

# Attractions

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on page 26

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## Cedar Fair eyes out-of-park investments

Cedar Fair has revealed plans to grow and expand its external revenue streams through new developments attached to its existing parks portfolio.

Speaking during an earnings call, Richard Zimmerman, president and CEO of Cedar Fair, revealed the plans, which include a focus on resort accommodation to extend stays, as well as a range of other leisure opportunities.

"There's an opportunity to expand our out-of-park revenue streams and maximise the value of our existing portfolio through development adjacent to our parks," he said.

"We currently have more than 1,300 acres of undeveloped land that can be utilised for resort expansion, amateur sports facilities and other entertainment concepts."

Projects currently in the works for the company include a 129 bedroom hotel adjacent to Carowinds in Charlotte,



■ Cedar Fair produced record full-year net revenues of US\$1.35bn

North Carolina, and a new 150,000sq ft (14,000sq m) indoor amateur sports facility overlooking Cedar Point in Sandusky, Ohio. Both developments are scheduled to open at the end of 2019.

MORE: [http://lei.sr/2Z6q9\\_A](http://lei.sr/2Z6q9_A)

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**There's an opportunity to expand our out-of-park revenue streams**

Richard Zimmerman



### IP ATTRACTIONS

#### Super Nintendo World on course for 2020 launch

Park to include Mario Kart rides and interactives

p4



### THEME PARKS

#### Dubai park operator getting back on track

DXB reduces annual losses as visitor numbers increase

p5



### WATERPARKS

#### Six Flags to rebrand new acquisitions

Three parks bought from EPR to get new names

p8

## Glenn D. Lowry reveals plans for reimagined Museum of Modern Art set to open doors in October

The Museum of Modern Art (MoMA) in New York has announced that it will close this summer and reopen with expanded exhibition spaces on 21 October 2019.

Designed by New York architecture practice Diller Scofidio + Renfro (DS+R) in collaboration with Gensler, the MoMA's extensions will feature more than 40,000 sq ft (3,716 sq m) of galleries – allowing for the inclusion of both new and re-choreographed exhibits. The renovation will see the museum gain street-level display rooms, a second-floor learning platform, and a multimedia studio for performances and presentations.

In a statement, DS+R said their intervention was



■ Glenn D. Lowry became the sixth director of MOMA in 1995

**"We have an opportunity to re-energise and expand upon our founding mission – to welcome everyone to MoMA"**

intended to "optimise current spaces to be more flexible and technologically sophisticated".

They added that the reconfiguration would create "more areas for visitors".

Glenn D. Lowry, The David Rockefeller Director at MoMA, commented: "Inspired by Alfred Barr's original vision to be an experimental museum in New York, the real value of this expansion is not just more space, but space that allows us to rethink the experience of art in the Museum.

"We have an opportunity to re-energise and expand upon our founding mission – to welcome everyone to experience MoMA as a laboratory for the study and presentation of the art of our time, across all visual arts."

Installation of the museum's new sections will commence after 15 June – the last day the museum will be open to the public.

## Industry leaders gather for IAAPA winter forum to address sector's crisis issues



■ More than 60 attractions professionals attended the IAAPA Winter Forum in the Canary Islands

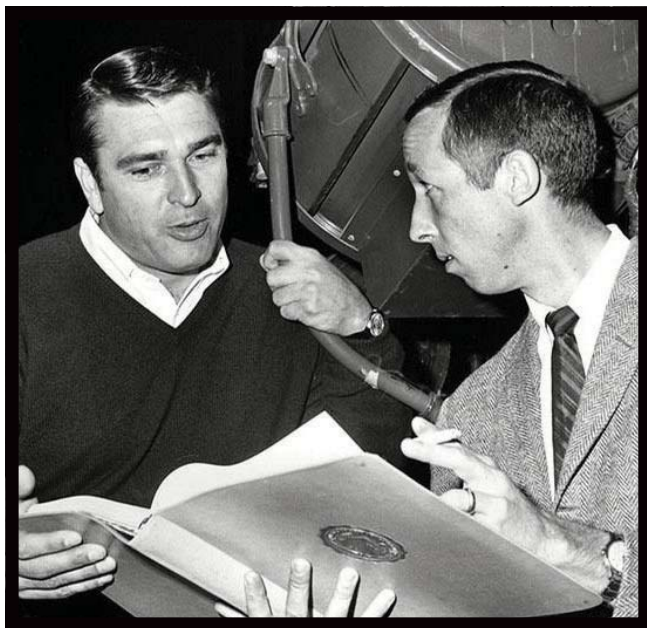
Crisis management and public relations were mixed with water and wildlife as more than 60 attractions industry professionals from 14 countries attended trade association IAAPA's EMEA Winter Forum in the Canary Islands, Spain, at the end of January 2019.

During the event, attendees visited renowned attractions such as Loro Parque zoo and Siam Park water park, while during the forum minds were focused on a keynote on crisis communications.

**"The event brought together industry professionals to learn from each other"**

James Crampton, corporate affairs director, Merlin Entertainments; Michael Kreft von Byern, representative of the board, Europa-Park; and Christoph Kiessling, general manager, Siam Park and vice president, Loro Parque, spoke about incidents at their facilities and discussed how each dealt with the aftermath of the crisis, media relations, and resulting public perception.

Jakob Wahl, executive director and vice president of IAAPA EMEA, said: "The event brought together industry professionals to experience the area's world-class attractions and to learn from each other. IAAPA strives to host valuable events for our members, and we hope this year's participants left with new connections and key learnings to apply to their organisations."



■ Ron Miller (left) worked his way up the Disney organisation through various roles, eventually becoming CEO

{ **"Everyone at The Walt Disney Company is deeply saddened by the passing of Ron Miller"** }

## Former Disney chief executive **Ron Miller** dies aged 85

**R**on Miller, former Disney chief executive officer, and son-in-law of Walt Disney, passed away in California, US, on 9 February, aged 85.

As CEO of Disney from 1978 to 1984, Miller was responsible for pushing the Disney organisation to expand, creating Walt Disney Home Video, Touchstone Pictures and The Disney Channel. He was also a champion of technological advances, including computer animation, leading to innovative films such as Tron in 1982.

He met 20-year-old Diane Disney on a blind date while both were studying at

the University of Southern California (USC) in 1954. Miller was 21 and a member of the USC football team. After university he served in the army and then played football for the Los Angeles Rams, before being recruited by Walt Disney to work at the studios in 1957.

Latterly he had served on the Board of Directors of The Walt Disney Family Museum since it opened in 2009, and became president in 2013.

"Everyone at The Walt Disney Company is deeply saddened by the passing of Ron Miller," said Bob Iger, Disney chair and CEO.

- 04 Nintendo plans in track**  
Partnership between Japanese gaming giant and Universal pledges to have Super Nintendo World project open by Tokyp 2020 Olympic Games.
- 05 DXB making progress**  
Dubai park operator DXB Entertainments reduces annual losses after attracting more visitors and cutting costs.
- 08 Futurescope prepares for "second launch"**  
French theme park has some big plans for new attractions over the coming years
- 10 Oklahoma zoo plans bold new future**  
US\$71m masterplan will run through to 2028 and includes a three-acre expansion for the Sea Lion Cove
- 13 World's largest surfing lagoon planned for Korea**  
Turtle Island is set to become Korea's premier destination

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**26**

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## THEME PARKS

# Super Nintendo World on course for 2020 launch

The joint ¥60bn (US\$540m, €480m, £420m) Nintendo and Universal Super Nintendo World project remains on track for a 2020 launch, according to Nintendo representative director Shigeru Miyamoto, who has released some comments on the proposed Japanese and US theme parks.

Originally announced in 2015, and with a ground-breaking ceremony held in Japan in 2017, Super Nintendo World is due to open in time for the Tokyo Olympics in 2020. The creative teams from both organisations are working to create an attraction expected to include Mario Kart rides and interactive experiences.

Shigeru Miyamoto said that as the theme parks will be

operated by Universal Parks & Resorts, no comment could be made on anything not yet announced by the operator. However, he added: "Every effort is being made to advance preparations, and Universal Studios Japan is one of our top priorities, as is making sure we will be ready by the start of the Tokyo Olympics in 2020. After the opening in Japan, Super Nintendo World areas will also be built in the parks in Hollywood and Orlando in the US for the enjoyment of everyone."

"We're in frequent contact with Universal Parks & Resorts, working closely together to develop the theme park from a creative standpoint."

MORE: [http://lei.sr/b2T4J\\_A](http://lei.sr/b2T4J_A)



■ Nintendo says progress towards opening Super Nintendo World in 2020 is still being made



**We are in frequent contact with Universal to develop the park**

Shigeru Miyamoto

## WATER PARKS

# New dinosaur-themed water park to open in Croatia



**The pool is almost complete and now needs to be finalised**

Ivan Maricic

A new water park is set to open in Istria, Croatia, at the end of Q2 2019.

Themed on dinosaurs, Paleo Park will open near the famous paleontological sites in the Mon Perin campsite in the Bale area of the Croatian region and aims to trade as a themed water amusement park and an educational facility.

Stretching to an area of 16,000sq m (172,223sq ft), Paleo Park will feature a dinosaur-shaped pool, a relaxation pool, a children's pool, a family pool, a hydromassage pool, hot baths, a spa pool, an indoor restaurant, a covered outdoor bar area, a sunbathing area and a souvenir



■ Paleo Park will open in the Bale area of Istria

shop. There will also be a number of differently sized dinosaur replicas dotted around the park, showcasing different species of the extinct creatures.

"The pool complex is almost complete and now needs to be completely finalised," said Ivan Maricic, board member of the Mon Perin campsite.

MORE: [http://lei.sr/d7u5J\\_A](http://lei.sr/d7u5J_A)



■ DXB Entertainments' parks attracted 2.8 million visitors in 2018

**"DXB made a net loss of AED1bn for 2018 – a figure that is 11 per cent lower than the losses in 2017"**

## Losses shrink for DXB as operator strives to turn a profit

Preliminary financial results for 2018 released by Dubai theme park operator DXB Entertainments have shown reduced losses, greater visitor numbers, and better operating costs compared to 2017.

DXB made a net loss of one billion dirhams (US\$272m, €240m, £209m) for 2018, a figure that is 11 per cent lower than the AED1.12bn (US\$305m, €269m, £234m) loss declared for 2017.

The company's operating loss for the year also narrowed on the 2017 performance, shrinking from AED445m (US\$121m,

€107m, £93m) to AED260m (US\$70m, €62.5m, £54m), helped by reduced operating expenses (21 per cent lower than 2017).

DXB recorded a Q4 net loss of AED268m (US\$73m, €64m, £56m) – a 5.1 per cent increase on the net loss of AED255m (US\$69m, €61m, £53m) for the same quarter in 2017.

As reported in Attractions Management, DXB's plans to build a Six Flags theme park in Dubai have been put on hold as the financing for the project is at present no longer available.

**MORE:** [http://lei.sr/R4N7T\\_A](http://lei.sr/R4N7T_A)

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## THEME PARKS

# Six Flags to rebrand parks acquired from EPR

Three US theme parks acquired from EPR Properties last year are undergoing extensive enhancements and rebranding by new owners Six Flags Entertainment.

Darien Lake, near Buffalo, NY, Wet & Wild Splashtown in Houston, and Wet & Wild Phoenix – the largest waterpark in Arizona – will now be known as Six Flags Darien Lake, Six Flags Hurricane Harbor Splashtown, and Six Flags Hurricane Harbor Phoenix respectively.

At Darien Lake, renovations include a new attraction for 2019, the Six Flags SkyScreamer, which at 242ft (73.76m) will be the tallest attraction in New York state, and will spin 32 guests around

at 35 miles (56km) per hour.

In 2019, Splashtown in Houston will debut a six-story water slide in which four riders plunge 30ft (9.1m) straight down before sweeping across the top of a massive waterfall and descending into a pool below. Further improvements include a new Caribbean theme throughout the water park.

In Phoenix, the new Six Flags Hurricane Harbor with its 30 slides, rides and attractions will also sport a Caribbean theme.

"We're making major investments in all three properties with record-breaking attractions and extensive upgrades," said senior VP of US Park Operations, Tom Iven.

MORE: [http://lei.sr/q7N8B\\_A](http://lei.sr/q7N8B_A)



■ Arizona's largest waterpark, Wet & Wild Phoenix will now be called Six Flags Hurricane Harbor Phoenix



**We're making major investments in all three properties**

Tom Iven

## REDEVELOPMENT

# Futuroscope reopens for 2019 with a host of new attractions



**We'll completely recast the whole area**

Rodolphe Bouin

The Futuroscope theme park in Poitiers, France, has reopened its doors for the 2019 season and has some big plans for new attractions over the coming years.

In April 2019, the park will conduct a 'second launch' where it will unveil a new children's area called Futuropolis.

"We'll completely recast the whole area of the World of Children is a big job because it is nine hectares of the park's 30 total," said Rodolphe Bouin, director general of Futuroscope.

"We'll rename it 'Futuropolis'. Visitors will find 'the city of tomorrow'



■ The park will conduct a 'second launch' where it will unveil a new children's area called Futuropolis

in it, where they will be able to see the trades of the future and, in particular, those with ecological value.

"There will be a very interesting density of attraction for all ages over the course of the next five to six years."

MORE: [http://lei.sr/Y3k4T\\_A](http://lei.sr/Y3k4T_A)





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## ZOOS

# Oklahoma zoo plans US\$70m renovation

Oklahoma City Zoo has plans for a new African enclosure that would see a dedicated area for giraffes, penguins and African wild dogs, with other renovations also planned.

The US\$71m (€62.5m, £54.7m) masterplan, which runs through to 2028, would also include a three-acre expansion for the Sea Lion Cove, a new farm area and a conservation preserve.

The zoo plans to renovate the current pachyderm building into an educational space as part of the 11-acre US\$27 million (€23.8m, £20.8m) Africa concept, then move the three giraffes it currently has and add to their number to grow the herd to around 15. The Africa space would

also house penguins and the African painted dogs the zoo has in captivity.

Elsewhere, the zoo's Galapagos tortoises will be moved to the children's zoo and the Andean condor habitat will be removed.

Financing includes US\$6m (€5.3m, £4.6m) in fundraising by the Oklahoma City Zoological Society and less than US\$9m (€7.9m, £6.9m) in borrowing or bonding.

"We want to keep people invested," said Oklahoma City Zoo CEO Dwight Lawson. "New exhibits give us a chance to tell our story, what we know about wildlife and how to care for them. We're converting animal space into people space."

**MORE:** [http://lei.sr/K7Y9g\\_A](http://lei.sr/K7Y9g_A)



■ The zoo is looking to move the three giraffes it currently has and add to their number to grow the herd to around 15



“

**The new exhibits give us a chance to tell our story**

Dwight Lawson

## NEW RIDE

# New rollercoaster plan moves forward for Tayto Park

“

**Park officials hope to build the attraction in 2020 and open it to the public in 2021**

Tayto Park is planning to build a €14m (US\$15.8m, £12.29m) steel rollercoaster, with the Irish theme park's management calling the new attraction "vital to the longer-term viability" of the attraction.

Expected to boost visitor numbers by 15 per cent, the currently named "Coaster 2021" is a step closer to being built with planning permission recently granted by Meath County Council.

The park hopes to build the attraction in 2020 and open it to the public in 2021. The ride will be supplied by Vekoma, and will be the same height as Tayto Park's 32-metre (105ft) high Cù Chulainn wooden



■ Tayto Park's Cù Chulainn, opened in 2015

coaster, but will be 400 metres (1,312ft) longer. It would create an additional 40 full or part-time jobs, according to the park.

Tayto Park expects 630,000 visitors in 2019, and projects 725,000 to visit in 2023, if the new ride is built.

**MORE:** [http://lei.sr/a8d4P\\_A](http://lei.sr/a8d4P_A)





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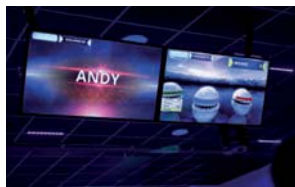


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## MUSEUM PLANS

## Rio slave wharf museum plans 'still progressing'

The provision of a new museum of Afro-Brazilian culture at a Unesco World Heritage site in Rio de Janeiro remains on the cards, despite speculation that delays could cause it to lose its Unesco status.

Valongo Wharf is the location where nearly one million captive Africans first disembarked in Brazil between 1811 and 1831. It was uncovered during preparations for the 2016 Olympics and gained World Heritage Site status the following year.

Brazil's National Institute of Historic and Artistic Heritage (Iphan) and the Rio prefecture then announced that it would build an educational museum dedicated to the site.

Brazilian media subsequently speculated that a contractual condition set by Unesco meant that the centre had to open by December 2018, or the site would be delisted. This has been refuted by Unesco, which is reported as saying that delisting sites is "very much like saying that we give up on it, and we don't do that".

The project has been supported by an investment of US\$500,000 (€439,300, £386,000) from the US consulate, reaffirming the joint work that the US and Brazil have been doing for more than two decades to promote racial inclusion, and highlight their shared African heritage.

**MORE:** [http://lei.sr/R2h3j\\_A](http://lei.sr/R2h3j_A)



■ The museum is being planned for Rio's Valongo Wharf



**The project has been supported by investment from the US consulate**

## WATER ATTRACTIONS

## World's largest surfing lagoon planned for South Korea



**Turtle Island will be the place to surf for families**

Fernando Odriozola

An artificial surfing lagoon to be built as part of South Korea's new Turtle Island waterfront development will be the largest of its kind in the world when it opens in 2020.

Turtle Island is set to become Korea's premier surfing and water activity destination, situated on land reclaimed from the ocean at Siheung in Gyeonggi province. Developed by Daewon Plus Construction, the €2.1bn (US\$2.37bn, £1.84bn) project will include a 1km-wide (3,280ft) beach, and other water-based activities.

Spanish firm Wavegarden is to install the lagoon using its Cove technology,



■ Turtle Island will have a range of aquatic activities

which it says is also currently being built in Melbourne, Australia, and Bristol, UK.

Fernando Odriozola, COO of Wavegarden, said: "With consistent waves of different sizes and shapes, Turtle Island is going to be the place to surf for families as well as professional surfers."

**MORE:** [http://lei.sr/C7J5n\\_A](http://lei.sr/C7J5n_A)

## REDEVELOPMENT

# £35.5m facelift for National Portrait Gallery

The National Portrait Gallery (NPG) in London has released details of its redevelopment plans, which entail a new entrance, public galleries in the building's East Wing and a learning space.

Three windows in the current facade turned into doorways, taking pressure off the existing main entrance and allowing for disabled and non-disabled access through one entrance. The current main entrance will also be transformed, allowing for step-free access.

The East Wing, meanwhile, will be reopened to the public as the Weston Wing. It will be converted into a series of roof-lit galleries on the first floor, while a flexible gallery and social space will be

installed on the ground floor.

The new learning centre will increase its learning space offering from one area to three. The rooms will replace and double the height of the gallery's current kitchen, while a new adjacent outdoor space will also be created.

NPG director Nick Cullinan stated that the project will improve what can be "quite a fragmented experience" and "put the experience of visitors at the heart of everything we do".

The project will cost around £35.5m (US\$46.3m, €40.7m), of which the gallery has raised £27.4m (US\$35.7m, €31.4m) through funding from various sources.

**MORE:** [http://lei.sr/5K7X6\\_A](http://lei.sr/5K7X6_A)



■ Windows in the current facade will be turned into doorways



“

**We will put visitors at the heart of everything we do**

Nick Cullinan

## SCIENCE CENTRES

# Plans released for Sacramento's Powerhouse Science Center

“

**Dreyfuss + Blackford Architecture in Sacramento was tasked with designing a site that would adapt a prominent landmark in the city**

Renderings have been released for a new science centre and planetarium coming to Sacramento, California, in 2020.

Dreyfuss + Blackford Architecture in Sacramento was tasked with designing a site that would adapt a prominent landmark in the city - a historic riverfront power station next to Interstate 5 - for use as a science institution. Otto Construction began work on the new building in May 2018.

When completed, the new Powerhouse Science Center will celebrate the original use of the 1912-era power station and technological advances in energy



■ The centre will include a domed-roof planetarium

production early in the 20th Century. It will feature an area dedicated to water: teaching visitors how much water is needed to grow crops, how Californian farmers lead the world in conservation, and how the state's water storage and delivery system works.

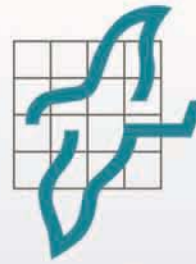
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# Course correction

Seaworld's new CEO Gus Antorcha has his work cut out, following recent turbulence at the company – but the former COO of Carnival Cruise Lines isn't fazed



■ Antorcha took up the role of CEO in February 2019

SeaWorld's new chief executive, Gus Antorcha, has said he plans to help the organisation reach its "full potential", after several years of turmoil.

Under his predecessor Joel Manby, the company had been undergoing a dramatic restructuring both behind the scenes and in its parks. This included introducing a five-point plan focused on "Experiences That Matter" – an extensive rebranding effort that included the elimination of theatrical orca shows and the promise that the operator's current generation of orcas would be its last.

## Gradual progress

These ongoing efforts are slowly proving to be a success, with the once-floundering SeaWorld's end of year results for 2018 showing an attendance increase of 1.8 million visitors and earnings before income, tax, depreciation and amortisation (EBITDA) at US\$401.3m (€353.1m, £302.9m) – a US\$103.9m (€96.2m, £82.5m) increase over the previous year.

"We're confident in the direction we're heading and are encouraged by the results we're seeing in our business," said Antorcha, speaking during an earnings call. "Our confidence extends to our long-term view and with

We're confident in the direction we're heading and are encouraged by the results we're seeing in our business



■ Orca Encounter is a new documentary-style presentation of SeaWorld's



## “ We have an exceptional business model and we’re focused on improving our execution with more effect pricing strategies ”

the significantly improved financial performance we strongly believe this company can deliver over the next two years and beyond.”

### Setting a course

Antorcha joined Seaworld from Carnival Corporation – the world’s largest leisure travel company – where he worked for more than eight years. Prior to that, he was partner and managing director at Boston Consulting Group, advising clients on travel and leisure.

“SeaWorld has an irreplaceable portfolio of incredibly valuable assets and brands and provides guests with highly differentiated and inspiring experiences,” Antorcha says.

### A bold future

For SeaWorld’s plans going forward, Antorcha said the company’s strategy would be unchanged: “We have an

exceptional business model. We’re focused on improving our execution with more effective pricing strategies, enhanced marketing and communications initiatives, as well as the introduction of compelling new rides, attractions and events in every park every year.

“We’ll continue to identify and execute on cost and capital efficiency initiatives that we expect will contribute meaningfully to improve margins and profitability.”

With SeaWorld seemingly having stemmed the tide of its financial struggles in recent years, Antorcha says the company is looking forward.

“Together the team and I have a clear focus on continuing to improve execution, enhance the guest experience and grow revenue, profitability and free cash flow.

“I’m truly excited to be working with this talented group of people to enhance and accelerate these efforts and help realise the full potential of this business.”



■ Seaworld is planning to introduce ‘compelling new attractions’ to its offering





## Building a cliffhanger

Innovative architects Snøhetta have unveiled their latest attractions plans – a cliff-top cultural museum in South Tyrol



■ Kjetil Trædal Thorsen

**S**candinavian architecture practice Snøhetta have revealed the first renderings of their proposed design for the Bolzano Museum Quarter in South Tyrol, Italy.

The cultural attraction, which – if greenlit – will be picturesquely situated atop Virgolo mountain, will also serve as a satellite facility, housing artefacts from the South Tyrol Museum of Archaeology and the Municipal Museum of Bolzano as well as exhibition spaces

for Otzi the Iceman – a 5,300-year-old mummy. The building – set to be connected to Bolzano via a modernised funicular system – will also feature a rooftop terrace and viewing platform, as well as appendant public spaces that will be developed for social events and leisure activities.

### Setting the brief

Snøhetta was initially commissioned by SIGNA Group to develop a cable car link between Bolzano and Virgolo in 2015.



■ The new Museum Quarter will "create a synthesis of city and nature, of history and future"



The mountain and the surrounding landscape have reportedly been difficult to access since the closure of the area's Emil Strub-designed cableway in the 1970s.

### Ancient encounters

"The new Museum Quarter will create a synthesis of city and nature, of history and future, of building and landscape, of culture, leisure and knowledge," commented Kjetil Trædal Thorsen, founding partner at Snøhetta.



Visitors to the museum can meet Ötzi the Iceman, one of the world's most important archeological discoveries

He continued: "Visitors to the museum can meet Ötzi the Iceman, one of the most important archaeological discoveries, on top of the Virgolo mountain – a place with a historic atmosphere. They will slip under the skin of the mountain, entering it to see the Iceman."

"In addition, the new Virgolo cable car system and the Museum Quarter will provide spaces of cultural significance and recreational value next to the city centre of Bolzano."





Councils have had to shift funding from other areas to fulfil their statutory duties and protect the elderly and vulnerable

Philip Atkins



## Tightening budgets

Worrying statistics show that museums, galleries and libraries in the United Kingdom have seen funding cut by £390m since 2011



■ Despite the budget cuts, visitor numbers at museums and galleries have remained steady

**L**atest figures from the County Council Network (CCN), which represents all county councils in England, show that councils in England have seen their arts budgets cut by £390m (US\$514m, €452m) in the last eight years.

Museums, galleries, libraries, and local arts organisations have all faced huge budget cuts since 2011, which were brought about by the Conservative government in the wake of the 2008 global financial crisis.

Library services make up the bulk of the spending cuts and the CCN said that the situation is likely to worsen as funding pressures and increasing demand for care services leave council leaders "between a rock and a hard place".

Leaders of county councils have said spending cuts have been made





■ Museums, such as the British Museum, as well as galleries, libraries and local arts organisations, have all faced huge budget cuts

## Eight years of austerity have badly hit culture – each museum closed is a chunk taken out of the heart of a community

to the arts and education in order to provide enough funding for care for the elderly and the vulnerable.

"Increasing demand for care, at a time when councils are experiencing significant funding reductions, leaves local authorities between a rock and a hard place on these hugely important but non-care services," said Philip Atkins, Conservative vice-chair, CCN.

"We've regrettably had to shift funding from other areas to fulfil our statutory duties and more importantly protect the elderly and vulnerable."

Essex County Council is planning to close a third of its 74 libraries, while Birmingham City Council is planning to reduce grants to arts and cultural organisations by almost half.

"Eight years of austerity have badly hit our arts and culture. Each library, museum, gallery and creative

space closed is a chunk taken out of the heart of a community, said Tom Watson, deputy leader of the Labour Party and shadow digital, culture, media and sport secretary

"Altogether cuts like this can take the soul of a town."

However, a government spokesperson countered: "Local authorities are responsible for their own funding decisions and over the next two years we are providing councils with £91.5bn to help them meet the needs of their residents.

"We are absolutely committed to supporting our world-class cultural organisations and boosting participation. A further £1.6bn of government and National Lottery funding is being invested in the arts, museums and libraries across the country through Arts Council England until 2022."



■ There are concerns that diminished funding will jeopardise efforts to attract young visitors to local museums

# PRODUCT INNOVATION

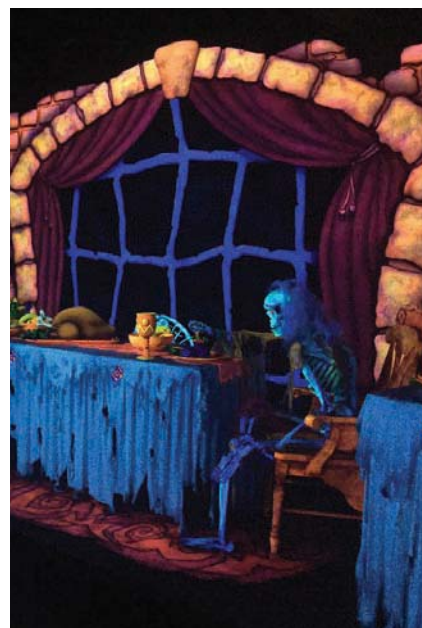
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information, visit

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



● Ghost Blasters takes guests on a thrilling adventure through a haunted mansion



## Sally Corp to open new Ghost Blasters dark ride at Alabama's OWA resort



● Drew Hunter, VP of  
Creative Design

OWA, an entertainment destination in Alabama, US, has announced a new partnership with Sally Corporation that will see the opening of a new dark ride at its amusement park, The Park at OWA.

Billed as a 'frightfully fun attraction', the new ride will be a reimagining of Sally's Ghost Blasters ride and will feature a number of new surprises whilst retaining the ghostly theme and a curated selection of the best scenes and gags from previous versions of the ride.

Guests, seated in four-passenger cars, are taken

on a thrilling adventure through a haunted mansion, where they battle Boocifer and his ghostly gang. Riders score points by shooting targets using their 'Ghost Eradicators' or 'boo blasters'.

"We knew we wanted an indoor attraction, something engaging and fun for families. When we decided on an interactive dark ride, there was no better choice than Sally," said Kristin Hellmich, director of Marketing/PR at OWA.

"Of course we want quality, something that will stand the test of time, but what we're really after is

having park guests leave with a memory that they will want to relive, time and time again," she added.

Drew Hunter, VP of Creative Design at Sally, said of the ride: "Ride repeatability is a major goal of any of Sally's interactive dark rides, and a huge amount of the repeatability is due to the competitive element. No two guest experiences will be quite the same, depending upon the guest's boo-blasting skills and how many points they accumulate.

**ATTRACTIONS-KIT KEYWORD**

**SALLY CORP**



## Frontgrid secures £100k funding



● Matt Wells, CEO of Frontgrid

Frontgrid, creator of the Paradrup VR attraction, has secured £100k funding from Reward Finance Group, a Manchester-based SME funder, that will aid the company's growth across the global attractions market.

Secured by finance specialists Bathgate Business Finance, the funding has already been used to create a single unit of the company's Paradrup VR attraction to exhibit at national and international trade shows, giving prospective buyers the opportunity to



● Matt Wells and David Wood (centre) with the new investors

trial the experience.

In addition, the company has reported that growth has 'accelerated rapidly' following the investment, securing a number of orders in India, Malaysia, Dubai and Thailand.

Matt Wells, CEO at Frontgrid, said: "There is a huge global shift towards the experience economy and active leisure.

People are looking for unique, and memorable experiences."

"More than 50 per cent of the world's population live in cities and don't have access to the adventurous, adrenaline fuelled experiences that we're so passionate about."

ATTRACTIONS-KIT KEYWORD  
**FRONTGRID**

aVirtu

## Immotion VR to open new experience combining haptics and VR

Immotion VR has announced a new partnership with Ultrahaptics and Fallen Planet Studios (FPS) that will see the opening of a new immersive virtual reality experience at its Cabot Circus experience centre in Bristol, UK.

Called Affected: The Visit, the experience is based on

FPS' VR game Affected: The Manor, and combines virtual reality with haptic technology, a combination that is designed to level up immersive entertainment as well as truly immerse guests in the experience. Guests enter a virtual haunted house and experience a number of surprising events



● Arek Antoniuk, head of Retail

with our home audience."

Arek Antoniuk, head of Retail Operations at Immotion VR, said: "Immotion VR sits at the very heart of VR innovation and customer experience. This collaboration very much follows our ethos of 'daring to imagine', and we can't wait to bring this exciting development to the people of Bristol."

Alex Moretti, CEO of FPS, added: "Immersion is key to the VR experiences that FPS creates, by implementing Ultrahaptics' mid-air technology we are able to deepen that level of immersions, without saddling the user with additional hardware.

ATTRACTIONS-KIT KEYWORD  
**IMMOTION VR**



● The experience combines mid air haptics with immersive VR

that have been augmented with mid air haptic sensations.

Tom Carter, CTO and co-founder of Ultrahaptics, said: "This collaboration provides an opportunity to showcase UK companies and what they have to offer the growing virtual reality market. We can't wait to share it

## Diary dates

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**

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**



■ SATE Europe returns for its second year, taking place at Europa Park in Germany

2-3 MAY 2018

### SATE Europe

**Europa Park, Rust, Germany**

The Themed Entertainment Association (TEA) brings its SATE (Storytelling + Architecture + Technology = Experience) event back to Europe for a second

year. A two-day event, SATE Europe will explore the elements changing and influencing award winning visitor attractions across the sector

**Tel: +91 22 6523 1643**

**Email: info@teaconnect.org**

**www.teaconnect.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 & 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**

**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 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**

**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)

# Attractions<sup>Find great staff™</sup>

## 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)**





## LEGOLAND DISCOVERY CENTER ATLANTA

### Shift Manager

Manage a team of fun driven and enthusiastic magic and memorable experience makers. We are now looking for an exceptional Duty Manager to oversee the smooth and safe running of the retail aspects of the attraction on a daily basis. The Duty Manager will lead the Operational teams in their goal of delivering unique, memorable and rewarding experiences to all our guests.

**To Apply:** <http://lei.sr/g9d0z>

### Guest Experience Manager

Manage a team of fun driven and enthusiastic magic and memorable experience makers. The Guest Experience Manager will be the first point of contact for all guest issues.

They will help to lead the Operational and Commercial Teams in their goal of delivering unique, memorable and rewarding experiences to all our guests.

**To Apply:** <http://lei.sr/i3l6T>

**LEGOLAND Discovery Center** is just like jumping into a giant box of LEGO® bricks with an abundance of all things LEGO-tastic! With two exciting LEGO rides, MINILAND featuring the iconic landmarks of the USA, a 4D cinema complete with three films, themed LEGO play and building zones, there are simply more LEGO bricks under one roof than you could ever imagine.

#### Build yourself a better career at LEGOLAND Discovery Center Atlanta!

Do you have the Magic in you to create memorable experiences all for the love of fun? Do you wish to cast a spell of laughter and enjoyment to the people around you? Want to join a team that creates smiles and memories globally on a daily basis. Then you have the magic to be Team Merlin at LEGOLAND Discovery Center Atlanta!

#### About You

Minimum of 2-3 years of service industry experience with 1-2 years of supervisory experience in a visitor attraction, theme park, museum, hotel or theater environment; or equivalent combination of experience and education. High School Diploma or GED required. College degree preferred.

#### About The Benefits

In return you will find a competitive salary and benefits package (including a medical, vision, dental, life insurance and 401(k) matching plan offering), share program opportunities, and benefit from free entry to all of our Merlin attractions which also extend to family and friends. In addition, you can expect continued growth of joining an exciting, global organization.

Merlin Entertainments, plc Merlin Entertainments is a business built on fun. We are the world's second-largest visitor attraction operator. We operate over 100 attractions, eight hotels and three holiday villages in 22 countries across four continents and we run some of the best known names in global leisure. These include the likes of SEA LIFE, Madame Tussauds, the Dungeons, the Eye brand, and LEGOLAND. Whether you are serving delicious food, working in the office, maintaining the attractions, entertaining guest or operating rides, the objective is to provide a truly memorable experience and a great day out for all members of the family. We know this is a great place to work, but don't just take our word for it...click here to see us in action!

## A BRAND NEW VISITOR ATTRACTION



Silverstone has been synonymous with motor racing since the mid-20th century. It is now one of the most famous sporting venues in the world. The Silverstone Experience will tell the 'whole' Silverstone story.

Through the creation of The Silverstone Experience as a centre of focus and understanding, the heritage of Silverstone can reach a far wider audience than before and ultimately cement its position as the centre for British motor sport heritage.

The project will open in the spring of 2019 and the vision is to bring the extensive heritage of Silverstone and British motor racing to life through the creation of a dynamic, interactive and educational visitor experience.



### Retail Manager

A new and exciting opportunity has arisen to lead the Retail shop operation at The Silverstone Experience.

Salary: c £25,000 per annum

You will lead The Silverstone Experience Retail shop operation as well as being part of our Duty Management Team. You will ensure that our shop is commercially successful and exceeds our visitors' expectations by managing a small team of retail staff.

**For full job description, person specification and to apply: <http://lei.sr/U1y9E>**

### Visitor Experience Team Leader

A new and exciting opportunity has arisen to lead the delivery of an outstanding visitor experience at The Silverstone Experience.

Salary: c £25,000 per annum

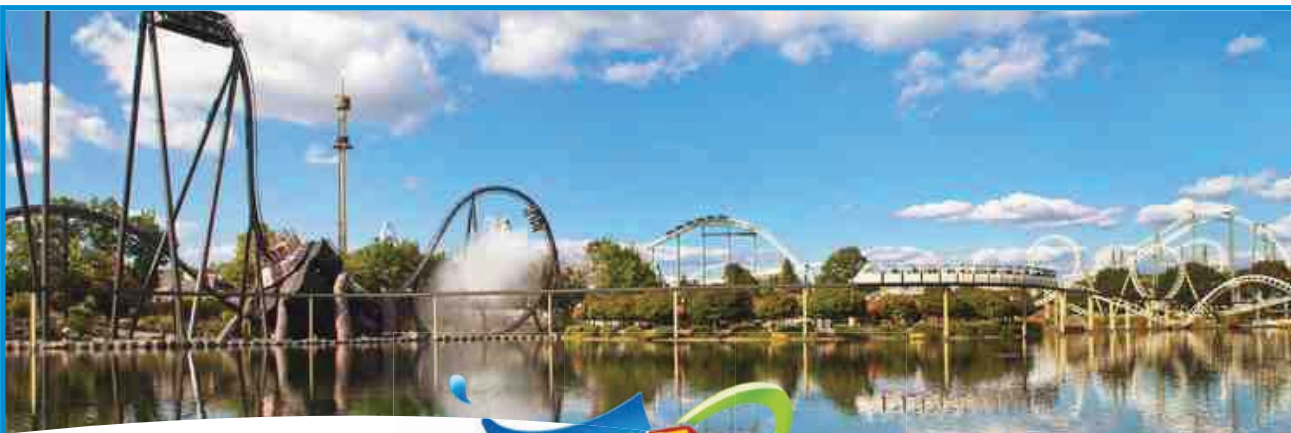
You will deliver a safe and welcoming environment for all our visitors as well as being part of our Duty Management Team. You will ensure that our visitor experience is commercially successful and exceeds our visitors' expectations by managing a small team of visitor experience staff and volunteers.

**For full job description, person specification and to apply: <http://lei.sr/E0s4T>**

This is a fantastic time to join us and be part of the exciting journey through the past, present and future of Silverstone and British motor racing.

You must have a minimum of two years relevant experience in a high profile, high quality retail or attractions operation and it is essential that you have a GCSE English and Maths – Grade C or above. A degree level qualification in a related discipline is desirable but not vital.





The Heide Park Resort is Northern Germany's largest theme park and day out adventure with more than 40 Attractions and shows. Heide Park Resort is part of the British Merlin Entertainments plc, Europe's largest provider of leisure attractions.

If you feel like entering this exciting adventure world and putting smiles on the faces of our guests, then apply now!

Das Heide Park Resort ist Norddeutschlands größtes Freizeitpark-und Kurzreise-Abenteuer mit mehr als 40 Attraktionen und Shows. Das

Heide Park Resort ist Teil der britischen Merlin Entertainments plc, Europas größtem Anbieter von Freizeitattraktionen.

Wenn Du Lust hast, in diese spannende Abenteuerwelt einzutreten und ein Lächeln auf die Gesichter unserer Gäste zu zaubern, dann bewirb Dich jetzt!

## HR Generalist

### What can you inspire us with?

- Completed studies in economics with a focus on human resources or a comparable commercial education
- Experience in recruiting
- Knowledge of employment and industrial constitution law

### What awaits you:

As an employee of Heide Park Resort, you will experience an extraordinary, unusual everyday work environment with opportunities for personal development as well as flexible working time models.

Team spirit and creativity are part of our corporate culture.

In addition, numerous employee benefits await you at Heide Park Resort and other Merlin Attractions.

### Have we sparked your interest?

Then do not wait any longer and send us your complete application documents stating your salary requirement.

## HR Generalist

### Womit kannst Du uns begeistern?

- Abgeschlossenes Studium im Bereich Wirtschaftswissenschaften mit dem Schwerpunkt Personal oder eine vergleichbare kaufmännische Ausbildung
- Erfahrung im Bereich Recruiting
- Kenntnisse im Arbeits- und Betriebsverfassungsrecht

### Was erwartet Dich:

Als MitarbeiterIn im Heide Park Resort erlebst du ein außergewöhnliches, nicht alltägliches Arbeitsumfeld mit Möglichkeiten zur persönlichen Entwicklung sowie flexiblen Arbeitszeitmodellen. Teamgeist und Kreativität sind Teil unserer Unternehmenskultur. Zudem erwarten dich zahlreiche Mitarbeiter-Vergünstigungen im Heide Park Resort und anderen Merlin Attraktionen.

### Haben wir Dein Interesse geweckt?

Dann warte nicht länger und sende uns bitte Deine vollständigen Bewerbungsunterlagen unter Angabe Deiner Gehaltsvorstellung.

For more information and to apply /

Für weitere Informationen und zur Bewerbung: <http://lei.sr/B5J5V>

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



## Arts & Events Manager

Salary: Up to £27,844 per annum  
 Company: GLL  
 Location: Carlisle, UK

## Theme Park Duty Managers

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

## Visitor Experience Team Leader

Salary: c £25,000 pa  
 Company: The Silverstone Experience  
 Location: Silverstone, Towcester, UK

## Retail Manager

Salary: c £25,000 pa  
 Company: The Silverstone Experience  
 Location: Silverstone, Towcester, UK

## HR Generalist (m/w)

Salary: Competitive  
 Company: Heide Park Resort  
 Location: Soltau, Germany

## Shift Manager

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

## Seasonal opportunities

Salary: Competitive  
 Company: Gulliver's Theme Park  
 Location: Nationwide, United Kingdom

## Visitor Attraction Manager

Salary: £35,000 - £40,000  
 Company: Parkwood Leisure  
 Location: Swansea, UK

## Catering Manager

Salary: Up to £25,000 per annum  
 Company: Parkwood Leisure  
 Location: Wellingborough, UK

## Events & Education Team Leader

Salary: Competitive  
 Company: Legoland Discovery Centre  
 Location: Auburn Hills, Michigan, USA

## Facilities Manager

Salary: Competitive  
 Company: The Dungeons  
 Location: San Francisco, California, USA

## Guest Experience Manager

Salary: Competitive  
 Company: Madame Tussauds  
 Location: Orlando, FL, USA

## Water Park Coordinator

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

## Aquarist

Salary: Competitive  
 Company: Sea Life  
 Location: Bloomington, Minnesota, USA

## Facilities Technician

Salary: Competitive  
 Company: Legoland Discovery Centre  
 Location: Kansas City, MO, USA

## Exec Administrative Assistant

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

## LEGO Technical Designer

Salary: Competitive  
 Company: Legoland  
 Location: Lake Wales, FL, USA

## Sales Coordinator

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

## Guest Experience Manager

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

## LEGO Model Builder

Salary: Competitive  
 Company: Legoland  
 Location: Lake Wales, FL, USA

## Trade Sales Coordinator

Salary: Competitive  
 Company: Sea Life  
 Location: Bloomington, Minnesota, USA

## Arcade / Coin Op Manager

Salary: Competitive  
 Company: HB Leisure  
 Location: Windsor, UK

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





# Giant Opportunities

Gulliver's have enjoyed more than 40 years of delivering great value family fun; with resorts in Warrington, Matlock Bath, Milton Keynes and a brand new resort opening at Rother Valley in 2020. Our resorts include Theme Parks, Splash Zones, Blast Arenas, High Ropes experiences, Dinosaur and Farm Park, plus award winning Short Breaks in themed hotels, lodges and camping. We're looking for ambitious, high energy, hard working individuals who want to share in our exciting future!

## Trainee Manager Programme

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 mentoring from within the business and access to external development coaches and experts.
- Ownership of bespoke projects which will challenge skills and develop learning.

**Trainee Manager candidates MUST send a covering letter with their application.**  
**Closing Date: 29th March 2019.**

## Theme Park Roles

Discover a large number of seasonal roles ideal for all, from students to retirees. We make sure that team members are given the chance to really develop and progress within the company. With such a diversity of areas and attractions here at Gulliver's, we have all kinds of roles available, including:

- 🎡 Ride Operatives
- 🎭 Entertainers
- 🍽️ Catering & Retail
- 🛠️ Park Care & Maintenance
- 👊 Blast Arena Warriors
- 🌊 Splash Marshals

To apply, please email your CV and details to the careers email below.

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



MACK RIDES PRESENTS

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On straight track the spinning can be induced by magnetic brakes along the track

## UNPREDICTABLE

Each car is spinning freely and depending on the weight distribution So every ride is truly different!



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Congratulations Silver Dollar City on this great new addition: The world's steepest, fastest and longest spinning coaster with loops and twists!

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