

# Attractions

## MANAGEMENT NEWS

21 AUGUST 2019 ISSUE 137

www.attractionsmanagement.com

## California resort to add Lego Movie World

Merlin has revealed plans for the largest new addition at its Legoland California resort since the park launched in 1999.

The new Lego Movie World area is set to open in 2020 and will be based on the popular Warner Bros. movie franchise.

The area is being designed in partnership with Warner and will place guests in the middle of Bricksburg, the city which acts as the setting for the movies.

Attractions and rides will include the flagship Masters of Flight, a "flying theatre", where guests join the movie's main character Emmet Brickowski on a triple-decker flying couch and get to journey across the Lego Movie universe.

"The Lego Movie World is Legoland California Resort's largest park addition ever and we're thrilled to create an interactive experience that immerses guests into a world so brilliantly created by Lego and our friends at Warner Bros.," said the park's GM Peter Ronchetti.



■ The new attraction will be the resort's largest park addition ever



"We can't wait to see the faces on all the children as they interact within the creative world of Bricksburg."

It is the second Lego Movie World announced by Merlin and follows the opening of a similar area at Legoland Florida earlier this year.

MORE: [http://lei.sr/h2w2N\\_A](http://lei.sr/h2w2N_A)



**The interactive experience will immerse guests into the Lego Movie world**

Peter Ronchetti



### THEME PARKS

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## Matthias Li to step down as Ocean Park CEO in 2020 after 25 years of service at the attraction

Following 25 years of service, Matthias Li, chief executive of Hong Kong attraction Ocean Park, has announced that he will retire at the start of July 2020, with the operator starting a global search to identify his successor.

Credited with turning a "local theme park into a world-class resort destination", Li joined Ocean Park in 1994 as the park's finance director and corporate secretary. He became deputy CEO in 2007, and finally CEO in 2016.

During his tenure, Li was the driving force behind several landmark developments at the park, including the arrival of giant pandas, the park's 40th-anniversary celebrations,



■ Li was named a Leader of the Chinese Theme Park Industry in 2015

**"It has been an honour to lead a unique theme park that champions education, conservation and entertainment"**

and a major redevelopment that added more than 70 attractions between 2005 and 2012.

Ocean Park chair Leo Kung expressed gratitude for Li's "outstanding work and

commitment" in transforming the park into what it is today, saying: "His stewardship and quest for innovation have resulted in remarkable achievements in the park's edutainment offerings, service excellence, conservation as well as community care efforts."

Li said he was extremely proud of Ocean Park's contribution to Hong Kong tourism, and the memories created for millions of guests, and he paid tribute to the dedicated staff he has worked with during his 25 years at the park.

"It has been a true honour to lead a unique theme park that champions education, conservation and entertainment," he said.

## NBA commissioner Adam Silver hails opening of experience centre at Disney Springs



■ Silver said the centre will offer an NBA experience to Disney guests from around the world

The NBA Experience, an immersive and interactive new attraction at Disney Springs in Florida, has celebrated its grand opening, with Disney CEO Bob Iger and NBA commissioner Adam Silver unveiling the new venture.

Developed by Walt Disney Imagineering in collaboration with the NBA, the 44,000sq ft (13,400sq m) two-floor environment has 13 different basketball-related activities for guests, including being selected in the NBA draft,

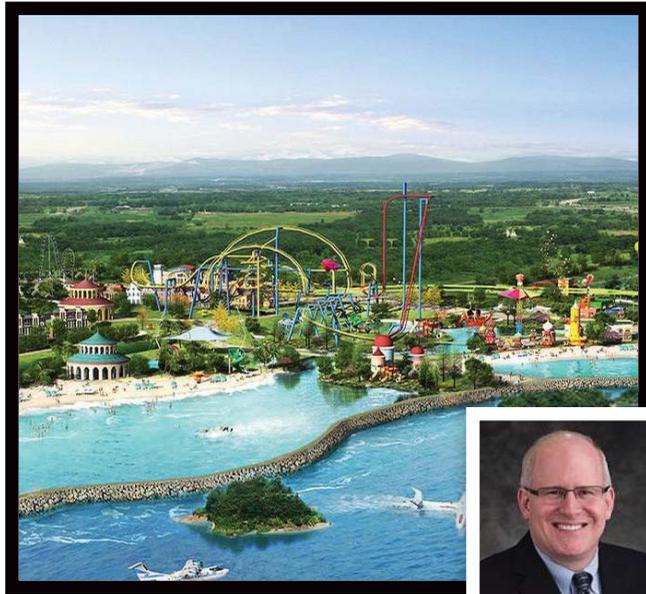
**"I want to thank Walt Disney Imagineering team for capturing the authentic NBA experience at this landmark destination"**

making clutch shots and slam dunks, and interactive displays, films and trivia that help guests to learn more about the NBA and the WNBA.

Tickets allow guests to enjoy every activity in any order, again and again, and they can customise their experience to showcase their favourite NBA or WNBA teams. An adjacent NBA store sells official NBA apparel, as well as Disney

products designed specifically for the NBA Experience.

"I want to thank Bob Iger and the Walt Disney Imagineering team for capturing the authentic NBA experience at this landmark destination," said Adam Silver. "We're thrilled to share the excitement of NBA basketball with fans and Walt Disney World guests from around the world."



■ Barber (inset) said work would start on Nanjing (main pic) by 2020

**“Revenue from international agreements should accelerate further, as we receive approvals in China”**

## Six Flags CFO **Marshall Barber:** franchises back on track as work on Chinese park set to restart

Six Flags is starting to get back on track with its international projects after the operator revealed it expected to resume development on its halted China projects within the next six months.

The operator revealed problems with some of its development projects in China in February 2019, blaming a weakening of the Chinese economy and the introduction of new leaders in local government for delays to its Chongqing and Nanjing parks.

Following the company's recent earnings report, Marshall Barber, chief financial

officer for Six Flags, revealed positive news for its China projects, which are starting to get back on track.

"Our partners have progressed with the government approval process and construction has continued in Chongqing," he said, speaking during an earnings call.

"We're hoping to resume development and revenue recognition for Nanjing later in the year or early next year. Revenue from our international agreements should accelerate further, as we receive approvals in China, continue to add new locations and over the medium-term begin opening parks."

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Attractions Management News is published 26 times a year by The Leisure Media Company Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. ©Cybertrek Ltd 2019 ISSN 2516-9114

FINANCIALS

# Attendance and earnings up at Universal

Business continues to boom for Universal's theme park division, with the operator reporting revenue and earnings increases in its latest financial report.

Universal reported Q2 revenues of US\$1.5bn (€1.34bn, £1.2bn) – an increase of 7.5 per cent year-on-year. The operator said this was due to increased attendance, helped by the timing of spring holidays and increases in guest spending.

Adjusted earnings before interest, taxes, depreciation, and amortization (EBITDA) increased 3.8 per cent to US\$590m (€528m, £473m) in Q2, with increased revenue partly offset by higher operating expenses, including costs to support

new attractions such as the Harry Potter-themed rollercoaster, Hagrid's Magical Creatures Motorbike Adventure in Orlando.

"These results were driven by higher attendance, aided by the timing of spring break vacations and higher guest spending," said said Michael Cavanagh, senior EVP and CFO of Universal's parent company Comcast.

"We're excited about the future of our parks business as we have a great runway in coming years with Nintendo World opening in Japan in 2020, Universal Beijing opening in 2021 and other significant opportunities to come soon."

MORE: [http://lei.sr/e3U8m\\_A](http://lei.sr/e3U8m_A)



■ Universal's parks have been growing their revenues in 2019



**These results were driven by higher attendance at our parks**

Michael Cavanagh

EXPANSION

## New York's largest waterpark set for expansion



**Work will include demolishing the current rides and constructing the new slides**

Construction is set to start in September on new water slides at the Enchanted Forest Water Safari theme park in New York, US, with a funding contribution for the new rides having come from the state's economic development agency.

Empire State Development has awarded US\$500,000 (€448,300, £414,000) from its Upstate Revitalisation Initiative, which Enchanted Forest will use to add three new water slides, including a four-lane, 300ft (91m) mat slide with loops to replace Serengeti Surf Hill, the current mat slide, and a 200ft (61m) speed slide with a drop launch pad to replace



■ Enchanted Forest was ranked 4th in the US and 17th in the world in a TripAdvisor survey of water parks

Killermanjaro and a 295ft (90m) speed slide with loops and a drop launch pad.

As well as demolishing the current rides, re-engineering and constructing the new slides, the expansion also includes re-engineering of water pumps and filtration equipment.

MORE: [http://lei.sr/Z9q6F\\_A](http://lei.sr/Z9q6F_A)

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■ The show is expected to attract more than 15,000 participants

**IAAPA Expo Europe 2019 will be an all-encompassing event and the largest in history**

## EAS rebrands as IAAPA Expo Europe ahead of Paris event

The Euro Attractions Show has been rebranded as the IAAPA Expo Europe ahead of this year's event at the Paris Expo Porte de Versailles exhibition centre. With the name change, the show has grown further and the 2019 edition will be the largest in the event's history.

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 sq m (188,000 sq ft) of exhibition space, IAAPA Expo Europe will also feature the largest show floor in the show's history.

"Paris is central to the attractions industry," said Jakob Wahl, executive director and VP of IAAPA EMEA.

**CAR MUSEUM**

# New museum to house Brumos race cars

A new museum to house the Brumos Collection of automobiles, racing artifacts and historical documents is due to open in January 2020 in Jacksonville, Florida.

The 35,000sq ft (10,668sq m) facility, currently under construction, will focus attention on Brumos Racing – four-time winner of the 24 Hours of Daytona race between the team's formation in 1971, sponsored by the Brumos Porsche dealership, and its demise in 2013.

Since then, the collection of cars – which includes Miller, Bugatti, Peugeot and Porsche vehicles – has been stored in a warehouse, and was only viewable by private, invitation-only tours.

The planned opening of the new museum will change all that, providing display room for the collection, within a state-of-the-art museum facility where visitors can discover more about the cars on display through digital kiosks.

A 22-seat movie theatre, archive room for researching automotive and racing history, fully functioning workshop, engine room and machine shop, conference room and second-storey, 85-seat mezzanine overlooking the display area, are also planned for the museum.

The museum's design has been inspired by the Ford assembly plant that once operated in Jacksonville.

**MORE:** [http://lei.sr/r2p2V\\_A](http://lei.sr/r2p2V_A)



■ The design has been inspired by the Ford assembly plant



**The museum houses a 22-seat movie theatre, archive room for researching automotive and racing history**

**HERITAGE**

# Historic US\$30m photo archive secured by US foundations



**This archive of images is a national treasure**

Darren Walker

The Smithsonian and the Getty Research Institute are among the cultural institutions that will soon be able to display a unique archive of images of black Americans in the 20th century.

The four million prints and negatives of the Johnson Publishing Company's archive have been acquired for US\$30m (€26.8m, £24.6m) by a consortium of foundations, including the Ford Foundation, the J. Paul Getty Trust, the John D. and Catherine T. MacArthur Foundation and the Andrew W. Mellon Foundation.

The archive is, according to Darren Walker, president of the Ford



■ The huge archive features images used in the iconic Ebony and Jet magazines

Foundation, a "national treasure and one of tremendous importance to the telling of black history in America".

He added: "We felt it was imperative to preserve these images, to give them the exposure they deserve and make them readily available to the public."

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**DISNEY**

# Star Wars attraction fails to draw in visitors

Despite its domestic parks achieving record revenue over the last three months, it has been a tough quarter for Disney, which fell short of expected visitor figures following the launch of its new Star Wars addition in California.

Disney's acquisition of Fox produced what the company's chair and CEO, Bob Iger, described as "complicated" numbers for the company overall. For parks, revenue increased by 7 per cent to US\$6.6bn (€5.89bn, £5.43bn) while operating income rose 4 per cent to US\$1.7bn (€1.52bn, £1.4bn).

During the same quarter, Disney launched its highly-anticipated Star Wars: Galaxy's Edge land. With

significant increases in attendance expected, the opposite actually happened, with attendance at Disney's domestic parks dropping by 3 per cent.

"I think a number of things happened," said Iger.

"First of all, there were tremendous concerns on overcrowding when we opened Galaxy's Edge, so some people stayed away. "The same time that was going on, all the local hotels in the region expecting a huge influx of visitation raised their prices. "In addition to that, we brought our daily price up substantially from a year ago and then we opened up Galaxy's Edge with one attraction instead of two."

**MORE:** [http://lei.sr/k9d5d\\_A](http://lei.sr/k9d5d_A)



■ Star Wars: Galaxy's Edge opened to much fanfare



**Some people stayed away just because they expected overcrowding**

Bob Iger

**BRAND ATTRACTIONS**

# Toyota opens branded experience centre in Texas



**The TEC is a place to see the various facets of this dynamic company**

Rob Morgan

Car manufacturer Toyota has opened its first visitor attraction in North America – the 44,000sq ft (13,400sq m) Toyota Experience Center (TEC) at its headquarters in Plano, Texas.

The company says the centre, which was planned, designed and project managed by JRA, is intended to educate visitors about Toyota's past, present and future as a mobility company. The centre features a variety of interactive exhibits and displays, all designed to reflect on the people behind the brand.

"Many of those working on Toyota's campus may not have the opportunity



■ The centre has a floorspace of around 44,000sq ft

to see the whole picture and experience manufacturing or robotics," said JRA senior project director, Rob Morgan.

"The TEC gives them a place to come and see the various facets of this dynamic company and gives employees a sense of pride."

**MORE:** [http://lei.sr/W7Q2u\\_A](http://lei.sr/W7Q2u_A)

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IMPROVED PERFORMANCE

# Immersive attractions fuel Cedar Fair revenues

Cedar Fair Entertainment Company, which owns and operates 11 amusement parks and five water parks in North America, has reported Q2 and year-to-date results showing "meaningful" improvements in attendance, in-park per capita spending and out-of-park revenues.

The company has provided adjusted figures to compensate for the fact that Q2 2019 included an additional 64 operating days across all its parks compared to Q2 2018.

These adjusted figures show that net revenues in Q2 2019 were up by 3 per cent, or US\$14m (€12.5m, £11.5m), on a 4 per cent increase in in-park per capita spending, a 4 per cent increase in

out-of-park revenues, and a slight decrease in attendance (of 47,000 visits, which is less than 1 per cent).

Adjusted EBITDA was up 5 per cent (or US\$7m (€6.25m, £5.75m)) on a comparable operating calendar basis.

Cedar Fair CEO Richard A. Zimmerman said the company's commitment to investing in immersive attractions was improving the value perception of its parks.

"The strength of our core business, combined with the returns we are seeing from the two acquired Schlitterbahn water parks, makes us confident that everything is in place this year for a strong finish," he said.

MORE: [http://lei.sr/d44A3Y\\_A](http://lei.sr/d44A3Y_A)



■ The company's revenues in were up by 3 per cent in Q2 2019



“  
The strength of our core business makes us confident about this year

Richard A Zimmerman

REDEVELOPMENT

# Silver Dollar City announces US\$30m expansion plans

“  
Mystic River Falls is set to be the highlight of a new 1880s-themed area of the park, called Rivertown.

The tallest raft ride drop in the Western Hemisphere is coming to Silver Dollar City in Missouri, after the park revealed plans to invest more than US\$30m (€26.9m, £24.8m) into a number of new developments.

The US\$23m (€20.6m, £19m) Mystic River Falls is the most significant part of the investment. Riders will travel almost half a mile in eight-person rafts, navigating hairpin turns, high tides and a hidden mine shaft during a five-minute journey. They will ascend an 82ft (25m) tall lift tower, rotating as they go through four platforms in the open air; then



■ Mystic River Falls features eight-person rafts and 'the tallest drop in the Western Hemisphere'

travel along a 66ft (20m) high and 180ft (55m) long elevated river channel, before they come to the grand finale – a 45ft (13.7m) drop to a wet splashdown.

Silver Dollar City said the proposed four-platform elevator lift tower is the only one of its kind in the world.

MORE: [http://lei.sr/N4R5c\\_A](http://lei.sr/N4R5c_A)

**PUBLIC ATTRACTIONS**

# Space centre begins work on 'reality lab'

The UK's National Space Centre (NSC) in the city of Leicester is building a new laboratory capable of creating virtual, augmented and mixed reality media, which it says will extend its capacity to deliver community engagement and attract new audiences.

The Extended Reality Laboratory (or XR Lab) has been funded by the Inspiring Science Fund – a partnership between UK Research & Innovation, Wellcome and the Department for Business, Energy & Industrial Strategy, .

Support has also been awarded by the Local Growth Fund from Leicester and Leicestershire Enterprise Partnership (LLEP), the

Royal Commission for the Exhibition of 1851 and The Garfield Weston Foundation.

The lab will house workstations and a stereoscopic test dome. It will be the base of the new NSC Creative Academy, giving young people the opportunity to work with industry experts to further their scientific interest. Fulldome storytelling studio NSC Creative will also use the XR Lab facility.

Kevin Harris, chair of the LLEP, commented: "Not only will this new facility be a great asset for students and young people, it will also open up space-related opportunities to communities within Leicester and Leicestershire."

**MORE:** [http://lei.sr/V5d9N\\_A](http://lei.sr/V5d9N_A)



■ The lab will house the new NSC Creative Academy



**The lab will be a great asset for students and young people**

Kevin Harris

**ECO-FRIENDLY**

# Swedish science museum will be 'icon of sustainability'



**Visitors will be able to generate electricity through pedal power on energy bikes**

Danish architecture firm Cobe has won an international competition to design a new science museum in the Swedish city of Lund, with the visitor attraction set to open in 2024.

Constructed of wood, the museum will be CO2-neutral and will have "the potential to become a future icon of sustainability", according to Cobe.

The two-storey building proposed by Cobe has a total floor space of 6,000sq m (19,685sq ft) and will contain exhibition halls, a gallery, reception area, workshops, a museum shop, a restaurant, offices and an auditorium.



■ Architect Cobe's winning design is a wooden construction that is CO2-neutral

Located within Lund's Science Village Scandinavia – a new urban district also designed by Cobe – the museum will aim to promote interest in natural science and research in "an engaging and playful way", serving as a cultural landmark for the region.

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# Future of entertainment

A report by Euromonitor has envisioned how changing consumer trends will shape entertainment venues in the future



Future venues are likely to cater for a wide range of events and have a heavy emphasis on technology

The challenge will be to keep delivering differentiated experiences that keep consumers engaged and inspire them

Entertainment venues need to undergo technological and design upgrades to prepare them for the experience-seeking consumer of 2040, according to research by Euromonitor International. A report, called *Commerce 2040 - Revolutionary Tech Will Boost Consumer Engagement*, outlines a vision for how consumers might live, work, shop and play in 20 years' time, exploring how technology could change the different consumer worlds of entertainment venues, home and retail.

Consumers are already moving towards demanding personalised experiences and the report states that consumer expenditure on experiences is set to rise from US\$5.8tn (€5.2tn, £4.8tn) to US\$8tn (€7.1tn, £6.6tn) in 2030, using leisure, recreation, travel and foodservice as a proxy.

## Virtual lives

The challenge, according to the report, will be to keep delivering differentiated experiences that keep consumers engaged and inspire them to return to entertainment venues event after event.

One concept that could take shape, says the report, is a virtual currency scheme to enhance loyalty in the entertainment industry: fans can earn points for attending events, spending at the venue, and



## Technological advances will further redefine what it means to live, work, shop and play for consumers in 2040

promoting fandom on social media. Using the points, they could buy equipment for their avatar, get a boost in a related mobile game or use them as currency for on-site food, drink and merchandise purchases.

Optimised seating and data-combing technology will allow consumers to buy tickets in areas best suited to their preferences, such as family areas for those with young children, or singles sitting with other singles.

Even more than today, entertainment venues will have flexible designs, enabling them to shift from one event type to another, and operators will be able to adjust a venue's layout to meet the need for different food and delivery options.

### Defining the future

The report also lists a number of "key features" that the entertainment venue of the future will have. These include biometric entry for season ticket holders, facial scanning of visitors for tailored alerts, social media-worthy locations to

make the experience exportable, food and drink delivery options to stationary fans, and AR layers that provide information on players and gamification options.

"Technological advances will further redefine what it means to live, work, shop and play for consumers in 2040," said Michelle Evans, global head of digital consumer research for Euromonitor.

"The digital darlings of the first part of the millennium like Uber, Airbnb and Facebook rose to prominence by leveraging technology to connect consumers with providers and in turn introduced a new way of conducting business.

"The innovators of next-generation commerce of 2040 will face a different set of challenges. Outlets and venues will require not only a technological upgrade but a redesign to prepare for the consumer in 2040. Entertainment venues will deploy flexible designs to shift from one event type to another, with operators adjusting a venue's layout to meet the need for different food and delivery options." ●



Michelle Evans, global head of digital consumer research for Euromonitor



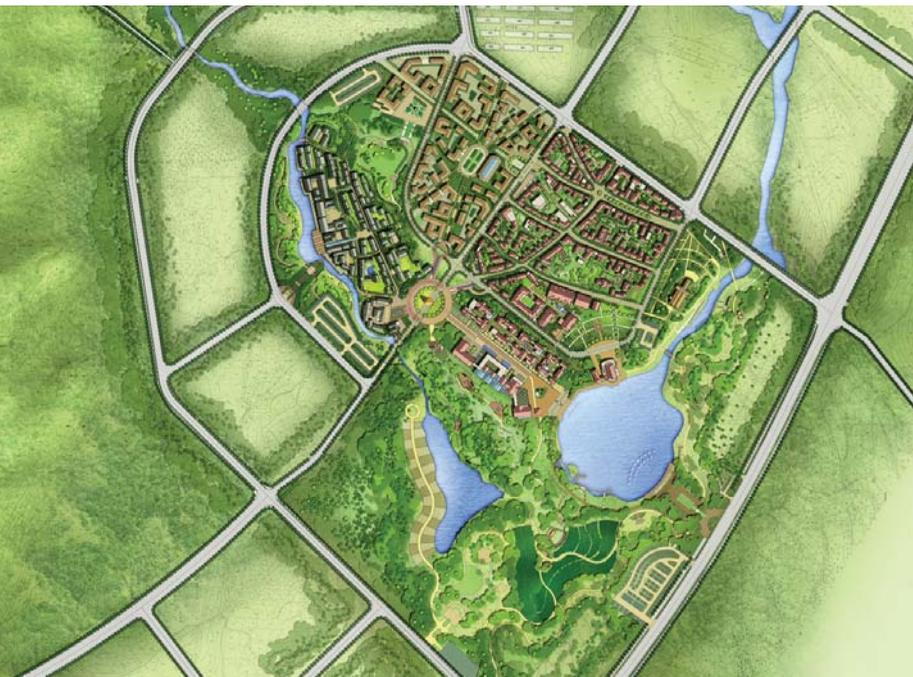
As a market, there's currently massive interest in all things English in China

John Russell, vice chair Shakespeare Birthplace Trust



## Made in China

The birthplace of William Shakespeare will be recreated 6,000 miles away at the home of China's most famous playwright



■ The ambitious project will cover an area of 890,000sq m

**A** new project dedicated to the legacy of playwright William Shakespeare will see a replica of his home built in Fuzhou, China.

Both Shakespeare's Birthplace and Shakespeare's New Place – the latter demolished in the 1800s – will be recreated with historical accuracy near Fuzhou City in southern China. The location is notable because it was the birthplace of Chinese playwright, Tang Xianzu. Along with Spain's Miguel de Cervantes, the trio of iconic wordsmiths – who all died in 1616 but never met during their lives – will have a cultural centre constructed and dedicated to their legacies.

### Trio of scribes

Called San Weng (which translates as 'The Three Masters'), the 890,000sq



■ The project will feature attractions based on the lives of Tang Xianzu (left) and William Shakespeare (right)

## “ The team in Fuzhou team came to us with this proposition and we felt it was a good way of putting a marker down in China ”

m (9.6 million sq ft) development will encompass a theatre park, tourism and leisure zones. Each writer will have a dedicated area.

The new Shakespeare development sits at the heart of the Stratford Quarter, while Cervantes will be represented by a Spanish Alcala Quarter and Xianzu an ancient Chinese village.

The Shakespeare Birthplace Trust and Fuzhou Culture and Tourism Investment Company signed an exclusive Co-operation Agreement in September last year to recreate the heritage listed buildings, which the trust will oversee to ensure the replicas faithfully represent the originals.

The attraction will be dedicated to caring for the world's greatest Shakespeare heritage sites and collections in the playwright's home town of Stratford-upon-Avon, England

### Working together

"The team in Fuzhou team came to us with this proposition and we felt it was a good way of putting a marker down in China," said John Russell, vice chair of Shakespeare Birthplace Trust.

"We've always had a relationship with them, as you do with many cultural organisations around the world. This is a project they wanted to do to increase their footprint. It was something that was of immediate interest to us.

"As a market there's massive interest in all things English in China and creating a point of interest there for people who couldn't necessarily get to the birthplace in England will be good business for us."

Founded in 2013, the Fuzhou Culture Tourism Investment Group engages in the protection, development, operation, and management of historical and cultural facilities. ●



■ William Shakespeare was born in 1564 and spent his childhood years living in the iconic house



The image of a giant helter-skelter sitting in this great nave provokes and begs the question, what is this space for?

Rev Canon Bryant



## Sacred attraction

In a world first, a helter-skelter ride has been installed inside a medieval cathedral, inviting people to mix worship with thrills



■ The church is charging £2 per person to ride the helter-skelter

**A**s A 55-ft (16.8m) helter-skelter ride set up in the nave of Norwich Cathedral in England, will give visitors a new perspective on the historic building, say cathedral bosses. The ride is a temporary installation and has been built by Irvin Leisure as part of the Cathedral's Seeing It Differently project, which runs until Sunday 18 August.

Through it, the church wants to open up conversations about faith.

The church is charging £2 per person to ride the helter-skelter, although other aspects of the project – which includes lying down on the floor and looking up at the ceiling, taking part in an ancient spiritual practice, and a blind "trust" trail around the Cloisters – are free of charge.

A viewing platform at 40ft (12.2m) will give visitors the chance to look much



■ The helter-skelter was built in 1947 and has been rented from Chipperfield's Circus

## “ Climbing 50ft above the nave floor will help us see this space differently, it will give us a new perspective ”

more closely than would normally be possible at the near 600-year-old roof bosses, which are found at the points where the ribs of the cathedral roof join. The roof stands 69ft (21m) high.

The cathedral is asking participants to share their experiences of Seeing it Differently via social media, using the hashtag #SeeingItDifferently and tagging Norwich Cathedral on social media channels.

Writing in a blog post on the cathedral's website, the Rev Canon Bryant said: "I get why for some the image of a giant helter-skelter sitting in this great nave feels slightly shocking. It does provoke and it begs the question, what is this space for? The walls of this great building have seen many things through their 900 years and I suspect will take this latest arrival in their stride.

"But climbing 50ft above the nave floor will help us see this space differently, it will give us a new perspective. It is precisely because it is not what we usually do that it can speak to us, challenge us and invite us to see the space differently and to see ourselves and one another differently, even God differently.

"Can we, dare we, open ourselves up to approach familiar things differently, to see the world through other people's eyes and from their experiences? Can we allow ourselves to be searched by fresh understanding and insight?"

Henry Chipperfield of Irvin Leisure commented: "Even though we have been all over the world, as a unique venue the Cathedral is in a category of its own. As far as I know, this is the first time a helter-skelter has ever been in a Cathedral." ●



■ The cathedral is asking participants to share their experiences of Seeing it Differently via social media

# 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)



● The Slide Coaster is billed as a 'hybrid roller coaster and water slide'

## Wiegand's unveils visuals of new 'hybrid roller coaster and water slide'



● Hendrik Wiegand

German water slide manufacturer Wiegand. Waterrides has

created a new water slide concept in partnership with design practice Up and Down Engineering.

Billed by the creators as a 'hybrid roller coaster and water slide', the Slide Coaster is a duelling slide that combines the "excitement of a roller coaster with the joyful experience of a water slide".

The ride features a launch start, thus eliminating the need for lift hills and loading stations, and, unlike traditional water slides, it has a roller

coaster track that runs alongside the water slide.

It is powered by a unique launch system trolley that travels along the rollercoaster track and has mechanical arms that can push the specially-designed raft seats up to speeds of 50 mph in just a few seconds.

Hendrik Wiegand, managing director of Wiegand.Waterrides, said: "With our joint patent of the pusher mechanism, we will be able to control the strong acceleration of 0.8 g to the sliding direction, while still ensuring maximum safety for the riders.

"With this new technology, guests experience thrills like they have never experienced before."

Frank Heimes, CEO of Up and Down Engineering, said: "We wanted to combine the spectacular thrill of a roller coaster with the ultimate fun of a water slide."

The slide, which has been designed to accommodate up to 720 riders per hour, will consist of two 160m water slides alongside a track and will stand at 8m tall.

ATTRACTIONS-KIT KEYWORD

**WIEGAND**

## Christie brings football history to life for Athletic Bilbao FC



● Asier Arrate

Erabi, a Spain-based AV integration firm, has completed a major fitout at the San Mamés Stadium Museum in Bilbao, Spain.

The museum, located in the basement of the stadium –the home of La Liga club Athletic Bilbao – tells the story of more than 120 years of football history and boasts a 500-piece strong memorabilia collection, and almost 600 videos detailing the history of the club.

The museum is divided into three sectors, differentiated by the team's colours - green,



● More than 30 Christie projectors were installed at the San Mamés Stadium Museum in Bilbao, Spain

black and red – and features a number of AV display, including a visual projection, projected on to an 8 x 4 metre metal wall, telling the story of Athletic Bilbao, its founding and the history of the Bilbao.

The projection is powered by six Christie Captiva DHD410S laser projectors, with a total of 30 being installed throughout the museum, and one of three Christie GS Series projectors.

Asier Arrate, director of the Museum, said: "Laser solutions give better benefits in terms of downtime and running costs.

"The projector can be mounted at a very short distance from the screen or wall, which means the content can be viewed without bothersome shadows."

ATTRACTIONS-KIT KEYWORD  
ERABI

## Picsolve launches innovation hub following Panora.me acquisition

Picsolve, provider of photo and video capture for the attractions industry, has acquired Belgium-based start-up Panora.me.

The acquisition follows a year-long exclusive partnership between the two companies, during which they have jointly delivered capture innovations,

such as the Epic Selfie and the Super Selfie, for customers including the Coca-Cola London Eye, the Kennedy Space Centre Visitor Complex in Florida and the Legoland Florida Resort.

The purchase has also seen the creation of Picsolve Lab, a creativity and innovation hub that is designed to drive the



● David Hockley

development of cutting-edge capture technology through the combined market experience of both Picsolve and Panora.me.

A dedicated team will be responsible for the research and development of new capture innovations and products that will 'revolutionise' the visitor experience.

The Picsolve Lab, described as a 'key differentiator' by Picsolve CEO David Hockley.

"We're excited for Panora.me to become the heart of capture innovation at Picsolve," he said.

"The acquisition will superpower our research and development capability ensuring we continue to exceed visitor expectations. In the creation of the Picsolve Lab, a bespoke initiative that is unique in the marketplace, we demonstrate our commitment to global growth through continued innovation. I'm excited to see what need technologies our dedicated experts within the newly formed Picsolve Lab team will deliver."

ATTRACTIONS-KIT KEYWORD  
PICSOLVE



● Picsolve worked with Panora.me for a year before the acquisition

21-24 SEPTEMBER 2019

**ASTC 2019 Annual Conference**  
**Ontario Science Centre**  
**Toronto, Ontario, Canada**

The Association of Science-Technology Centers (ASTC) Annual Conference provides an opportunity to display products and services to the largest gathering of science museum professionals from across the globe. Nearly 2,000 attendees from science centres, museums, nature centres, aquariums, planetariums and natural history museums will take part. They come to network, attend more than 100 sessions and learn about products or services.

Tel: +1 202 783 7200

Contact: [kellies@astc.org](mailto:kellies@astc.org)

[www.astc.org/conference](http://www.astc.org/conference)

3 OCTOBER 2019

**VAC 2019**  
**QE II Conference**  
**Centre, London, UK**

Now in its 16th year, The Annual National Conference of Visitor Attractions (VAC) is the UK's leading trade event. It is the key place for industry professionals to meet and network with contemporaries – and to participate in an innovative and stimulating conference programme.

Tel: +44 (0)207 456 923

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

07-10 OCTOBER 2019

**World Waterpark Association (WWA) Show**  
**Walt Disney World, Florida, US**

The WWA Show brings together water leisure professionals from waterparks, resorts and aquatic venues of all sizes for four days of education, shopping and



■ This year's show floor will host 17,500sq m of exhibition space

6-19 SEPTEMBER 2019

**IAAPA Expo Europe**  
**Paris, France**

IAAPA Expo Europe is the largest international conference and trade show for the attractions industry in the Europe. More than 15,000

industry professionals from more than 100 countries will gather to learn about and demonstrate the latest technology, innovations and services within the industry.

Tel: +43 (0) 22 162 915

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

networking. It also features the most comprehensive educational programme available to operators.

Tel: +1 913 599 0300

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

18-22 NOVEMBER 2019

**IAAPA Expo**  
**Orange County Convention Center, Florida, US**

The world's largest business event for the global visitor attractions industry. The trade floor features 1,000 companies from around the world who will showcase the new products and services, as well as an extensive programme of seminars and workshops.

Tel: +1 703 836 4800

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

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

Attractions Expo have been designed to help delegates keep up-to-date with what's new in amusements and leisure. A large exhibition features the very latest products and innovations, as well as a seminar programme and strong networking opportunities for visitor attractions professionals.

Tel: +44 (0)1582 767254

Contact: [karencooke@swanevents.co.uk](mailto:karencooke@swanevents.co.uk)

[www.attractionsexpo.co.uk](http://www.attractionsexpo.co.uk)

9-11 JUNE 2020

**IAAPA Expo Asia 2020**  
**Macao, China**

IAAPA Expo Asia is IAAPA's exclusive Expo in the Asia Pacific region. It is part of the organisation's regional event programme and attracts industry professionals from around the world to learn and experience what's new and innovative in the rapidly growing Asian attractions market.

Tel: +1 852 2538 8799

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



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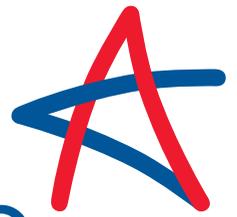
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# VAC2019



**3 October 2019**  
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## THE ANNUAL NATIONAL CONFERENCE OF VISITOR ATTRACTIONS

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

VAC is a national conference organised by the industry, for the industry where you can:

- Get involved in a unique forum for industry professionals.
- Network and share experiences.

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



Jenny Waldman,  
Director,  
14-18 NOW

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

### Register Now!

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

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

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## Meet the Attractions Management News recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

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

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

### Chris Devaney

OPERATIONS MANAGER,  
ROYAL LIVER BUILDING  
HERITAGE GB

Personalisation is becoming more important as people are more selective with how they spend

Chris Devaney has been working in the leisure industry for 15 years. He began his career in hospitality but switched to leisure as he found it more rewarding. Now he works as operations manager at Liverpool's iconic Royal Liver Building and Mattel Play! at Heritage Great Britain.



#### Proud moments?

"I'd have to say it's the positive feedback for Royal Liver Building 360.

The building is so important to the city of Liverpool and the people that there was immense pressure to ensure we delivered an experience worthy of it, so seeing people enjoying it

is an amazing feeling. We've also had some fantastic moments where we've been able to help people find out more information about old family stories or in some cases even images of relatives they thought they would never see again. It's been a privilege to be able to share people's experiences."

#### Tell us about your career

"I've had quite a varied career with a number of different roles in hospitality and leisure. I started as a bartender while studying but found the leisure industry much more rewarding and so chose to pursue a career in that instead. I've held every operational site management role within the previous companies I've worked for, including project manager for CAU Restaurants. In this role I was responsible for overseeing the construction and delivery of new sites. It was here that I developed the necessary skills for my current role as operations manager of Royal Liver Building 360 and Mattel Play!"

#### How has the industry changed?

"I think there's been a move towards more experiential attractions with people being more involved with their visit than ever before. Personalisation and tailored experiences are becoming more and more important as people are more selective with how they spend. It's becoming more important to create emotional connections with a place and a brand to help develop loyalty and word-of-mouth marketing."

#### What are your goals?

"To keep pushing the sites and offering to be the best they can be, while ensuring the delivery of unforgettable guest experiences at all times."



■ The Royal Liver Building is a Liverpool icon



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**SEA LIFE**  
Orlando Aquarium

City of London Corporation, Department of Open Spaces – Epping Forest

# Visitor Experience Manager

Starting salary £37,120 inclusive with the potential to progress to £42,400 p.a. inc.

Reference: OOOS475

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You'll lead a multi-talented team that offers a warm welcome to visitors. At the same time, you'll develop a programme of publicly funded and commercial activities that make the most of our resources. In short, you'll do everything it takes to provide a safe, varied and enjoyable experience for a diverse range of visitors. This includes regular weekend and evening work at sites across Epping Forest.

### About you

You'll bring sound experience of managing a visitor services environment, with a particular focus on front-of-house services - ideally in an open space or countryside setting. Experience of planning and overseeing public events is also important. You're someone who enjoys the challenge of multi-tasking in a busy and varied role. Well-organised, with good business instincts and sound financial sense, you'll also have strong people skills.

**CLOSING DATE: 12 NOON, 9 SEPTEMBER 2019.**

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

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## Commercial Manager

Salary: Competitive  
Company: Sea Life  
Location: Orlando, FL, USA

## Head of Estate Operations

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Company: Weston Park  
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## Visitor Experience Manager

Salary: £37,120 - £42,400  
Company: City of London Corporation  
Location: Chingford, London, UK

## General Manager

Salary: Competitive  
Company: Legoland Discovery Centre  
Location: Milpitas, CA, USA

## Ticketing and Entry Project Lead

Salary: Circa £60,000  
Company: Historic Royal Palaces  
Location: Central London, London, UK

## Retail / Commercial manager

Salary: Competitive  
Company: Legoland Discovery Centre  
Location: Atlanta, GA, USA

## Senior Keeper

Salary: Competitive  
Company: Wild Life  
Location: Hamilton Island QLD, Australia

## Dive Lead

Salary: Competitive  
Company: Sea Life  
Location: Orlando, FL, USA

## Guest Experience Manager - Operations

Salary: Competitive  
Company: Sea Life  
Location: Orlando, FL, USA

## Commercial Manager

Salary: Competitive  
Company: Sea Life  
Location: Orlando, FL, USA

## Head of Marketing Asia (excluding China)

Salary: Competitive  
Company: Merlin Entertainments Group  
Location: Singapore

## Loyalty and Insight Manager

Salary: Competitive  
Company: Legoland  
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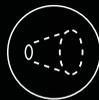
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