

# Attractions

## MANAGEMENT NEWS

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6 FEBRUARY 2019 ISSUE 123

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## Disney to host first official LGBTQ event

Disneyland Paris is to host the first ever official LGBTQ event held at a Disney theme park when it opens the Walt Disney Studios Park for a Magical Pride Party on 1 June 2019.

The event, which is open to people from the LGBT community and their friends and families, will include meet and greets with Disney characters, a Magical March of Diversity Parade, access to selected attractions, DJs, special live music performances, karaoke, and themed photo locations.

A website ([www.magicalpride.com](http://www.magicalpride.com)) has been set up for the party, which runs from 8pm to 2am. Disney is selling package offers that include two or three nights accommodation at a Disney Hotel, an entrance ticket to the Magical Pride Party and "extra magic time" – early access to selected attractions in the Disney Parks, exclusively for Disney's hotel guests. There's a history of LGBTQ



■ The event will take place in Paris in June

happenings at Disney's parks, but Magical Pride will be the first to officially happen under the Disney umbrella.

Disneyland in Anaheim, California, formerly hosted an LGBTQ event but it stopped about 20 years ago, according to *Gay Days Anaheim*.

MORE: [http://lei.sr/T7J3W\\_A](http://lei.sr/T7J3W_A)

“

**There is some history of LGBTQ happenings at Disney's parks, but the Magical Pride will be the first to be labelled 'official'**



### THEME PARKS

#### Disney to add Zootopia to Shanghai park

Zootopia's success in China a "huge driver" for opening

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### NEW OPENING

#### New aquarium to open in Montenegro in 2020

Aquarium Boka to include 16 large pools for species

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### RELOCATION

#### New home for Thunder Bay Art Gallery

Proposed waterfront site to cost CA\$33m

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## General manager **Cem Uzan** reveals details for Turkey's Ankapark, set to open in capital city Ankara in March

A huge new theme park is set to open in this Turkish capital, Ankara, in March, covering an area of 1.4m sq m (15.1m sq ft).

Called Ankapark, the attraction will have 130,000sqm (1.4m sq ft) of indoor space for rides and attractions, meaning it will open during winter months as well as during the peak summer period.

Another weatherproofing feature at the park will be heated tents, where rides can continue to operate regardless of the weather conditions – inside the tents, the average temperature will be 23 degrees Celsius.

Ankapark will offer visitors 28 big rides and 180 mid-sized rides among its total 2,117.



■ Uzan said the park will have indoor space for rides and attractions

**"Our Chinese partners will bring nearly 500,000 Chinese tourists to the park"**

90 per cent of the rides in the park have been bought from European firms.

The park has been built by the Ankara Metropolitan Municipality and three Turkish

firms, alongside one Chinese company, have the operating rights for 29 years. Germany-based audit firm TÜV is conducting testing at the park.

Set to open in March, the park has a focus on bringing in international visitors, as well as domestic.

"We are trying to improve tourism activity in Ankara. Our Chinese partners will bring nearly 500,000 Chinese tourists," said Ankapark Enterprises general director Cem Uzan.

"Our aim is to bring Russian and Middle Eastern ones. If more tourists come here in this context, Ankara will have a proper income, developing its touristic structure."

## **Eddie Kemsley** returns to heritage theme park Dreamland as chief executive



■ Kemsley's previous tenure as CEO ended when she left to take over Kidzania in London

Dreamland – the heritage theme park in Margate, England – has confirmed the reappointment of its former chief executive officer Eddie Kemsley to the same position, two years after she left the business to take over at Kidzania London.

Dreamland has struggled financially in recent years, with the park falling into administration in May 2016. Since then, the park has benefited from substantial investment from its owner, Sands Heritage and now

**"We will further the park's reputation as one of the industry's most exciting visitor attractions and events"**

includes not just the theme park, but also a roller room and diner, 1,000-person capacity music venue (Hall By The Sea), a children's soft play centre (Octopus' Garden) and a seafront pub (Cinque Ports).

Dreamland now touts itself as a "world-class visitor attraction, offering all the fun of the festival for the whole family", with vintage

rides, pop-up entertainment, art installations, eclectic street food and a year-round programme of live music and events.

"I look forward to working with our talented team here, and partners across the UK, to further the park's reputation as one of the industry's most exciting visitor attractions and events venue," said Kemsley.



■ Frank Ruttenberg first joined San Antonio Zoo as a tour bus operator and has spent two decades on the zoo's board

{ **"With the help of our ambassadors from the animal kingdom, it's our mission to educate people"** }

## Frank Ruttenberg named chief of San Antonio Zoological Society

Frank Ruttenberg has had his decades of service to the San Antonio Zoological Society recognised, with his appointment as the new president of the association.

A board member for over two decades, Ruttenberg has served on the executive committee as secretary, treasurer, and 1st and 2nd vice president. His long-held passion for San Antonio Zoo dates back to his start at the attraction, where he would initially work as a tour bus operator.

Ruttenberg takes over from outgoing president Chris Bathie, who has been

serving in the role for four years – a period in which almost US\$30m (€26.26m, £22.97m) has been invested in the institution.

Ruttenberg described the appointment as a great honour, adding: "Our San Antonio Zoological Society is dedicated to securing a future for wildlife. Our board understands this is a great responsibility. With the help of our ambassadors from the animal kingdom, who we care for as though they were our own family members, it's our mission to educate people to the importance of wildlife, and to inspire people."

# Attractions

MANAGEMENT NEWS

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## Jan Maarten de Raad: Hameau Dubœuf's immersive wine attraction an example of customised experiences



■ Jan Maarten de Raad has spent the past 32 years at Jora Vision

French wine museum Hameau Dubœuf is to get a new immersive experience courtesy of Dutch attraction design and build specialist Jora Vision.

The experience, called Mon Beaujolais, will tell the 2000-year history of winemaking in the Beaujolais region through a character called Toine, a fictional winegrower who has appeared in Hameau Dubœuf's attractions previously.

The story will be told via video mapping and back projection, with

**"Over the last couple of years, we've been focussing on design-build projects that tell a cultural story"**

Eindhoven-based Mansveld Projecten and Services collaborating with Jora Vision on the audiovisual and show control elements of the experience.

According to Jan Maarten de Raad, Jora Vision CEO, the project shows how customised content is becoming increasingly popular.

"This project is another example of our key strategy

of creating customised immersive experiences for clients," said de Raad.

"Over the last couple of years, we have been focussing on design-build projects that tell an interesting cultural story. We are excited to see more and more clients showing interest in our services and we are confident Mon Beaujolais will be a spectacular example of our work."

## Canadian National Gallery CEO Marc Mayer steps down after decade in role

Marc Mayer is stepping down as director and CEO of the National Gallery of Canada today to pursue new challenges, following a 10-year stint in the role.

During his tenure, Mayer has raised close to CA\$29m (US\$21.9m, €19.2m, £16.9m) for the gallery, led the renovation of the Canadian Pavilion in Venice and helped establish the Canadian Photography Institute (CPI) – a national photography research centre.

The Canadian National Gallery's deputy directors, Anne Eschapasse and Julie Peckham, will now act as interim leaders until Mayer's successor is named.



■ During his tenure, Mayer raised close to CA\$29m for the gallery

**"Canada plays a leadership role in the world in recognising indigenous works of art"**

Reflecting on his 10 years in the role, Mayer said: "I'm proud of pumping up the volume on all things indigenous. Canada

plays a leadership role in the world in recognising indigenous work. We talked about that since I first got here."

Looking forward, he added: "I've got a number of options. I'm definitely looking for another job."

Before leading the gallery, Mayer led a number of contemporary Canadian art institutions, such as the Canadian Cultural Centre in Paris, the Musée d'art Contemporain de Montréal and the Power Plant Contemporary Art Gallery in Toronto.

The National Gallery of Canada, located in the capital city of Ottawa, Ontario. It has a large collection of paintings, drawings, sculpture and photographs with a focus on Canadian art, although it also holds many noted American and European works.



■ Long wants to make deep connections with the community

**"As a design museum, our focus will be on the impact that design has on everyone"**

## V&A Dundee director **Philip Long** seeks to inspire through creativity

**T**he V&A Dundee – Scotland's first major design museum

– provides a "new idea" for people to discover, one that could help to "change their lives", according to director Philip Long.

The museum, which opened in September 2018, came about through a close relationship between the V&A London and the University of Dundee, which includes the Duncan of Jordanstone College of Art and Design, considered by some as one of the top such institutions in the UK.

"V&A Dundee is a new idea and a new institution

for people to discover and explore," Long told *Attractions Management*.

"As a design museum, our focus is the impact design has on everyone. I want to help people understand how important design and creativity is to us all. It will be vital to make opportunities for people – especially the youth community – that might change their lives. People can excel in so many ways – that may not always be through the conventional education system – but by seeing great design and getting involved in design and creativity, they may find ways to transform their future."

## MEET THE TEAM

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## THEME PARKS

# Zootopia expansion for Disneyland Shanghai

Shanghai Disney Resort has announced another major expansion – the second since it opened in June 2016 – which will be themed on the animated film Zootopia.

The Zootopia area will be the park's eighth and will feature the popular Judy and Nick IPs, among others, from the movie.

The success of Zootopia across China is a huge driver behind the expansion. The blockbuster, which earned US\$236m (€208m, £181m) is currently the country's highest-grossing animated feature film.

Speaking on the announcement, Yang Jinsong, chairman of Shanghai Shendi Group – Disney's Chinese joint venture partner for the resort – said: "Since the

resort's grand opening in 2016, Shanghai Disneyland has gone from strength to strength – continuing to expand and enjoy ever-rising attendance rates, while also providing a safe and enjoyable experience for our guests.

"Shanghai Disneyland has rapidly become one of the fastest growing Disney parks and has been key to the development of the Shanghai International Resort.

"This new expansion will provide our guests with an even richer selection of offerings, and will further boost our market competitiveness."

Construction on the attraction is expected to begin later this year.

MORE: [http://lei.sr/B3b6T\\_A](http://lei.sr/B3b6T_A)



■ The Zootopia area will be the park's eighth and will feature the popular Judy and Nick IPs from the movie



**The expansion will provide guests with an even richer selection of offerings**

## NEW OPENING

# Major new waterpark opens doors in Johannesburg



**The park is owned and operated by South African businessman Tim Hogins and China's Happy Island Group**

A major new waterpark operation has opened its doors in Johannesburg, South Africa, with the US\$36m (€31.8m, £28m) Happy Island Waterworld offering among its attractions, the continent's largest wave pool.

The park, which opened to the public on 27 December, is owned and operated by South African businessman Tim Hogins and China's Happy Island Group. It offers a range of slides and pools, including the signature the Gravity Loop slide, which features a near-vertical drop, enabling riders to reach speeds of up to 60km per hour.



■ The park has opened for a two-month pre-launch

There are also two giant wave pools, as well as massage pools, a spray park, kids' rides and a number of water rides.

With more than 25,000 visitors already through its doors, Happy Island management has predicted a strong first year.

MORE: [http://lei.sr/u7j6u\\_A](http://lei.sr/u7j6u_A)





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## MUSEUMS

# Design revealed for Museum of the Great Famine

Design renderings of the future Museum of the Great Famine in Kiev, Ukraine, have been released by Polish studio Nizio Design International, which is working with the Ukrainian design studio Project Systems on the development.

The Great Famine, or Holodomor as it's known in Ukraine, claimed millions of victims between 1932 and 1933. Its causes are a topic of controversy amongst historians – some consider it a genocide against the Ukrainian people and others the result of a wider famine in the Soviet Union.

The proposed 14,000sq m (45,930sq ft) museum will blend into the tectonics and landscape of the

Dnieper valley slope near Pechersk Lavra, a place of unique importance in Ukrainian history.

The museum will be underground, with an angular split roof that suggests the shifting of tectonic plates.

The roof sits upon heavy concrete walls that descend to the subterranean exhibition spaces.

One part of the exhibition looks at the reasons behind the famine – which killed between 2.6 and 10 million people – while a second is dedicated to the “rebirth” of Ukraine, its “struggle for independence and the overcoming of the trauma of Holodomor”.

**MORE:** [http://lei.sr/7P5c6\\_A](http://lei.sr/7P5c6_A)



■ The museum fits into the landscape of its Dnieper Valley setting



**One part of the exhibition looks at the reasons behind the famine while a second is dedicated to the rebirth of Ukraine**

## DESIGN

# Herzog & de Meuron reveal Vancouver Art Gallery designs



**I hope we can break ground by the end of this year**

Kathleen Bartels

Final design have been revealed for the new home of the Vancouver Art Gallery in British Columbia, Canada.

Expected to open in 2023, the Herzog & de Meuron-designed, CA\$350m (US\$261.8m, €230.8m, £201m) building will be a 300,000sq ft (32,516sq m) structure incorporating 25 permanent collection galleries.

The property has a stacked design and will be built out of a mixture of glass, concrete, steel and wood

Kathleen Bartels, the gallery's director, said: "The provincial and federal governments have been very



■ The gallery has a unique stacked design

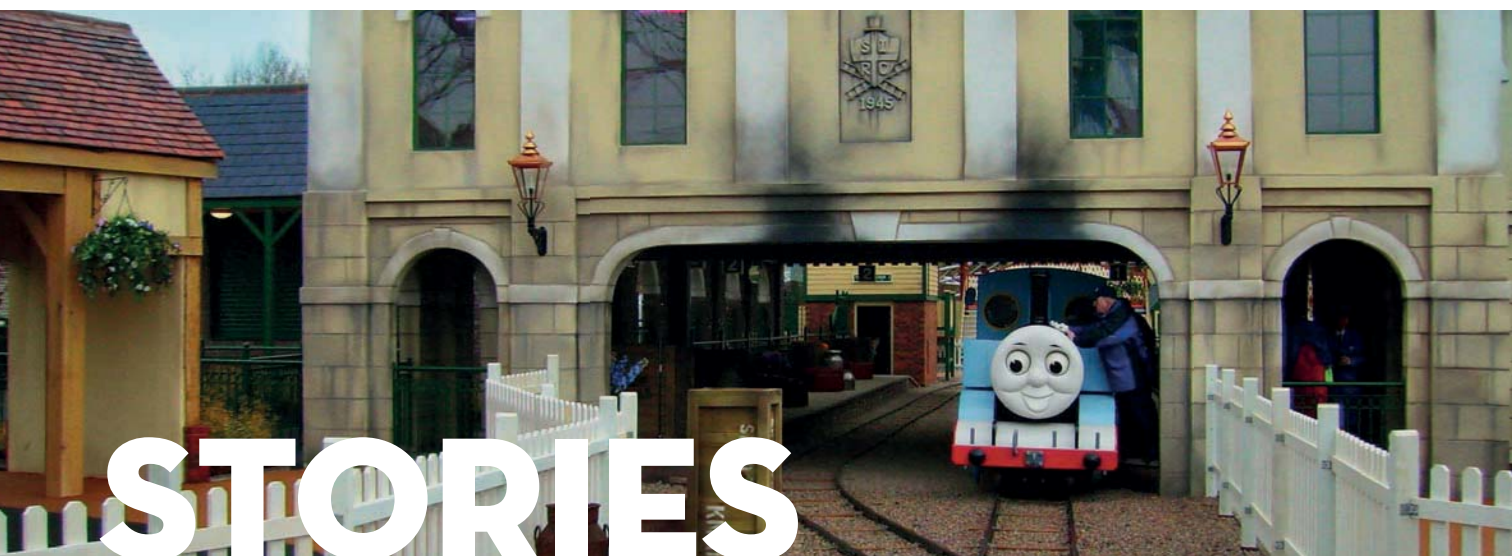
encouraging and very supportive. I would really hope we can break ground by the end of this year. It just really depends when we get the necessary funding confirmations from the government."

**MORE:** [http://lei.sr/N6M8c\\_A](http://lei.sr/N6M8c_A)





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## MUSEUMS

## New aquarium to open in Montenegro in 2020

Montenegro's Institute of Marine Biodiversity is building an aquarium, with the new attraction to sit underneath the Marine Biodiversity Conservation Centre in the coastal town of Kotor.

Aquarium Boka will have 16 pools across 250sq m (2,690sq ft) and will comprise three main areas when it opens to the public in Q2 2020.

Designed by Montenegrin firm Enforma, with consultancy from Italian company Panaqua, the aquarium will house marine wildlife from across the world.

In Room A, it will have global and Mediterranean marine species; in Room B creatures from the Adriatic

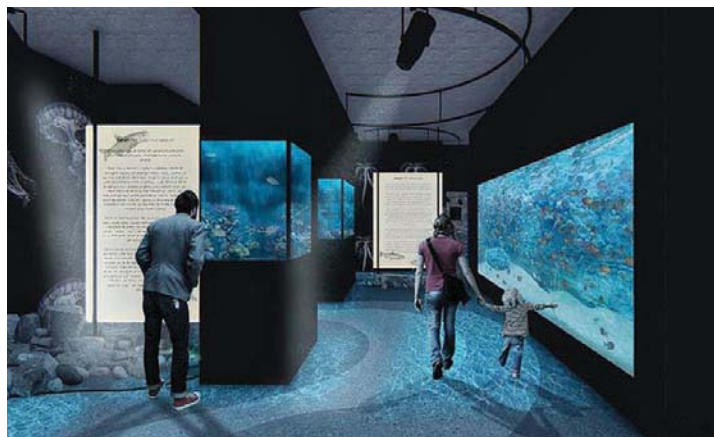
Sea and Southern Adriatic will be on display; and in Room C, local Kotorska Bay species will be on show alongside tropical fish and the aquarium shop.

The aquarium has received funding from the Norwegian Ministry of Foreign Affairs to the tune of €500,000 (US\$569,000, £442,000) among other donations.

"We hope the aquarium will receive its first visitors by the end of Q2 2020," said Radoje Lausevic, project manager of Aquarium Boka.

"We're currently in the phase of scraping the premises and, in a few months, the significant reconstruction of the ground floor will begin."

MORE: [http://lei.sr/m3G4U\\_A](http://lei.sr/m3G4U_A)



■ Aquarium Boka will house specimens in a total of 16 pools



**We hope the aquarium will receive its first visitors in 2020**

Radoje Lausevic

## URBAN PARKS

## Work starts on Egypt's "Green River" leisure district in Cairo



**Set to be one of the world's largest parks, Green River will stretch more than 10km**

Work has started on a major development in Egypt's capital, with the country's Prime Minister on-hand for the Green River Park's groundbreaking.

Set to be one of the world's largest parks, Green River will stretch more than 10km and cover an area of more than 1,000 acres.

The development will be divided into three planning sectors – called CP 01, CP 02 and CP 03 – each reflecting a distinctive visual and urban characteristic.

CP 01 will house a mosque, botanical garden, El Khan traditional garden, an open zoo, a park and waterfall.



■ At more than 1,000 acres, Green River will be one of the world's largest parks

CP 02 will have a boutique hotel, recovery resort and healing park, a dancing fountain, spas and wellness centres. CP 03, meanwhile, will have riverfront retail shops and restaurants, playgrounds, an arena and a plaza stage.

MORE: [http://lei.sr/C4R8P\\_A](http://lei.sr/C4R8P_A)



## GALLERIES

# Thunder Bay Art Gallery plans CA\$33m move

Thunder Bay Art Gallery in Ontario, Canada is to move from its current site at Confederation College to a new building on the city's waterfront.

Six separate exhibition spaces will sit across 37,000sq ft (3,437sq m) and two storeys in the gallery's new home, with construction set to begin soon.

It's hoped that the move to a new waterfront site will help boost tourism in the city as well as visitor numbers to the museum, which will be designed around the theme of a sleeping giant, will offer views of Lake Superior.

The new home will have climate-controlled storage spaces that officials say will

allow the gallery to expand its permanent collection.

The project is set to cost around CA\$33m (US\$24.9m, €21.8m, £19.4m). Funding has been all but secured through a combination of federal, provincial and municipal levels of government financing totalling CA\$27.5m (US\$20.8m, €18.2m, £16.2m) and some local private donations.

"It's really for everyone," said local MP Don Rusnak. "For families, for people that aren't or that haven't maybe been involved in art in their entire life. The gallery works with other community groups across north-western Ontario to bring them in too."

MORE: [http://lei.sr/9Q6t5\\_A](http://lei.sr/9Q6t5_A)



■ The move to a new waterfront site is designed to boost tourism



“

**The new gallery  
will be for everyone  
in the region**

Don Rusnak

## MIXED-USE RESORT

## Waterpark plans included in US\$1.3bn casino takeover

“

**Wind Creek Hospitality plans to develop a 300-bedroom hotel and diversify the resort by building a new waterpark**

Sands Bethlehem – the hotel and casino resort in Pennsylvania, US, subject to a US\$1.3bn (€1.14bn, £1.1bn) acquisition bid by Wind Creek Hospitality – could be expanded with a second hotel and indoor waterpark if the buyer's plans go forward.

Currently owned by Sheldon Adelson's Las Vegas Sands organisation, Sands Bethlehem houses a casino, live entertainment spaces and outlet shopping.

While Las Vegas Sands has agreed to sell the property, the deal is under review by the Pennsylvania Gaming Control Board.

Wind Creek Hospitality, which is the hospitality business of the Poarch



■ The site will receive a multi-million dollar expansion

Band of Creek Indians, has told US media that it plans to invest US\$190m (€166m, £147m) at the resort.

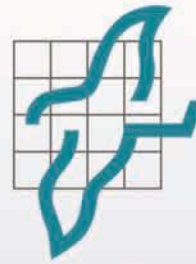
It has revealed details for a new 300-bedroom hotel and has plans to diversify the site by developing a waterpark.

MORE: [http://lei.sr/8u7q8\\_A](http://lei.sr/8u7q8_A)

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■ Among the new attractions is a "walk with lemurs" experience

## Grand Plans

Following a record-breaking year in 2018, Chester Zoo has announced ambitious plans for 2019



■ Jamie Christon

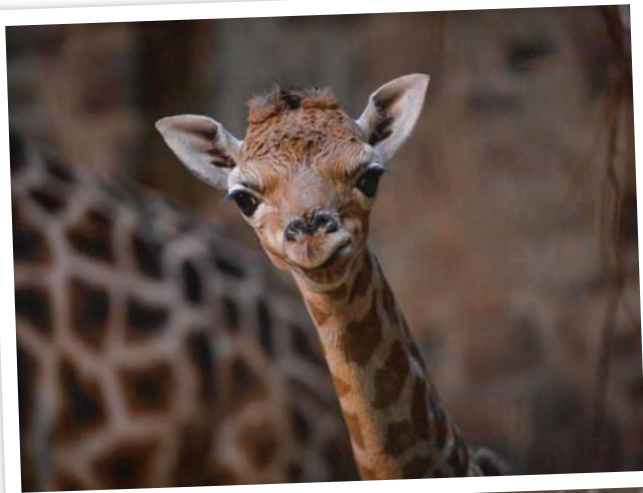
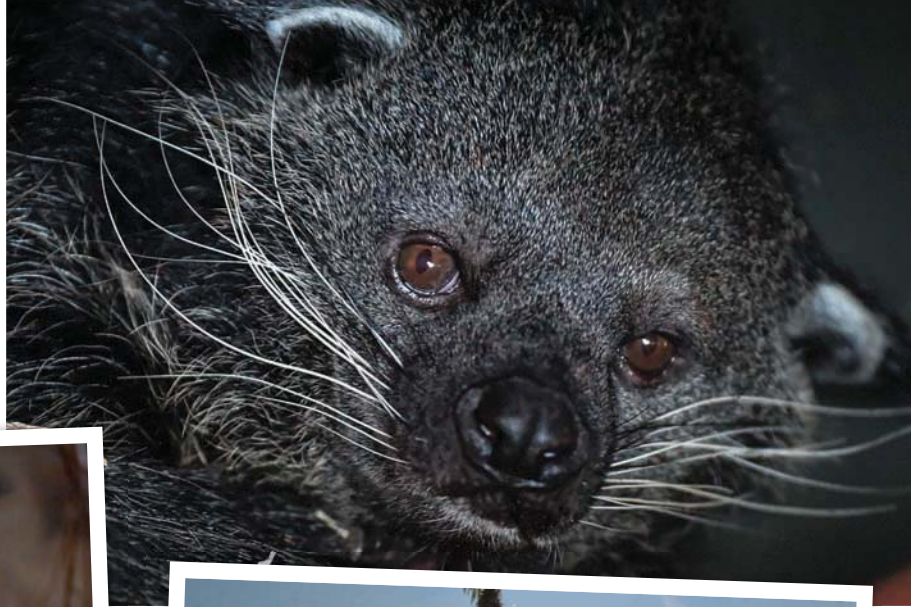
**W**alking with ring-tailed lemurs and seeing endangered Asiatic lions in a specially-developed new habitat are among the new experiences planned for Chester Zoo in 2019, as it continues with its multi-year, multi-million-pound expansion masterplan.

The zoo has announced a number of new features set to debut this year, which include a new Madagascar zone from Q2 2019, with an immersive

forest habitat where rare lemurs and the fossa – Madagascar's largest carnivore – live. Visitors will be able to take an expedition through part of this forest, though presumably not the part inhabited by the fossa.

In Q3, an expansive new habitat for the zoo's Asiatic lions will open. This has been inspired by the dry forest and savannah habitats of Gir National Park in India – the only place in the world where Asiatic lions still roam free, with fewer than 500 left in the wild.





■ The zoo broke its visitor record in 2018 and will introduce a number of new attractions during 2019

Chester Zoo is caring for these lions as part of a European endangered species breeding programme. Raised earth hilltop viewing points will give the lions the ability to survey their Savannah and there will be heated rocks, a water hole and a sandy beach area.

The investment is part of a major long-term plan to transform the zoo into spectacular zones, inspired by the global regions where the zoo's conservationists work. The developments are set to continue until 2030.



By inspiring a life-long connection to wildlife, we hope to create the conservationists of the future

The plans were announced on the back of a record-breaking 2018, during which the zoo set an all-time high figure for the attraction's 88-year history. Around 1.97 million visitors visited the zoo, which is 4 per cent up on its previous best in 2016.

Jamie Christon, COO, said that 2019 was set to be a "special year".

We hope to bring visitors closer to the animals than ever before," he said. "By inspiring a life-long connection to wildlife, we hope to create the conservationists of the future." ●





# House of history

Civil rights activist Martin Luther King Jr's former family home is to be restored and become a visitor attraction



■ P Daniel Smith, National Park Service deputy director

**T**he family home of the late civil rights leader Martin Luther King Jr in Atlanta, US, is to be opened to the public.

The National Park Foundation, the National Park Service and the King family have all agreed to open the house as a visitor attraction to allow members of the public see where a 20th-century icon lived.

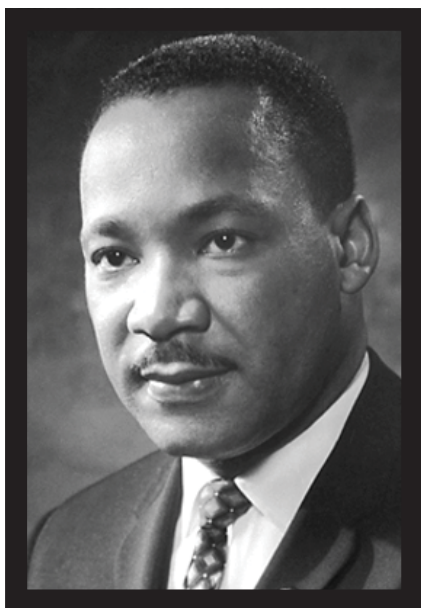
The house will become part of the Martin Luther King Jr National Historical Park and was bought by the National

Park Foundation – is the nonprofit partner of the National Parks Service – from King's widow Coretta Scott King on 8 January. It was then immediately transferred to the National Park Service.

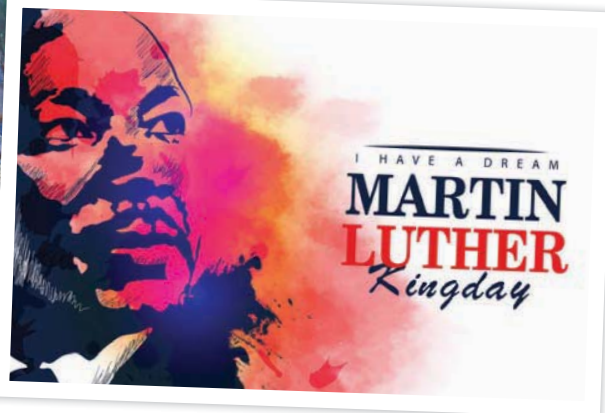
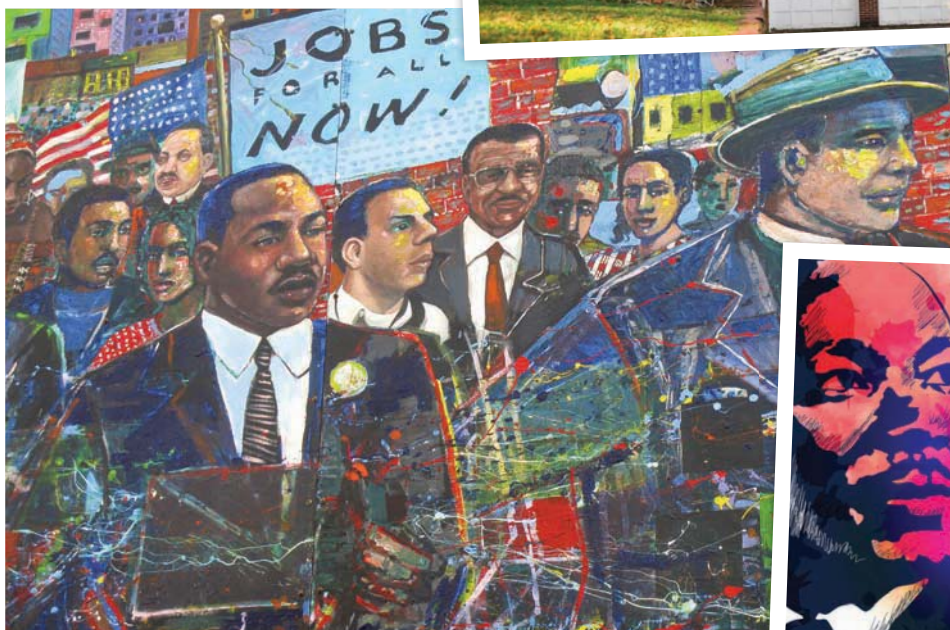
"African-American history is US history and the family home of Dr Martin Luther King Jr and Mrs Coretta Scott King is a touchstone for us all to better understand our shared heritage," said Will Shafroth, president of the National Park Foundation.

Bernice A King, one of King's two daughters, added: "We are very pleased





■ The family home (middle left) will become part of Martin Luther King Jr National Historical Park, which includes a number of landmarks around Atlanta



to have worked with the National Park Foundation to ensure that the family home that my siblings and I grew up in will be open and available to the public.

"My brothers and I are honoured to have fulfilled my mother's wish to allow future generations to know the story of our dad as a father, a husband, a minister and a civil rights leader."

The home King was raised in was also bought in Q4 2018 by the National Park organisations and will be added to tours based on the man's life.



**The addition of the homes where Dr King was born and where he raised his family provides us spaces to fully tell the story of his life and legacy**

"The addition of the homes where Dr King was born and where he raised his family with Coretta Scott King provides the National Park Service sacred spaces to more fully tell the story of Dr King's life and legacy," said National Park Service deputy director P Daniel Smith.

"Thanks to the National Park Foundation and the generosity of the King family, these areas are now among the many civil rights sites that are preserved as part of the National Park System and will be accessible to the American people in perpetuity."





Our aim is to identify a design that is not just about a new built form but about the people whom we hope will be inspired by it

Naomi Milgrom



## A Powerhouse in the making

A museum design competition has been launched to create a new, permanent home for a science museum in Sydney



■ The museum is currently located in Ultimo, a Sydney suburb

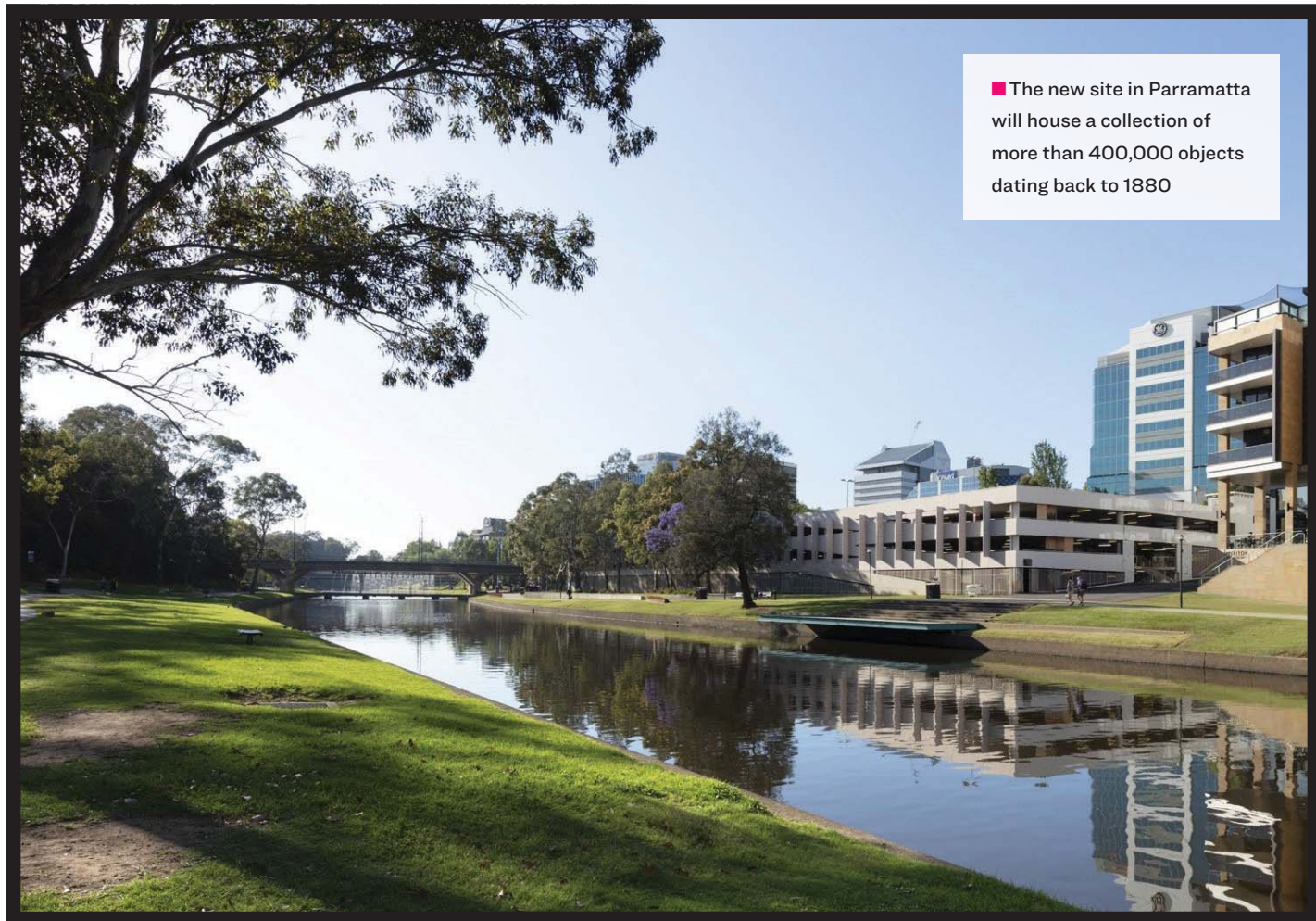
A design competition has opened for the proposed 24-hour Powerhouse Museum in Parramatta, Sydney, Australia.

Currently based in Ultimo, a Sydney suburb, the Powerhouse Museum is a scientific institution that houses a collection of more than 400,000 objects dating back to 1880.

Parramatta is Sydney's newly-designated 'Central River City' and it is hoped that the new attraction will be a distinctive architectural statement 'intended to become a global landmark'.

### Grand plans

The new building will incorporate 18,000sq m (193,750sq ft) of exhibition and public space, including Australia's largest and most advanced planetarium.



■ The new site in Parramatta will house a collection of more than 400,000 objects dating back to 1880

## “ The museum will play an important role in renewing the places and neighbourhoods where it will be a focus ”

Other features will include Australia's first dedicated STEAM learning space and a pedestrian bridge.

"This competition is a once-in-a-generation opportunity to create a purpose-built Powerhouse Precinct at Parramatta that will welcome people from across the world and New South Wales (NSW)," said Don Harwin, NSW minister for the Arts.

"We're looking for the best designers from across NSW, Australia and internationally to create this new cultural landmark in Parramatta."

### Step at a time

The competition is a two-stage process, which will begin with an initial expression of interest phase. At least five teams will then be selected to proceed to stage two, where

designs will be exhibited physically and online for public comment before going to jury deliberations.

The competition jury is to be chaired by Australian entrepreneur Naomi Milgrom whose foundation commissioned the annual MPavilion installation in Melbourne's Queen Victoria Gardens.

"The museum will play an important role in renewing the places and neighbourhoods where it will be a focus, but more importantly, it will be a catalyst for imagination, connection and creativity in the community of which it will be a part," Milgrom said.

"Our aim is to identify a design that will reflect this ambition – a design that is not just about a new built form but is about the people and community whom we hope will be inspired by all that will happen at the museum."



■ The museum houses objects dating back to 1880



PROMOTION

IDE**A**TTACK®

# 21<sup>ST</sup> CENTURY INNOVATION

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



IdeAttack has helped create many of the world's most spectacular tourism and leisure destinations





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

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

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

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

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



## PROMOTION

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

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

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

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

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

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

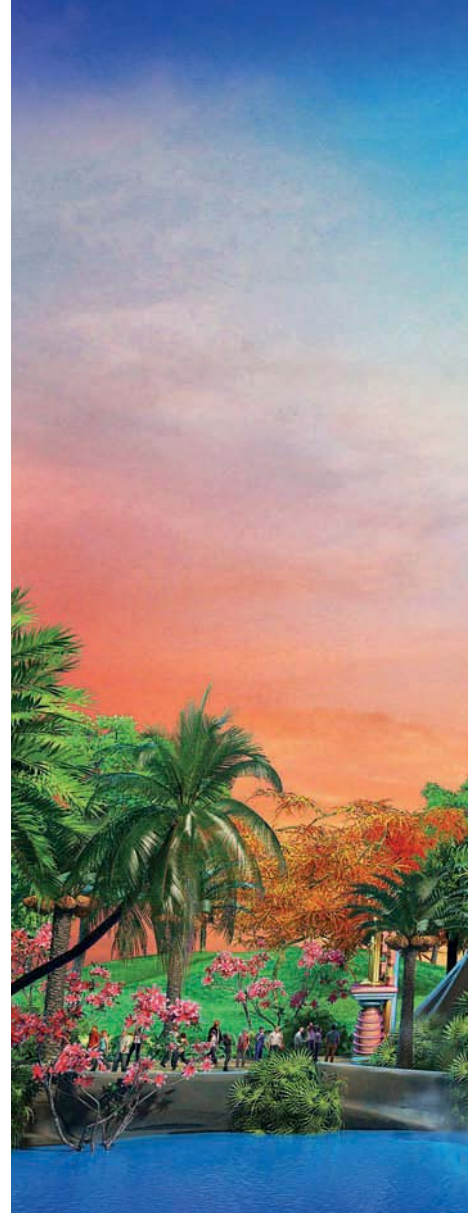
“For a project we offer a number of services,” says Thomas. “These include planning, concept design, schematic design, design development, architecture, attraction design and production, brand development, signage and graphic design, character design and feasibility studies.”

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

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

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

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



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





IdeAttack offers comprehensive project development from start to finish

## Mastering the planning and design of entertainment destinations in China

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

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

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

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

With more than 200 theme park developments currently

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

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

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

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

Phone: +1 626 204 4087 • Fax: +1 626 441 4496 • Email: [info@ideattack.com](mailto:info@ideattack.com) • Website: [www.ideattack.com](http://www.ideattack.com)

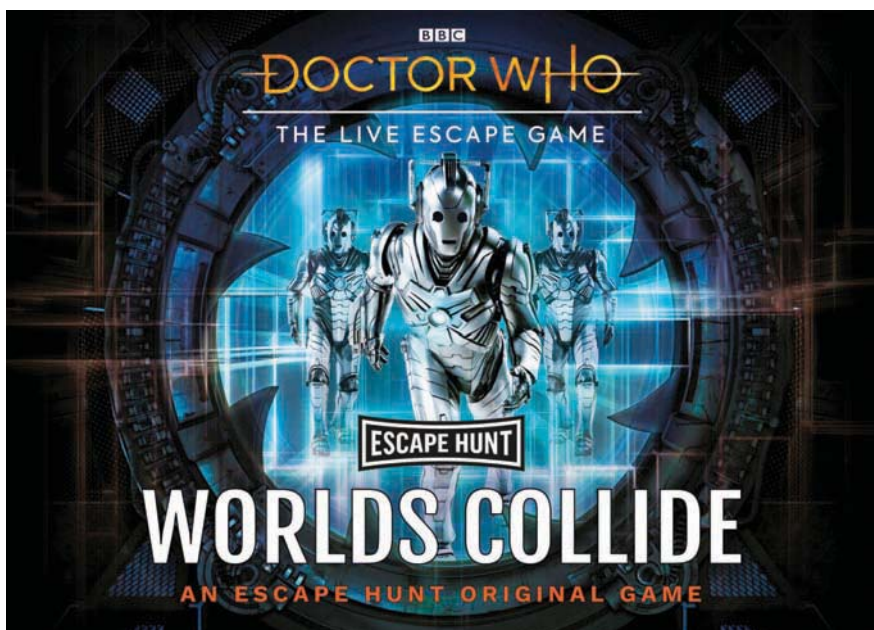


# PRODUCT INNOVATION

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](http://attractions-kit.net)



● Visitors are transported to ChronosCorp HQ and informed that billionaire Alastair Montague's attempt to commercialise time travel has gone wrong

## Latest escape room attraction to open in Oxford with Doctor Who theme



● Bradley Wynne

Escape Hunt is set to open a new Doctor Who escape room in Oxford.

Expected to open on 8 February 2019, the escape room, called World's Collide, will take visitors on a thrilling adventure with the Doctor herself.

On entering the room, visitors are transported to ChronosCorp HQ, where they are informed that eccentric billionaire Alastair Montague's attempt to commercialise time travel has ripped the fabric of time and space. To make matters worse Cybermen are planning to use this hole to attack Earth and 'upgrade' humanity. Players, equipped

with Montague's prototype time machine and his extensive collection of time artefacts, have just 60 minutes to close the gap to save the planet from the Cybermen's attack.

Speaking to *Attractions Management News*, Bradley Wynne, creative director at Escape Hunt, said: "I think we're living in a time where people really value experiences above possessions and time spent away from screens. We really want to give people story-led immersive experiences where they're working through the story, rather than a string of Doctor Who-themed

puzzles, with their teammates to achieve an overall objective. We want visitors to feel like they've been placed at the centre of a Doctor Who episode, where they're right at the heart of the adventure.

"Doctor Who is an excellent IP to work with because it can be anything, future, past, Earth, space and everything in between.

"I'm incredibly proud of the team here and the wider delivery team, on a very successful collaboration with BBC Studios."

ATTRACTIONS-KIT KEYWORD

**ESCAPE HUNT**

## ParadropVR to open City Flyer at Bangkok skyscraper



● Matt Wells

Frontgrid is set to launch its ParadropVR City Flyer attraction at King Power Mahanakhon, a mixed-use skyscraper located in the central business district in Bangkok, Thailand.

Expected to launch in summer 2019, the world-first attraction offers a unique virtual paragliding experience.

Riders, sat in a suspended paragliding harness and wearing a VR headset, experience a self-controlled VR flight across Bangkok. Exclusive bespoke content and wind/



● Set to open later this year, the attraction will take riders on a self-controlled VR flight across Bangkok

sound effects create a fully immersive environment, while gamification elements and full flight controls put the rider at the heart of the experience.

Matt Wells, Frontgrid CEO and co-founder, said: "We're excited to be launching the world's first ParadropVR City Flyer at King Power Mahanakhon in Bangkok. To be part of such an iconic new

development is a real honour, and reflects the confidence King Power have in our product."

Called ParadropVR, the VR attraction is designed to provide an immersive experience that realistically simulates the feeling of flying on a paraglider.

.....  
**ATTRACTIONS-KIT KEYWORD**  
**FRONTGRID**  
.....

## Visitor technology

## Picsolve announces five-year partnership with Merlin

Picsolve has announced a new five-year partnership with Merlin Entertainments, which will see the company become the content capture provider for a number of Merlin's London-based attractions, including Dreamworks Tours: Shrek's Adventure! London and Sea Life London Aquarium.

Additionally, the company has won contract extensions with its existing Merlin clients: Madame Tussauds London, The London Dungeon and the Coca-Cola London Eye.

Picsolve's innovative content capture technology will be implemented across these attractions, including its green screen and



● David Hockley

Picsolve merchandise including photo books, video content and panoramic prints.

David Hockley, CEO at Picsolve, said: "London is home to some of the world's most iconic attractions, so it's important visitors are able to capture their experience as they enjoy the best the city has to offer.

"Our promise to deliver a seamless customer experience and provide our partners with new and exciting content capture innovations, is why we're able to work with the industry's top brands such as Merlin Entertainments. We're looking forward to seeing the new version of our Super Selfie technology."

.....  
**ATTRACTIONS-KIT KEYWORD**  
**PICSOLVE**  
.....



● Picsolve's green screen and Experience Wall technology will be rolled out at Merlin's London attractions including Shrek's Adventure!

Experience Wall, which consists of floor to ceiling HD screens which turn chroma green for a split second allowing for special effects to be added post production. A new version of its Super Selfie will debut at the attractions in the near future.

Visitors will also be able to purchase a wide range of



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](mailto:info@iaapi.org)

[www.iaapi.org](http://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 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](mailto:lilia@iecdubai.com)

[www.dealmiddleeastshow.com](http://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](mailto:info@amusementexpo.org)

[www.amusementexpo.org](http://www.amusementexpo.org)



■ VAC, held each year since 2004, attracts the thought leaders of the UK sector

4 OCTOBER 2019

### VAC 2019

**QEII Conference Centre,  
London, UK**

The Annual National Conference of Visitor Attractions (VAC) is the pre-eminent event for all types of Visitor

Attractions in the UK. Run by the industry for the industry, VAC is firmly established as the key place to meet and network with contemporaries and to participate in a stimulating programme – whatever your interest in the sector.

[www.vacevents.com](http://www.vacevents.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 & TPAE 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](mailto:grand.ti@grahw.com)

[www.aaaexpos.com](http://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](http://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 centres, museums, nature centres, 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](mailto:kellies@astc.org)

[www.astc.org/conference](http://www.astc.org/conference)

SAVE THE DATE!

# IAAPA ATTRACTIONS EXPO 2019



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

Orange County Convention Center | Orlando, FL, US

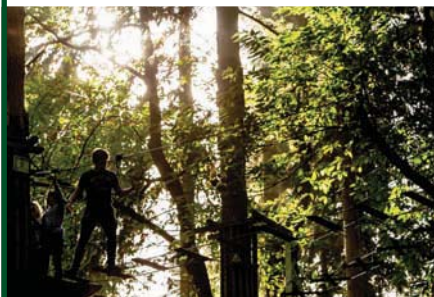
[www.IAAPA.org/IAAPAAttractionsExpo](http://www.IAAPA.org/IAAPAAttractionsExpo)





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.



# Attractions

Find great staff™

## MANAGEMENT NEWS



Recruitment headaches?  
Looking for great people?

## Attractions Management News can help

### Tell me about Attractions Management News

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

### How does it work?

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

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

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

### What are the most powerful features?

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

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

### I hear you're part of Leisure Media

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

### What packages are available?

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

### Is there more?

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

### What now?

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

### Meet the Attractions Management News recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

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



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



## Operations Manager

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

## Centre Director

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

## Trainee Manager Programme

Salary: Competitive Salary and Benefits  
 Company: Gulliver's Theme Park  
 Location: South Yorkshire, UK

## Duty Managers

Salary: Competitive Salary and Benefits  
 Company: Gulliver's Theme Park  
 Location: Rotherham, South Yorkshire, UK

## Restaurant & Bar Team Leader

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

## Food and Beverage Supervisor

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

## 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

## 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

## Marketing Associate - Research

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

## Costume Character Performer

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

For more details on the above jobs visit [www.attractionsmanagement.com](http://www.attractionsmanagement.com)



## Theme Park Duty Managers & Trainee Managers

📍 Rother Valley,  
South Yorkshire

Gulliver's brand new resort at Rother Valley is opening in 2020 which means we need more great leaders as we prepare for a big future. Gulliver's Valley Resort will be our biggest venture to date and we'd love to meet individuals who want to share in our exciting future.

Gulliver's have enjoyed more than 40 years of delivering great value family fun. With resorts in Warrington, Matlock Bath and Milton Keynes. Our resorts include Theme Parks, Splash Zones, Blast Arenas, High Ropes experiences, Dinosaur and Farm Park, plus award winning themed hotels, lodges and camping.

As a high energy, ambitious individual you will be prepared to work hard to gain experience and develop new skills in order to progress. The ability to spend a number of weeks at a time at our resorts in Matlock Bath, Warrington and Milton Keynes during the initial 9 to 12 months is therefore essential. In early 2020, you'll then take on your role at Gulliver's Valley Resort as we make final preparations to launch its grand opening!

### Duty Managers

Reporting to the Resort General Manager, you'll take shared duty manager responsibility for the day to day operations across the whole resort while maintaining productivity, profitability and performance of your own specialist areas: These might include Rides and Attractions, Health and Safety, Food and Beverage, Admissions and Retail, Hospitality and Guest Experience, Maintenance and Facilities management.

You'll be a proven leader with experience of managing large teams in a fast-paced operations, leisure or hospitality environment. You'll be used to organising and dealing with guests, be innovative with your ideas and have an infectious enthusiasm that engages and inspires those around you. You'll be hands on, extremely flexible and an excellent communicator.

### Trainee Managers

With a hands-on approach and excellent communication skills, you'll be used to organising and dealing with customers, be innovative with your ideas and have an infectious enthusiasm that engages and inspires those around you.

The Trainee Manager programme will be structured over a 12 month period starting in May 2019 and will include:

- A number of placements across different areas of the business.
- First class training programme to develop skills and knowledge.
- Senior level mentor from within the business and access to external development coaches and experts.
- Ownership of bespoke projects which will challenge skills and develop learning.

If you are driven and ambitious and want to be part of a brand new adventure (now dawning on the South Yorkshire horizon) then please apply below stating which role you are applying for.

**Candidates MUST send a Covering Letter with their application - otherwise they will not be considered. Closing date 10th March 2019.**

**To Apply, Email Your CV and Cover Letter to: [careers@gulliversfun.co.uk](mailto:careers@gulliversfun.co.uk)**



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