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# Attractions MANAGEMENT NEWS

24 JULY 2019 ISSUE 135 www.attractionsmanagement.com

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# Iconic vertical aquarium planned for US

**A 170,000sq ft (51,816sq m) vertical aquarium is one of the ideas being considered for a proposed 500ft-high (152m) observation tower at the centre of a development project on the California coast at San Diego.**

Seaport San Diego, a US$2.4bn (€2.15bn, £1.93bn) scheme that encompasses 70 acres of land and water along Harbor Drive, is currently in the initial planning stages with developers 1HWY1 and architects Bjarke Ingels Group (BIG).

The vertical aquarium, which would span the entire height of the tower and emulate the varying depths of the ocean, is just one of several ideas being floated for the tower.

Others include a butterfly exhibit, a high level scrambling net, a wind garden and an outdoor auditorium for basking in the clouds. The lower levels of the tower would house hotels, retail and a range of food and beverage offers.

The Seaport San Diego is set to be positioned at the water's edge

Designed by BIG, the tower is intended to be an internationally iconic piece of architecture for San Diego – something many feel the city currently lacks. Its design is eye-catching: a cylindrical tower with an hourglass figure, centring around what appears to be a stack of spinning discs.

MORE: http://lei.sr/h9v2z_A

> **Seaport San Diego is intended as a thoughtful and creative re-imagining of a key part of the San Diego waterfront**

TECHNOLOGY

## Microsoft adds cultural heritage to AI programme

Tech giant president: heritage is 'imperative'

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## NFL-themed rollercoaster opens at Kennywood

Ride honouring Pittsburgh Steelers breaks records

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## Auckland Zoo reveals jungle habitat plans

Ambitious plans form part of 10-year strategy

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## Wheel the World founder **Alvaro Silberstein** calls on attractions to help make disabled travel more accessible

Inspiring accessibility in the most challenging of locations is the main goal for Wheel the World's Alvaro Silberstein. It's a challenge that faces many obstacles, the biggest of those being effective collaborations with attractions managers, governments and tourism organisations, he says.

Silberstein, who co-founded Wheel the World with lifelong friend Camillo Navarro, wanted to organise trips for disabled people to enjoy some of the world's most iconic sights and attractions. In its first year, the company helped more than 500 disabled customers to travel to exotic locations all over the world, including a recent headline-grabbing excursion to the ancient Incan citadel of Machu Picchu, high in the Peruvian Andes.

Alvaro Silberstein (centre) founded Wheel the World to inspire accessible travel for those with disabilities

**"There's a range of equipment if you don't want to modify your existing infrastructure"**

"There's a range of equipment if you don't want to modify your infrastructure," he told *Attractions Management*. "It's about providing the right information to accommodate these visitors and to make services more accessible. Getting the people who run things like national parks and travel attractions to collaborate with us is the main challenge we continue to face."

Wheel the World came about through wheelchair-bound Silberstein's own desire to visit the Torres del Paine National Park in Patagonia in his native Chile. His research had identified the existence of the Joëlette wheelchair, specially made for traversing rough terrain. He had to raise money to purchase the expensive technology and ship it to the location.

## Microsoft president **Brad Smith** explains why the tech giant is adding cultural heritage to AI programme

Smith said there would be a comprehensive programme to secure cultural heritage

Cultural heritage has become the latest focus for Microsoft in its AI for Good portfolio – a five-year commitment to using artificial intelligence to tackle some of society's biggest challenges.

Already included in the US$125m (€111.4m, £100.6m) programme are AI for Earth (providing for tools for startups working to protect the planet), AI for Accessibility and AI for Humanitarian Action.

AI for Cultural Heritage is the fourth pillar of the programme and follows on from a number of projects that Microsoft has been working on.

**"Preserving cultural heritage isn't something that is solely nice to do, it's imperative to the world's societies"**

These have included using AI to make the Metropolitan Museum of Art's Open Access collection accessible online, a new museum experience in France with mixed reality and AI paying homage to Mont-Saint-Michel in France.

"As we have learned more about the dimensions that make up cultural heritage, we've concluded that preserving cultural heritage isn't something that is solely nice to have or nice to do, it's sometimes imperative to the well-being of the world's societies," said Microsoft president Brad Smith. "We've realised that this work deserves more than a handful of projects. That's why we're bringing these efforts together in a more comprehensive programme."

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> "The support from across Scotland and internationally for this project has been overwhelming"

Doug Niven (right), cousin of Jim Clark, and Archie Simmonds, whose father was a mechanic for Clark, with the Lotus car in which the driver won four Grands Prix

# Expanded and improved: the new Jim Clark Motorsport museum

The new Jim Clark Motorsport Museum has opened in Duns, in the Scottish Borders, following the completion of a £1.6m (US$2m, €1.78m) partnership project to enhance its displays.

Almost £635,000 of the funding was provided by the National Lottery Heritage Fund Scotland, while Scottish Borders Council, Museums Galleries Scotland and The Jim Clark Trust also contributed, along with individual donations from around the world. Charity Live Borders has also been involved in delivering, and now operating, the new museum.

Jim Clark was a two-time Formula One World Champion (1963 and 1965), winner of 25 Grands Prix as well as the Indy 500 race, before his death in a crash at Hockenheim, Germany, in 1968, aged 32.

The new museum includes two of Jim Clark's race cars, as well as new image galleries, film footage, interactive displays and a simulator. There is also expanded exhibition space showcasing memorabilia and the trophy collection.

"The support internationally for this project has been overwhelming," said Ben Smith, secretary of The Jim Clark Trust.

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# Social media experimentation key to online success, says Adam Koszary – man who caught Elon Musk's eye

Koszary was responsible for the famous "absolute unit" campaign in 2018

Adam Koszary, the man behind the Museum of English Rural Life's (MERL) social media channels, has urged other museums to experiment with their platforms if they want to have similar online success.

Koszary was responsible for the museum in Reading, UK, increasing its following on Twitter 9,700 to more than 134,000 in the last year, following a social media adventure featuring a host of farmyard animals, an entertaining encounter with JK Rowling and a social rivalry with Elon Musk.

**"Give up 'the fear' and experiment all the time. Focus on what makes your museum unique."**

Because of this success, and his interaction's with Musk, Koszary now has a new job – as social media manager at Tesla. Prior to his departure, he gave advice to anyone wanting to replicate his social media successes.

"All of this has been reacting to something and jumping on a story," he said, speaking to *Attractions Management*. "We have hundreds of things which could be stories but we only have so much time in the day, so we take the ones which appear to have the most value and share them with the world.

"Give up 'the fear' and experiment all the time. Focus on what makes your museum unique."

# UK parliamentary committee led by Mary Creagh to investigate impact of tourism on the environment

The UK parliament has launched an inquiry into the impacts of tourism and travel on the environment.

Announced by the Environmental Audit Committee, the inquiry is seeking written submissions on a number of issues, including what the government can do to support a sustainable inbound tourism industry in the UK and how the UK tourism industry should balance the need to encourage tourism while protecting fragile environments.

Also included in the terms of reference are: how the UK government can reach its net zero emissions target through influencing sustainable travel patterns and whether the UK government should take more responsibility for the impacts of outbound tourism.

The environmental committee will be led by Mary Creagh MP

**"We want to look at the government's actions to ensure environmental impacts of tourism are minimised"**

The announcement by the Environmental Audit Committee pointed out that an estimated 5 per cent of global greenhouse gas emissions are from the tourism industry, and Mary Creagh MP, chair of the committee, said: "The recent cruise ship collision in Venice, as well as protests both there and in Barcelona, are a sharp reminder of the effects of 'overtourism' and the damage that can be done to the environment and local quality of life.

"While there are some sustainable practices, we want to look closely at the government's actions to ensure the economic, social and environmental impacts of tourism are minimised. We will publish a report early next year."


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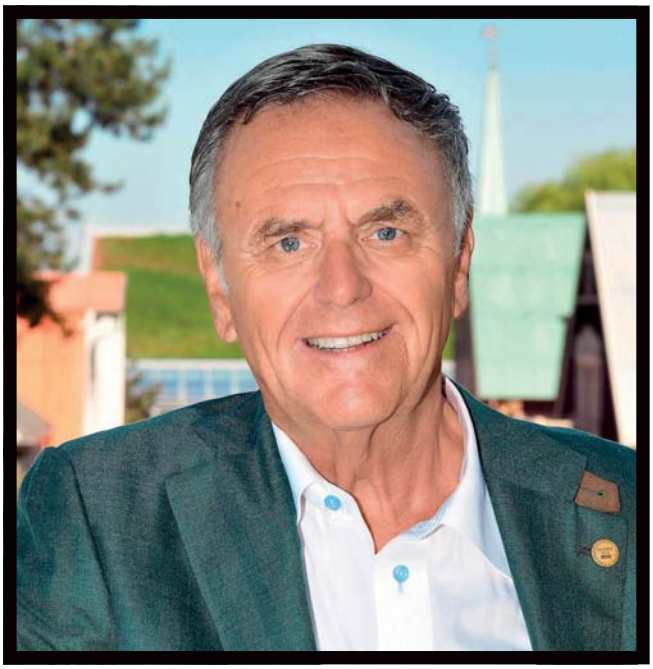

Roland Mack personally attended the reopening of the attraction

**"To be able to reopen Scandinavia just 13 months after the fire means a lot to us"**

# Roland Mack reopens Europa Park's Scandinavia attraction

Just over a year on from a major fire that destroyed a significant part of Germany's Europa Park, the operator is celebrating, after reopening its fire-damaged Scandinavian area.

The fire occurred on 29 May 2018, starting in a backstage storage area on the Pirates of Batavia water dark ride.

The blaze grew, creating a huge plume of smoke that could be seen for miles. No one was hurt but the fire destroyed a large part of Europa Park's Scandinavia and Norway-themed areas.

Scandinavia is now reopened, with the Mack family officially relaunching the restored area – themed as an idyllic village with colourful wooden houses over 3,200sq m (34,500sq ft).

Scandinavia was and still is at home in the heart of Europa-Park, with many unique memories," said Europa Park founder Roland Mack.

"It's been a great desire for us to rebuild this unique place as soon as possible. For more than 350,000 hours, at times more than 100 construction workers were busy day and night making the impossible possible. Now, after just 13 months, to be able to celebrate this memorable event means a lot to us."

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## 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

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AQUARIUMS

# Abu Dhabi aquarium on track for 2020 launch

What is set to be the Middle East's biggest aquarium is due to open in 2020, with construction of the attraction in Abu Dhabi reportedly about 70 per cent complete.

The National Aquarium will be a cornerstone of the upcoming dining and entertainment destination Al Qana, which is being created by Al Barakah International Investment (BII) and Abu Dhabi Municipality. Developers believe the destination will welcome one million visitors a year when it opens.

Covering a space of 7,000sq m (22,965sq ft), the aquarium will be home to 33,000 marine creatures, and will employ a team of 80 sea-life experts and specialists. Organisers say that the animals will be responsibly, and ethically, sourced from around the world and that the destination will highlight the importance of conservation throughout its themed zones.

Paul Hamilton, general manager of the National Aquarium, commented: "This will bring the excitement and wonder of the oceans to the doorsteps of Abu Dhabi's community and to visitors from all around the world. This is the 12th public aquarium that I've worked on and probably the most exciting, in terms of the scale, uniqueness and attention to detail."

MORE: http://lei.sr/P9C8t_A

The aquarium will form part of the The Al Qana complex

**This will bring the wonder of the oceans to Abu Dhabi**

Paul Hamilton

GOVERNMENT INTERVENTION

# Government backs Science and Industry Museum repairs

**The Power Hall is one of our most impressive galleries**

Sally MacDonald

Urgently-needed repair work has begun on the Grade II listed Power Hall at Manchester's Science and Industry Museum, following an injection of funding from the UK government.

The hall, which was built in 1855, houses Europe's largest collection of working steam engines, the majority of which were built in Manchester. When originally constructed, the hall was the shipping shed for Liverpool Road Station, the world's first purpose-built passenger railway station.

Alongside repairs to the roof of the Power Hall, the museum has a plan to transform the displays inside to explore "the ongoing relationship between humans, machines and power". The project received a £6m (US$7.51m, €6.69m) contribution from the UK government and will take up to two years to complete.

"The Power Hall is one of our most evocative and impressive galleries," said Sally MacDonald, director of the museum.

MORE: http://lei.sr/U2a7z_A

The Grade II listed Power Hall was built in 1855



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EXPANSION

# Iowa waterpark plans major expansion

The owners of Lost Island Waterpark, in Waterloo, Iowa, US, have announced plans to augment their attraction with a new US$100m (€89.2m, £80.6m) theme park.

The Lost Island Themepark, which will sit on land more than twice the size of the existing 27-acre waterpark, is projected to attract twice as many visitors.

Construction is set to begin soon on the project, which owners, the Bertch family, hope will open in 2022. The park will include a variety of rollercoasters, rides and attractions that the company says will immerse guests in the stories of the "magical lands of Lost Island".

Financing for the project has come from a mixture of state, city and private means, and in a US media report, the owners predict that the overall positive impact for the local Cedar Valley economy would reach around US$360m (€321.1m, £290.25m), with 200 seasonal jobs created.

The immersive nature of the theme park will be an important part of the attraction, according to general manager Eric Bertch, who said: "It will encourage guests to discover through play, whether it's scavenger hunts or interactive elements throughout the facility that you don't necessarily see at an amusement park."

MORE: http://lei.sr/G8W4M_A

Lost Island Waterpark sits on 27 acres of land – the theme park will be more than twice the size

> **The immersive nature of the park will be an important part of it**
>
> Eric Bertch

RIDE SAFETY

# Two killed and 15 injured as pendulum ride breaks apart

> **The Ahmedabad Municipal Corporation fire department conducted swift disaster response operations**
>
> Vijay Nehra

Two people have been killed and 15 seriously injured in India, following an accident at the Kankaria Adventure Park in Ahmedabad.

The accident occurred when the arm of a spinning pendulum ride snapped, smashing into the ride's structure before falling to the ground.

"The Ahmedabad Municipal Corporation (AMC) fire department conducted swift disaster response operations," said Vijay Nehra, AMC commissioner.

"The heads of departments reported to the hospital and the injured are being treated."

The ride's arm snapped in mid-air

According to statements, a public investigation has been launched to see if the park had a proper license to operate the ride, while its maintenance is also being looked at.

MORE: http://lei.sr/4N4D7_A



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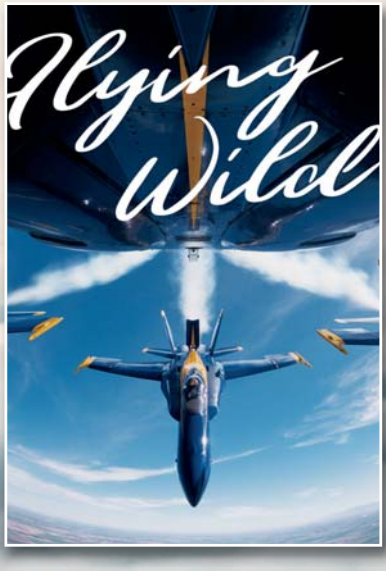


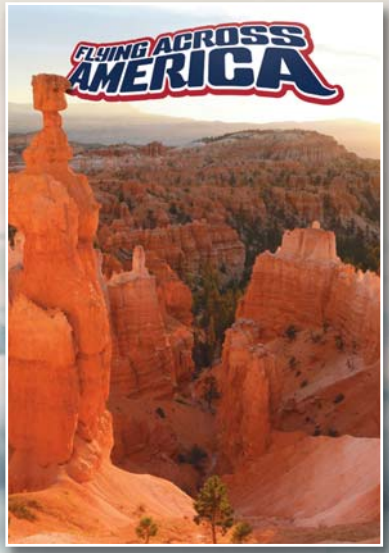


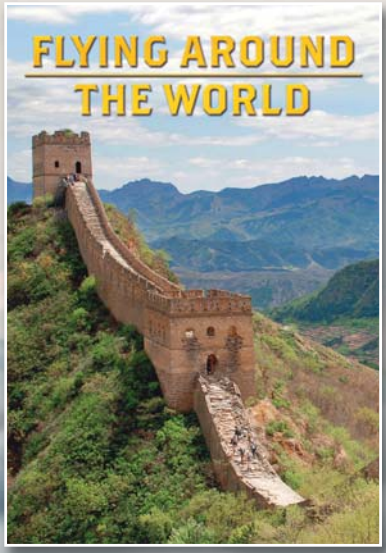


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Polin Aquariums, as the result of the partnership between Polin and Ocean Aquariums, has a team of experts that can provide all details needed in projects including conceptual designs, engineering, architecture, construction, business plans, procurement of living creatures and brand identities. With this team of experienced architects, engineers, biologists, veterinarians and technical experts, the success of the attraction centers is built with a deep knowledge and wealth of experience.

**polinaquariums.com**

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RECORD-BREAKER

# NFL-themed rollercoaster opens at Kennywood

A new record-breaking ride dedicated to National Football League (NFL) franchise the Pittsburgh Steelers has come to Kennywood in Pennsylvania, US.

Named after the legendary Steelers defensive line from the 1970s, the Steel Curtain is the signature attraction for Steelers Country – a new area of the park which features football-themed games, food and merchandise.

Reaching speeds of up to 75mph (121kmph) with nine inversions, Steel Curtain breaks multiple records, including the most inversions of any ride in North America and the highest inversion of any rollercoaster in the world at 197ft (60m). It's also the tallest rollercoaster in the state. With a black and gold track designed to look like a football, the S&S-designed, 1220m (4,000ft) long attraction anchors Steelers Country.

A group of Pittsburgh Steelers players past and present, including star defensive end Cam Heyward and Mike Wagner and John Banaszak were in attendance for the ride's opening.

"A great deal of time and effort has been put into the design, engineering and construction of this terrific ride that we are confident will be worth the wait," said S&S Worldwide President Tim Timco. "It's a tremendous addition to this amusement park."

MORE: http://lei.sr/j8S5q_A

The ride has the most inversions of any ride in North America

> **A great deal of time and effort has been put into the design**
>
> Tim Timco

REDEVELOPMENT

# Jurassic World - The Ride opens at Universal Hollywood

> **The ride includes an underwater encounter with a mosasaurus**

Revamped and completely reimagined, Universal's popular Jurassic Park thrill ride has undergone a full rebranding and retheming as Jurassic World – The Ride.

Inspired by the popular IP's new set of Jurassic World films, the Vekoma-manufactured ride, which first opened in 1996, now features Chris Pratt, Bryce Dallas Howard and BD Wong, who reprise their roles as Owen Grady, Claire Dearing and Dr. Henry Wu.

The water ride includes an underwater encounter with the Mosasaurus, docile dinosaurs such as the Stegosaurus and Parasaurolophus, and predatory dinosaurs such as Dilophosaurus and Blue the Velociraptor. Following a battle between a Tyrannosaurus rex and the Indominus Rex, riders are dropped 84ft (25.6m) for a big splash to conclude the experience.

Industrial Light & Magic – a division of Lucasfilm – collaborated with the design team at Universal Studios Hollywood.

MORE: http://lei.sr/v6Z4j_A

Industrial Light & Magic helped with the design

 ©Cybertrek Ltd 2019 

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MAJOR PROJECT

# Auckland Zoo reveals jungle habitat plans

New Zealand's Auckland Zoo has revealed a timetable for opening each part of its new South East Asia Jungle Track project – a NZ$58m (US$39m, €34.6m, £31m) investment that's part of the zoo's wider 10-year, NZ$150m (US$100.9m, €89.5m, £80.4m) evolution programme, funded by Auckland Council.

The development includes new habitats for new species from the south-east Asian jungle, including a high canopy for orangutans, gibbons and other primate; lowlands for tigers and otters; a swamp forest dome with a scientifically-engineered environment to mimic the hot and humid Tropics, where the Sunda gharial (Asian crocodile) and a range of other reptiles and fish will live; and lake and wetlands with an extended climbing range for arboreal primates.

On a more functional level, a new 1,000sq m (3,280sq ft) cafe and function venue is being built, with views of the lake and wetlands habitat.

Visitors will be offered a "highly immersive journey through four distinct habitats spread across one-fifth of the zoo", said Auckland Zoo, and will be able to "discover and connect" with some of South East Asia's most spectacular and threatened wildlife. This will be delivered partly through "shared shelters", where visitors can get up close to the animals.

MORE: http://lei.sr/S7z8Q_A

The habitats include a high canopy for a range of primates

> **Visitors will be offered a highly immersive journey through four distinct habitats spread across one-fifth of the zoo**

HERITAGE

# Last surviving jekt at centre of new shipping museum

> **The Norwegian Jekt Trade Museum pays tribute to the jekt: an open freight vessel, characterised by a wide body and sails.**

A new museum that celebrates centuries-old Norwegian shipping practices has been opened in Bodø, north-western Norway.

Created by architects Rintala Eggertsson and exhibition design studio Kvorning Design & Communication, the Norwegian Jekt Trade Museum pays tribute to the jekt: an open freight vessel, characterised by a wide body and sails. The jekt was used for more than 400 years for carrying stock fish and cod-liver oil from the north of Norway, whose coastal communities depended on this trade, down to export cities in the south of the country.

The Anna Karorline was built in 1876

A centrepiece of the entire exhibition is the Anna Karoline, the world's only original "Norlandsjekt", which was built in 1876, and was finally put ashore in the 1950s at the site where the museum now stands.

MORE: http://lei.sr/T6J5H_A



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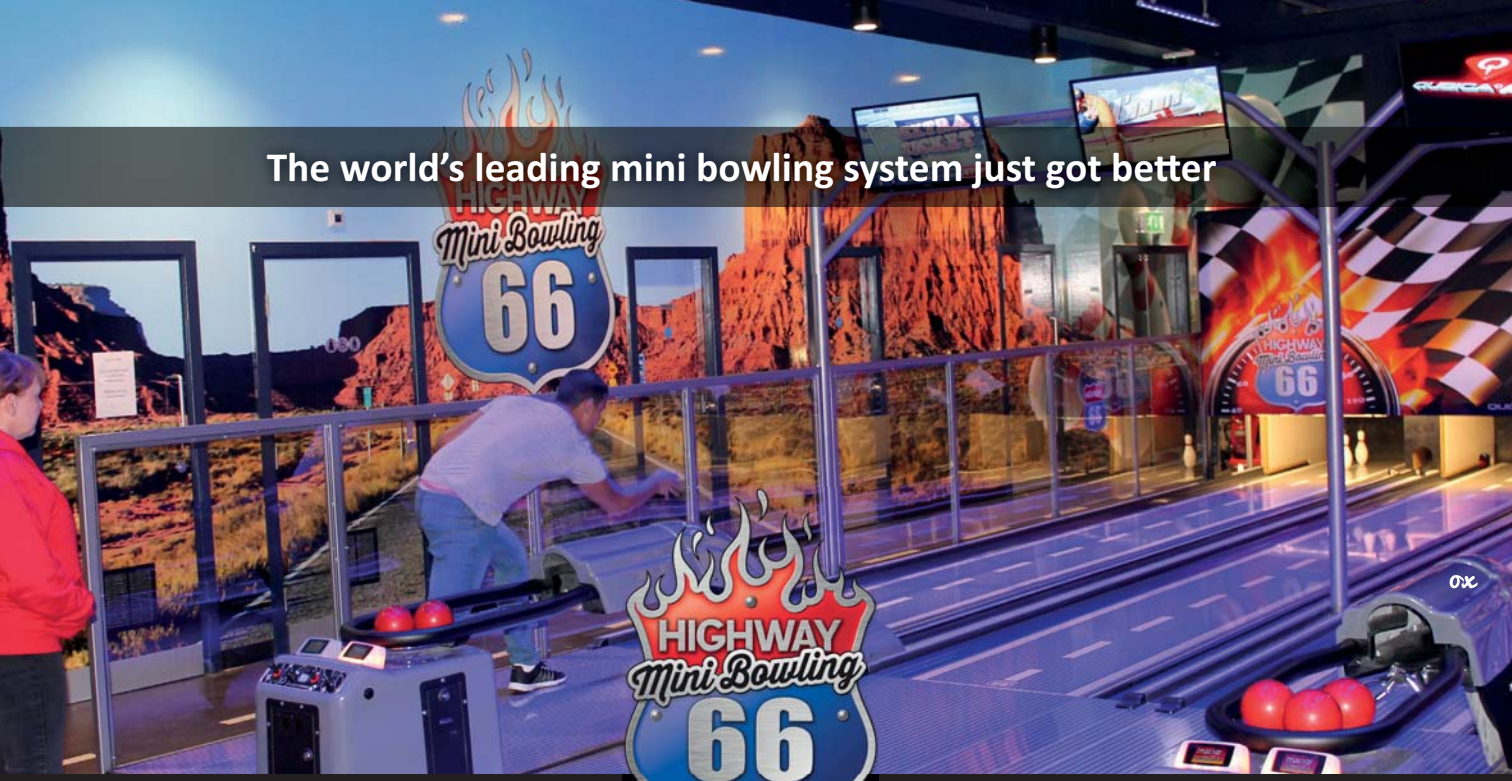


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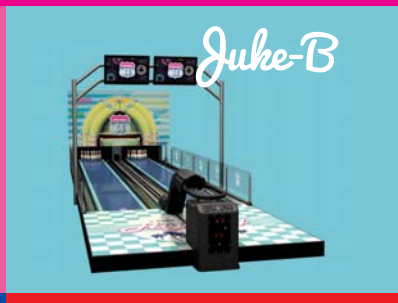

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# HISTORY LIST

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has added 29 new sites to World Heritage list

View of the famous rotunda at the Guggenheim Museum

The architecture of Frank Lloyd Wright, the ruins of Babylon, a migratory bird sanctuary on the coast of the Yellow Sea, and a Prosecco wine production area in northeastern Italy are among 29 new additions to Unesco's World Heritage list this year.

Unesco has been holding its 43rd session of the World Heritage Committee in Baku, Azerbaijan, at which it selects the new World Heritage Sites each year, giving those places selected a chance of better funding and preservation.

Eight buildings designed by celebrated US architect Frank Lloyd Wright are included as one entry. They include the Solomon R Guggenheim Museum in New York, the Fallingwater House in Pennsylvania, and Taliesin in Wisconsin. Wright's concept of "organic architecture", blurring the boundaries between exterior and interior, had a strong impact on the development of modern architecture in Europe.

On that continent, Le Colline del Prosecco di Conegliano e Valdobbiadene is a series of hills with small plots of vines on the edge of narrow terraces (ciglioni). The rugged terrain has been cultivated for centuries, with the use of the ciglioni creating a breathtaking checkerboard landscape.

Babylon's Hanging Gardens have long been celebrated as a wonder of the world, but the city ruins, located 85km


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Bagan, in Myanmar – a sacred landscape featuring art and architecture

Scenery in the Prosecco growing area of northeastern Italy

from Baghdad, have been refused entry to the list on five successive occasions. It was the capital of one of the most influential empires of the ancient world, and the existence and location of legendary Babylonian monuments such as the Tower of Babel and Ishtar Gate are still the subject of debate today.

The intertidal areas of the Yellow Sea/ Gulf of Bohai are of global importance for the gathering of many migratory bird species, and the intertidal mudflat system here is considered to be the largest in the world. These mudflats, as well as marshes and shoals, serve as growth areas for many species of fish and crustaceans, while large gatherings of birds, including some of the world's most endangered species, depend on the coastline as a stopover to moult, rest, winter or nest.

With these 29 new sites there are now more than 1,100 locations on the Unesco list, spread across 167 countries.

## THE 29 NEW SITES ARE:

- Ancient ferrous metallurgy sites of Burkina Faso, Burkina Faso
- Archaeological ruins of Liangzhu City, China
- Babylon, Iraq
- Bagan, Myanmar
- Budj Bim cultural landscape, Australia
- Churches of the Pskov School of Architecture, Russia
- Dilmun Burial Mounds, Bahrain
- Erzgebirge/Krušnohoří Mining Region, Czechia and Germany
- French Austral Lands and Seas, France
- Historic Centre of Sheki with the Khan's Palace, Azerbaijan
- Hyrcanian Forests, Iran
- Jaipur City, India
- Jodrell Bank Observatory, UK
- Krzemionki Prehistoric Striped Flint Mining Region, Poland
- Landscape for Breeding and Training of Ceremonial Carriage Horses at Kladruby nad Labem, Czechia
- Le Colline del Prosecco di Conegliano e Valdobbiadene, Italy
- Megalithic Jar Sites in Xiengkhuang – Plain of Jars, Lao People's Democratic Republic
- Migratory Bird Sanctuaries along the Coast of Yellow Sea-Bohai Gulf of China (Phase I), China
- Mozu-Furuichi Kofun Group: Mounded Tombs of Ancient Japan, Japan
- Ombilin Coal Mining Heritage of Sawahlunto, Indonesia
- Paraty and Ilha Grande – Culture and Biodiversity, Brazil
- Risco Caido and the Sacred Mountains of Gran Canaria Cultural Landscape, Spain
- Royal Building of Mafra – Palace, Basilica, Convent, Cerco Garden and Hunting Park (Tapada), Portugal
- Sanctuary of Bom Jesus do Monte in Braga, Portugal
- Seowon, Korean Neo-Confucian Academies, Republic of Korea
- The 20th-Century Architecture of Frank Lloyd Wright, The USA
- Vatnajökull National Park - dynamic nature of fire and ice, Iceland
- Water Management System of Augsburg, Germany
- Writing-on-Stone, Áísínai'pi, Canada

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We look at the person we invite, finding out their interests and identify what we want them to do to help us change

Julia Pagel, secretary general, NEMO

# Political Influence

In an effort to better engage politicians, the Network of European Museum Organisations (NEMO) has launched a Political Internships scheme

MEP, Julie Ward 'interns' at the Bonnefantenmuseum in the Netherlands

Julie Ward – a member of the European Parliament – had an interesting and informative day, hands-on as an intern at the Bonnefantenmuseum in Maastricht, The Netherlands.

She had an introduction to the museum and its collections by the artistic director. Then she got to stand at the information counter, answering questions from visitors, and did a stint working in the museum shop. Later, she made a condition report in the museum's depositary, before meeting members of the museum's youth department. At the end of her day, Julie helped the security staff on their walk through the museum.

## Getting closer with politics

Ward was the first politician to enrol in a new "political internship programme" introduced by NEMO – the Network of


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The NEMO partnership aims toform sustainable relationships between museums and politicians

> The scheme is so direct with the politician, that it's perfectly transferable and always has a tangible outcome

European Museum Organisations, which is the umbrella organisation for all the national museum organisations.

The programme is intended to help the museum sector get closer to politicians by offering them a unique and engaging experience – to actually work in a museum for a day.

As reported in *Attractions Management*'s Issue 2, 2019, a number of politicians have followed in Julie Ward's footsteps: Luca Jahier, president of the European Economic and Social Forum and Dutch culture minister Ingrid Katharina van Engelshoven were next. Politicians from Finland, Belgium and Germany have also engaged with the programme.

The idea is to build sustainable relationships with politicians, says NEMO secretary general Julia Pagel, giving the politicians a better understanding of the museum sector, which hopefully translates to more favourable decisions by the decision-makers.

"Many politicians ask themselves why museums don't have more communication activities or bring more people into the museum, while not recognising the whole machine that runs it," said Pagel.

"They're still perceived as places where you invest a lot of money and there's no return. We want them to see how the people in the museum work and that they need to be skilled and need more money for the work that they're doing."

Her message is that every museum organisation or association can start such a scheme, handpicking the museums and politicians they want to target. "It's so direct with the politician, that it's perfectly transferable and always has a tangible outcome."

Ward carried out tasks in collaboration with the team at the Bonnefantenmuseum

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> This transaction represents the next step of our exciting journey
>
> George T. Whitesides, CEO, Virgin Galactic

# SPACE TOURISM

## Virgin Galactic's merger brings commercial space travel closer

Virgin Galactic was founded in 2004 by British entrepreneur Sir Richard Branson

Virgin Galactic believes it has the necessary financial muscle to reach commercialisation with its proposed space tourism flights, after merging with venture capitalist and investment partnership Social Capital Hedosophia (SCH).

The transaction, which is due to complete during the second half of 2019, will deliver US$1.3bn (€1.16bn, £1.04bn) of equity to Virgin Galactic, made up of US$1bn (€890m, £800m) in common stock of the combined company (at US$10 per share) and up to US$300m (€266.86m, £240.78m) in cash consideration.

### Heading for the stockmarket

It will leave the current shareholders of SCH with 49 per cent of the combined company, and current Virgin Galactic


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More than 600 people from 60 countries have already spent an average £100,000 each to secure a spot on a space flight

> We believe the merger will offer us the financial flexibility to build a thriving commercial service and invest in the future

shareholders with 51 per cent, and results in Virgin Galactic stocks becoming publicly listed on the New York Stock Exchange – the first commercial human spaceflight company to be publicly traded.

In connection with the deal, SCH founder Chamath Palihapitiya has agreed to invest a further US100m (€88.97m, £80.26m) at US$10 per share when the transaction completes.

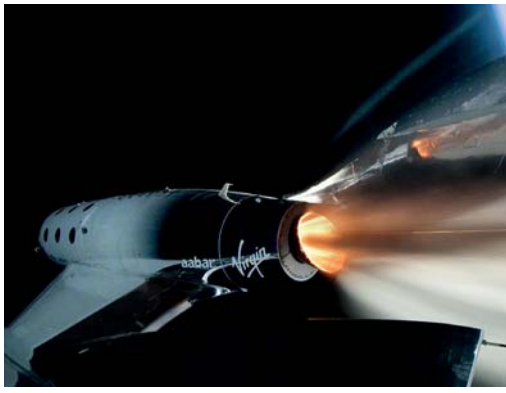
The existing Virgin Galactic management team will remain in place, with George T. Whitesides as CEO, while a new board of seven directors will include Palihapitiya as chair and Adam Bain, lead independent director of SCH.

## To infinity and beyond

"This transaction represents the next step of our exciting journey," said Whitesides. "We believe it will offer us the financial flexibility to build a thriving commercial service and invest appropriately for the future."

Virgin Galactic has already taken around US$80m in deposits from more than 600 people on the waiting list for commercial space flights. It has been granted an FAA commercial space launch licence, has successfully sent its VSS Unity spaceship into two crewed test spaceflights, and is moving its headquarters to Spaceport America in New Mexico – the world's first purpose-built commercial spaceport.

In an investor presentation reported in SpaceNews, the company also raised the possibility of its technology being used for high-speed, point-to-point transportation, revealing that a "Virgin Hypersonic Jet" could travel at Mach 5, enabling trips from Los Angeles to Tokyo in just two hours, rather than the 11 hours it takes today – a significant global revenue opportunity, it said.



The deal follows a number of recent, successful test flights

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# 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 app is designed to enhance the visitor experience at the Liver building (right) by using AR

## Holovis creates AR app to enhance Royal Liver Building experience

Peter Cliff

Holovis has created an augmented reality (AR) app for the new 360-degree experience at the Royal Liver Building in Liverpool, UK.

A Liverpool icon, the Royal Liver Building has undergone a virtual transformation to immerse visitors in the city's rich culture and history. It now features a visitor centre offering visitors a stunning 360-degree view of the Liverpool city scape, as well a projection mapped show, designed by Holovis' in-house studio Holovis Creative, which utilises the building's Clock Tower and features 270-degree visuals. Surround audio, with original scoring and sound effects, delivered through a 5:1 solution completes the experience.

The app, designed to extend and enhance the guest experience, acts as a guide with guests simply holding their phone over the city scape to reveal information about local landmarks in their view.

Peter Cliff, creative director at Holovis, said: "The discoveries that guests make in the visitor centre allow them to customise their visit, by unlocking more secrets that are akin to their interests. As they progress on the 360 experience, the moments from the app perfectly compliment the narrative of their guide, which is as entertaining as it is educational."

"We have added a layer of adventure and gamification to the experience, which encourages visitors to further engage with their surroundings.

"It has also given the attraction an exciting digital platform, without the need for expensive and sometimes impractical screens, especially when working in a Grade I-listed building."

ATTRACTIONS-KIT KEYWORD

**HOLOVIS**


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## Mark Whittaker appointed as sales manager at Simworx

Mark Whittaker

Simworx, a UK-based dynamic media-based attractions manufacturer, has appointed Mark Whittaker to the role of sales manager for family entertainment centres (FECs) and location-based entertainment (LBE) venues, following significant growth and demand from these sectors over the past year.

Having worked in the attractions industry for more than 15 years, Whittaker, who has previously served as sales manager for both the Immotion Group and Elton Amusements, will be responsible for expanding Simworx's FEC/LBE product range, as well promoting existing products, such as the Immersive Adventurer and 4D theatre.

Whittaker said: "I'm really happy to be joining Simworx, it's a company I have always had a lot of admiration for. I'm looking forward to showing everyone what we have to offer."

Simworx has installed a number of attractions at the National Geographic Ultimate Expedition Centres in China and Mexico

Simworx has installed a number of FEC-friendly attractions at the National Geographic Ultimate Expedition Centres in China and Mexico, and 4D Cinema attractions at the Nickelodeon Adventure FECs in Madrid and Murcia.

ATTRACTIONS-KIT KEYWORD

**SIMWORX**

## Gateway named as partner for The Strong museum of play

The Strong National Museum of Play in Rochester, New York, has announced a new partnership with ticketing and admissions software provider, Gateway Ticketing Systems.

The deal will see the company provide a number of software solutions for ticketing, membership, group sales, point-of-sale and retail across the museum. Gateway will also install kiosks, a reporting system and counterpoint integration for food & beverage offerings, while plans to roll out Gateway's Galaxy Product Suite, including the Galaxy Customer Relationship Management module, will go ahead in December 2019.

Gateway will provide ticketing and membership solutions for Strong

An interactive collections-based museum, The Strong explores the history of play and is home to an extensive collection of pre-1950's Barbie dolls, board games and early video games from the 1970s. It enables children to discover and interact with toys from older generations and encourages adults to revisit the toys of their childhood.

The museum also offers a number of online exhibits where The Strong's historians, curators, librarians and archivists investigate the history, evolution and cultural effects of play.

Michael Andre, president and CEO of Gateway Ticketing, said:

Michael Andre

"We are thrilled to welcome The Strong National Museum of Play into our customer community. We're excited to provide the Museum with the tools they need to strengthen their operations, while also gaining valuable insight from working with the Museum."

ATTRACTIONS-KIT KEYWORD

**GATEWAY TICKETING**

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# Diary dates

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 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**

The event features a comprehensive educational programme for operators

07-10 OCTOBER 2019

## World Waterpark Association (WWA) Show

**Walt Disney World Florida, US**

The WWA Show brings together water leisure professionals from waterparks, resorts and aquatic venues of all sizes for four days of education, shopping and networking. It also features the most comprehensive educational programme available to operators.

Tel: **+1 913 599 0300**
**www.wwashow.org**

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 place 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**

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.

Tel: **+1 703 836 4800**
Email: **iaapa@iaapa.org**
**www.iaapa.org**

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.

Tel: **+1 852 2538 8799**
Contact: **asiapacific@iaapa.org**


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**www.IAAPA.org/IAAPAExpoEurope**

## THE ANNUAL NATIONAL CONFERENCE OF VISITOR ATTRACTIONS

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

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.

Jenny Waldman, Director, 14-18 NOW

**VAC is pleased to announce that this year's keynote speaker will be Jenny Waldman, the inspirational Director of 14-18 NOW.**

**Other new speakers for VAC 2019 include Joss Croft of UKinbound, Martha Lytton Cobbold of Knebworth, Abbigail Ollive of Castle Howard and David Willrich, immediate Past President of the Themed Entertainment Association.**

## Register Now!

**Early bird fee is now available. To register or to see the draft conference programme and speakers, log on to:**

**www.vacevents.com**

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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.

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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 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**

WESTON PARK

# HEAD OF ESTATE OPERATIONS

## Location: Weston Park, Shifnal, Shropshire, UK

**Weston Park** is owned by an independent charity, the Weston Park Foundation, which combines public enjoyment and learning with a dynamic hospitality and events business which sustains the property and charitable objectives.

We are looking to recruit a Head of Estates Operations to manage some key aspects of these commercial activities, related resources and facilities to ensure they meet the charity's operational and financial needs, now and in the future.

As a member of the Senior Management Team, you will provide a vital role in ensuring that the estates infrastructure provides an appropriate environment to allow the company to deliver its corporate objectives and growth plans.

This role is key to our commercial development in the outdoor event and visitor experience businesses and how we continue to grow these and enhance the visitor experience.

You will provide strategic leadership and effective management of the Estates team, manage and be accountable for the efficient and effective provision of comprehensive client-centred services for estates planning, management and facility support activities.

You will continue to develop your own professional specialisms, have meaningful work where you can see the difference you make, collaborating with an innovative, holistic, multidisciplinary team.

**Knowledge, Skills and Experience**
You must have exposure to and management experience in at least three of the following areas: Attraction & Event Management; People Management; Facilities; Maintenance Planning and delivery; Budgeting; Procurement; Project Management.

**For further details of job purpose, person specification requirements and to apply please visit:**
**http://lei.sr/j5X7Z**

*No agencies or direct calls please.*
*Deadline for submissions: Friday 23rd August.*

**www.weston-park.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 has charitable arm, Action for the Wild and it's 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

**APPLY NOW**
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**For more information and to apply please visit: http://lei.sr/B8m3E**
**Closing date for applications: Monday 5th August 2019**

LEGOLAND® MALAYSIA RESORT

# PROJECT MANAGER

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

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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**

# Head of Marketing

**Madame Tussauds, New York and DC**

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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 cick here: http://lei.sr/i4C4v**

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

## Duty Manager
Salary: £18,330.00 per annum
Company: Legoland Discovery Centre
Location: Manchester, UK

## Head of Estate Operations
Salary: Competitive
Company: Weston Park
Location: Shifnal, Shropshire, UK

## Trampoline Park Manager
Salary: Competitive
Company: Jump Giants
Location: Loughborough, UK

## Visitor Experience Manager
Salary: Competitive
Company: Colchester Zoo
Location: Colchester, 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

## Zookeeper
Salary: Competitive
Company: Parkwood Leisure
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## Head of Marketing
Salary: Competitive
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