

# Attractions MANAGEMENT NEWS

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on page 25

30 OCTOBER 2019 ISSUE 142

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## Cannes to become 'audiovisual Silicon Valley'

The Palais des Festivals in Cannes – venue for the iconic film festival and a host of other events – is to be enlarged as part of a multifaceted project that aims to turn the French city into an "audiovisual Silicon Valley".

The €500m (US\$556m, £432m) project will add another storey to the Palais building to house a 500-seat theatre, as well as renovating the Salon des Ambassadeurs, which is used for hosting receptions and exhibitions.

Also included in the project is the creation of a technology park that will feature a 1,200-student university campus dedicated to film, television, video games and web creation, a 12-screen multiplex cinema that would house the biggest screen in southwestern France and an international film museum.

The cinema is due to open in June 2020, while the film museum, which will focus on the history of moviemaking, the



■ The annual Cannes Film Festival takes place at the Palais des Festivals



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Cannes festival and special effects, is set to be ready for its first visitors by 2025.

Cannes mayor David Lisnard announced the project at an event in Paris and revealed that €175m (US\$195m, £151m) of the project budget has so far been raised or committed.

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“

**€175m of the project budget has so far been raised or committed**

David Lisnard



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Revenues at Universal parks increase by 6.8 per cent

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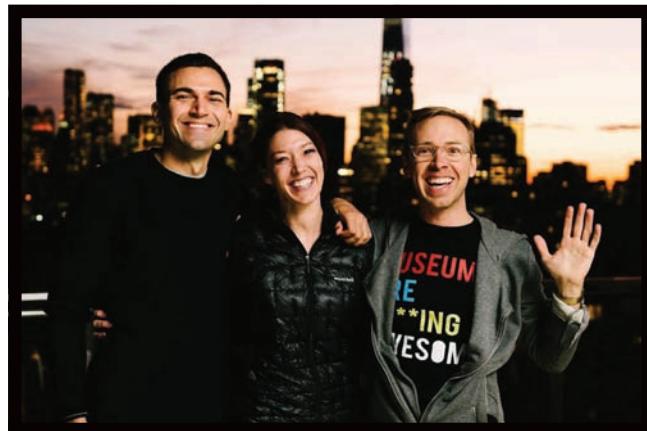
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# Attractions people

## Michael Alexis and Tasia Duske take over Museum Hack from founder Nick Gray

Museum Hack, the alternative private museum tour company that emphasises entertainment alongside education, has hinted at international expansion and further ambitious plans, following its sale by founder Nick Gray to its incumbent chief executive officer and director of marketing.

Gray started the company in New York in 2013, after a date at the Metropolitan Museum of Art led to the awakening within him of curiosity about the history of art. Along the way he has hired Michael Alexis and Tasia Duske into the team of more than 50 people that now work for Museum Hack across several cities in the US.



■ Nick Gray (right) has sold Museum Hack to its existing marketing director, Michael Alexis (left), and CEO Tasia Duske

**"We have some incredible new ways to bring needed funding and support to the museums we love and respect"**

The company revealed that Gray has sold the company to Alexis (director of marketing)

and Duske (CEO), who will proceed with big plans for its continuing development.

Duske said the company planned to grow and develop its "renegade" tours and training programmes, with international expansion, and a corporate programme to help museums develop new sources of funding, reduce costs and become more robust institutions.

She also announced that there is a "Project X" in the pipeline, adding only that this is "one of the most ambitious plans we have to help support museums around the world".

"I can't wait to unveil our new projects," Duske said.

"We think we have some incredible new ways to bring needed funding and support to the museums we love and respect."

## Alton Towers announces new major attraction based on characters from David Walliams' books



■ David Walliams has sold 33 million books worldwide

David Walliams, the comedian, actor and best-selling author, is partnering with the UK's Alton Towers Resort to bring characters from his children's books to life at the park in a new attraction: The World of David Walliams.

The resort said that construction started on a site around the existing Cloud Cuckoo Land area of the resort earlier this year, and added that nearly 100 specialists from its own creative team – and external experts

**"From all the work that has gone in, I think people are going to love it – all will be revealed next year"**

in the latest theme park technologies – are working to bring the attraction to fruition for a Q2 2020 opening.

Walliams' publisher, HarperCollins Children's Books, is also helping out with the plans, which will create a "ground-breaking, unique headline attraction", as well as bringing a number of other attractions and characters to life across the theme park.

Walliams, who has sold more than 33 million copies of his books worldwide, said he was thrilled that some of his characters would be getting their own attractions at Alton Towers.

"I can't wait to experience them for myself, and from all the work that has gone in, I think people are going to love it. All will be revealed next year," he said.



■ Spanos joins the theme park operator from drinks giant PepsiCo

**"Jim Reid-Anderson has built an amazing legacy, and I look forward to the next horizon of growth"**

## Michael Spanos named new Six Flags president and CEO

PepsiCo executive Michael Spanos has been appointed the president and chief executive of Six Flags Entertainment Corporation, replacing Jim Reid-Anderson in both roles with effect from 18 November 2019.

The 55-year-old has been serving as CEO of PepsiCo, Asia, Middle East and North Africa, a sector with US\$6bn (€5.42bn, £4.68bn) in revenue, spanning 43 countries, with 20,000 direct and 115,000 indirect employees, and contributing US\$1.2bn (€1.08bn, £940m) in operating profit.

Under Spanos' leadership, the company set a new strategic direction that accelerated top line and operating profit growth over multiple years, starting first in the Greater China region, and then across the entire portfolio of territories.

Spanos has spent more than 25 years with PepsiCo, seven of them working internationally, before which he served in the US Marine Corps.

"Jim has built an amazing legacy, and I look forward to the next horizon of growth," said Spanos. "It's a privilege to be able to lead such a superb organisation."

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## FINANCIALS

# Universal's theme park revenues bounce back

Universal's four theme parks saw their third-quarter revenues increase by 6.8 per cent to US\$1.6bn (€1.44bn, £1.25bn).

So far this year, Universal Parks & Resorts has accrued US\$4.4bn (€3.97bn, £3.43bn) in revenues, an increase of 4.8 per cent on the same period in 2018. Owner Comcast said the primary cause of the figures was higher attendance this year compared to last, when severe weather and natural disasters in Japan negatively impacted attendance.

Adjusted EBITDA for Q3 and the first nine months of 2019 were US\$731m (€659m, £569m) and US\$1.8bn (€1.62bn, £1.4bn) – increases of 0.9 and 1.7 per cent.

Universal has theme parks in Orlando, Hollywood, and Singapore, with plans to open further parks over the next three years in Beijing, South Korea and Moscow.

Overall, Comcast, which also owns cable networks, broadcast TV, and filmed entertainment under brands such as NBC Universal and Sky, saw strong growth in its consolidated results for both Q3 and the year to date, with both periods showing revenue growth of more than 20 per cent.

Third quarter revenues were US\$26.8bn (€24.16bn, £20.88bn), and 2019 to date revenues were US\$80.5bn (€72.59bn, £62.72bn).

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■ Singapore has one of Universal's four current theme parks

“

**Universal owner Comcast said the primary cause of the positive figures was higher attendance this year compared to last**

## AUTOMOTIVE ATTRACTION

# £20m Silverstone Experience finally opens its doors



“

**This will provide a home to tell the historic story of Silverstone**

Sally Reynolds

The Silverstone Experience, a £20m (US\$25.7m, €23.1m) attraction that hopes to inspire a new generation of motor racing engineers, has opened at the famous Northamptonshire racing circuit.

Set inside a refurbished Royal Air Force hangar (Silverstone was originally a World War II airfield), the new museum will be home to the archives of the British Racing Drivers' Club (BRDC), including items from the 1940s, as well as more recent Formula One memorabilia.

Additional displays will reflect the site's wartime past, with RAF and WAAF



■ Exhibits include historic cars and motorcycles

uniforms, aircrew badges and part of the structure of a Wellington bomber on show.

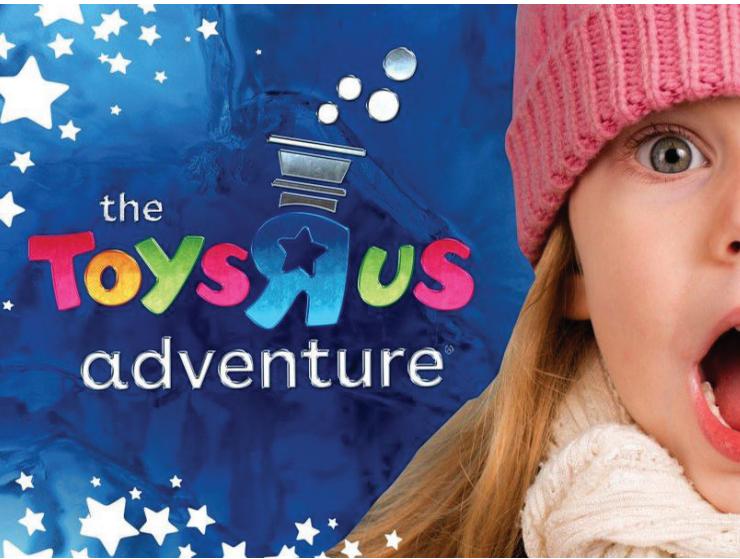
"Creating a home to tell the historic story of Silverstone was first discussed by the BRDC as long ago as 1971, so I am immensely proud to see this seven-year-long project come to fruition," said Sally Reynolds, CEO of Silverstone Heritage.

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■ Schleich will feature heavily in the Toys "R" Us playland

**"These new experiential retail initiatives help mimic that sense of wonder in the retail environment"**

## Schleich unveils details of Toys "R" Us Adventure installations

**A**n immersive jungle-themed experience, including an escape from a T-Rex, is among the activities planned for toy maker Schleich's installations at the upcoming Toys "R" Us Adventure indoor "playlands" in Chicago and Atlanta.

As one of three featured partners to the Toys "R" Us Adventure concept, due to open in November, Schleich will have its own experiential installations, allowing kids to explore the Schleich jungle and take a ride in a Jungle Explorer vehicle. Other featured toy partners include Paw Patrol and Melissa & Doug.

The announcement from Schleich is one of several new brand extensions and experiences for the company in the US, including four pop-up holiday-themed retail installations in US shopping malls, and the opening of an immersive retail environment at the FAO Schwarz flagship store in New York.

"These new experiential retail initiatives and our new e-commerce platform help mimic that sense of wonder in the retail environment," said Annie Laurie Zomermaand, Schleich USA's COO.

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## FINANCIALS

## Six Flags chases another record year

Theme park operator Six Flags is targeting its 10th consecutive year of growth, despite a mixed bag of September year-to-date results that included increased attendance, but reduced guest spending per capita.

Fourteen million guests visited a Six Flags theme park in Q3 2019, which was a growth of 3 per cent – or 440,000 people – compared to the same period in 2018. This drove a US\$1m (€900,000, £780,000) increase in revenue over the like-for-like periods, reaching US\$621m (€558.8m, £482.4m) for the quarter in 2019.

However, the company said that guest spending per capita decreased by 1 per cent, while

it expected to field a 26 per cent decrease in sponsorship, international agreements and accommodation revenue.

Owing primarily to a change in state tax law that gave it a benefit in 2018, Six Flags net income for Q3 2019 was down by US\$5m (€4.5m, £3.9m), or 2 per cent, on the prior year period. Adjusted EBITDA increased by US\$547,000 (€492,000, £425,000) for the period, to a record US\$307m (€276m, £239m).

"We've achieved record attendance and revenue for the first nine months of 2019, with solid growth across both our legacy and newly acquired parks," said president and CEO Jim Reid-Anderson.

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■ Six Flags has published results of its first three quarters of 2019



“

We achieved record revenue in the first nine months of 2019

Jim Reid-Anderson

## WATER PARKS

## Major new waterpark in the works for the Bahamas

“

The Bahia Mar Bay waterpark will be built on a 14-acre site formerly occupied by the now-demolished Wyndham resort and Crystal Palace casino

Bahamian mega-resort Bahia Mar is to be expanded with a new waterpark as part of a US\$300m (€269m, £231.7m) project announced by the country's government.

Located near Nassau on the island of New Providence in the Bahamas, the resort currently includes three hotels, a casino, spa and a Jack Nicklaus-designed golf course. It's owned by Hong Kong-based Chow Tai Fook Enterprises.

A new phase of expansion of the site will see the Bahia Mar Bay waterpark built on a 14-acre site.

The project is scheduled to be completed in the next 1-2 years.



■ The Bahia Mar resort is receiving government backing for its next phase of development

Alongside the waterpark, the new phase of development will include beach enhancements and new food and beverage facilities at Long Cay, Bahia Mar's private 15-acre island, and upgrades to the existing Melia Hotel and Bahia Mar's pier.

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## IP ATTRACTIONS

## Sesame Street park planned for San Diego

Sesame Place, the second theme park to result from a collaboration between the makers of Sesame Street and SeaWorld Entertainment, is to open in San Diego in 2021.

The first Sesame Place park opened near Philadelphia in 1980, while areas of SeaWorld parks, such as in San Diego, San Antonio and Orlando, have been developed into Sesame Street-themed zones in recent years.

To be located on the current site of Aquatic San Diego, the new Sesame Place theme park will include seven themed rides, an interactive musical play area and 11 water attractions, including a 500,000-gallon wave pool. There will also

be an interactive Sesame Street Neighbourhood area featuring live character shows and parades.

The park will also be a Certified Autism Center, following in the footsteps of the Philadelphia park, which was the first in the world to be designated.

To attain the certification, there will be staff-wide autism awareness and sensitivity training and designated quiet spaces.

"The opening of Sesame Place San Diego will give guests a unique and powerful way to experience Sesame Street," said Steve Youngwood, chief operating officer of Sesame Workshop.

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■ Sesame Place in San Diego is due to open in 2021



“

**Sesame Place will give guests a unique way to experience Sesame Street**

Steve Youngwood

## PUBLIC FUNDING

## UK government invests £250m in cultural projects



“

**The funding is the biggest ever single investment in local museums**

Nicky Morgan

Funding support for York's National Railway Museum and regional museums across the country are all included in the UK Government's proposed new Culture Investment Fund.

The £250m (US\$322m, €290m) funding package from the Department for Digital, Culture, Media & Sport (DCMS) over five years includes more than £125m (US\$161m, €145m) that is earmarked for investment in upkeep and improvements to regional museums and libraries.

The Cultural Development Fund – which uses investment in heritage, culture and creativity to drive regeneration and



■ An aerial rendering of the proposed South Yard at the National Railway Museum, York

growth – will also be extended by another five years with total funding of more than £90m (US\$115.9m, €104.2m).

The UK's culture secretary, Nicky Morgan, said: "The Cultural Investment Fund is the Government's biggest ever single investment in cultural infrastructure and local museums."

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## WETLANDS REGENERATION

## Nature attraction planned for Brisbane

Plans have been revealed for a 150ha (16 million sq ft) wetlands development in Brisbane, Australia, that will include a community hub, walking routes, entertainment and events spaces and canoe and kayak facilities.

Formerly a site for wastewater treatment and waste disposal – and a source of pollution for the local area – the Archerfield Wetlands project is part of a wider AU\$100m (US\$69m, €62m, £53m) transformation plan for the Oxley Creek tributary of the Brisbane River.

The redevelopment will see them "being given back to nature and rehabilitated into an environmental asset and a recreational destination".

A network of boardwalks and trails will be built to provide places for people to walk and there will be a site for canoeing and kayaking on the creek.

There will also be a community, educational and commercial hub, a large adventure play space, a multi-use games court, an events lawn and an amphitheatre.

Dotted throughout the parkland will be public artworks, bird hides and lookouts with views across the wetlands.

In the interests of the environment, a 60ha (6.5 million sq ft) area will be reserved for conservation and vegetation management.

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■ The project is part of a AU\$100m regeneration of Oxley Creek

“

**Facilities include a community, educational and commercial hub, a large adventure play space, a multi-use games court, an events lawn and an amphitheatre**

## LOCAL HISTORIES

## Blackpool Museum to evoke spirit of UK's seaside culture



“

**The museum has been a long time in the planning**

Gillian Campbell

A £13m (US\$16.8m, €15.1m) project to create a museum celebrating the city of Blackpool's role in the development of British popular culture is moving forward, following the award of a £4m (US\$5.2m, €4.7m) grant from the National Lottery Heritage Fund.

The Blackpool Museum Project is due to open in 2021 and expects to attract 300,000 visitors per year. The immersive experience will feature the first permanent displays in a UK museum on circus, magic, variety and ballroom dance.

The museum has been a long time in the planning, said



■ Blackpool Museum is due to open in 2021

Councillor Gillian Campbell, deputy leader of Blackpool Council.

"It has been six years since I first sat down with council officers and discussed the concept of a museum celebrating Blackpool's rich heritage and its unique place in the nation's heart," she said.

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## TECHNOLOGY

## Vietnam's high-tech aquarium to open in 2020

A new high-tech aquarium, which developers claim will be a model for future aquarium projects, is to open on Phu Quoc Island, Vietnam, in early 2020.

Located within a wider theme and water park development that is being created by Vinpearl Land, the leisure division of Vietnamese real estate company Vingroup, "The Sea Shell", as the aquarium will be called, will be one of the most technologically-advanced aquariums ever imagined, the company said.

Vinpearl has enlisted expertise from US-based design firm Legacy Entertainment and Australia's Advanced Aquariums

Technologies (AAT) to work on the project, which features a distinctive turtle shell-inspired roof design.

"We like to be inspired by local stories," said Taylor Jeffs, president of Legacy Entertainment.

"In Vietnam, even before working on this project, we were fascinated by Vietnamese mythology relating to turtles. When this project began, it was one of the first ideas we honed in on."

Jason Vanhinnisdael, AAT's business development manager, added: "From the tank design to life support systems, Vinpearl's Sea Shell will be a model for all other aquarium developers."

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The aquarium will be one of the most advanced in the world



“

We like to be inspired  
by local stories

Taylor Jeffs

## INNOVATION

## Cruise ship to have world's longest seaborne coaster



“

The newly constructed Global Class ships will dazzle guests

Michael Goh

The world's longest rollercoaster at sea will be included in an on-board theme park on Dream Cruises' new *Global Dream* ship, due to launch in early 2021.

Space Cruiser will be part of the ship's "Dream Park at the Pier" theme park, which will be the first of a new Global Class of ships.

The ride is being developed by Maurer Rides and will feature a 300-metre (980-foot) track and three Spike carts, each for up to two riders in inline seats.

Michael Goh, president of Dream Cruises, commented: "The newly constructed Global Class ships will



The ride will be the highlight of the Dream Park at the Pier theme park

dazzle guests with cutting edge features and facilities that will optimise convenience for our passengers and also provide innovative leisure, entertainment and recreation options to appeal to a broad range of visitors."

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# Show review: WWA Show

The global waterpark industry headed to Disney World as the World Waterpark Association hosted its annual show in Orlando



Almost 2,000 delegates from 23 countries had the chance to take part in a comprehensive educational programme at the 2019 World Waterpark Association (WWA) Annual Symposium & Trade Show held this year at Walt Disney World Resort, Orlando, Florida. The event featured awards, keynote speeches and a trade show.

## Keynote speakers

Held from 7 to 10 October, the show was the 39th annual symposium and trade show held by the WWA, drawing owners, operators, developers, suppliers and designers associated with the waterpark sector. This year there were more than 300 first-time attendees.

Keynote addresses were delivered by workforce researcher and author Eric Chester and customer experience consultant Jessica Bound. Chester told delegates that they need to "sharpen" their recruiting skills, to the same degree as they do for marketing.

"You must be relentless in improving your workplace culture so you can organically attract and retain the best and brightest job candidates," he said.

Bound spoke of the importance of making a waterpark brand stand out in meaningful ways, even through mundane transactions, observing: "Many say

We saw impressive attendance in our educational programmes and in the turnout to our fantastic networking events



■ All smiles: winners of the 2019 Wave Review Awards

CREDIT: JOSEPH LEUTE PHOTOGRAPHY / WWA

## Working with a partner like Disney allowed us to deliver on all the things our attendees expect from us

customer service is common sense, and for the most part they are right. Yet delightful, memorable customer service is so uncommon. You must put standards in place to hold everyone accountable for every experience, every time."

### Educational opportunities

In the educational programme, more than 100 speakers dealt with issues such as guest safety, customer service excellence, top-line employee training, developing maintenance team members, increasing brand ROI, putting a stop to fraud/theft and creating a safety-first culture.

The WWA event's trade show featured more than 225 companies exhibiting in a 100,000sq ft space, while a large number of awards and four new WWA Hall of Fame inductees were celebrated during the opening general session on 8 October.

The four new Hall of Famers – chosen as "visionary pioneers and

innovators" – were Glenn Davidson of Miral; Mark Hatchel of Kimley-Horn; Andrew Mowatt of WhiteWater; and Vera Solis of Typhoon Texas Waterparks.

### Familiar surroundings

Rick Root, WWA president, said the return of the symposium to Walt Disney World Resort had made it a special show: "Working with a partner like Disney allowed us to deliver on all the things our attendees expect from us, but with even more 'magic'.

"We saw impressive attendance in our educational programmes, in the support from our sponsors and in the turnout to our fantastic networking events."

Delegate Ashlie Sharp from Scott Enterprises said the show offers useful insights.

"This year we are working on implementing a new employee engagement campaign based on the things we learned at the show," she said. ●



■ Rick Root, WWA president

“

The designs aim to protect and enhance the biodiversity of these islands, while creating distinctive settings for the project

Andrew Grant, founder and director, Grant Associates



# Natural playgrounds

Architects WilkinsonEyre and Grant Associates have unveiled plans for an island playground in Singapore



■ The development will play a major role in Singapore's plans to become a major international leisure and attraction destination

Architects WilkinsonEyre and landscape architects Grant Associates have unveiled a conceptual masterplan for "a global leisure and recreation destination" on two islands off the south coast of the city-state of Singapore.

The Sentosa-Brani Master Plan is part of a wider scheme to rejuvenate Singapore's Greater Southern Waterfront.

## NATURAL FEATURES

The scheme will use the natural features and tropical landscape of the islands as a backdrop for a wide range of leisure attractions and day-to-night hospitality offerings.

New public realm spaces – including beaches with a promenade, nature and heritage trails, al fresco dining areas,



■ The project features visitor attractions and day-to-night hospitality offerings

## The plans represent a bold future vision for Singapore as a major international leisure and attraction destination

performance areas and visitor attractions – will also be built as part of the project.

The islands are set to be split into five distinct zones, each providing different experiences and becoming more leisurely and naturalistic toward their edges.

### TOURISM BOOST

Andrew Grant, founder and director at Grant Associates, said the project would play a part in the city-state's future tourism plans.

"The Sentosa-Brani Master Plan represents a bold future vision for Singapore as a major international leisure and attraction destination, aligned with an internationally significant landscape framework. This has been designed to protect and enhance the biodiversity of these islands, while creating distinctive settings for the existing and proposed developments.

"The plan represents the input of many consultants working alongside the SDC client team to imagine a future identity for the Sentosa-Brani environment where fun, play and nature come together to create a unique new place for global travellers and Singaporeans."

### COMBINED EFFORT

WilkinsonEyre and Grant Associates worked on the creation of the masterplan with ARUP, Atelier Ten, Biodiversity by Design, Team Leisure, Nipek, Knight Frank, Arcadis, Architecture 61, Web Earth and MET Studio.

Many of the team had previously worked together on Singapore's Gardens by the Bay development.

Grant Associates says the development masterplan will be rolled out in phases over the next "two to three decades". ●



■ The scheme will use the natural features and tropical landscapes of the islands as a backdrop for leisure attractions

“

This is a game-changer for Eden, Cornwall and the UK – and the missing piece of the jigsaw in creating a clean, renewable energy future

Sir Tim Smit, Eden Project co-founder



# Drilling for Eden

The UK's iconic Eden Project attraction will launch an ambitious geothermal energy project in 2020



■ The geothermal plant on the Eden Project site will use the heat from the granite underground

A long-planned project to drill for geothermal heat and use it to power the Eden Project site in Cornwall will finally go ahead, after EU and Cornwall Council funding was approved.

The project – described by Eden Project co-founder Sir Tim Smit as the biggest leap forward for Eden since it opened in 2001 – will eventually provide clean and renewable energy to power the entire Eden Project site, as well as local businesses and the community.

A sum of £16.8m (US\$21.7m, €19.5m) has been raised to deliver the first phase of the project, with £9.9m (US\$12.8m, €11.5m) coming from European Union funding, £1.4m (US\$1.8m, €1.6m) from Cornwall Council and the remaining from institutional investors.

In the first phase, a well will be drilled 4.5km down in the granite that lies

■ The Eden Project aims to be carbon positive by 2023



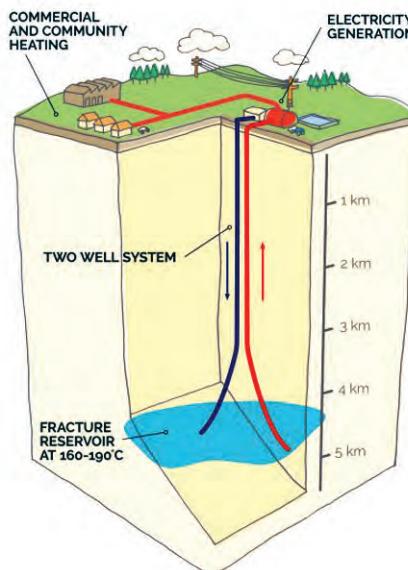
## Now we have the green light and the funding to start drilling, we are determined to make this technology work

below the Eden Project, with a research programme and a heat main also put in place. This will allow the extent of the resource to be proven, as well as supply a district heating system for Eden's Biomes, offices and greenhouses.

A second phase would drill another 4.5km well and build an electricity plant. The completion of the second phase will enable the Eden Project to generate sufficient renewable energy to become carbon positive by 2023.

Sir Tim Smit said geothermal energy will be "a game-changer for Eden, Cornwall and the UK", and described it as "the missing piece of the jigsaw in a 24/7 clean renewable energy future".

"The sun can provide massive solar power and the wind has been harnessed by humankind for thousands of years but because both are intermittent, and battery technology cannot yet store all



■ Two boreholes, each around 25cm wide, will be drilled into the rock to a depth of about 4.5km

we need, there's a gap," he said. "We believe the answer lies beneath our feet in the heat underground that can be accessed by drilling technology that pumps water towards the centre of the earth and brings it back up, superheated, to provide us with heat and electricity that can be turned on and off when we need it."

"Now we have the green light and the funding to start drilling, we are determined to make this technology work. And we want to work with others all over the world – sharing knowledge and encouraging the change as fast as is humanly possible."

A new company has been formed to deliver the geothermal plan: Eden Geothermal Limited (EGL), whose shareholders are the Eden Project itself, leading geothermal development and consultancy group EGS Energy, and BESTEC (UK). ●



CURIOS WHAT'S NEXT?  
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## Diary dates



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)

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

6-9 OCTOBER 2020

### WWA ANNUAL SYMPOSIUM & TRADE SHOW

Las Vegas, US

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

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

Tel: +1-913-599-0300

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

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

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

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

23-25 MARCH 2020

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

Dubai World Trade Centre  
Dubai, United Arab Emirates

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

Tel: +971 +971 4 3435777

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

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

22-24 SEPTEMBER 2020

### IAAPA Expo Europe

London, England

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

Tel: +1 321-319-7600

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

27 JAN - 1 FEB 2020

### IAAPA EMEA Summit 2020

Johannesburg & Cape Town, South Africa

In 2020, IAAPA will make history by hosting the very first IAAPA EMEA Summit in Africa. The event will offer delegates the opportunity to find out about the African leisure industry at first hand and connect with local industry experts over six days.

Tel: +1 321-319-7600

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

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)

10-23 OCTOBER 2020

### World Leisure Congress 2020

Pinggu, Beijing, China

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

Tel: +1 989 774 6099

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

# IAAPA EMEA **CHRISTMAS SUMMIT**

► **LONDON, UNITED KINGDOM**  
**DECEMBER 17, 2019**

Connect with industry professionals at the IAAPA EMEA Christmas Summit. Discover “The Making of Harry Potter” at **Warner Bros. Studio Tour London** and immerse yourself in one of Europe’s most iconic Christmas settings at **Hyde Park Winter Wonderland**.

[www.IAAPA.org/  
EMEA-Christmas-Summit](http://www.IAAPA.org/EMEA-Christmas-Summit)



# IAAPA EMEA **SUMMIT** **2020**

**SOUTH AFRICA**  
**27 JAN-1 FEB, 2020**

Africa, here we come! Get to know the African leisure industry at first hand and connect with local industry experts during this six-day trip through South Africa.

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

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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.

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

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

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

#### What now?

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

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Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



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Gurpreet Lidder

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



## BLACK COUNTRY LIVING MUSEUM

# CHIEF OPERATING OFFICER

Black Country Living Museum • Salary: C£60k + Benefits

The Black Country Living Museum is one of Europe's most successful open-air museums. Our strategic view is that our success originates from being an independent heritage business, and giving equal weight to our purpose as a museum, charity and visitor attraction. 2018 was a record-breaking year for the Museum as we welcomed over 350,000 visitors and achieved a turnover of £8m.

To support our continued success we are now seeking to appoint an inspiring Chief Operating Officer (COO) to be part of our Leadership Team. The COO will be a lateral thinker, capable of implementing strategic goals set out by The Board and CEO, strengthening BCLM's processes, management and infrastructure, to support our

continued growth and impact as one of the UK's most visited Living Museums. Central to your success will be shaping our visitor engagement strategy with a key focus on maximising and growing our on-site commercial offer.

Based in the heart of the Black Country's regeneration zone, with good road, rail and shortly metro links we are within good commutable distance from many of the surrounding counties, including Worcestershire and Staffordshire. As well as financial rewards, the museum offers a truly invigorating and kind work environment with a positive attitude to work life balance.

**Closing date: 6th November**



Interested applicants should scan QR code or click 'apply now' for more information



 **Apply Now**



# OPERATIONS DIRECTOR

## Saudi Entertainment Academy

**Be a pioneer and join us to develop Saudi Entertainment Academy, first Attractions & Entertainment Training Institute in Saudi Arabia!**

SOFRECO is a consulting and engineering company managing international projects. The SOFRECO Education and Training Department has been contracted to develop Saudi Entertainment Academy, a Training Institute specialized in Leisure, Attractions and Entertainment, in order to support the General Entertainment Authority development plan, in line with Saudi Vision 2030.

The Training Institute will offer 6 curricula focused on Amusement Park Design, Video Games Design, Maintenance, Safety/Security, Crowd Management and Entertainment Facility Management.

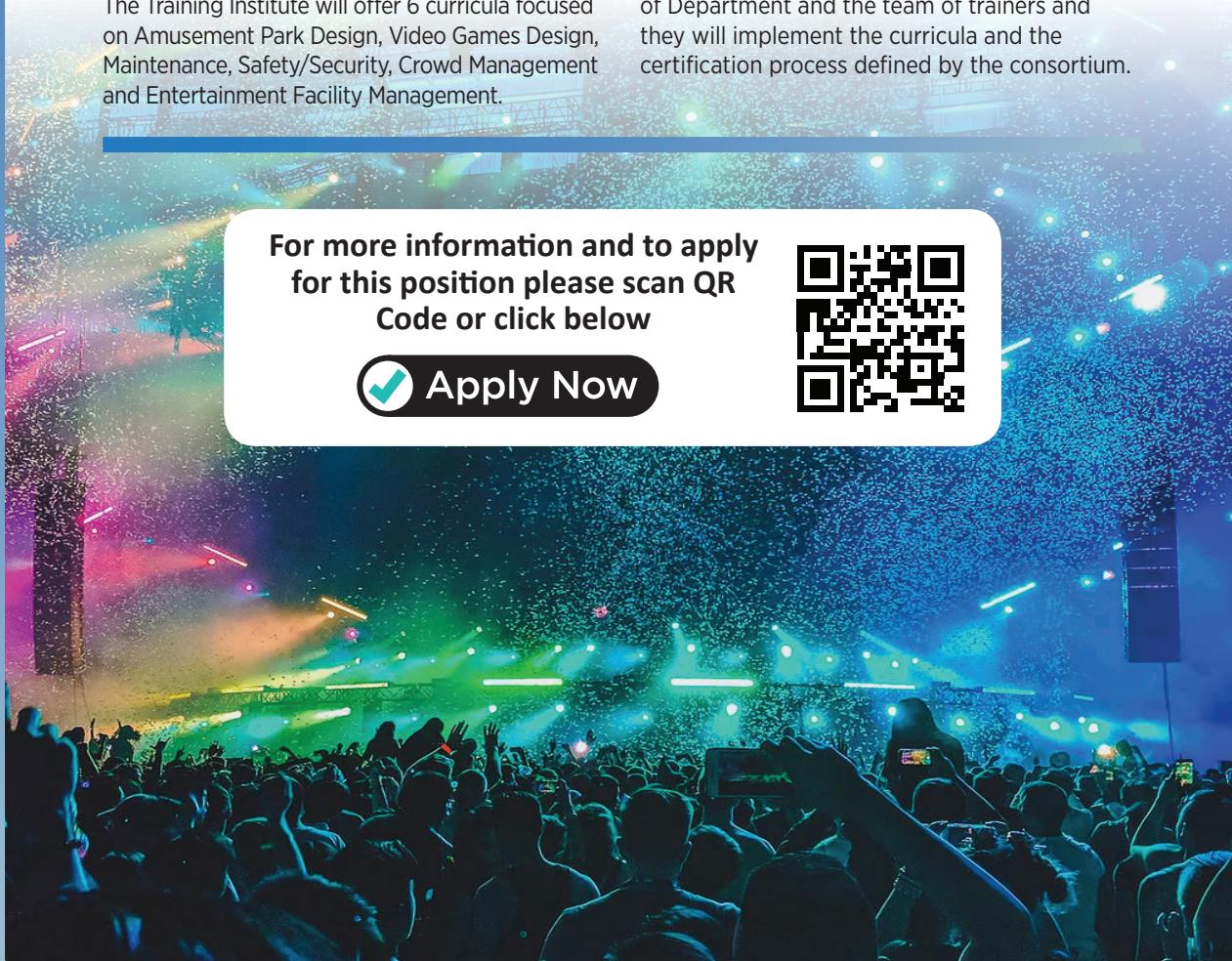
To achieve this goal, SOFRECO has set-up a Consortium with world-renowned French Education Institutions Académie de Paris and Université de Nice.

SOFRECO is now looking for the Training Institute Operations Director.

The Operation Director of the Training Institute is the central liaison between the training centre and Sofreco headquarters in Paris. The Director will oversee all business operations and is responsible for the overall success of the business. They will manage the Heads of Department and the team of trainers and they will implement the curricula and the certification process defined by the consortium.

For more information and to apply for this position please scan QR Code or click below

[Apply Now](#)



# CENTRE MANAGER

## Rye Harbour Discovery Centre, East Sussex

**T**hanks to a successful bid to the National Lottery Heritage Fund, the Sussex Wildlife Trust is seeking an experienced facility manager to lead the team at their flagship visitor centre at Rye Harbour, East Sussex.

The Centre Manager will lead the team and run the day to day operation of the centre which includes an eco-friendly café, retail outlet, wildlife education events and provision of an exceptional visitor experience.

You will be an experienced facility manager with exemplary customer service standards. Demonstrating excellent interpersonal and communication skills at all levels, you will be an effective decision-maker with the ability to build consensus across a range of audiences. With a proven track record in effective staff management and leading a customer focussed team, you will be a creative thinker with the ability to bring new ideas to the organisation.

### SUSSEX WILDLIFE TRUST

Sussex Wildlife Trust is a conservation charity for everyone who cares about nature in Sussex. We focus on protecting the wonderfully rich natural life that is found across our towns, countryside and coast.



**Sussex**  
Wildlife Trust



**RYE HARBOUR DISCOVERY CENTRE**

The Discovery Centre, which is currently under construction, will be Sussex Wildlife Trust's first visitor centre and has been generously supported by The Friends of Rye Harbour Nature Reserve, the local community and a range of funders. The 1,110 acre reserve is one of the most biodiverse places in Britain with 4,200 plant and animal species recorded and over 200 rare or endangered birds and mammals. It also hosts a range of historic buildings.

Closing Date: 9am Monday 18 November 2019

**Interested applicants should apply with a full CV by scanning QR code or clicking on 'apply now'.**



**Apply Now**





Royal Botanic Gardens  
**Kew**

# Head of Visitor Operations

£50,000 - £60,186 per annum, depending on skills and experience

You get great pleasure from knowing that every visitor to Kew has an unforgettable experience, one they remember for all the right reasons and you will know that your team have made that happen.

Joining the Horticulture, Learnings and Operations Directorate, you will provide effective leadership to the Visitor Hosting, Constabulary and Explorer teams, and you will be the key relationship manager for our catering contractor. You will play an instrumental role in maintaining and developing an outstanding level of customer service and experience at Kew Gardens, taking responsibility for all areas of daily visitor operations.

Kew is the world's leading botanic gardens, at the forefront of plant and fungal science, a UNESCO World Heritage Site and a major visitor attraction. We want a world where plants and fungi are understood, valued and conserved – because our lives depend on them.

We use the power of our science and the rich diversity of our gardens and collections to provide knowledge, inspiration and understanding of why plants and fungi matter to everyone.

With experience of managing multi-venue catering contractors, a security team and security systems, and legislation around large public venues, you will be an excellent leader and communicator, who will motivate and develop your teams to deliver to high standards and provide exceptional service at all times.

**CLOSING DATE: 03/11/2019**

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

**Apply Now**



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advertise call the team on +44 (0)1462 431385



## Visitor Services Manager

**Salary:** Up to £28,000 per annum  
**Company:** Royal Horticultural Society  
**Location:** Salford, Manchester, UK

## Operations Director

**Salary:** Competitive  
**Company:** Saudi Entertainment Academy  
**Location:** Riyadh Saudi Arabia

## Rye Harbour Discovery Centre Manager

**Salary:** £29-32,000 per annum  
**Company:** Sussex Wildlife Trust  
**Location:** Rye, UK

## Head of Visitor Operations

**Salary:** £50,000 - £60,186 pa  
**Company:** Royal Botanic Gardens Kew  
**Location:** Richmond, UK

## Chief Operating Officer

**Salary:** C£60k + Benefits  
**Company:** Black Country Living Museum  
**Location:** Dudley, West Midlands, UK

## Retail Team Leader

**Salary:** Competitive Salary  
**Company:** Warner Bros. Studio Tour  
**Location:** Leavesden, London, UK

## Warehouse Team Leader

**Salary:** Competitive Salary  
**Company:** Warner Bros. Studio Tour  
**Location:** Leavesden, London, UK

## Operations Manager

**Salary:** Dependent upon experience  
**Company:** Active Kids Adventure Park  
**Location:** Perthshire, UK

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LONDON, ENGLAND



**CONFERENCE:** Nov. 16-19, 2020 | **TRADE SHOW:** Nov. 17-20, 2020

ORLANDO, FL, US

[IAAPA.org/Expos](http://IAAPA.org/Expos)

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