

Attractions

MANAGEMENT NEWS

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Monarto: 'World's largest safari outside Africa'

South Australia's Monarto Zoo is set to become the world's largest safari experience outside of Africa, thanks to an AUS\$40m (US\$27.1m, €24.66m, £21.8m) investment project recently approved by the regional government.

The project, led by architects Intro, includes a luxury resort and eco-glamping facilities, a new visitor centre, restaurant, conference facilities, and a range of wild safari experiences. The Wild Africa area will be complete with herds of roaming animals and open-sided vehicle tours and there will be a 35,000sq m (115,000sq ft) walk-through lemur habitat. Once the changes are completed in 2022, the zoo will be rebranded as Monarto Safari Park.

Zoos South Australia, which runs Monarto Zoo, as well as Adelaide Zoo, is partnering with Gerry Ryan, an investor in the Melbourne theme park Gumbaya World. Ryan will build and operate the safari resort at Monarto.



■ An artist's impression of the proposed future Monarto Safari Park

"I believe Monarto is a jewel in South Australia's crown and the aim of this development is to create a truly memorable safari experience second only to a safari in Africa," Ryan said.

MORE: http://lei.sr/F2d3s_A

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I believe Monarto is a jewel in South Australia's crown

Gerry Ryan



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IAAPA team led by chair **David Rosenberg** opens new IAAPA HQ in Orlando

IAAPA has officially opened its new headquarters building in Orlando, Florida, providing the sector with a custom-built facility that is "uniquely designed to support its members".

The 22,000sq ft (6,700sq m) building, set within seven acres, includes meeting rooms, special event space and workstations.

It has been designed to "reflect the diversity of the attractions industry", the organisation said, with an exterior wave pattern and artistic elements such as a colourful mural and varying ceiling heights inside.

Further amenities include a spacious patio, outdoor kitchen and



■ David Rosenberg (centre) and Hal McEvoy (right) perform ribbon-cutting duties with Orange County mayor Jerry Demings

"Orlando is the heart of the attractions industry, and the perfect location for IAAPA"

seating overlooking the natural landscape near the headwaters of the

Florida Everglades. The new headquarters is also home to IAAPA's North America

regional office. Around 50 of IAAPA's 73 employees are based in Orlando.

"Orlando is the heart of the attractions industry, and the perfect location for IAAPA," said IAAPA chair David Rosenberg.

"The headquarters will serve as the place for industry professionals to come together, to work and to collaborate. It's also perfectly positioned to support the association's global operations."

Hal McEvoy, president and CEO of IAAPA, added: "We look forward to engaging and collaborating with members when they are in town and continuing to serve the global attractions industry."



■ Pattison has served as Ripley's president since 1990, leading management for more than 100 attractions in 10 countries

Ripley's president **Jim Pattison Jr** to lead IAAPA as chair in 2022

Jim Pattison Jr, president of Ripley Entertainment, will lead IAAPA as its chair in 2022, following a vote by the organisation's board of directors.

Pattison was named second vice chair during the board's meeting on 16 September in Paris, France, meaning he will become first vice chair in 2021 and chair in 2022, succeeding Ken Whiting, president of Whiting's Foods.

Pattison has served as Ripley's president since 1990, leading management

"Jim is a highly respected industry veteran with a proven track record"

John McReynolds, IAAPA

of more than 100 attractions in 10 countries, including aquariums, museums, haunted attractions, wax museums, sightseeing train tours, family entertainment centres, miniature golf courses, traveling shows, and retail. He has also been an integral member of IAAPA, volunteering his time and sharing his expertise on numerous IAAPA committees.

"Jim is a highly respected industry veteran with a proven track record of success leading Ripley Entertainment and has been a dedicated, long-term IAAPA volunteer," said John McReynolds, IAAPA Governance Committee chair, and senior VP of external affairs at Universal Parks and Resorts.

"I'm confident Jim will have a positive impact on the association."



■ Janet Ho is the director of memberships for WAZA

"Moving animals from the eye of the storm can be incredibly complicated and often comes with grave risks"

Zoos need to be 'more prepared' for disasters, says **Janet Ho**

With weather-related incidents seemingly on the increase in terms of frequency and intensity, zoos and aquariums need to be more prepared than ever to deal with natural disasters, according to Janet Ho the World Association of Zoos and Aquariums' (WAZA) director of membership.

Speaking to *Attractions Management*, Ho highlighted how a number of zoos and aquariums regularly find themselves in the eye of the storm – and what preparations they need to make.

"Through careful planning, zoos and aquariums are able

to anticipate and quickly react in an emergency, deciding on whether to stay and weather the storm or evacuate the animals to a different location," said Ho.

"There needs to be clear forward-thinking about whether the animals are going to be moved to safer areas until after the storm has passed, or whether they will remain in its path," she said. "If the latter is the decision, investment in storm-proof infrastructure must be made and plans must be drawn up for staff to also remain. Moving animals from the eye of the storm can also be incredibly complicated and often comes with grave risks."

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Chair and CEO of Universal Parks and Resorts speaks on competition between the theme park operator and its greatest rival Disney
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Quimera rollercoaster derails at La Feria Chapultepec Magico theme park in Mexico City, leaving two dead
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Museum infrastructure in the UK has been described as being at "breaking point" – and requiring critical investment to protect collections – after years of funding cuts
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Described as an "underwater theme park", the innovative attraction looks to attract divers from all over the world

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Galaxy's Edge in the spotlight as **Bob Rogers** unveils 2019 line up for IAAPA Legends Panel



■ Taking place this year on 20 November, the Legends Panel will be chaired by Rogers

Galaxy's Edge will be the topic for this year's Legends Panel at the IAAPA Attractions Expo in Orlando, with BRC's Bob Rogers gathering a host of Disney creatives on the making of the immersive addition to its parks.

The Legends Panel is one of the most hotly-anticipated sessions taking place during the week of IAAPA, with the industry's top minds and personalities gathering to discuss the hottest topics in the industry today.

"The panel is one of the most hotly-anticipated sessions taking place during the week of IAAPA"

Hosted by Rogers, the chair of experience design firm BRC Imagination Arts, the panel was created to "preserve and share the otherwise-lost wisdom and methods of the industry's great achievers, in a way that helps tomorrow's leaders shape the future".

Taking place on 20 November, the theme for Legends 2019 is "Report from the Galaxy's Edge",

with four Disney creatives responsible for the creation of Disney's immersive new Star Wars lands "sharing insights, strategies and lessons learned by leaving the known path and inventing new worlds".

Scott Trowbridge, portfolio creative executive for Disney Imagineering, acts as the company's creative lead for its Star Wars projects and will be the first member of the panel.

'It's just us and Disney' says Universal's **Tom Williams** on theme park rivalry

Tom Williams, chair and CEO for Universal Parks and Resorts, has spoken on competition between the theme park operator and its greatest rival Disney, saying Universal's greatest strength is creating products that appeal to wide demographics.

Primarily going head-to-head in the competitive Orlando market, Universal recently announced plans for a fourth gate in Florida with its multi-billion-dollar Epic Universe attraction.

Joining Universal Studios Orlando, Islands of Adventure and Volcano Bay, Universal's fourth property will offer increased competition to Disney, which operates four theme parks, two



■ Williams believes that Disney is the only rival to Universal

"It's all about having a product the kids want to visit – and to have the adults want to go too"

waterparks and the Disney Springs retail complex in the Orlando area alone.

"I think everybody understands between a destination park and a

regional park," said Williams, speaking during the Bank of America Merrill Lynch 2019 Media, Communications and Entertainment Conference.

"Six Flags will be a regional park, Cedar Fair and so forth. SeaWorld is not quite the player that they used to be ever since Blackfish and so it really is us and Disney, as far as parks go in terms of competition."

Instead of competing for visitors, Williams says that Universal is instead focusing on its biggest strengths in a diverse audience.

"It's all about having a product where the kids are saying, 'mommy, daddy, we want to go see that' and to have the adults saying it as well," he said.



■ Disney has made changes to the leadership of both Walt Disney World and Disneyland Resort

Disney moves 'dynamic' leaders to run high-profile resorts

Disney has announced a number of high profile executive moves, with Disneyland Resort head Josh D'Amaro taking on leadership at Walt Disney World Resort, while Rebecca Campbell, most recently head of operations for Disney in Europe, the Middle East and Africa, replaces D'Amaro at Disneyland Resort.

D'Amaro has only been at Disneyland Resort since March 2018, during which time he oversaw the launch of the Star Wars: Galaxy's Edge expansion, and a US\$10m (€9.1m, £8.1m) childcare assistance programme for all cast members. At Walt Disney World Resort, he replaces George A. Kalogridis, who is to take on a new role as president of Disney Segment Development and Enrichment,

responsible for developing strategic and operational business initiatives, while also developing and scaling best practice across sites and lines of business.

Kalogridis, who was a cast member at Walt Disney World's opening day in 1971 and has been with the company for 48 years, will also lead the Disney Institute and serve as a strategic advisor to park operators.

Campbell will relocate from London to Anaheim to take up her new position.

A further change sees Michael Colglazier, who leads the Disney parks and resorts in Asia, add Disneyland Paris to his portfolio as he assumes a new title: president and MD of Disney Parks International.

MEET THE TEAM

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MUSEUMS

Oakland Museum targets community engagement

A raft of architectural and landscaping improvements, new amenities for community engagement initiatives, enhanced programming of events and exhibitions, and growth of its endowment fund, is behind a US\$85m (£77.8m, £69.1m) fund-raising campaign underway at the Oakland Museum of California (OMCA) – US\$71m (£65m, £57.8m) of which has so far been successfully raised.

The museum, which had a groundbreaking ceremony to kick off the public phase of its 'All In!' campaign, is celebrating the 50th anniversary of its foundation in 1969, through a public vote to create an institution dedicated to the art, history and natural

sciences of California. Of the campaign target, US\$30m (£27.5m, £24.4m) will be put towards OMCA's curatorial, educational and public programming initiatives over a five year period, including the museum's ongoing social impact research.

Another US\$15m (£13.8m, £12.2m) has been earmarked for renovations, which it expects to be completed by the latter part of 2020.

Lori Fogarty, director and CEO at the OMCA, said: "With our current campaign, we look forward to expanding this focus on engagement, by physically opening up our campus to the surrounding neighbourhoods."

MORE: http://lei.sr/J7t7e_A



■ A new entrance includes new plantings along the terraces



We look forward to expanding the focus on engagement

Lori Fogarty

RIDE SAFETY

Two killed after rollercoaster derails in Mexico



Local government officials have said an investigation will be undertaken "quickly and transparently"

Two people have died and others have been injured after a rollercoaster derailed at La Feria Chapultepec Magico theme park in Mexico City, Mexico.

According to the Mexico City attorney general's office, the victims were men aged 18 and 21, who died from head and other injuries after the last car on the Quimera rollercoaster derailed and flipped over, falling from a height of ten metres (33ft). Preliminary investigations indicate a mechanical failure, said the attorney general's office.

Two women, aged 27 and 35, are reported to have been



■ The Quimera rollercoaster at La Feria was first used in the 1980s

injured in the crash and are in a stable condition in hospital.

Local government officials have said an investigation will be undertaken "quickly and transparently", while media reports state that authorities are treating the incident as "negligent homicide".

MORE: http://lei.sr/u5C7C_A



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PUBLIC MUSEUMS

UK museum infrastructure is "crumbling"

Museum infrastructure in the UK is at breaking point and requires critical investment to protect collections after years of cutbacks, according to leading figures in the museum sector.

The Museums Association's president Maggie Appleton, National Museum Directors' Council chair Ian Blatchford, and Art Fund director Stephen Deuchar were all behind a letter published in *The Times* newspaper which highlighted a "quiet crisis" in the UK museums sector, with "crumbling buildings" threatening the stability and preservation of collections.

"For a decade, museums have suffered swingeing cuts in local and central government funding while

coping with record visitor numbers," the letter said.

"We have delayed essential maintenance, patched or repaired infrastructure and rattled the tin for donations to fill the gap, but we are now at breaking point."

The ability of national museums to lend objects to regional museums is also affected, as it is becoming increasingly difficult to satisfy lenders and insurers that the conditions are suitable for them to be displayed safely.

Museums Association director Sharon Heal, said: "The impact of years of cuts and disinvestment is taking its toll on our amazing museums."

MORE: http://lei.sr/g9j8X_A



■ Funding cuts have left many UK museums with repair needs



“

The impact of years of cuts and disinvestment is taking its toll

Sharon Heal

HERITAGE ATTRACTIONS

Iconic Empire State Building gets new visitor experience



“

From start to finish, we made the whole thing experiential

Tom Hennes

Work was recently completed inside the Empire State Building, with design firm Thinc creating a spectacular reimagining of the iconic New York City landmark's popular observatory experience.

Tom Hennes, principal at Thinc, has worked on museum and exhibition and museum design since the mid-90s. In December 2016, he was handed the task of modernising the building's visitor experience. Among the work, the entry experience has been improved, while new galleries tell the story of the Empire State Building and its impact on pop-culture over the last 90 years.



■ King Kong is very much a part of Empire State Building history and now its visitor experience too

"From start to finish, we made the whole thing experiential – the aim was to create memorable moments that visitors could hang onto," said Hennes, speaking to *Attractions Management*.

MORE: http://lei.sr/Q2d4r_A

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AQUATIC ATTRACTION

Dive Bahrain opens with sunken Boeing jet

Dive Bahrain, described as an "underwater theme park" with a sunken Boeing 747 as its centrepiece, has opened to visitors that book through its registered dive centres.

The 100,000sq m (328,000sq ft) attraction is located around 20 to 22m (66 to 72ft) below the surface of the water to the north of Bahrain. The intention is to add further structures, including a replica of a traditional Bahraini pearl merchant's house, an artificial coral reef and other sculptures that Dive Bahrain says will be fabricated and submerged to provide a safe haven for coral reef growth and marine life.

Dive Bahrain lists registered dive centres on its website,

that it says have undergone orientation dives and are familiar with key rules and regulations necessary to organise safe and enjoyable trips to the park for the public.

Prior to being opened to the public, the dive park was inspected by diving professionals from registered dive centres, to ensure that safety requirements were met.

According to Bahrain's minister of industry, commerce and tourism, Zayed bin Rashid Al Zayani, the park is considered the largest underwater theme park in the world. It will also, said Dive Bahrain, fulfil a role in providing researchers with information and data on marine ecology.

MORE: http://lei.sr/7n2M4_A



■ The dive-themed underwater park will provide data on marine ecology and biology for researchers



The 100,000sq m attraction is located around 20 to 22m below the surface of the water to the north of Bahrain

MAJOR PROJECT

Universal Beijing gets 2021 opening date



The first phase of the project will include the world's first Universal-themed resort hotel

Universal has announced that its multi-billion dollar theme park development in Beijing, China, will open in 2021.

Set to be the largest Universal theme park in the world, Universal Beijing is a CN¥50bn (US\$7.4bn, €6.7bn, £5.9bn) joint venture with the Beijing Shouhuan Cultural Tourism Investment Company – a consortium of five Beijing state-owned enterprises.

The park will feature a number of Universal IPs, with the likes of *Harry Potter*, *Minions*, *Jurassic World* and *Kung Fu Panda* all expected to be a part of the venture. Universal has also



■ The park will be Universal's fourth theme park in Asia

confirmed plans to include experiences reflecting China's cultural heritage.

In its first phase, the development will feature a Universal theme park, the world's first Universal-themed resort hotel and CityWalk – a retail and entertainment complex. The second phase of development will include a second theme park, a waterpark and five hotels.

MORE: http://lei.sr/c3W5w_A

NEW OPENINGS

Fantawild opens four new theme parks

Fantawild has opened its fourth Chinese theme park in a little over two months, with Jingzhou Fantawild Oriental Heritage in Hubei Province being the latest.

In July, both the Changsha Fantawild Park in Hunan Province and the Jiayuguan Fantawild Silk Road Dreamland in Gansu Province opened their doors. They were followed in August by Fantawild Oriental Legend in Hebei Province.

Each of these theme parks takes inspiration from different aspects of Chinese culture and tradition. For example, the Jiayuguan Fantawild Silk Road Dreamland focuses on the silk road and Great

Wall culture, while Fantawild Oriental Legend is the first high-tech cultural theme park to have Chengyu culture – a set of experiences, moral concepts and admonishments, usually each expressed in four characters – as its key element.

The latest park – Jingzhou Fantawild Oriental Heritage in Hubei – presents traditional Chinese culture and the Jingchu culture of Hubei, and it drew 10,000 tourists on its first day, the company said. It contains 41 themed attractions and rides and more than 200 landscape designs, many inspired by ancient Chinese legends and myths.

MORE: http://lei.sr/u9R6F_A



■ Fantawild Oriental Legend in Hebei Province opened in August



Each of the theme parks takes inspiration from different aspects of Chinese culture and tradition

TECHNOLOGY

Scape aims for city-wide AR through data gathering initiative



This technology will increasingly be used in self-driving vehicles, AR headsets, delivery robots and drones

UK technology company Scape Technologies has gathered street-level data for 100 cities around the world, that it says can be used to create a "new baseline for 3D mapping" and enable city-wide augmented reality applications.

The collection of more than two billion images has been undertaken by the company's local teams, and will help the transition to electronic devices of the near future, in which cameras don't just take pictures but actually "see".

The technology will increasingly be used in self-driving vehicles, AR headsets, delivery robots and drones, all of which



■ Large-scale AR will be possible with Scape's data

need to interpret the physical environment in more detail than ever before.

Scape believes therefore that a "new class of map" is required – one that is "image-centric and can be used by devices to understand where they are and what's around them".

MORE: http://lei.sr/b7R4D_A

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In the mind of a visitor

Neuroscience has been harnessed to provide a museum a glimpse into what goes on inside a visitor's head



Every museum would like to know more about what goes through its visitors' minds as they wander the floors looking at exhibits. How emotionally or intellectually engaged are they by an artwork? How much information about each exhibit is it optimal to provide to visitors?

Dr Tedi Asher of the Peabody Essex Museum in Massachusetts is in the process of researching exactly how these factors and others impact upon visitor experience at the Salem-based museum: in fact, she is the first neuroscientist to be based at a museum.

Speaking to *Attractions Management*, Asher revealed what results had been gathered from the research undertaken since her appointment in 2017, and signposted the next directions that her work will take.

One study conducted has used gaze-tracking glasses and galvanic skin response, which measures sweat produced, to gauge attention, emotion and memory. Groups were given different levels of prompts – from no prompt at all, to judgement prompts (asking if they were moved by a piece of artwork) – as they looked around a three-gallery exhibition.

The data from the research found that those who received a judgement prompt spent longer looking at the exhibit and

The data found that those who received a judgement prompt spent longer looking at exhibit – and had a more intense experience



It requires some imagination and extrapolation about what a particular finding could mean in the context of an art exhibition

had a more intense emotional experience than those who received lesser prompts or none at all. Those with prompts also moved more slowly through the exhibition.

"This supported our hypothesis that the judgement prompt would be the most effective kind of prompt in facilitating engagement, because of the brain regions which are active when we have an emotionally moving aesthetic experience," said Asher.

The study did throw out an anomaly, however – one that is as yet unexplained. In an exit survey, those in the no prompt group perceived themselves to have had a more emotional experience than any of the prompted groups – the opposite of what the biometric data suggested.

Further research studies have been planned to harness eye-tracking technology to look at how people use labels, and the intention is also to start implementing neuroscience

findings into an actual exhibition. The Peabody Essex Museum plans to share its findings via a new website.

Asher says she hopes that more scientists will enter the museum community to help grow this field, and says that doing so has stretched her professionally.

"I was trained to interpret data very strictly, but in this role I'm finding there is an art to interpreting the data," she said. "It requires some imagination and extrapolation about what a particular finding could mean in the context of an art exhibition, and it's taken a while to develop that mental framework."

Peabody Essex CEO Dan Monroe believes Asher's work will benefit the whole museum community, adding: "Dr Asher's unique perspective and deep insight will enable us to make the process of art exploration and discovery especially rewarding, stimulating and fun."



Dr Tedi Asher of the Peabody Essex Museum in Massachusetts



Who wants to be a pirate?

An experiential pirate attraction is to launch in the Netherlands in 2020



■ Luca Liboa, the founder of The Pirates Experience

A visitor attraction offering guests the opportunity to "live as pirates" is set to launch in the Dutch capital city Amsterdam in 2020.

Rather than utilise technologies to create a themed experience in a single location, The Pirates Experience is a fully-immersive day and night adventure which takes place on a pirate-themed sailing ship accommodating 27 guests at a time.

An interactive, collaborative experience, the journey will see guests

dress as pirates before boarding and sailing off on the ship. During the trip, guests will eat authentic pirate food, sing pirate songs, build a campsite and bury and dig a treasure chest.

Guests will then share their "loot" with the crew, celebrate over a dinner and finally turn in for the night aboard the ship.

The Pirates Experience will be owned and operated by Amusement Hub, a company created and directed by Luca Liboa. Since conceiving the idea of The Pirates Experience in March



■ During the trip, guests will get a taste of living the pirate life – including sailing on a pirate ship and burying a treasure

2016, Liboa has been fine-tuning the concept, while growing a “tribe” of entertainment and amusement specialists to bring the experience to life.

"Imagine wearing old pirate clothes, boarding a pirate ship and sailing for an unforgettable journey," Liboa said.

"Technologies, such as VR and augmented reality can at times isolate guests behind goggles and mobiles. Instead, the Pirates Experience is rooted in social dynamics typical of sailing and of pirate life – of human nature.



Imagine wearing old pirate clothes, boarding a pirate ship and sailing for an unforgettable journey

"Pulling ropes together, sharing bread and meals and singing along create a powerful sense of belonging. It makes guests experience a sense of well-being and create long-lasting memories.

"It will be a real adventure – no augmented reality, no VR, no special effects – only real emotions."

Amusement Hub is currently developing a number of other new concepts – such as The Bedouin Experience and themed experiences based on the *Great Gatsby*, *Sherlock Holmes* and *Arabian Nights*.



I'm excited about the future of the Motown Museum and happy to support it

Berry Gordy Jr



Musical attractions

Motown Museum has broken ground on an ambitious expansion project

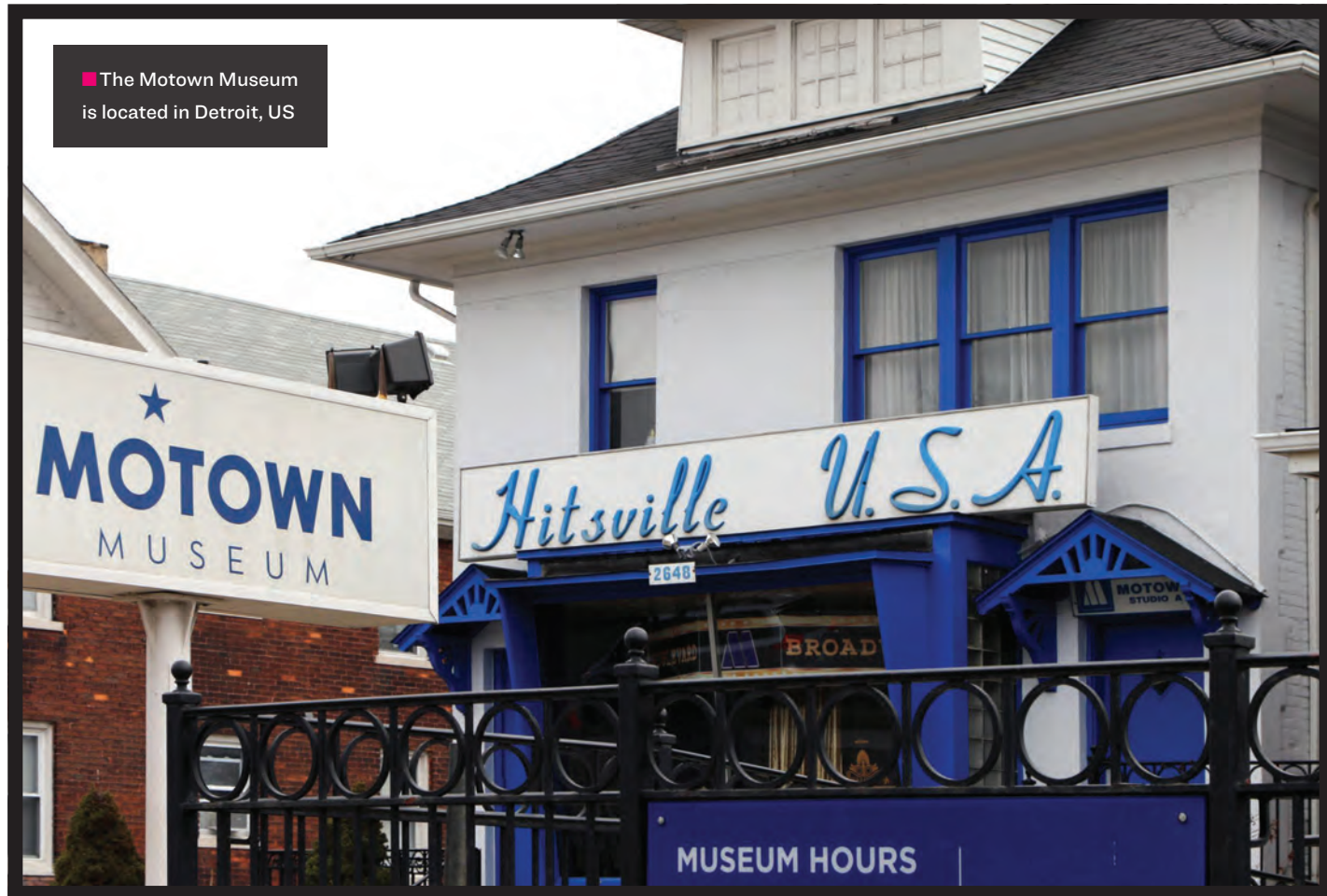


■ Execution of the initial expansion concepts is being led by Phil Freelon, managing director of architecture and design firm Perkins + Will

Legends of Motown, as well as political and religious figures, were among the guests as ground was broken on the Motown Museum expansion project at "Hitsville" in Detroit, Michigan, on 22 September.

The planned US\$50m (€45.5m, £40.4m) expansion will see additions and improvements to the West Grand Boulevard site, such as administrative and archiving functions, multi-purpose spaces, interactive exhibits, a small theatre/entertainment venue, recording studios and an expanded retail experience. The new 50,000sq ft (15,240sq m) site will celebrate the music and history of the revered record label, whose stable of artists from the 1960s onwards included Smokey Robinson, Marvin Gaye, Diana Ross, The Supremes and Stevie Wonder.

■ The Motown Museum is located in Detroit, US



The expanded museum will entertain and tell the stories of talented and creative people who succeeded against all odds

Star power

Part of the work underway will see the development of a space called "Hitsville Next", which will link in three houses to the east of Hitsville, the original headquarters and recording studio of the record label, providing a home for the Motown Museum's youth and community programmes.

Attending the ceremony was Motown founder Berry Gordy Jr, now 89 years old, along with the Reverend Jesse Jackson, Michigan governor Gretchen Whitmer, Otis Williams of The Temptations and the Miracles' Claudette Robinson.

The ceremony came after the museum's fundraising campaign crossed the US\$25m (£22.75m, £20.2m) threshold, helped along the way by a US\$4m (£3.6m, £3.2m) gift from Berry Gordy himself.

"I'm excited about the future of the Motown Museum and happy to support it," said Gordy Jr. "Not only will the

expanded museum entertain and tell the stories of talented and creative people who succeeded against all odds, but it will also inspire and create the opportunity for people to explore their dreams the way I did mine."

Additional donations have come from a long list of benefactors that includes the Ford Motor Company, WK Kellogg Foundation, The Kresge Foundation, AARP, DTE Energy Foundation and Hudson-Webber Foundation.

Execution of the initial expansion concepts is being led by Phil Freelon, managing director of architecture and design firm Perkins + Will, with Detroit company Hamilton Anderson Associates being the architect of record, ESI Design developing visitor experiences and exhibition design, and Detroit-based construction firm LS Brinker Company serving as construction manager.



■ Artist's rendering of the new design of the museum

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● The partnership will create interactive experiences for location based entertainment venues

Alterface and Avanza partnership will 'lead to exciting new applications', says Fei Yan



● Fei Yan, CEO of Avanza

Alterface has announced a new tech partnership with laser projector specialist, Avanza.

The partnership, which was announced at this year's IEE in Paris, will see Alterface enhance its ScreenPLAY kit with Avanza technology to create interactive experiences for location based entertainment venues, including cinemas and shopping malls.

The Screenplay kit, which was developed in partnership with Madgix, is based on

Alterface's NOMAD camera detection technology. It uses real-time technology to operate wireless 'point and shoot' devices, while individual ID tracking enables operators to identify and link device IDs with loyalty cards or bonus systems, incentivising players.

The solution is easy to install, users simply plug Screenplay into their existing projection systems and motion seat hardware and software.

Fei Yan, founder and CEO of Avanza Corporation, said: "This technology partnership

between Avanza and Alterface will reinforce our position in the market. By providing innovative solutions which exceed the customer's expectations, I truly believe our partnership will lead to exciting new applications."

Benoit Cornet, CEO and founder of Alterface, said: "Avanza's technology completes the ScreenPLAY Kit as all-inclusive plug and play package."

ATTRACTIONS-KIT KEYWORD

ALTERFACE

SimEx-Iwerks to launch Rudyard Kipling-inspired 4D film



● Mike Frueh, senior VP of licensing and distribution, SimEx-Iwerks

SimEx-Iwerks is set to launch a new animated 4D experience based on Rudyard Kipling's iconic children's novel, *The Jungle Book*.

The film, which is slated for release in 2020, is called *Mowgli's 4D Jungle Adventure* and is being developed by UK-based animation studio, Red Star 3D.

It will take audiences on a 10-minute adventure with classic characters Mowgli, Baloo, Shere Khan and Bagheera, as well as several



● *Mowgli's 4D Jungle Adventure* is slated for a 2020 release

new characters. A modern retelling, the story tackles the thorny issue of wildlife trafficking, as the characters must band together to protect a group of tiger cubs from poachers.

The custom script was written by Gary Grant and Howard Brodsky, director of licensing and distribution at SimEx-Iwerks.

Mike Frueh, senior VP of licensing and distribution

at SimEx-Iwerks, said: "We recognised a need for highly entertaining, conservation-based content from a powerful brand that has instant name recognition, *Mowgli's 4D Jungle Adventure* delivers."

The company will unveil a teaser at this year's IAAPA Expo.

ATTRACTIONS-KIT KEYWORD
SIMEX-IWERKS

MediaMation announces partnership with B&B Theaters

MediaMation, a supplier of turnkey 4D theatres, has announced a partnership with US cinema chain B&B Theaters.

The partnership will see MediaMation supply 10 of its MX4D theatres at B&B locations across the US. Billed

as a new 'evolution in the 4D cinema experience', the MX4D provides a completely immersive environment, enabling guests to 'feel' the action. The theatre features motion seats that can move in sync with the movements on screen. In addition, the



● The MX4D provides a completely immersive environment



● Brock Bagby, executive VP of B&B Theatres

seats and theatre are both equipped with special effects, including jolts, pokes, water, wind and aroma effects.

Brock Bagby, executive VP of B&B Theaters, said: "The expansion of our relationship with MediaMation proves our belief in MX4D. We plan

to have three more MX4D auditoriums open by the end of this year in Texas, Missouri and Kansas. And have at least seven to follow next year throughout the country."

"The occupancy rates are exceptionally high for these fun and immersive MX4D auditoriums," he added.

Howard Kiedaisch, CEO of MediaMation, said: "B&B's commitment to increase their MX4D footprint is a testament to the mutual success of this valued partnership. The B&B is clearly leading the industry in creating innovative and exciting cinema formats and experiences."

ATTRACTIONS-KIT KEYWORD
MEDIAMATION

Diary dates

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

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

20-30 OCTOBER 2019

World Leisure Expo & Forum

Hangzhou International

Expo Center

Hangzhou, China

The World Leisure Expo & Forum is a series of exhibits, special events, festivals and training programs designed to showcase and demonstrate leisure's potential to improve our quality of life. Based on the success of previous editions (2006, 2011 and 2017), the Fourth World Expo and Forum



■ The event will offer a close-up look at the unique attractions of Hainan, China

15-17 OCTOBER 2019

IAAPA Asia Pacific Summit

Hainan Island, China

The three-day event will offer industry professionals to participate in high-level networking, be inspired from carefully chosen presentations and to

experience the world-class attractions in Hainan, China. In total, there will be three "behind-the-scenes" facility tours at Mission Hills Haikou, Atlantis Sanya and Hainan Ocean Paradise.

Email: iaapa@iaapa.org

www.iaapa.org/connect/asia-pacific

will be held once again in the city of Hangzhou, China, in 2019.

Tel: +1 989 774 6099

Contact:

communication@worldleisure.org

worldleisure.org/expo/

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



VAC2019



3 October 2019
*Registration
Open Now!*
www.vacevents.com

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.

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



Jenny Waldman,
Director,
14-18 NOW

Other new speakers for VAC 2019 include Joss Croft of UKinbound, Martha Lytton Cobbold of Knebworth, Abigail 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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We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to-reach candidates who aren't currently job hunting.

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

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

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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



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The post is based at Inverewe Garden and reports to the General Manager for the North West and islands Region.

CLOSING DATE: 18 OCT 2019



APPLY NOW

Active Kids

Adventure Park

Operations Manager

Location: Perthshire, Scotland

Salary: Dependent upon experience, employers contributory pension scheme provided and accommodation available

Active Kids Adventure Park is now looking for a dynamic and highly motivated individual to lead an energetic and creative team.

The park is one of the region's leading children's activity centres, attracting over 70,000 visitors every year and currently providing both indoor and outdoor play, animal paddocks, a coffee shop and a retail outlet. An ideal candidate would have business, marketing and leisure management experience.

This is a particularly exciting and challenging career opportunity for an entrepreneurial individual, joining the team when plans for significant expansion of both facilities and ingredients of the business are well underway. The successful candidate would be an integral part of this process and will have the ability and motivation to both grow with and drive the business to the next level.

The operations manager will be responsible for all day-to-day running of the Adventure Park, maintaining a consistently high standard of customer service with a problem solving approach. The role requires a flexible working attitude especially, during the busy summer months, excellent interpersonal and communication skills and a creative outlook, to deliver a wholly positive experience to all visiting families.

If you feel that you have the experience and skills to contribute to this developing business, please click below.

Closing date:
1st November

▶ **PLAY VIDEO**

✔ **APPLY NOW**

BODY WORLDS LONDON

Are you interested in working at London's newest attraction?

DUTY MANAGER

BODY WORLDS London is nearly 1 year old and already has been voted as a Travellers Choice Top 10 London Attraction by Trip Advisor . It has also been awarded top innovation in the industry by Group Travel.

Dr Gunther von Hagens' renowned exhibition of real human bodies has sparked curiosity and awe around the world with over 49 million visitors globally.

Do you thrive being responsible for the day to day operation of a highly prestigious exhibition? If you are a highly motivated, self-driven and commercially minded operator this is the role for you.

As the Duty Manager, you have the autonomy to be totally responsible for all that goes on in the venue; driving and inspiring the team to deliver memorable experiences for our guests and smashing secondary spend targets.

If you are not one for routine read on. No two days are the same and our Duty Management team are involved in every aspect of our business, including recruiting your own teams, exhibition facilities, merchandising, the list goes on.

Qualifications & Experience

- 2 years previous and relevant management experience in a DM role and/or service industry.
- Hands-on, representative, service oriented, team player, leadership skills.
- Proven experience of having delivered high standards of visitor service.
- Strong desire to increase sales across all areas of attraction.



APPLY NOW





LEGOLAND NEW YORK

LOYALTY AND INSIGHT MANAGER

Something very exciting is underway in Goshen, New York. Due to open in 2020, LEGOLAND Park and Hotel in New York is Merlin's biggest single investment to date and you could play a crucial part in this amazing project!

We're now looking for a unique person who has a passion for creating and executing loyalty strategies for LEGOLAND New York Resort annual pass program, covering product offerings and proposed price setting. You will ensure our Senior Management team and other relevant stakeholders have up to date information on the latest research findings including guest KPI's, satisfaction and CAPEX performance.

As Loyalty and Insight Manager your main goal is to increase revenue, throughout sales and visits to Annual Pass holders. You will ensure high pass holder satisfaction level, through the development of strong and compelling Annual Pass programs.

Your goal will be to secure the highest possible renewal level per cent and KPI's including satisfaction and CAPEX performance.

Merlin Entertainments, plc is a business built on fun. We are the world's second-largest visitor attraction operator.

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If you have the magic to create smiles and memories on a daily basis then you want to be Team LEGOLAND New York Resort.



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Operations Manager

Salary: £40,732

Company: The National Trust for Scotland

Location: Poolewe, Achnasheen, UK

Education Manager

Salary: Competitive

Company: Sea Life

Location: Tempe, AZ, USA

Commercial Guest Experience Manager

Salary: Competitive

Company: Madame Tussauds

Location: New York, NY, USA

Technical Manager

Salary: Competitive

Company: Legoland Discovery Centre

Location: Atlanta, GA, USA

Social Media Manager

Salary: Competitive

Company: Merlin Entertainments Group

Location: Shanghai, China

HR Business Partner

Salary: Competitive

Company: Legoland

Location: Winter Haven, FL, USA

Operations Manager

Salary: Competitive

Company: Legoland Discovery Centre

Location: Yonkers, NY, USA

Loyalty and Insight Manager

Salary: Competitive

Company: Legoland

Location: Goshen, NY, USA

CAMERIERI DI SALA/BAR

Salary: Competitive

Company: Gardaland Resort

Location: Verona, VR, Italy

Visitor Attraction Duty Manger

Salary: £28k p.a.

Company: BODY WORLDS London

Location: London, UK

Education/Operations Manager

Salary: Competitive

Company: Sea Life

Location: Carlsbad, CA, USA

Customer Relationship Manager

Salary: Competitive

Company: Legoland

Location: Orlando, FL, USA

Project Manager

Salary: Competitive

Company: Legoland

Location: Nagoya, Aichi, Japan

For more details on the above jobs visit
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