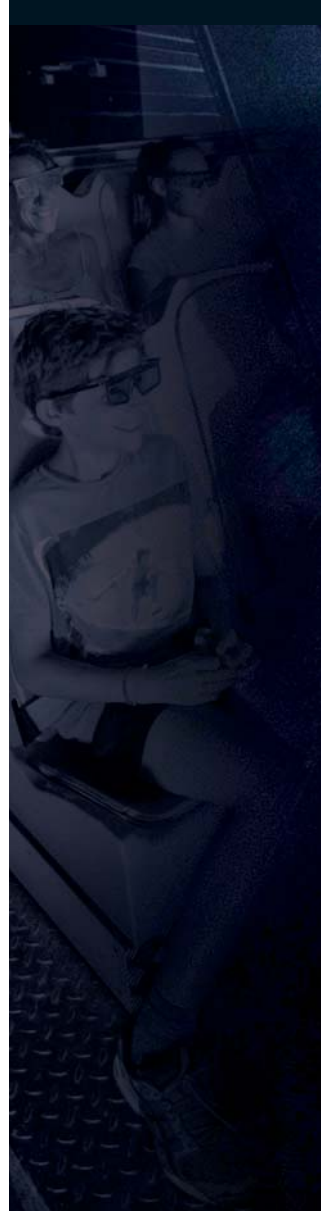
■ Louvre has undertaken a number of improvements to visitor experience



simworx®

A DAY IN THE LIFE

Simworx is a media-based attractions specialist acknowledged as one of the world's leading suppliers of Dynamic Motion Simulation Attractions and 4D Effects Cinemas for the entertainment, education and corporate markets worldwide. It's CEO, Terry Monkton, takes us through the life of a ride, from conception to creation



GET TO KNOW SIMWORX

What products do you offer?

Our offering includes 3D/4D effects theatres, Immersive Tunnels, the Immersive Adventurer, VR 4D Rides, the Stargazer motion ride, Mini Flying Theatre, AGV (Advanced Guidance Vehicle) dark rides, the Cobra motion ride and our ParatroopVR system.

What sectors do you work in?

We work mainly with amusement and theme parks, family entertainment centres, museums, aquariums, safari parks, zoos, retail malls, and in the education and corporate sectors.

What projects are you working on at the moment?

We're working on a multitude of projects in various parts of the world. Many are subject to NDAs so we can't give share this information yet. Two we can talk about, however, are the Immersive Superflume for Trans Studio in Indonesia and the first example of our Mini Flying Theatre for Baosun Wildlife Park in Vietnam.

For the Simworx team, which has designed, built and installed its products in locations worldwide, including in the UK, Europe, North America, South America, Asia, New Zealand and the Middle East, quality and innovation are key.

"We strive to be the leading global supplier of media based attractions," says company CEO Terry Monkton.

"At Simworx, we're renowned for our quality products, performance, technical expertise and creative attraction solutions. The idea that we can successfully work with a client to achieve their aspirations and develop a ride they're truly happy with inspires us. On opening day, seeing the client and their customers enjoying the ride experience and hearing their comments just adds to that."

The Simworx service book includes full turnkey solutions, custom attractions, product development, manufacturing and service support, to film content, motion programming and complete



Four of Simworx's Stargazer units have been utilised within Gaffe Á Gaston at Parc Spirou





We continue to evolve the product range and adopt the very latest in advancements in technology

► themed attractions. For Monkton, as a leading technology company, Simworx always has to be at the forefront in every part of its business.

“We continue to evolve the product range and adopt the very latest in advancements in technology,” he says. “We’re also mobilising the sales team to be truly global so that we can be proactive in territories where demand is high.”

The development process

Focussing on the Stargazer and Immersive Tunnel rides completed for the recently opened Parc Spirou in France, Monkton explains how a new attraction goes from conception to reality and the steps that have to be taken to ensure it reaches the highest quality standards.

“We were originally approached in June 2013 by a company called Parexi,” says Monkton. “They had developed the concept and masterplan for Parc Spirou and were looking for Simworx to produce a number of media based attractions for the park based on the Spirou IP.

“After several meetings this culminated in the Stargazer and Immersive Tunnel attractions being ordered and subsequently opening at the park in June 2018.”

For Simworx, the project management team was made up of Richard Monkton and Tony Whiley – overseen by head of projects Martin Booth – along with mechanical and electrical engineers, software and AV technicians. Outside of the company, Simworx worked with a number of different parties, including Parc Spirou’s management team, Parexi’s project management team, IP provider Média Participations, the local authority, shareholders, investors and the park’s safety inspectors Socotec.

“Before signing the contract, we discussed the final ride choices, and produced concepts and first draft layout drawings,” Monkton explains. “Once the contract was signed, we moved to the

KEY CLIENTS

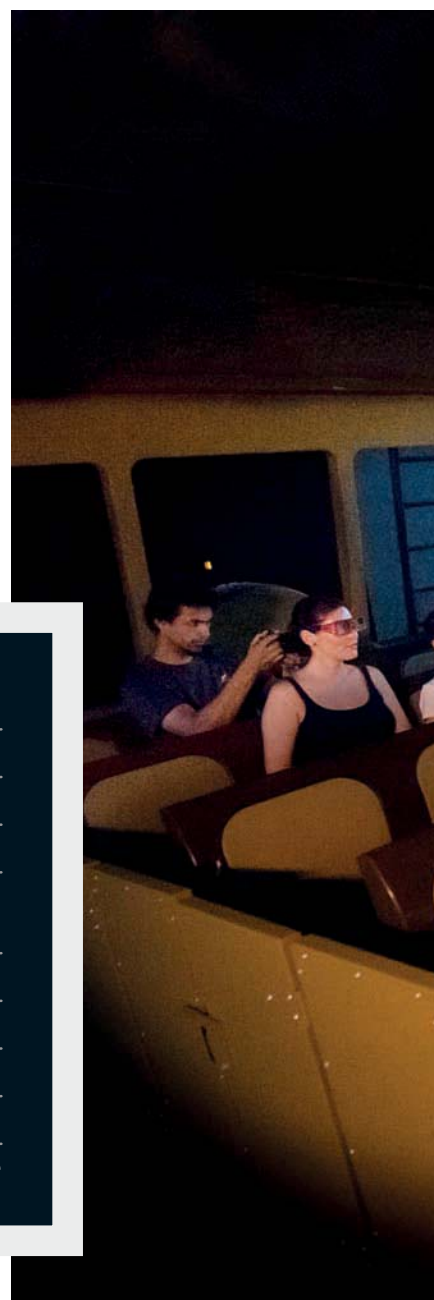
- Parc Spirou, France
- National Geographic
- Ferrari Land, PortAventura, Spain
- Dubai Parks and Resorts - Motiongate Dubai and Bollywood Parks Dubai
- Hub Zero, Dubai
- Movie Park Germany
- Trans Studio, Indonesia
- Parques Reuinidos
- Companie De Alpes, Futuroscope, France

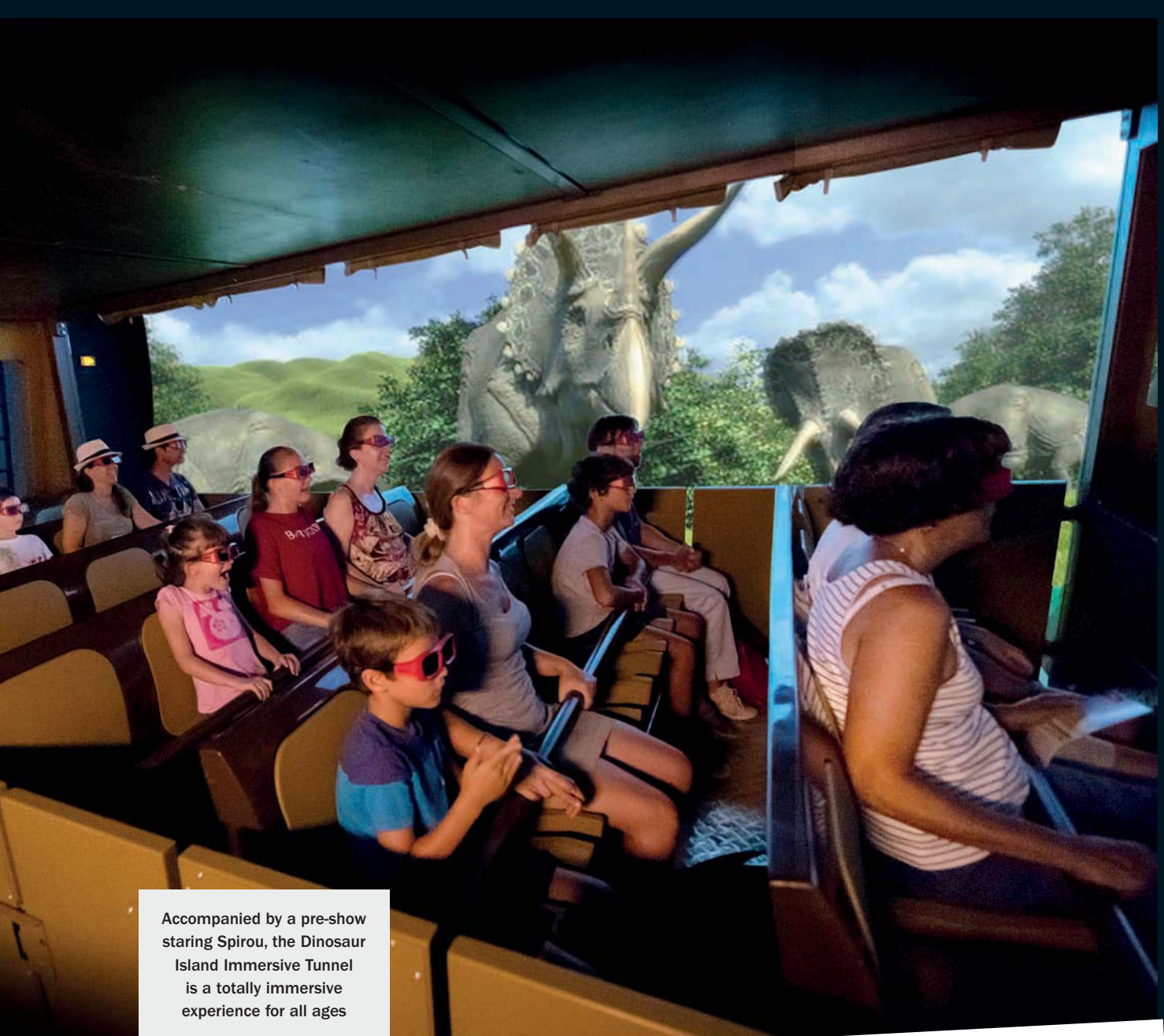
design stage, which typically features preliminary design and detailed design.

“During these stages we work with our partners to design the rides, to meet their technical needs and to match their creative aspirations. The design then goes through a third party safety design review process and once all parties are happy with this, we enter the procurement and manufacturing stage.”

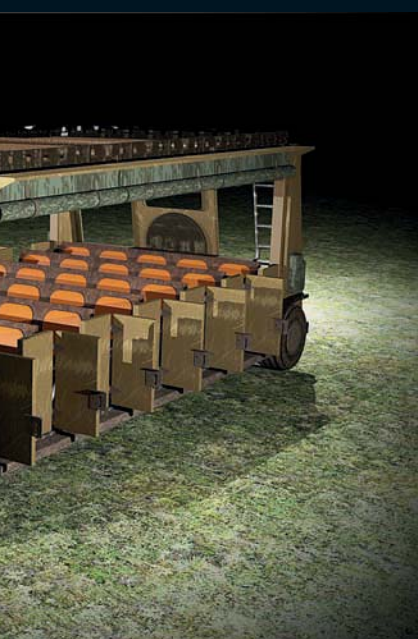
During the design phases, Simworx will work with the client’s architects to provide layout drawings and information for facility load details and power requirements. This means the architects can then make a start on creating a structure to house the ride, queuing areas, pre-show area and the plant room. Through the entire process, quality and safety are always placed at the forefront of the process for Monkton.

“The client is invited to check the work in progress throughout





Accompanied by a pre-show
starring Spirou, the Dinosaur
Island Immersive Tunnel
is a totally immersive
experience for all ages





For a complex,
bespoke ride
we offer a 'hand
holding' service
where we have an
expert technician
on site for 30
days after the
attraction opens

► the process," he says. "We carry out a strenuous factory acceptance test, which the client is invited to attend before the ride's shipping.

"Once the rides have been delivered to site, we carry out mechanical and electrical installation elements and install the AV components. Once hardware has been fully installed, we programme the ride's motion profile and special effects cues, something we do in conjunction with the client."

IP creation

When working with intellectual properties, an extra layer is added into the process. Typically, the park arranges a licence

agreement with the IP provider. Simworx will then custom-design a ride tailored to the park and the IP's requirements.

"When we produce a ride related to an IP, we produce an initial concept and send these to the parks, who in turn send them to the licensor for approval," says Monkton.

"Depending on feedback received, we'll then tweak the designs until they're approved by the licensor."

Simworx's Stargazer ride, as an example, is based on the character Gaston from the Spirou universe. The ride sees guests seated in replicas of Gaston's car and taken on a wild ride with the character, who is an enthusiastic inventor.



IMMERSIVE SUPERFLUME

Simworx has recently partnered with water ride specialist Interlink to create a brand new attraction concept – the Immersive Superflume.

Featuring a motion base and immersive screens added to a traditional flume ride, the experience at Trans Studio in Indonesia will be a world first for any visitor attraction when it opens in December 2019.

The under development ride will use 16-seater boats and a conveyor loading system, with riders leaving the loading/unloading station to travel through a dinosaur-themed area. On the ride, they enter an immersive tunnel where their boat will stop and huge screens on either side of them bring the dinosaurs to life. On the ride, the movement of the boats

will sync up with the action on-screen as riders escape the prehistoric beasts.

Having escaped, the ride will then continue through another dinosaur-themed section before entering a vertical lift, which will include further theming and various special effects.

At the ride's 12m (39ft) peak, the boats will plunge into a final splash pool, before heading back

The ride's motion base and immersive screens are added to a flume ride for what will be a totally unique, world first visitor experience

along another section of the ride to the station.

Throughout the ride experience, large screens built to accommodate 3D and 4K projection will be used in combination with an audio system to place riders at the centre of the action.

The Mini Flying Theatre concept offers a model more affordable for smaller visitor attractions

MINI FLYING THEATRE

Designed to entertain guests of all ages, the first example of Simworx's recently-introduced Mini Flying Theatre will open in Q1 2019 at the Baosun Wildlife Park in Hanoi, Vietnam.

Developed as a smaller option to the 60-seat Flying Theatre also offered by Simworx, the Mini Flying Theatre brings this popular

type of attraction into the reach of smaller operators, with a more accessible price range and smaller overall footprint but still utilising cutting-edge ride technology.

The ride features an immersive, large format, one quarter dome screen concept, with 20 seats and an hourly capacity of up to 250 guests. Riders are seated in four rows of five – two on

each side of a central holding structure – on a normal horizontal plane. As the ride cycle begins, the seats are lifted into the air in a smooth transition to panorama mode, with the rear rows moving above those in front.

Guests experience movement, matched to the on-screen footage. This includes programmable heave and tilt along with forward

and backward motion, while the sensation of flying is enhanced with the riders' legs dangling freely below them.

In-theatre effects are also included, with riders experiencing water spray, wind, snow, smoke and special effects lighting. The Mini Flying Theatre is also supplied with surround sound audio and an HD or 4K 3D projection system.

"These are highly dynamic, 6DOF, eight-seater vehicles. Four are used in the attraction," Monkton explains.

"We created the design for the vehicles and then the moulds which again have to be approved by both the licensor and the park. It's imperative that everything we do is approved by the IP owner."

Client relationships

While some levels of involvement from the client are obviously expected, how much involvement during the development process is up to the client and what the project entails.

"It differs between whether the ride is a standard ride from our portfolio or is a custom ride," says Monkton.

"The client is involved through the preliminary design phase – and possibly, once complete, the final detailed design stage.

"We stay in touch with the park's project management team continually, keeping them informed of the development and build of the ride, as well as installation and commissioning planning.

"Once installed, the ride is reviewed with the client with a view to obtaining the final signed handover certificate."

As a company with vast experience and many high-profile projects, Monkton says the key to success is to be aware of, and subsequently avoid, any potential obstacles you could encounter through the entire process – from start to finish.

"The key to the successful delivery of any project is to ensure you don't have challenges," he explains. "We've installed hundreds of rides over the years, so we know what can crop up. We've learned to ensure the project process runs as smooth as possible, so any issues are addressed before they become challenges."

Once the ride has been delivered and is up and running, Simworx continues its relationship with the client, ensuring it remains of the highest quality and is fully operational for visitors.

"For a complex, bespoke ride we offer a 'hand holding' service where we have an expert technician on site for 30 days after the attraction opens," says Monkton.

"When it's been running for a month or two, we review the attraction with the client for any minor adjustments.

"We also provide an after sales service support contract so that any prospective client knows Simworx will always be on hand to support them."

CONTACT SIMWORX

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Fax: +44 (0) 1384 296 525

Email: sales@simworx.co.uk

Website: www.simworx.co.uk

PRODUCT INNOVATION

Suppliers tell Attractions Management News about their latest product, design and technology launches

For the latest supplier news and company information, visit

attractions-kit.net



● Nickelodeon Universe (left) is set to open in April 2019 at American Dream Meadowlands entertainment complex in New Jersey

Gerstlauer to open record-breaking coasters at Nickelodeon Universe American Dream



● Gary Hanson, Triple Five

Gerstlauer will open not one, but two record-breaking coasters at the American Dream Meadowlands entertainment complex in New Jersey, USA.

The two coasters will be located in the hotly-anticipated Nickelodeon Universe theme park, expected to open in April 2019, and will consist of the Euro-Fighter and Spinning Coaster.

The Euro-Fighter features a beyond-vertical drop, and is the current world record holder for the steepest roller coaster drop, while the Spinning Coaster, which rotates its cars along a vertical

axis as they move along the track, holds the titles for both the world's tallest and longest free spinning roller coaster.

Siegfried Gerstlauer, MD of Gerstlauer Amusement Rides, said: "We have worked on many projects, but this will be unlike anything we have ever designed. Visitors to Nickelodeon Universe at American Dream are in for a great ride."

Dan Ghermezian, president of the Triple Five Group, operator of the American Dream Complex, said: "Featuring the best in family and adult entertainment, Nickelodeon Universe has been designed

to appeal to customers of all ages. By working with the best partners in the business, our park experience will be highly themed and offer one of a kind rides by Gerstlauer."

Gary Hanson, Triple Five management consultant, said: "These two coasters appealing to thrill seekers, will break three world-records combined. Gerstlauer has far exceeded our expectations with these new to market coasters and we're excited to have them on this journey with us."

ATTRACTIONS-KIT KEYWORD
GERSTLAUER

Triotech's The Flyer - San Francisco opens at Pier 39



● Ernest Yale, Triotech

Triotech's The Flyer - San Francisco attraction has opened at San Francisco's Pier 39.

The attraction, which was created in partnership with pier operator W.A. Alter, takes guests on a thrilling adventure over San Francisco, showcasing its notable landmarks and attractions - including the iconic Golden Gate Bridge - and offering never-before-seen views of the city.

A pre-show introduces riders to a colourful cast of characters, including a curi-



● The Flyer takes riders on an immersive adventure over San Francisco

ous seagull, after which they are ushered into the main theatre, where, seated in motion-based seats, they are suspended in front of a 1,100 sq ft curved screen, designed to fill riders field of vision to ensure total immersion.

Ernest Yale, founder, president and CEO of Triotech, said: "We are thrilled to open

this unique attraction here in San Francisco. Being able to see the city and the Bay area in ways that are not possible through any other means make The Flyer - San Francisco a must see attraction for visitors and locals alike."

.....
ATTRACTIONS-KIT KEYWORD

TRIOTECH
.....

Immersive attractions

Panasonic brings Mickey & Minnie to life for Disney

Disney has released details of its Mickey & Minnie's Runaway Railway attraction.

Set to open in Fall 2019 at Disney's Hollywood Studios in the Walt Disney World Resort, Florida, Mickey & Minnie's Runaway Railway dark ride is billed as a 'zany out-of-control adventure', where guests will

find themselves transported into a Mickey Mouse cartoon. It will feature new '2 & ½ D' technology, essentially 3D without glasses, as well as projectors and breakthrough technologies from Japanese electronics giant, Panasonic.

Named as the 'Official Projection Technology' for



● Ron Martin, Panasonic

Park; the Haunted Mansion and Seven Dwarfs Mine Train at Magic Kingdom; and the Na'vi River Journey at Pandora – The World of Avatar at Disney's Animal Kingdom.

Ron Martin, director at Panasonic Hollywood Laboratory, a division of Panasonic, said: "We are pleased to have the opportunity to once again provide cutting-edge projection technology for the first ever ride-through Mickey Mouse attraction.

"Panasonic is proud to help Disney Parks immerse their guests in the animated world of Mickey Mouse and Minnie Mouse."

.....
ATTRACTIONS-KIT KEYWORD

PANASONIC
.....



● The ride will open at Walt Disney World Resort later this year

both the Walt Disney World and Disneyland Resorts in 2016, Panasonic already has a significant technological presence in attractions across the resorts, including the Finding Nemo Submarine Voyage at Disneyland; the Radiator Springs Racers at Disney California Adventure

27-29 JANUARY 2019

IAAPA FEC Summit

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.

Tel: +1 703 836 48007

Contact: iaapa@iaapa.org

www.iaapa.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 25th anniversary. 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 the Middle East.

Tel: +971 4 3435777

Contact: lilia@iecdubai.com

www.dealmiddleeastshow.com

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



■ IAAPI, a leading event for the Asian market, will be held for the 19th time this year

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.

Tel: +91 902 903 1643

Contact: info@iaapi.org

www.iaapi.org

9-11 MAY 2019

Asia Amusement & Attractions Expo (AAA) 2019

China Import & Export
Fair Complex (Area A)

This years 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 as integrated with the CIAE & TP AE 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

30 JUN - 10 JUL 2019

UNESCO World Heritage Committee session

Baku, Azerbaijan

The 43rd session of Unesco's World Heritage Committee will take place

in Baku, Azerbaijan between 30 June and 10 July. The annual meeting aims to regularly examine the state of conservation of properties inscribed on the World Heritage List, adding or removing properties from the prestigious list as appropriate..

Tel: +33 (0)1 45 68 11 04

whc.unesco.org

21-24 SEPTEMBER 2019

ASTC 2019 Annual Conference

Ontario Science Centre
Toronto, Ontario, Canada

The ASTC Annual Conference provides an opportunity to display products and services to the largest gathering of science museum professionals from across the globe. Nearly 2,000 attendees from science centers, museums, nature centers, aquariums, planetariums, and natural history museums will take part. They come to network, attend more than 100 sessions, and learn about products or services.

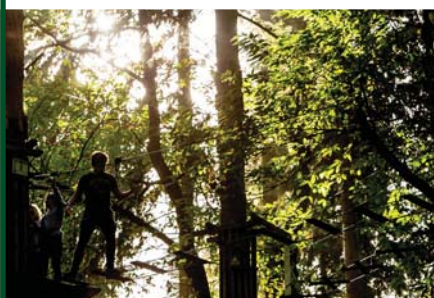
Tel: +1 202 783 7200

Contact: kellies@astc.org

www.astc.org/conference

EXPRESSIONS OF INTEREST

High Lodge attractions 2019



High Lodge, Thetford Forest is one of Forestry Commission England's premier visitor attractions and is located between Thetford and Brandon, on the Norfolk/Suffolk border.

High Lodge Forest Centre attracts in excess of 450,000 visitors each year and we are seeing a growing interest for enjoyment of the forest environment and recreational pursuits in this setting.

On-site facilities and services include: play equipment; natural play; cycle trails & foot trails; café; cycle hire; Go-Ape! (high ropes); Forest Segway; Forest Live Concert Programme; self-led education visits; cycle events;

archery; bushcraft and other recreational events; parking and toilet facilities..

We are looking for attraction providers to deliver family leisure activities on site throughout the year. The attractions should encourage family fun and physical activity.

All information to be submitted for consideration by February 15th 2019

If you have a business that is in keeping with the ethos of High Lodge and would like to find out more then please go to <http://lei.sr/h8l6W> to submit your plans and to complete the relevant paperwork.



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MANAGEMENT NEWS



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Is there more?

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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



Chef de Partie

Salary: £20,000-£21,000
 Company: Chessington World of Adventures
 Location: Chessington, Surrey, UK

Hotel Administrative Assistant

Salary: Competitive
 Company: Legoland
 Location: Carlsbad, CA, USA

Front Desk Agent

Salary: Competitive
 Company: Legoland
 Location: Carlsbad, CA, USA

Operations Manager

Salary: Competitive
 Company: Madame Tussauds
 Location: San Francisco, CA, USA

Social Media Producer

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

Group Sales Coordinator

Salary: Competitive
 Company: Legoland Discovery Centre
 Location: Chicago, IL, USA

Park AV System Technician 2

Salary: Competitive
 Company: Legoland
 Location: Carlsbad, California, USA

Digital Marketing Executive

Salary: Competitive
 Company: Merlin Entertainments Group
 Location: Sydney NSW, Australia

Centre Director

Salary: Competitive
 Company: Live Borders
 Location: Galashiels, UK

Operations Manager

Salary: £28,000 to £35,000 per annum
 Company: Longleat
 Location: Longleat, Warminster, UK

Retail Director

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

Operations Manager

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

Facilities Manager

Salary: Competitive
 Company: Madame Tussauds
 Location: San Francisco, CA, USA

Guest Experience Manager

Salary: Competitive
 Company: Legoland
 Location: Atlanta, Georgia, USA

Retail, Food & Beverage Manager

Salary: Competitive
 Company: Legoland Discovery Centre
 Location: Plymouth Meeting, PA, USA

Attraction Manager

Salary: Competitive
 Company: Merlin Entertainments Group
 Location: Auburn Hills, MI, USA

Displays Supervisor

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

Marketing Associate - Research

Salary: Competitive
 Company: Legoland
 Location: Carlsbad, CA, USA

Costume Character Performer

Salary: Competitive
 Company: Legoland
 Location: Carlsbad, California, USA

Attractions Associate

Salary: Competitive
 Company: Legoland
 Location: Carlsbad, CA, USA

Operations Associate

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

Attraction Manager (High Wires)

Salary: £30,153 per annum
 Company: Magna Vitae
 Location: Skegness, UK

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



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