

Attractions

MANAGEMENT NEWS

Find great staff™

Jobs start
on page 25

12 JUNE 2019 ISSUE 132

www.attractionsmanagement.com

Disney breaks ground on Fantasy Springs

Disney and The Oriental Land Company have broken ground on Fantasy Springs – the newest port coming to Tokyo DisneySea.

Featuring distinct areas themed around Disney's *Tangled*, *Frozen* and *Peter Pan* IPs, the expansion is the largest in Tokyo Disney Resort's history, with a deluxe hotel also included in the plans.

Set to open in 2022, guests entering Fantasy Springs will discover Anna and Elsa's kingdom of Arendelle in *Frozen*, Rapunzel's forest and tower in *Tangled* and Neverland, the home of Peter Pan, Tinker Bell and the Lost Boys.

Within Neverland there will be two attractions: one that "flies" guests over the jungles of Neverland into a battle with Captain Hook and his crew and a second that immerses guests in an oversized Pixie Hollow.

Expected to open in 2022, the development has been budgeted at ¥250bn (US\$2.26bn, €1.95bn, £1.7bn).



■ The new Fantasy Springs expansion will include an area dedicated to Disney's *Tangled* IP

The project will take up around 140,000sq m (1.5 million sq ft), with 100,000sq m (1.1 million sq ft) dedicated to the theme park and hotel. With the expansion, the licensing agreement between Disney and the Oriental Land Company – which currently runs until 2046 – has been extended to 2076.

MORE: http://lei.sr/J9R9c_A

“

Expected to open in 2022, the development has been budgeted at US\$2.26bn and is the largest in Tokyo Disney Resort's history



THEME PARKS

PortAventura opening area for seriously ill children

New €3m village set to open in September 2019

p4



HERITAGE

DNA-based heritage travel initiative launched

Airbnb looks to benefit from interest in ancestry

p6



MAJOR PROJECT

Emaar to build AED25bn leisure quarter in Dubai

Waterfront area to feature attractions and a museum

p12

Smithsonian names **Lonnie Bunch** as its first African-American general secretary

The Smithsonian Institution's board has elected Lonnie G. Bunch III as the organisation's new secretary.

Bunch, the founding director of the Smithsonian's National Museum of African American History and Culture (NMAAHC), will take up the role on 16 June and will be the first African American to lead the Smithsonian.

He was the driving force of establishing and securing a dedicated site for the NMAAHC collection, which opened in 2016.

He has spent more than 35 years in the museums industry and is regarded as one of the leading figures in the US' historical community.



■ Bunch was the driving force behind the NMAAHC collection

"I look forward to ensuring that the Smithsonian will be even more relevant and more meaningful"

"Lonnie Bunch guided, from concept to completion, the complex effort to

build the premier museum celebrating African American achievements," said John

G. Roberts, Jr., Smithsonian chancellor and chief justice of the US. "I look forward to working with him as we approach the Smithsonian's 175th anniversary, to increase its relevance and role as a beloved American institution and public trust."

Commenting on his appointment, Bunch said: "I'm humbled and honoured to become the 14th Secretary of the Smithsonian Institution.

"I'm excited to work with the Board of Regents and my colleagues throughout the Institution to build upon its legacy and to ensure that the Smithsonian will be even more relevant and more meaningful and reach more people in the future."

Bjarke Ingels' "twisting museum" bridge in Norway readies for September opening



■ Ingels said the structure is a mixture of "art museum, sculpture and a bridge"

The Bjarke Ingels-designed "Twist" in Hønefoss, Norway, is set to make its debut on 18 September.

Situated in the Kistefos Museum's 270,000sq m sculpture park, the new structure, which has been described as an "art museum, sculpture, path in the landscape, and bridge", spans across the Randselva river.

Once complete, the Twist will house three galleries dedicated to contemporary art.

"The new structure is an art museum, sculpture, path in the landscape – and a bridge"

AKTII provided infrastructure oversight and support for the project, while DIFK served as the engineer of record.

Bladt Industries was responsible for building the Twist, which is comprised of 380 tonnes of steel.

Christen Sveaas and Kistefos AS served as the scheme's primary financial backers.

Founded in 1995, the

Kistefos Museum occupies the former site of an important 19th-century paper mill and boasts a wide-ranging collection of pieces by a variety of artists, including Anish Kapoor, Olafur Eliasson, and Fernando Botero. Ingels has been attached to the institution's renovation efforts since 2015.

Construction is expected to conclude on 1 July.



■ Clark, who died aged 32, was the finest driver of his generation

{ **"The trust behind the project is also developing a tourist trail around the area"** }

New museum celebrating F1 legend **Jim Clark** to open in July

The life and career of two-time Formula One world champion Jim Clark is to be celebrated with a new £1.6m (US\$2.03m, €1.8m) museum – partly funded by the UK's National Lottery Heritage Fund (NLHF) – in Duns, in the Scottish Borders.

Since opening in 1969, the existing museum has welcomed more than 300,000 visitors, including the legendary Brazilian driver Ayrton Senna, who made an entry in the museum's visitor book.

Expanding on a previous Jim Clark display, the new museum is due to open on 11 July and will include trophies, pictures,

film footage, interactive displays and two of the cars that Clark raced during a glittering career. Clark died in a crash at Hockenheim, Germany, in 1968, aged just 32.

First announced in August 2016, the Jim Clark Trust has worked with the Scottish Borders Council and charity Live Borders on creating the new museum, which it hopes will draw visitors to the region, helping to support local shops, hotels and restaurants.

The Trust, which helped raise more than £300,000 (US\$379,700, €337,800) for the project, is also developing a tourist trail around the area.

Attractions

MANAGEMENT **NEWS**

Contents issue 132

- 4 Game of Thrones author joins Meow Wolf**
Immersive art collective names George RR Martin as its chief world builder
- 6 Disney-backed Tyffon raises US\$7.8m with plans to expand**
Company plans to take its Tyffonium free-roam virtual reality location-based experiences outside of Japan
- 10 Outdoor expansion completed at Gaylord Opryland**
New indoor/outdoor waterpark designed by Aquatic Development Group (ADG) is part of a US\$90m development
- 13 Chinese museums to get smarter with the digital technology**
China's heritage sector commits to Increasing use of digitisation and technologies such as artificial intelligence and virtual reality

CLASSIFIED & JOBS

Job opportunities

25 ➔

Sign up to Attractions Management News:

Online: www.leisuresubs.com

Email: subs@leisuremedia.com

Tel: +44 (0)1462 471930

Annual subscriptions: UK £48,
UK students £25, Europe £65, RoW £94

Attractions Management News is published 26 times a year by The Leisure Media Company Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. ©Cybertrek Ltd 2019 ISSN 2516-9114

Ramón Marsal explains plans behind PortAventura's new village for seriously ill children



■ Marsal (left) at the launch of PortAventura Dreams

An experience offering entertainment and fun for children with serious illnesses and their families has been announced by PortAventura in Spain.

PortAventura Dreams will be a 9,000sq m village of eight homes, each with a surface area of 130sq m. Due to open in September, the project will cost around €3m (US\$3.38m, £2.65m) to create.

Families of up to six people can have a six-day stay, completely free of charge, with access to PortAventura's

"We believe that we can create a real and positive impact on society and the environment"

three parks, as well as exclusive activities delivered by volunteers from the PortAventura Foundation.

The Foundation, which was founded in 2011 has granted aid worth €6.3m through its own projects and has invited more than 68,000 children and young people at risk of social exclusion to enjoy PortAventura.

According to Ramón Marsal, president of the

PortAventura Foundation, the idea behind PortAventura Dreams is to create a playful sanctuary where seriously ill children and their families can benefit from the positive psychological recovery effects of entertainment and fun, while enjoying opportunities for family bonding.

"We believe that we can create a real and positive impact on society," he said.

Game of Thrones author George RR Martin to build new worlds with Meow Wolf

George RR Martin has taken up a position at Meow Wolf, with the immersive art collective naming the Game of Thrones author as its chief world builder.

Martin has been involved with Meow Wolf for more than a decade, helping to secure a site for the multidimensional House of Eternal Return is based. Opened in 2016, the venture has attracted more than 1.5 million visitors since opening.

Vince Kadlubek, CEO at Meow Wolf, said the attraction "wouldn't be what it is today without George's generous support", adding: "He took a chance on us and gave our artists the platform they needed to create the House of Eternal Return. It's an honour



■ Martin has been involved with Meow Wolf for more than a decade

"He took a chance on us and gave our artists the platform they needed to create the House of Eternal Return"

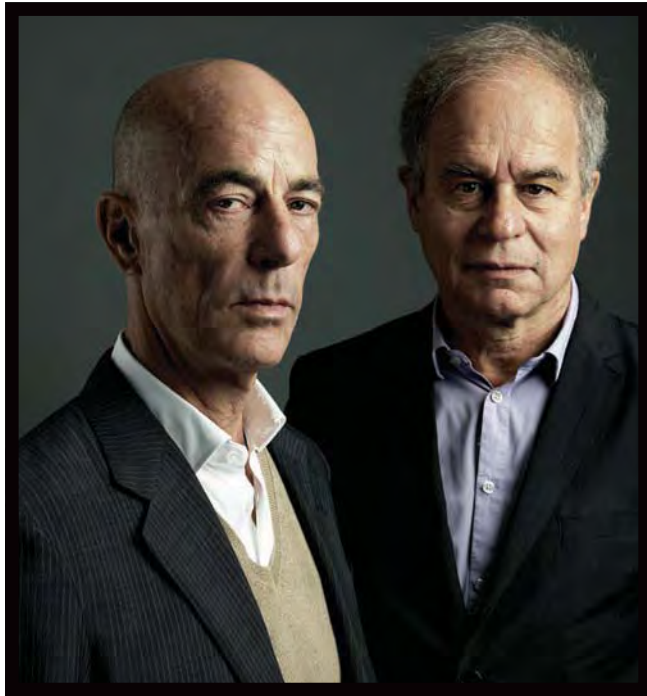
to have him in our team and we can't wait to see what he can help us accomplish."

Martin himself said the Meow Wolf plans captured his curiosity: "They really

sparked my interest and their vision pushed all my buttons – a sci-fi world spanning multiple universes. They delivered something we've never seen before."

Meow Wolf said that Martin's "unparalleled storytelling skills" will help to build narrative and "mind-bending ideas" that will deliver ambitious immersive installations.

In addition to the Santa Fe attraction, Meow Wolf created Kaleidoscape, an interactive art-themed ride and attraction at Denver's Elitch Gardens theme and water park. It has announced plans to open a permanent installation in Denver as well as further venues in Las Vegas and Washington DC in 2020.



■ The famous architects will reveal the design concept by 2020

{ **"In writing the next chapter, we have to both look to the future and be cognisant of a rich history"** }

Herzog & de Meuron to design new home for Tennessee museum

The Memphis Brooks Museum of Art in Tennessee has appointed Swiss architecture practice Herzog & de Meuron to design "Brooks on the Bluff", its new US\$105m (€93.9m, £82.6m) home.

The future art facility, which will overlook the Mississippi River, will boast 112,000 sq ft (10,405 sq m) of space and feature galleries, classrooms, a theatre, a cafeteria, a museum shop, and a sculpture garden.

Memphis-based studio archimania, who have previously worked to renovate the Brooks Museum's

foyer, will serve as the architect of record.

Expected to be revealed in 2020, the design concept for Brooks on the Bluff will likely take cues from the city's storied history.

For years, Memphis has been a hub of commerce and trade and in the 1960s the capital served as a focal point of the American Civil Rights Movement.

"In writing the next chapter for the Brooks Museum and its collection," said Jacques Herzog, co-founder of Herzog & de Meuron, "we have to both look to the future and be cognisant of a rich history."

MEET THE TEAM

For email use:
fullname@leisuremedia.com



Editor
Liz Terry
+44 (0)1462 431385



Managing editor
Tom Anstey
+44 (0)1462 471916



Publisher
Julie Badrick
+44 (0)1462 471971



Advertising sales
Paul Thorman
+44 (0)1462 471904



Advertising sales
Sarah Gibbs
+44 (0)1462 471908



Advertising sales
Chris Barnard
+44 (0)1462 471907



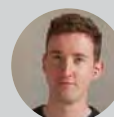
Advertising sales
Gurpreet Lidder
+44 (0)1462 471914



Newsdesk
Tom Walker
+44 (0)1462 431385



Product Editor
Lauren Heath-Jones
+44 (0)1462 471927



Circulation
Joe Neary
+44 (0)1462 471910

NEW TECHNOLOGIES

Disney-backed Tyffon plans to expand

Immersive entertainment company Tyffon has successfully raised US\$7.8m (€7m, £6.17m) in new funding to help it expand its Tyffonium free-roam virtual reality location-based experiences outside of Japan.

The new funding round brings the company's inward investment to more than US\$12m (€10.78m, £9.49m) to date, with existing investors including Disney, Sega Sammy Holdings and Mizuho Capital. They will be joined in the new round of funding by Tokyo Broadcasting System.

A graduate of the Disney Accelerator initiative, Tyffon currently has two Tyffonium venues in the Tokyo area and is gearing up to open a

third Japanese venue as well as its first in the US, with a new addition coming to Los Angeles later this year.

So far, the company has created three different immersive experiences, all of which combine VR technology and multi-sensory effects, in a physical environment that allows guests to roam freely and experience "hyper-real" immersive environments.

Tyffon CEO Ken Fukazawa commented: "We are gratified at the tremendous pedigree of our investors, who have placed their faith and trust in us. They represent some of the leading media, entertainment and technology innovators and creative forces in the world."

MORE: http://lei.sr/V4m9N_A



■ Tyffoniums combine VR technology and multi-sensory effects



“

Our investors have placed their trust in us

Ken Fukazawa

MARKETING

Airbnb and 23andMe launch DNA-based heritage travel



“

Authentic travel experiences help you connect with cultures

Joe Gebbia

Online travel marketplace Airbnb has teamed up with genetic testing company 23andMe to make the finding of heritage travel experiences based on DNA tests simpler.

Inspired by research among their own customers, the companies are incorporating heritage travel into their product experiences, so customers can better connect with their ancestry through a trip.

According to 23andMe's research, 53 per cent of buyers of genetic kits took the test because they wanted to know about the ancestry of their family.



■ Ancestry-based heritage travel could open up huge opportunities to visitor attractions

"We believe that authentic travel experiences help you connect with local cultures and create a sense of belonging anywhere in the world – and what better way to do that than travelling to your roots," said Joe Gebbia, co-founder and chief product officer at Airbnb.

MORE: http://lei.sr/t7b7n_A



We think every great attraction should start with one of these.



www.rma-themedattractions.co.uk



Animation magic

**Wow your crowds with
show-stopping, real-time
2-way conversations
between characters
and customers.**

Digitise mascots

**Effortlessly generate
bespoke brand
and marketing assets.
Easily integrate into
AR and VR experiences.**



Multiple venues

**AnimaChat enables
one operator to stream
interactive characters into
all of your venues.
Full online support.**

Bring your mascot to life



Animachat

from the makers of animalive

**Have a real-time 2-way chat
with our characters**

booth 3704 IAAPA Shanghai 12th - 14th June

B B C

animalive
interactive animation

IAAPA
EXPO ASIA
WINNER
Best New Product

MERLIN
ENTERTAINMENT GROUP

**LOONEY
TUNES**

SEA LIFE

 [animalive_animachat](https://www.instagram.com/animalive_animachat) www.animalive.com info@animalive.com +44 203 865 3327

EXPANSION

Aquarium of the Pacific opens new wing

The long-anticipated Pacific Visions wing at the Aquarium of the Pacific in Long Beach, California has opened to the public.

Devised by Esherick Homsey Dodge and Davis (EHDD), the two-floor annex boasts a unique design that takes cues from the motion and biodiversity of the Pacific Ocean.

The US\$53m (€47.6m, £41.9m) expansion – has been designed to further the aquarium's goal of celebrating Pacific Ocean ecosystems. It includes a multi-sensory theatre with fog machines and moving seats, a large media space with interactive displays, and a 2,300 sq ft (213.6 sq m) art gallery.

Multimedia storytelling studio Cortina Productions conceived the immersive facilities, while Edwards Technologies engineered and installed the audiovisual components of the theatre.

"Pacific Visions is about the future designed around the world ocean," said Joseph Cortina, founder of Cortina.

"We really wanted to use the media to tell that story, to take people out into the world, to feel the scale of it – and see the future."

In a statement, EHDD said: "In designing this new wing we embraced the concept of fluidity – both in the biomorphic façade and in how visitors flow through the spaces."

MORE: http://lei.sr/N5b3K_A



■ The new wing boasts immersive theatres and galleries



“

Pacific Visions is about the future designed around the world ocean

Joseph Cortina

NEW OPENING

Gaylord Opryland completes Soundwaves expansion



“

The expansion has contributed to growth in occupancy

Colin Reed

Having opened the indoor part of its new Soundwaves Water Experience in December 2018, Gaylord Opryland Resort in Nashville, Tennessee, has now opened phase two of the waterpark – the outdoor part of its offering.

Soundwaves is an indoor/outdoor waterpark designed and built by the Aquatic Development Group (ADG) as part of a US\$90m (€80.7m, £70.8m) expansion. The 106,000sq ft outdoor experience includes a 23,000sq ft wave pool, high-end cabanas and a giant poolside movie screen.

ADG, which says it has installed more than 90 per cent of all wave systems in the



■ The opening completes the expansion and follows the launch last year of the indoor section

US with its patented WaveTek technology, worked with property developer Ryman and DF Chase on the construction.

"The initial success of the expansion has contributed to growth in occupancy at the property," said Colin Reed, chair and CEO of Ryman.

MORE: http://lei.sr/u6A4b_A

The world's leading mini bowling system just got better



competition

The Ultimate Mini Bowling Experience

The ultimate in attractive mini bowling themes to match your center's mood and "wow" your customers

The ultimate on-lane experience for every customer, so they stay longer and play more

The ultimate in quality, hassle free maintenance and operation leaving you more money to invest in other areas of your business

We're taking mini bowling to a whole new level.



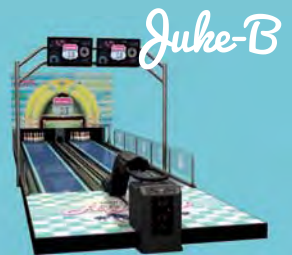
VINTAGE



FAR WEST



MONSTER KIDS



Juke-B



Classic



competition



POP66



ROAD

QUBICAAMF



QubicaAMF UK - Contact: 01442 286500
amusement.qubicaamf.com
uksales@qubicaamf.com

MAJOR PROJECT

Emaar to build AED25bn Dubai leisure quarter

Emirati developer Emaar Properties has announced plans for an AED25bn (US\$6.8bn, €6bn, £5.2bn) waterfront leisure district in Dubai.

Called "Mina Rashid", the government-backed scheme will see the creation of numerous luxury facilities and properties, including visitor attractions, a museum, art galleries, villas, a floating yacht club, a theatre, and the city's largest swimming pool.

Sirdhana, the development's on-site residential complex, will comprise an as-yet-undisclosed number of one- to three-bedroom condos, plus a gym, spa amenities, and sports courts.

Dubai-based firm Whitespace Architects are in charge of the master plan.

Mina Rashid will also play host to a 12,600 sq m (roughly the size of two football fields) beach, a marina, and a mall.

The ambitious project was purportedly conceived to further the globalisation mandate of Dubai's monarch, Mohammed bin Rashid Al Maktoum.

"With Mina Rashid we are creating a future-ready city that honours the legacy of the Al Maktoum family and salutes the far-sighted vision of Dubai's rulers," commented Mohamed Alabbar, chairman of Emaar.

MORE: http://lei.sr/U9x7F_A



■ The new district – boasting attractions and a museum – will support the globalisation initiatives of the ruler of Dubai



We are creating a future-ready city

Mohamed Alabbar

NEW EXPERIENCES

Chester Zoo to introduce overnight lodgings for visitors



We hope to connect more people than ever before with nature

Jamie Christon

A new area being proposed by Chester Zoo in Cheshire, UK, will feature overnight accommodation.

The zoo has submitted plans for the new area, called Grasslands, whose centrepiece attraction will be a large, open African savannah habitat featuring the aforementioned species.

The overnight stay area includes 42 bedrooms, with lodges overlooking the savannah habitat, while a restaurant overlooking it is also included.

"The Grasslands proposal provides a vision for a range of different African habitats at the zoo, from bushland to



■ The overnight stay area includes 42 rooms, including lodges overlooking the savannah habitat

wildlife-rich plains, which is planned to open to the public in 2022," said zoo COO Jamie Christon. "We hope to connect more people than ever before with nature by offering close-up experiences with species such as cranes, vultures, aardvarks and warthogs."

MORE: http://lei.sr/t5Q3S_T

TECHNOLOGY

Chinese museums to 'get smarter' with digital

Increasing use of digitisation and technologies such as artificial intelligence (AI) and virtual reality (VR) are to be used in China's heritage sector to deliver smart museums that have the capabilities to reach more people.

The plans were announced at the recent Digital China Summit by Guan Qiang, deputy head of China's National Cultural Heritage Administration (NCHA).

Guan said the organisation was promoting the use of AI, VR, augmented reality, immersion display and smart guidance to the country's fast-growing cultural heritage sector. China had less than 350 museums in 1978 and now has more than 5,000.

"Cultural heritage resources should take the express train of digital technology to reach more people," said Guan, who added that the NCHA is building a nationwide database of cultural relics and that big data is being increasingly used in cultural heritage protection.

Guan was joined in his appreciation of the importance of technology by Wang Xudong, new curator of the Palace Museum in Beijing (also known as the Forbidden City). Digitisation started at the museum in the late 1990s, and Wang said this had helped build a stronger connection to its audience while minimising damage to cultural relics.

MORE: http://lei.sr/r2s6d_A



■ Beijing's Palace Museum, also known as the Forbidden City



Cultural heritage resources should take the express train of digital technology to reach more people

Guan Qiang

ARTS

UK arts and culture is a thriving industry, says report



Arts and culture deliver huge benefits for our economy

Nicolas Serota

A new report conducted by the UK's Centre for Economic and Business Research has found that the country's arts and culture industry contributes £10.8bn to its economy.

The report, called *Contribution of the arts and culture industry to the UK economy*, found that it contributes £2.8bn via taxes and also noted that the industry generates a further £23bn a year – and 363,700 jobs – through supply chains and employee spending.

Arts and culture's total economic contribution has overtaken the agricultural sector's £10.1bn contribution and is



■ The Tate Modern – the UK arts and culture icon was the most visited attraction in the country in 2018

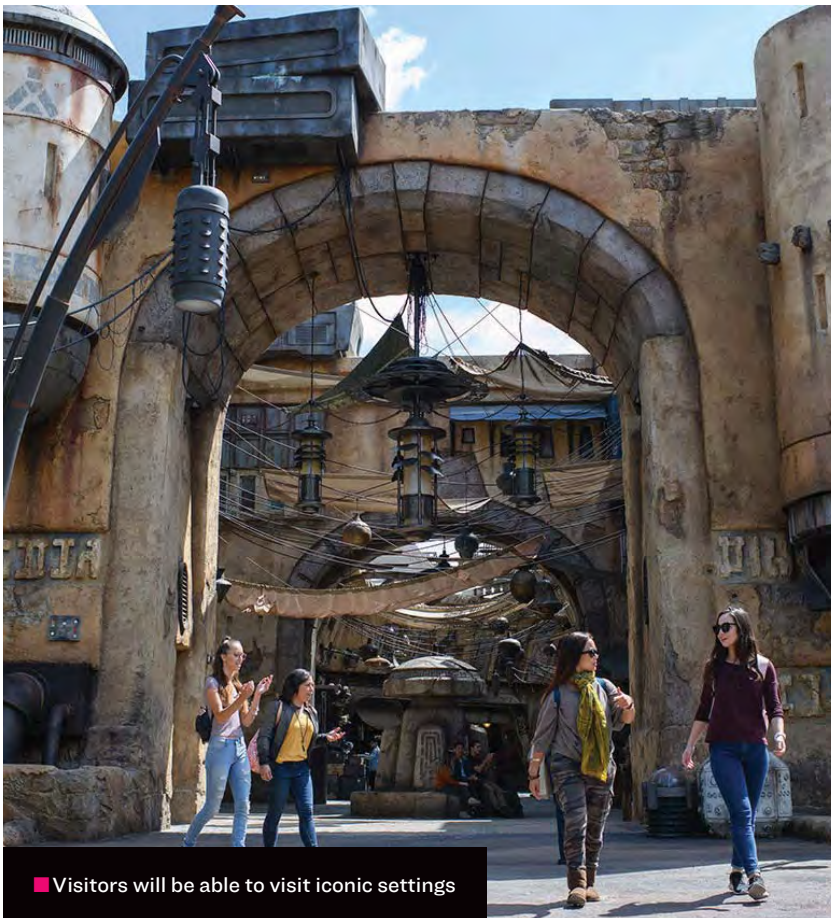
roughly equal to that of major cities such as Liverpool and Sheffield.

"Latest figures show arts and culture is a thriving industry delivering huge benefits for our economy," said Sir Nicholas Serota, chair of Arts Council England.

MORE: http://lei.sr/f3P8e_A

Star attraction

With the opening of Star Wars: Galaxy's Edge, Disney has completed one of its most ambitious projects in recent years



Visitors will be able to visit iconic settings

A significant part of our audience now wants to feel more engaged and more connected to the stories it is experiencing

The hotly anticipated Star Wars: Galaxy's Edge opens its doors at the Disneyland resort in California today, following a three-year construction project.

First announced in 2015, work on the 14-acre attraction began in April 2016 and it's believed the final cost could top US\$1bn (€898m, £793m).

It is the first of two Galaxy's Edge attractions, with the second set to open at the Walt Disney World in Florida on 29 August.

NEW FRONTIERS

Disney describes the attractions as ones which will "transport guests to a never-before-seen planet, a remote trading port and one of the last stops before Wild Space, where Star Wars characters and their stories come to life."

Rides and attractions within the area include Millennium Falcon: Smugglers Run, which will give guests the opportunity to get behind the controls of the Star Wars franchise's most iconic spaceship in one of three flight crew roles. Elsewhere, Star Wars: Rise of the Resistance, will put visitors in the middle of an epic battle between Resistance and Imperial troops.

Guests will also be able to visit the Cantina – featured in *Star Wars Episode*



■ The new area re-creates famous sights from the Star Wars universe

What we wanted to do was to create this universe, introducing new stories and to include the guest in the stories

IV – where they can meet creatures and characters that are hallmarks of the Star Wars universe, as well as immerse themselves in a host of dynamic elements and interactive integrations with the Play Disney Parks app.

Oscar-winning composer John Williams, who composed the original, iconic Star Wars music, has been commissioned to create new musical themes exclusively for the parks.

TOTAL IMMERSION

The project is being led by Disney imagineer Scott Trowbridge, who oversees everything Star Wars-related for the operator's parks.

"What we wanted to do was to create this universe, laying out and introducing new stories, characters and places, and to include the guest in these stories should you want to take part," Trowbridge said, describing

the experience. "A very significant part of our audience now wants to feel more engaged and more connected to the stories it is experiencing, so we're trying to find ways to take that and extend it to our parks."

Access to the new area at Disneyland will be limited until 24 June, and guests hoping to gain entry with a Disneyland park ticket will be disappointed.

Those wanting to visit before 24 June will have needed to make a reservation to access the Star Wars section of the park – but reservations have already been sold out for the period.

Guests staying at one of the three, on-site Disneyland Resort hotels during June can still get a reservation to access Galaxy's Edge.

Starting from 24 June, no reservation will be needed and any guest arriving at the park with a regular ticket will be allowed in. ●



■ Among the highlights is a life-size model of the famous Millennium Falcon



Museum excellence

Winners of the annual Museums and Heritage awards have been revealed – including some innovative and ground-breaking initiatives



■ Sir David Attenborough

The winners of the Museums + Heritage Awards were announced in London on 15 May, with museums large and small being honoured – and

Sir David Attenborough picking up a Special Recognition Award.

Taking place during the Museums + Heritage exhibition at Olympia, London, UK, the awards celebrated "innovative and ground-breaking initiatives from museums, galleries and heritage visitor attractions across

the UK and overseas". This year saw the 17th annual prize-giving.

Among the winning entries were the SS Great Britain Trust securing the Permanent Exhibition of the Year for Being Brunel. Judges said the exhibit was creative, detailed and breaks new ground, much like its subject did all those years ago".

Other winners were the Australian National Maritime Museum, which was handed the International Project of the Year award for developments



■ Winners included (clockwise from top left) the Australian National Maritime Museum, Terracotta Warriors, Being Brunel at SS Great Britain, The Costume Institute at The Metropolitan Museum of Art and the 'Absolute Unit' campaign at Museum of English Rural Life

costing less than £1m: the Natural History Museum in London, the Ulster Museum in Northern Ireland and John Jenkins of The D-Day Story at Portsmouth Museums, who was named Volunteer of the Year. The 99-year-old Jenkins is a veteran himself and was recognised for bringing "personal experience and history to life" and transforming the experience of visitors.

Elsewhere, The Costume Institute at The Metropolitan Museum of Art in New York picked up the International Project



**Museums are among
my favourite places
– I don't need to say
to you how important
they are to our own
civilisation**

of the Year award for projects costing more than £1m (£1.1m, US\$1.3m).

In his acceptance speech for his award, Sir David Attenborough said that "museums are among my favourite places; I don't need to say to you how important they are to our own civilisation and culture".

The awards judging panel was made up of seven directors and senior executives from UK museums, with the shortlist for each category being whittled down to a winner and highly commended entries. ●



We will put the welfare of animals and education at the forefront and the changes will allow us to create a zoo we can be proud of

Janet Sainz, deputy mayor of Barcelona



Changing course

The historic Barcelona Zoo has revealed plans to move into a new era, following a change in conservation law



■ The historic zoo has added a number of attractions and exhibitions since its initial launch in 1892

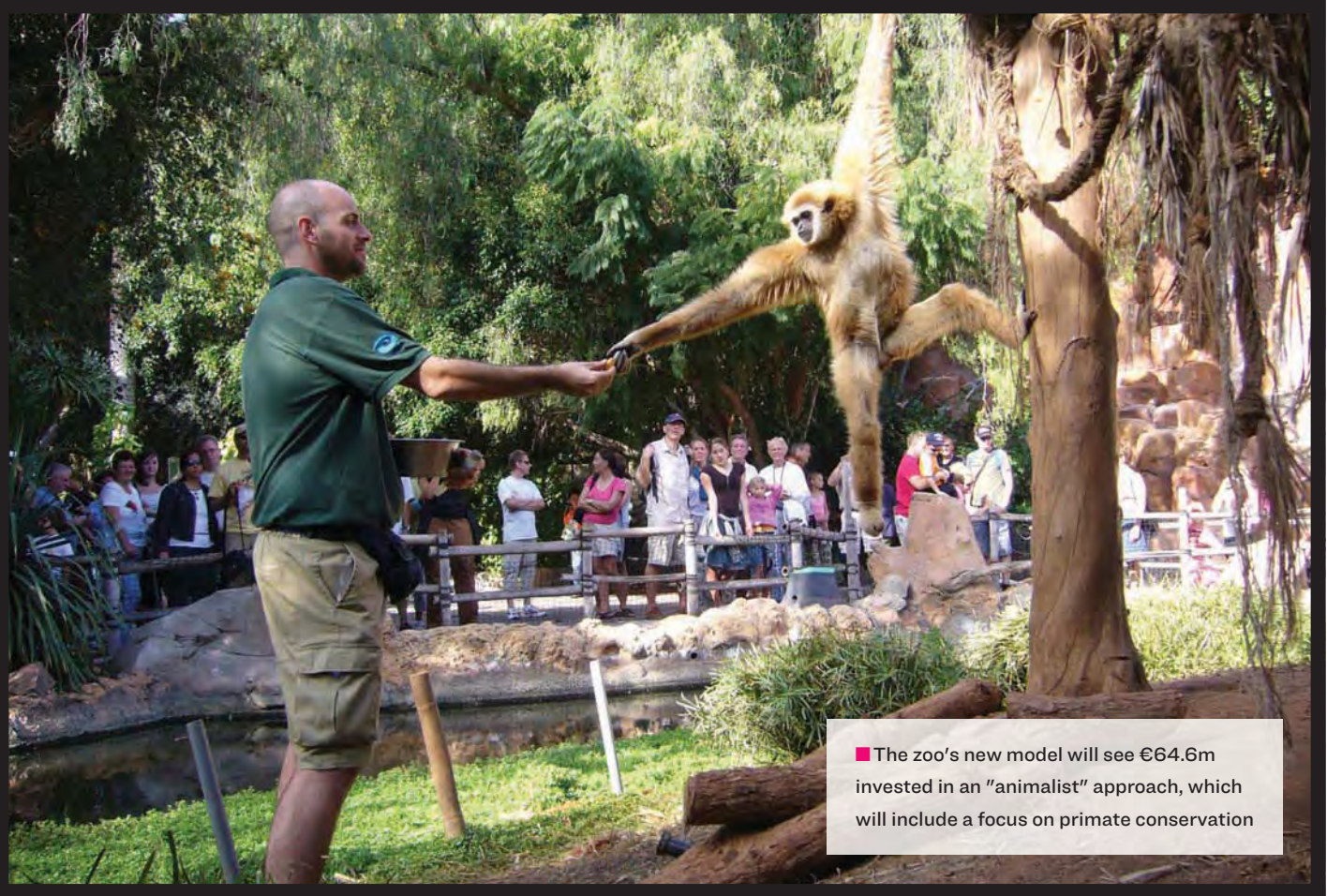
One of Europe's oldest zoos has revealed a major shift in strategy and focus – thanks to a new conservation law passed by local government.

In May, Barcelona City Council approved new legislation which prohibits the breeding of animal species that cannot be released into the wild.

STRATEGIC RETHINK

The decision by the council means that many of the 2,000 animals in the city's historic Barcelona Zoo (Parc Zoològic de Barcelona) – which first opened in 1892 – will be transferred to nature reserves, or cared for until their death.

This has forced a strategic rethink of the entire business model of the zoo, located in the Parc de la Ciutadella in the heart of Barcelona.



■ The zoo's new model will see €64.6m invested in an "animalist" approach, which will include a focus on primate conservation

“ This new vision also projects the zoo as a leading facility for helping to make the city of Barcelona sustainable ”

As a result, zoo officials and the council – which part-funds the attraction – have come up with a new operating model, to ensure the institution's long-term future.

The new strategy will see €64.6m (US\$72.6m, £57.2m) invested in an "animalist" approach, focusing on the conservation of native fauna and the region's threatened species.

There will be a renewed focus on primates and animals from Africa, while large-scale changes will also be made in the visitor experience through investment in technologies.

WELFARE FIRST

The developments are due to take place in various stages between 2019 and 2031.

According to the city's deputy mayor Janet Sanz, the move will

turn Barcelona Zoo into the first 'animalist' zoo in Europe.

"We will put the welfare of animals and education at the forefront," she said.

"The changes will allow us to create a zoo we can be proud of – and one which visitors will enjoy for years to come."

In a statement, a spokesperson for the zoo added that the new, scientific effort will be reinforced by doubling the budget for conservation research in the animals' natural habitat – and establishing lines of cooperation with the country's scientific and academic institutions.

"This new vision also projects the Zoo as a leading facility for helping to make the city sustainable, by explaining and disseminating environmental policies employed at the Zoo, which are applicable on a global scale," she said. ●



■ The zoo will increasingly focus on conservation and education

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



● The VR Arena is a four-player e-sports attraction consisting of four Omni motion platforms

Virtuix launches first VR Arena at entertainment centre in Austin



● Jan Goetgeluk, founder
and CEO of Virtuix

Virtuix, developer of both the Omni VR treadmill and VR Arena esports attraction, has installed its first VR Arena attraction, in partnership with turnkey attraction specialist Funovation, at Pinballz, a FEC based in Austin, Texas.

A four-player e-sports attraction, the VR Arena consists of four Omni motion platforms, enabling players to move inside a simulation, and an automated staging area, which can accommodate 20 players per hour.

The VR Arena also offers weekly and monthly esports tournaments – organised by Virtuix, Funovation, HP and

HTC – offering an annual prize pool of more than US \$50k (£39.3k, €44.4k). A social sharing station enables players to share their gameplay videos.

The company plans to install three more VR Arena systems by the end of this month (June), with further plans to install a total of 20 systems by the end of 2019.

Darren Spohn, owner of Pinballz, said: "VR Arena is off to a great start. Revenues and player numbers have so far exceeded our expectations. Virtuix's VR attraction is a big draw for our guests."

Jan Goetgeluk, founder and CEO of Virtuix, said: "The launch

of VR Arena is a big milestone for our company. The initial reactions and orders since our unveiling have been overwhelming. Our main focus now is to fulfill our order backlog and, ultimately, we aim to install a VR Arena at ever FEC, trampoline park, bowling centre and large entertainment venue in the US and elsewhere."

Ryan Borton, CEO of Funovation, said: "Thanks to its active, multiplayer and competitive gameplay, VR Arena have the potential to become an anchor attraction FECs."

ATTRACTIONS-KIT KEYWORD

VIRTUIX

Europa-Park partners with Jora Vision for new family dark ride



● Jan Maarten de Raad,
CEO, Joravision

Europa-Park, Europe's second largest theme park, has appointed theming design company Jora Vision to create a new family dark ride for the upcoming Scandinavia-themed area of the park.

Called Snorri Touren, the family-friendly ride, which is expected to open later this year, takes guests on an adventure through the magical world of Rulantica, with a friendly octopus travel agent called Snorri. On their travels guests celebrate with trolls and meet sea people before coming face to face



● Snorri Touren was created by Jora Vision in partnership with Mack Animation, Mack Solutions and Mack Rides

with the sea serpent Svalgur.

Jora Vision worked closely with Mack Solutions, Mack Rides and Mack Animations to create the ride, and were responsible for the overall concept design and implementation.

Patrick Marx, project manager at Mack Solutions, said: "The creative chemistry with Jora Vision has been superb, we are confident that they are the right

partner to bring the story to life."

Jan Maarten de Raad, CEO at Jora Vision, added: "The collaboration with Europa-Park is great, together we form a dream team. I am sure that the passion of our joint adventure will come back into the overall experiential and guest appreciation."

.....
ATTRACTIONS-KIT KEYWORD
JORAVISION
.....

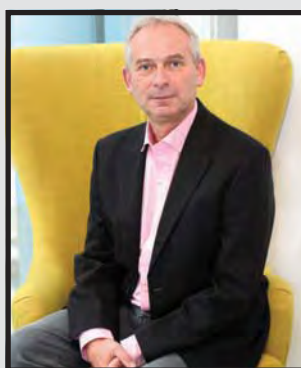
Picsolve to launch Epic Selfie tech at IAE

Picsolve, a provider of content capture technology, has launched Epic Selfie, the next generation of its Super Selfie tech. Super Selfie was launched last year in partnership with Panora.Me.

Debuting at this year's IAAPA Asia Expo (IAE), Epic Selfie virtually places visitors in iconic/

fantasy destinations and creates short, shareable videos that begin with a visitor selfie before dramatically zooming out to reveal a panoramic backdrop.

It provides guests with a unique piece of content that they would be unable to capture themselves, which in turn can increase a park's



● David Hockley, CEO, Picsolve

and Experience Wall technology, and is designed to increase the range of content that visitors can share or take home from just a single capture opportunity.

David Hockley, CEO of Picsolve, said: "Epic Selfie delivers content that's impossible for visitors to capture themselves, and we can't wait to show it off at IAE.

In a region which prides itself on technological innovation, we understand the importance of developing new capture technologies that will excite visitors and drive additional revenue streams for destinations whilst enhancing customer experience," Hockley added.

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



● Epic Selfie is the next generation of Picsolve's Super Selfie technology

visibility on social media by guests sharing these videos.

The technology – which is set to roll out this summer, with its first installation at one of Merlin Entertainments' London attractions – is described as the 'perfect addition' to Picsolve's product portfolio, which includes the Green Screen

25-27 JUNE 2019

BALPPA Summer Conference 2019

The Balmer Lawn Hotel and Carey's Manor Hotel, Hampshire, UK

The annual Summer Conference will this year take place in the picturesque setting of New Forest in the south of England. All BALPPA Members are cordially invited to join three days of informative fun!

Tel: +44 (0)207 403 4455

Contact: events@balppa.org

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

16-19 SEPTEMBER 2019

IAAPA Expo Europe

Paris Expo Porte de Versailles, France

IAAPA Expo Europe is the largest international conference and trade show for the leisure and attractions industry in the Europe, Middle East, Africa (EMEA) region. More than 15,000 leisure and attractions industry professionals from more than 100 countries, including 9,000 influential buyers and over 550 manufacturer and supplier companies will gather to learn about and demonstrate the latest technology, innovations and services within the industry.

Tel: +43 (0) 22 162 915

Contact: akolar@IAAPA.org



■ The VAC gathers leading members of the UK and European attractions industry

3 OCTOBER 2019

VAC 2019

QE II Conference

Centre, London, UK

Now in its 16th year, The Annual National Conference of Visitor Attractions (VAC) is the UK's leading

trade event. It is the key platform for industry professionals to meet and network with contemporaries – and to participate in an innovative and stimulating conference programme.

Tel: +44 (0)207 456 923

www.vacevents.com

21-24 SEPTEMBER 2019

ASTC 2019 Annual Conference

Ontario Science Centre

Toronto, Ontario, Canada

The Association of Science-Technology Centers (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

18-22 NOVEMBER 2019

IAAPA Expo

Orange County Convention Florida, US

The world's largest business event for the global visitor attractions

industry. The trade floor features 1,000 companies from around the world who will showcase the new products and services, as well as an extensive programme of seminars and workshops.

Tel: +1 703 836 4800

Email: iaapa@iaapa.org

www.iaapa.org

14-16 JANUARY 2020

Visitor Attraction Expo

Shanghai New International Expo Centre

EAG International and the Visitor Attractions Expo have been designed to help delegates keep up-to-date with what's new in amusements and leisure. A large exhibition features the very latest products and innovations and also offers a seminar programme and strong networking opportunities for visitor attractions professionals.

Tel: +44 (0)1582 767254

Contact:

karencooke@swanevents.co.uk

www.attractionsexpo.co.uk



THE **LEISURE INDUSTRY'S**
PREMIER EVENT IN EUROPE

REGISTRATION NOW OPEN

ACT NOW AND SAVE UP TO 25%.*

CONFERENCE: 16-19 Sept. 2019 | **TRADE SHOW:** 17-19 Sept. 2019

PARIS, FRANCE



EURO ATTRACTIONS SHOW IS **NOW IAAPA EXPO EUROPE.**

*Savings based on full price, on-site registration rates.

www.IAAPA.org/IAAPAEurope



VAC2019



3 October 2019

*Registration
Open!*

www.vacevents.com



THE ANNUAL NATIONAL CONFERENCE OF VISITOR ATTRACTIONS

Thursday, 3 October 2019 - The QEII Conference Centre, Westminster, London.

The essential event for owners, managers and marketers of a visitor attraction, for opinion formers and tourism or heritage professionals.

VAC is a national conference organised by the industry, for the industry where you can:

- Get involved in a unique forum for industry professionals.
- Network and share experiences.

Don't miss this opportunity to:

- Understand your business in the context of the wider visitor attractions market.
- Keep up to date and find new directions for your business.

Register online now.

Early bird and multiple booking discount registration rates apply.

www.vacevents.com

Principal Sponsor:



Official Publication:

Attractions
MANAGEMENT

Supported by:



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



GENERAL MANAGER

LAND'S END LANDMARK ATTRACTION AND RESORT, CORNWALL

Privately owned, Heritage Great Britain, is looking to appoint an experienced General Manager for the iconic Land's End Landmark attraction and estate in West Cornwall.

Land's End is one of Britain's best loved landmarks, famous for its unique location and beautiful scenery. The site consists of the 100 acre landmark estate within AONB, busy visitor attractions, numerous catering & retail operations, a 37 bed 3-star Hotel, various high quality self-catering units and a local village public house.

Your key focus will be the operational leadership of the site which receives 500,000 visitors a year. You will need to lead and develop the existing team and engage with the local tourism bodies, community and stakeholders for the benefit of the business. You will need to deliver solid financial results as well as maintain and develop a high-quality customer experience.

This position requires previous senior level management within a relevant leisure field such as tourism, visitor attraction, hospitality, catering/retail or multi-unit operation.

Salary will reflect the responsibility and seniority of the position, with a package in the £70k range. Relocation support will be given where appropriate.

Closing date for applications is 5th July 2019.

Heritage Great Britain is an exciting group of companies and businesses which operates some of the UK's most outstanding landmark destinations and popular visitor attractions.

Apply now: <http://lei.sr/8C8a6>





Head of Visitor Development

THE CROWN ESTATE – WINDSOR ESTATE

The Windsor Estate covers approximately 6,400 hectares (15,800 acres) and includes Windsor Great Park, the Home Park of Windsor Castle, and Swinley Forest. Windsor is the only Royal Park & Forest managed by The Crown Estate.

Reporting to the Deputy Ranger, this is a high profile role responsible for developing and delivering a visitor strategy which puts customers at the heart of what we do whilst firmly balancing the Estate's heritage and conservation responsibilities.

The visitor business is undergoing an exciting period of transformation with a number of high profile development projects in the pipeline, especially in relation to children's play and other family orientated activities.

Working collaboratively as a member of the senior management team you will demonstrate strong leadership abilities as well as strong financial management and delivery capability. Meticulous attention to detail is essential as are good organisational and project management skills and the ability to balance priorities.

Commercially driven and astute you will have a track record of effective senior leadership and delivery in an organisation of comparable complexity, commercial scope and budgetary responsibility in the leisure/tourism, or ideally, visitor attraction sectors.

The Windsor Estate is a part of The Crown Estate, a £14bn real estate business. Established by an Act of Parliament, as an independent commercial business it returns 100% of its annual profits to the Treasury for the benefit of the public finances.

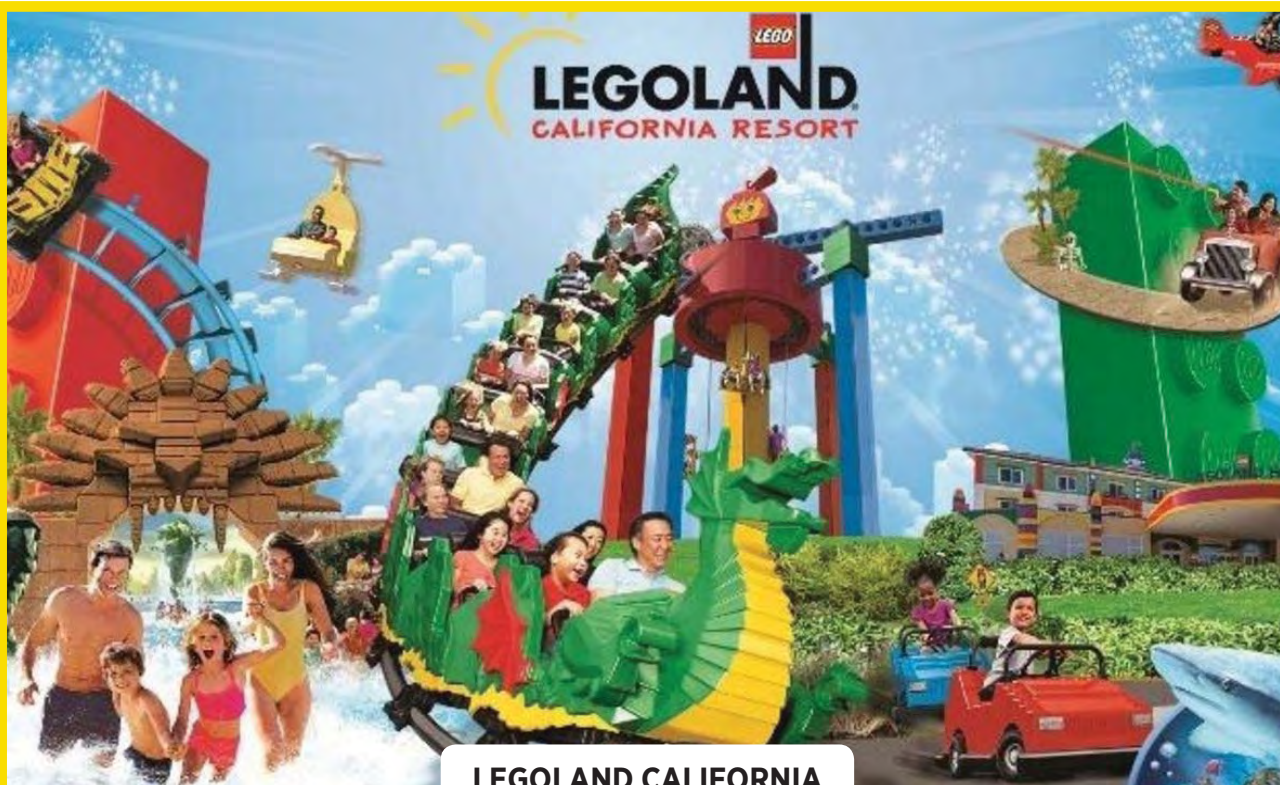
At the heart of how we work is an astute, considered, collaborative approach that drives success for our business and those we work with.

Remuneration:

- Exemplary salary package (dependent on background and previous experience).
- Discretionary bonus scheme
- BUPA healthcare
- 4 bedroom property on the Estate is provided



Apply now: <http://lei.sr/u9V2u>



LEGOLAND CALIFORNIA

EVENTS & EDUCATION MANAGER

CARLSBAD, CALIFORNIA, USA

SCOPE OF JOB:

- Manages all park events from concept to execution including PR, attendance driving, educational and promotional events.
- Maintains proper management of the Educational department, usher staff and I-Zone attractions.
- Develops effective relationships with all departments to gather buy in and support for park wide events.
- Works closely with sales and marketing, and third parties to deliver world class events.
- Coordinates with city officials for permitting, event planning and communication.
- Controls annual operating expenses and labor budgets for events, education and usher/theatrical support departments.
- Accountable for leadership and development for all events, usher and educational staff positions.
- Ensures overall guest and MC satisfaction.

REQUIREMENTS:

- A minimum of five years of theme park or related customer service experience is required.
- A minimum of two years of supervisory experience is required.
- Requires experience planning and executing large scale events.
- Previous experience with educational programming is preferred.
- Must have excellent organizational and analytical skills, with the ability to execute multiple tasks.
- Self-motivated and demonstrated initiative. Demonstrated history of supporting colleagues and staff.
- Strong problem solving skills and experience in budget preparation and control (operating expenses and labor) is required.
- Effective leadership, staff development, organizational, verbal and written skills.
- Requires a commitment to excellence in customer service.
- Strong guest service, and interpersonal skills are required. Computer skills (Word, Excel, e-mail, Power Point) are required.

For more information and to apply:

<http://lei.sr/w4Z9u>



Head of Marketing

Madame Tussauds, New York and DC

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 Madame Tussauds New York and Washington DC!

As the Head of Marketing at Madame Tussauds New York and DC, you will take senior strategic responsibility for establishing and managing our presence in the US market. In partnership with our global marketing team, you will lead the way in setting, executing and achieving strategic marketing objectives aimed at driving profitable growth, brand sustainability, market positioning and enhanced customer loyalty.

- Bachelor's degree required, preferably in marketing, communications, business or related field or equivalent experience.
- 4 + years of related experience, with 2+ years at management level.
- Proven understanding of guest and brand research.
- Dynamic and customer-service driven with excellent communication and interpersonal skills.

In return you will find a competitive salary and benefits package, share program opportunities and benefit from free entry to all of our Merlin attractions. In addition, you can expect continued growth of joining an exciting, global organization.

Merlin Entertainments plc is a business built on fun. We are the world's second-largest visitor attraction operator. We operate over 100 attractions, 8 hotels and 3 holiday villages in 22 countries across 4 continents. 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.

For more information and to apply click here: <http://lei.sr/i4C4v>



GREEN SCREEN VISITOR AND SALES ASSISTANT

SALARY: £15,856 PER ANNUM FULL TIME, £6,342 PRO RATA FOR WEEKEND POSITIONS

Looking for an exciting role in a world-class historic location?

The Royal Observatory is introducing an exciting new Green Screen photographic experience to our iconic site. We are looking for enthusiastic, energetic Visitor and Sales Assistants to engage with our visitors and encourage them to purchase a unique souvenir of their visit.

You will play an important role as the welcoming face of Royal Museums Greenwich. You will provide an exceptional visitor experience for all visitors to Royal Museums Greenwich (RMG). The role welcomes visitors on arrival, encourages them to learn about and engage with the collections and have an enjoyable visit to all RMG sites.

Skills and experience

- A passion for delivering a great visitor experience
- A great communicator with the ability to connect and share knowledge with a range of different audiences
- A willingness to learn and develop
- Enthusiasm and passion for the collections and themes of Royal Museums Greenwich
- An understanding and ability to sell products and meet sales targets
- Reliable and flexible
- A great team player

Desirable

- Experience in a customer service or sales environment
- Good IT skills
- Cash handling experience
- Foreign language skills
- First aid qualification

Based mainly at the Royal Observatory Greenwich. We have both permanent and fixed term contracts to cover the summer. We have full time, part time and weekend only positions available.

CLOSING DATE: 16 JUNE 2019 AT 23:59

Apply now: <http://lei.sr/Z3o8z>



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



General Manager

Salary: £70k package

Company: Heritage Great Britain

Location: Sennen, Penzance, UK

Green Screen Visitor and Sales Assistant

Salary: £6,342 pro rata, £15,856 per annum

Company: Royal Museums Greenwich

Location: Greenwich, London, UK

Guest Experience Manager - Operations

Salary: Competitive

Company: Sea Life

Location: Orlando, Florida, USA

Events and Education Manager

Salary: Competitive

Company: Legoland

Location: Carlsbad, California, USA

Brand Ambassador

Salary: Competitive

Company: Madame Tussauds

Location: New York, NY, USA

Head of Marketing

Salary: Competitive

Company: Madame Tussauds

Location: New York, NY, USA

Addetto Ristorazione

Company: Gardaland Resort

Location: Verona, VR, Italy

Head of Visitor Development

Salary: Exemplary salary package

Company: The Crown Estate

Location: Windsor, UK

Commercial Team Lead

Salary: Competitive

Company: Legoland Discovery Centre

Location: Auburn Hills, Michigan, USA

Seasonal Operations Trainer

Salary: Competitive

Company: Legoland Discovery Centre

Location: Yonkers, NY, USA

Marketing Insights Manager

Salary: Competitive

Company: Merlin Entertainments Group

Location: Orlando, Florida, USA

Digital Marketing Specialist

Salary: Competitive

Company: Legoland Discovery Centre

Location: Tempe, Arizona, USA

PR Manager

Salary: Competitive

Company: Merlin Entertainments Group

Location: Chertsey, UK

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

FUEL YOUR IMAGINATION

EXPERIENCE THE WORLD'S FIRST FULLY TRANSPARENT
COMPOSITE WATER SLIDE EVER. A GROUND-BREAKING
TECHNOLOGY BY POLIN WATERPARKS.



PolinWaterparks

polin.com.tr



[polinwaterparks](https://www.polinwaterparks.com)

