

# Attractions

## MANAGEMENT NEWS



### X+Living create Shenzhen 3D world for kids

X+Living have created a kids' activity centre in Shenzhen, China, that combines a mix of slides, ball-pits and hidden spaces with fantastical design elements.

Shenzhen Neobio Family Park is the most recent of a number of Neobio Family Parks that X+Living has worked on.

Covering 6,000sq m (64,600sq ft), it houses the play space, an entrance lobby, a changing area and a restaurant.

Located partly in the multi-level atrium of a Shenzhen mall near Hong Kong, the play space makes use of different levels itself, becoming a three-dimension world for kids to explore.

Li Xiang, chief designer at X+Living, said: "The ceiling height in the space designed as a sims city is five floors high."

"In order to make full use of the space, we utilized large slides, climbs, staircase and passageway to build the transportation system for this dream city. People can enjoy beautiful scenes



[▶ Play Video](#)

■ Shenzhen to host 3D activity centre for kids



**People can enjoy beautiful scenes from all angles**

Li Xiang

from all angles and feel like they're really playing in a dream-like wonderland."

The centre's beguiling pastel colours, exciting patterns and a multitude of shapes fill the space, while oversized parasols will adorn the activity centre.

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**THEME PARKS**

**Bob Chapek named as new Disney CEO**

Veteran takes over from former CEO Bob Iger

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**HERITAGE**

**Holocaust memorial created in Holland**

Luminescent stones represent Dutch victims

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**LATEST JOBS**



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## Guinness Storehouse celebrates reign of Paul Carty as **Catherine Toolan** replaces attractions industry icon

Ireland's top attraction, the Guinness Storehouse, is to come under new leadership from April, with Catherine Toolan replacing Paul Carty as managing director.

Carty is stepping into retirement after 18 years in the role, during which time it has grown from 300,000 annual visitors in 2002 to almost 1.8 million in 2019. More than €50m (US\$54.1m, £41.9m) has been invested in the site in that time, with the latest development being the current expansion of the rooftop Gravity Bar.

Carty helped build a wider network of drink themed visitor attractions, such as the Smithwick's Experience in Kilkenny



■ Catherine Toolan set to take charge at Ireland's top attraction

**"We pay tribute to Paul Carty's passion, commitment, kindness and energy"**

and the Roe & Co Whiskey visitor centre in Dublin, which opened last year.

Catherine Toolan hails from Coolaney, County Sligo. She has been chief executive

at Belfast's International Conference Centre since 2016, pursuing a strategy of trying to attract European and global events to the venue.

Formerly of Forte Hotel Group, Toolan was managing director of global sports and events with Aramark for a decade, overseeing the design and delivery of food and retail services in the athletes' villages at both the Beijing 2008 and London 2012 Olympic Games.

Diageo's global head of beers, Baileys and Smirnoff, Mark Sandys, paid tribute to Carty's "passion, commitment, kindness and energy", which have been "inspiring."

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## **Carles Enrich** and his studio have reinvigorated a 13th century heritage tower in Catalonia as a visitor attraction



■ Carles Enrich – creating a new visitor attraction in Catalonia, Spain

Carles Enrich Studio have created a timber frame for the ruin of a 13th-century tower in Catalonia, Spain, that not only helps to support it, but that also provides a means for visitors to explore the heritage structure.

Located in the municipality of Puig-reig, Merola's Tower was constructed as a lookout point, but is said to have been largely destroyed as a result of earth tremors in the area during the 1500s. With only one of its faces still standing,

**"The timber frame acts like a scaffolding platform to allow visitors to experience the tower up close"**

the remainder of the tower was at a high risk of collapse, so Puig-reig Town Council and the local architectural heritage service sought to ensure it was protected, bringing Carles Enrich Studio on board.

The firm's aims were to support and preserve the structure, but also to activate it as an attraction for visitors.

Carles Enrich explained: "The solution to achieve

both was to construct an accompanying timber frame for the tower that acts like scaffolding to provide structural support while allowing visitors to experience the heritage tower up close.

"The footprint of the frame mirrors where that of the collapsed portion of Merola's stood, giving a sense of how it once looked."

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■ Disney has a new CEO: Bob Chapek who takes over from Bob Iger

**"I'm honoured and humbled to lead Disney, the greatest company in the world"**

## Bob Chapek takes the Disney reins as Bob Iger steps down

Disney CEO Bob Iger has stepped down from the role to concentrate on directing the company's creative output, with Disney veteran Bob Chapek taking the reins at the head of the organisation.

Iger's contract with Disney expires at the end of 2021, and he will assume the role of executive chair, leading the board of directors until that time, with Chapek promoted from his role as chair of Disney Parks, Experiences and Products.

Iger said on the back of the acquisition of Fox Media's assets, it was important

to spend as much time as possible on the creative side, which "becomes the biggest priority". He felt he was unable to do so while running the business on a day-to-day basis.

He also paid tribute to Chapek as having proven himself "exceptionally qualified" to lead Disney.

Chapek said he was "honoured and humbled" to lead "the greatest company in the world," adding: "Bob built Disney into the most admired and successful company, and I've been lucky to enjoy a front-row seat."

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## Great Wolf vice president **Robert Moore** is still determined to build an attraction in Oxfordshire



■ Great Wolf's Robert Moore aims to build in Europe

Plans for Great Wolf Resorts' first European site in Oxfordshire have been scuppered by the local authority after complaints by residents - but vice president Robert Moore is not giving up.

The proposed attraction intended to feature an indoor waterpark, a 498-bedroom hotel, adventure park, conference centre, restaurants and a public nature trail.

According to the *Oxford Mail*, Cherwell District Council, the local authority responsible for the area, received

**"We want the lodge to be our first resort in Europe – one that locals are proud to have in their community"**

hundreds of letters from people opposing the project due to fears visitors to the park could cause congestion in nearby towns, villages and on surrounding country roads. The council agreed with the residents' concerns, citing transportation issues as grounds for objection.

Concerns were also raised about the lack of public transport to the site.

However, Moore is determined to build a resort which will satisfy communities nearby.

"We want this Great Wolf Lodge to not only be our first resort in the UK and Europe but a resort that locals are proud to have in their community," Moore said.

The application will now have to be viewed by a planning committee.

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## Tokyo Disneyland CEO **Toshio Kagami** sees coronavirus force closure of the corporation's stable of Asian parks

The coronavirus has now forced the closure of all of Disney's theme parks in Asia, after the operator announced plans to shut its Tokyo resort as a result of the outbreak.

Japan currently has the fifth-highest number of outbreaks in the world, with 226 confirmed cases and five deaths. Disney is reacting to the spread of the virus, which forced the closure of its Shanghai and Hong Kong theme parks in late January.

Tokyo Disneyland closed its doors from the end of February after Japan's government recommended that big gatherings and events be curtailed for at least two weeks. The park is scheduled



■ Toshio Kagami, chair and CEO of the Tokyo Disney Resort

**"We will make an announcement after keeping close contact with relevant institutions"**

to reopen on 16 March, though that will depend on the spread of the virus.

"We will make an announcement after keeping close contact with

relevant institutions," said Toshio Kagami, chair and chief CEO of The Oriental Land Company, and the representative director, chair and CEO of the Tokyo Disney Resort in Japan.

Following the closure of its two Chinese parks in Shanghai and Hong Kong due to the virus, Disney predicted that the outbreak would cost its parks division an estimated US\$280m (€253.9m, £214.5m) based on a two-month closure. With the addition of Tokyo Disneyland, those losses will now rise even further.

The spread of the deadly flu will also affect Disney's park rival, Universal.

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■ Prince Harry – backing eco-conscious tourism

**“Travel is the heart of human experience but if we don’t act we’ll see beautiful destinations destroyed”**

## Prince Harry launches Travalyst to boost sustainable tourism

Prince Harry, HRH Duke of Sussex and his charitable foundation, Sussex Royal, has launched a new programme called Travalyst, aimed at raising awareness of sustainable travel.

Travalyst is a collaboration between five companies – Booking.com, Ctrip, Skyscanner, TripAdvisor and Visa – and is intended to improve and help boost the economies of communities involved in the tourist industry.

The Duke of Sussex arrived in Edinburgh, Scotland, on 25 February, ahead of the Travel Tourism Summit, where he introduced the new project.

"I want to help create a platform where all of us concerned about these issues can work together, where competition can unite and incentivise a positive systemic change," said Harry.

"We believe travel is a good thing. It is the heart of human experience, of cultural connections, and of new friendships. But if we do not act we will see more of the world's beautiful destinations closed or destroyed."

The scheme also plans to help conservation efforts while protecting the environment and wildlife.

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**HERITAGE**

# Roosegaarde creates Holocaust memorial

A temporary memorial for victims of the Holocaust, designed by Studio Roosegaarde, has been on display in the Netherlands, with 104,000 luminescent stones representing each one of the country's victims.

Levenslicht (literally "Lifelight") was created for the National Committee for 4 and 5 May, a Dutch authority for war monuments and memorials in recognition of the 75th anniversary of the liberation of Auschwitz.

Daan Roosegaarde explained: "It's an honour to be asked to do this project."

"Levenslicht is a place for everyone where we remember the past, but also think about what the future may look like."

"The purpose of the light monument is to raise awareness that Jews, Roma and Sinti lived throughout the Netherlands and that the people who were persecuted, deported and murdered during the Second World War were locals or neighbours."

The stones are treated with fluorescent pigments and light up under ultraviolet (UV) light. Varying UV intensity results in the independently varying brightness of each of the stones, reminiscent of the breath and life of the individuals they represent.

Having been initially presented in Rotterdam, the memorial was split and shown across the Netherlands.

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■ A memorial to the Holocaust created by Studio Roosegaarde



**It's an honour to be asked to do this project**

Daan Roosegaarde

**RESORTS**

# Cedar Fair posts record results after successful acquisitions



**We are extremely pleased with our results**

Richard Zimmerman

**Play Video**

Cedar Fair has hailed its most successful year as it releases its financial results for 2019.

The amusement resort operator, which has 13 properties in the USA and Canada, released figures for its full operations including the two water parks it acquired in July 2019; and same-park figures, which exclude the acquisitions, enabling a better comparison with its previous year results.

It said it has achieved "solid growth" in its three core revenue metrics of attendance, in-park per capita spending and out-of-park revenues,



■ Cedar Fair has hailed its most successful ever year

as attendance increased by 8 per cent to 27.9 million guests.

Richard Zimmerman, president and CEO of Cedar Fair Entertainment Company, said of the 2019 results: "We are extremely pleased with our 2019 season, which was the most successful year in Cedar Fair's history."

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**THEME PARKS**

# SeaWorld reports improved trading results

SeaWorld Entertainment says it has bounced back from a disappointing Q3 in 2019 caused by stormy weather by posting strong Q4 and overall year figures.

The third quarter of the year was affected by bad weather conditions, including Hurricane Dorian, which alone caused a loss of about 90,000 visits to the company's Florida park. The weather in Q4 was also unfavourable, but SeaWorld was still able to grow its attendance and total revenue per capita during the period, it said.

Attendance in Q4 was up 2.2 per cent on Q4 2018, reaching 4.7 million guests. Over the year, attendance increased by 0.2 per cent

to 22.6 million guests while total revenue increased by US\$18m (€16.6m, £13.9m) in Q4, and US\$26m (€23.9m, £20.1m) over the year, reaching US\$1.4bn (€1.29bn, £1.08bn).

Although there was a net loss in Q4 of US\$13.1m (€12.1m, £10.1m), for the entire year, SeaWorld achieved a net income increase of US\$89.5m (€82.3m, £69.3m), which is almost double that of 2018.

CEO Serge Rivera said "There are significant additional opportunities to further improve and enhance our execution and drive meaningful growth in revenue and net income."

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■ SeaWorld says it is turning the business around



**There are significant opportunities to further improve net EBITDA**

Serge Rivera

**MUSEUMS**

# V&A Museum of Childhood closes for redevelopment



**We want to champion the role of creativity**

Gina Koutsika

Creating an "unforgettable first museum experience for children" is the aim of the V&A Museum of Childhood in London, which has announced it will close in May 2020 to undergo a two-year, £13m (US\$16.9m, €15.7m) transformation.

The museum's collections of board games and dolls houses will be joined by Hollywood props and costumes, such as the original Superman costume and Frankenstein's Monster.

The props will be set within theatrical displays with the aim being to inspire budding screenwriters, authors and story-tellers.



■ Museum of Childhood is set to close for two years

V&A Museum of Childhood director Gina Koutsika explained: "We want to champion the role of creativity on the school curriculum and nurture the next generation of artists, designers, makers and innovators."

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## WHALE SANCTUARY

# Cetacean sanctuary to open in Nova Scotia

Plans have been announced to set up a ground-breaking first sanctuary in North America for captive whales retired from parks and aquariums.

Led by the Whale Sanctuary Project, the area in Halifax, Nova Scotia, Canada, will be ready to receive its first cetaceans by the end of 2021. WSP will work with Sherbrooke and the Municipality of the District of St Mary's to create a seaside sanctuary in Port Hilford on the eastern shore of the province.

Port Hilford offers an expansive area that can be netted off for the whales in a bay that's open to the ocean. The plans will feature an education and

interpretive centre for visitors, as well as nature trails and viewing spots.

"Of the hundreds of locations that we've researched in British Columbia, Washington state and Nova Scotia, Port Hilford stands out as the premier location for a whale sanctuary," said Charles Vinick, WSP's executive director.

Merlin Entertainments which operates more than 50 Sea Life aquariums across the globe, launched the world's first cetacean open sanctuary last summer, in Klettsvik Bay on Heimaey Island in southern Iceland, home to a pair of beluga whales.

[READ MORE ONLINE](#)



■ The sanctuary is located in Port Hilford, Nova Scotia



**Port Hilford stands out as the premier location for a whale sanctuary**

Charles Vinick

## HERITAGE

# £900k coastal forces museum honouring Royal Navy to open



**They attracted people looking for 'derring-do'**

Dr Dominic Tweddle

A new museum, dedicated to the smaller craft used by the Royal Navy in both world wars, is set to open in Gosport, Hampshire, in 2021.

The Coastal Forces Museum will be dedicated to the Coastal Forces, a smaller division of the Royal Navy that operated smaller craft, such as patrol launches, motorboats and torpedo boats.

The £900k (US\$1.2m, €1.1m) museum will form part of the second phase of a £30m (US\$39.1m, €36.1m) redevelopment of Priddy's Hard, which is a naval base on Portsmouth Harbour. According to Dr Dominic Tweddle, the



■ The coastal forces are a division of the Royal Navy

director-general of the National Museum of the Royal Navy, the coastal forces were an 'important component' of the Royal Navy. "They attracted people looking for 'derring-do' as the missions were full of excitement," Tweddle said.

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**HERITAGE**

# Coastal path development makes progress

Plans for an £11m (US\$14.2m, €13m) extension to The Gobbins, a famous cliff-face path at Islandmagee, County Antrim, Northern Ireland, have made significant progress, according to the local borough council.

Located along the Causeway Coastal Route in Northern Ireland, The Gobbins is a 2.5 hour guided walking tour.

Mid and East Antrim Borough Council is preparing an outline business case for the project – called The Gobbins Phase II – which will see the cliff and coastal path extended to take in more geological features, with new structures crossing gullies and crevices, making it a more adventurous experience

for tourists. The tour was first opened in 1902, along the basalt cliffs of the Causeway Coast. Visitors walk across suspension bridges, through tunnels and along pathways, allowing them to get close to the geology and biodiversity of the area.

"We want to keep tourists here longer and, by investing in this Gobbins Phase II project, we will create a world-class, authentic visitor attraction will help us to grow both domestic and international visitor numbers to the borough," explained Larne local councillor Gregg McKeen who represents Mid and East Antrim Borough Council.

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■ The Gobbins is a famous cliff-face path in County Antrim



**We will create a world class visitor attraction**

Gregg McKeen

**WATER PARKS**

# Texas Kalahari Water Park set to open in November



**This resort will be America's largest indoor water park**

Todd Nelson

A new US\$550m (€509m, £426m) African-themed water park and resort from Kalahari Resorts & Conventions is due to open in Round Rock, Texas, in November 2020.

Facilities at the venue are set to include Tom Foolery's Adventure Park, an 80,000sq ft (24,000sq m) site with thrill rides, ropes course, climbing walls, indoor zipline, bowling, laser tag and mini-golf.

There will also be a massive arcade with more than 250 games, three outdoor pools spanning three acres, and 50,000sq ft (15,000sq m) of outdoor event space. With 1.5 million square



■ Facilities will include Tom Foolery's Adventure Park

feet (457,000sq m) of resort space as well as 1,000 rooms, Kalahari CEO Todd Nelson said: "When it opens, our Texas Kalahari resort in Round Rock would be our largest yet, and would also be America's largest indoor water park, at 223,000sq ft (68,000sq m)."

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# Reaching for the stars

First Light Pavilion by Hassell at Jodrell Bank is set to bring space exploration to life



■ First Light Pavilion will help transform the visitor experience

Construction has begun on a Hassell-designed grass-covered dome pavilion at Jodrell Bank to help celebrate the site's heritage and the beginnings of radio astronomy when it opens in the middle of 2021.

Jodrell Bank is located in Cheshire, UK, and is home to one of the world's largest and extremely powerful radio telescopes, the Lovell Telescope, which is used to explore deep space

The pavilion, built for the University of Manchester, will house exhibition space and a 150-seat auditorium, with visitors exiting via a café and a circular courtyard.

Its design is partly inspired by sculptures, structures and natural landforms from around the world, including Newgrange in Ireland and Fuji Kindergarten in Tokyo, and is aimed at being energy efficient and sympathetic to its surroundings, blending into the landscape.

The circular shape of the pavilion and its 76m (25ft) diameter reference the shape and size of the Lovell Telescope dish and the design is aimed, in part, at helping to protect and enhance views across the Jodrell Bank site and the arboretum in which it is situated.

Julian Gitsham, principal at Hassell, said: "The completion of the First Light Pavilion will mark a new era for Jodrell

We have embraced the challenge to push the boundaries of design to deliver a truly exceptional experience for visitors

■ The pavilion is a single storey within a concrete shell structure



## The building expresses humanity's long journey towards understanding our place in the universe

Bank. It will introduce new generations to the rich history of the site and the wonders of radio astronomy.

"The observatory team has been totally committed to developing the site in a way that is sensitive to its heritage, yet transformational in its future impact.

"To have been part of this team is an exceptional opportunity for Hassell. We have embraced the challenge to push the boundaries of design to deliver what will undoubtedly be, a truly exceptional experience for all who visit this remarkable site."

### **Illuminating visitors**

Visitors will arrive in an entrance space illuminated by a single slot window in the building's south axis, designed so the sun's light will fall directly onto a 'meridian line' set into the floor at noon on midsummer's day. They will then circulate clockwise through exhibits

telling the story of Jodrell Bank's role in the early space age and the history of radio astronomy.

The centrepiece of the space is a 150-seat auditorium "pod" which features a curved overhead screen for "dynamic and immersive" night sky projections and educational lectures.

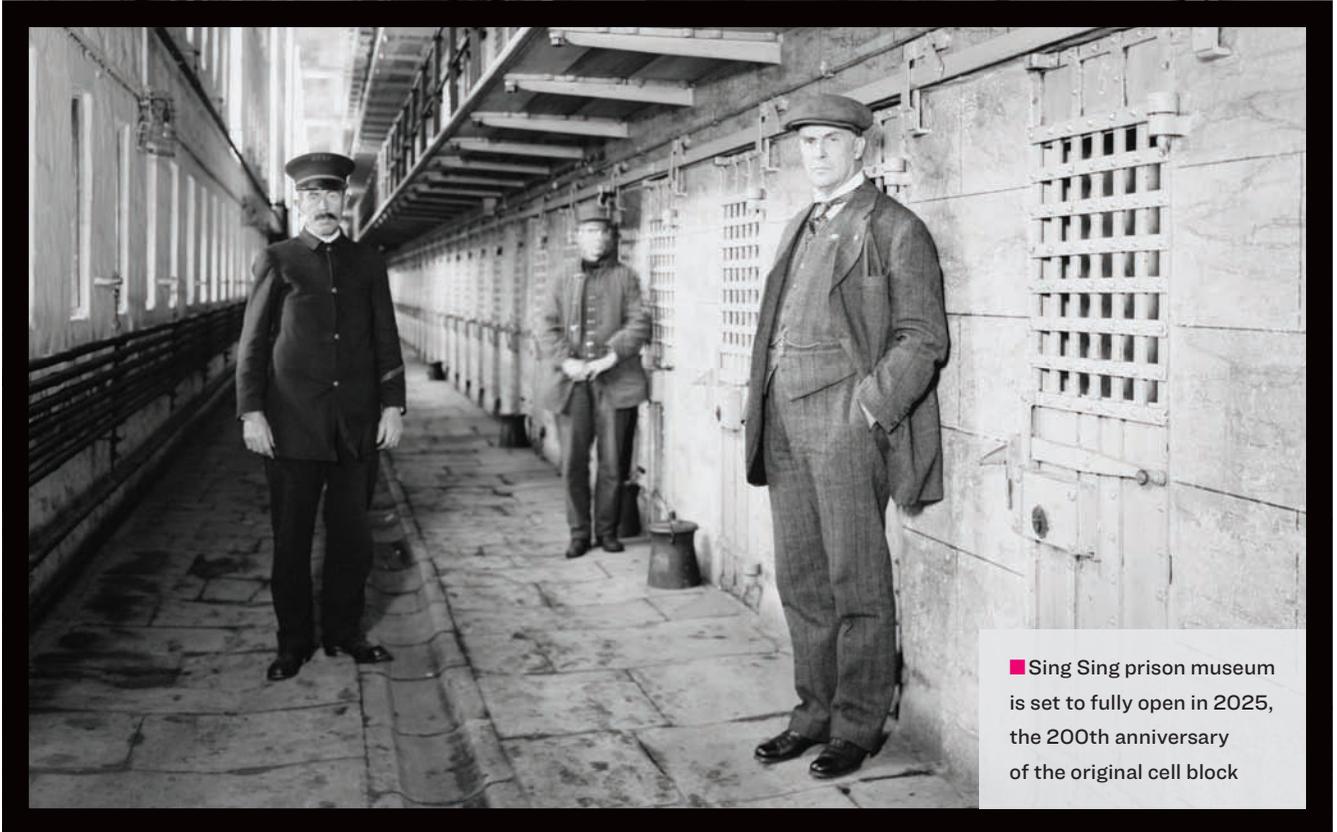
Professor Teresa Anderson, director of the Jodrell Bank Discovery Centre at the University of Manchester explained: "The architecture of the building itself is tied to the sky in a way that expresses humanity's long journey towards trying to understand our place in the universe.

"We're delighted construction work is about to begin on our visionary new First Light Pavilion.

"The construction of this wonderful new gallery will allow us to tell the story of Jodrell Bank in a way that is in keeping with our status as the UK's newest UNESCO World Heritage site."



■ Julian Gitsham, principal at Hassell, explained: "The completion of the First Light Pavilion will mark a new era"



# Crime and Punishment

Plans to revitalise Sing Sing prison's historic buildings are entering a new era



■ Sing Sing's Brent Glass is gearing up for the new museum

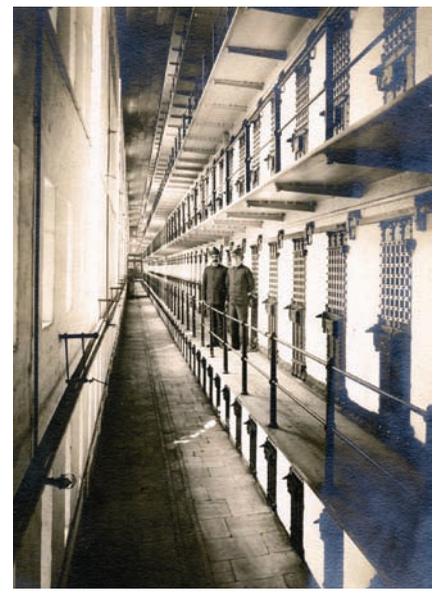
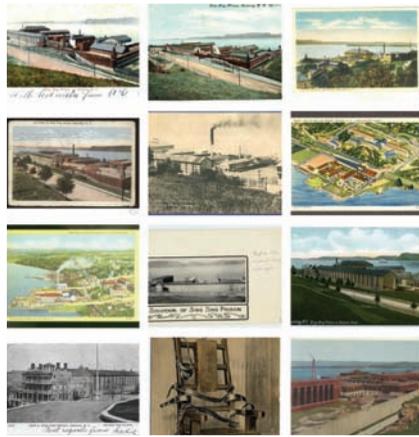
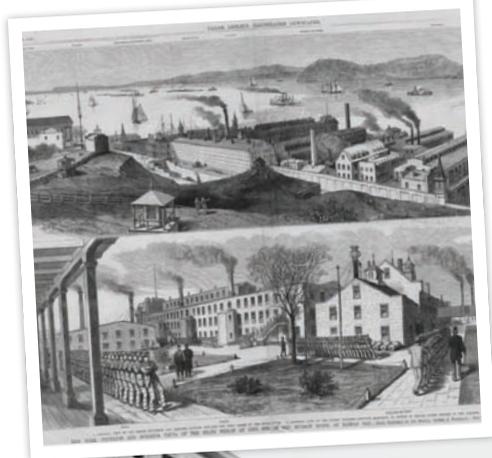
**A** proposed museum based on the site of New York's notorious Sing Sing Correctional Facility has received key funding grants from corporate and national institutions, bringing its non-state funding to more than US\$1m (€920,000, £770,000).

The maximum-security prison opened in 1825 and holds around 1,700 inmates. The Sing Sing Prison Museum (SSPM) will be located in two buildings: the former prison powerhouse,

which is located outside of the facility; and the historic original cell block, which is within the prison walls.

SSPM plans to tell the compelling story of 200 years of incarceration at the prison, and challenge visitors to reflect on the nature and development of the USA's criminal justice system.

The latest grants are for US\$150,000 (€138,000, £115,000) from the Andrew W. Mellon Foundation, to help create a master narrative and interpretive framework in partnership with Columbia



■ The creation of the Sing Sing historic prison museum on the banks of the Hudson is set to happen

University's Center for Justice and Pace University's Center for Research and Community Action; and US\$30,000 (€28,000, £23,000) from the National Endowment for the Humanities to conduct a survey of artefacts and manuscripts as well as photographs and public records, which will inform the development of the master narrative and framework. "We're delighted and honoured by these grants and are grateful these organisations recognise the importance of our mission, which is to inspire, inform



Our mission is to inspire, inform and reflect on the history of punishment

and reflect on the history of punishment and rehabilitation in the American penal system through the perspective of Sing Sing Prison," said Brent Glass, interim executive director of SSPM.

**Opening soon**

The site is projected to attract 130,000 visitors per year, the first phase of the museum is scheduled to open in late 2020 with the full opening expected in 2025, which will be the 200th anniversary of the original cell block.



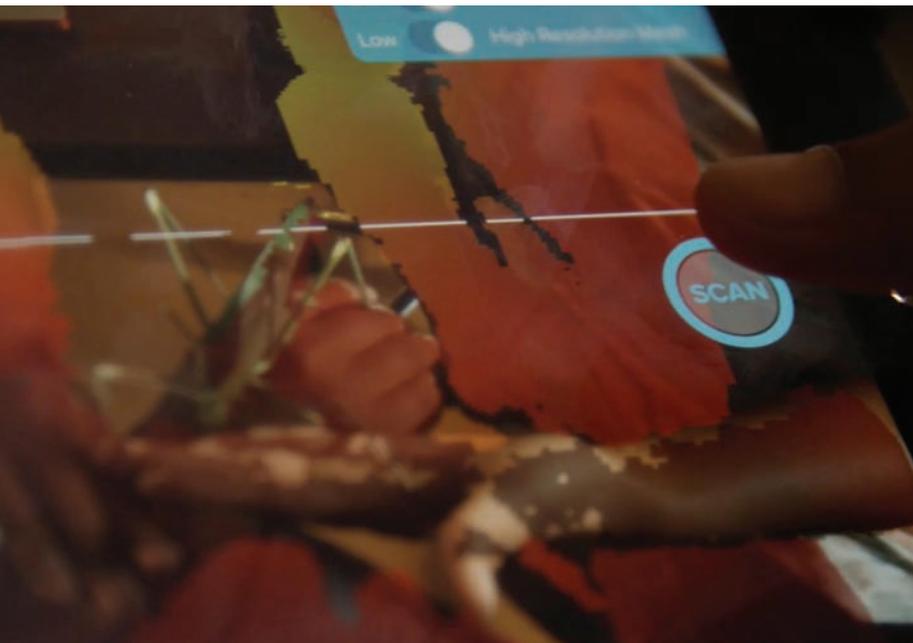
Through our open access initiative the Smithsonian is empowering people across the globe

Lonnie Bunch



## Accessing the past

The world renowned Smithsonian makes 2.8 million of its images freely available online in a digital milestone

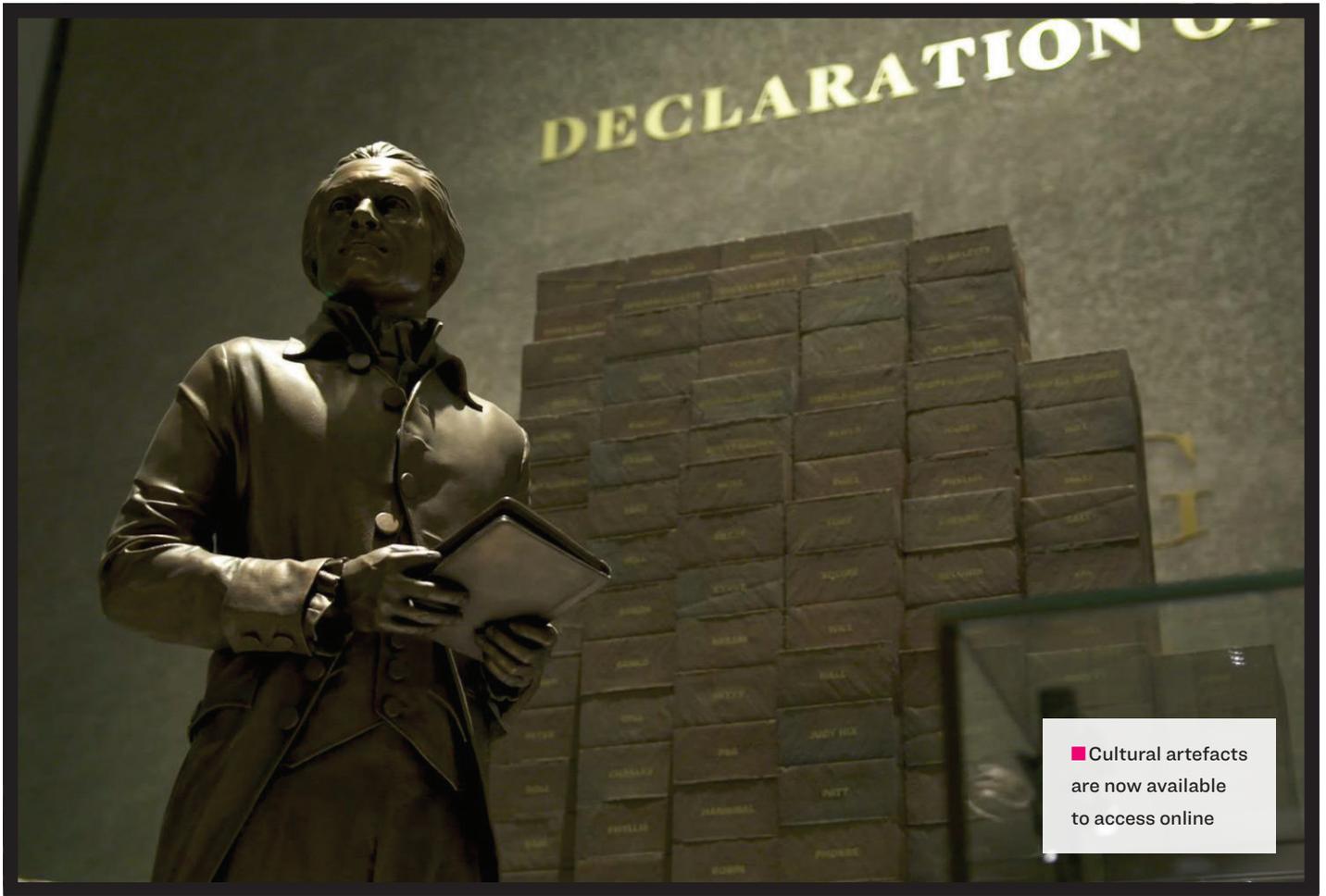


■ The Smithsonian's 19 museums and vast archives and other facilities, have all contributed to the open access project

**S**mithsonian Open Access, an initiative to provide free access to millions of digital collection images and data, has been launched, with anyone now able to download, transform and share content for free and for any purpose without copyright restrictions.

Beginning with 2.8 million images, the institution said that this is the largest and most interdisciplinary open-access programme by a museum or cultural institution to date. It aims to have more than three million images designated as open access by late 2020.

With contributions from all of the Smithsonian's 19 museums, nine research centres, libraries, archives and the National Zoo, the programme includes content across the arts, sciences, history, culture, technology and design, from portraits of historic American figures



■ Cultural artefacts are now available to access online

## Open access is a milestone for the Smithsonian in our efforts to reach, educate and inspire audiences

to 3D scans of dinosaur skeletons. High-resolution 2D and 3D images, research datasets and collections metadata can all be downloaded in bulk.

While the Smithsonian has previously made more than 4.7 million collection images available online for personal, non-commercial and educational use, the new open-access project gives nearly three million of those images a Creative Commons Zero designation, which waives the institution's copyright and permits a greater variety of uses, both commercial and non-commercial.

### Open access is 'milestone'

"Open access is a milestone for the Smithsonian in our efforts to reach, educate and inspire audiences," said Smithsonian secretary Lonnie Bunch, before going on to explain: "Through this initiative, we are

empowering people across the globe to reimagine and repurpose our vast number of collections in creative and imaginative new ways."

The open access project makes this Smithsonian content available via Creative Commons, Google Arts & Culture, Wikipedia and other digital platforms. Among those who have worked with the Smithsonian in using its open access collections to create original works and discover new insights are Google Arts & Culture, which applied machine learning to the Smithsonian collections to uncover connections between early women scientists at the Smithsonian and their life's work.

Artist Amy Karle is another who benefitted from the free digital content after using a 3D scan of a Triceratops from the National Museum of Natural History to create nine sculptures.

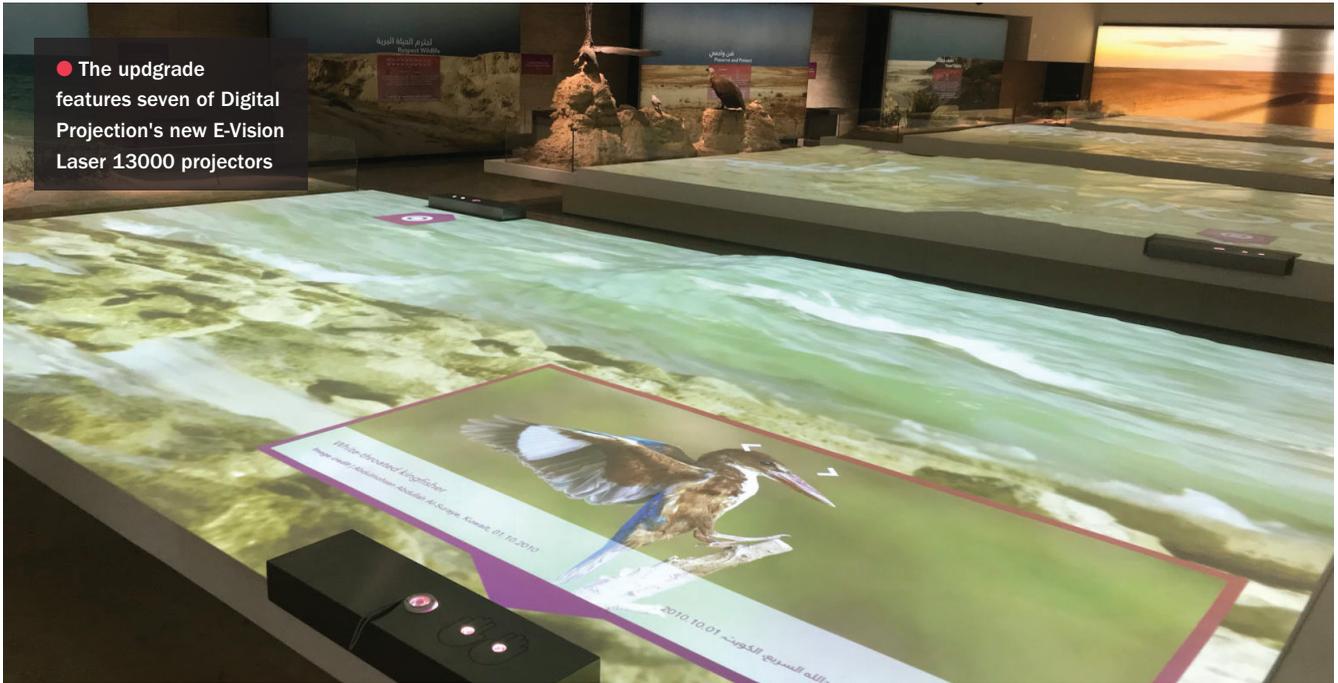


■ Cutting-edge artist Amy Karle has benefitted from the Smithsonian's free digital content

# 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](http://attractions-kit.net)



## Digital Projection revamps The Habitat Museum with new colour-boost technology



● Youssef Ismail, Smartentity

Digital Projection (DP), a UK-based projection specialist, has completed an installation on an existing exhibit at The Habitat Museum in The Al Shaheed Park in Kuwait City, Kuwait.

The museum, which is dedicated to the natural habitats of Kuwait, features a host of interactive exhibits and scenic recreations teaching visitors about the flora and fauna indigenous to the area.

At the heart of the museum is a 26m (85ft) AV display, projecting panoramic views of Kuwait and its environment. According to a release, it has

long been a visitor favourite, however the exhibit was due an upgrade so it could "realise it's full potential".

The upgrade was carried out by tech integrator Smartentity and included seven of DP's E-Vision Laser 13000 projectors with Red Laser colour boosting technology

A new launch from DP, the E-Vision Laser is designed to enhance colour performance and offer more realistic and saturated colours. This is enabled by the use of red lasers, which enable the projector to produce more vivid, saturated and life-like images.

The company also supplied four E-Vision units, that covered a 4m x 3m (13ft x 9ft) table surface.

"This is the first time we have installed DP projectors with ColorBoost + Red Laser technology. It was a challenge, but the area is certainly better off for the upgrade," said Youssef Ismail, deputy managing director of SEC.

"Having seen DP's full support, we want to continue working with them and promote their products."

ATTRACTIONS-KIT KEYWORD

DIGITAL PROJECTION



## Storm combines 'amazing guest experience with strong ROI', says Ernest Yale



● Ernest Yale, Triotech



Storm, the new interactive VR coin-op simulator ride from Triotech, is ready to ship the company has announced.

Aimed at the FEC and LBE markets, the two-seater ride debuted at the IAAPA expo in Orlando, Florida, in November last year. It is billed as a 'one-of-a-kind' interactive gaming experience and features hand-gesture technology, that tracks riders hand movements, enabling them to interact with just the wave of a hand. According to a release the hand-gesture interactivity also



● The Triotech team celebrating the inaugural Storm ride

drives re-playability, as players compete to beat their scores.

Other features include motion seats which move riders throughout the experience and special effects, such as wind.

"The demand for our new Storm has been incredible since we presented it at IAAPA," said Ernest Yale, founder and CEO of Triotech.

"Key to the Storm's success is the fact that we worked closely with customers and distributors during the development and testing phase. The main ingredients are there; an amazing guest experience combined with strong ROI."

.....  
**ATTRACTIONS-KIT KEYWORD**  
**TRIOTECH**  
 .....

## Sondra Shannon on Gatemaster's new partnership with Attractions.io

Gatemaster Ticketing, a software company specialising in ticketing and point-of-sale (POS) solutions, has announced a new partnership with Attractions.io, a mobile app platform designed for the attractions industry.

As a result of the partnership, Gatemaster, which supplies

POS and ticketing software for clients across 16 countries, will be able to offer their customers a guest-facing mobile app, powered by the Attractions.io platform.

The app will give visitors easy access to their bookings via an integrated digital wallet that stores and presents tickets



● Sondra Shannon, Gatemaster

our ticketing solution worked seamlessly within branded attraction apps", said Sondra Shannon, CEO of Gatemaster.

"Partnering with Attractions.io was the obvious choice, and we're excited to be able to offer the app platform to our customers, with out-of-the-box support for our ticketing solution," she added.

Mark Locker, CEO of Attractions.io, said: "We're delighted that Gatemaster are joining us on our mission to improve the guest experience, and that together we can provide a fully integrated experience to our mutual customers."

.....  
**ATTRACTIONS-KIT KEYWORD**  
**ATTRACTIONS.IO**  
 .....



● The app will give guests easy access to their bookings

and will be fully integrated into Gatemaster's software.

It will also offer a host of other features such as wayfinding, targeted messaging, mobile food ordering and visitor analytics.

"We recognise the importance of mobile to today's guests, and wanted to make sure that

23-25 MARCH 2020

### **Dubai Entertainment Amusement and Leisure Exhibition (DEAL)**

Dubai World Trade Centre  
Dubai, United Arab Emirates

The largest trade show for the theme park and amusement industries in the Middle East. As well as a heavy focus on theme parks, the show features a number of exhibitor categories – such as VR, AR, FECs and 4D theatres.

Tel: +971 4 3435777

Contact: [lilia@iecdubai.com](mailto:lilia@iecdubai.com)

[www.dealmiddleeastshow.com](http://www.dealmiddleeastshow.com)

23-25 MARCH 2020

### **MuseumNext Europe** Edinburgh Festival Hub Edinburgh, UK

MuseumNext is a major international conference on the future of museums. It has taken place annually in Europe since 2009 with an engaged, loyal and dynamic audience working at a senior management in museums, galleries and cultural venues across the globe.

Tel: +44 (0) 191 2573439

Contact:

[info@museumnext.com](mailto:info@museumnext.com)

[www.museumnext.com](http://www.museumnext.com)

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: +852 2538 8799

Contact: [asiapacific@iaapa.org](mailto:asiapacific@iaapa.org)



■ The symposium charts the current trends of the global waterpark industry

6-9 OCTOBER 2020

### **WWA ANNUAL SYMPOSIUM & TRADE SHOW**

Las Vegas, US

The premium event for the global water park industry combines an educational programme – supported by the world's

largest gathering of waterpark experts – with a large trade show floor filled with products and services. The show is also famous for its networking opportunities.

Tel: +1-913-599-0300

Email: [info@waterparks.org](mailto:info@waterparks.org)

[www.waterparks.org](http://www.waterparks.org)

22-24 SEPTEMBER 2020

### **IAAPA Expo Europe** London, England

IAAPA Expo Europe 2020 will be an all-encompassing destination for leisure and attractions industry professionals, including operators, suppliers, manufacturers, investors, developers, and anyone wishing to engage with the global amusement community. More than 15,000 industry professionals are expected to attend.

Tel: +1 321-319-7600

Contact: [iaapa@iaapa.org](mailto:iaapa@iaapa.org)

08 OCTOBER 2020

### **VAC 2020** Queen Elizabeth II Conference Centre, London, UK

The Annual National Conference of Visitor Attractions is the pre-eminent event for all types of Visitor Attractions in the UK. The event is run by the industry, for the industry and is firmly established as the key place to meet and network with contemporaries.

Tel: +44(0) 207 0456 923

Contact: [vac@bcdme.com](mailto:vac@bcdme.com)

10-23 OCTOBER 2020

### **World Leisure Congress 2020** Pinggu, Beijing, China

The 16th World Leisure Congress will be hosted by the Beijing City Government and co-organized by World Leisure Organization (WLO). The Congress theme "Leisure Makes Life Better" aims to promote the concept of leisure for all and throughout the whole year.

Tel: +1 989 774 6099

[www.worldleisure.org](http://www.worldleisure.org)

17-20 NOVEMBER 2020

### **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](mailto:iaapa@iaapa.org)

[www.iaapa.org](http://www.iaapa.org)



The Leisure Industry's  
Premier Event in Europe

**ExCeL London, United Kingdom**



**Save the Date**

**Conference:** 21-24 Sept.  
**Trade Show:** 22-24 Sept.

**2020**

[IAAPA.org/IAAPAEurope](https://IAAPA.org/IAAPAEurope)

 @IAAPAHQ | #IAAPAEurope

Leisure industry professionals share how they got to where they are today

## MY CAREER

### Steve Lomas

DIRECTOR OF PARK OPERATIONS

Drayton Manor

Guest's expectations for high-quality experiences are ever growing

Steve Lomas has been working in the attractions industry on and off since 1990. He started his career as park presentation manager at Alton Towers and, after a stint working at the Food Standards Agency, now works as the director of Park Operations at Drayton Manor.



first see Thomas the Tank Engine on the turntable when they enter Thomas Land, for them its the real Island of Sodor. Those reactions are when you know you've got it right, especially as you know just how much time and energy goes into preparing your product. Without a doubt guest's expectations for high-quality, immersive experiences at budget prices are ever growing and forms an ever-increasing challenge, but it's worth it when guests are happy."

### Tell us about your career

"I started my career in agriculture and trained at Harper Adams University, until a seasonal role, running a new farm exhibition at Alton Towers, appeared on the college noticeboard. I got the job and very quickly fell in love with the theme park industry. This was in 1990. In the same year, Alton Towers was sold by John Broome and family to the Tussauds Group. This cemented my migration from agriculture to leisure. After that the 'growing of crops' became the 'production of magical guest memories'. I stayed in theme parks for 10 years, in early 2000 and for the next 15 years I worked outside the industry, taking roles in operational management with the Whitbread Beer Company and the Food Standards Agency. In 2015, I was delighted to rejoin the industry as the director of Park Operations at Drayton Manor. Since then I've been working with the park owners, the Bryan family, to develop and enhance the operation of the rides and zoo platforms at the business."

### What's your favourite thing about your job?

"I'm always motivated by the excited response from our guests, particularly our younger guests, who can't contain their excitement when they

### Careers advice

Chase your passion, not your pension. If you do something you really love, then success in all measures will naturally follow and your career path will have a more natural progression. Equally so, never lose sight of your own family and keep them as your priority."



Reactions to the park are the best part of the job, says Lomas

# Attractions Find great staff™

## MANAGEMENT NEWS



Recruitment headaches?  
Looking for great people?

## Attractions Management News can help

### Tell me about Attractions Management News

Whatever leisure facilities you're responsible for, the AM News service can raise your recruitment to another level and help you find great people.

### How does it work?

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

### There are loads of recruitment services, how is AM News special?

AM News is the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

### What are the most powerful features?

We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to-reach candidates who aren't currently job hunting.

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

### I hear you're part of Leisure Media

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

### What packages are available?

We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing and open day and schools and apprenticeship marketing.

### Is there more?

Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

### What now?

We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

## Meet the Attractions Management News recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard

Hope to hear from you soon on +44 (0)1462 431385 or email [theteam@leisuremedia.com](mailto:theteam@leisuremedia.com)



**ZSL  
WHIPSNADE  
ZOO**



## Events Manager

**Salary: £33,864 p.a (Inclusive of Weekend Enhancement)**

**Location: Whipsnade, Dunstable, UK**

We're ZSL, an international conservation charity. Our vision is a world where wildlife thrives and we're working every day to achieve this. From investigating the health threats facing animals, to helping people and wildlife live alongside each other, we are committed to bringing wildlife back from the brink of extinction. Through the work of our pioneering scientists, our dedicated conservationists and our unrivalled animal experts in our two zoos, our purpose is to inspire, inform and empower people to stop wild animals going extinct.

We are looking for an **Events Manager** to join the ZSL Events Team, based at our office at ZSL Whipsnade Zoo. This experienced, enthusiastic and resourceful team member will research, plan and deliver the annual programme of events which is constantly evolving and expanding.

This role will cover a diverse range of events research, event promotion and onsite delivery. You should have a flair for organising, motivating and making things happen, keeping track of several different projects simultaneously and the ability to remain calm when under pressure.

You should be confident with the ability to liaise effectively with a broad spectrum of internal and external stakeholders, colleagues and suppliers. An excellent team player, good at motivating people, with good written communication skills as well as excellent IT skills. Ideally, you will also have an interest in animals and a passion for conservation.

*The Zoological Society of London is a charity registered in England and Wales: no. 208728.*

**For more information about the role, person specification and to apply please click 'apply now' or scan QR code.**



 **Apply Now**



Nene Park

## Visitor Operations Manager

Peterborough, Cambridgeshire

£29,500 - £32,275 per annum, dependent upon experience

This is an exciting opportunity to oversee the management of the visitor centres and visitor experience in Nene Park, creating engaging and welcoming hubs for visitors to the Park and improving our opportunities to deliver high-quality events and visitor services.

The right candidate will be enthusiastic and experienced in managing creative and successful visitor operations and visitor centres/retail outlets. They will be able to think creatively and will be responsible for leading on the retail and visitor operations located in Nene Park's Visitor Centre and Nene Outdoors water sports and activity centre. The role will involve sourcing and promoting sustainable products including from local businesses and some created within Nene Park. It will also involve working with the wider Nene Park team to develop new and exciting opportunities for the Park and its visitors.

Please note that all applications need to be made on the application form provided and CVs cannot be accepted.

**CLOSING DATE: 9am ON MONDAY 23 MARCH**

For more information about the role and to apply please click 'apply now' or scan QR code.



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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 Facilities who will lead the way in Delivering the Magic as we bring the world's ninth LEGOLAND Park to life brick by brick. You will support bringing the project from construction to a bricktastic place filled with smiles.

#### About The Role

- Safe maintenance and technical operation of all buildings and infrastructure
- Ensure strict compliance with all relevant health & safety legislation/requirements, maintaining detailed and comprehensive records
- Maintenance of exceptional safety standards for both guests and staff
- Responsible for carrying out planned maintenance work, this includes daily inspections, periodic inspections as per internal schedules, building inspections, installation work around the site
- Respond to breakdown situations and carry out the required corrective action, such as building works, plumbing and the like
- Responsible for the keeping of buildings records. Carry out risk assessments for the Facilities department, reviewing and updating codes of practice and work instructions
- Manage projects
- Responsible for the utilities (heat/gas/water/electric)
- Participate in the park duty program

#### About You

Must have a high school diploma or equivalent. Must be solutions-oriented. Must have integrity and high standards around compliance and safety. Must be able to manage a budget and assets including labor, material and services. Should be able to manage projects and multiple tasks all at the same time. Must be able to communicate internally and externally with a variety of different types of individuals within and outside of the organization.

#### About Us

Merlin Entertainments, plc is a business built on fun. We are the world's second-largest visitor attraction operator. We operate over 100 attractions, eight hotels and three holiday villages in 22 countries across four continents and we run some of the best-known names in global leisure. These include the likes of SEA LIFE, Madame Tussauds, the Dungeons, the Eye brand, and LEGOLAND. Whether you are serving delicious food, working in the office, maintaining the attractions, entertaining guest or operating rides, the objective is to provide a truly memorable experience and a great day out for all members of the family.

Apply now by clicking below or scanning QR code.

 Apply Now



THE NATIONAL MUSEUM OF THE ROYAL NAVY (NMRN)

We tell the epic story of the Royal Navy and its fighting arms. Our vision is to be the world's most inspiring naval museum, enabling people to enjoy, learn and engage with this epic story and its impact in shaping the modern world. With our headquarters in Portsmouth Historic Dockyard we have grown rapidly in our first decade; from 325,000 to 1.3 million visitors.



## Head of Trading Performance (Commercial)

£40,000 - £45,000 per annum

The NMRN Trading Company is central to our plans. With a turnover of £3.3m from existing sources including onsite and online retail sales, the Company makes an annual contribution to the Museum which is vital to delivering our vision.

This new role is responsible for improving trading performance. Leading a team of Business Development Managers, you will work closely with site General Managers and their staff. The role is expected to support and develop these teams in understanding what creates profit and improving yield.

Applicants are asked to submit a CV and a statement indicating how their knowledge and experience match those specified. For more details click 'apply now' or scan QR code.



 [Apply Now](#)

## Public Events Manager

£22,350 - £25,700 per annum

This is an exciting opportunity to lead and shape the NMRN's approach to its public events. The NMRN has an aspiration to create a step-change in programming.

We are looking for an ambitious Public Events Manager who will bring a flair for enterprise, helping us to deliver inspiring, engaging, adventurous and imaginative public events. Applicants are asked to submit a CV and a statement indicating how their knowledge and experience match those specified. For more details click 'apply now' or scan QR code.



 [Apply Now](#)





We are searching for an **Attraction Manager** at our Peppa Pig World of Play attraction.

Jump into the world of Peppa Pig to laugh, learn and play!



## Attractions Manager

Reference: req4612

Peppa Pig World of Play, Schaumburg, IL, USA

Opening in 2020, Peppa Pig World of Play Chicago is an indoor family play attraction, designed for pre-school children and their families.

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

### Your Magical Role

The role of the Attraction Manager is to ensure the effective pre-opening, launch and post-opening operation of our 3rd Peppa Pig World of Play attraction in North America.

### Your Magical Ingredients

- Embraces the idea of encouraging and empowering Playmakers to provide inspirational guest experiences
- Minimum of 3-5 years of relevant service industry experience; preferably with strong operations and retail management knowledge

### About The Benefits

In return you will find a competitive salary and benefits package. In addition, you can expect continued growth of joining an exciting, global organization.

### About Us

Jump into the world of Peppa Pig to explore and discover, interact and engage in fourteen themed play areas and an unforgettable adventure with Peppa and her friends. Peppa Pig World of Play – snorts and giggles for all the family!

We offer flexible opportunities, in a totally unique environment. We know this is a great place to work, but don't just take our word for it, click here

[▶ Play Video](#)

For more information and to apply, click below or scan QR code.

[✔ Apply Now](#)



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



## Public Events Manager

**Salary:** £22,350 - £25,700 pa  
**Company:** National Museum of the Royal Navy  
**Location:** Portsmouth, UK

## Events Manager

**Salary:** £33,864 p.a  
**Company:** ZSL Whipsnade Zoo  
**Location:** Whipsnade, Dunstable, UK

## Visitor Operations Manager

**Salary:** £29,500 - £32,275 per annum  
**Company:** Nene Park  
**Location:** Peterborough, UK

## Head of Technical and Building Services

**Salary:** Competitive salary  
**Company:** Parkwood Leisure  
**Location:** Crawley, UK

## Stage and Production Manager

**Salary:** Competitive salary  
**Company:** Parkwood Leisure  
**Location:** Crawley, UK

## Marketing Manager

**Salary:** Circa £40,000 per annum  
**Company:** Sea Life  
**Location:** Manchester, UK

## Retail Assistant Manager

**Salary:** Competitive  
**Company:** Legoland  
**Location:** Goshen, NY, USA

## Visual Merchandiser

**Salary:** Competitive  
**Company:** Legoland  
**Location:** Goshen, NY, USA

## Facilities Manager

**Salary:** Competitive  
**Company:** Legoland  
**Location:** Goshen, NY, USA

## Duty Manager - Education

**Salary:** Competitive  
**Company:** Sea Life  
**Location:** Concord, NC, USA

## Marketing Manager

**Salary:** Competitive  
**Company:** Legoland Discovery Centre  
**Location:** Columbus, OH, USA

## Operations Manager

**Salary:** Competitive Salary  
**Company:** Legoland Discovery Centre  
**Location:** Somerville, MA, USA

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



PolinWaterparks  
THE EXPERIENCE

# EXPLORE

## THIS UNIQUE EXPERIENCE

THAT WILL GUIDE YOU  
THROUGH **TIME & SPACE!**



TIME  RIDER

when are you?



WORLD'S  
LARGEST BOWL