Universal unveils Epic Universe plans

Universal has finally confirmed plans for its fourth gate in Orlando, officially announcing its Epic Universe theme park.

Announced at an event held at the Orange County Convention Center in Orlando, Epic Universe will be the latest addition to Florida’s lucrative theme park sector and has been touted as “an entirely new level of experience that forever changes theme park entertainment”.

“Our new park represents the single-largest investment Comcast has made in its theme park business and in Florida overall,” said Brian Roberts, Comcast chair and CEO. “It reflects the tremendous excitement we have for the future of our theme park business and for our entire company’s future in Florida.”

While no specific details have been revealed about what IPs will feature in the park, Universal did confirm that the 3sq km (1.2sq m) site would feature an entertainment centre, hotels, shops, restaurants and more. The development will nearly double Universal’s total available space in central Florida.

“Our vision for Epic Universe is historic,” said Tom Williams, chair and CEO for Universal Parks and Resorts. “It will become the most immersive and innovative theme park we’ve ever created.”

MORE: http://lei.sr/J5J7j_T

This is the single largest investment Comcast has made in its theme park business

Brian Roberts
Attractions operator Merlin Entertainments has announced half-yearly results up to the end of June 2019. They show a return to growth for its Midway Attractions and Resort Theme Parks divisions, with revenue growth of 6.5 per cent compared to the first half of 2018 across the company.

Visitor numbers were up by 3 per cent to 30.8 million over the period, with Midway – which includes attractions such as Madame Tussauds – Sea Life and The Eye, growing its revenue by 8.1 per cent. Resort theme parks, whose six parks include Alton Towers, Thorpe Park, Gardaland in Italy and Heide Park (Germany), saw organic revenue grow by 4.1 per cent (an operating loss of £9m (US$10.89m, €9.86m)).

Accommodation revenue grew by 14.5 per cent and now represents 24 per cent of theme park revenue.

CEO Nick Varney said the performance was broadly in line with expectations, adding: “With eight new Midway attractions opened in the period, 372 new accommodation rooms, and the ongoing development of new Legoland parks, we continue to build on our position as a unique, multi-format international operator of strongly branded and IP-led location-based entertainment.”

**Friends pop-up coming to New York as show celebrates 25th anniversary**

A pop-up experience dedicated to the hugely popular *Friends* television show is set to launch in New York on 7 September.

Created by live experience provider Superfly, 100 with collaboration on planning, design and implementation by JRA – in association with Warner Bros Television Group and Warner’s consumer products arm – the *Friends* pop-up celebrates the 25th anniversary of the iconic show.

Fans will be able to explore set re-creations, props and costumes, buy merchandise, and indulge in classic *Friends* fun, such as playing foosball at Chandler and Joey’s and posing for pictures on the famous orange couch at the Central Perk café.

The experience is set to launch on 7 September and will be open to the public seven days a week. It will be located in the heart of Manhattan’s SoHo district, with a retail store entrance on Broadway and a ticket holder entrance on Mercer Street.

“As we celebrate the show’s milestone anniversary, we’re excited to bring the *Friends* experience to life,” said Peter van Roden, senior VP for Global Themed Entertainment at Warner Bros Consumer Products.

Superfly is also been behind The Seinfeld Experience, celebrating another American comedy favourite, which is due to open in New York during Q3 2019.
Increased theme park attendances and improved revenues are among the factors in Six Flags’ latest quarterly and half-yearly financial results, both of which have broken company records.

Six Flags, which has 26 parks across the US, Canada and Mexico, recorded increased revenue in Q2 2019 of US$477m (€427m, £381m), up by 7 per cent from the same quarter last year. It said this was the result of an 8 per cent increase in attendance to 10.5 million guests and a 14 per cent increase in sponsorship, international agreements and accommodation revenue. Its net income for the quarter was US$5m (€4.48m, £4m).

Chair Jim Reid-Anderson said he was pleased with the company’s momentum and with the execution of Six Flags’ premium-priced membership programme in particular. “I’m confident that 2019 will be the tenth consecutive record year for our shareholders, as we continue to innovate and deliver on our five-pillar strategy to drive our business toward achieving our aspirational goal of US$750m of Modified EBITDA by 2021.”

I'm confident that 2019 will be the 10th consecutive record year for our shareholders”}

Jim Reid-Anderson outlines Six Flags’ record half-year results

Reid-Anderson said the company’s strategy was working

Louvre partners cruise line to offer ‘cultural voyages’ French cruise company Ponant signs deal with the Musée du Louvre to create two new cruises in 2020 that will encompass a range of cultural attractions.

Lionsgate Entertainment World opens in China Asia’s first movie-themed vertical theme park plays host to more than 25 attractions based on several of Lionsgate Films most famous IPs.

Great Wolf plans overseas expansion US waterpark operator plans to open its first venture overseas, with the Great Wolf Lodge launching in Oxfordshire, UK, in 2022.

Eco-attraction featuring biomes planned for Iceland Aldin Biomes will showcase a tropical environment and local food production methods, as well as a range of wellness offerings.

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news

NEW AUDIENCES

Louvre to begin offering cultural cruises

The French cruise company Ponant has partnered with the Musée du Louvre to create two new cruises in 2020 that will encompass a range of cultural attractions.

The itineraries of the cruises see the voyages interspersed with on-board talks by curators and department directors from the Louvre, as well as shore visits to sites such as the Acropolis in Athens and the Louvre Abu Dhabi.

The first cruise – scheduled to sail from Athens to Venice, Italy, between 14 and 23 August 2020 – is called The Cultural Jewels of the Adriatic. It will enable guests to discover the cultural and artistic treasures of Ancient Greece and the Adriatic region, taking in Kotor Bay and the Corinth Canal, as well as visits to the Acropolis, the Delphi archaeological site and Diocletian’s Palace in Split.

Onboard, to share their knowledge through a series of conferences, will be Jannic Durand, director of the Department of Decorative Arts at the Louvre, and Ludovic Laugier, curator in the Department of Greek, Etruscan, and Roman Antiquities.

In November 2020, the second cruise – The Treasures of the Persian Gulf – sets sail, leaving from Muscat in Oman on 19 November, and arriving at Dubai, via Qatar and Abu Dhabi, on 27 November.

MORE: http://lei.sr/Q4u2p_T

REDEVELOPMENT

Sydney Modern’s expansion plans under threat

Construction company Lendlease has reportedly withdrawn its initial bid to build the long-planned Sydney Modern expansion at the Art Gallery of NSW in Australia, submitting a revised bid for the project.

The AUS$344m (US$233m, €210m, £193m) project was first announced six years ago and has been funded mostly by the New South Wales (NSW) Government. However, when initially announced in 2013 the project carried a AU$400m (US$272m, EU244m, £224m) value, being revised up to AUS$450m (US$305m, €275m, £252m) a year later, and then pared back to AUS$344m to fit the funds available.

The design for the Sydney Modern expansion – a series of cascading glass boxes envisioned by Japanese architectural firm SANAA – has also been pared back in line with the budget restrictions.

MORE: http://lei.sr/g417R_T
Harry Truman presidential library and museum closes for US$25m transformation

The Harry S. Truman Library and Museum in Kansas City, Missouri, has closed to allow a year-long renovation, which it is hoped will see the facility reopen in time to coincide with the 75th anniversary of Truman becoming US president in 1945. Among plans within the US$25m (€22.46m, £20.46m) transformation are a new 12,000s ft (3,657sq m) permanent exhibition on Truman, along with upgrades to the visitor experience, including improved storytelling, enhanced interactive and technology-based experiences, and a comprehensive educational strategy.

Within the educational programme, Truman’s legacy will be used to teach young people about American history, the presidency and the importance of public service. There will also be increased and targeted community programming, including social and digital media engagement.

Truman was thrust into the presidency upon the death of Franklin D. Roosevelt shortly before the end of the Second World War.

More: http://lei sr/J9p8G_T
Lionsgate Entertainment World opens in China

Lionsgate Entertainment World (LEW), Asia’s first movie-themed vertical theme park, has opened during the first phase of Novotown, an integrated tourism and entertainment destination on the island of Hengqin in Zhuhai, China.

The 240,000 sq ft (22296 sq m) park, which opened on 31 July 19, was designed by Los Angeles-based experience design and production agency Thinkwell Group.

It plays host to more than 25 attractions based on several of Lionsgate Films most famous IPs including The Hunger Games, Twilight, Divergent, Gods of Egypt and Now You See Me.

The park partnered with CAVU Designwerks, Dreamcraft Attractions, Framestore and ETF to create the ground-breaking technology behind the new attractions, which include a virtual reality (VR) motorbike simulator, an indoor VR roller coaster and an innovative motion-based 3D cabin simulator experience.

Jenefer Brown, senior vice-president of Global Live & Location Based Entertainment at Lionsgate, said: “From escaping the Capitol, to braving the mental and physical challenges of Dauntless, to taking on a newborn vampire army with Jacob and the Wolf Pack, we can’t wait for fans to step into the worlds of their favourite films to create their own authentic adventures.”

MORE: http://lei.sr/C6r8r

We can’t wait for fans to step into the worlds of their favourite films

Jenefer Brown

IN-PARK TRANSPORT

Disney reveals details of new cable car network

Walt Disney World in Florida is to start operating its new cable car transit system from 29 September, with several of the gondola cabins sporting Disney character and film-themed wraps.

The Disney Skyliner gondola network will connect Disney’s Hollywood Studios, Epcot and four resort hotels: Disney’s Art of Animation Resort; Disney’s Caribbean Beach Resort; Disney’s Pop Century Resort; and the new Disney’s Riviera Resort, which is scheduled to open in December 2019.

A number of cabins have been decorated with fun graphic wraps, with characters such as Mickey Mouse, Minnie Mouse, Pluto and Chip & Dale represented, as well as stories such as Finding Dory, Haunted Mansion, Monsters, Inc., Pirates of the Caribbean and Ratatouille.

MORE: http://lei.sr/r9a3y_T

The park has more than 25 attractions based on Lionsgate IPs

A host of Disney characters are depicted on cable car wraps

The time-saving system will run alongside the existing monorail, watercraft and motor coach fleets that are accessible to guests

We can’t wait for fans to step into the worlds of their favourite films

Jenefer Brown

http://lei.sr/r9a3y_T

http://lei.sr/C6r8r

A host of Disney characters are depicted on cable car wraps

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Jenefer Brown
We think every great attraction should start with one of these.
Great Wolf plans overseas expansion

US waterpark operator Great Wolf Resorts has announced plans to open its first venture overseas, with the Great Wolf Lodge launching in Oxfordshire, UK, in 2022.

Great Wolf, which currently boasts 18 locations across North America, will submit a planning application for the project later this month, with construction on the £200m (US$242.8m, €217.8m) park scheduled to begin in 2020.

The proposed site is currently home to the Bicester Golf Course, half of which will be redeveloped to accommodate the 186,000sq m (2,000,000sq ft) development. According to the proposal, the resort will be anchored by an 8,800sq m (95,000sq ft) indoor waterpark, with an adjoining 5,000sq m (54,000sq ft) adventure park featuring a high ropes course, climbing wall, miniature golf, bowling and an arcade. There will also be a 500-bedroom hotel set over four storeys.

London-based architects EPR are lead designers for the project, with BMD providing landscape architecture, with consultancy DP9 handling planning. According to Great Wolf, the design will "reflect the nature of the site and its location in Oxfordshire".

Great Wolf says it expects to attract around 500,000 visitors to the park each year.

MORE: http://lei.sr/Z8F5Y_T

The resort will be anchored by an indoor waterpark, with an adjoining adventure park

MAJOR PROJECT

Major £10m aquarium planned for Northern Ireland

Proposals for a new £10m (US$12.48m, €11.21m) ReefLIVE aquarium in Belfast’s Titanic Quarter are to be put forward for approval, with hopes that the attraction will draw more than 300,000 visitors per year.

Designed by Ethos Design and Architecture, and with planning by consultants Turley, the aquarium would be situated opposite the Titanic Hotel on Queen’s Road, which is a short distance from the Titanic Belfast museum.

ReefLIVE, a UK company for which this is the first such project, said that Northern Island was chosen as the site of the aquarium because of rising public interest in marine life and the environmental issues facing species and habitats off the shores of Britain and Ireland, as well as worldwide.

MORE: http://lei.sr/P7E2E_T

The ReefLIVE aquarium has been designed as an aquarium for the 21st century

The ReefLIVE aquarium is expected to draw more than 300,000 visitors per year
SIMEX-IWERKS & MACGILLIVRAY FREEMAN

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

polinaquariums.com
SeaWorld reports strong first half results

SeaWorld has reported further growth in visitor numbers and revenue in its Q2 and half-year results, with total revenue reaching US$626.6m (£559.43m, £514.5m) for the first six months of 2019.

The company said that refined pricing, marketing and communication strategies, a positive reception to new rides, attractions and events, and a favourable calendar shift that moved Easter back later in 2019, were all contributors to its improved attendance results.

In the first six months of the year, 9.8 million guests attended the firm’s parks – up by 1.7 per cent on the first half of 2018 – giving it net income of US$15.6m (€13.93m, £12.81m) for the half-year, and Adjusted EBITDA of US$166.1m (€148.32m, £136.37m) – an increase of almost 34 per cent compared to 2018.

SeaWorld CEO Gus Antorcha said: "While we are pleased with our second quarter and first six months results, we have the opportunity to do a lot better. "We will continue to refine our pricing and marketing strategies to drive revenue, improve operating efficiencies and increase operating margins, and we are confident we will deliver the significantly improved financial results this company is capable of achieving."

MORE: http://lei.sr/n2z3j

Eco-attraction featuring biomes planned for Iceland

A new visitor attraction in the form of a massive biome complex is being planner near Reykjavik, Iceland.

The Aldin Biomes have just received planning permission and when complete, will showcase a tropical environment and local food production methods, as well as a range of wellness offerings, including barfus walks and yoga.

The 48,000sq ft (4,400sq m) structures, which will be owned by Spor í sandinn, have been conceived as a major landmark. They will be built on an elevated site, so they can be seen from the city.
France returns artefacts, funds €20m museum

A €20m (US$22.4m, £18m) loan from the French Development Agency (FDA) is to be used in the construction of a new museum in Abomey, Benin, which will house objects of art and cultural heritage that are being returned from France.

The museum to house the 26 artefacts will be situated at the Royal Palaces of the Kingdom of Dahomey – a Unesco World Heritage Site – and is due to open in 2021.

French President Emmanuel Macron pledged to return the items in November 2018, which are currently in the possession of Musée du quai Branly in the French capital of Paris. The collection includes a gold throne and various bronzes, which were taken from the West African nation towards the end of the 19th century.

“The return of the objects will allow us to build a new museum and make the royal palaces more economically sustainable,” said Gabin Djimass, tourism chief in Abomey, speaking to AFP, who added that the reclamation offered “a chance for the survival of the site”.

The €20m loan to develop the museum will make the 0.47sq km site more appealing to visitors. As part of the plans, prospective staff are being trained to ensure they have the skills to run the museum when it opens.

More: http://lei.sr/a9y6

The Royal Palaces of Abomey will be home to the €20m museum

Plans unveiled for London’s Horniman Museum revamp

The Horniman Museum and Gardens in London is seeking feedback on concept plans produced by Studio Egret West that are designed to make the museum more accessible, enhance the visitor experience and develop more income-generating opportunities.

The Grade II*-listed building opened in 1901 and houses around 350,000 objects, artefacts and specimens from around the world, with galleries that include anthropology, natural history, music and an aquarium.

Among the plans is a redevelopment of the Centre for Understanding the Environment (CUE) building, which the museum says has exceeded its 20-year design life. This would be replaced by a new garden arrival square that includes a shop pavilion.

More: http://lei.sr/C2W3C_T
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Wheel of fortune

The London Eye is set to lose its status as Europe’s tallest observation wheel, following the approval of plans to build the “Whey Aye”

Plans to build Europe’s tallest observation wheel in Newcastle, UK, have been given the green light by the local city council. The 140m-tall Whey Aye – named after a popular phrase in the local dialect pronounced ‘why eye’, meaning ‘yes’ – is being developed by the World Wheel Company and is set to stand five metres taller than The London Eye.

A major project
Designed by Concept I, the wheel will be built at on Spillers Wharf, on the river Tyne. It will form the centrepiece of the £100m The Giants on the Quayside development, which will include a family entertainment centre filled with trampolines, climbing walls, a skywalk and a separate café.

A ‘Giant Sports Deck’ will also be built, featuring a multi-purpose play and sports complex, with covered five-a-side pitches and tennis courts available for public hire, as well as a virtual golf club called The Quayside Golf Club.

Phase one of the development is set to include an 837sq yd (700 sq m) LED digital screen on the facade of the visitor centre, at the base of The Whey Aye, which will be used to communicate information about local culture and events as well as social events.

The idea of one of the world’s largest observational wheels operating here in Newcastle has captured people’s imaginations.
Original text:

Newcastle City Council’s planning committee granted the wheel and the associated buildings planning permission on 26 July – subject to conditions being met. A decision on the LED screen has been deferred to a future planning meeting.

Bringing in the crowds
“The idea of one of the world’s biggest observational wheels operating here in Newcastle has captured a lot of people’s imaginations,” said Ged Bell, Newcastle City Council’s cabinet member for employment and investment.

“The development has the potential to be a real game-changer for the city and the surrounding region, creating hundreds of jobs for local residents and attracting thousands of new visitors, which can only be good for shops, restaurants, cafes and local businesses.

“I am delighted that the planning committee has approved these exciting plans and I look forward to seeing this derelict site coming back to life over the coming months.”

Positive reception
The entire Giants on the Quayside development will cover 344,500 sq ft (32,000 sq m) in total and is expected to take 18 to 24 months to build.

“We have had an overwhelmingly positive response to our plans so far and hope this latest announcement will whet people’s appetites even further,” said Phil Lynagh, chief executive officer of World Wheel Company.

World Wheel Company has previously designed and built giant observation wheels in Suzhou, China and Tbilisi, Georgia.
IAAPA EXPO EUROPE 2019

Europe’s premium event for the visitor attractions industry has a new name – and will be the largest ever in 2019

The Euro Attractions Show has been rebranded as IAAPA Expo Europe ahead of this year’s event. With the name change, the show has grown further and the 2019 edition will be the largest in the event’s history.

SCALING UP
Held in the French capital Paris, IAAPA Expo Europe 2019 will be an all-encompassing event for the continent’s leisure and attractions industry professionals. Those in attendance will include operators, suppliers, manufacturers, investors, developers – and anyone wishing to engage with the global amusement community.

This year’s event is expected to attract more than 15,000 participants – of which around 9,000 will be buyers. In total, more than 600 companies from 100 countries will be represented at the expo.

With 17,500 net square metres of exhibition space, IAAPA Expo Europe will also feature the largest show floor in the show’s history.

“As one of the most visited cities worldwide, Paris is central to the attractions industry, offering an impressive collection of innovative parks, museums, and cultural sites,” says Jakob Wahl, Executive Director and VP of IAAPA EMEA. “This diverse market welcomes global attractions professionals for IAAPA Expo Europe for several days of buying, learning and networking. We want to offer attractions professionals the chance to be a part of the excitement and join their peers to discover more about the innovations and opportunities that will help them generate more revenue – and create memorable guest experiences.”

EDUCATIONAL EXCELLENCE
The event will offer 15 educational sessions, covering a wide range of important topics – from operations and creating guest experiences to communications and design.

Adding to these, there will be nine in-depth learning experiences. The specialty programme includes the IAAPA Institute for Attractions Managers at Disneyland Paris; a one-day Water Park Forum; and a IAAPA Safety Institute session at Parc Astérix.

As always, networking will play a key part at the event. This year, there will be six key networking events, during which delegates can mix with peers in a more informal setting.

To find out more – and to book your space, visit: iaapa.org/expos/iaapa-expo-europe.

IAAPA members receive reduced registration rates for the Expo. See you in Paris!

IAAPA Expo Europe will take place at Paris Expo Porte de Versailles
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EXHIBIT HALL HOURS

Tuesday, 17 September 10:00–18:00
Wednesday, 18 September 10:00–18:00
Thursday, 19 September 10:00–16:00

KEYNOTES AND EVENTS

Leadership breakfast
- Nicolas de Villiers, Puy du Fou

Future Feature: The Future of Disneyland Paris
- Daniel Delcourt, chief operating officer, Disneyland Paris
- David Wilson, Walt Disney Imagineering site leader of Disneyland Paris

Lunch and Learn: What’s next for the French attractions industry
- Laurent Bruloy, Président, Looping Group
- Benoit Chang, CEO, EuropaCity
- François Fassier, Director, Leisure Division at Compagnie des Alpes

Lunch and Learn: Eye on the Middle East and Africa attractions industry
- Bill Ernest, CEO, SEVEN
- Sabine Lehmann, Executive Director, Attractions Africa
- Bianca Sammut, General Manager, Ferrari World Abu Dhabi

... and many more

CLICK HERE for more information and to register
The Museum of Underwater Art (MOUA) – a series of inter-tidal and fully submerged galleries planned for the Great Barrier Reef region of Queensland, Australia – is due to open in December on the coast at Townsville.

**Coral galleries**

Ocean Siren will be a solar-powered sculpture of a young girl, which uses live temperature data supplied by the Australian Institute of Marine Science to give a visual representation of rising sea temperatures through the use of changing colours.

A second phase of the museum will be the Coral Greenhouse, situated in the heart of the Great Barrier Reef. This will be a 12m-high underwater museum that will convey messages about the threats to oceanic marine systems.

Part of creating an underwater museum is about changing our value systems

Jason deCaires Taylor

The Ocean Siren sculpture of a young girl will use live temperature data to show rising sea temperatures
The museum seeks to encourage environmental awareness and increase knowledge of marine ecosystems

The museum galleries are being designed by British sculptor and environmentalist Jason deCaires Taylor, with funding from the Australian and Queensland governments and corporate partners. There will be installations at Townsville, Magnetic Island, Palm Island and throughout the Great Barrier Reef region.

Taylor said the museum – which has been more than two years in the planning – will convey messages about the threats to oceanic marine systems and humanity’s deep-rooted dependency on the sea.

“The museum seeks to encourage environmental awareness, increase knowledge of the world’s marine ecosystems and help instigate social change whilst leading visitors to appreciate the breathtaking natural beauty of the Great Barrier Reef,” he said.

“Our oceans are going through rapid change, and there are huge threats, from rising sea temperatures to acidification, and a large amount of pollution entering the system.

“Part of creating an underwater museum is about changing our value systems.”
Legendary Entertainment brings guests face-to-face with Kaiju in new Pacific Rim immersive dark ride

Legendary Entertainment has partnered with Trans Studio Cibubur to create Pacific Rim: Shatterdome Strike, an immersive theatre dark ride experience for the hotly-anticipated Trans Studio Cibubur theme park in Jakarta, Indonesia.

The dark ride, billed as a ‘next generation’ ride experience, is believed to be one of the first in the world to combine a 3D film experience with elements of live theatre, as well as immersive environments and motion-based ride technology.

With an approximate running time of 20 minutes, the ride will take guests on a thrilling adventure through four specific zones in the Pacific Rim universe. Riders will come face-to-face with three deadly Kaiju – a Japanese cinematic term for gigantic monsters that attack major cities – each with their own unique powers.

The ride will begin at the launch ceremony of Storm Garuda, the Pan Pacific Defense Corp’s (PPDC) Mark VII Jaeger, a giant humanoid weapon used to fight the Kaiju. Guests will be able to experience the thrill of piloting the Storm Garuda, through the combination of 3D film sequences, practical effects and state-of-the-art ride vehicle technology.

Designed by Legacy Entertainment’s creative team, the ride is designed to add to the Pacific Rim universe with the addition of new Jaegers and Kaiju.

Drew Von Bergen, manager of Franchise Management at Legendary Entertainment, said: “We’re delighted to work with Trans Studio on ‘Pacific Rim’. Their commitment to quality has made for an experience that will thrill and delight parkgoers.”
Gantner to partner with Coventry Transport Museum

The Coventry Transport Museum has announced a new partnership with ticketing software company, Gantner.

As part of the deal Gantner will implement its access control and ReCreateX POS software systems, which offer a complete automated software solution for sales, membership and visitor-tracking, throughout the museum.

The museum, which attracts more than 360,000 visitors a year and is home to two of the fastest cars in the world, has recently introduced annual admission charges, and will use part of the additional income to refresh and enhance the attraction.

New additions to the museum will include an exciting new programme of temporary and touring shows from around the world, the first of which will be a highly immersive exhibition designed to inspire visitors of all ages and abilities to move and play. Admission will remain free for Coventry residents, thanks to GOCV cards supplemented by Coventry City Council. Gantner developed a bespoke integration within the ReCreateX system to support the GOCV cards.

ReCreateX has been designed to deal with high traffic locations and events.

Whitby Abbey project a significant milestone for Marcon

Marcon, a fit-out specialist based in Northern Ireland has been appointed by English Heritage to complete a site-wide interpretation scheme at Whitby Abbey, North Yorkshire.

Located on the Whitby headland, the dramatic abbey is an iconic landmark that has attracted visitors to the site for more than 1,500 years.

It is also the setting for Bram Stoker’s Dracula and has provided inspiration for other cultural icons – including children’s author Lewis Carroll, creator of Alice’s Adventures in Wonderland; romantic landscape painter and watercolourist JWM Turner; and Cædmon – considered one of the first English poets.

Working closely with London, UK-based design firm Drinkall Dean, Marcon will be responsible for completing the detail development, manufacture and delivery of the museum’s visitor centre. The project will include graphics, audio visual hardware and the co-ordination of all work-packages.

Mark O’Connor, director of Marcon, says: “The sheer variety of projects within the heritage fit-out sector makes it a challenge and really enjoyable industry to work in.”

“Securing our first project with English Heritage is a significant milestone for the company and we are looking forward to working with the entire project team to complete the new exhibition at Whitby Abbey.”
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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.
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