

# Attractions

## MANAGEMENT NEWS

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19 FEBRUARY 2020 ISSUE 150

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## DXB announces AED855m park losses

DXB Entertainments, which runs Dubai's Legoland, Bollywood and Motiongate theme parks, has posted a loss of AED855m in its latest financial results.

However, the company was undeterred despite the an AED855m (US\$232.8m, €213.3m, £180m) deficit for 2019, with the entertainment giant insisting the large adjusted net losses for the year were still an improvement of around 15 per cent on 2018's figures, even with reduced attendances in 2019 compared to the previous year.

DXB also pointed out the fourth quarter of 2019 saw the company make its first-ever quarterly profit before earnings of AED2m (US\$540,000, €500,000, £420,000), while earnings for the full year were a loss of AED149m (US\$40.6m, €37.2m, £31.4m) – a 38 per cent improvement on 2018.

DXB attributed the improved numbers to an efficiency and cost



■ Legoland Dubai is part of DXB Entertainments

optimisation programme, implemented following previous troubling results, with the company saying it expects to realise further gains this year.

"Our efficiency programme is delivering good results. We expect profitability in late 2020," said Mohamed Almulla, DXB CEO and managing director.

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**We expect profitability  
in late 2020**

Mohamed Almulla

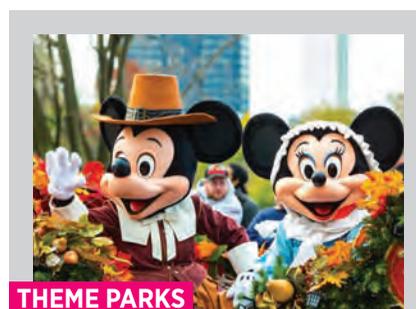


**MUSEUMS**

**Tom Hanks reveals opening date for "Hollywood museum"**

US\$388m attraction set for December 2020 launch

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**THEME PARKS**

**Yikes! Ticket price hikes at Disney's California parks**

Revised pricing structure puts squeeze on family fun

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## SeaWorld CEO **Sergio Rivera** has been busy ensuring his company phases out 'demeaning, circus-style shows'

SeaWorld has announced it will cease the practice of trainers riding on dolphins in its shows.

Animal protection group PETA is a shareholder in SeaWorld, giving it the opportunity to apply pressure from within the organisation.

It made the call for SeaWorld to cease using dolphins for "demeaning circus-style shows" in a shareholder proposal.

"As part of its transition to more education-focused animal presentations, the company has already made the decision to phase out the two behaviours referred to in the proposal," said SeaWorld's Sergio Rivera, chief executive officer, adding



■ SeaWorld chief executive officer Sergio Rivera

**"SeaWorld is transitioning to education-focused animal presentations"**

trainers no longer surf on dolphins' backs in any of its locations, and will cease

shows with trainers standing on dolphins' snouts "within the next few months."

SeaWorld's treatment of cetaceans has been under the spotlight for a number of years. In 2010 an orca called Tilikum killed a trainer at SeaWorld Orlando, which was followed by a 2013 documentary, *Blackfish*, about the killer whale. Three years later the company announced it was to stop its orca breeding programme. Tilikum died in 2017, after 30 years in captivity.

Despite stopping the practice, SeaWorld says contrary to PETA's assertions, it does not believe the activity is harmful to its dolphins and safety of the animals under its care are "central to the company's mission."

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## Artist **Tracey Emin** reflects on building work delays pushing back the opening of Oslo's £250m Munch Museum



■ Tracey Emin pays tribute to her 'hero' Edvard Munch

The opening of the hotly-anticipated £250m Munchsmeet (Munch Museum) in Oslo, Norway, featuring British artist Tracey Emin's opening exhibition, has been delayed.

The museum, celebrating the life and work of renowned Norwegian Expressionist Edvard Munch, was set to open in June, but is now scheduled to open later in the year after delays caused by a failure of the internal climate system to meet regulation standards,

**"The upside for me is the longer the delay the longer I have to enjoy the Munch archive"**

as well as unexpected issues in the delivery of the fire and security doors.

"The building is such a massive project, it's simply delayed. We're just working out the logistics," said Emin, speaking to *The Art Newspaper*.

"The upside for me is, the longer the delay, the longer I have to enjoy the Munch archive."

Emin's exhibition will explore the parallels between both artists work and Emin's relationship to her 'hero' Munch.

Emin also created a 9m (30 ft) bronze sculpture of a kneeling woman, entitled *The Mother*, inspired by her own mother, which will be permanently installed outside the museum in October.

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■ Myron Pincomb: families need understanding from attractions

**"Our certification programme ensures each park is committed to long-term growth and understanding"**

## Myron Pincomb commends Six Flags for Autism Center status

Six Flags will become one of the first theme park operators to earn Certified Autism Center (CAC) status across all 26 of its locations.

CAC status is awarded by the International Board of Credentialing and Continuing Education Standards (IBCCES). It aims to make visitor experiences easier and more comfortable for guests with Autism Spectrum Disorder (ASD) or sensory sensitivities, who can become distressed when visiting new places.

It requires that at least 80 per cent of customer-facing staff at Six Flags complete a

training programme through IBCCES that will focus on understanding ASD, guest experience and safety, as well as offering strategies to foster effective communication.

Myron Pincomb, board chair at IBCCES, said: "Families need more communication and understanding from parks and other attractions, so they can make those memories together that we all cherish. In some cases, small changes can make a huge impact, and our certification programme ensures each park is committed to long-term growth and understanding."

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## Sandra Harris uses stark lessons from the Holocaust to address bias, bigotry and hatred in St Louis, Missouri



■ Sandra Harris aims to push positive community dialogue

The St Louis Holocaust Museum in Missouri, US, has announced a new US\$18m (€16.6m, £13.9m) project to deliver a facility intent on promoting positive community dialogue.

The centre is trebling its existing space, while enhancing its ability to engage with visitors and the regional community. As well as artefacts, the museum uses a collection of more than 230 oral histories to help visitors to understand the Holocaust from different perspectives.

**"This facility will allow us to inspire dialogue and actionable positive change"**

"Using the lessons of the Holocaust to address bias, bigotry and hate is important locally, nationally and around the world," said Sandra Harris, executive director of the St Louis Holocaust Museum & Learning Center. "This significant community asset will be expanded to enable us to facilitate critical conversations with more people in our community

to inspire dialogue and actionable positive change." Funding for the project is being raised through a capital campaign, with support already coming from individuals, corporations and foundations, as well as a grant of US\$750,000 (€693,000, £583,000) from the National Endowment for the Humanities.

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## Coronavirus outbreak impacts Asian theme parks, reveals Christine McCarthy, Disney's chief financial officer

Disney has predicted that the coronavirus outbreak will cost its parks division an estimated US\$280m (£214.5m), after the operator shut down both its Shanghai and Hong Kong resorts as a result of the deadly quickly-spreading virus.

Coronavirus, which originated in Wuhan, situated in Hubei province, has forced the closure of a large number of attractions in China, as authorities try to halt the spread of the outbreak. The country has more than 24,300 confirmed cases in China alone, with 25 other countries also reporting infected patients.

The closures are directly affecting a quarter in which



■ Christine McCarthy, Disney's chief financial officer

**"The closure of Disney parks in Shanghai and Hong Kong will negatively impact financial results"**

Disney would typically see strong attendance in its Asian parks, due to the timing of

the Chinese New Year.

"The recent closure of our parks in both Shanghai

and Hong Kong, due to the ongoing coronavirus situation, will negatively impact second quarter and full-year results," said Christine McCarthy, Disney's chief financial officer.

"At Shanghai Disney Resort, we currently estimate the closure of the park could have an adverse impact on Q2 operating income of approximately US\$135m (£103.4m).

"At Hong Kong Disneyland, we currently estimate the closure of the park could have an additional adverse impact of US\$40m (£30.6m).

In its latest earnings report, Disney revealed operating income was up 9 per cent to US\$2.3bn.

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■ Railway museum designs have impressed Karen Livingstone

**"I am pleased teams have taken seriously our aim to create a sustainable building, open for all"**

## High quality design proposals impress **Karen Livingstone**

Five proposals have been shortlisted for the design of York's National Railway Museum's Central Hall, thrilling the judges in the process.

A total of 76 entries were received, before a jury whittled them down to the shortlist of five talented finalists for the design competition run in partnership with Malcolm Reading Consultants.

The proposals for a £16.5m, 4,500sq m (48,400sq ft) centrepiece building to provide a new entrance space and integrate the museum estate impressed Karen Livingstone, director

of masterplan and estate for the Science Museum Group, of which the National Railway Museum is part, who said: "I'm thrilled with the responses from all the finalist teams, which have exceeded our expectations in their variety and imagination.

"All five have offered intriguing takes on form and materials.

"I am particularly pleased that all five teams have taken seriously our ambition to create a sustainable building, which will be open for all, and be part of the landscape of this historic site."

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MUSEUM

# Tom Hanks reveals Hollywood museum

Hollywood icon, Tom Hanks, has announced that the long-awaited opening of the Academy Museum of Motion Pictures will take place later this year.

The iconic Hollywood site will boast a 300,000sq ft (91,440sq m), six-floor facility, which has views of the Hollywood Hills and iconic Hollywood sign, has been designed by architect Renzo Piano, and features a 1,000-seat theatre named after David Geffen.

It is the first large-scale museum in the US entirely dedicated to the art, science, craft, business and history of film, with 50,000sq ft (15,240sq m) of galleries, theatres, project spaces, an

outdoor plaza, rooftop terrace, education studio, event spaces and a restaurant.

"It's going to be a very big deal," said Hanks at the 92nd Academy Awards.

The Academy has a collection of 12m photographs, 190,000 moving image items, 80,000 screenplays, 61,000 posters and 104,000 pieces of production art. Among key objects are Dorothy's ruby slippers from The Wizard of Oz, a typewriter used to write the screenplay for Alfred Hitchcock's Psycho and the only surviving shark mold from Jaws.

The opening date will be 14 December 2020.

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■ The Academy Museum of Motion Pictures is behind the plans



**It's going to be a very big deal**

Tom Hanks

RAILWAY

# £1.1m helps Snowdon railway reduce carbon footprint



**This is just the beginning**

Mike Robertshaw

Heritage Great Britain (HGB) has announced plans to invest £1.1m in hybrid diesel locomotives at its Snowdon Mountain Railway attraction in Snowdonia, Wales, in a bid to reduce its carbon footprint.

The new locomotives, developed by Clayton Equipment, will come into service in May, running alongside the traditional steam and diesel trains. They will be driven by maintenance-free electric motors and powered by a traction battery and a diesel generator.

"We are extremely proud of the development of our new Hybrid Diesel



■ Snowdon railway gets new hybrid trains

Locomotives," said Mike Robertshaw, senior engineering manager at Snowdon Mountain Railway.

"This is a significant investment in new technology which will not only allow us to carry more passengers but also allow us to help the environment. This is just the beginning," he added.

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HERITAGE

# Youth heritage programme wins funding

The UK Government has earmarked £1.3m (US\$1.7m, €1.5m) towards a scheme aiming to involve young people in heritage, through a new grant to the National Lottery Heritage Fund's "Kick the Dust" programme.

Kick the Dust is a programme of 12 large scale projects running across the UK intended to make heritage relevant to young people aged 11 to 25.

The scheme was launched with an original £10m investment allocated to the projects by a team of 15 young people called Dustkickers.

Projects in the Kick the Dust programme include "Keeping it Wild" with the London

Wildlife Trust, Ignite Yorkshire, and Scotland 365 with National Museums Scotland.

The money is part of a new £7m (US\$9m, €8.3m) Youth Accelerator Fund from the UK government's Department of Digital, Culture, Media & Sport, which has been set up to address urgent needs in the youth sector.

"This fantastic investment will build on the strong partnerships flourishing through our Kick the Dust programme," said Eilish McGuinness, executive director at The National Lottery Heritage Fund, adding: "Young people can really benefit from the collaboration's approach."

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■ Digital Makers Club from Northern Ireland have benefitted



**Young people can really benefit from this collaboration**

Eilish McGuinness

THEME PARKS

# Disney breaks the US\$200 price barrier at California parks



**We offer the best entertainment bar none**

Bob Iger

A single-day ticket to Disney's California theme parks can now cost more than US\$200 (£154).

Disney revised its pricing structure, introducing an extra two tiers to the previous three tiers, based on peak tourist dates, including weekends and major holidays.

Solo "hopper" tickets, which allow the holder to visit Disneyland and the Disney California Adventure Park, now cost between US\$159 to US\$209. Five-day solo hopper tickets now cost US\$415.

Disney insisted a visit to its parks was "the best value in entertainment



■ Price hikes at Disney's California attractions

bar none," adding admission prices to its parks were comparable to those for a three-hour sporting event, Broadway play or concert, but explained that a typical day at Disneyland can last around 15 hours.

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ENTERTAINMENT

# Saudi Arabia 'giga project' Qiddiya gears up

Construction at Qiddiya – the site earmarked as Saudi Arabia's future "capital of entertainment, sports and the arts" – has moved into a new phase, with the appointment of Saudi road construction company Abdul Ali Al-Ajmi to undertake a 12-month ground preparation project.

The work will involve landscaping seven million cubic metres of earth, across a combined area of more than four million square metres. This land will become the resort core and city centre of the overall 334sq km (208sq m) site.

It will require the deployment of more than 500 pieces of major earthmoving equipment, as well as 4,000

tonnes of steel and 30,000 cubic metres of concrete for storm-water management, to make the area ready for the next stages of development.

Located near to Riyadh, Qiddiya will offer activities based around five cornerstones: sports & wellness; nature and environment; parks and attractions; motion and mobility; and arts and culture.

There will be a Six Flags theme park, sports arenas suitable for international competitions, academies for sports and the arts, concert and entertainment venues, a racetrack for motorsport, outdoor and adventure activities.

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■ Qiddiya set to be entertainment and arts hub for Saudi Arabia



**Qiddiya will unlock my love of the arts**

Sultan, 42

INSIGHT

# Delaware Museum of Natural History seeks £7.6m for revamp



**People will be inspired to uncover natural wonders**

Halsey Spruance

The Delaware Museum of Natural History in Wilmington, Delaware, has announced the launch of the Museum Metamorphosis capital campaign – a fundraising scheme aiming to raise US\$9.8m (£7.6m) to invest in a major redesign of its galleries and public spaces.

With more than half of the budget raised so far, work is expected to begin in early 2021, with an opening set for 2022.

The museum intends to move away from taxidermy exhibits.

Halsey Spruance, executive director, said: "By switching from static,



■ Delaware Museum – aiming to inspire

taxonomy-based dioramas to interactive, exosystem-base areas, the new museum will inspire people to discover, examine and uncover the wonders of science in the natural world."

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**SPACE DESIGN**

# Philippe Starck helps to design space station

The National Aeronautics and Space Administration (NASA) has chosen a team led by Axiom Space with design by Philippe Starck to create a commercial space station that will host professional astronauts and private explorers.

Starck produced initial designs for a habitable pod on a node on the International Space Station (ISS).

"A space station is ruled by a fundamental law: zero gravity," explained Starck, adding: "Unlike terrestrial life constraints, life in space is a multi-directional freedom.

"My vision is to create a comfortable egg, friendly, where walls are so soft and in harmony with the

values of movements of the human body in zero gravity.

"This dematerialisation shall be a first approach to infinity.

"The traveller should physically and mentally feel their action of floating in the universe."

The Axiom Segment will feature a number of aspects including research and manufacturing facilities, crew quarters and a "large-windowed Earth observatory" through which visitors will be able to look back at their home planet.

It will also increase the usable and habitable space of the ISS as well as facilitate new means of research when the ISS is ultimately retired.

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■ A Starck future in space: Phillippe's plans are out of this world



**Life in space has a multi-directional freedom**

Phillippe Starck

**BUILDING**

# Niall McLaughlin Architects to boost Somerset House



**This will create a world class performance space**

Jonathan Reekie

From a talented field of 69 entries, Niall McLaughlin Architects have been chosen to design a new, multi-purpose auditorium and public space for the arts centre at London's Somerset House.

The process saw eight candidates shortlisted from a total of 69, including Adjaye Associates, Barozzi/Veiga with DRDH, David Chipperfield Architects, Flores Prats with AOC Architects, Haworth Tompkins with Citizen's Design Bureau, Snohetta with Orms, Studio Seilern before Niall McLaughlin Architects triumphed.

Built by Sir William Chambers during the mid-to-late 1770s, the current



■ Somerset House will get a new arts centre

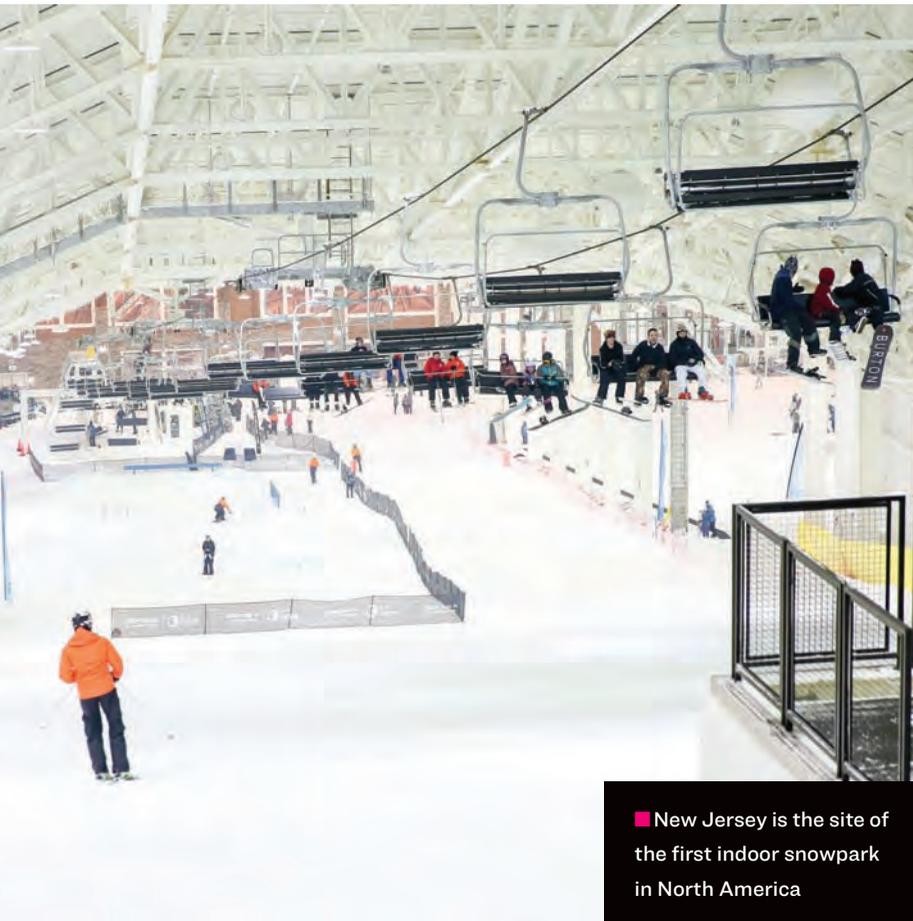
neoclassical building has a rich history and courtyards that are counted as being on par with, or even exceeding the most beautiful anywhere in Europe.

The jury, including Somerset House director Jonathan Reekie, said it would "create a world class space."

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# American Dream complex

A rich mix of leisure, entertainment and retail is raising expectations in New Jersey



■ New Jersey is the site of the first indoor snowpark in North America

American Dream is not just about the shopping, we see ourselves as a community of inclusivity and diversity - like a neighbourhood

The final retail and dining offerings are due to open next month in the vast American Dream leisure, entertainment and retail complex in the US state of New Jersey.

Developed by Triple Five Group and designed by Gensler, the site covers 3,000,000 sq ft (280,000sq m), with more than 450 stores and 15 attractions.

Don Ghermezian, president of American Dream says their mix of leisure, entertainment and retail elements are a key part of Triple Five's approach.

"For 35 years, Triple Five Group has embraced the concept retail cannot exist without entertainment and experiential elements, and American Dream will further raise the bar," he explained.

"Guests will experience something completely unique each time they visit.

"It will be the realisation of their wildest dreams."

Some of those dreams will come to life in the six huge atriums of the complex, which will house a hub for live events and social gatherings.

Big SNOW is said to be the first indoor snowpark in North America, with DreamWorks Water Park believed to be the largest indoor water park in the region. There is also Nickelodeon Universe Theme Park which is claimed to be the largest indoor theme park



■ Get ready for the American Dream made manifest in New Jersey

## The architecture of the American Dream project is uniquely linked to the visitor experience

in the western hemisphere.

In addition there will be an NHL-sized ice-skating rink, a performing arts theatre, a kids' activity centre, a luxury cinema, a 300ft (91m) observation wheel overlooking Manhattan, a Sea Life Aquarium, a Legoland Discovery Center, a climbing centre and two 18-hole miniature golf courses.

### Discovery and excitement

"The architecture of the project will be linked to visitors' experience," said Joseph Lauro, managing director and principal at Gensler.

"With a destination as large as American Dream, it was important to design a circulation path that guides people to where they want to go while also integrating unexpected moments of excitement and discovery along the way.

"From site-specific art installations to an indoor meadow where rabbits

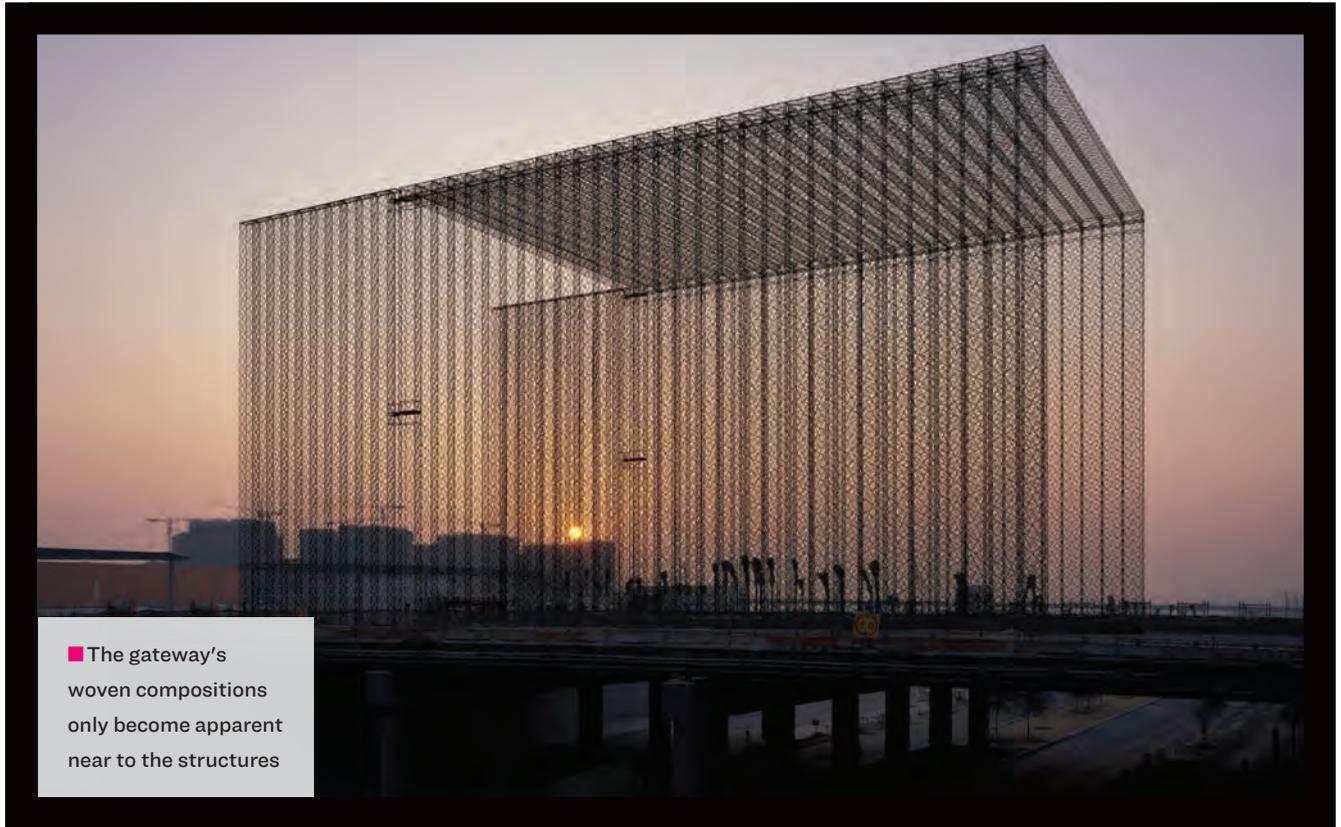
roam, these surprises enhance the visitor journey rather than direct guests down a straight corridor. We also had to balance creating an intimate, personal experience while conveying the complete entertainment offering that is available since it makes up more than half of the complex. With retail being ancillary to the attractions, the stores around each entertainment offering were curated to complement the experience."

While work on the proposals stalled a number of times since developers first broke ground on the site in 2004, Ken Downing, Triple Five's chief creative officer, hailed the offerings.

Speaking to footwear website *FN* he explained: "American Dream is not just about shopping and it's not just about the stores. We're more than a retail centre. We see ourselves as a community of inclusivity and diversity, like a neighbourhood."



■ The destination covers 3,000,000 sq ft (280,000sq m), with more than 450 stores and 15 attractions



■ The gateway's woven compositions only become apparent near to the structures

# Dubai's gateway to the future

Portals for Expo 2020 Dubai are woven entirely from strands of ultra-lightweight carbon fibre composite



■ Designer Asif Khan

**T**hree huge entry gateways for Expo 2020 Dubai, designed by Asif Khan, will welcome visitors onto the site from 20 October, with a futuristic exploration of the traditional mashrabiya.

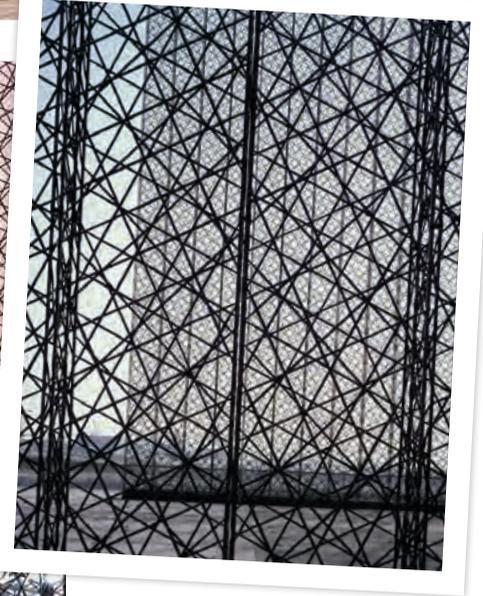
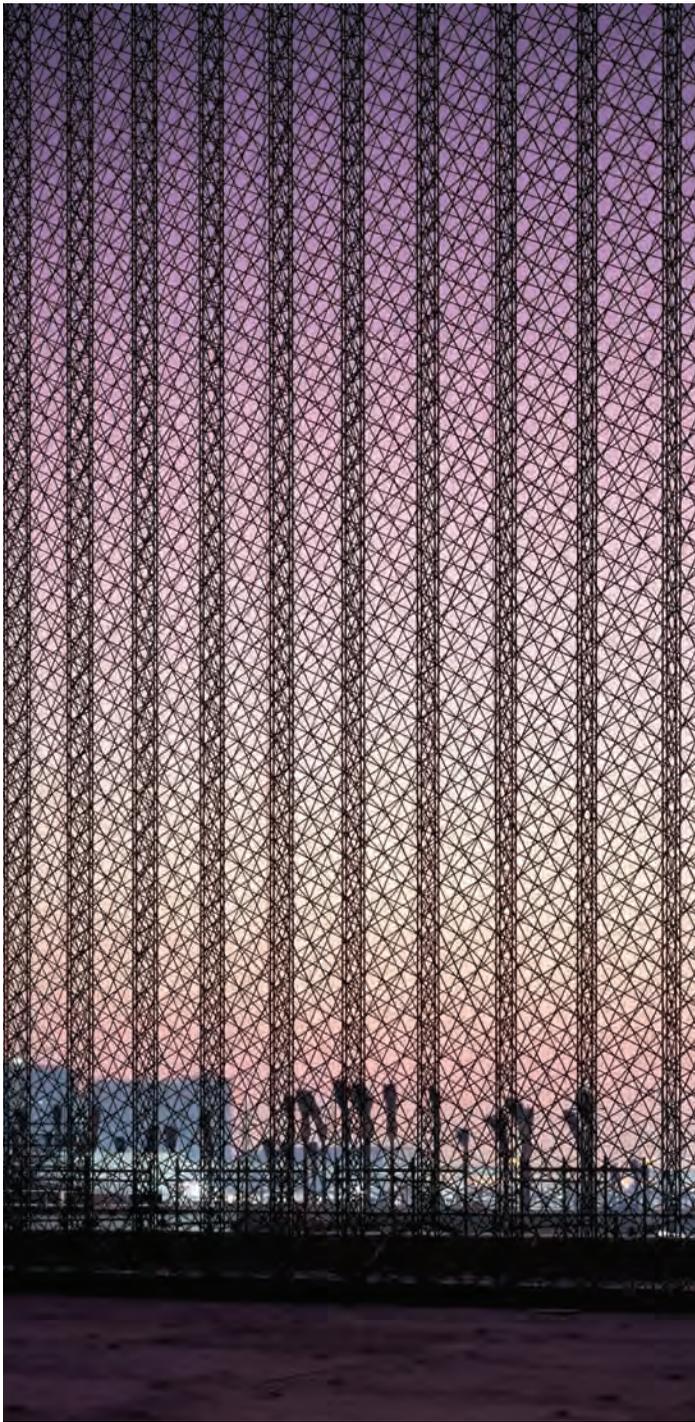
Mashrabiya are a decorative, projecting window often used to control light and airflow that are typically found on Arabic residences.

Khan's Expo Entry Portals, which are part of his wider work on the expo's realm, are said to be inspired by the

aesthetic of the region and are the result of a three-year iterative design process working with a specialist manufacturer.

The self-supporting portals are woven entirely from strands of ultra-lightweight carbon fibre composite, the strength of which allows for dimensions of 21m (69ft) high and 30m (98ft) long.

Their woven composition only becomes apparent in close proximity, while from further away it is suggested they appear to be composed of translucent panels. The geometric pattern provides not only



■ "I hope these portals leave visitors with an unforgettable experience," says designer Asif Khan

structural strength but also material efficiency, wind permeability, shading and also speed of manufacturing.

### Capturing transcendental moments

The portals feature two large doors each measuring 21m (69ft) high and (34ft) wide which will be opened every morning of the 173 days of Expo 2020 Dubai "in a symbolic act of welcoming the world." Khan's work on the wider public realm will see the creation of a 6km (4mi) linear park alongside a running track, walking paths of



The portals are a celebration not only of UAE's heritage, but also the future

soft and hard materials and places to rest. Khan said: "The portals will be the first and last encountering moment for all who make the journey to Expo 2020 Dubai, and these capture transcendental moments the region is experiencing as it hosts its first world expo.

"It is a celebration not only of UAE's heritage, but also the future and invites visitors to immerse themselves in Islamic culture. Designing the public realm for Expo 2020 Dubai is a seminal moment for my practice."



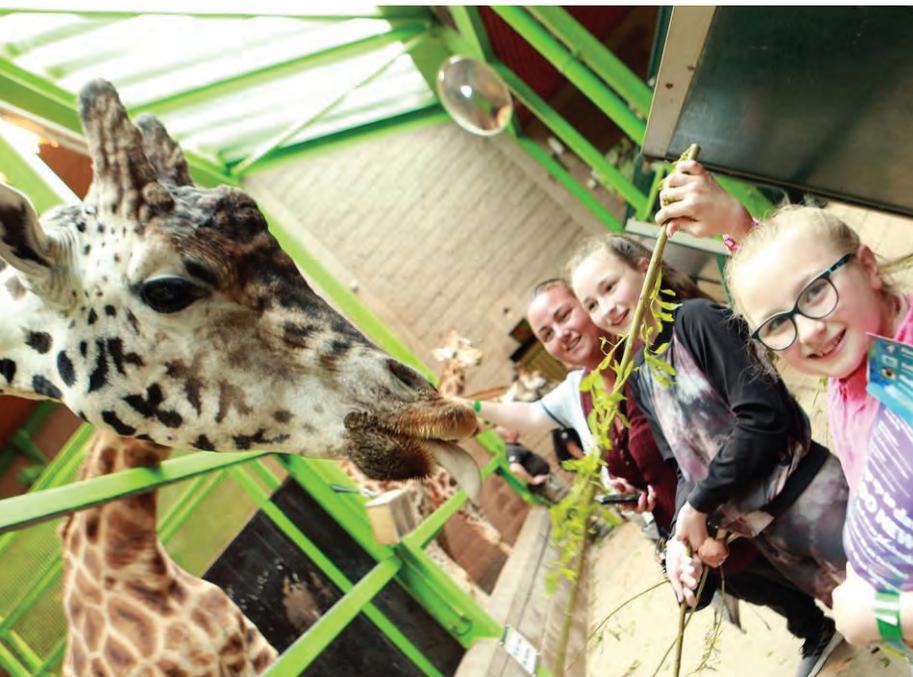
This approach is far from locking up Belfast Zoo and throwing away the keys

Councillor Conor Maskey



## Walk on the wild side

Proposals to ban caged animals at Belfast Zoo have created controversy as opponents clash over plans

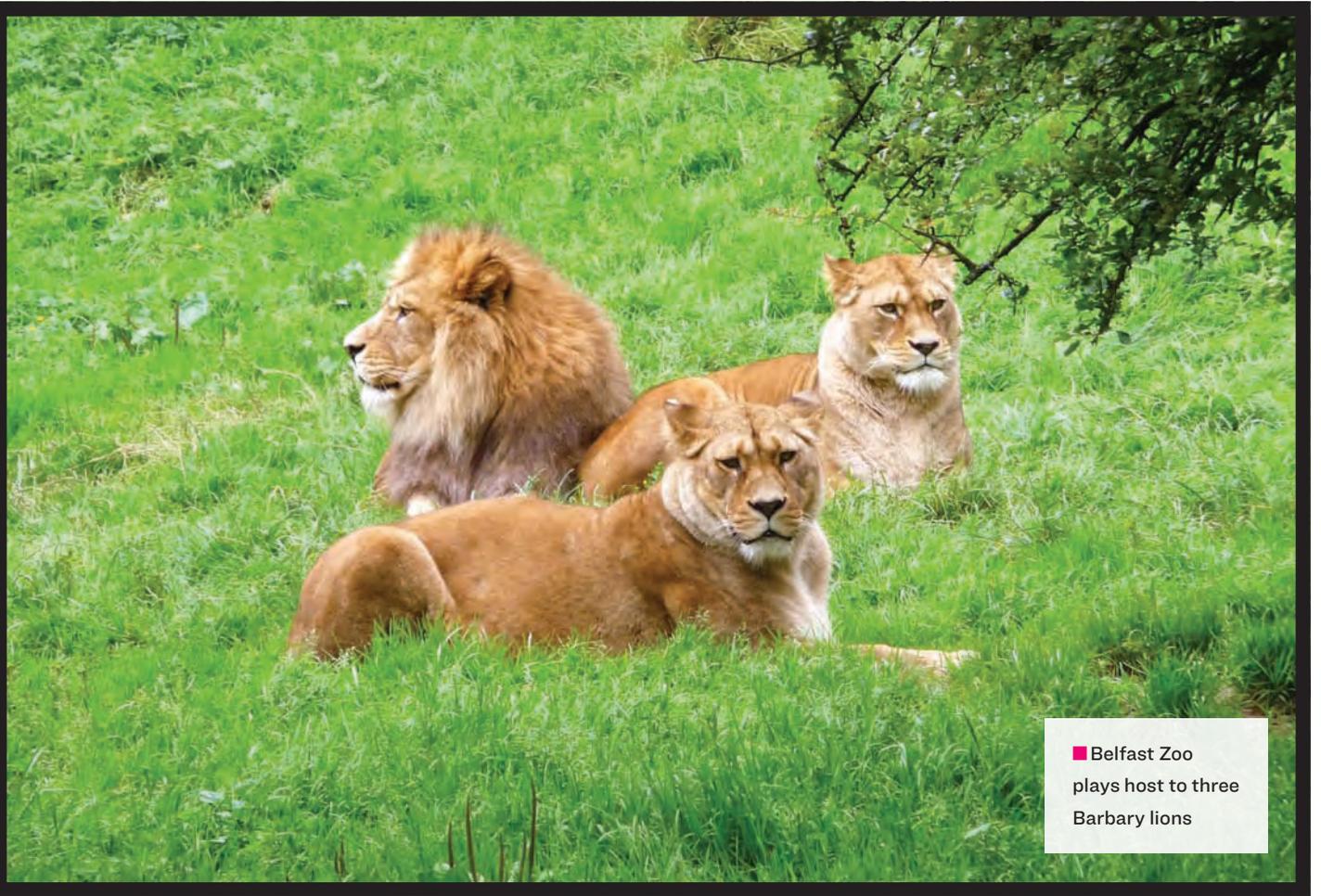


■ Youngsters enjoy Belfast Zoo - but for how much longer in its current format?

**T**he future of Belfast Zoo is uncertain after a motion has been tabled by a councillor to phase out the display of caged animals and return the animals "to their natural habitats." While the plans proposed by Sinn Fein councillor Conor Maskey envisaged transforming the zoo into a "world-class visitor attraction by 2025", opponents are up in arms.

There was criticism of the motion from rival political groups on the city council, as well as from trades unions and animal welfare bodies. Among the 600-plus animals kept at Belfast Zoo is a pride of Barbary lions, which no longer exist in the wild.

A statement from The European Association of Zoos and Aquaria, reported by *ITV News*, referred to Belfast Zoo's "impressive" record on conservation, and said reintroducing



## “ We cannot support this proposal to effectively close the zoo. The plans lack reality and fail to recognise its importance ”

the animals to the wild would result in "unavoidably high" mortality rates.

It also added Sinn Fein plans showed no understanding of these principles and gave no intention of engaging with experts in the field.

In his proposal, councillor Maskey gave a commitment to secure all existing jobs at the zoo, also insisting: "Ratepayers of this city subsidise the zoo by £2.5m per year. Savings could provide substantial funding for much needed regeneration of the city and create jobs while attracting more visitors.

"The five-year transitional period will enable the council to safely return animals to their natural habitats in a carefully crafted phased approach."

### Opposition to plans

However, the DUP's George Dorrian, confirmed his party's opposition

to the motion after the councillor spoke with union officials.

"We cannot support the Sinn Fein proposal to effectively close the zoo. It's a gross misrepresentation, writing about 'caged animals' and lacks reality by proposing to return animals to nature."

"It also fails to recognise the zoo's important role in education and in international breeding programmes for both indigenous and rare and endangered species." He added trade union officials had made it clear staff at the zoo "take great exception to the suggestion by Sinn Fein that animals are being treated cruelly at the zoo."

Councillor Maskey later criticised opponents 'silly reactions', telling the *Belfast Telegraph* his approach was "far, far, far, from locking up the zoo and throwing away the key."



Controversial proposals on the future of Belfast Zoo by councillor Conor Maskey have prompted outrage from the DUP's George Dorrian (above).

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## Tempest helps bring history to life at Festung Xperience, says Björn Seeger



● Björn Seeger, Tamschick Media + Space

Tamschick Media + Space, a Germany-based interdisciplinary media firm, has created a new projection mapped storytelling experience at The Festung Xperience at Dresden Fortress, a neo-renaissance castle dating back to the 16th century, in Dresden, Germany.

Taking guests on a 500-year journey through the fortress' history, the experience features precision mapped content projected onto the metre-thick sandstone walls of the fortress.

Rather than museum exhibits, the experience features AV displays with projections

and audio from a cast of historic characters, such as Maurice, Elector of Saxony and Johann Friedrich Böttger, the first European to create hard-paste porcelain.

It is powered by 29 laser phosphor projectors, with most of the projectors being supplied by Epson, with a 1080p and WUXGA display. The projection design was created by engineer firm Planungsbüro Seeger, while Tempest, a manufacturer of projection enclosures, supplied custom enclosures to protect the projectors and control noise levels.

"Ensuring projectors operated successfully was a challenge, and I'm delighted that Tempest could meet all requirements – in respect to dust protection, noise level, size and weight, as well as the primary role of protecting the projectors in these conditions," said Björn Seeger, technical consultant for Tamschick Media + Space.

"All 29 projectors have individual projection geometry. It was a hard task to put together designs for lenses, throws and warping," he added.

ATTRACTIONS-KIT KEYWORD

TEMPEST



## Magic Memories delivers exciting guest benefits at Ruby Falls, says **Kara Van Brunt**



● Kara Van Brunt, Ruby Falls



**M**agic Memories, a New Zealand-based content specialist, has announced a new partnership with natural attraction Ruby Falls.

Ruby Falls, located 1120 ft (365m) beneath Lookout Mountain in Chattanooga, Tennessee, is home to a series of underground cascading waterfalls, including one of the tallest and deepest underground waterfalls open to the public.

As a result of its new partnership, Ruby Falls will now offer a new digital media package for guests to purchase.



● Magic Memories places guests at the heart of Ruby Falls with new video

It includes a video that places guests at the heart of the attraction, positioning them in front of the waterfall during a spectacular light show.

"Magic Memories' expanded multimedia options deliver exciting guest benefits, including the ability for guests to instantly access their personalised digital media

content, making it easy to share in real-time on social media. Quick accessibility and the new individualised video are a great bonus for our guests," said Kara Van Brunt, senior director of Operations and Strategic Development at Ruby Falls.

ATTRACTIONS-KIT KEYWORD  
**MAGIC MEMORIES**

## Mat Way on CBeebies' first interactive pop-up experience



**P**roduction company Step Inside Productions (SIP) has partnered with the Live Entertainment arm of BBC Studios to create CBeebies Rainbow Adventure, CBeebies' first ever interactive pop-up experience.

Aimed at younger children CBeebies Rainbow Adventure

is described as a 'fun packed experience full of colour, shape and sound where little ones can sing, dance, discover and play'. It features IP from hit CBeebies' shows *Hey Duggee*, *Something Special*, *Sarah & Duck*, *Go Jetters* and *Andy's Dinosaur Adventure*.

It consists of a clubhouse



● Mat Way, BBC Studios

South London on 9 April and will remain there until 19 April. Other stops include London's Brent Cross, Richmond Deer Park, Hull, Ipswich and York.

"CBeebies Rainbow Adventure is an innovative, inspiring and fun way of bringing CBeebies branded activities to the UK regions," said Mat Way, global director of Live Entertainment at BBC Studios.

Dan Marks, founder of SIP, said: "Compelling entertainment experiences are about stepping into and experiencing new worlds. SIP is delighted to be bringing the channel and its programming to life in a new and compelling way."

ATTRACTIONS-KIT KEYWORD  
**STEP INSIDE PRODUCTIONS**



● SIP created CBeebies Rainbow Adventure

garden, band room, rain garden and moon garden, silent disco and drawing cave – each equipped with noise-making flowers, colour-changing rocks, light-up walls, oversized fruit, hedges and clouds to provide a unique sensory experience.

The touring attraction will open on Ealing Common in

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)



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**ExCeL London, United Kingdom**



**Save the Date**

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

**2020**

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

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

## MY CAREER

### Chris Abbott

GENERAL MANAGER

Oxford Castle & Prison

My goal is to see Oxford Castle & Prison emerge as a must-see destination

Chris Abbott has worked in the leisure industry for more than 15 years. He began his career as a personal trainer and worked as a business manager with Hertsmere Leisure for 11 years. He now works for Continuum Attractions as the general manager for Oxford Castle & Prison.



and it's full of challenges, but it's so rewarding. One of the hardest things I found was starting afresh in a new company. I spent 11 years with my last employer and got to know the business inside and out. Taking on this new challenge was definitely one of the most nerve-racking moves of my career."

#### Tell us about your career

"My career began in the fitness industry. I undertook a personal training (PT) qualification when I finished school and worked as an apprentice PT at a leisure centre. I eventually worked my way up to the role of general manager at a leisure centre with Hertsmere Leisure. When an exciting role came up at Oxford Castle & Prison, I knew I had to go for it. I knew it would be a challenge but it was one I really wanted to take on. In my spare time, I love visiting heritage sites and learning about history – this had included a visit to Oxford Castle – so once the opportunity came up I knew immediately that this was the direction I wanted my career to go in. I was thrilled when I got the job as general manager of Oxford Castle & Prison."

#### How has your career progressed?

"Professional development has been key. I spent 15 years building a career in the leisure industry, but it was tourism that had the greatest allure. I knew I could easily transfer my management skills – people management, customer service, service delivery, budgeting and accounting are core skills that can be adapted to anything. Working for Continuum Attractions is my first role in tourism

#### What are your goals?

"My goal is to see Oxford Castle & Prison emerge as a must-see destination. I'd previously built up a great reputation for the leisure centre I worked for and want to replicate that success for this attraction. I take great pride in what I do and where I work, and it fills me with joy when I see it performing so well. From here, a longer-term goal is to manage a larger historic attraction and maybe even become an area or regional manager with several attractions under my portfolio. I've definitely got the bug for the industry."

WE'RE  
HIRING  
SEE P.29



■ Oxford Castle is operated by Continuum Attractions

# 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)



## AQUARIUM DISPLAYS CURATOR

SEA LIFE BRAY COUNTY WICKLOW, IRELAND

**We are SEA LIFE Bray and we are part of the magical Merlin Entertainments!**

**Right now, we are looking for an experienced Aquarium Displays Curator to join our Senior Team at the National SEA LIFE Centre, based in the seaside resort of Bray in County Wicklow, Ireland.**

### About the role

It's not easy recreating the beauty of the deep! That's why, as the Leader of our Displays Team, you'll oversee the management and development of displays, whilst building the very highest standards of display presentation and animal husbandry.

Using your creative vision and being an expert in your field, you'll be able to deliver innovative animal displays, novel concepts and effective life support systems to ensure the continual development and innovation of our displays, giving our guests a compelling reason to visit.

### About you

You'll need to be a dynamic, hands-on, confident and a self-motivated individual! Gained through experience working within a senior level role in the aquarium industry, you will have a robust knowledge of aquatic animal husbandry. You'll also have a good understanding of zoo licensing regulations and some project management experience.

Ideally, you'll have a degree level qualification in animal care, marine biology or equivalent and a valid Rescue SCUBA certification (or equivalent level) is preferred.

### Why join Team SEA LIFE?

When you join us, you'll receive a salary of €28,000 - €29,000 per annum (depending on experience), 34 days holiday including bank holidays and 25% discount in our retail shops and restaurants.

You'll also get your flippers on a Merlin Magic Pass - giving you free tickets to our attractions across the GLOBE!

Merlin is a large, global, expanding business, with no end of curatorial roles, so for an ambitious and talented individual looking to go much further with their career, we can provide the opportunities and the support to help you realise your potential.

**CLOSING DATE: 27 FEB 2020**

For more information and to apply, click below 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.

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# Duty Manager

Salary: £18,000 per year

Closing Date: 23 February 2020



An amazing opportunity has become available at one of the UK's leading tourist attraction and leisure brand businesses.

Are you passionate about building a career in the leisure industry, with a focus on guest experience? If so, then this could be the role for you.

As a Duty Manager you will be supported by the General Manager on site as well as our support team, who can provide you with knowledge and expertise to help develop your area of the business. Within the role you will have responsibility for the food and beverage outlet onsite.

You will have; a proven track record of delivering results and a sound understanding of financial procedures and practices; effective leadership of people and management of budgets. This role will offer the right candidate the opportunity to lead a small team, to have fun delivering exceptional guest experience and develop creative and innovative approaches to ensure successful commercial performance. In return we will invest in your career.

#### We offer:

- Free health cash plan
- Income protection
- Pension
- Group discounts
- A copy of the job description can be downloaded here.

#### About us

Continuum Attractions is a multi-million pound company employing over 450 talented people and welcoming just short of 2m guests per year. Over 30 years we have created engaging visitor experiences that enrich, entertain and bring stories to life. We are a sustainable business with a bright future, our portfolio just keeps on growing.

Tell us why you should be our new Duty Manager by clicking apply now or scanning the QR code.

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**continuum**  
attractions



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.

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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



## Marketing Manager

Salary: Circa £40,000 per annum

Company: Sea Life

Location: Manchester, UK

## Aquarium Displays Curator

Salary: Competitive

Company: Sea Life

Location: County Wicklow, Ireland

## 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

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