

Attractions

MANAGEMENT NEWS

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Lego buys Merlin in US\$4.8bn mega deal

Global attractions giant, Merlin Entertainments, has been sold to the family behind toy firm Lego in partnership with two other investors in a deal at 12 x EBITDA.

Merlin is the world's second largest family entertainment company – with Disney being the largest – and it has more than 130 attractions globally.

The acquisition values Merlin's shares at £4.8bn plus a further £1.1bn in debt. The deal will see a newly created entity, Bidco, take control of 70 per cent of Merlin's shares.

Bidco is owned by Kirkbi – the private holding and investment company of the Kirk Kristiansen family which manages the Lego brand – private equity giant Blackstone Core Equity Partners and Canadian pension fund CPPIB.

"The independent directors of Merlin Entertainments have reached agreement on the terms of a recommended cash offer to be made by Bidco for the entire



■ CEO Nick Varney has been at the helm of Merlin Entertainments since its inception

issued, and to be issued, share capital of Merlin – other than Merlin Shares owned or controlled by Kirkbi."

Merlin will have its shares de-listed as part of the deal.

MORE: http://lei.sr/N9f4u_T

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Merlin has reached agreement on a cash offer by Bidco

Merlin Entertainments



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AQUARIUMS

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Aquarium evacuated during blaze

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Paramount rejoins London Resort project as **PY Gerbeau** named new chief executive

Just over two years after pulling out of a deal to be the brand lead for a multi-billion pound theme park development in Kent, UK, Paramount Pictures has entered into a new partnership with London Resort Company Holdings (LRCH), re-engaging with the project to supply its iconic IPs.

Since Paramount's exit from the project, LRCH has signed up ITV Studios to sit alongside its BBC IPs. With Paramount rejoining the project, this will unlock the potential for the addition of iconic franchises such as The Godfather, The Italian Job and Mission Impossible.

The news is coupled with the appointment of PY



■ Gerbeau contributed to the development of Euro Disney

"Joining LRCH, I can now play my part in helping to create a world-class destination to rival all others"

Gerbeau as chief executive of LRCH. In previous roles, the Frenchman was credited

with contributing to the development of Euro Disney in the late 90s and the

Millennium Dome in London in 2000. Gerbeau went on to be chief executive of X-Leisure, operator of the Xscape centres and other leisure facilities.

"The new partnership with Paramount is fantastic news for everyone," said Gerbeau. "Now the best of Hollywood will be joining the best of British from BBC Studios and ITV Studios, to create amazing and unique experiences for the whole family.

"Joining LRCH, I can now play my part in helping to create a world-class destination to rival all others. Central to that strategy is to partner with the best brands from across TV, film, music and entertainment."

Virtual queue in place at **Disney** to manage Star Wars: Galaxy's Edge crowds



■ The new attraction is proving very popular among visitors

Disney's new Star Wars: Galaxy's Edge attraction at its Anaheim, California resort, has proved so popular since opening on 31 May that a virtual queuing system has been introduced to help manage crowds.

Guests can join the virtual queue upon arrival to the park through the Disney app or the resort's FastPass kiosks. They can sign up for "boarding times" from 7am and will be notified what times are available on their smartphones,

"Guests can join the virtual queue upon arrival to the park through the Disney app or the resort's FastPass kiosks"

with two hours to show up and enter the new land.

Millennium Falcon: Smuggler's Run has proven particularly popular. One guest revealed on social media that on one occasion the wait time for the ride had reached three hours, just six minutes after the attraction had opened in the morning.

After 24 June, no reservations are required.

However, entry status is available via the resort app, allowing Disneyland to switch the virtual queue on and off as required.

The Anaheim Galaxy's Edge attraction was first announced in 2015, and it is believed its final cost could top US\$1bn (£879m, £786m). A second Galaxy's Edge is due to open at Walt Disney World in Florida on 29 August.



■ Angkor Water Park will have rides supplied by WhiteWater

{ **"The waterpark is set over 60,000sq m and will alongside the zoo become an entertainment hub in the city"** }

US\$55m waterpark coming to Cambodian capital by end of 2019

One of the most significant waterpark projects in Southeast Asia is currently under development in Phnom Penh, Cambodia, with the US\$55m (€48.3m, £43.2m) Angkor Water Park set to open its doors by the end of the year.

LYP Group, which owns the Safari World Zoo in Phnom Penh, is building the waterpark next to the existing attraction.

With rides supplied by WhiteWater West, the development is set to include a flowrider, wave pool, lazy river, four-person abyss, a boomerango for one or two people, a four-person

constrictor and a super bowl. Working alongside WhiteWater, design and management has been carried out by Thai Nero, an engineering and management company based in Bangkok, Thailand.

The waterpark is set over 60,000sq m (645,000sq ft) and will alongside the zoo become an "entertainment hub in the city", according to LYP Group, which also touts the project as the Cambodian capital's first international-standard waterpark development. Ly Yong Phat, owner of LYP Group, said in a statement that the park would be larger than the nearby Cartoon Network Waterpark.

Attractions

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New themed area, Land of Legends, opens at **Bobbejaanland**



■ Land of Legends is based on a mystical, mythical world

Belgian theme park Bobbejaanland has opened a new themed area representing the park's largest-ever investment.

Called Land of Legends, the development took around a year to complete, with ideas for the 20,000sq m (218,000sq ft) site sought from visitors. The winning theme was a "mystical, mythical world, heavily influenced by popular video games".

New rides within the Land of Legends area include a

We wanted a green, natural theme, as well as a strong connection to the gaming genre

40-metre (131ft) high triple launch rollercoaster called Fury from manufacturer Gerstlauer. Existing rides at the park have also been upgraded to "current thematic standards within the European theme park industry".

Bobbejaanland, which is owned by Parques Reunidos, also wanted a strong storyline to tie the experience of the attraction together, and

enlisted Leisure Expert Group of the Netherlands to provide this, as well as full design development of the area's decorations.

"We wanted a green, natural theme, as well as a strong connection to the gaming genre. This is the story Leisure Expert Group told," said Peggy Verelst, commercial director of Bobbejaanland.

Florida children's museum to relocate and add new learning galleries

Explorations V Children's Museum in Lakeland, Florida, has announced a plan to move to a new 47,000sq ft (14,325sq m) facility in the city, where it will introduce six new galleries and develop a children's museum that it says will "re-define informal learning beyond 21st century teaching".

Located at Bonnet Springs Park, a 180-acre park in downtown Lakeland marked with giant oak trees and a gurgling clear stream, the new Explorations V Museum will also conduct research to advance the understanding of how children learn, how families achieve together, and what Central Florida needs as it raises



■ The proposed new facility in Bonnet Springs Park

"It will develop a children's museum that will "re-define informal learning beyond 21st century teaching"

succeeding generations.

With the new building expected to open in Q2/

Q3 2021, Explorations V will continue to operate from its existing building in Lakeland

for at least another couple of years, and although it characterises the relationship with Bonnet Springs Park as a partnership, it will continue to operate independently as a non-profit organisation.

Speaking to local media, Kerry Falwell, executive director of the museum, said the expansion of the space dedicated to toddlers would enable the museum to "do all of the developmentally-appropriate activities that are just for them", while the Front Yard feature means it will be able to "talk to the kids about fossils" and "dig in the dirt and grow food".

The cost of the project is estimated at US\$22m (€19.34m, £17.33m).

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■ A planning application is to be submitted in the coming months

{ **"This is an opportunity to understand York's origins and find out more about how the city developed"** }

Roman answer to Jorvik Viking Centre planned for York, UK

A world-class new museum project documenting York's Roman history will be part of a proposed £150m (US\$190.5m, €167.5m) city centre redevelopment called the Roman Quarter.

York Archeological Trust is partnering with York-based property developers North Star, DC Architecture and hotel operator Native to deliver the project on Rougier Street in York City Centre. Three buildings will be demolished to make way for the development, enabling a 33,000sq ft (10,058sq m) museum, 145-bedroom hotel, more than 200 apartments and 15,500sq ft (4,724sq m)

of new cafés, retail outlets and restaurants.

The Trust, which developed York's hugely popular Jorvik Viking Centre following a dig at Coppergate in the city in the 1970-1980s, said it will conduct another dig at Rougier Street for two years before building work starts. It's hoped that waterlogged ground conditions at the site will have preserved a large number of significant 2,000-year-old artefacts.

"This is an opportunity to understand York's origins and find out more about how the city developed," said David Jennings, CEO of the Trust.

WATERPARKS

Lego waterpark coming to Italy's Gardaland

Gardaland has announced plans to open Europe's first Lego-branded waterpark, with the multi-million dollar development set to open its doors in 2020.

Aimed at families with children aged two to twelve, the new addition to the Italian theme park and resort will be the first Lego waterpark inside a theme park not entirely Lego branded.

"The Lego brand is renowned globally and will undoubtedly contribute to strengthening Gardaland Resort's position as a major European tourist destination, as well as confirming it as a top player for family entertainment", said Gardaland CEO, Aldo Maria Vigevani.

The news follows the recent £4.8bn (€5.35bn, US\$6.1bn) acquisition of Gardaland's parent company – Merlin Entertainments – which is in part owned by the Kirk Kristiansen family who also own the Lego brand.

As part of a consortium known as Bidco, the family (operating as Kirkibi) now owns 50 per cent of Merlin, with Blackstone Core Equity Partners and Canadian pension fund CPPIB jointly owning the other half of the company.

"I'm certain that the waterpark will fill builders who passionately follow Lego with joy," said Paolo Lazzarin, general manager of Lego Italia.

MORE: http://lei.sr/X7S9t_T



■ The waterpark is scheduled to open by the end of next year



“

Lego is renowned globally and will contribute to strengthening Gardaland

Aldo Maria Vigevani

THEME PARKS

Zombie park planned for Dubai quayside night market



“

This will be a huge draw, attracting tourists and families

Omar Khoory

A 65,000sq ft (19,812sq m) Zombie Apocalypse Park is set to open in 2020 at The Night Market in Deira Islands, Dubai, following a signing ceremony between developers Nakheel, and the Sharjah Golf and Shooting Club.

The zombie-themed entertainment zone will feature a variety of live acts, events, games and battles. Activities will include paintball, escape games, VR 9D cinema, a haunted house and maze, axe throwing, archery, laser tag, trampolines, target shooting, zombie apocalypse attack and zombie runs. Also included in the theme park experience



■ The Night Market will be the largest in the world

will be a zombie-themed café, a party room for private events and a gift shop.

"This will be a huge draw, attracting tourists, businesses and families for a new kind of entertainment," said Omar Khoory, managing director of Nakheel Malls.

MORE: http://lei.sr/K4x3X_T



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



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WATERPARKS

Wet 'n' Wild Sydney undergoes rebrand

The Wet 'n' Wild waterpark in Sydney, Australia, is to reopen on 28 September, having undergone a rebrand to match the three California waterparks owned by Parques Reunidos, the Spanish company which purchased the property in 2018.

Raging Waters Sydney is the new name for the attraction, which was purchased last year by Parques Reunidos from Village Roadshow for AU\$40m (US\$28.1m, €24.9m, £22.3m).

According to the park's new website, it will feature a new ride – Whirlwind – a 206-metre journey reaching speeds of up to 25kmph, taking riders from dark tunnels into the

open air, back into darkness and then emerging with a splash at the bottom. Whirlwind is due to be open from November 2019 and will be located close to the H2Go Racers and 360Rush rides.

A statement on the park's new website says that Parques Reunidos is investing millions of dollars during the off-season, and claims this is the largest investment the park has had since opening in 2013.

"We have listened to our guests and have made some key changes that will improve their experience in the park. We are looking forward to a great season," said GM Tony Brancazio.

MORE: http://lei.sr/M4n9Q_T



■ The Wet 'n' Wild waterpark in Sydney opened in 2013



“

We're committed to investing in the future of the park through new attractions

Jose Diaz, Parques Reunidos

SCIENCE CENTRES

Work starts on New Science Centre in Singapore



“

It will be the biggest applied learning classroom

Ong Ye Kung

Singapore-based architecture firm Architects 61 and Zaha Hadid Architects (ZHA) have begun design development workshops for the New Science Centre in Singapore. The building will replace The Science Centre Singapore, which opened in 1977.

Slated for completion in 2025, the proposal for the New Science Centre capitalises on the centre's waterfront location and garden setting, next to the Chinese Garden station of Singapore's MRT metro system.

The attraction will be integrated with Jurong Lake Gardens and is envisaged



■ The attraction will present immersive learning

as a ground-breaking institution that will bring science to life.

The New Science Centre will be the biggest applied learning classroom for all our students," said Ong Ye Kung, minister for education.

MORE: http://lei.sr/r4r8f_T

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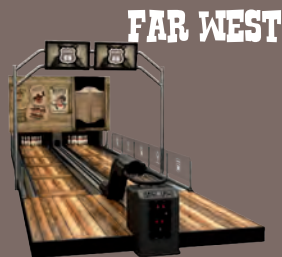
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CULTURE

South Korea plans to extend culture footprint

The South Korean government has set a target of building 140 new museums and 46 new art galleries by 2023 in a new five-year plan that it hopes will make Korean art and artefacts more accessible.

Should the targets be hit, the country will have more than a thousand museums and just shy of 300 art galleries by that date. The government stated its hope that tax deductions on museum and art gallery admission fees, which take effect on 1 July, would help to meet the goal.

As well as the brick and mortar aspect of these institutions, an expansion of the nation's conservation system for collections, and

the creation of new online and mobile systems to deliver information on exhibitions, are also contained within the plan.

The National Museum of Korea has already developed a "cultural heritage management system", allowing institutions to manage their collections digitally and share information with other participating institutions.

Several incentives are being considered or implemented to encourage private and regional activity. Among them, the state government has said it will cover up to 50 per cent of construction costs when a regional government wishes to build large scale storage.

MORE: http://lei.sr/G8Y5G_T



■ The country will have more than a thousand museums by 2023



The state government has said it will cover up to 50 per cent of construction costs when a regional government wishes to build large scale storage

AQUARIUMS

Oceanographic aquarium avoids major damage after fire



The fire started in the access to the Oceans tower and has been extinguished in little more than 20 min

Europe's largest aquarium, the Oceanographic aquarium in Valencia, Spain, has reopened today following a fire that broke out on 9 July near to the entrance.

The fire was brought under control in around 20 minutes, but pictures show a dense column of black smoke rising from the flames, and the entire site was evacuated – around 1,400 people – as a precaution, with the attraction being closed for the rest of the day.

A tweet from the aquarium said that the fire started near the entrance to the Oceans tower, which houses



■ Thick black smoke was seen during the fire

sharks and other ocean-going species. An artificial polyurethane stone on the site was burned.

Further tweets have stressed that all is back to normal today and there has been no harm to humans or animals.

MORE: http://lei.sr/q7u4V_T

VISITOR ATTRACTIONS

Silverstone Experience delayed until September

The Silverstone Experience – a new visitor attraction coming to the home of the British Formula One Grand Prix – has had its opening pushed back until at least September after its main contractor went into administration.

The new attraction was set to open its doors on 9 July, however, the Shaylor Group – a Walsall-based construction firm – entered administration on 17 June temporarily halting the development process.

"The Silverstone Experience project will still go ahead but this development will inevitably cause some delay to the public opening date, previously planned for 9 July and the preview weekend planned for 6 and 7 July,"

said the group in a statement to *Attractions Management*.

"We apologise for the inconvenience this causes our visitors. We will confirm a new opening date as soon as we can and we thank everyone for their continued support. Due to the complex logistical and legal challenges caused by Shaylor Group going into administration, it is unlikely that we will be able to open before 1 September."

When open, stories of human endeavour, great sporting rivalries and engineering innovation will be told using interactive displays and iconic imagery at the Silverstone Experience, which has been financed by the National Lottery Heritage Fund.

MORE: http://lei.sr/n6v6g_T



■ The opening has been pushed back until at least September



Due to the complex logistical and legal challenges caused by Shaylor Group going into administration, it is unlikely that we will be able to open before 1 September

The Silverstone Experience

THEME PARKS

Teenager killed in Uzbekistan after ride breaks apart in mid-air



As a result of the crash of the 'Flying Saucer' attraction, a girl, born in 1999, died at the scene of the incident

Jizzakh press service

One person has died in Uzbekistan, following an accident at the Istiklol theme park in the city of Jizzakh.

A 19-year-old girl, referred to by authorities as MH, was killed when a spinning flying saucer 360-degree swing ride broke apart in mid-air, its metal arm snapping. Riders fell more than 20ft (6m) to the ground below. Authorities say seven people were injured, though the severity of those injuries has not been disclosed.

"As a result of the crash of the 'Flying Saucer' attraction, a girl, born in 1999, died at the scene of the incident," said



■ The incident occurred in the city of Jizzakh

a statement from the press service of the administration of the region.

According to reports, the ride had only been installed in March this year. In May, there was a critical report about safety at the theme park. The theme park's owners are yet to comment on the tragedy.

MORE: http://lei.sr/p7M2t_T



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A 24 hour culture experience

New designs for Museum of London revealed



■ The museum is due to take up residence in the old West Smithfield market building in 2024

The Museum of London has revealed the designs for its new home in West Smithfield, with the development scheme laying out a 24-hour cultural hub in the heart of the British capital.

Described as one of the largest cultural projects in Europe, the design process has been led by Stanton Williams and Asif Kahn, with Julian Harrap Architects also involved.

Celebrating the existing architecture of the Westfield site, which is derelict and in desperate need of renovation and repair, the £262m (US\$330m, €292m) development will offer more exhibition space, with exhibits making use of the historic buildings both above and below the ground.

"As people will see from our latest design concepts, the new Museum of London will be a totally porous space available night and day to welcome all of London's visitors," said Sharon Ament, director of the Museum of London

"We'll showcase the London Collection, our seven million objects, and tell the story of London and Londoners in some of the best examples of British architecture in the city. An integral part of the Culture Mile, the new museum will educate with a world-class learning centre, inspire through our high-impact exhibitions and be a space where people come together to relax and reflect in the centre of everything."

We'll tell the story of London and Londoners in some of the best examples of British architecture in the city



■ The designs of the new space will be on view to the public at the new, undeveloped site in West Smithfield as well as the current site in London Wall

The new Museum of London will be a totally porous space available night and day to welcome all of London's visitors

The City of London Corporation is contributing £192m (US\$241.4m, €213.8m) to the scheme, with Sadiq Khan pledging a further £70m (US\$88m, €78m) – the largest cultural investment made by any London mayor in history.

Visitor figures at the Museum of London have more than doubled in recent years and continue to grow. The move is expected to create an additional 5,000sq ft (464.5sq m) of space, with the aim of reaching two million visitors per year. The aim is to submit a planning application by the end of the year, with an opening date expected for 2024.

"The new Museum of London will be a welcome addition to the City of London's Culture Mile, an asset for Londoners, and undoubtedly a very popular destination for anyone with a thirst for learning about the capital's rich and vibrant history," said Catherine McGuinness, policy chair, at the City of London Corporation.

"The arts and culture sector is essential to the Square Mile, not just because it enriches people's lives, but also because creative businesses contribute a huge amount to the UK's economy."

London's mayor, Sadiq Kahn, added: "This spectacular new home for the Museum of London will cement its place as one of our city's

cultural gems and open up the museum at all times of the day. It is a landmark project that will

reveal the fascinating history of our city to millions of Londoners and visitors to the capital every year."

The museum has a fundraising target of £70m and has already raised £26.5m, leaving a further £44m to raise. This includes donations of £10m from the Worshipful Company of Goldsmiths, £10m from the Linbury Trust and £5m from The NLHF. Global law firm, DLA Piper, is the project's inaugural Corporate Champion. ●



■ The plans make use of space both above and below ground, offering more room to display exhibits

■ The SS Great Britain is one of many notable heritage projects to benefit from the UK's National Lottery in the 25 years since its inception



Heritage Horizons

New lottery fund offers £100m for major UK heritage projects



■ Ros Kerslake, CEO of The National Lottery Heritage Fund

The UK's National Lottery Heritage Fund (NLHF) has launched a new three-year, £100m (US\$127.6m, €112m) grant scheme aimed at "ambitious, innovative and transformational" projects in UK heritage.

NLHF is seeking applications from across the UK for its new Heritage Horizon Awards, with the grant allocating funds of £5m (US\$6.38m, €5.6m) and over. Of the £100m pot, the first half will be allocated in 2020 and the second half in 2022.

NLHF said that in deciding where the awards are allocated, there will be a particular focus on its current strategic priorities: landscape and nature; and heritage at risk. The body will also favour those projects with "substantial proposals for recognising the contribution of The National Lottery", and added that it "may choose to negotiate naming rights" for the first time.

The application process will see an "Expressions of Interest" stage, giving applicants an early steer on their chances of success. The most promising applicants



■ Among the projects funded have been Stonehenge, the British Museum, the Natural History Museum, the Science Museum, Alexandra Palace, Jodrell Bank, SS Great Britain and outdoor locations such as the Great Fen wetland restoration area and Sheffield Botanical Gardens.

will then be asked to present their proposals to a panel of trustees, and a public shortlist of 10-12 bidders will be invited to make an application. The deadline for expressions of interest is 11 October.

"All successful applicants will need to have demonstrated exceptional proposals, including a wide range of people in heritage," the organisation said.

Ros Kerslake, CEO of The National Lottery Heritage Fund, said that there had been "long and hard" thought as to whether it could continue to invest in large-scale projects,



**Successful applicants
will need to have
demonstrated
exceptional proposals,
including a wide range
of people in heritage**

given the imbalance between demand for good causes and available funding.

"When we consulted it was clear to us that if we stopped, it is unlikely that anyone else would be able to step in, and major, transformative heritage projects simply would not happen."

This year marks the 25th anniversary of the launch of the UK's National Lottery, and Kerslake said it was "an important moment to reflect on just how transformational this unique funding model has been for our heritage". ●



I urge you to recognise
the strategic value of
our shared culture and
cultural heritage

Plácido Domingo



Of cultural importance

New EU agenda states the importance of cultural heritage



■ Spanish opera singer Plácido Domingo heads Europa Nostra

Investing in culture and cultural heritage has been included in the EU's new strategic agenda, marking the first time that such a commitment has been expressly made by the body.

A *New Strategic Agenda 2019-2024* sets out the priorities for the EU over the next five years, articulating four main areas: protecting citizens and freedoms; developing a strong and vibrant economic base; building a climate-neutral, green, fair and social Europe; and promoting European values and interests on the global stage.

At the end of the section on climate-neutrality and a fair and social Europe, the agenda states: "We will invest in culture and our cultural heritage, which are at the heart of our European identity."

The agenda was drawn up and agreed at the European Council

■ Donald Tusk, European Council president, was one of the recipients of Europa Nostra's open letter



We will invest in culture and our cultural heritage, which are at the heart of our European identity

meeting on 20 June, attended by all the leaders of EU member states.

Following on from 2018 being the European Year of Cultural Heritage, the pledge has been welcomed by Europa Nostra, the European heritage organisation, which has members from more than 40 European countries. In fact, Europa Nostra is claiming some success in lobbying for the commitment by EU leaders, citing an open letter from its president, the Spanish opera singer Plácido Domingo, to all 28 EU heads of state, as well as European Council president Donald Tusk and European Commission president Jean-Claude Juncker, shortly before the meeting.

In the letter, Domingo urged them to "recognise the strategic value of our shared culture and cultural heritage for the future of Europe".

Europa Nostra declared the inclusion



■ 2018 was recognised as the European Year of Cultural Heritage

of the wording to be a "significant victory", showing that its voice has a "strong resonance all across Europe". However, it also looked ahead to action as well as words from the EU on cultural heritage, with the organisation's secretary general, Sneška Quaedvlieg-Mihailovic, saying:

"The European Cultural Heritage Summit scheduled for 27-30 October 2019 in Paris will provide an excellent opportunity to renew our appeal to EU leaders to live up to the expectations of so many heritage stakeholders, citizens and communities who care for our shared cultural heritage." ●

PRODUCT INNOVATION

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● 30 Christie projectors were installed at the San Mamés Stadium Museum in Bilbao, Spain



Christie brings football history to life at San Mamés Stadium Museum



● Eneko Elorriaga, co-founder of Erabi

Erabi, a Spain-based AV integration firm, has completed a major fitout at the San Mamés Stadium Museum in Bilbao, Spain.

The museum, located in the basement of the stadium, tells the story of more than 120 years of football history and boasts a 500-piece strong memorabilia collection, and almost 600 videos detailing the history of one of Spain's most iconic clubs, Athletic Bilbao, also known as Athletic Club.

The museum is divided into three sectors, differentiated by the team's colours - green, black and red - and features a

number of AV display, including a visual projection, projected on to an eight x four metre metal wall, telling the story of Athletic Bilbao, its founding and the history of Bilbao. The projection is powered by six Christie Captiva DHD410S laser projectors, with a total of 30 being installed through the museum, and one of three Christie GS Series projectors.

Eneko Elorriaga, co-founder of Erabi, said of the Captiva projector: "The quality of the ultra-short throw lens is superb, especially for museum applications, because it gives you a much more dynamic

experience and avoids shadows."

"Captiva guarantees faithful colour reproduction and excellent brightness. Another factor worth bearing in mind is that they can be controlled by platforms like AMX and Crestron," Elorriaga added.

Asier Arrate, director at the Museum, said: "Laser solutions give better benefits in terms of downtime and running costs."

"The projector can be mounted at a very short distance from the screen or wall, either vertically or horizontally."

ATTRACTIONS-KIT KEYWORD

CHRISTIE

Westminster Abbey teams up with Avius to improve visitor experience



● William Gunaratne,
MD at Avius

London's Westminster Abbey, a UNESCO World Heritage Site, has announced a new partnership with Avius, a provider of survey and customer experience software, to capture and measure customer satisfaction.

The Abbey has previously collected visitor feedback from on-site paper surveys and regularly monitors Trip Advisor reviews, however the new partnership will see the implementation of survey kiosks - located in the Abbey precincts, outside the Chapter



● Westminster Abbey collected visitor feedback from surveys

House and the Cellarium Cafe - which will enable the collection of in-the-moment feedback.

Using the kiosks, visitors will be able to leave satisfaction scores and offer suggestions for future improvements, as well as rate their visit, while real-time reports and survey alerts will highlight any issues, allowing staff to resolve issues instantly and respond to

customer complaints and queries whilst the visitors are still on site.

The data collected will be used by the Abbey to gather insights for use in marketing campaigns, as well as to ensure that visitors fully enjoy their experience at the iconic London landmark.

.....
ATTRACTIONS-KIT KEYWORD

AVIUS
.....

RIDE OPENINGS

Triotech opens XD Dark Ride at Granby Zoo

The Granby Zoo in Quebec, Canada, has expanded its attraction offering to include Triotech's XD Dark Ride interactive theatre, the company's first at the zoo. The 7D theatre will show Carnival,

the latest offering from Triotech Studios, which takes guests on a nightmareish immersive adventure with a disturbed clown seeking revenge. Visitors will find themselves trapped in a dilapidated



● Triotech's XD Dark Ride will take guests on an immersive adventure



● Christian Martin, VP of
Marketing at Triotech

amusement park, escaping from giant floating heads and murderous automatons, as well as the vengeful clown.

The XD Dark Ride, which won a prestigious IAAPA Brass Ring Award for 'Best New Product', combines cutting-edge technology with special effects to create intense multi-sensory experiences

for eight guests at a time.

Christian Martin, VP of Marketing at Triotech, said: "The XD Dark Ride was designed for the whole family. It's one of our signature attractions, contributing to our international reach."

Samuel Grenier director of Operations at Granby Zoo, said: "We are proud to continue working with Triotech. In 2012, we set up a 16-seat immersive XD theatre, without any interactivity, that was very popular with visitors. With the 7D theatre, we wanted to provide our customers with an unparalleled immersive experience that is already a resounding success around the world."

.....
ATTRACTIONS-KIT KEYWORD

TRIOTECH
.....

30 JUN - 10 JUL 2019

UNESCO World Heritage 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.

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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

iaapa.org/expos/iaapa-expo-europe

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



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3 OCTOBER 2019

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

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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 Center,
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.

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14-16 JANUARY 2020

Visitor Attraction Expo

ExCel London, United Kingdom

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, as well as 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

9-11 JUNE 2020

IAAPA Expo Asia 2020

Macao, China

IAAPA Expo Asia is IAAPA's exclusive Expo in the Asia Pacific region. It is part of the organisation's regional event programme and attracts industry professionals from around the world to learn and experience what's new and innovative in the rapidly growing Asian attractions market.

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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.

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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



Visitor Experience Manager

Salary: Competitive

Job location: Colchester, UK

Colchester Zoo is home to over 240 species in 60 acres of parkland and lakes. The Zoo's mission is to provide a first class experience for all its visitors and at the same time further understanding and respect for animals. Through visitors' funds, Colchester Zoo undertakes breeding programmes for endangered species and funds in situ projects in the wild via the Zoo's charitable arm, Action for the Wild and its very own UmPhafa Private Nature Reserve in South Africa.



About the Role

The Visitor Experience Manager must be able to demonstrate a passion for excellent guest service as they will be the voice of the visitor throughout all aspects of Colchester Zoo ensuring every customer has a positive and memorable experience, and will be the person responsible for recovering and turning around any unsatisfied visitors. Act as Duty Manager on a regular basis to include weekends and public holidays, and late night opening events.

Preferred Qualifications:

1-2 years experience in a supervisory or management role in a visitor attraction; theme park; museum; or leisure environment
Experience dealing with guests in difficult situations, and maintaining the highest level of service in high pressure situations
Knowledge of Microsoft Excel; Word and Outlook
Excellent communication and motivational skills

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Closing date for applications: Monday 5th August 2019**

ZOOKEEPER

Company: Parkwood Leisure

Location: Plantasia, Swansea, UK

Closing date: 19th July 2019

Apply now: <http://lei.sr/l9p6G>



Recently acquired by Parkwood Leisure, Plantasia is an interactive fully immersive tropical experience for all the family where visitors can get up-close and personal with the animals and discover a variety of rare and exotic plants.

This is an outstanding career opportunity with a market leader committed to providing a diverse and meaningful range of leisure and culture related activities for the local communities in which we serve.

The role of Zookeeper is a rewarding position, allowing you to be involved in the development of the animal program at Plantasia. The role provides opportunities for an exciting and motivating experience on a daily basis. The successful candidate will be appointed to undertake all aspects of animal husbandry, care and development of the Animal Collection at Plantasia.

The candidate must possess an animal related degree, minimum 2:1 qualification, have practical experience in animal husbandry for a minimum of 4 years and a full UK driving licence. Practical experience with exotic animals is desirable.

What can Parkwood Leisure offer you?

Competitive salary, generous annual leave, employee health cash plan, Pension Scheme, career progression and much more!

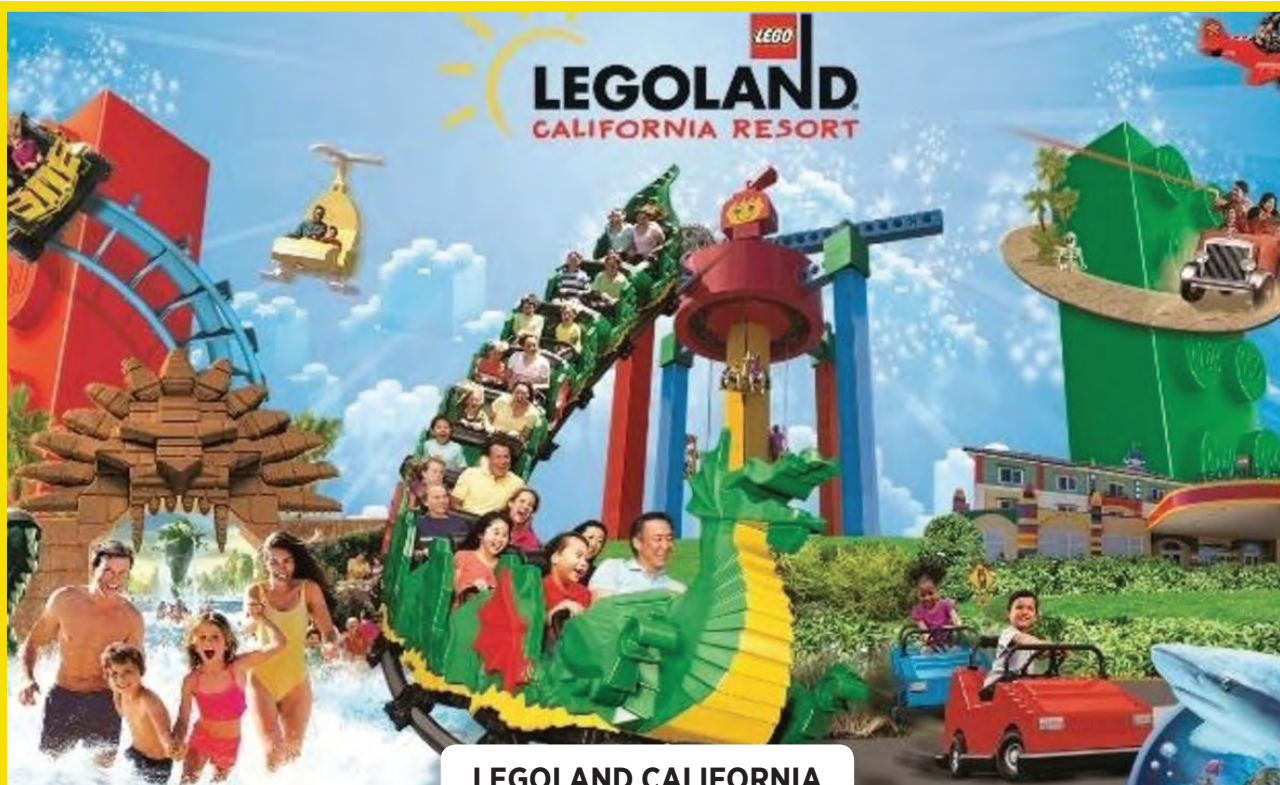
Parkwood Leisure is a well-established business that is continuously growing. Successful applicants can look forward to joining a company that can offer career prospects and believes in investing in its people.

How to Apply

If you feel like you could bring some fresh ideas to the table we want to hear from you. Please apply with a letter of application and CV to Michael Colwill by visiting:

<http://lei.sr/l9p6G>





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?

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- 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>



LEGOLAND® MALAYSIA RESORT

PROJECT MANAGER

ISKANDAR PUTERI, JOHOR, MALAYSIA

We are Merlin Magic Making and we are part of the magical Merlin Entertainments!

When it comes to creativity and innovation Merlin Magic Making, part of Merlin Entertainments plc, is at the heart of delivering truly awesome creations.

We attract talent who are responsible for scanning the globe for new sites and opportunities; coming up with truly imaginative ideas and concepts; creating fantastic new rides or building LEGO model creations and let's not forget our project delivery team who make all of this happen along with our critical support functions. No one day or role is the same!

We are currently recruiting for a Project Manager based at our LEGOLAND® Malaysia park.

In this exciting role you will take our MMM Creative teams fantastic ideas and turn them into reality! The MMM Creative team are the masterminds behind the innovative attraction ideas for LEGOLAND® Malaysia and as the Project Manager you'll be responsible for delivering multiple projects that will have a real impact on the growth of the entire Merlin business.

Whatever the particulars, your considerable organisational experience and unquestioned ability to influence will make sure every project you're involved in runs like clockwork.

This is an exciting role for someone looking to join a totally unique company. We are a fast paced business and therefore looking for team members to be adaptable by nature with the ability to challenge the status quo.

For more information and to apply: <http://lei.sr/b8r5s>

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Visitor Experience Manager

Salary: Competitive

Company: Colchester Zoo

Location: Colchester, UK

Zookeeper

Salary: Competitive

Company: Parkwood Leisure

Location: Swansea, UK

Brand Manager

Salary: Competitive

Company: Legoland

Location: Goshen, NY, USA

Loyalty & Insight Manager

Salary: Competitive

Company: Legoland

Location: Goshen, NY, USA

Project Manager

Salary: Competitive

Company: Legoland

Location: Iskandar Puteri, Johor, Malaysia

Brand Ambassador

Salary: Competitive

Company: Madame Tussauds

Location: Washington D.C., DC, USA

Operations Manager

Salary: Competitive

Company: Legoland Discovery Centre

Location: Yonkers, NY, USA

Marketing Manager

Salary: Competitive

Company: The Eye Brand

Location: Sydney NSW, Australia

General Manager

Salary: Competitive

Company: Legoland Discovery Centre

Location: Milpitas, CA, USA

Head of Central Scheduling and Planning

Salary: Competitive

Company: Merlin Entertainments Group

Location: Goshen, New York, USA

Head of Marketing

Salary: Competitive

Company: Madame Tussauds

Location: New York, NY, USA

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