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26 JUNE 2019 ISSUE 133

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Cedar Fair acquires Schlitterbahn brand

Cedar Fair has announced the acquisition of waterpark operator Schlitterbahn, gaining two new Texas waterparks in the process.

Upping its waterpark portfolio to 15, the Schlitterbahn Waterpark and Resort New Braunfels and Schlitterbahn Waterpark Galveston represent a cash purchase of US\$261m (€233.4m, £208.2m) for Cedar Fair. As part of the deal, the company also has an option to acquire a third site in Kansas City, which previously operated as a Schlitterbahn waterpark.

"These properties represent new markets for us, with attractive demographics in the growing central Texas region, and they align with our strategy to identify compelling opportunities to accelerate our growth and profitability," said Richard Zimmerman, Cedar Fair's president and CEO.

"The investments we've made over the past five years to strengthen our back-of-house and customer-facing



Schlitterbahn Waterpark Galveston has the world's tallest water-coaster

systems will support a smooth integration of these properties by ensuring a premium guest experience, strong team collaboration and superior execution."

In 2018, the two Texas waterparks and New Braunfels resort received 1.2 million guests and generated annual revenues of US\$68m (€60.79m, £54.26m).

MORE: http://lei.sr/R4a6K_A



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These properties represent new markets for us, with attractive demographics

Richard Zimmerman



TECHNOLOGY

Google Lens to bring new slant to museum visit

De Young Museum uses tech for interactive tour

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THEME PARKS

Solar power makes Six Flags park 'nearly zero-carbon'

Great Adventure powered by 40-acre solar farm

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MAJOR PROJECT

Gamer-themed park to tap into Chinese gaming craze

ITEC tables plans for major attraction based on gaming

p 10

Attractions people

JRA's **Matthew Wheeler** reveals how new visitor experiences will reimagine Louisville Slugger Museum

The Louisville Slugger Museum and Factory – home of the official bat of Major League Baseball – has introduced a new visitor experience at its factory with the help of JRA (Jack Rouse Associates).

The venue, which attracts around 300,000 visitors each year, gives them the chance to walk through the actual production line making bats for Major League Baseball players. The museum and factory are owned by Hillerich and Bradsby Co, which has been making the Louisville Slugger baseball bats since 1884.

The museum worked with JRA on planning the new tour experience, with



■ Wheeler said the new attraction shares the "spirit" of the brand

"The ultimate goal of the new tour is to share the spirit and personality of the product and brand"

JRA providing writing and content development, exhibit design, graphic design,

executive media production, project management and art direction for the renovation.

"The ultimate goal of the new tour is to share the spirit and personality of the product and brand through the factory's process and people," said JRA senior director Matthew Wheeler. "This authentic brand story is told in a contemporary and sensory way."

"With an enhanced storyline, media, lighting, environmental graphics and technology, the new tour shares Louisville Slugger's rich history, while offering guests a look at its continued role in baseball's future."

Among the new developments is a movie that transports guests to the forests and mills from where the wood for each bat is sourced.

Bjarke Ingels to design 18-storey pagoda for Copenhagen's iconic Tivoli Gardens



■ The Tivoli project is the latest in a long line of attractions-related work for Ingels

Danish architect Bjarke Ingels has announced plans to create an 18-storey pagoda at Tivoli Gardens theme park in Copenhagen, Denmark.

The new structure, which will be built as an extension to the park's 126-year-old Tivoli Castle, will house the H. C. Andersen Hotel (named after Danish fairytale writer, Hans Christian Andersen).

Calling the project a "hybrid", Ingels also said it would bridge Copenhagen's "past and present", serving

"It's a hybrid design which will bridge Copenhagen's past and present"

as an "archive of unrealised dreams". The scheme will also see the nearby Vesterbrogade area transformed into a pedestrian- and cyclist-friendly recreational space.

The 10,400 sq m expanse will be designed by urban planning group Gehl, who said it would help to "renew and diversify public life".

Speaking on the announcement, Lars Liebst,

CEO at Tivoli Gardens, remarked: "Only through projects such as this can Tivoli stay relevant for future visitors. It has been proven time and again that depending on Tivoli's historic charm is not enough. Change is in Tivoli's DNA, it is our heritage, and we've always hired the best architects to make sure that new additions will stand the test of time."



■ Prvacki has made a series of short videos about the de Young museum, accessible through Google Lens

Google Lens will recognise individual artwork exhibits in the American art collection

Ana Prvacki uses Google Lens to bring new slant to museum

A Google Lens integration between the de Young museum in San Francisco and the Google Arts & Culture team has gone live, providing an alternative guided tour of the museum via smartphones.

Google Lens will recognise artwork exhibits in the American art collection on the second floor of the museum, which is part of the Fine Arts Museums of San Francisco institution, bringing up relevant descriptions and hidden stories told by museum curators.

Specially created videos will be triggered at specific places, when guests walk around the museum. The de Young

has enlisted the services of Serbian-born 2017 artist-in-residence Ana Prvacki to create these videos, working with creative production company Relevator in Austin, Texas.

The nine witty and playful videos each address a different idea, relating to de Young's context on topics ranging from ancient myths to personal intimacies and environmental matters to vision exercises.

Two sculptures will also be installed in connection with the project: a music stand in the Piazzoni Murals Room, and a bee memorial in the Osher Sculpture Garden.

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Canada bans captivity and breeding of cetaceans

Landmark decision will outlaw keeping of whales, dolphins and porpoises for entertainment – as well as the breeding, trading and capture of cetaceans

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NEW OPENING

Louisiana Children's Museum prepares for launch

After a two-year construction process, Louisiana Children's Museum's new facility in New Orleans is set to open this summer.

Situated in New Orleans City Park, the US\$47.5m (€41.96m, £37.29m), 56,000sq ft (17,068sq m) venue will focus on early childhood development for children of eight years and under, as well as being a resource to support parents and carers.

The museum will feature five interactive, educational exhibits for children and families, focused on literacy, health and wellness, environmental education, and arts and culture. For example, one of these exhibits is an

interactive culinary gallery called 'Follow That Food', where children can take a playful Louisiana food journey, starting in the state's fields and coastal waters, through the Port of New Orleans and local markets until ultimately landing on the family dinner table.

Design of the museum was led by Seattle-based architects Mithun, with local support from Waggoner and Ball.

Louisiana Children's Museum first opened 33 years ago, located in the New Orleans Warehouse District.

The new location is expected to attract more than 250,000 visitors per year.

MORE: http://lei.sr/g2a9u_A



■ The museum will be situated within New Orleans City Park

“

The new 56,000sq ft location is expected to attract more than 250,000 visitors each year

HEALTH AND SAFETY

Boy who fell from Twister rollercoaster leaves hospital

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This has been extremely distressing for the family and for all those involved

Ian Cunningham

The seven-year-old boy who fell from a rollercoaster at Lightwater Valley theme park in Yorkshire, UK, on 30 May has returned home from hospital.

The Health and Safety Executive, which is investigating the incident, said the boy is "out of hospital and recovering at home".

The child fell from the Twister coaster, a spinning steel ride capable of reaching a speed of 29 mph (47 km/h) with a top height of 43 ft (13m). Following the incident, the boy was declared to be in a critical condition. He has now, however, recovered sufficiently to return home.



■ The child fell from the Twister coaster, a spinning steel ride capable of reaching a speed of 29 mph

In a short statement, Ian Cunningham, CEO of Lightwater Valley Theme Park, said: "This has been extremely distressing for the family and for all those involved."

"All of us at Lightwater Valley wish him well in his ongoing recovery."

MORE: http://lei.sr/e9A6G_A

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The new extension was designed by Studio Gang Architects

"We uncovered a way to vastly improve visitor circulation"

Jeanne Gang

Work begins on AMNH's US\$383m expansion

Construction has begun on the Richard Gilder Center for Science, Education and Innovation at the American Museum of Natural History in New York.

The projected US\$383m (€338m, £301m), 230,000sq ft (70,104sq m) project has been designed by Studio Gang Architects, with the intention of improving visitor circulation to better accommodate the museum's rising annual attendance, which is now around five million.

Inside the Gilder Center will be a five-storey Collections Core, housing millions of specimens and

artifacts from the museum's collection, together with an Insectarium, a Butterfly Vivarium double the space of the existing butterfly conservatory and the

Invisible Worlds Immersive Theater, showcasing cutting-edge scientific technologies.

Studio Gang founder Jeanne Gang commented: "We uncovered a way to vastly improve visitor circulation and museum functionality, while tapping into the desire for exploration and discovery that is so emblematic of science and also such a big part of being human."

MORE: http://lei.sr/x4F3n_A



Editor
Liz Terry
+44 (0)1462 431385



Managing editor
Tom Anstey
+44 (0)1462 471916



Publisher
Julie Badrick
+44 (0)1462 471971



Advertising sales
Paul Thorman
+44 (0)1462 471904



Advertising sales
Sarah Gibbs
+44 (0)1462 471908



Advertising sales
Chris Barnard
+44 (0)1462 471907



Advertising sales
Gurpreet Liddar
+44 (0)1462 471914



Newsdesk
Tom Walker
+44 (0)1462 431385



Product Editor
Lauren Heath-Jones
+44 (0)1462 471927



Circulation
Joe Neary
+44 (0)1462 471910

AQUARIUMS

New aquarium for world's oldest zoo

Austrian practice Pumar Architekten have won an international competition to create a new aquarium at Vienna's Tiergarten Schönbrunn – the world's oldest zoo.

According to the architects, the new facility – which will be located between a rhinoceros enclosure and a rainforest exhibit – will also feature a submerged visitor's centre with a path leading through a mangrove garden to a large shark tank.

The aquarium's exterior facilities – set to be created by local studio dieLandschaftsplaner – will be shaped to simulate Alpine scenery and will include an artificial gorge, plus an aviary for bearded vultures.

Other firms who responded to the call for proposals included 3XN and GERNER GERNER PLUS, whose design concept – entitled "Poseidon's Realm" – featured a 6,000sq m complex with four different sections.

The Tiergarten Schönbrunn – also known as the Vienna Zoo – was originally built as a menagerie in 1752 for members of the Habsburg imperial family.

It's since become one of the world's most popular public attractions, winning the award for best zoo in Europe in 2009 and 2010.

The aquarium expansion is expected to be completed in 2023.

MORE: http://lei.sr/Q2j4b_A



■ The aquarium will feature a large underground shark tank

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The aquarium's exterior facilities will be shaped to simulate Alpine scenery, and will include an artificial gorge, plus an aviary for bearded vultures

SUSTAINABILITY

Solar power makes Six Flags park "nearly zero-carbon"



“

This project takes us closer to becoming more sustainable

John Winkler

The completion of a major solar energy installation at Six Flags Great Adventure in Jackson, New Jersey, US, has taken the park closer to its aim of being the first in the world to be net-zero carbon.

Six Flags has worked with KDC Solar on the 23.5-megawatt project, making it almost completely powered by solar energy, while also generating clean energy that can be exported to the local grid to serve nearby homes and businesses.

The installation includes 11MW of solar carports in three parking lots and 12.5MW of solar power from 40 acres of ground-mounted panels. The park says it



■ Part of the 40 acres of ground-mounted solar panels at Six Flags Great Adventure

has now dramatically reduced its carbon footprint and is ranked as the largest metered solar project in New Jersey.

John Winkler, president of Six Flags Great Adventure, said the project represented a great step towards becoming a net-zero carbon facility.

MORE: http://lei.sr/3f3v9_A

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CONSERVATION

Canada bans captivity and breeding of cetaceans

The keeping of whales, dolphins and porpoises for entertainment – as well as the breeding, trading and capture of cetaceans – has been banned in Canada, following the passing of the "Free Willy" bill by its central government in June.

Bill S-203 – *the Ending the Captivity of Whales and Dolphins Act* – was approved by a wide margin by Canada's House of Commons on 10 June, having already passed through the country's Senate.

Only two facilities still keep cetaceans in Canada, these being Marineland in Ontario, which is reported to have more than 50 beluga whales, and the Vancouver Aquarium, which has one dolphin.

The successful passage of the legislation is described as a "watershed moment in the protection of marine animals" by Rebecca Aldworth, executive director of Humane Society International/Canada.

"Whales and dolphins don't belong in tanks and the inherent suffering these highly social and intelligent animals endure in intensive confinement can no longer be tolerated," said Aldworth.

While cetaceans have been popular at attractions for decades, animal welfare groups and marine scientists have increasingly been drawing attention to the negative effects of captivity upon the animals.

MORE: http://lei.sr/U2U4F_A



■ Orca whales in the wild can swim up to 60 miles in a single day



“

This is a watershed moment in the protection of animals

Rebecca Aldworth

MAJOR PROJECT

Gamer-themed park to tap into Chinese gaming craze



“

China can get ahead of the market on the gamer side

Bill Coan

ITEC Entertainment is developing a major new theme park in China based on video gaming, seeking to capitalise on a Chinese market with tens of millions of devoted gaming fans and hundreds of millions of people with a more casual interest.

According to *Forbes*, the park would be "roughly the size of an average Six Flags Amusement Park" and would be based around more than one game. Globally, the gaming market is worth around US\$138bn (€123bn, £109.5bn), and growing at a double-digit rate every year.

"I think where China can get ahead is on the gamer side, because Disney and



■ The Chinese video gaming market is growing

Universal have not yet capitalised on that market," said Bill Coan, president and CEO of ITEC Entertainment. "We're telling the Chinese if you want to catch up quickly in the theme park space, integrate it with gaming. China has the opportunity to try this first."

MORE: http://lei.sr/g3B4B_A



We think every great attraction should start with one of these.



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MUSEUMS

Museum index: visitor numbers up globally

Temporary exhibitions and geopolitical changes continue to serve as key attendance drivers for museums in Europe, which remains the global market leader for attendance in the sector, according to the latest edition of the TEA/AECOM *Theme and Museum Index*.

According to the report, museum attendance globally is primarily being driven by temporary exhibitions, facility improvements, external market factors, with social media and special events now also starting to have an impact.

"New drivers include the successful engagement and expanded use of multiple marketing channels,

particularly social media platforms," said Linda Cheu, VP of economics for AECOM.

"The path to continued success and growth for Europe's museums also includes special events and new collaborations with well-recognised celebrities, designers, and relevant IP. Museums are also actively extending their brands and their reach, as well as ancillary revenues, through new locations and travelling exhibitions."

Attendance for the top 20 museums worldwide was relatively flat, with 108.1 million combined visitors – an increase of 0.1 per cent on the previous year's figures.

MORE: http://lei.sr/M2w3Q_A



■ The Louvre in Paris, the world's top-attended museum, had a record-breaking year with 10.2 million visitors in 2018



“

Museums are actively extending their brands

Linda Cheu

NEW OPENING

US\$150m waterpark for Marriott Miami Resort



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The project exemplifies the vibrant culture of Miami

Mitzi Gaskins

Aquatic design specialists Cloward H2O have designed a US\$150m (€134.8m, £118.6m) waterpark for the JW Marriot Miami Turnberry Resort and Spa in Aventura, Florida.

Said to be the region's largest playscape, the Tidal Cove features a surf simulator, a 60 ft (5.5 sq m) tower with seven water slides, a children's area, an adults-only pool and a lazy river lined with tropical plants. There is also a FlowRider Triple wave simulator able to accommodate up to three surfers and a variety of poolside amenities, including 25 cabanas and two dining outlets.



■ The five-acre waterpark cost \$150m

Speaking on the renovations, Mitzi Gaskins, vice president and global brand leader at Marriott, said the "project exemplifies the vibrant culture of Miami and allow each guest to enjoy both elevated and sophisticated experiences".

MORE: http://lei.sr/7N9P5_A

PARK SAFETY

Electric shocks force closure of Volcano Bay

The Volcano Bay waterpark at Universal Studios in Orlando was forced to temporarily close its doors, after a number of guests had received electric shocks.

The park confirmed that there were unspecified "technical issues", which caused an early closure on Sunday 2 June, while it worked to resolve the issue. A statement from Universal said that "out of an abundance of caution, a small number of our team members were transported to the hospital and all were released and fine last night".

The park reopened the following day, however, guests on social media said that they received electric shocks

and that managers at the park "did not initially take their complaints seriously".

A report by *Fox News* quoted Sarah Carlino, who was visiting Volcano Bay with her sisters from Boston, and said that her family were electrocuted while walking around a part of the park.

"They did not take the incident seriously," she said. "They should have shut down the park earlier than they did. The ambulance had to be called for my sisters and the staff were rude and were more worried about people knowing what was going on."

Carlino said that eventually an electrician was called, who said the area was "live".

MORE: http://lei.sr/F3W7u_A



■ Universal says there were "technical issues" at the attraction

“

Out of an abundance of caution, a small number of our team members were transported to the hospital and all were released and fine last night

Universal Studios statement

CLASSIC CARS

Plans for Mullin UK car museum get the go-ahead



“

I want this collection to be made available to the public

Peter Mullin

Proposals for a world-class automotive museum in the heart of the English countryside have moved a step further to realisation after West Oxfordshire District Council awarded outline planning permission for the plans.

The Mullin Automotive Park will be situated over 63 hectares at a disused airfield – Enstone – near Chipping Norton in Oxfordshire. It would provide public access to view the classic car collection of US businessman Peter Mullin, founder of M Financial Group, who established the Mullin Automotive Museum in California, US, in 2010.



■ Foster + Partners' design envisages a crescent-shaped collection of buildings to house the museum

The designs for the museum were drawn up by London architects Foster + Partners.

Peter Mullin said the driving force behind the museum plan was an educational one: "I don't regard myself as a collector of wonderful classic cars, but more as a custodian of a collection which I want to make available to the public."

MORE: http://lei.sr/R2y6K_A

Royal protection

Prince Harry has been named president of African Parks – a conservation NGO which manages 13 national parks and areas on behalf of governments



■ Prince Harry spent 10 years working in the Armed Forces before turning his attention to charitable causes

It's amazing to see such unbelievable creatures being moved in a way you could never dream of. To be with elephants – such massive beasts – is a unique experience

Prince Harry, Duke of Sussex

The African Parks Network is a non-profit conservation organisation that takes on responsibility for the rehabilitation and long-term management of national parks in partnership with governments and local communities. At its head is one of the world's most influential figures – His Royal Highness, Prince Harry, Duke of Sussex, with support from his wife, Meghan Markle, Duchess of Sussex.

Having visited Africa many times, the prince has taken a personal interest in conservation projects, working to protect Africa's natural heritage and support both wildlife and local communities. This included in 2015 when, after leaving the army following a decade of service, he spent three months working on a number of projects across the African continent.

Harry's first experience working alongside African Parks was in July 2016 in Malawi, where he served as an integral member of their team, carrying out one of the largest elephant translocations in history, as well as translocating a rhinoceros, a host of game species including antelope, buffalo and zebra. He also assisted in the re-collaring of three lions to help better protect them from poachers.

"There has to be a balance between the numbers of animals and the available habitat, just as nature intended it," said Harry. "Elephants can't roam freely like



■ Prince Harry is president of the African Parks Network

they used to without coming into conflict with communities, or being threatened by poaching and persecution. To allow the coexistence of people and animals, fences are increasingly having to be used.

"African Parks, in partnership with the Malawian government, has re-established a safe area for elephants to move to," he said.

Named president of African Parks in December 2017 – which, with 13 parks under its management, has the largest area under conservation for any NGO in Africa – Prince Harry's focus remains on elephants, using the recent Earth Day event on 22 April to highlight the work APN is doing to protect these animals.

"When a fenced area passes its

carrying capacity for elephants, they start to encroach into farmland, causing havoc for communities," says Harry. "APN relocated 500 Elephants to another park within Malawi to reduce the pressure and human-wildlife conflict and disperse tourism."

In his role as APN president, Harry helps to advance the NGO's mission in protecting the continent's national parks and promoting wildlife conservation in Africa and around the world, using his global reach to spread the network's message: "It's amazing to see such unbelievable creatures being moved in a way you could never dream of. To be with elephants – such massive beasts – is a unique experience." ●



PHOTO: @SUSSEXROYAL

■ The Duke and Duchess of Sussex share a passion for supporting wildlife in Africa



■ Detail of the Willem Janszoon Blaeu globe, dating back to 1599

Power of science

London's Science Museum has revealed plans to open a gallery charting the city's rise as a scientific power



■ Sir Ian Blatchford

A telescope that once belonged to Sir Isaac Newton and a range of objects commissioned by England's King George III upon his coronation are among the exhibits at a new permanent gallery in London's Science Museum.

The Science City 1550–1800 gallery, due to open in September, will explore how London's scientists and artisans helped to transform humanity's understanding of the world over the 250 years from 1550.

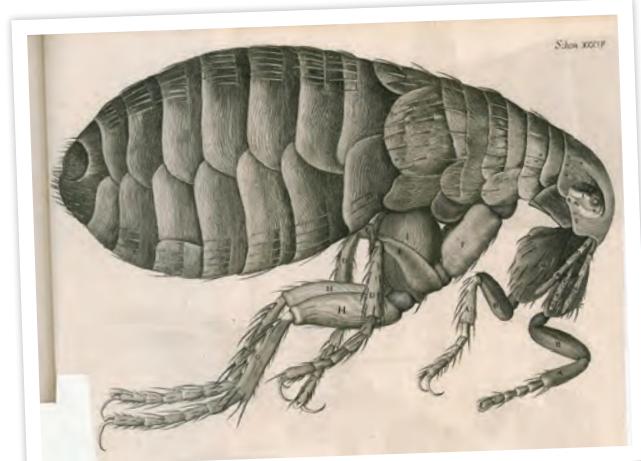
Immersive journeys

The 650sq m free gallery has been designed by Gitta Gschwendtner, and takes visitors on an immersive journey through historic London as they meet the innovative artisans and thinkers of the time.

On entering the gallery, they will be greeted by a celestial globe designed by Willem Janszoon Blaeu, a cartographer for the Dutch East India Trading Company. Made in 1599, it represents a time when Amsterdam eclipsed London on



■ The gallery uses historic objects to explore how London's scientists helped to transform humanity's understanding of the world over the 250 years from 1550



the world stage. From there, the gallery then unfolds and charts the changes that repositioned London as a world power.

The Science City gallery draws on three collections: the Science Museum Group Collection, the King George III Collection (owned by King's College London), and the collection of the Royal Society.

Among the highlights of The King George III Collection is an air pump used by the monarch to carry out a wide range of experiments for the education and entertainment of himself and his family.

“

By the end of 2019, the Science Museum will have more than 3,500sq m of new galleries open to the public

Sir Ian Blatchford, director of the Science Museum Group, said: "By the end of 2019 the Science Museum will have more than 3,500sq m of new galleries open to the public, with Science City 1550–1800: The Linbury Gallery being followed closely by the Medicine Galleries, which open in November."

Funding for the gallery comes from The Linbury Trust, the National Lottery Heritage Fund, DCMS/Wolfson Museums and Galleries Improvement Fund and The John S Cohen Foundation. ●

“

We invested €500,000 in this project, most of which was spent on the technology needed to bring the animals to life

Bernhard Paul, founder, Circus Roncalli



Virtual beings

A famous German circus has replaced live animals with cruelty-free holograms. Could the attractions industry follow suit?

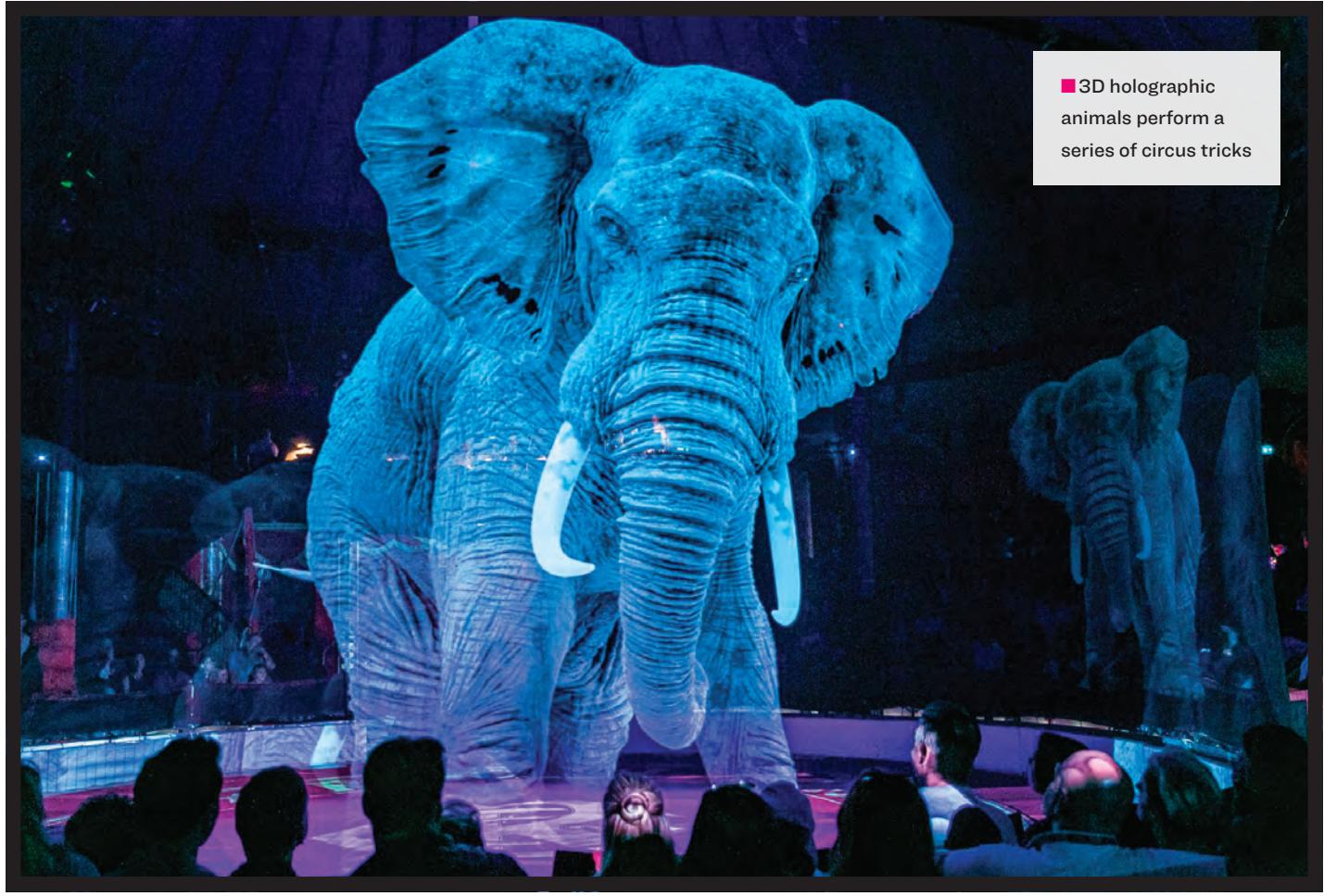


■ As well as acting as a new, crucial part of the show, the project aims to raise awareness of animal cruelty in the industry

Germany's famous Circus Roncalli has replaced its live animals with holograms in an attempt to raise awareness of animal cruelty in the industry. The show, which was founded by Bernhard Paul and André Heller in 1976, previously featured animals – such as elephants and horses – performing tricks and stunts for the viewing audience. Now the circus has done away with these animal performances, instead using 3D holograms projected into the ringmaster's circle – a world first.

Virtual show

Roncalli's agency, Tag/Traum, worked with installation company Bluebox and Optoma laser projectors to put together and put on a mesmerising sequence within the 32-metre wide (105ft) and 5-metre deep



■ 3D holographic animals perform a series of circus tricks

We needed a high contrast projector with great colours for the 3D effect

(16ft) circus arena, with holographic "stardust" horses parading around the circle and an elephant performing manoeuvres such as head-stands.

The laser projectors needed to be high contrast units, capable of 360 degree projection, and capable of projecting great colours for the 3D effect. Optoma's ZU850 projectors – which have a contrast of 2,000,000:1 – were chosen for the job.

The project was first conceived by Circus Roncalli's founder and director Bernhard Paul. It cost around €500,000 (US\$560,000, £445,000) to put together and involved a team of 15 3D designers and software engineers. The creation of the horses alone required the animation of more than a million particles.

Animal welfare

The alleged mistreatment of animals in the attractions industry has been a

growing topic in recent years. Captive cetaceans have been a hot-button issue in particular for operators such as SeaWorld, while concerns for the treatment of show animals have been increasing. In the UK, a bill was recently passed which bans circuses using wild animals in their performances.

In the US, New Jersey became the first state to ban the use of wild animals in travelling acts in 2018, while both Los Angeles and New York City have also banned using wild animals in circuses.

"We have been using Optoma projectors for 6 years and have consistently had a very positive experience in price, performance and reliability," said Birger Wunderlich at Bluebox. "We needed a high contrast projector with great colors for the 3D effect and the ZU850's contrast is perfect for this project." ●



■ The German-based Roncalli circus first performed in 1976

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● **Mona Lisa: Beyond the Glass** is a part of a retrospective of da Vinci's work, commemorating the 500 years since his death

Louvre to open first VR experience in partnership with HTC Vive Arts



● **Dominique de Font-Réaulx**, director of Mediation and Cultural Programming at the Louvre

The Louvre Museum in Paris, France, is set to open its first VR experience later this year. Expected to open on 24 October and run until 24 February 2020, the experience, called *Mona Lisa: Beyond the Glass*, is billed as an 'immersive experience of a master piece' and enables viewers to experience the iconic painting like never before.

Part of a retrospective exhibit commemorating the 500th anniversary of Leonardo Da Vinci's death, the experience is viewed on a HTC Vive Headset and uses new scientific

research to reveal details in the painting previously invisible to the naked eyes. It also provides insight into the techniques Da Vinci would have used and the identity of his sitter, who is widely believed to be Lisa del Giocondo, an Italian noblewoman.

The experience was developed by French VR studio Emissive, who worked closely with the curatorial team at the Louvre, and HTC Vive Arts. It brings visitors face-to-face with the Mona Lisa, by digitally removing the crowds, before drawing them into the painting and

allowing them to soar through its mountainous landscape.

Additionally, an extended version of the experience is available for download via HTC's Viveport platform for audiences across the globe.

Dominique de Font-Réaulx, director of Mediation and Cultural Programming at the Louvre, said: "The public will be able to discover an immersive experience of an extraordinary masterpiece. It will allow visitors to meet and learn more about the Mona Lisa."

ATTRactions-KIT KEYWORD
HTC VIVE ARTS

Dynamic Attractions to provide rides for Jialong Parks



● Hao Wang, president and COO of Dynamic Attractions

Dynamic Attractions has announced that Jialong Parks has signed a Letter of Intent that will see the company provide up to nine key ride systems for Jialong's planned Chinese parks in Chengdu, Beijing, Qin Huangdao, Fujian and Hainan.

The Letter was signed during the IAAPA Asia Expo (IAE) held in June, which took place in Shanghai, China.

Hao Wang, president and COO of Dynamic Attractions, said: "Jialong Parks' vision for guest entertainment is fresh and



● The deal between Dynamic Attractions and Jialong was formally signed during the recent IAAPA Asia Expo (IAE) in Shanghai

exciting. They are focused on Asia's sky-rocketing appetite for entertainment and the expansion of tourism attractions. We're pleased that they have asked us to provide marquee attractions at each of their inaugural theme parks across China. We are motivated by creating rides that 'wow' park operators as much as their guests," Wang added.

Fu ShuQuan, chair of Jialong Tourism Group, said: "Our rides and attractions will have a level of sophistication, technology and entertainment that is unlike anything ever seen before in these regions. We only want the best in the world for our guests."

ATTRACTI0NS-KIT KEYWORD
DYNAMIC ATTRACTIONS

WhiteWater gets rights to SlideWheel in Wiegand-Maelzer deal

WhiteWater has announced a new agreement with partner Wiegand-Maelzer, that will give WhiteWater exclusive license rights to, and become the exclusive manufacturer and distributor of, the German water slide supplier's award-winning SlideWheel attraction.

The news follows the landmark partnership between the companies, which was announced at EAS in Amsterdam in September 2018.

A rotating water slide, the SlideWheel, which has already been installed at Chimelong Paradise in Guangzhou, China, is one of the first of its kind



● The SlideWheel ride

and consists of a number of intertwined water slides that rotate on a wheel.

Inspired by the iconic Ferris Wheel, it was designed to create a brand new water ride experience and features dynamic motion, such as backwards sliding, strong G-forces and pendulum movements.

Additionally, the ride's unique configuration can define a park's skyline, which could be considered a marketing bonus for the park.

It has already won multiple awards – including the IAAPA Impact Award, a Brass Ring Award, a THEA Award and a Leading Edge Award.

WhiteWater has also announced that Rainer Maelzer has joined the company as a consultant. Maelzer was part of the team that created SlideWheel and has a wealth of expertise in the water slide and water park industries, gleaned from his 12-year tenure as CEO of Wiegand-Maelzer.

ATTRACTI0NS-KIT KEYWORD
WHITEWATER



● The ride has already been installed, among other parks, at Chimelong

Diary dates

30 JUN - 10 JUL 2019

UNESCO World Heritage session

Baku, Azerbaijan

The 43rd session of Unesco's World Heritage Committee will take place in Baku, Azerbaijan between 30 June and 10 July. The annual meeting aims to regularly examine the state of conservation of properties inscribed on the World Heritage List, adding or removing properties from the prestigious list as appropriate.

Tel: +33 (0)1 45 68 11 04

whc.unesco.org

16-19 SEPTEMBER 2019

IAAPA Expo Europe

Paris Expo Porte de Versailles, France

IAAPA Expo Europe is the largest international conference and trade show for the leisure and attractions industry in the Europe, Middle East, Africa (EMEA) region. More than 15,000 leisure and attractions industry professionals from more than 100 countries, including 9,000 influential buyers and over 550 manufacturer and supplier companies 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

iaapa.org/expos/iaapa-expo-europe

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



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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.

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www.vacevents.com

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

www.astc.org/conference

18-22 NOVEMBER 2019

IAAPA Expo

Orange County Convention Center, Florida, US

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

Tel: +1 703 836 4800

Email: iaapa@iaapa.org

www.iaapa.org

14-16 JANUARY 2020

Visitor Attraction Expo

ExCel London, United Kingdom

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

Tel: +44 (0)1582 767254

Contact: karencooke@swanevents.co.uk

www.attractionsexpo.co.uk

9-11 JUNE 2020

IAAPA Expo Asia 2020

Macao, China

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

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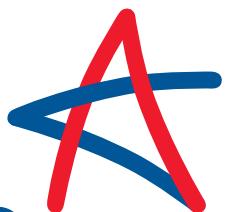
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We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

Meet the Attractions Management News recruitment team



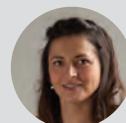
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Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

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



GENERAL MANAGER

LAND'S END LANDMARK ATTRACTION AND RESORT, CORNWALL

Privately owned, Heritage Great Britain, is looking to appoint an experienced General Manager for the iconic Land's End Landmark attraction and estate in West Cornwall.

Land's End is one of Britain's best loved landmarks, famous for its unique location and beautiful scenery. The site consists of the 100 acre landmark estate within AONB, busy visitor attractions, numerous catering & retail operations, a 37 bed 3-star Hotel, various high quality self-catering units and a local village public house.

Your key focus will be the operational leadership of the site which receives 500,000 visitors a year. You will need to lead and develop the existing team and engage with the local tourism bodies, community and stakeholders for the benefit of the business. You will need to deliver solid financial results as well as maintain and develop a high-quality customer experience.

This position requires previous senior level management within a relevant leisure field such as tourism, visitor attraction, hospitality, catering/retail or multi-unit operation.

Salary will reflect the responsibility and seniority of the position, with a package in the £70k range. Relocation support will be given where appropriate.

Closing date for applications is 5th July 2019.

Heritage Great Britain is an exciting group of companies and businesses which operates some of the UK's most outstanding landmark destinations and popular visitor attractions.

Apply now: <http://lei.sr/8C8a6>





Head of Visitor Development

THE CROWN ESTATE – WINDSOR ESTATE

The Windsor Estate covers approximately 6,400 hectares (15,800 acres) and includes Windsor Great Park, the Home Park of Windsor Castle, and Swinley Forest. Windsor is the only Royal Park & Forest managed by The Crown Estate.

Reporting to the Deputy Ranger, this is a high profile role responsible for developing and delivering a visitor strategy which puts customers at the heart of what we do whilst firmly balancing the Estate's heritage and conservation responsibilities.

The visitor business is undergoing an exciting period of transformation with a number of high profile development projects in the pipeline, especially in relation to children's play and other family orientated activities.

Working collaboratively as a member of the senior management team you will demonstrate strong leadership abilities as well as strong financial management and delivery capability. Meticulous attention to detail is essential as are good organisational and project management skills and the ability to balance priorities.

Commercially driven and astute you will have a track record of effective senior leadership and delivery in an organisation of comparable complexity, commercial scope and budgetary responsibility in the leisure/tourism, or ideally, visitor attraction sectors.

The Windsor Estate is a part of The Crown Estate, a £14bn real estate business. Established by an Act of Parliament, as an independent commercial business it returns 100% of its annual profits to the Treasury for the benefit of the public finances.

At the heart of how we work is an astute, considered, collaborative approach that drives success for our business and those we work with.

Remuneration:

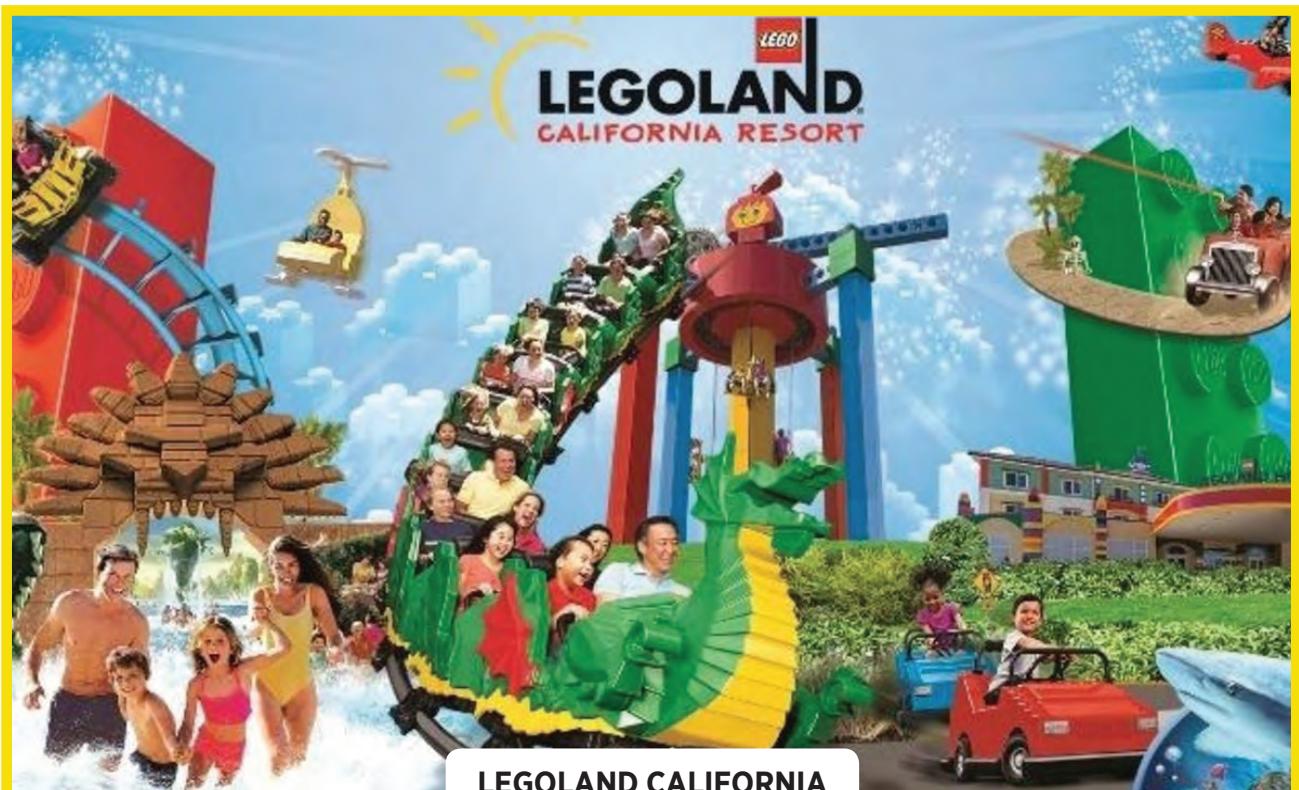
- Exemplary salary package (dependent on background and previous experience).
- Discretionary bonus scheme
- BUPA healthcare
- 4 bedroom property on the Estate is provided

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ESTATE**

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GREAT PARK

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ATTRACTIOnS APPOINTMENTS



LEGOLAND CALIFORNIA

EVENTS & EDUCATION MANAGER CARLSBAD, CALIFORNIA, USA

SCOPE OF JOB:

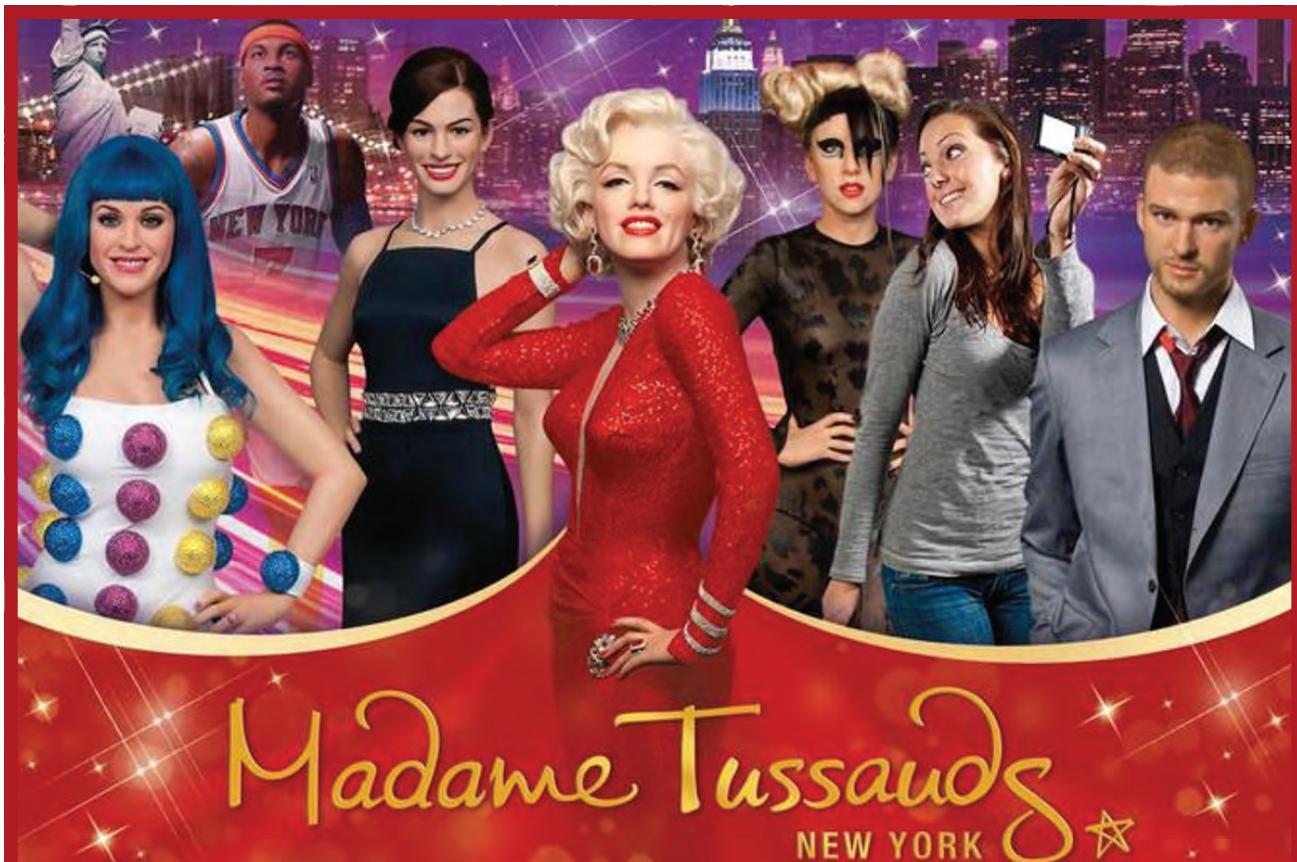
- Manages all park events from concept to execution including PR, attendance driving, educational and promotional events.
- Maintains proper management of the Educational department, usher staff and I-Zone attractions.
- Develops effective relationships with all departments to gather buy in and support for park wide events.
- Works closely with sales and marketing, and third parties to deliver world class events.
- Coordinates with city officials for permitting, event planning and communication.
- Controls annual operating expenses and labor budgets for events, education and usher/theatrical support departments.
- Accountable for leadership and development for all events, usher and educational staff positions.
- Ensures overall guest and MC satisfaction.

• REQUIREMENTS:

- A minimum of five years of theme park or related customer service experience is required.
- A minimum of two years of supervisory experience is required.
- Requires experience planning and executing large scale events.
- Previous experience with educational programming is preferred.
- Must have excellent organizational and analytical skills, with the ability to execute multiple tasks.
- Self-motivated and demonstrated initiative. Demonstrated history of supporting colleagues and staff.
- Strong problem solving skills and experience in budget preparation and control (operating expenses and labor) is required.
- Effective leadership, staff development, organizational, verbal and written skills.
- Requires a commitment to excellence in customer service.
- Strong guest service, and interpersonal skills are required. Computer skills (Word, Excel, e-mail, Power Point) are required.

For more information and to apply:

<http://lei.sr/w4Z9u>



Head of Marketing

Madame Tussauds, New York and DC

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Do you wish to cast a spell of laughter and enjoyment to the people around you?

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Then you have the magic to be Team Merlin at Madame Tussauds New York and Washington DC!

As the Head of Marketing at Madame Tussauds New York and DC, you will take senior strategic responsibility for establishing and managing our presence in the US market. In partnership with our global marketing team, you will lead the way in setting, executing and achieving strategic marketing objectives aimed at driving profitable growth, brand sustainability, market positioning and enhanced customer loyalty.

- Bachelor's degree required, preferably in marketing, communications, business or related field or equivalent experience.
- 4 + years of related experience, with 2+ years at management level.
- Proven understanding of guest and brand research.
- Dynamic and customer-service driven with excellent communication and interpersonal skills.

In return you will find a competitive salary and benefits package, share program opportunities and benefit from free entry to all of our Merlin attractions. In addition, you can expect continued growth of joining an exciting, global organization.

Merlin Entertainments plc is a business built on fun. We are the world's second-largest visitor attraction operator. We operate over 100 attractions, 8 hotels and 3 holiday villages in 22 countries across 4 continents. 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.

For more information and to apply click here: <http://lei.sr/i4C4v>

Consultancy Manager Support and Revenue

Salary: £48,680 pa

Location: County Down, Northern Ireland, UK



**National
Trust**

There is no other organisation like the National Trust. We put such emphasis on our team of internal consultants, working regionally and nationally to deliver the best advice and support to our properties as possible, while developing our wealth of talent, expertise and insight. Our Consultancy Managers play a critical part in ensuring we are set up to meet our charitable purpose and preserve our special places, for ever for everyone.

These roles are part of a cohort of four Consultancy Managers, reporting to the Assistant Director, Consultancy, and leading teams of discipline specialists who partner and support properties and places within the Northern Ireland Region.

This role will support and ensure that the strategic ambitions of the region are realised through the coordination of long term horizon scanning across the consultancy areas of support and

revenue which includes fundraising, commercial activity, membership and sustainable tourism expertise. The successful appointee will lead on the development of the appropriate short, medium and long term plans in collaboration with our property teams.

You will bring energy, commitment and focus to our teams; understanding how to interpret national strategy and implement it at a country level. You will be innovative and creative in your thinking, able to use data and insight to create and communicate compelling narratives for change. Your leadership skills demonstrate how you deliver through building and developing exceptional teams.

Above all, you will be committed to our conservation agenda, what we stand for and what we want to achieve.

Closing date: 30 Jun 2019

For further details and to apply visit: <http://lei.sr/0A2H3>



For more details on the following jobs visit
www.attractionsmanagement.com or to
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General Manager

Salary: £70k package

Company: Heritage Great Britain

Location: Sennen, Penzance, UK

Head of Visitor Development

Salary: Exemplary salary package

Company: The Crown Estate

Location: Windsor, UK

Consultancy Manager - Support and Revenue

Salary: £48,680 pa

Company: National Trust

Location: County Down, Northern Ireland, UK

Theatre Technician

Salary: Competitive

Company: Parkwood Leisure

Location: Crawley, UK

Guest Experience Manager - Operations

Salary: Competitive

Company: Sea Life

Location: Orlando, Florida, USA

Events and Education Manager

Salary: Competitive

Company: Legoland

Location: Carlsbad, California, USA

Brand Ambassador

Salary: Competitive

Company: Madame Tussauds

Location: New York, NY, USA

Head of Marketing

Salary: Competitive

Company: Madame Tussauds

Location: New York, NY, USA

Addetto Ristorazione

Company: Gardaland Resort

Location: Verona, VR, Italy

Green Screen Visitor and Sales Assistant

Salary: £6,342 pro rata, £15,856 per annum

Company: Royal Museums Greenwich

Location: Greenwich, London, UK

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