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NEW

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AQUALAND



Our planet's future – be bold

Although there's plenty of cause for alarm, it's not too late to change our course. How can you steer your attraction in the right direction?

Understanding the impact that human actions are having on the sustainability of our planet is influencing how we're choosing to spend our spare time. Operators canny enough to adopt ecologically sound practices and hatch thought-provoking exhibitions – which are informative, interactive and fun – offer our increasingly savvy visitors of all generations both an entertaining and erudite day out with their friends and family.

This edition's Developing Pipeline features many such stand-out projects. In New Zealand, the forthcoming Napier National Aquarium is set to become “an eco-tourism destination of major significance”, and “guests will learn more about apex predators and their importance to our ocean” at the new shark gallery at Georgia Aquarium in the US. In response to mounting pressure on cetacean captivity, a programme at Vancouver Aquarium in Canada will educate visitors on healthier oceans. In the Middle East, at National Geographic's Ocean

Odyssey, deep-sea explorers will share their stories while gaming challenges will put visitors at the centre of cleaning up the oceans, encouraging them to take an individual pledge.

Science centre operators are embracing this deeply aware and receptive visitor mindset too, with Abdul Kalam Science City in India “encouraging the participation of locals and Bihari diaspora in engaging activities to develop scientific temperament”. Closer to home, in the UK, the second Eureka! site “will open the eyes of parents and young people, showing them how anyone from any background can go on to change and transform the world”.

Although these forthcoming attractions are on the case, we must applaud those that are one step ahead. Museon in the Netherlands invites visitors to contribute their ideas and proceed to action – making themselves “heroes on our planet”. WAZA members are on the road to eliminating single-use plastic and using only certified sustainable palm oil. For the future of our planet, let's hope that even more attractions get on board.

Helen Patenall, editor, Attractions Management Handbook
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New attractions on the block

16



STEMming out for all the family

72

FUTURE VIEW

16 Development Pipeline

Global projects breaking ground sector-by-sector: theme parks; visitor attractions; waterparks; zoos and aquariums; planetariums and science centres; museums and galleries; parks; and expos

INDUSTRY INSIGHTS

72 One Planet

Socially relevant exhibitions in a fast-moving market puts leading science attraction Museon one step ahead. Maarten Okkersen tells us how

80 Dusk til Dawn

Nick Stockman from Culture24 is campaigning for the arts community to drive the trend for 'out of hours' events, profiting attractions and the high street

88 Just the Ticket

AECOM's latest Theme Park and Museums Index showcases the stats behind the global attractions industry – and just how well it's performing

94 EMEA Focus

Margreet Papamichael shines a spotlight on the ups and downs of the theme park and waterpark markets in Europe, the Middle East and Asia

98 Striving for Sustainability

We should all join the battle against climate change, plastic pollution and the illegal wildlife trade. Doug Cress from WAZA speaks out on sustainability

104 Splashing Out

Kathleen LaClair and Brian Sands have teamed up to give us an insight into the potential growth of the waterparks market. Is enough ever enough?



Special events give the themed entertainment sector a boost

94



98

Sustainability will unlock their future



Global waterparks industry remains robust

104

CONTENTS

112



Can science centres help to halt fake news

FEATURES

112 Fact or Fiction?

Public trust in established institutions is at an all-time low, providing a post-truth platform for social media hearsay. Linda Conlon warns against the rising tide of inaccurate data and tells us how science centres can equip us with the tools to tell fantasy from reality

122 On Reflection

Epic, Wild and Great. Helen Patenall, editor of *Attractions Management Handbook*, takes a look at some of the stand out waterparks that made a monumental splash onto the global scene in 2018, setting a high benchmark for the years ahead

128 Work Your 'Sox' Off

We ask Thomas Mack about Europa-Park's latest foray – this time into the world of health and fitness. The German theme park's Boston Red Sox Gym enterprise offers visitors time out to relax from the thrills while boosting off-season attendance with local members

132 Diving into 2019

TrendWatcher Henry Mason is always one step ahead, analysing today's trends to anticipate what tomorrow might bring. Ever-enlightening, Henry looks at current consumer expectations to help us foresee how best to plan for constantly evolving audiences

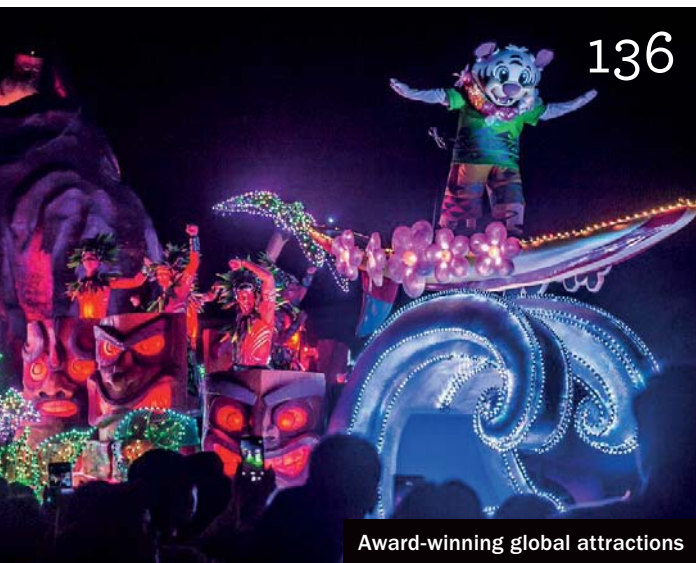
136 Thea Awards

Compelling, engaging, artistic, entertaining and educational – the best themed entertainment and experience designs in global attractions. Matt Kerr summarises the latest Themed Entertainment Association's Thea Awards taking the sector by storm

154 Good Natured

Attractions Management Handbook editor Helen Patenall takes a tour of some awesome technological approaches being embraced by zoos and aquariums around the world that are championing animal welfare and how we all interact with the natural world

136



Award-winning global attractions



World-class waterparks offering more splashes than ever

RESOURCES

162 Company Profiles

A snapshot of the leading suppliers, designers and service providers immersed in the attractions market around the world. What could they do for you?

202 Product Innovation

Suppliers and designers tell the stories behind their latest innovations and product launches, with full contact details available at www.attractions-kit.net

214 Events Calendar

A month-by-month guide to conferences, exhibitions and expos giving us the low down on what's happened – and what's on the cards – in attractions

218 Industry Associations

Contact details of trade organisations representing operators, manufacturers and suppliers in the global attractions market

220 Green Resources

Organisations supporting sustainability

222 Address Book

Contact details of leading companies

248 Product Selector

Key attractions suppliers by sector

270 Attractions Management Gallery

Key suppliers in the attractions sector

THE TEAM



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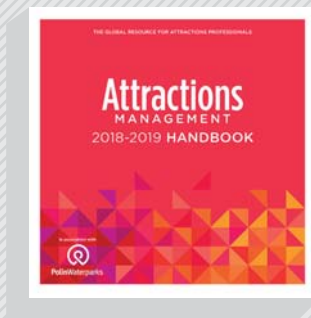
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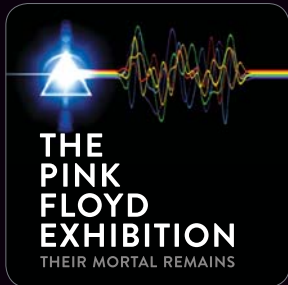
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DEVELOPMENT PIPELINE

Theme Parks.....	p16
Visitor Attractions.....	p22
Waterparks.....	p30
Zoos & Aquariums.....	p36
Planetariums & Science Centres	p44
Museums & Galleries	p50
Parks	p62
Expos.....	p68



DEVELOPMENT PIPELINE

A sector-by-sector summary of some of the most significant attractions being developed around the world



IdeAttack's Brilliant
China zone for the
Fairytale Theme Park

Evergrande Fairytale Theme Park

Xixian New District, China

Opening: 2022

Chinese real-estate investment group Evergrande is working on a Fairytale Theme Park in Xixian New District, Shaanxi province, in partnership with IdeAttack.

The entertainment design firm has masterplanned and conceptualised a series of fairytale-themed destination resorts for the developer under a new

Evergrande Fairytale Theme Park brand, with a total of six parks in the works.

The first Fairytale Theme Park is underway at Changsha, Hunan province, and will feature more than 30 attractions, including immersive multimedia rides and theatres, across six specially themed zones: Splendid China, Magical Europe, Mysterious Kingdom, Adventure South America, Surfing Sea and Space Travel.

The Fairytale Theme Park brand is being billed as a gamechanger by those involved – raising the bar for domestic theme parks

by bringing a quality experience to more cities and emphasising Chinese culture, themes, stories and legends.

Evergrande has named Ideattack, ITEC, Sanderson, Vekoma, Zamperla and HUSS as the designers and suppliers working on the new developments.

According to China's government, the country's US\$610bn tourism industry will double in value by 2020, with the theme park boom being spurred on by an emerging middle class.

■ <http://lei.sr?a=c9D7K>



The M101 SkyWheel is a landmark designed to redefine the Kuala Lumpur skyline

M101 SkyWheel

Kuala Lumpur, Malaysia

Opening: 2021

A ferris wheel in Malaysia will become the world's highest when it opens as part of the 78-storey M101 Skywheel under construction in Kuala Lumpur.

The mixed-use building will be the first integrated development to be designed by Studio FA Porsche – known famously for its sports car design – and will, at 200m (656ft) above ground level, feature a uniquely designed ferris wheel resembling a giant watch. At its peak, the wheel will offer views of the city from heights of up to 220m (722ft).

China Railway Construction Corporation Malaysia Bhd is the main contractor for

the build, with the giant H-shaped building becoming part of the city skyline.

“The first of its kind in the world, the M101 SkyWheel, with its two towers, is a landmark designed to redefine the Kuala Lumpur skyline. For our approach, we applied local Malay design elements through a functional and thoroughly modern lens, turning traditional patterns into bold and new imagery,” said a spokesperson for Studio FA Porsche.

The RM2.2bn (US\$556m, €455m, £404m) project will also feature the world's highest shopping mall, taking up floors 50 to 52 and covering 200,000sq ft (18,600sq m), as well as Asia's first Planet Hollywood Hotel. The two towers either side of the wheel will accommodate office and retail space.

■ <http://lei.sr?a=b6E6A>



The brand's first Saudi investment

Six Flags

Qiddiya, Saudi Arabia

Opening: 2022

Six Flags plans to open its first Saudi Arabian venture, as part of the kingdom's new entertainment destination in Qiddiya.

Saudi Arabia's Public Investment Fund – set up to manage the country's sovereign wealth and facilitate development of its national economy – is to develop the Six Flags-branded park under a franchise agreement. The operator will work alongside to design and construct the attraction as part of Saudi Arabia's first entertainment, sports and cultural destination.

Vision 2030 aims to have more than 450 clubs providing cultural activities and events.

“Innovation is synonymous with the Six Flags brand, and our international licensing business provides a unique opportunity to continue our strong global growth,” said David McKillips, president, Six Flags International Development Co.

■ <http://lei.sr?a=p5o1J>

THEME PARKS



Amikoo feature a Mayan theme

Amikoo

Riviera Maya, Mexico

Opening: Q4 2019

A Mayan-themed amusement park and resort has been given the green light after Mexico's government granted the Amikoo development approval to begin construction.

Originally launched with a DreamWorks theme, plans were changed to follow a Mayan theme to better resonate with locals. Called Amikoo Park, it will feature more than 40 attractions, shows and restaurants, and an archaeology and anthropology museum.

The park is under its first phase of construction, due for completion in Q4 2019, with a second phase scheduled to open by 2021.

Once opened, Amikoo park is expected to attract annual visitor numbers of around 4.5 million. It will also incorporate a 320-bedroom hotel for overnight stays.

The park is also expected to generate more than 9,000 jobs for the region.

■ <http://lei.sr/3a2M2>



PHOTO: © IMG

IMG's second park in Dubai will be even bigger and located outdoors

IMG Worlds of Legends

Dubai

Opening: 2022

The owners of IMG Worlds of Adventure – the world's largest indoor theme park – have ambitious plans for the brand over the next five years, proposing an even bigger and outdoor second park in Dubai called IMG Worlds of Legends, as well as expanding the concept overseas.

In an exclusive interview with *Attractions Management*, CEO Lennard Otto said that business was booming at Worlds of Adventure following its successful debut year. According to Otto, the park has reached set targets, drawing a strong mix of visitors from international and domestic markets with key regions including Saudi Arabia, Kuwait, Russia and India.

"It's always interesting when you launch a new industry into a market.

When we launched, there was no culture for a major theme park in Dubai," said Otto. "There's been a lot of education, adjusting and awareness for the market from our end – along the way we had to make some changes to our business model for the park.

"In terms of overall user experience, we've seen excellent results on all platforms from a ratings standpoint, so we're in line with where we want to be."

Worlds of Adventure's owner, Ilyas & Mustafa Galadari Group, has a five-year plan for the park, with the addition of new attractions every year. In the short term, they'll be an increased focus on younger children, with a large soft play area and an adjustment to height restrictions, enabling them to safely use more of the rides.

The park's initial success has drawn the eye of a number of developers, with plans to take the concept worldwide.

■ <http://lei.sr?a=u7A2K>

Hong Kong Disneyland

Hong Kong

Opening: now to 2023

Disney is transforming its Hong Kong theme park as part of a six-year masterplan to introduce a host of new experiences and characters.

Worth HK\$10.9bn (US\$1.39bn, €1.18bn, £1.05bn), it aims to address issues for the struggling park and make it profitable again.

Marvel's presence at Hong Kong Disneyland is being significantly expanded, with a new experience featuring Ant-Man, The Wasp and Shield being launched in Tomorrowland. The Marvel-themed area will also add to the Iron Man Experience (the park's most popular attraction) to create "Asia's Marvel epicenter".

The company's smash hit *Moana* will get its first outing at a Disney park with a new entertainment zone in Adventureland. Taking the form of a live stage show, guests will also get to meet Moana in person.

An entire themed Frozen area debuting in 2020 will be a first for Disney parks, with a recreated Arendelle featuring a lake, ice mountain, two rides, shops and restaurants. Guests will also meet Elsa and Anna. Disney's castle will be also "supersized".

Samuel Lau, executive VP & MD of Disneyland Hong Kong, said: "Marvel and Frozen are popular with guests across our Asian markets and the new expansion will greatly enhance the appeal of the park."

■ <http://lei.sr?a=n6c8A>

The masterplan will introduce a host of new experiences and characters





Lotte's Magic Forest will have two signature rollercoasters

Lotte's Magic Forest

Busan, South Korea

Opening: mid 2021

South Korea's leading theme park operator Lotte Group has revealed details about its upcoming theme park and resort development in the city of Busan.

Designed by Legacy | GGE – the former Goddard Group – Lotte's Magic Forest is scheduled to open in mid-2021 and will cover 100,000sq m (1.1m sq ft).

Formed of six themed zones – each showcasing a different element of nature – the park will have more than a dozen family attractions and will be anchored by two signature rollercoaster experiences.

Marcus King, Legacy's senior director of project management, said the park's design was based on that of a European theme park, adding that the designers wanted to "immerse guests in the charm and wonder of a magical garden environment". Legacy added that the park's design will be "completely unique

from the operator's iconic flagship theme park in Seoul", which welcomes more than seven million visitors on an annual basis.

"Lotte is one of Asia's most trusted names in family entertainment," said Yaeli Chung, Legacy's MD for Korea.

The park will be located in Busan's Osiria district, adjacent to the company's existing East Busan Lotte Outlet Complex. The attraction will accompany a host of developments being constructed in the nearby area, including a hillside luge.

■ <http://lei.sr?a=2J1z6>



The agreement will see the largest expansion in the history of DisneySea

Tokyo Disney Park

Tokyo, Japan

Opening: 2022

Frozen, Tangled and Peter Pan are coming to Disney's Tokyo theme park, after the operator announced a multi-billion dollar agreement with the Oriental Land Company for the largest expansion in the history of DisneySea.

Budgeted at ¥250bn (US\$2.26bn, €1.95bn, £1.7bn), it will see an eighth port – inspired by a magical spring – comprising three themed areas and a luxury hotel, plus four major attractions, three restaurants and a retail outlet.

In the Frozen area, guests will be able to explore the kingdom of Arendelle, featuring the boat ride already in existence at Disney's Epcot theme park

and under development at Hong Kong Disneyland. In addition, a restaurant inside the castle will sit at the foot of a snow-covered mountain scene.

Rapunzel's tower will be the iconic attraction for the Tangled area, allowing visitors to explore the forest and tower where she lives. The area will also include an attraction that follows Rapunzel to the lantern festival and a restaurant inspired by the hideout of the film's thugs.

Never Land, home of Peter Pan, will house two attractions and a restaurant, plus Never Land's mountains, Captain Hook's pirate ship and Skull Rock. A flight simulator will take guests over the jungles into battle with Captain Hook. The second attraction will take guests to Pixie Hollow; home of Tinker Bell. The area's restaurant was inspired by the Lost Boys' hideout.

■ <http://lei.sr?a=T2x6Y>



The existing park will be expanded

Dreamworld

Gold Coast, Qld, Australia

Opening: TBC

Gary Weiss, chair of Dreamworld owner Ardent Leisure, has announced plans to expand the Australian theme park, with the plans aimed at boosting attendance following a "challenging year".

Dreamworld has been under intense scrutiny since a 2016 accident on its Thunder River Rapids ride resulted in four deaths.

Weiss said that 2018 had been "another challenging year for Ardent", adding however that the company was making "good progress" across many areas of its business. For Dreamworld, he revealed that plans are in the works to expand the Gold Coast attraction, with new rides and retail zones both on the cards.

These plans are in addition to the expansion made to the Aboriginal and Torres Strait Islander educational attraction, Dreamworld Corroboree, and the US\$15m extension to WhiteWater World.

■ <http://lei.sr/V5R3P>

VISITOR ATTRACTIONS

Waterfront visitor centre

Stavanger, Norway

Opening: TBC

Danish architects COBE and Norwegian beer maker Lervig have unveiled plans for a major waterfront visitor centre and brewery in Stavanger, Norway.

Located on a former industrial pier, the 11,000sq m (118,400sq ft) building has been conceived as “a unique attraction for locals and visitors”, with a harbour bath, roof garden and street-food market all incorporated into the mixed-use scheme.

COBE have described the design concept as “part architecture, part urban space, part landscape”.

A large roof, supported by a series of wooden arches, will connect all functions of the visitor centre and brewery, with the choice of material drawing on the region’s timber building traditions.

Inside, guests will have an unobstructed view through the building and of Lervig’s tanks and fermentation vessels.

Outside, plants and flowers will be grown in the publicly accessible roof garden – along with hops, vegetables and fruit trees to be used in the brewing

process – meaning the building will appear to be a large park from above.

“Our vision is to create a vernacular attraction and destination in the heart of Stavanger,” said Dan Stubbergaard, founder and creative director of COBE.

“Breweries have always been perceived as closed-off facilities. By wrapping this one with a range of public functions within a single structure, we are able to create a project capable of making citizens and visitors come together and enjoy city life. The site will reconnect with the city not only physically, but also socially.”

■ <http://lei.sr?a=D4J3x>



The brewery and visitor attraction will become a destination in the heart of Stavanger

PHOTOS: © COBE & RASMUS HJØRSHØJ - COAST



National Geographic is expanding its visitor attraction side to Saudi Arabia

Ocean Odyssey

Saudi Arabia

Opening: 2019

National Geographic is expanding the visitor attraction side of its business into the Middle East, announcing plans to develop up to 10 new locations across Saudi Arabia.

Working in partnership with Saudi investment firm KBW Ventures and the General Entertainment Authority of Saudi Arabia, National Geographic's Ocean Odyssey will open at different locations across the Kingdom, offering an immersive walk-through adventure telling the story of the world's oceans.

The new Saudi attractions will be based on the successful debut launch in Times Square, New York City, US.

The first Ocean Odyssey attraction has a tentative launch date set for 2019, with the experience coming first to Riyadh.

National Geographic will be working with designers Falcon's Creative, Pixomondo – the visual effects team behind Game of Thrones – and Grammy award-winning composer David Kahne, to produce the visitor experience.

During the experience, visitors will hear from National Geographic photographers and deep-sea explorers, who will share their stories about the world's oceans. Exhibits will include interactivity, with gaming challenges including cleaning up the ocean and playing with holograms of the seas' greatest wonders. Environment will be a strong theme, with visitors given the opportunity to take an individual pledge for ocean conservation.

■ <http://lei.sr?a=p5V4B>



PHOTO: © GRIMSHAW ARCHITECTS

This will be Smit's first overseas Eden

Eden Qingdao

Qingdao, China

Opening: 2020

Sir Tim Smit's Eden Project is making a giant leap to realising its first overseas attraction, following a trade meeting between the British and Chinese governments.

During the three-day trade mission to promote Prime Minister Theresa May's vision for a "global Britain", David Hardland, Eden Project chief executive, signed an agreement with Zhao Lintao of China Jinmao Holdings, setting out terms for a future development in Qingdao.

Including the design, construction and operation of the planned £150m attraction, Eden Qingdao will follow the theme of water, centering on the world's largest indoor waterfall – roughly the same size as Niagara Falls at 50m (164ft) high.

Future confirmed plans include locations in Australia and New Zealand, with four more Chinese projects in the works. Grimshaw Architects are working on the design for each of these proposals.

■ <http://lei.sr?a=Y8k7u>



The park will celebrate Nordic culture

Moomin Valley Park

Hanno, Japan

Opening: March 2019

A theme park based on The Moomins will open in Japan's Saitama Prefecture in March 2019, after its developers confirmed construction plans for the nature attraction in the city of Hanno.

Called Moomin Valley Park, the attraction will sit on an area around Lake Miyazawako, owing to the area's resemblance to the nature-rich homeland of the Moomins.

The park will celebrate Nordic culture, with plans calling for a museum, restaurants offering Nordic meals and facilities where visitors can interact with Moomin characters. A public zone called Mezza Village will be maintained as a free-to-visit public park.

Moomin Monogatari will oversee the project, supplied in-part by Finnish playground equipment group Puuha International Oy.

The Moomin stories were first published in 1945 by Tove Jansson.

■ <http://lei.sr?a=G3x0R>



PHOTO: © LIONSGATE

The first European Lionsgate-branded indoor entertainment centre will open in Madrid

Lionsgate Entertainment City

Madrid, Spain

Opening: 2020

Lionsgate and Parques Reunidos plan to open the first European Lionsgate-branded indoor entertainment centre, at the Estación Príncipe Pío in Madrid.

Lionsgate Entertainment City will be the first Lionsgate-branded centre to open in Europe. It will feature interactive experiences and attractions, including: a location-based VR experience, a 4D theatre, a motion simulator, a climbing wall and a challenge course, based on popular Lionsgate franchises including The Hunger Games, The Divergent Series and Mad Men. The centre will be located in the Estación Príncipe Pío leisure complex, which includes a theatre and concert hall.

Fernando Eiroa, CEO of Parques Reunidos, said: "Parques Reunidos' experience combined with Lionsgate's iconic properties will allow us to create the first branded IEC of this kind in Europe."

"Visitors will be able to live through total immersion experiences via multiple virtual reality simulators and dine with Don Draper at this new exciting location."

"Parques Reunidos has a strong expansion plan for indoor Entertainment Centres (IECs), which will be open to the public year-round throughout Europe and the US."

Jenefer Brown, senior vice president of Global Live and Location Based Entertainment, added: "We look forward to introducing exciting and immersive experiences themed to our popular film and tv brands to audiences in Madrid."

■ <http://lei.sr?a=K3C4t>



Public space around the tower will be rebalanced for the enjoyment of all visitors

Eiffel Tower

Paris, France

Opening: 2023

Four design teams have been shortlisted for a project to reimagine the Eiffel Tower's visitor experience.

Groups led by AL_A, Gustafson, Porter + Bowman, Agence Ter and Koz Architectes are competing for the project sited either side of the River Seine.

Paris mayor Anne Hidalgo has voiced the city's ambition to make every visit to the landmark more enjoyable and accessible by rebalancing the use of the

public space for the benefit of the tower's seven million visitors and the 20 million who pass by the attraction each year.

Plans include the accentuation of the architectural quality of the tower, the enhancement of the pedestrian experience at the base of the tower and the improvement of the surrounding public transport networks.

The layout of the site will be simplified, and more seating areas and catering points will be offered, as will cultural elements that place the importance and history of the site into context.

Completion of the project in 2023 will allow the Eiffel Tower to play a leading

role in the 2024 Paris Olympic and Paralympic Games.

"It's not a question of reinventing the Eiffel Tower, but of magnifying it by connecting it with its environment – be it the Seine, Trocadero or Champ de Mars," said Jean-Louis Missika, deputy for urban planning and architecture in the city.

The shortlisted architectural teams for the ambitious project comprise: AL_A (UK) and Gross.Max (UK); Gustafson Porter + Bowman (UK); Agence Ter (FR) and Carlo Ratti Associati (IT); and Koz Architectes (FR), Jun'ya Ishigami (JP) and Atelier Roberta (FR).

■ <http://lei.sr?a=2T8v0>

VISITOR ATTRACTIONS



A holiday village will lengthen stays

Legoland Windsor

Windsor, UK

Opening: 2019-2024

Merlin Entertainments is planning a grand expansion of Legoland Windsor, after the operator filed a planning application to include new attractions and accommodation as part of an eight-year masterplan to develop the UK theme park.

The application is split into eight separate projects, with work to be carried out through to 2024. The expansion will increase the park by 450,000sq m (4.8m sq ft).

Plans focus on a holiday village with community and play facilities; farm buildings onsite being repurposed for back of house operations; and Legoland's entrance being redeveloped with a new admissions building, more toilets and a new entrance area dubbed "The Beginning".

A "2019 attraction" will feature three "attractions zones", with three new rides – one of which will be an indoor dark ride.

■ <http://lei.sr?a=Z9L0L>



Plans include an aerial walkway, a lookout tower, forest lodges, a lake and a boathouse

PHOTO: © CULLINAN STUDIO

Conkers

Leicestershire, UK

Opening: TBC

Architects Cullinan Studio and multidisciplinary firm Arup have received planning permission for the UK's longest aerial walkway: a 400m-long (1,312ft) ribbon "floating through the treetops" of Conkers visitor attraction.

The sinuous pathway will feature three timber-clad treehouses, or eyries, providing event and educational spaces for more than 40 people.

The plans were developed by the practice using in-house virtual reality technology, which allowed them to "explore the journey in a cinematic way to create a compelling experience".

According to a design statement, "the Aerial Walkway improves connectivity

between two areas of the award-winning Conkers attraction that are separated by the Ivanhoe Mineral Railway line. An earth rampart at one end of the walkway connects with existing paths and forms an amphitheatre next to the lakeside that can be used for a wide variety of events, such as storytelling sessions".

A lookout tower, woodcraft workshops, forest lodges, a lake and a boathouse, extensive tree planting and forest walks are all planned.

Currently, the UK's longest aerial walkway is the twisting, 300-metre (984-ft) STIHL Treetop Walkway in Gloucestershire's National Arboretum at Westonbirt. Internationally, dramatic aerial walkways are being developed for the Camp Adventure park in Gissselfeld Klosters Skove, Denmark, and the Mandai nature and wildlife park in Singapore.

■ <http://lei.sr?a=v7f5w>



MSG Sphere has been described as “the future of live entertainment”

MSG Sphere

London, UK

Opening: TBC

The Madison Square Garden Company (MSG) plans to bring a vast, spherical music and entertainment venue to London to “change the nature of live events”.

MSG’s executive chair and CEO, James L Dolan, confirmed the company intends to make the UK capital the home of its first international property, and has completed the purchase of land totalling nearly five acres in Stratford, next to Westfield Stratford City shopping centre.

International architects Populous are behind the striking design of the MSG

Sphere – described by MSG as “the future of live entertainment” – a version of which has been announced for Las Vegas.

According to the company, each of its Spheres will be equipped “with game-changing technologies that push the limits of connectivity, acoustics, video and content distribution to create powerful, immersive, multi-sensory environments that will transport audiences”.

It will boast: a programmable exterior that can serve as a digital showcase for brands, artists, events and partners; an interior bowl that features the largest and highest resolution media display on Earth; a custom-spherical camera system capable of capturing, curating and distributing both today’s and tomorrow’s

content; a dynamically adaptive acoustics system that will deliver crystal clear audio to every guest, no matter the size or type of event; and new architecture that will set a new standard for wireless connectivity

“We believe that a large-scale, next-generation venue will not only become a premier destination, but also drive growth in London’s overall music and entertainment market – benefiting artists and fans, and serving as a long-term investment in the future of this incredible city,” said Dolan.

“MSG Sphere will provide a home where like-minded communities can come together to not only interact with the performance, but also with each other.”

■ <http://lei.sr?a=r2l6m>

VISITOR ATTRACTIONS

PHOTO: © NAVYSEUM



Children will be immersed in crew life

Navyseum

Chicago, IL, US

Opening: 2019

Decommissioned Navy equipment could soon be used to create a family-friendly centre dedicated to maritime life after plans were submitted to develop a US\$43m attraction in Chicago, Illinois.

Plans for Navyseum show an interactive, two-storey attraction that will span 130,000sq ft (12,000sq m) and combine a museum with an interactive playspace. Themed experience zones are connected using bridges, tubes, slides, overlook decks and openings to offer a fun, immersive experience for visitors, allowing them to live a life in the day of a crew member.

Led by Seaworld's former head of creative development, Jumana Brodersen, St Louis-based themed design experts JCO have imagined the Navyseum concepts, including design, attractions programming and exhibit design.

■ <http://lei.sr?a=N2d8j>



PHOTO: © FC BARCELONA

Indoor parks will open in busy shopping malls and central iconic establishments

Barça-themed “experience spaces”

US & Asia

Opening: 2020

Spanish football giant FC Barcelona is opening a number of Barça-themed “experience spaces” around the world.

Club president Josep Maria Bartomeu has signed a five-year agreement with leisure park developer Parques Reunidos to get the ball rolling on the project, which will see indoor parks opened in “busy shopping malls and iconic establishments in the centres of cities with high numbers of pedestrian traffic”.

Each will be dedicated exclusively to FC Barcelona, with visitors able to enjoy immersive experiences “based on the history, values, players and memorable moments of the club, blending interaction, new technologies, education and fun”.

Five of the attractions will be built in strategic regions for the club, with the first to open in the US and Asia in 2020.

“The agreement with Parques Reunidos will help us to project our image in strategic territories, offering our supporters a 100 per cent Barça experience, and at the same generating a major source of income,” said club vice president Manel Arroyo.

“Parques Reunidos are a leading company in their sector, and they have worked with Nickelodeon and Lionsgate on indoor entertainment parks like the ones that Barça will have. That means we’ll be able to continue to set new trends in the entertainment industry.”

Fernando Eiroa, the delegate councillor for Parques Reunidos, added: “Our company is constantly looking for new opportunities to expand in order to offer unforgettable experiences for all the family. At these centres, we will be the first company to offer, hand in hand with one of the best teams in the world, an innovative and thrilling sport and leisure experience for football lovers in Asia, the US and Europe.”

■ <http://lei.sr?a=Q7i7w>

Sutton Hoo

Suffolk, UK

Opening: 2021

Plans to build a 17m (56ft) viewing tower at one of Britain's most archaeologically significant sites will go ahead thanks to a £1.8m Heritage Lottery Fund (HLF) grant.

In 1939 a hoard of treasures were discovered at Sutton Hoo in Suffolk, believed to be the final resting place of the 7th Century King Raedwald of East Anglia.

The £4m project will see a permanent tower replacing the smaller temporary version, an improved visitor centre and new experiences in the exhibition hall.

The observation tower has been conceptualised by architecture firm Nissen Richards Studio, with the top floor offering views of the entire burial ground, through to the River Deben.

A new route allowing visitors to "walk in the steps of the Anglo-Saxons" is also part of the project, as are enhanced guided tours, new activities and installations, innovative interpretation and creative programming, which will sit alongside a school education programme.

Allison Girling, property operations manager at Sutton Hoo, said: "These plans are about helping visitors delve deeper into the lives of the Anglo-Saxons who settled here, the people who discovered them and to learn more about what it is that makes Sutton Hoo so fascinating.

"From why the Anglo-Saxons chose to bury their king here and how their lives and traditions have influenced English culture for generations, to how the determination of one remarkable woman led to the discoveries in the first place."

■ <http://lei.sr?a=r6P1J>

www.attractionshandbook.com



PHOTO: © NATIONAL TRUST

Plans include a permanent tower, improved visitor centre and new experiences



ADG are overseeing the waterpark

Island H2O Live! Margaritaville Resort

Kissimmee, FL, US

Opening: Q2 2019

The Aquatic Development Group has been selected to design and build Orlando's newest waterpark – part of the US\$750m Margaritaville Resort currently under construction.

Called Island H2O Live!, the US\$40m waterpark has been given a tropical theme and will cover 46,500sq m (500,000sq ft), with 15 water attractions.

Included will be a 24,000sq ft (2,200sq m) dual beach wave pool, a 1,300ft long (400m) lazy river with a 500sq ft (46.5sq m) apron beach entry, a basketball and crossing lagoon, a multi-level play structure, a kids activity pool and nine slides.

This will be the first waterpark to open in Kissimmee in more than 13 years and will be the first in the area to include an adults-only section.

Horizon Waterpark will own the waterpark and is working with Encore on the attraction.

■ <http://lei.sr/7M9T6>



ACTVENTURE is rolling out its outdoor water and adventure park concept to the UAE

ACTVENTURE

Qld, Australia, and UAE

Opening: TBC

ACTVENTURE, the multi-million-dollar leisure and lifestyle mega-destination underway on the Sunshine Coast of Australia, is eyeing a rollout to the UAE.

Thinkwell Group designed the plan for the AU\$400m (US\$305m, €280.7m, £243m) Queensland venture, with Canadian waterpark specialist WhiteWater West working on the waterpark.

Bankrolled by SANAD Capital – the Australian offshoot of Dubai-based investment firm Najibi – the first ACTVENTURE destination, located on Steve Irwin Way, will feature a waterpark, an events lawn, a retail zone and an outdoor adventure park for kayaking, bungee jumping, flyboarding, zorbing and

paddle boarding, as well as plans for a family hotel and a sports precinct for skateboarding, BMXing and a parkour.

With the UAE expecting its leisure industry to attract an audience of 45 million people by 2021, WhiteWater's CEO, Geoff Chutter, said: "The UAE is the leading leisure and entertainment destination in the region with a huge growth potential over the next three years. We believe the market could double when the current projects are complete.

"I believe that ACTVENTURE is a differentiated active lifestyle destination that will cause huge waves in Australia, and bringing the concept to UAE will only add to the country's diversified sector."

Talal Najibi, executive chair of Najibi Investments, added: "Dubai is set to become a world-class leisure and entertainment destination."

■ <http://lei.sr?a=U2u6N>



PHOTO: © MALL OF AMERICA/DLR GROUP

Triple 5 will operate the new waterpark

Mall of America

Bloomington, MN, US

Opening: TBC

The owners of Minnesota's Mall of America are considering a US\$200m waterpark addition to the property, releasing a new rendering of the proposed project in the city of Bloomington.

The plan has been submitted by Triple 5, which owns the property, detailing a 225,000sq ft (21,000sq m) waterpark to the east of the existing mall. According to the submission, the city

would finance and own the development, hiring Triple 5 to operate the new venture. Triple 5 is seeking an international brand for the venture, suggesting in the proposal that brands such as Dreamworks or Nickelodeon could be utilised for theming on the project.

The DLR Group, an integrated design firm delivering architecture, engineering, interiors, planning and building optimisation, are involved in the design.

The proposed waterpark would sit near the existing Great Wolf resort, though

access to that park is limited to visitors also booking a hotel stay, whereas the Triple 5 project would be open to the general public.

According to Triple 5, the operator has been interested in a waterpark development for several years, as such a venture would help to fill hotel rooms "when business travellers and event uses do not".

The waterpark is part of existing plans for an expansion of the mall, which includes hotels, a performance space, meeting spaces and sports areas.

■ <http://lel.sr?a=e2U2M>



The indoor waterpark will have interactive aqua play zones

Great Wolf Lodge Arizona

Scottsdale, AZ, US

Opening: Q3 2019

Great Wolf is working on a new indoor waterpark destination in Scottsdale.

It will be built on an 18-acre (7-hectare) site within the Salt River Pima-Maricopa Indian community at Salt River Fields, Talking Stick. Great Wolf Resorts has signed a contract with the Native American community allowing them to lease the land for up to 100 years.

The resort, the company's 18th, will feature a hotel with 350 bedrooms and an 85,000sq ft (7,900sq m) heated

indoor waterpark with interactive aqua play zones, a lazy river, a wave pool, a family raft ride, water slides and more. Dry activities will include a 27,000sq ft (2,500sq m) Great Wolf Adventure Park FEC with ropes courses, mini golf and a MagiQuest arcade games zone, as well as a Great Wolf first – a 3D-mapping animation called the Northwoods Friends.

Food and beverage options will include Dunkin' Donuts, Ben and Jerry's and a Barnwood farm-to-table restaurant with a locally sourced menu.

"As we look to expand the Great Wolf Lodge experience to new markets across North America and beyond, we are excited to place our newest resort in Arizona and

provide visitors across the Southwest with a destination that brings immense joy to families," said Murray Hennessy, Great Wolf Resorts' CEO.

Delbert Ray, president of the Salt River Pima-Maricopa Indian Community, added: "Hospitality has been a constant common value of our Community – from providing aid and shelter to settlers making their way westward, to welcoming tourists to our several award-winning hotel properties at the Talking Stick Entertainment District today. Tourism is a key economic driver for us, and we believe Great Wolf Lodge will give families another great reason to visit our Community."

■ <http://lel.sr?a=v6l2v>

PHOTOS: © LISEBERG



Liseberg is diversifying its product offering and expanding its operational season



Liseberg waterpark

Gothenburg, Sweden

Opening: 2021-23

In the build up to the historic attraction's centenary in 2023, Liseberg is undergoing a €200m expansion to diversify its product offering and expand its operational season.

A new waterpark developed by Water Technology Inc will operate year-round with capacity for 2,800 guests over 17,000sq m (183,000sq ft). Renderings for the indoor attraction show a galleon, with the waterpark following a historic theme based on the Swedish East India Company, owing to its strong roots in the

city. Included in the attraction will be eight experience pools, 10 water slides, two water play areas and a restaurant catering for up to 400 guests.

A 453-bedroom hotel designed by Swedish architectural firm Wingårdhs will target families. The 31,000sq m (333,600sq ft) property adjoining the waterpark will feature a main restaurant with 550 seats, a smaller themed restaurant for up to 250 people, a bistro and a 700sq m (7,500sq ft) spa.

Liseberg has invested significantly over the last six years, spending €120m on new additions to the theme park to combat declining visitor numbers, which has proved to be very fruitful.

■ <http://lei.sr?a=v0t6V>



A completely new concept for the city

Water Culture Centre

Copenhagen, Denmark

Opening: 2021

Stunning designs have been revealed for Copenhagen's new Water Culture Centre, which will feature outdoor and indoor pools, waterfalls, harbour baths and sports facilities.

The municipality has selected Kengo Kuma Associates to create the 5,000sq m (53,800sq ft) site.

Copenhagen mayor Frank Jensen said: "There's no doubt that Kengo Kuma's vision for a waterfront cultural centre is world class and that it will bring something completely new to Copenhagen but will also fit in with the aesthetic of the city."

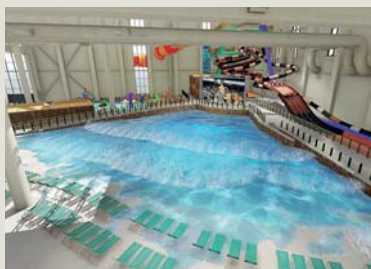
Kuma's design envisions the building as a series of pyramid-shaped roofs, with an open-air pool passing through the gaps.

The project will be built on Christiansholm Island, one of the last undeveloped areas along the city's waterfront. Formerly used by the press for newspaper storage, it's nickname is 'Paper Island'.

■ <http://lei.sr?a=s0N7j>

PHOTO: © KENGO KUMA AND LUXIGON

WATERPARKS



It'll be the largest waterpark in the US

Kalahari Resorts

Round Rock, TX, USA

Opening: 2020

Kalahari Resorts and Conventions has finally broken ground on its US\$550m African-themed waterpark and resort in Round Rock – Kalahari's first venture in the southwest of the US.

At its heart, it will feature a 223,000sq ft (20,700sq m) waterpark, the largest in the US. An adventure park is also included in the offering, with the 80,000sq ft (7,400sq m) space set to include thrill rides, ropes course, climbing walls, indoor zipline, bowling, laser tag and mini-golf. A selection of outdoor pools covering 130,000sq ft (12,100sq m) will also be on offer.

The resort will have more than 990 guestrooms made up of 1,2 and 3 bedroom suites and residential suites, as well as a 200,000sq ft (18,600sq m) convention centre. The resort will also offer a spa, five restaurants and 10,000sq ft (929sq m) of retail space.

■ <http://lei.sr?a=u4K7e>



The development marks the first Indonesian waterpark to partner with an international brand

Cartoon Network

Bali, Indonesia

Opening: 2020

A second Cartoon Network waterpark is coming to Asia, with MAJ Group announcing plans to develop a waterpark and family entertainment centre in Bali.

The 43,000sq m (462,800sq ft) development will feature the tropical island's largest waterpark, complete with immersive Cartoon Network theming.

Part of the existing Nusa Dua complex, the new waterpark will sit at the southernmost tip of the island and will feature a selection of rides and slides, as well as a giant surf and wave pool.

A large part of the attraction will be formed by an indoor entertainment centre, which will have a family focus and be splashed with the Cartoon Network brand.

To realise the development, Turner Asia Pacific – which owns the rights to Cartoon Network – has entered a licensing agreement with MAJ, granting use to popular shows such as *Adventure Time*, *The Powerpuff Girls* and *Ben 10*.

"Turner and The MAJ Group share the same vision of creating the ultimate family destination in Indonesia, and the entertainment park will combine world-class design with unparalleled Balinese hospitality," said Ricky Ow, president of Turner Asia Pacific.

"Above all, it will offer guests genuine fun powered by Cartoon Network, Asia's leading children's entertainment brand."

The development not only marks the first ever Indonesian waterpark to partner with an international brand, but will also be the first Cartoon Network attraction to have indoor and outdoor attractions.

■ <http://lei.sr?a=y7X3f>

Cirque du Soleil

Worldwide

Opening: TBC

WhiteWater West and Cirque du Soleil have announced a brand new partnership to bring Cirque-themed waterparks to life in multiple locations worldwide.

At IAAPA 2018, WhiteWater's Paul Chutter revealed that the company was in discussions with at least two interested parties to develop the concept, with a wider plan to build Cirque du Soleil parks worldwide under a franchise model.

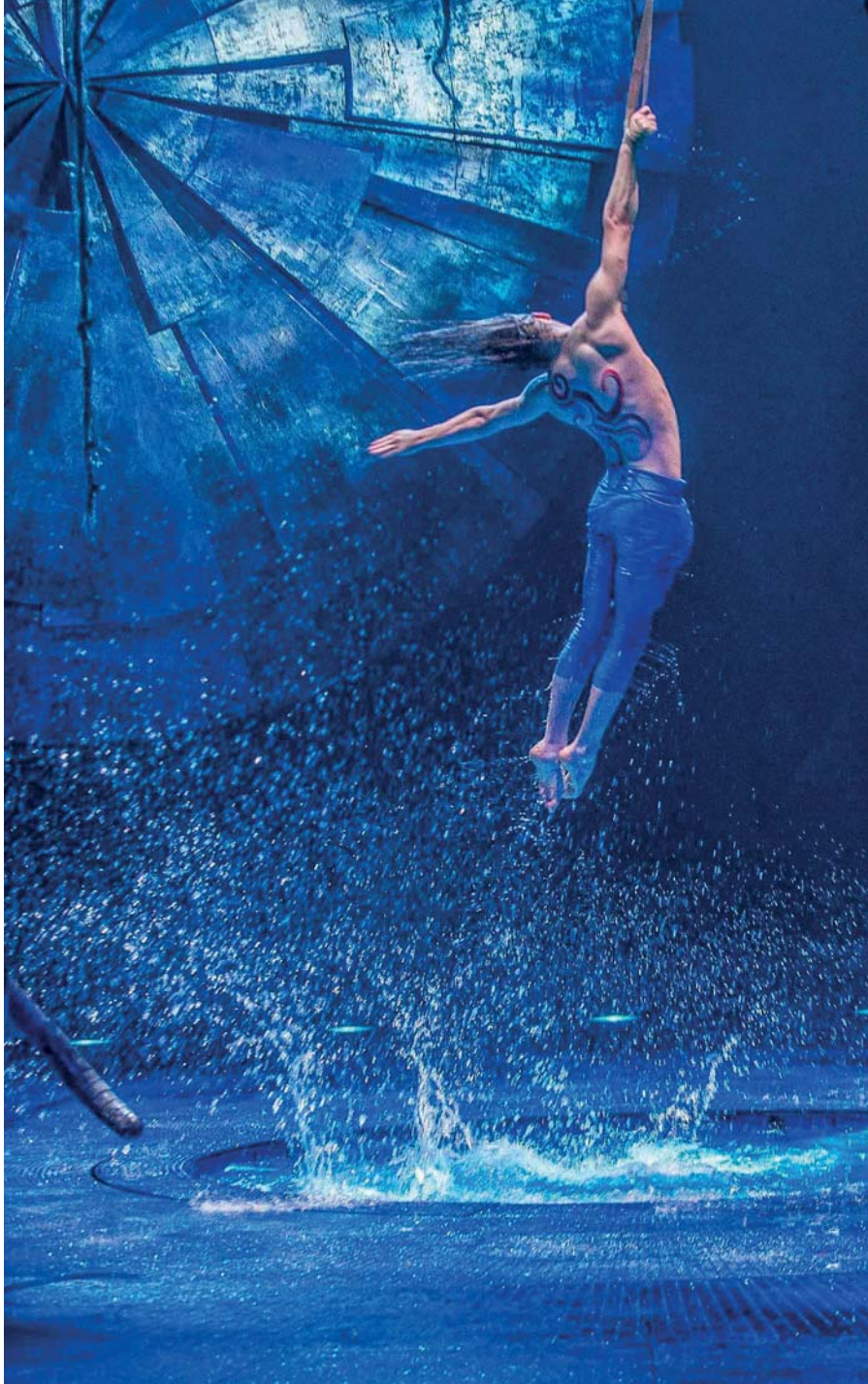
Martin Boudreau, president and executive producer of Parks and Hospitality at Cirque du Soleil, said: "In our respective industries, WhiteWater and Cirque du Soleil have always pushed the limits of what we can do."

"Together, we will redefine the waterpark experience by delivering a spectacular attraction and entertainment experience to our guests. It's not just about bringing wonder and excitement to the masses, it's also about taking live entertainment to the next level."

The concept offers different visitor experiences depending on whether they visit during the day or at night.

During the daytime, visitors will be able to enjoy a range of water attractions for a traditional waterpark experience. At night, the waterpark will be transformed, with those attractions used by visitors during the day becoming the stage for Cirque's performers. Featuring illuminated trails, music and special food and drink, visitors will be able to enjoy the spectacle of a Cirque performance, with a series of 15-minute shows running a few times every evening.

■ <http://lei.sr/d8M5L>



WhiteWater West and Cirque du Soleil have teamed up to launch new waterpark attractions



PHOTO: © MANDAL PARK HOLDINGS

Informal science education and outreach programs to help develop a more ocean-literate society will be available Mote Aquarium

Mote Science Education Aquarium

Sarasota, FL, US

Opening: 2020

A fundraising campaign has been launched following the announcement of plans to build a US\$130m aquarium development in Sarasota, Florida.

Massachusetts-based architecture firm CambridgeSeven are behind the plans for the Mote Science Education Aquarium, covering 110,000sq ft (10,000sq m) – more than doubling the size of the existing site. It will offer aquatic displays across 3.8 million litres of water, interactive teaching labs, onsite diving programmes, scientific demonstrations and interactive technologies.



Visitor numbers are expected to double

“The rebirth of Mote Aquarium on the mainland will not only help us grow our informal science education and outreach programs and develop a more ocean-literate society; equally important, it will lead to the next step in the evolution of our City Island campus into an enhanced International Marine Science, Technology and Innovation Park,” said Dr Michael Crosby, the aquarium’s president and CEO.

“This spectacular facility and campus will double the number of visitors whose lives are enriched by marine science each year, and provide no-cost opportunities for all schools to utilise specialised teaching labs to ensure that every child has the opportunity for hands-on marine science and technology experiences.”

■ <http://lel.sr?a=v6U4Q>

Aquarium

Oslo, Norway

Opening: 2023

Plans for a waterside aquarium near the Norwegian capital of Oslo show a pair of smooth, undulating domes jutting out into the fjord.

Designed by London and Oslo-based practice Haptic Architects, the 10,000sq m (108,000sq ft) aquarium will be encircled by walkways, providing a glimpse through the windows to

the attraction's interior. The building will feature a curved roof doubling as accessible public space.

The seven million litre aquarium is expected to welcome hundreds of thousands of visitors each year.

The aquarium will be built on land formerly housing Oslo's main airport at Fornebu in Bærum. Norwegian developer Selvaag also has plans to develop the wider area around the attraction.

"The sea has laid the basis for Norway's fantastic prosperity today and has shaped us as Norwegians.

Nevertheless we have lacked a national aquarium, and it's high time that we acquired one. We now have a historic opportunity. Our intention is to create a fantastic aquarium which will become one of Norway's leading and most beautiful attractions and a powerhouse for research and knowledge building. This will be the country's national aquarium," said developer Olav Selvaag.

Its position is ideal; close to a metro station and next to the fast ferry quay.

■ <http://lei.sr?a=p8I6V>



The aquarium will be encircled by walkways, providing a glimpse through the windows to the attraction's interior



PHOTO © NAPIER NATIONAL AQUARIUM

Weta Workshop aim to create an extraordinary visitor experience delivered in an innovative and original way

Napier National Aquarium

Napier, New Zealand

Opening: 2021

Weta Workshop – the special effects and prop company behind such epics as *The Lord of the Rings* and *Avatar* – has thrown their weight behind a NZ\$45m (US\$32.5m, €27.5m, £25.3m) redevelopment of the Napier National Aquarium in New Zealand.

Napier City Council (NCC) has announced the plans, which will see the aquarium on Marine Parade expanded from 3,400sq m (36,600sq ft) by almost three times to 11,100sq m (120,000sq ft). Weta Workshop will be given “creative

licence” to come up with a unique design for the development.

“It puts us on the map as a conservation centre of excellence and an eco-tourism destination of major significance,” said council manager of visitor experiences Sally Jackson.

“We couldn’t be more thrilled that Weta Workshop has come on board as our design partner, to create the wow factor and help us tell our stories in an innovative, original way.”

NCC will provide NZ\$7m (US\$5m, €4.3m, £3.9m) in funding towards the development, with the remainder sought from a mix of public and private investment. In addition to Weta Workshop, key partners involved in the project include Air New Zealand,

the University of Waikato, Hawke’s Bay Regional Council, Hawke’s Bay Tourism and representatives of the local Maori community.

“We’re on a mission to create an absolutely extraordinary experience so that people coming to New Zealand will not be able to leave the country without spending time at our aquarium,” said Napier mayor, Bill Dalton.

“We are looking forward to sharing the excitement of our National Aquarium Expansion Project in more detail, and hearing our community’s views, as we work hard towards enhancing our National Aquarium of New Zealand.”

Construction is scheduled to start in 2019, with an opening date of 2021.

■ <http://lel.sr?a=S9i7a>



Humans pose the biggest threat to sharks: the exhibit will teach them about these predators

Expansion 2020

Georgia Aquarium, Atlanta, GA, US

Opening: 2020

Georgia Aquarium, the largest aquarium in the US, is due to gain a new saltwater gallery accommodating a variety of different sharks.

PGAV Destinations is lead architect on the project, which will cover 41,000sq ft (3,809sq m) and is slated to open in 2020.

Aquarium president and CEO Joesph Handy said the new development would spotlight “the awe-inspiring species of shark”, taking a line from Jaws and adding that Georgia is “going to need a bigger aquarium” to house the sea creatures.

Called Expansion 2020, the plan features the new shark habitat and a redesigned entrance. The saltwater gallery will feature floor-to-ceiling acrylic windows, giving guests an up-close and

personal view of the aquarium’s sharks, with potential shark species under consideration including Hammerheads, Sand Tiger Sharks and Sandbar Sharks.

“Our focus is to provide a fresh perspective on the vital role sharks play in our oceans’ health,” said a statement from Georgia Aquarium.

“Sharks face many challenges, like overfishing and habitat degradation. Humans pose the biggest threat to sharks and through this new engaging exhibit, guests will learn more about these apex predators and their importance to our ocean.”

The new entrance will use high-tech interactive and multimedia displays to engage visitors from the point of arrival.

A 2016 study by the Central Atlanta Progress reported that Georgia Aquarium has contributed US\$1.9bn to the economy since opening in 2005.

■ <http://lei.sr?a=I0I40>



There'll be 80 new species at the park

Yorkshire Wildlife Park

Doncaster, UK

Opening: TBC

A £50m expansion of Yorkshire Wildlife Park will add 150 acres (61 hectares) of new land and transform the attraction, providing an economic boost to the region.

The plan includes new animal reserves, lakes, landscaping and a visitor support hub at the new entrance, as well as restaurants and a destination hotel.

The expansion will double the visitor attraction’s workforce to 600 people and introduce more than 400 new animals from 80 species.

“We’re very excited about this next stage of our life – this is a game changer for Yorkshire Wildlife Park, Doncaster and the surrounding area,” said the park’s CEO, John Minion.

Founded in 2010, the park has grown significantly since opening, with visitor numbers last year totalling 761,000 – making it one of the UK’s most popular zoos.

■ <http://lei.sr?a=H2T1i>

ZOOS & AQUARIUMS

Brevard Zoo

Melbourne, FL, USA

Opening: TBC

Brevard Zoo's plans for a lagoon-themed aquarium has received a boost from a US\$10m tax funding scheme from Brevard County.

The Indian River Lagoon Conservation Campus and Aquarium will have a large educational component, focusing on the lagoon itself, with 12 indoor and five outdoor exhibits.

Zoo executive director Keith Winsten said he sees the project as a "front porch" on the Indian River Lagoon, which the zoo sits next to.

The proposed 130,000sq ft (12,077sq m) facility, featuring 60,000sq ft (5,574sq m) of enclosed space, will incur an admission charge of \$24.95 for adults and \$19.95 for children 3 to 11, but will be free for under 3s.

About 425,000 people a year visit Brevard Zoo. The 57-employee aquarium is expected to increase that number and boost local tourism figures and the local economy significantly.

The funding is the first step in the zoo's goal of US\$70m in total funding. Another US\$10m is likely to come from the State of Florida, with the remainder from corporate backing and debt financing.

"This is a big step, but it's only the first step," Winsten said. "We have a lot more to go."

■ <http://lei.sr?a=714x4>



With pressures on cetacean captivity, the new focus is on healthier oceans and conservation

Vancouver Aquarium

Vancouver, Canada

Opening: 2019

With pressures on cetacean captivity continuing to mount across North America, the new focus at Vancouver Aquarium will be based on a programme aimed at educating the public about healthier oceans.

A CA\$100m (US\$76.1m, €72.2m, £61.3m), 12-year expansion of the aquarium's Arctic habitats will transform the space to include a new habitat and display concerning the challenges facing Canada's North. Among the species featured will be coldwater corals, seals and walrus.

According to a spokesperson at the facility: "The Vancouver Aquarium was the original environmental organisation in Vancouver. We put conservation into

action every day. It's what we do, it's who we are, and we will keep doing it.

"This (move) marks a shift for the aquarium, but it's a move that is in line with our commitment to our community, country, and to the world's oceans".

The aquarium faced controversy in 2017 when two of its whales died in quick succession, leaving the facility with its signature tank empty, owing to an unknown toxin introduced "by food, water, or through human interference". Starting 2017 with five cetaceans, the aquarium ended the year with just one: a Pacific white-sided dolphin rescued in 2005. The 30-year-old is not a candidate for release owing to only having partial flippers.

The statement also said: "The Vancouver Aquarium Marine Mammal Rescue Centre will continue to rescue and rehabilitate animals in need, including whales or dolphins."

■ <http://lei.sr?a=Z1y8L>

Longleat Estate

Wiltshire, UK

Opening: TBC

Plans to develop a waterpark, a 240-bedroom hotel and a conference facility at the Longleat Estate in Wiltshire are to go ahead.

Longleat Enterprises – the commercial arm of the 465-year-old estate – proposes to facilitate growth over the next decade and increase the length of stay at the stately home and safari park.

Longleat has already committed £3m each year to improve the site over the next decade, focusing on its history and visitor stay time.

Longleat Enterprises' CEO, Bob Montgomery, told *Attractions Management*: "We believe that the timing couldn't be better for us and for the county, as while guaranteeing the long term sustainability of the Longleat estate and one of the region's biggest tourist attractions, our 16-month public consultation has also shown that there is a huge demand in the region for family accommodation and a hotel with business conference facilities for up to 200 delegates.

"It is also estimated the hotel will create a total of 550 full time equivalent positions once open and during its two year construction, giving a much needed economic boost to the communities we support."

■ <http://lei.sr?a=z0c6l>



There's a huge demand
for accommodation
at the safari park



World of Birds will feature an immersive aviary filled with brightly-coloured birds

San Antonio Zoo

San Antonio, TX, USA

Opening: TBC

Officials at the San Antonio Zoo are expanding the 104-year-old visitor attraction, unveiling a US\$200m masterplan for the historic site.

The zoo has had its development plan for the next 20 years laid out by its leaders, starting with a new US\$1m rhino habitat, which has already broken ground.

“We’ve been working on our master plan for well over a year now and we are excited to build upon the momentum we have gained with recent improvements

to the zoo,” said Tim Morrow, CEO and executive director of San Antonio Zoo, in a statement to *Attractions Management*.

“Over the next 20 years we’ll create new large, naturalistic habitats in ways never seen before by our visitors, taking advantage of current zoo spaces, as well as unutilised land on our property which will be fully transformed.”

Zoo officials say that the masterplan has been created to continue its steady increase in visitor numbers. In 2017, the attraction welcomed more than 1.1 million people, with more than half of those coming from outside San Antonio, creating an economic impact of US\$108.6m for the city.



The safari-style park will have wide open spaces featuring a variety of different animals

The zoo currently covers 100 acres (40.5 hectares) and is home to a collection of 3,700 rare or endangered animals across 660 different species.

For its future expansion, the zoo's management consulted with PGAV Destinations to devise a plan to make better use of its existing plot, as well as to expand its size and scope for visiting tourists and San Antonio residents alike.

Included in the masterplan is a concept for a safari-style park, with wide open spaces featuring a variety of different animals. New animals could be included in the masterplan following a visitor survey, with gorillas, orangutans and polar bears all requested.

Essential infrastructure work is also included, with major upgrades to plumbing among other improvements necessary for the century-old zoo.

Aside from the rhino enclosure, the zoo has not confirmed when the potential plans could become reality.

A spokesperson told *Attractions Management* that there was "no timeline for any of the other expansions or renovations". The spokesperson also confirmed plans to approach the City of San Antonio, Bexar County and state leaders to lend financial support to the San Antonio Zoo for various elements of its masterplan.

■ <http://lei.sr?a=X5S6P>

Kansas City Zoo

Kansas, MI, US

Opening: Q2 2022

A new US\$75m aquarium is in the works for Kansas City Zoo, with CEO Randy Wisthoff unveiling a proposal for the new addition.

Currently in the planning stage, the aquarium will cover 65,000–70,000sq ft (6,000–6,500sq m) and house large tanks with 700,000–750,000 gallons of water. It will offer two temperature-differentiated ocean biomes – one warm water, one cold water.

US\$40m will be provided over the next four years by the Zoological District, according to the zoo, while private financiers have pledged US\$22m towards the project.

"Over the time between now and when it would open, we're projecting 100 new jobs" said Wisthoff.

"The aquarium is projected to bring in 80,000 new visitors from outside of Kansas."

The Finance and Governance Committee of the City Council has approved the development, meaning the resolution will now go to the full City Council for final approval. If funding is approved, the aquarium is provisionally scheduled to open in Q2 2022.

Since 2007, US\$85m has been invested in capital projects at the zoo, including the Discovery Barn, the Zoo Learning Center and a Polar Bear Passage.

■ <http://lei.sr?a=j4n1J>



PHOTO: © CANNON DESIGN

It's themed on the Fibonacci sequence

Whitworth Ferguson Planetarium

Buffalo, NY, US

Opening: Q3 2020

Buffalo State College in New York State is undergoing its third phase of a US\$35.5m expansion to its Science and Mathematics Complex (SAMC), which will include a new planetarium open to the public.

Once complete, the Whitworth Ferguson Planetarium will feature a 35ft (10.6m)-diameter projection dome seating 48 people, with digital and analogue projectors, housed inside a dome containing a Fibonacci sequence pattern; a theme reflected throughout.

The final phase will connect the main entrance and lobby housing the planetarium to the three-storey atrium built in the first phase.

Architects Cannon Design and general contractors LPCiminelli are working on the project.

■ <http://lei.sr?a=y8q5W>

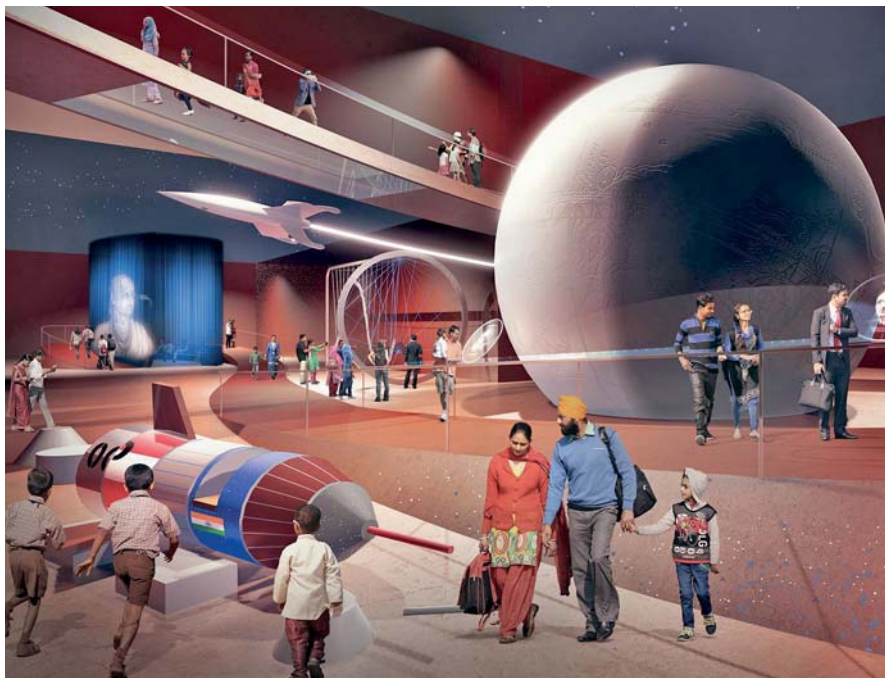


PHOTO: © GSM PROJECT

Engaging activities will develop a scientific temperament and awareness in the Bihari diaspora

Dr. A. P. J. Abdul Kalam Science City

Central Patna, India

Opening: TBC

Three firms have been commissioned to develop a "world-class" Science City attraction in central Patna, India.

Exhibition designer GSM Project, architect Flying Elephant Studio and project management firm Gleeds have been selected for the project by the government of Bihar following a call for tender.

The 30,000sq m (323,000sq ft) Dr. A. P. J. Abdul Kalam Science City, named after India's former president,

will promote "the past, the present and the future" of science through a series of galleries and educational attractions.

In a statement, the government said it will "encourage the participation of locals and Bihari diaspora in engaging activities to develop scientific temperament and to create awareness of Bihari pride, its science history and contributions in a global manner".

GSM Project will design and supervise the overall visitor experience. It will include 7,500sq m (80,000sq ft) of permanent exhibition galleries and interactive participative learning facilities, a demonstration kitchen, biochemistry labs and a makerspace.

■ <http://lei.sr?a=P2Z0V>



The content and galleries will be aimed at developing the technical and digital skills of children and teenagers



Eureka!

Halifax, UK

Opening: 2021

The CEO of Eureka!, the National Children's Museum in Halifax, has said that plans for a second branded attraction are "advancing well". The £11m project, dubbed "Eureka! 2", will be located in Liverpool.

The new venture will be focused on children aged between 7 and 14, with the content and galleries aimed at

developing the technical and digital skills of children and teenagers.

Eureka! CEO, Leigh-Anne Stradeski, said the Liverpool site could – if fundraising is successful – open as early as 2021.

Located adjacent to the Seacombe Ferry Terminal, Eureka! 2 is backed by Merseytravel – which currently runs the site – and Wirral Council, alongside strategic support from the Liverpool City Region Local Economic Partnership and the Metro Mayor Steve Rotherham.

Stradeski added: "We hope it will open the eyes of parents and young

people, showing them how anyone from any background can learn and enjoy STEM subjects and go on to change and transform the world around us."

During British Science Week, Eureka! put on special events and exhibitions to boost interest in STEM subjects by challenging science preconceptions. One of these featured an interactive show called The Secret World of Gases, which included Liquid Nitrogen "magic" and was organised in partnership with The Royal Society of Chemistry and BOC.

■ <http://lei.sr?a=q6i2J>



PHOTO: © SMAR ARCHITECTURE STUDIO

It will showcase recent achievements in science and global technologies

National Science and Innovation Centre

Kaunas, Lithuania

Opening: 2021

SMAR Architecture Studio is designing the prestigious €25m National Science and Innovation Centre on Science Island in Kaunas, Lithuania.

Expected to open a year in advance of Kaunas's tenure as European Capital of Culture 2022, the building will be located within a 33-hectare site on Nemunas Island in the Nemunas River – a short walk from Kaunas's historic Central district.

According to a City spokesperson, "Science Island is an emblematic project for Kaunas that will showcase recent achievements in science and global technologies, with the aim of inspiring visitors to expand their knowledge and support innovation in these fields."

SMAR founder and creative director Fernando Jerez said his team have sought to create "an invigorating experience, drawing new audiences" to Kaunas.

"Our proposal follows the island's topography to find a deep connection with nature and with the city," he explained. "On the roof, circular access points will work as public stages and natural

seating areas; our aim being that the museum spills into the landscape and the park comes into the building.

"The existing landscape gives shape to the Innovation Centre, which is topped by a sloping and reflecting upper disk: a landmark for the city. This will be a new sun for Kaunas, a bright, shining sun – evidence that science is always awake searching for new answers."

SMAR will collaborate with the Lithuanian practice UAB Architektu on the project. The partnership was selected following a design contest between 144 teams from 44 countries.

■ <http://lei.sr?a=K5D1D>



It will become a major regional base for astronomical research and public science education

Planetarium

Lhasa, Tibet

Opening: 2019

Plans have been unveiled in Tibet to build the world's highest planetarium – set to open at the Tibet Museum of Natural Sciences in 2019.

Dubbed “the roof of the world”, the museum in the provincial capital of Lhasa sits 4,000m (13,123ft) above sea level, passing through the three permanent exhibition halls of the Natural Science Museum, the Science Museum and the Cultural Exhibition Hall. It will also feature a theatre and multimedia facilities.

According to the Tibet Autonomous Region Government, which owns the museum, the planetarium will become a major regional base not only for

astronomical research but also for public science education.

At its core, the planetarium will feature the region's largest telescope, jointly developed by the planetarium and the National Astronomical Observatories.

“With the highest altitude in the world, the planetarium will become a perfect window for the public to get to know the stars and explore the universe,” said Wang Junjie, deputy head of the Science and Technology Department of Tibet, speaking to state-run media agency Xinhua. “This will be thanks to little air pollution or light pollution in the region.”

Designed by Cendes and French-based Architecture Studio, the Tibet Museum of Natural Sciences opened in 2015, offering the region a sustainable and cultural project on an international scale.

■ <http://lei.sr?a=5n6m5>



PHOTO: © SNØHETTA

It will be surrounded by a dense forest

Tycho Brahe Institute planetarium

Harestua, Norway

Opening: TBC

International architects Snøhetta have designed a new planetarium and a visitor centre for Norway's largest astronomical facility, using the night sky for inspiration.

Nestled in the dense forest of Harestua, 45km north of Oslo, Solobservatoriet is the largest solar observatory North of the Alps.

The Tycho Brahe Institute, named after the 16th century Danish scientist and founder of modern observational astronomy, is bankrolling the new project, turning the site into a visitor attraction.

The 1,500sq m (16,100sq ft) planetarium situated next to the observatory's original research tower will be orbited, like the Sun, by a selection of ‘planet’ cabins accommodating up to 118 guests. There will be a 100-seat auditorium, a café, an exhibition area and a children's zone.

■ <http://lei.sr?a=A1Y5f>



Canada is exporting its expertise

“Science North”

Guangzhou, China

Opening: TBC

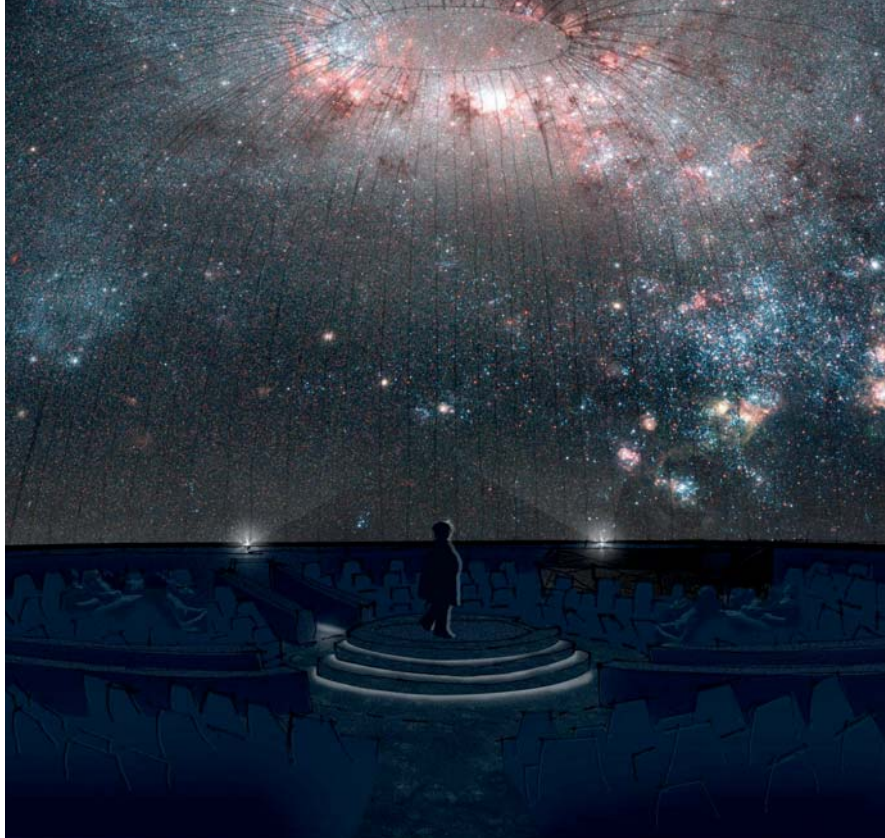
One of Canada’s largest science centres has signed a deal with Chinese company Grandview Enterprise to establish a major new science centre in Guangzhou.

Science North – an interactive science museum in Greater Sudbury, Ontario – opened in 1984 and is Northern Ontario’s most popular tourist attraction.

The new relationship, marked by the signing of a MoU, will leverage Science North’s expertise in science centre operations, science education, commerce, professional services and talent training to aid in the creation of the new facility.

“The collaboration with Grandview Enterprises will benefit both our organisations as we share our knowledge and expertise in operating a science centre as well as in science communication to the public,” said Science North CEO, Guy Labine.

■ <http://lei.sr?a=q6o4V>



The new theatre will have a higher screen resolution than any other planetarium in the world

Zeidler Dome Theatre

Edmonton, Canada

Opening: TBC

Edmonton’s Telus World of Science in Canada has entered the next phase of its CA\$40m (US\$30.2m, €26.2m, £23.6m), Aurora Project – the year-long construction of a new planetarium theatre with a higher screen resolution than any other planetarium in the world.

Zeidler Dome Theatre, formerly Margaret Zeidler Star Theatre, will include a 10K projector and screens; more than double that currently on offer by IMAX movie theatres and more than the current ultra-HD standard of 8K.

“With this new 10K resolution video projection system, the stars that we can project, the images will be incredibly sharp, highly detailed, and it will make you feel like you’re right there,” said Frank Florian, director of planetarium and space sciences at Telus World of Science.

The redevelopment will expand the space by 20,000sq ft (1,850sq m) and renovate the existing Space Place gallery. It will also include a new 10,000sq ft (9,300sq m) gallery based on Canada’s Arctic and polar regions, while a new health-science gallery will highlight the health science, wellness and medical research being carried out in Edmonton. There will be retail and a garden space.

■ <http://lei.sr?a=H6C4K>



The design celebrates nature alongside industrial development

Suzhou Science & Technology Museum

Suzhou, China

Opening: TBC

A science museum in Suzhou, China, is to act as the centrepiece of a new cultural district in the city, with the design celebrating nature while highlighting the role of industrial development.

Taking inspiration from its surroundings, the 600,000sq ft (56,000sq m) Suzhou Science & Technology Museum was inspired by the Chinese expression of “shan sui”, which means “union of mountain and lake”. Forming an infinity loop, the Perkins+Will-designed building

will emerge from the nearby ‘Lion Mountain’, twisting back on itself at its apex to extend over Shishan Lake. Within the lake will be several man-made, teardrop-shaped islands.

The islands will be connected by a walkway to the museum, serving as both a filtration system for the lake and as a living exhibition for the museum.

The museum will feature a 66,700sq ft (6,200sq m) industrial exhibition hall, with exhibits highlighting the role of industrial development in enriching people’s lives.

“Our design recognises the importance of Suzhou in China’s commercial history and underscores its role at the forefront of China’s emergence as a technology leader and innovator,” said Ralph Johnson, global

design director of Perkins+Will. “The museum also draws inspiration from the natural environment surrounding it.”

The wider Suzhou Shishan Cultural District has been developed by urban designers and masterplanners Sasaki Associates. The district will also feature a performance centre, a sculpture garden, the Academy of Arts and Sciences, the Institute of New Media and Technology, and the Mediatheque culture hub.

To encourage multi-day visits, a hotel overlooking a water garden is also in the works, while retail developments will create an urban lakefront on the “city side” of the mountain. Open space will also be increased by 15 per cent.

■ <http://lei.sr?a=6A9U6>

MUSEUMS & GALLERIES

Gijang Art Museum

Busan, South Korea

Opening: TBC

The 150-year-old American Museum of Natural History is to undergo a US\$340m development to expand the institution's role for scientific research and education.

The new Gilder Center designed by Studio Gang Architects, exhibit designer Ralph Appelbaum Associates and landscape architects Reed Hilderbrand will focus on the Collections Core. This 21,000sq ft (2,000sq m) glass-walled exhibit will be used to investigate and answer fundamental questions, identify new species, and formulate new research questions and directions. Scientists and visiting scholars will be able to carry out research while observation areas on each of the five levels will enable visitors to view the research work being conducted.

A 5,000sq ft (465sq m) Insectarium will feature live insects, collections of specimens, scientific tools for conducting research, exhibits and digital displays, enabling visitors to better understand their diversity and importance to Earth.

■ <http://lei.sr?a=p1i8k>



PHOTO: © KENGO KUMA ASSOCIATES

The Insectarium will feature live insects, exhibits and digital displays

Beirut Historical Museum

Beirut, Lebanon

Opening: 2021

The Prime Minister of Lebanon, Saad Hariri, has announced plans for a new museum of antiquities, which will be designed by Italian architect Renzo Piano.

The Beirut Historical Museum will be constructed in the capital's downtown area, running from Martyrs Square to the waterfront.

According to Devdiscourse, Piano has designed a 12,000sq m (129,000sq ft), seven-storey stone and glass building that will take three years to build.

In a statement at the launch ceremony for the project, Hariri said: "As we build a

modern city, we are keen to preserve the heritage, because preserving identity and history is a solid foundation for building the future."

Funded in part by the state of Kuwait, it will house archaeological artefacts from a host of civilisations, since the Bronze Age. Exhibits will include those unearthed in by UNESCO.

■ <http://lei.sr?a=x3m2N>

Albert Einstein Museum

Jerusalem, Israel

Opening: TBC

An abandoned planetarium in Jerusalem will be converted into a museum dedicated to Albert Einstein as part of a US\$5m project to showcase his personal archives.

Arad Simon will see a museum and visitor centre built on Hebrew University's Givat Ram campus. The visitor centre will sit inside the dome of

the 500sq m (5,381sq ft) building, while the archive and research space will be located inside the rectangular area.

An entrance lobby – also hosting temporary exhibitions – will feature Einstein's historic library, designed as a semi-transparent wall of books separating the visitor centre from the archives and research wing. It will also include a retail store and administrative office.

Inside the dome, the building's floor will be partly excavated, designed as a bowl so visitors can lie down and look up at the planetarium's ceiling, which will

show milestones from Einstein's life. In the upper dome, 12 'wells' of light will display the movement of the sun during the day, with the darker area reserved for displays of Einstein's studies.

The rectangular part of the building will also feature a meeting room, a preservation and photography room, and a conference hall.

Working in partnership with the Peres Center for Peace and Innovation, the conversion will become a part of the city's Museum Row.

■ <http://lei.sr?a=Q3x6K>



The museum will showcase Einstein's personal archives

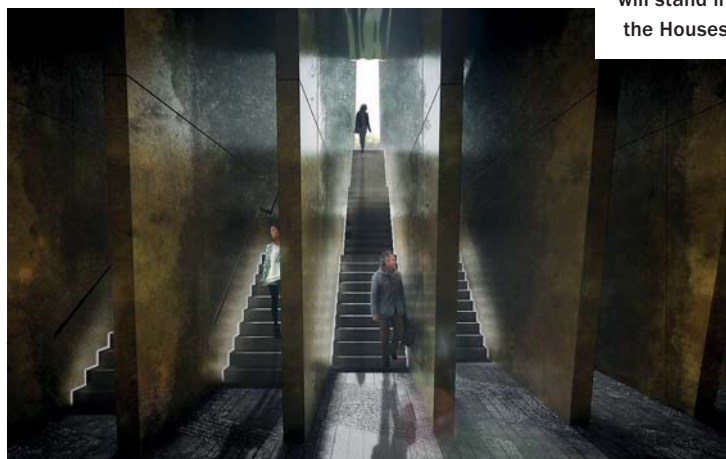




The Holocaust Memorial will stand in the shadow of the Houses of Parliament



PHOTO © ADJAYE ASSOCIATES AND RON ARAD ARCHITECTS



Holocaust Memorial and Learning Centre

London, UK

Opening: 2021

The new Holocaust Memorial and Learning Centre will stand in the shadow of the Houses of Parliament in Victoria Tower Gardens. It will honour the six million Jewish men, women and children murdered in the Holocaust, and all other victims of Nazi persecution, including Roma, gay and disabled people.

The winning design concept from Adjaye Associates, Ron Arad Architects and landscape designers Gustafson Porter + Bowman was inspired by research into the site, Victoria Tower Gardens, next to the Houses of Parliament, with Adjaye describing the location as a “park of Britain’s conscience”; the Memorial will link with the statue of Emmeline Pankhurst, the Burghers of Calais and the Buxton Memorial: all four recognising injustice and the need to oppose it.

To keep the park as a green space, the team has placed the Holocaust

Memorial at the far southern end of the Gardens, embedded in the land. A visitor approaching the Memorial will see a subtle grass landform with the tips of the Memorial’s fins “bristling in the distance”, encouraging people to find out more.

The spaces inbetween the 23 tall bronze fins represent the 22 countries where Jewish communities were destroyed. The visitor will be led down to the Threshold hall, which acts as a place of contemplation and transition into the Learning Centre below ground.

■ <http://lei.sr?a=A803f>

Chengdu Natural History Museum

Chengdu, China

Opening: 2021

Pelli Clarke Pelli Architects are set to design the Chengdu Natural History Museum, which will be located in the eastern part of Chengdu.

The 62,700sq m (675,000sq ft) project will include spaces for permanent, temporary and interactive exhibitions, educational facilities, shops, a café, a cinema and outdoor social areas.

The building has been conceived as a cultural landmark for Chengdu, which is in the midst of an economic boom as a new high-tech and entrepreneurial hub.

Pelli Clarke Pelli's design was inspired by the natural geological forms found in the nearby Sichuan Basin, created by volcanic activity and shifting tectonic plate movements.

The central atrium will be a tall space dividing the building into two separate volumes. It will be filled with natural light from above, while a large entrance will connect the museum with surrounding gardens. A series of sky bridges will cross the atrium, connecting the exhibits with the public amenities on either side. Outside, reflecting pools and tributaries will frame the museum, evoking the region's historic irrigation systems.

"We look forward to a strong partnership with our client and CSWADI toward creating a building that embodies the uniqueness of the city of Chengdu and the mission of this important cultural institution within the community," said Pelli Clarke Pelli associate principal Kristin Hawkins.

■ <http://lei.sr?a=P5P4C>



PHOTOS: © STEELBLUE

A series of sky bridges will cross the atrium to connect the exhibits with the amenities on either side





PHOTO © AEW ARCHITECTS

It will reveal the history of the Thames

Thames Estuary Experience

Southend, UK

Opening: TBC

A £40m museum dedicated to the history of the River Thames and maritime heritage of the estuary is to be built on the seafront at Southend.

London-based architects HawkinsBrown will deliver the new 10,000sq m (107,639sq ft) Thames Estuary Experience attraction, which will include the museum, a planetarium, a restaurant, a retail outlet and multi-storey parking.

The car park is opening in phase one, with the museum to follow. The museum will feature interactive and multi-sensory exhibitions and historic artefacts, including remnants from a Royal Anglo-Saxon tomb and the 17th-century shipwreck of *The London*.

As part of their research for the development, Southend councillors have visited attractions such as the Jorvik Centre in York, Flambards in Cornwall, the Warner Bros Studio Tour and Museum of London.

■ <http://lei.sr?a=d3E5H>



The aim is to showcase, preserve and protect hip hop culture and explore its history

Universal Hip Hop Museum

New York, NY, USA

Opening: 2021

A vacant plot located along the Harlem River waterfront in New York has been earmarked as the site for a major new residential and leisure development – including a home for the city's first dedicated hip hop museum.

The New York City Economic Development Corporation (NYCEDC) has announced a raft of ambitious plans for its new Bronx Point destination, including public open spaces, a hi-tech multiplex theatre, education facilities for museums, a neighbourhood food and beverage hall and a local business incubator.

The project is a key component of a US\$194m capital investment strategy by New York mayor Bill de Blasio in 2015 and led by NYCEDC. The organisation secured the vacant site in 2016 and requested expressions of interest to redevelop it.

The chosen proposal was submitted by a joint venture between L+M Development Partners and Type A Projects, an emerging developer specialising in affordable educational spaces.

The Universal Hip Hop Museum was established four years ago by a group of hip-hop pioneers including Grandmaster Melle Mel and Afrika Bambaataa, working with the New York State Department of Education. Its aim is to showcase, preserve and protect hip hop culture and explore its history through physical exhibits, and VR/AR technologies.

'Hip Hop architect' Mike Ford and his practice BrandNuDesign – who specialise in the intersection of the musical culture and the built environment – have created design proposals for the museum.

However, previous plans to secure a site have fallen through, including a push in 2016 to renovate a disused courthouse. Hopes have been revived with the Bronx Point announcement.

■ <http://lei.sr?a=s1W4J>



PHOTO: © MICHAEL MALTZAN ARCHITECTURE

The largest single gallery space worldwide devoted to Inuit art, culture and history

Inuit Art Centre

Winnipeg, MB, Canada

Opening: 2020

A new museum in Winnipeg will be the largest single gallery space in the world devoted to Inuit art, culture and history.

Designed by Michael Maltzan Architecture, the 400,000sq ft (37,000sq m) Inuit Art Centre is an addition to the existing Winnipeg Art Gallery created by Canadian architect Gustavo Da Roza in 1971. The new additions will be connected to the main building by bridges on all levels, creating a unified visitor experience.

Drawing on the ephemeral qualities of northern environments, the design of the four-storey centre features “monumental,

sculptural walls to evoke the immense geographic features that form the backgrounds of many Inuit towns.”

An expansive gallery on the building’s third level will provide 8,500sq ft (790sq m) of open, flexible exhibit space. Skylights will create an ethereal illumination focusing the viewer’s experience on the Inuit art in the gallery.

Other facilities will include a conservation facility, art studios, an interactive theatre, classrooms, a reading room and a new café. The centrepiece will be a transparent, double-height Inuit Vault displaying cultural artefacts. The CAD\$65m (US\$49m, €42.7m, £38.3m) project will comprise more than 13,000 pieces, including 7,400 sculptures, 4,000 prints and 1,800 drawings.

■ <http://lei.sr?a=n0Z0h>



Inuit Vault displaying cultural artefacts

MUSEUMS & GALLERIES



PHOTO: © WRIGHT & WRIGHT ARCHITECTS

'Unlocking the Geffrye' will create 50 per cent more room and add two floors of public space

Geffrye Museum

London, UK

Opening: Q2 2020

London's Geffrye Museum is set to undergo a £18.1m transformation to create new spaces for its collections and library, reopening in 2020.

Called 'Unlocking the Geffrye', the plans by architecture firm Wright & Wright will allow visitors to explore new areas of the building, creating 50 per cent

more room and adding two floors to its public space.

The plans will also make the museum more accessible, with a new entrance equipped with improved visitor facilities opening opposite Hoxton Station. Other additions include learning and event spaces, as well as a new café.

The Geffrye is now closed until the redevelopment is completed but a series of events and activities while take place in its front gardens, while the restored almshouse will be open for tours.

The redevelopment has received the bulk of its funding from the Heritage Lottery Fund, which has given £12.3m to the project, with further funds coming from trusts, foundations and private investors, as well as the Department for Digital, Culture, Media and Sport.

Founded in 1914, the museum specialises in the history of English domestic home interiors, showing the changing styles through 11 displayed period rooms, from 1600 to the present.

■ <http://lei.sr?a=j6s3d>

Museum of Ethnography

Budapest, Hungary

Opening: 2020

A new Museum of Ethnography is being built in Városliget (City Park). The 31,400sq m (338,000sq ft) building will feature a gradually curving convex volume with an intricate, partly golden-patterned facade and a grass-covered roof.

Hungarian architects Napur won an international design competition

for the project in 2016, while architects and designers Rudolf Mihály, Orfi József, Bodonyi Csaba, Dávid Papp and Exon 2000 are also involved in the project.

In total, 17,000sq m (183,000sq ft) of the building will be beneath ground level, so visitors will make their way gradually from the museum's landscaped roof to beneath the surface of the earth. It will house a collection of more than 200,000 ethnographic artefacts and 400,000 of Hungary's historical documents.

The Museum of Ethnography is a major component of a wider HUF75bn

(US\$285m, €240m, £213m) museum quarter scheme in Budapest's City Park, called 'Liget' – described by the Hungarian government as “an urban public park for relaxation, a green oasis, and a home to institutions of culture, entertainment and recreation”.

Other museums in the area will include the House of Hungarian Music designed by Sou Fujimoto, the New National Gallery by SANAA and the Museum of Hungarian Architecture by KÖZTI Architects & Engineers.

■ <http://lei.sr?a=Y9B1Y>



Visitors will journey from the landscaped roof to beneath the surface of the earth



PHOTO: © NATURAL HISTORY MUSEUM OF LOS ANGELES COUNTY

Natural History Museum

Los Angeles, CA, US

Opening: 2027

The century-old Natural History Museum of Los Angeles (NHM) is to be transformed over the next decade.

Designed by Frederick Fisher and Partners (FF&P), the NHM West/South Project will reimagine the physical space and programmes of the museum, which sits on the same site as George Lucas's upcoming Museum of Narrative Art.

The FF&P masterplan promises increased flexibility, capacity and transparency for the museum's gallery space, as well as creating a study centre and educational spaces while enhancing

visible storage of its collections. A multi-purpose, immersive theatre is also included in the plans and the extra space will act as a hub for the communities around Exposition Park.

The concepts show the museum's Jean Delacour Auditorium wing replaced with a three-storey building and basement – a 485,000 sq ft (45,000sq m) development that would increase total museum space by 60,000sq ft (5,574sq m).

The new wing, bookending the main NHM building, will feature a glass facade, enabling people on Exposition Park's south lawn to see into the museum, while "giving literal expression to the museum's desire to be open and connected to the community". Glass displays set into the facade will showcase collections.

The museum's south entrance will be transformed, with the redeveloped space running the length of the south-west perimeter. The scheme also proposes reworking office and gallery spaces to facilitate a more dynamic overlap between public display areas, research activities and collections, and its educational programmes. A rooftop restaurant will offer panoramic views across the city.

"What I find thrilling about NHM, in addition to its amazing collections and wonderful presentations, is the way it serves as a point of focus for the diverse communities that gather there, and as an intersection between these communities and the museum's activities," said Frederick Fisher, founder of FF&P.

■ <http://lei.sr?a=W6T7m>

New Cyprus Museum

Nicosia, Cyprus

Opening: TBC

Architect Theoni Xanthi has told *CLADglobal* how her team's vision for the national archaeology museum in Cyprus was inspired by "the materials that gave birth to Cypriot and Mediterranean culture".

The partner at Greek studio XZA Architects is leading the design of the New Cyprus Museum, which will house the nation's treasures.

The €49m building will replace the current archaeological institution in Nicosia. Established in the late 1800s, it now lacks enough space to house the growing collection of antiquities.

Three raised white-stone volumes resting above clear glass boxes will be constructed on the riverside site. Each will house permanent and temporary galleries dedicated, consecutively, to the conceptual and museological themes of 'Topos, Cosmos and Sea'.

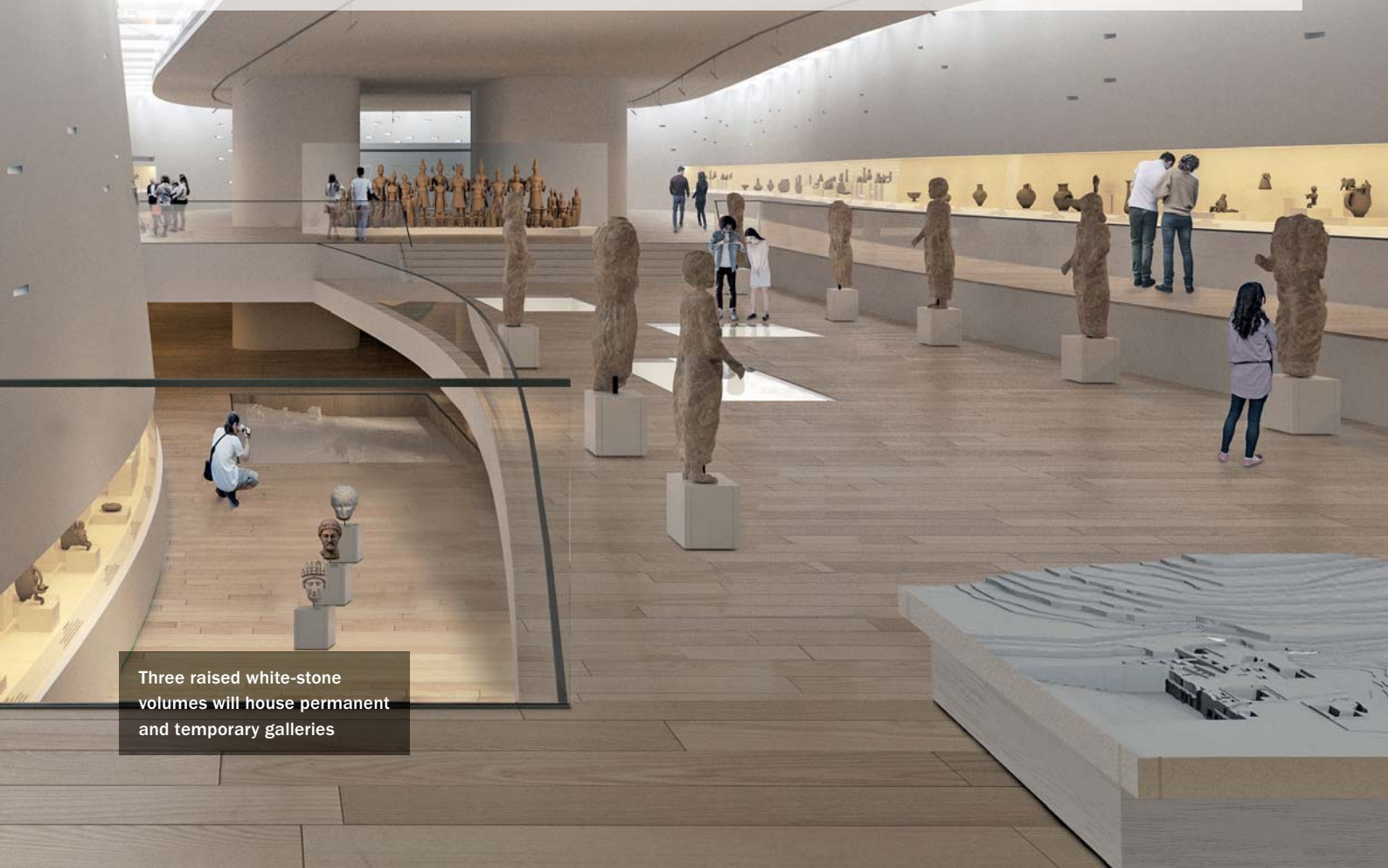
A terraced garden with trees and waterways will surround the building and an open-air atrium will be created around

a sunken public plaza which can host outdoor performances.

According to Xanthi, "pure light, deep relieving shadows, open horizons and a strong relationship between the landscape and the built environment" will be created in the public areas to evoke the squares, atriums and promenades where the people of Cyprus traditionally gathered, socialised and built their culture.

"The design concept is to create a museum that evokes a transition in time, in space, in memory."

■ <http://lei.sr?a=y1e7g>



Three raised white-stone volumes will house permanent and temporary galleries



Arkansas Arts Center

Little Rock, Arkansas, US

Opening: Q1 2022

Arkansas Arts Center in Little Rock's historic MacArthur Park is to undergo a striking expansion designed by architects Studio Gang.

The 127,000sq ft (11,800sq m) of renovated and new spaces will strengthen the connections between the visual and performing arts in an inclusive space that welcomes a diverse community.

The reimagined facility will include an indoor/outdoor restaurant overlooking the park; a new north entrance revealing the original 1930s façade; a second floor of galleries; expanded art studios; a new drawing research centre and conservation lab; a dedicated black box theatre; and a family art adventure space. A flexible

'Cultural Living Room' will serve as an extension of the galleries, an event space and a place for community gatherings.

The concept design – developed by Studio Gang alongside Little Rock-based Polk Stanley Wilcox Architects and landscape firm SCAPE – reorganises the current programme and architectural envelope, while creating a new visual identity for the site. Described as “pleated, organic architecture”, the new north-facing city entrance will be connected to a glass pavilion and south-facing park entrance to create an open axis public gallery through the building, connecting all the components.

Outside, the landscape design will feature “inviting spaces” inspired by Little Rock's unique regional ecologies – including the banks of Fourche Creek, the bluffs of Emerald Park, and the agrarian landscapes of the Mississippi Delta.

New public plazas and gardens will be added at the north and south entrances, and planted groves along the west side of the building will create a forested edge that blends into the park.

The new building and landscape designs are anticipated to increase visitor services by 81 per cent, exhibitions and collections management by 25 per cent and educational and public programmes by 50 per cent.

Arkansas Arts Center currently welcomes more than 200,000 visitors annually, with 40,000 children and families using its dedicated Children's Theatre.

A construction budget, provided by public and private funds, has been set at US\$70m. Groundbreaking is scheduled for Q4 2019, with the two-year build opening to the public in the first quarter of 2022.

■ <http://lel.sr?a=X2V8m>



The Museum of History of Science and Technology will be the country's first ever in Islam

Museum of History of Science and Technology in Islam

Riyadh, Saudi Arabia

Opening: TBC

The Kingdom of Saudi Arabia has issued a license for the establishment of the country's first ever Museum of History of Science and Technology in Islam.

Issued by the Saudi Commission for Tourism and National Heritage (SCTH), the license will see the museum established at the Imam Muhammad bin Saud Islamic University in Riyadh.

The project will be developed in collaboration with the Institute of Arab and Islamic Sciences History at Frankfurt

University, and inaugurated by the custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud.

According to Abdulaziz Al Hassan, SCTH's director engineer, the museum will feature "ancient artefacts and historical masterpieces that exhibit the cultural dimension of the Kingdom of Saudi Arabia throughout the ages".

In recent years Saudi Arabia has paid great attention to various sectors of tourism and national heritage in an effort to help them achieve the Kingdom's Vision 2030 plan – the blueprint to realise its long-term tourism goals by increasing revenue generated from tourism to 18 per cent of GDP.

■ <http://lei.sr?a=M9P0x>



It will celebrate shared social history

Centre of Franco British Relations

Ouistreham, France

Opening: Q4 2019

British exhibition designers Casson Mann will team up with Parisian architects Atelier Philéas to create a new Centre of Franco British Relations in Ouistreham.

Located on Sword Beach, facing the English channel, the attraction will explore and celebrate the shared social history and culture of the two countries, in addition to the influence each has had and continues to have on the other.

A terrace and a belvedere will create a promenade and connect it to a bunker, leaving open an extension of the interior exhibition design. A vast public square will be on the side of the museum facing town, inviting visitors in.

"We hope the exhibition will encourage exploration and discovery of how history, culture and trade are all interlinked, leading to deeper understanding," said Philéas creative director Roger Mann.

■ <http://lei.sr?a=6j203>



Visitors will be able to observe the park's flora and fauna, enjoy sunsets at the waterside and go canoeing on the river

Stork Meadow

Randers, Denmark

Opening: 2021

Architecture firm CF Møller are behind plans to transform an area of wetland in the Danish city of Randers into a public nature park, as part of a climate adaptation project.

Randers, like many towns in Denmark, is threatened by the effects of climate change, with its low-lying position in relation to the Gudenå,

Denmark's longest river, putting it at risk from flooding. To counter this, the municipality has announced a multi-phase climate resiliency project, called 'the City to the Water'.

In the first phase the Storkeengen wetland, or Stork Meadow, will be converted by CF Møller's landscape team, with a network of streams leading rainwater from roofs, car parks and roads in Randers' Vorup suburb into large purification basins in the nature park.

The captured water will be filtered and led into the river and a newly-created dyke.

The scheme is described by the design team as an "architectural multi-tool".

Subtle public pathways and amenities will be created so visitors can observe the park's flora and fauna, enjoy sunsets at the waterside and go canoeing on the river.

"The project is a perfect example of our holistic approach, whereby we combine climate protection with urban and nature development," said Lasse Vilstrup Palm, associate partner and head of CF Møller Landscape.

■ <http://lei.sr?a=W7D5S>

Zhangjiang Future Park

Shanghai, China

Opening: Q1 2019

Dutch architects MVRDV are set to meld nature, culture and entertainment in a huge public park on an island in the Yangtze River.

Zhangjiang Future Park will become a new focal point for the district of Pudong, with communal public facilities built into a series of green landscaped buildings surrounded by 10,000sq m (107,600sq ft) of plazas converging towards a main square.

At its heart, the development will feature a performance centre with large and small theatres; a sports centre with an Olympic-sized swimming pool

and a multifunctional sports hall; a large glass library; and an arts centre.

These four distinct buildings have been designed “to emerge from the ground like silhouetted cracks in the landscape”, offering strikingly different perspectives depending on your position. All will have activated roofs, linked together by pedestrianised bridges “creating a second city layer that provides views of the river and neighbourhood”.

The green programming will integrate with a 56,000sq m (602,700sq ft) public park at ground level, as well as aiding stormwater drainage, noise reduction, thermal insulation and clean air initiatives.

“We wanted to respect the natural green landscape for Zhangjiang Future Park and drew from its island location separated by two rivers”, says Nathalie

de Vries, co-founder of MVRDV. “The entire complex will provide high-quality public space with an array public and cultural facilities, making it a place for relaxation and excitement for the people who work and live here.”

The Future Park is being built by the Zhangjiang Group, which has operated a high-tech business park and residential zone close by. The new scheme will cater for Pudong's 100,000 workers employed by 4,000 national and international companies predominantly in the high-technology sector. It has been conceived as an architectural landmark for the region, which “combines the relaxation coming from a natural setting with the intense excitement of a city centre.”

■ <http://lei.sr?a=w6d0Y>



The complex will provide public and cultural facilities for the area's huge workforce



Bringing culture and leisure outdoors

The New Hedeland

Roskilde, Denmark

Opening: TBC

Architects SLA are set to develop a national park near the city of Roskilde into a 1,500-hectare (3,707-acre) cultural landscape called The New Hedeland.

The design concept is centred around the idea of bringing leisure and culture into the outdoors – creating an experience destination that will be a hotbed of voluntary work and human creativity.

Flat fields will be transformed into mountains, new trails will lead visitors through the historic natural landscape, and the area's physical expression and narrative will be “enhanced, dramatised and organised. Unique nature and 10,000 years of cultural history complement each other in a coherent concept”.

SLA will now develop the project in collaboration with design studios 2+1 and Realize, architect Johansen Skovsted and biologist Morten DD.

■ <http://lei.sr?a=b5v6v>



PHOTO: © DISSING+WEITLING

Elevated walkways will lead visitors through the mountainous landscape of Xiamen

Elevated Walkway

Xiamen, China

Opening: TBC

Danish architecture firm Dissing+Weitling is creating a 20km (12.4-mile) network of footpaths featuring seven “spectacular” pedestrian bridges in China.

City officials want to create a network of elevated walkways, up to 4.5m (14.7ft) wide, which will lead residents and visitors through the mountainous landscape of Xiamen, “creating outstanding experiences in the exchange between bustling urban life and luscious nature”.

“We have proposed a system of elevated footpaths and footbridges that

run through the city and across the island as a scenic, recreational artery,” said Steen Savery Trojaborg, partner and CEO at Dissing+Weitling. “It will be a major attraction for the city and possibly become an icon for Xiamen that can attract tourists from all over the world.

“Footbridges will appear as beacons in the landscape and create a link between parks, forests and viewpoints. A leisurely route filled with scenic experiences that brings people out into nature while affecting the unique flora and fauna as little as possible. It will be a fascinating experience to walk among the treetops and see the city and landscape unfold from a new perspective.”

■ <http://lei.sr?a=z1B8U>



Bridges will bring people, cyclists and horse riders together while creating spaces for art, meetings and events



LLARRP

Los Angeles, CA, US

Opening: TBC

A 19-mile stretch of the Lower LA River will transform desolate concrete stretches – famously providing the dystopian backdrop to *Terminator 2* – into vibrant community hubs.

Architecture firm Perkins+Will have worked with the County of Los Angeles, Tetra Tech Engineers and the LA River Working Group (formed of 13 stakeholder

communities) to create the Lower Los Angeles River Revitalization Plan (LLARRP) – a “realistic” proposal for the stretch of river between Vernon and Long Beach.

Unlike several other proposals that have outlined High Line-like green-filled trail infrastructure, the LLARRP sets out how incremental alterations to the concrete channel and its banks can more feasibly and effectively reduce flood risk and transform the basin into a “healthy, equitable, and sustainable” community. The aim is to revitalise whole stretches of the 51-mile LA River.

Martin Leitner, urban design leader at Perkins+Will’s LA office, told *CLADglobal*: “We’ve planned bridges that would bring people, cyclists and horse riders together, separating them from traffic and creating spaces for art, meetings and events. It’s about creating a cultural and active spine for these neighbourhoods and a continuous high-quality experience, which eventually leads to the stretch of river where it becomes much wider and you get a greater amount of flora and fauna and a more typically bucolic scene.”

■ <http://lei.sr/N0q8X>

PARKS



The new zone will feature wetlands

Houston Botanic Garden

Houston, TX, US

Opening: 2020

West 8 have revealed their plans for a new 120-acre (47-hectare) Houston Botanic Garden.

The firm have released details of 'Botanic Beginnings', the first phase of their 120-acre masterplan for the site, which will be developed over the next three decades a short distance outside Houston.

The Garden will include wetlands, a children's garden and nature play area, picnic groves, a tree farm, trails and an events lawn. The Global Collection Garden will be the focus, with zones for tropical, subtropical and arid collections.

The first phase will "be emblematic of the energy, diversity and spirit of Houston, America's fastest growing, most multicultural metropolis". The design team will shape and sculpt the existing topography along a bayou edge to absorb and invite flooding, protecting Houston's buildings.

■ <http://lei.sr?a=I9C3I>



PHOTO: © ARUP/GRIMSHAW

The botanic garden will be sheltered beneath two biomes in the Omani desert

Oman Botanic Garden

Omani desert

Opening: TBC

Plans for a botanic garden sheltered beneath two biomes in the Omani desert have been unveiled by Arup, Grimshaw Architects and Haley Sharpe Design.

The Oman Botanic Garden will span 420 hectares (1,037 acres) on the Arabian Peninsula, comprising two boomerang-shaped glass biomes and a visitor centre, as well as education and research facilities.

Located in the north of the country, 35km (22 miles) from Muscat at the foot of the Al Hajar Mountains, the biomes will represent two very different sides of the local climate and environment. They will house a large number of endemic and endangered plant species.

The Northern Biome will immerse visitors in the mountainous terrain to the north of the site, while the Southern Biome will recreate the lush green vegetation created by the khareef (a monsoon season unique to southern



Conservation of biodiversity drives the design

Oman and the surrounding region). The moist atmosphere created by the khareef supports a special ecosystem known as the Arabian Peninsula coastal fog desert.

Elsewhere in the gardens, visitors will experience native flora from other parts of Oman, with zones dedicated to the wadis, mountains and desert landscapes.

"The Oman Botanic Garden is an astonishing project with many layers of interwoven cultural and environmental significance. Its scale and diversity is truly world-leading, and we're honoured to work for a project that has conservation of biodiversity as a core design driver," said Grimshaw partner Keith Brewis.

■ <http://lei.sr?a=D7V0d>



A bird hide at the top of the tower offers views of the tree canopies

EYRIE, Inverewe Garden

Scottish Highlands, UK

Opening: Q2 2019

Plans have been lodged by the National Trust for Scotland (NTS) to build a vertical gallery and bird hide in a 19th-century botanical garden in the Highlands.

London-based architects Denizen Works are behind the proposal for Inverewe Garden, which was first opened in 1862 and features more than 2,500 exotic plants and flowers.

The 20m-tall (65.6ft) tower was designed as a "landmark and orientation point to encourage more people to visit

the far reaches of the garden". Based on the idea of a "sliced tree trunk", the building will be clad in dark stained larch conifers, which will be sourced on site. Internally, timber board will be left exposed, "providing a warm and light counterpoint to the totemic presence".

The structure's form is inspired by a "burrow or woodpecker's nest", with internal functions not necessarily understood from the outside. The experience is integrated in the natural root through the garden's landscape.

"The tower is accessed from a high viewpoint, where visitors will follow a path down the natural contours before crossing a short bridge to the tower. The staircase

links to a further network of paths at the base via gallery spaces telling the story of the garden through different spatial experiences at each level, combined with art specially commissioned for the tower," said the architects.

The structure features a bird hide at its peak, offering views of the surrounding tree canopies and allowing visitors to observe the local wildlife, including nearby nesting herons and local golden eagles.

The project is part of a wider effort by NTS to invest £57m enhancing the visitor experience and condition of heritage at the sites and properties it protects throughout the country.

■ <http://lei.sr?a=c7H2T>



PHOTO: © ES DEVLIN

Devlin is the first woman to be awarded the honour of designing the UK Pavilion at the World Expo since the contest's inception

EXPO 2020

Dubai, UAE

UK Pavilion

British artist Es Devlin is set to design the UK Pavilion for the 2020 Dubai Expo. Known for working with a range of media – often mapping light and projecting film onto kinetic sculptural forms – Devlin is the first woman to be awarded the honour since the contest's inception in 1851.

The dramatic 20m (65ft) structure displaying LED-powered poetic verses will

showcase Britain's contributions to the artificial intelligence and space industries. Produced by Avantgarde, Atelier One and Atelier Ten, and supported by the UK's Department for International Trade, the pavilion will be exhibited to around 25 million visitors.

"The idea draws directly on one of Stephen Hawking's final projects, 'Breakthrough Message', a global competition that Hawking and his colleagues conceived in 2015 inviting people worldwide to consider what message we would communicate to express ourselves as a

planet, should we one day encounter other advanced civilisations in space," said Devlin.

Hawking, who articulated the cosmic-themed "Initiatives" with physicist Uri Milner, encouraged people to think of our race as a planetary collective rather than as a globe of individuals separated by nations and creeds.

"What if the UK Pavilion became a place where visitors chose to take part in a collective global project that showcases British expertise in AI and poetry while transcending national identities," added Devlin.

■ <http://lei.sr?a=u1s9w>

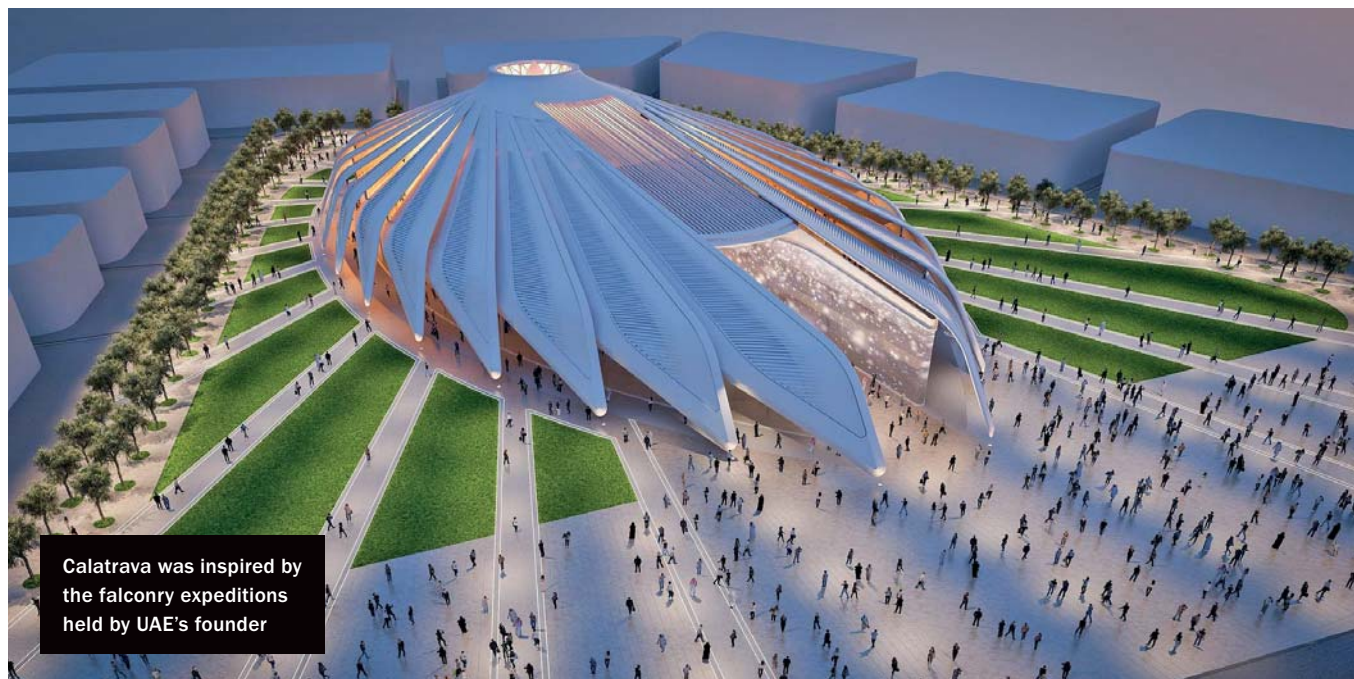


PHOTO: © WAM

Calatrava was inspired by the falconry expeditions held by UAE's founder

EXPO 2020

Dubai, UAE

UAE Pavilion

The foundations have been laid for Santiago Calatrava's showpiece UAE Pavilion for the Dubai World Expo.

Inspired by a falcon in flight, the four-storey structure will represent the nation to the 25 million visitors expected to attend the architecture festival themed 'Connecting Minds, Creating the Future'. Displays will showcase the country's culture, history and development plans.

Located in the centre of the exhibition zone, the pavilion will be spread across over 15,000sq m (161,500sq ft). The top floor will be dedicated to hospitality, a

mezzanine floor will house support units and the two remaining levels will offer more than 12,000sq m (129,000sq ft) of exhibition space. The structure is being built by Arabtec Construction, which recently delivered Jean Nouvel's Louvre Abu Dhabi museum.

Calatrava took inspiration for the design from the falconry expeditions said to be held by the UAE's founder, Sheikh Zayed bin Sultan Al Nahyan, to forge connections between tribes and create the national identity ultimately leading to the founding of the country.

The chair of the Expo 2020 Dubai Higher Committee, Sheikh Ahmed bin Saeed Al Maktoum, said: "The UAE Pavilion will undoubtedly be one of the most prominent attractions of Expo

2020, drawing in many millions to witness its futuristic design.

"It will be a wonderful opportunity to share our Emirati culture and achievements while showcasing our ambitious vision for the future. It will be an architectural marvel that all seven emirates can rightly take pride in, both now at the ground-breaking stage, during the Expo, and in legacy, when it will become a lasting icon of our nation."

A host of big-name architects will have their work showcased at the Dubai Expo, which will run from October 2020 to April 2021. Foster + Partners, BIG and Grimshaw will design the event's three main pavilions following a separate high-profile design competition.

■ <http://lei.sr?a=Z2M8p>



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Attractions

MANAGEMENT

2018-2019 HANDBOOK

INDUSTRY INSIGHTS

One Planet	p72
Dusk Till Dawn	p80
Just The Ticket	p88
EMEA Focus	p94
Striving for Sustainability	p98
Splashing Out.....	p104



ONE PLANET

Museon's latest exhibition reaches out to the whole family.

It's end goal? A healthy and sustainable future for our planet. Maarten Okkersen takes us behind the scenes

As a leading museum for science and culture in the Netherlands, Museon has accumulated a large and diverse collection.

Although laying a sound foundation for many varied opportunities in programming and education, this comprehensive scope has also contributed towards a rather fuzzy public image. Added to this, developments within society have forced us to readdress our role in the community and the sustainability of our concepts.

So we began asking ourselves, and our stakeholders at Museon, how we could become more socially relevant without abandoning our longstanding traditions. How could we continue to showcase the beauty and diversity of our planet while addressing major contemporary issues like climate change, nationalism, isolationism, war and conflict.

We came to the conclusion that to stay relevant, we should present our established collections in more interactive ways, combined with a growing focus on temporary blockbuster

exhibitions. This brought about a mindshift in modus operandi to remodel our educational facility into a popular and relevant modern day science attraction.

ON TOPIC

Adopting this new approach meant that we needed to find a way to exemplify our contemporary core displays in an appealing way while incorporating relevant physical and social geography in an exhibition aimed at a family audience.

The solution became apparent when the United Nations launched its Sustainable Development Goals (SDGs) in 2015. Over the next 15 years, the SDGs aim to address 17 global social and economic development issues: poverty, hunger, health, education, global warming, gender equality, water, sanitation, energy, urbanisation, environment and social justice.

Using this as a framework, we weaved together 17 content concepts and exhibits to produce a comprehensive, consistent and topical narrative that





Museon's educational facility is a popular and relevant modern science attraction

“

**Aimed at 8-14 year olds,
One Planet embraces
the principles of
enquiry-based learning**

would be relevant and engaging to the lives and interests of our target audience: families. We then had to work out how to use our existing collections in such a topical exhibition. Fortunately, we quickly discovered that, despite their long history, our collections actually provided a surprisingly apt starting point for a “storytelling” design approach for the new displays – and so One Planet was born.

ONE PLANET

On 24 October 2016 (UN Day), One Planet opened to the public with a special video message by the then-Secretary General of the UN, Ban Ki Moon.

Each display in One Planet examines a single SDG and together they address the major challenges facing humankind today. Interactive elements are presented in combination with items from the our multifaceted collections, focusing on the many different things people can do to guarantee the sustainability of life on earth. These range from dramatic, large-scale solutions to modest ideas that may impact a single square metre.

Importantly, our guests are invited to seek inspiration, to contribute their ideas



**Our main message is empowerment:
we want youngsters to feel confident
tackling global issues**



and to proceed to action – and, in doing so, make themselves “heroes on our planet”, central to the cause.

THE AUDIENCE

Primarily aimed at 8-14 year olds, One Planet embraces the principles of enquiry-based learning and features many specimens and artefacts from our collections, such as ethnographic objects or natural history specimens.

Our main message is empowerment: we want youngsters to feel confident tackling global issues. We also offer pre- and post-visit resources to teachers and have special partnerships with vocational schools and universities. The overall tone is optimistic, solution-oriented and often

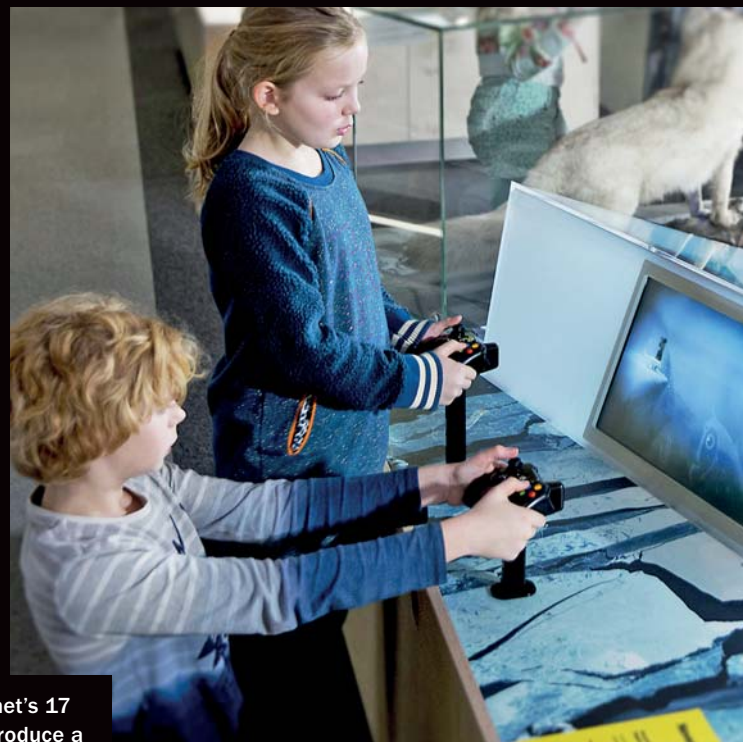
humouristic, without brushing away the importance of difficult issues.

For each SDG, we start with a Dutch example (close to our visitors’ hearts) before linking it to a global question. Each visitor is also given a card featuring 17 yes/no questions related to each SDG (e.g. Should poor people be given free solar panels? Do you think the Netherlands could take in more refugees?). At the end of the exhibition, a ‘station’ analyses their answers and suggests a way for them to get involved (e.g. someone might be a perfect social worker or a defender of the environment).

The museum restaurant has also been rebranded into a Peace Café displaying worldwide flags, while information on the



One Planet's 17 exhibits produce a comprehensive and topical narrative to engage families





Visitors' responses are analysed to offer suggestions on how to get more involved

main international and UN-institutions in The Hague can be found in the International Foyer. This comprehensive transformation is very immersive.

STAND UNITED

One Planet has attracted 750,000 visitors and the associated repositioning and rebranding of the museum have been equally successful. While retaining its traditional identity as a museum, Museon has regained its relevance in the eyes of local communities, stakeholders and sponsors. Sufficiently impressed, the UN now recognises Museon as an official partner in publicising its SDGs.

In addition, Museon now hosts a rich programme of events around global issues (Just Peace festival) and contributes to The Hague Talks Youth.



One Planet's overall tone is optimistic, solution-oriented and often humouristic, without brushing away difficult issues

A core aim of One Planet is to express to visitors that they each have a part to play – and to motivate them to help solve the problems facing our planet. With this mission in mind, we also invited 17 people from around the world (one for each goal) with the energy and determination to believe that something can be done to make the world a better place. These 17 people have, against all odds, worked to find solutions to immense problems like scarcity, poverty, war and inequality. They are

the true heroes on our planet. Museon is now bringing them together – online, in publications and via educational programmes – to form “Team One Planet”. Visitors can learn about their ideas not only in the exhibition, but also in other areas of the museum like the International Lounge and Peace Café.

All this has turned Museon into a lively social hub within the city as, in recent years, The Hague has also rebranded itself as the “International City of Peace and Justice” and attracted a host of



Each display examines a SDG and together they address the major challenges facing us today



Museon bridges the gap between non-governmental organisations and the public

international organisations. For physical planning reasons, these facilities are mainly concentrated in the area around Museon, dubbed the “International Zone”.

As a museum with a progressive and inclusive approach, we see Museon as part of a larger mission to bridge the gap between this highly international community of non-governmental organisations on the one hand and “ordinary” citizens on the other.

LOOKING AHEAD

Using the complex themes of peace and justice to unite the city in this way is no easy task. It’s a question of trial and error. We are constantly experimenting and doing a lot of “rapid prototyping”, not only in the development of exhibitions, but also in terms of devising new formats for workshops and events.



We hope to foster visitor commitment to science, technology and political culture

Needless to say, our educational concepts for these are based mainly on the STEM curriculum, but we have chosen to include the humanities and social sciences as well. This combination contributes to the social discourse about the implementation of the SDGs and through it we hope to foster visitor

commitment to the science, technology and political culture necessary to ensure the achievement of the SDGs by 2030.

Managing the political dimension of these changes remains a challenge. The SDGs imply certain political choices, which has led some to question the traditional intellectual neutrality of the museum. However, at Museon, we have sought to resolve this issue by implicitly assuming the additional function of the “social lab”: a safe place in which difficult discussions can be conducted. ●

About the author

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Museon's concepts are based on STEM but also include the humanities and social sciences

DUSK TILL DAWN

Developing a 'Culture of Lates' at museums and galleries profits cultural attractions, F&B providers, high street retailers and visitors. Nick Stockman tells us more about the huge potential of night-time events





Night-time tours at London's Old Royal Naval College attract a late-night crowd

A BRIGHT IDEA

A new festival of museum night-time events (Lates) will take place in London on midsummer's weekend in June 2019. This inaugural Otherworld festival (formerly Museums at Night) will spearhead 'A Culture of Lates' – a commitment by policymakers and museum leaders to invest in Lates as the industry's contribution to the UK's burgeoning night-time economy (NTE).

The concept of A Culture of Lates was first proposed in February 2018 when three linked research reports were published by Culture24 (supported by the Arts Council England, the Winston Churchill Memorial Trust and Airbnb), examining for the first time the role that Lates play in the NTE, both in the UK and internationally (with case studies from Sydney, Melbourne, Moscow and Mexico City) – in addition to the potential positive impact of cultural tourism.

A NATION OF LATES

The research findings point to healthy prospects for the growth of UK Lates, and these opportunities can be seen as a roadmap for future development:

- supporting Lates to develop them into a significant contributor to a diverse and harmonious NTE
- offering a high-quality product that generates additional income for museums and galleries
- exploiting the growing demand for an offer that combines creative content with food and beverage under one roof
- combining regular programming with big festival moments to build event capacity
- using the power of customer data to help policymakers and programmers develop future strategy

The new London Lates festival (Otherworld) is one example of how Culture24 is supporting the sector to exploit these opportunities. The festival

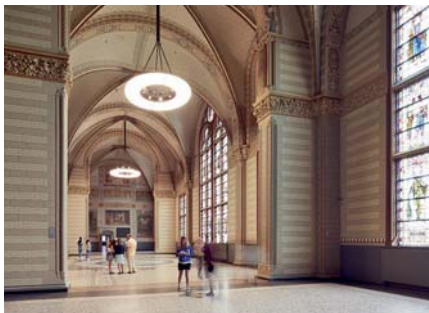


© PETE CARR COURTESY OPEN CULTURE

OTHERWORLD, UK

In June 2019, the Otherworld festival will replace Museums at Night in London. Targeted at 18-35 year olds, guests with pre-paid wristband tickets will have access to every event on a chosen night and can move around attractions in a circuit or travel to venues in any area.

<https://weareculture24.org.uk>



MUSEUMNACHT (N8), THE NETHERLANDS

Every November, around 50 museums in Amsterdam open their doors from 19:00 to 02:00 to offer special events like workshops, concerts, special tours and performances, and even food and beverage.



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LightNight is Liverpool's free one-night arts festival involving 100 organisations annually to create an inspiring trail of events for a diverse audience of 15,000



© BENEDICT JOHNSON

Science Museum London hosts regular Silent Disco Lates

will offer customers a high-quality, unique offer, simple to understand and attractive to identify with. Venues will get an opportunity to reach new people, earn revenue and work together, synthesising the opportunities the research identified into market-ready practice. This new model for a UK museum festival can be applied to any town or city with a handful of non-performing arts venues in close proximity to each other: Amsterdam and Budapest's versions (Museumnacht and Nights of the Museum) are approaching their third decades of successful life.

FOR WHAT'S IT WORTH

If creative opportunities like Otherworld are grasped by policymakers and venues in a planned and systematic way, UK towns and cities could benefit from an increase in the number of Lates events, the number of people attending them and income generation.

Culture24 has calculated the current domestic Lates event market to be worth £9.6m in ticket earnings annually. If the report's recommendations are implemented and it leads to year-on-year growth in ticket capacity, sales and earnings of five per cent, this would add an additional £7.7m to ticket income over a five-year period. This growth in economic activity would lead to growth in the venues' F&B income and boosted earnings for surrounding local businesses and supply chains.

These economic impact figures do not take into account the 29 per cent of Lates in the UK that don't charge for entrance but still generate secondary income for venues in F&B spend, merchandise, corporate hires and membership packages – and for towns and cities from travel and high street spend.

Equally important is the social value capital that Lates generate. They simply

Experiences are made more memorable by participation – the act of doing leaves a lasting impression on the psyche

© JOE VAN AERT



Lates enable people to enjoy their local and national culture at a time that's convenient



**There's a feeling that
Lates are only open
to the elite few ...
those in 'the know'**

enable people to enjoy their local and national culture at a time that's convenient. Don't underestimate how positive simple accessibility is or how alienating it is for communities not to be able to enjoy institutions they own and pay for when they want to.

HIGH STREET REVIVAL

The typical UK high street is changing and retail is struggling, but people are willing to pay for experiences such as new F&B offerings. Museums and galleries have an opportunity to help the high street evolve, sucking people back into city centres from soulless out-of-town retail parks. To succeed they must embrace their assets: their unusual spaces set in beautiful buildings, often well equipped with technical infrastructure and expertise.

F&B is a big part of an experiential offer; many institutions farm out this potentially lucrative income stream to third-parties often owned by remote behemoth corporations. A successful experiential offer is high quality and authentic from the first marketing touchpoint, through to the primary event content and supplementary relationships like customer service, before ending on the good night and follow-up email.



© BENJAMIN EALOVEGA

Science Museum Lates are adults-only, after-hours theme nights with a F&B offer

LOSE YOUR INHIBITIONS

Experiences are made more memorable by participation – the act of doing leaves a lasting impression on the psyche.

Museums and galleries can be supportive spaces for adults to lose their inhibitions around playfulness and many have great relationships with the 'spirit guides' of participation – artists.

Artists love playing around in the vaulted ceilings and within the decorated walls of museums and galleries when the light outside is lost. Creatives' imaginations burst into life, license extended – permission granted, to turn stasis into static electricity for participation-hungry audiences.

Responses to public surveys indicate customers want events to include music,

artists, talks plus food and drink. Event listings data shows this is exactly the offer museums are increasingly providing, proving venues are alive to demand.

Rainbow Makers

Danish-born artist Tine Bech devised a participatory and playful treasure hunt type intervention called Rainbow Makers¹, and activated it at Whitworth Art Gallery in Manchester in 2016. Participant groups (Rainbow Makers) wore light vests adorned with interchangeably-coloured remotely controlled LEDs and were tasked with finding seven iconic art pieces, each designated with a colour of the rainbow and 'guarded' by 'Gatekeepers'. On finding the artworks, the Gatekeepers switched each team's vest colours



MÚZEUMOK ÉJSZAKÁJ, HUNGARY

For more than 16 years, the doors to Budapest's museums have been open late for one night annually, inviting residents to choose from almost 1,000 events across the city. June 2018 celebrated the theme: "What binds us: family and culture".

on using handheld remotes and took photos, uploading them to a giant screen in the venue's hub. On completing the seven-stage quest, the teams returned to the hub to see their photos on a giant onscreen rainbow and collected a print of their favourite Rainbow Maker image.

The sell out event appealed to the local catchment of diverse young people. The game permitted play with friends, family and strangers, introduced artworks in an interactive way and was great fun. The palpable excitement while donning the vests set the tone for the whole event.

London leads

London's offer leads the way in the UK. Each exhibition at the Royal Academy of Arts has its own one-off "RA Late" held

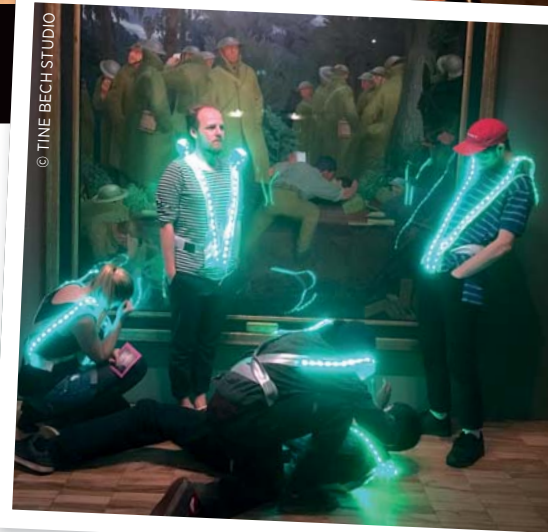


RA's Summer Pleasure Garden (above) and Rainbow Makers at Whitworth Art Gallery (right) embrace luminous themes

on a Saturday night – the programme has included an inflatable cosmic installation, themed supper clubs, a UV Garden of Eden life-painting, Klezmer dancing, Pollock-inspired paint splattering and robotic displays. Science Museum Lates hosts adults-only, after-hours theme nights on the last Wednesday of the month.

Widen the net

Although magic can be conjured up in museums at night, there remains a feeling that these shows are only open to the elite few, those in 'the know', well-connected or simply lucky enough to be in the right place at the right time. A big chunk of Lates also happen on the same day of the last week of the month.



AROUND THE WORLD

In cities like Berlin, Moscow and Paris, annual museum night-time events and festivals attract hundreds of thousands of people. How do they do it?



Amsterdam's N8 is run by young people for young people and sells out in just five weeks

Moscow never sleeps

Moscow is a particularly instructive example – its policymakers and programmers have embraced late opening and it's simply normal to visit museums, galleries and libraries until 10pm.

In this environment, their three annual showpiece nights – Museums, Art and Libraries Nights – thrive. In Moscow people expect their cultural services to be open at convenient times, so when there's a fabulous big annual moment with bags of extra creative content and multi-faceted partners, they're ready!

Moscow Central Library's director Maria Privalova explains: "Part of the 90s was that everything was 24 hours. [It] was

part of earning more money basically. So this was something that everybody started to do. It feels very not Muscovite that all these restaurants are [now] closing at 11, it's crazy, they should be 24 hours. When something is not open at night, I think it's strange."

Mexico City joins hands

Mexico City's monthly Noche De Museos festival is one of the most prolific Lates programmes in the world: 40 to 50 venues join hands every month for a night of Lates organised by the city council.

Ana Rita Garcia-Lascurain, director of Mexico City's Chocolate Museum, says: "Having the obligation of doing something

every last Wednesday of the month has been very motivational."

Amsterdam blazes a trail

Amsterdam's annual Museumnacht event, known as N8, is a phenomenal trail-blazing event and organisation. Run by young people for young people, the four paid employees must be under 30 years and be in the post no longer than three years. N8 sells out its 33,000 tickets every year in just five weeks to Amsterdam postcode residents only.

Sheffield's alive after 5

It's clear from such examples that Lates can play a fundamental role in how a



Noche de Museos annually unites up to 50 venues across in Mexico City (above). Museums Sheffield partners up with local businesses (right)



town or city perceives itself, that each location's offer is unique, a reflection of the place it's rooted in and the journey they want to go on.

This placemaking aspect of the Lates phenomenon has been picked up by Sheffield in the UK where Museums Sheffield is working in close partnership with the area's Business Improvement District organisation. Museums and the retail sector now offer joint incentives to customers to stay on in the city centre under the Alive After Five banner. Both sectors have made a commitment over a number of years to work together to send a message to locals that their high street is open for business well into the evening.

URBAN CULTURE

For years we've been encouraging people to get into their cars and travel out of cities to purchase food and clothing and take advantage of leisure opportunities. The pendulum has started swinging back into city and town centres. Environmental awareness, travel costs and inner-city



Culture24 calculated the UK Lates event market to be worth £9.6m in ticket earnings annually

residential building have all contributed to a newly vigorous sense of urban living.

Travel and tourism disruptors like Airbnb are enticing more people to stay in city centres, many driven to new places by attractive cultural offers. Suddenly a whole new generation of visitors is available to museums and galleries, less encumbered by past prejudices.

But more investment is needed to enable them to open later. The offer is not complete without programming and that must be paid for if artists are to earn

a decent living. Venues can be subsidised to offer free access and/or the audience asked to pay a fair price for a high-end offer. Both models can work side-by-side to build capacity and meet demand.

We all have notions of what people, places and institutions are going to be like before we first experience them. Lates are an opportunity for the sector to collaborate to create this other world where people's expectations of what museums and galleries are like are turned upside down. There's nothing more memorable than that, is there? ●

¹ www.tinebech.com

About the author

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THEME & MUSEUM INDEX

JUST THE TICKET

Major theme park operators had an outstanding year, while some European waterparks enjoyed great success. The museum sector was a mixed bag, but saw strong performance in Asia and remarkable years for some institutions



THEME PARKS

Disney continues to reign supreme, gaining a 6.8 per cent increase in visitors – up to 150 million in 2017. Merlin came a distant second, upping its visitation year-on-year to 66 million, marking a 7.8 per cent increase. Universal rounded out the top three, with a 4.4 per cent increase of around two million visitors.

For the top 10 theme park groups overall, attendance growth rose by a combined 8.6 per cent to 475.8 million visitors. Fourth-placed OCT Parks China enjoyed the most significant growth, increasing visitation by 32.9 per cent to 42.9 million visitors – a staggering rise of 10.6 million people (Table 1).

For individual theme parks, Disney expectedly also sits on top of the pile,

with the top three most-visited properties and eight of the top 10 attractions being Disney. The most-visited park, Magic Kingdom in Orlando, saw a slight increase of 0.3 per cent, while Disneyland in California enjoyed a 2 per cent rise and Tokyo Disneyland upped its visitor figures by 0.4 per cent in third place.

Outside of Disney, fourth-placed Universal Studios Japan saw its visitation

Table 1: THEME PARK GROUPS WORLDWIDE

Rank, Park & Location	Change	Attendance 2017	Attendance 2016
1 WALT DISNEY ATTRACTIONS	6.8%	150,014,000	140,403,000
2 MERLIN ENTERTAINMENTS GROUP	7.8%	66,000,000	61,200,000
3 UNIVERSAL PARKS AND RESORTS	4.4%	49,458,000	47,356,000
4 OCT PARKS CHINA	32.9%	42,880,000	32,270,000
5 FANTAWILD	21.7%	38,495,000	31,639,000
6 CHIMELONG GROUP	13.4%	31,031,000	27,362,000
7 SIX FLAGS INC.	2.3%	30,789,000	30,108,000
8 CEDAR FAIR ENTERTAINMENT COMPANY	2.4%	25,700,000	25,104,000
9 SEAWORLD PARKS & ENTERTAINMENT	-5.5%	20,800,000	22,000,000
10 PARQUES REUNIDOS	-1.1%	20,600,000	20,825,000
TOP 10 ATTENDANCE GROWTH 2016-17	3.2%	9,633,000	9,345,000

Walt Disney is the theme park leader, outperforming its nearest rival Merlin by nearly 90 million visitors



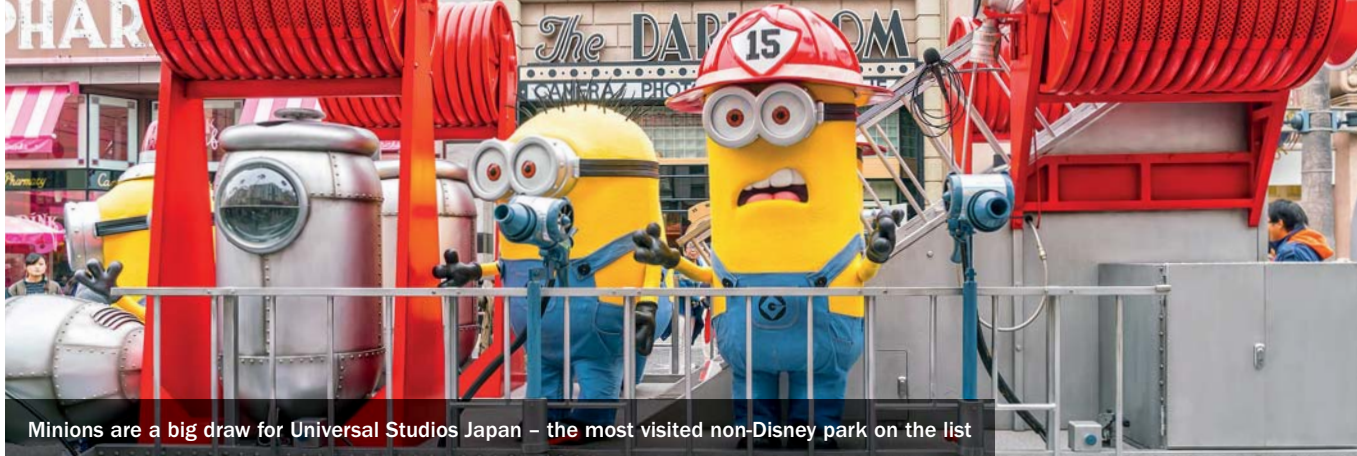


PHOTO: ©SHUTTERSTOCK/GOWTHSTOCK

Minions are a big draw for Universal Studios Japan – the most visited non-Disney park on the list



STABILISED GLOBAL ECONOMIES AND STRONG INVESTMENT BODES WELL

rise by 3 per cent, with 14.9 million visitors in 2017. Universal Studios in Orlando also saw a slight rise of 2 per cent. Opening for the first time in 2016, Shanghai Disneyland has broken into the top 10, coming eighth with 11 million visitors in its first full year of operation.

Mainland China helped buoy the Asian region in attendance growth by 5.5 per cent. Many new parks, with Shanghai Disney leading the way, experienced double-digit growth year-on-year.

Overall, visitation rose to 134.2 million visitors in the Asia-Pacific region, though it wasn't all plain sailing, as parks in Korea – particularly Lotte World and Samsung Everland – were hit hard owing to “geopolitical events that discouraged tourism from Mainland Chinese” – their key tourist demographic.

Table 2: TOP 25 AMUSEMENT/THEME PARKS WORLDWIDE

Rank, Park & Location	Change	Attendance 2017	Attendance 2016
1 MAGIC KINGDOM AT WALT DISNEY WORLD, LAKE BUENA VISTA, FL, US	0.3%	20,450,000	20,395,000
2 DISNEYLAND, ANAHEIM, CA, US	2.0%	18,300,000	17,943,000
3 TOKYO DISNEYLAND, TOKYO, JAPAN	0.4%	16,600,000	16,540,000
4 UNIVERSAL STUDIOS JAPAN, OSAKA, JAPAN	3.0%	14,935,000	14,500,000
5 TOKYO DISNEYSEA, TOKYO, JAPAN	0.3%	13,500,000	13,460,000
6 DISNEY'S ANIMAL KINGDOM, WALT DISNEY WORLD, LAKE BUENA VISTA, FL, US	15.3%	12,500,000	10,844,000
7 EPCOT AT WALT DISNEY WORLD, LAKE BUENA VISTA, FL, US	4.2%	12,200,000	11,712,000
8 SHANGHAI DISNEYLAND, SHANGHAI, CHINA	96.4%	11,000,000	5,600,000
9 DISNEY'S HOLLYWOOD STUDIOS, WALT DISNEY WORLD, LAKE BUENA VISTA, FL, US	-0.5%	10,722,000	10,776,000
10 UNIVERSAL STUDIOS AT UNIVERSAL ORLANDO, FL, US	2.0%	10,198,000	9,998,000
11 CHIMELONG OCEAN KINGDOM, HENGQIN, CHINA	15.5%	9,788,000	8,474,000
12 DISNEYLAND PARK AT DISNEYLAND PARIS, MARNE-LA-VALLEE, FRANCE	15.0%	9,660,000	8,400,000
13 DISNEY CALIFORNIA ADVENTURE, ANAHEIM, CA, US	3.0%	9,574,000	9,295,000
14 ISLANDS OF ADVENTURE AT UNIVERSAL ORLANDO, FL, US	2.0%	9,549,000	9,362,000
15 UNIVERSAL STUDIOS HOLLYWOOD, UNIVERSAL CITY, CA, US	12.0%	9,056,000	8,086,000
16 LOTTE WORLD, SEOUL, SOUTH KOREA	-17.6%	6,714,000	8,150,000
17 EVERLAND, GYEONGGI-DO, SOUTH KOREA	-9.5%	6,310,000	6,970,000
18 HONG KONG DISNEYLAND, HONG KONG SAR	1.6%	6,200,000	6,100,000
19 NAGASHIMA SPA LAND, KUWANA, JAPAN	1.4%	5,930,000	5,850,000
20 OCEAN PARK, HONG KONG SAR	-3.3%	5,800,000	5,996,000
21 EUROPA-PARK, RUST, GERMANY	1.8%	5,700,000	5,600,000
22 WALT DISNEY STUDIOS PARK, DISNEYLAND PARIS, MARNE-LA-VALLEE, FRANCE	4.6%	5,200,000	4,970,000
23 DE EFTELING, KAAFSHEUVEL, THE NETHERLANDS	8.7%	5,180,000	4,764,000
24 TIVOLI GARDENS, COPENHAGEN, DENMARK	0.0%	4,640,000	4,640,000
25 UNIVERSAL STUDIOS SINGAPORE, SINGAPORE	2.9%	4,220,000	4,100,000
TOP 25 TOTAL ATTENDANCE 2017		243,926,000	232,525,000
TOP 25 ATTENDANCE GROWTH 2016-17	4.7%	243,926,000	233,057,000



Making its debut on the list is Orlando's Volcano Bay, with Universal's waterpark ranking sixth

Margreet Papamichael

FORMER DIRECTOR,
ECONOMICS,
AECOM



Expectations for the Middle East were set really high and we can see now that they've not been met. I hope that overtime total tourism to that region will grow.

In Europe, we'll see growth driven by investment, with additional hotel rooms added to attractions and new rides developed. Staging concerts and seasonal events is becoming more important.

The uniqueness of Europe's waterparks is their mixture of indoor and outdoor facilities, including the focus on wellbeing. It's a successful model we should export.

Exhibitions really drive museum attendance but there's only so many brilliant exhibits you can have per annum.

Chris Yoshii

VICE PRESIDENT
OF ASIA-PACIFIC,
AECOM



We've forecast for several years that China would become the largest global theme park market by 2020. That's still on track, especially with Universal Studios Beijing, among others, opening around that time.

The success of Shanghai Disney has been very encouraging, showing developers that they should invest in best-in-class projects, and the market will respond. Having a theme park is still seen as an important asset to a modern city in China, and we're going to continue to see new projects and new announcements.

Florida is still the major hotbed with 75.6 million visitors to its six major parks. Japan comes next with 51 million visitors spread over four major operations.

John Robinett

SENIOR VICE PRESIDENT,
ECONOMICS, AMERICAS,
AECOM



The mega-destination that is Orlando saw major attractions open at Disney (Pandora - The World of Avatar) and Universal (Volcano Bay) in 2017. After a fairly flat 2016, the industry resumed its historic pace of growth in 2017 fueled by Disney, China, and Indoor Entertainment Centers.

China now generates about a quarter of the major operators' overall attendance. Global attraction visitations to the major operators is almost half a billion a year.

Representing a third of North American attendance - exceeding 150 million visits for the first time - Orlando should continue to develop, with US\$10bn of investment in future attractions, RDE and hotels slated for the next five years.

WATERPARKS

Waterpark attendance has now broken 30 million visitors among the world's top 20, with particularly strong performance in some of Europe's top waterparks. Across the world's top 20 most-visited waterparks, attendance increased 1.6 per cent between 2016 and 2017 – breaking the 30 million visitor barrier for the first time in the AECOM report's history.

Chimelong in China retains the title of world's most-attended waterpark, with a 6 per cent increase year-on-year. Making its debut on the list is Orlando's Volcano Bay, as the Universal waterpark ranked sixth with 1.5 million visitors in its first year. The largest attendance rise came for 16th-ranked Siam Park on the Canary Islands, which recorded a 20.9 per cent.

In Latin America, waterpark visits totalled 9.9 million visitors, raising expectations that 2018 will for the first time see that region cross over the 10 million mark. While there were increases at several properties in Brazil, the 2017 earthquake in Central Mexico led to declines, particularly for Six Flags Hurricane Harbor Oaxtepec – a newly acquired and renovated waterpark operating in its inaugural season.

For the EMEA market, overall attendance was up 3.2 per cent, though visitation in the Middle East declined due to "the significant increase in competition for leisure time and spend" in the region, impacting across the board and felt by the region's most-visited attraction, Dubai's Aquaventure, falling 5.6 per cent.

Prague's Aquapalace had an excellent year, increasing its attendance by 18.8 per cent and Therme Erding in Germany, Europe's most-visited waterpark, enjoyed a 6 per cent rise.



Table 3: TOP 20 WATERPARKS WORLDWIDE

Rank, Park & Location	Change	Attendance 2017	Attendance 2016
1 CHIMELONG WATER PARK, GUANGZHOU, CHINA	6.0%	2,690,000	2,538,000
2 TYPHOON LAGOON AT DISNEY WORLD, ORLANDO, FL, US	-5.0%	2,163,000	2,277,000
3 THERMAS DOS LARANJAIS, OLIMPIA, BRAZIL	2.5%	2,007,000	1,959,000
4 BLIZZARD BEACH AT DISNEY WORLD, ORLANDO, FL, US	-7.0%	1,945,000	2,091,000
5 BAHAMAS AQUAVENTURE WATER PARK, BAHAMAS	-2.0%	1,831,000	1,868,000
6 UNIVERSAL'S VOLCANO BAY, ORLANDO, FL, US	NEW	1,500,000	NA
7 HOT PARK RIO QUENTE, CALDAS NOVAS, BRAZIL	7.2%	1,481,000	1,381,000
8 AQUATICA, ORLANDO, FL, US	-10.0%	1,382,000	1,536,000
9 CARIBBEAN BAY, GYEONGGI-DO, SOUTH KOREA	-3.5%	1,380,000	1,430,000
10 AQUAVENTURE WATER PARK, DUBAI, UAE	-5.6%	1,350,000	1,430,000
11 OCEAN WORLD, GANGWON-DO, SOUTH KOREA	-9.7%	1,330,000	1,473,000
12 THERME ERDING, ERDING, GERMANY	6.0%	1,320,000	1,245,000
13 SUNWAY LAGOON, KUALA LUMPUR, MALAYSIA	2.4%	1,300,000	1,270,000
14 KAIFENG YINJI WATER PARK, KAIFENG, CHINA	46.1%	1,300,000	890,000
15 AQUAPALACE, PRAGUE, CZECH REPUBLIC	18.8%	1,215,000	1,023,000
16 SIAM PARK, SANTA CRUZ DE TENERIFE, SPAIN	20.9%	1,209,000	1,000,000
17 WUHU FANTAWILD WATER PARK, WUHU, CHINA	17.6%	1,204,000	1,024,000
18 SHENYANG ROYAL OCEAN PARK – WATER WORLD, FUSHUN, CHINA	2.6%	1,200,000	1,170,000
19 WET 'N' WILD GOLD COAST, GOLD COAST, AUSTRALIA	-5.0%	1,180,000	1,242,000
20 TROPICAL ISLANDS, KRAUSNICK, GERMANY	3.1%	1,168,000	1,540,000
TOP 20 TOTAL ATTENDANCE 2017		30,155,000	27,980,000
TOP 20 ATTENDANCE GROWTH 2016-17	1.6%	30,155,000	29,688,000



Following its expansion and three major exhibitions, London's V&A upped its attendance by a quarter



The newly opened Chengdu Museum in China entered the Index for the first time

Table 4: TOP 20 MUSEUMS WORLDWIDE

Rank, Park & Location	Change	Attendance 2017	Attendance 2016
1 LOUVRE, PARIS, FRANCE	9.5%	8,100,000	7,400,000
2 NATIONAL MUSEUM OF CHINA, BEIJING, CHINA	6.8%	8,063,000	7,550,000
3 NATIONAL AIR AND SPACE MUSEUM, WASHINGTON, DC, US	-6.7%	7,000,000	7,500,000
5 THE METROPOLITAN MUSEUM OF ART, NEW YORK, NY, US	4.5%	7,000,000	6,700,000
5 VATICAN MUSEUMS, VATICAN, VATICAN CITY	5.9%	6,427,000	6,067,000
6 SHANGHAI SCIENCE & TECHNOLOGY MUSEUM, SHANGHAI, CHINA	1.7%	6,421,000	6,316,000
7 NATIONAL MUSEUM OF NATURAL HISTORY, WASHINGTON, DC, US	-15.5%	6,000,000	7,100,000
8 BRITISH MUSEUM, LONDON, UK	-8.0%	5,907,000	6,420,000
9 TATE MODERN, LONDON, UK	-3.1%	5,656,000	5,839,000
10 NATIONAL GALLERY OF ART, WASHINGTON, DC, US	22.8%	5,232,000	4,261,000
11 NATIONAL GALLERY, LONDON, UK	-16.5%	5,229,000	6,263,000
12 AMERICAN MUSEUM OF NATURAL HISTORY, NEW YORK, NY, US	0.0%	5,000,000	5,000,000
13 NATIONAL PALACE MUSEUM (TAIWAN), TAIPEI, TAIWAN	-4.9%	4,436,000	4,666,000
14 NATURAL HISTORY MUSEUM, LONDON, UK	-4.1%	4,435,000	4,624,000
15 STATE HERMITAGE, ST PETERSBURG, RUSSIA	2.5%	4,220,000	4,119,000
16 CHINA SCIENCE TECHNOLOGY MUSEUM, BEIJING, CHINA	4.0%	3,983,000	3,830,000
17 REINA SOFIA, MADRID, SPAIN	6.9%	3,897,000	3,647,000
18 NATIONAL MUSEUM OF AMERICAN HISTORY, WASHINGTON, DC, US	0.0%	3,800,000	3,800,000
19 VICTORIA & ALBERT MUSEUM, LONDON, UK	25.4%	3,790,000	3,022,000
20 CENTRE POMPIDOU, PARIS, FRANCE	2.2%	3,371,000	3,300,000
TOP 20 TOTAL ATTENDANCE 2017		107,967,000	107,424,000
TOP 20 ATTENDANCE GROWTH 2016-17	0.2%	107,967,000	29,688,000

The top 20 waterparks in the US suffered in 2017, with a 2.9 per cent decline, driven by lack of reinvestment combined with bad weather.

MUSEUMS

France's museums have shown significant recovery following a tumultuous 2016. The Louvre reclaimed top spot as the world's most-visited museum with a 9.5 per cent increase in visitor numbers. Similarly, the Musee D'Orsay experienced a significant recovery, with a 5.9 per cent increase in visitation.

Across the Channel it's not been so rosy, with uncertainty over Brexit and renewed security concerns particularly affecting London, where four of the five museums making the top 20 suffered declines in visitation. Highest-ranked, the British Museum saw its numbers drop to 5.9 million in 2017, while the Tate Modern saw its visitor numbers drop 3.1 per cent and there was a 4.1 per cent decline at the Natural History Museum. Bucking the trend following its expansion and three major exhibitions, the V&A upped its attendance by a quarter.

Asia's culture sector recorded the fastest growth worldwide, with an 11 per cent increase in visitation. China claimed seven of the top 20 museums worldwide. This strong performance has been fuelled by its "an emerging middle class with rising levels of education, cultural awareness and disposable income and exposure to global cultural trends". ●

About the author

Tom Anstey is managing editor of sister publication *Attractions Management*



THEME & MUSEUM INDEX

EMEA FOCUS

Europe celebrates an active and growing theme park sector with strong attendance at smaller attractions, whereas the domestic tourism market in the Middle East is yet to catch on to the plethora of new offerings. Waterparks across EMEA are seeing marginal growth

THEME PARKS
Europe


In the **UK**, it seems that theme parks have not significantly increased their attendance numbers. The usual suspects for flat numbers are bad weather, economic decline and political instability; but the situation in the UK in 2017 was unique. Consumer confidence took a hit both before and following the Brexit vote, and British consumer confidence seems to have remained at a depressed level for the duration of 2017. This loss in consumer confidence may well be the reason behind the lacklustre results in the UK theme park industry.

Competition may be heating up in **France**. Most French theme parks performed well for 2017, with significant growth of above eight per cent at Parc Astérix following their continued investment, a new ride and additional hotel rooms. Disney too did very well, recuperating from its slide of the prior year. Puy du Fou showed good attendance growth for 2017 at around two per cent

Table 1: TOP 20 THEME PARKS: EMEA

Rank, Park & Location	Change	Attendance 2017	Attendance 2016
1 DISNEYLAND PARK AT DISNEYLAND PARIS, MARNE-LA-VALLEE, FRANCE	15.0%	9,660,000	8,400,000
2 EUROPA PARK, RUST, GERMANY	1.8%	5,700,000	5,600,000
3 WALT DISNEY STUDIOS PARK, DISNEYLAND PARIS, MARNE-LA-VALLEE, FRANCE	4.6%	5,200,000	4,970,000
4 DE EFTELING, KAATSHEUVEL, THE NETHERLANDS	8.7%	5,180,000	4,764,000
5 TIVOLI GARDENS, COPENHAGEN, DENMARK	0.0%	4,640,000	4,640,000
6 PORT AVENTURA, SALOU, SPAIN	1.4%	3,650,000	3,600,000
7 LISEBERG, GOTHENBURG, SWEDEN	-0.3%	3,061,000	3,070,000
8 GARDALAND, CASTELNUOVO DEL GARDA, ITALY	-9.7%	2,600,000	2,880,000
9 PUY DU FOU, LES EPESSSES, FRANCE	1.8%	2,260,000	2,220,000
10 LEGOLAND WINDSOR, WINDSOR, UK	0.8%	2,200,000	2,183,000
11 LEGOLAND BILLUND, BILLUND, DENMARK	1.4%	2,120,000	2,091,000
12 ALTON TOWERS, STAFFORDSHIRE, UK	1.0%	2,000,000	1,980,000
13 FUTUROSCOPE, JAUNAY-CLAN, FRANCE	5.3%	2,000,000	1,900,000
14 PARC ASTERIX, PLAILLY, FRANCE	8.1%	2,000,000	1,850,000
15 PHANTASIALAND, BRUHL, GERMANY	0.0%	1,995,000	1,995,000
16 PARQUE WARNER, MADRID, SPAIN	2.2%	1,840,000	1,800,000
17 THORPE PARK, CHERTSEY, UK	0.0%	1,800,000	1,800,000
18 GRÖNA LUND, STOCKHOLM, SWEDEN	11.9%	1,690,000	1,510,000
19 CHESSINGTON WORLD OF ADVENTURES, CHESSINGTON, UK	1.3%	1,520,000	1,500,000
20 HEIDE PARK, SOLTAU, GERMANY	-3.9%	1,480,000	1,540,000
TOP 20 TOTAL ATTENDANCE 2017		61,549,000	60,293,000
TOP 20 ATTENDANCE GROWTH 2016-17	3.4%	62,596,000	60,513,000

SOURCE: TEA/AECOM 2017 THEME INDEX AND MUSEUM INDEX



Parc Astérix enjoyed significant growth following continued investment

but this was the first time in three years that the park did not post an increase of more than five per cent, likely simply because there was no significant new addition to the property. Such high growth rates as Puy du Fou has posted over the past couple of years are nigh impossible to sustain in the longer term. Interestingly, a number of smaller parks in France that don't quite make it onto our charts grew attendance at higher percentages than the largest parks.

Despite rising consumer confidence in **Germany**, performance was mediocre if not poor for many parks. In this case, bad weather, especially poor during their peak season, was the likely culprit and given the blame by many operators. We understand, however, that many parks

PARKS ACHIEVED RECORD ATTENDANCE LEVELS OVER HALLOWEEN - ITS IMPORTANCE AND POPULARITY IS STILL INCREASING

achieved record attendance levels over Halloween, the importance and popularity of which is still increasing.

Italy has been experiencing a bad run economically, and some extremely bad weather combined with some natural disasters during peak season weekends impacted performance in this country, and Gardaland specifically.

In **Scandinavia**, we observed that some of the most significant increases in attendance happened in the smaller parks that don't make it into our Top 20.

Perhaps this recurring theme of smaller parks seeing bigger increases in percentage terms is not simply due to the fact that a small absolute increase translates to a large percentage increase. Instead, it could possibly also indicate a general increase in competition for leisure time and spend across the entire European continent.

It may well be that families are limiting their big visits to big parks and increasing their visits to smaller parks, which may help their budgets go further.

PHOTO: © LUKE DYSON



Experiences like Secret Cinema in London are joining themed entertainment

Throughout Europe, we get the impression of an active and growing industry with ongoing investment and merger and acquisition activity.

Some specific parks deserve a special mention for 2017:

- De Efteling in the Netherlands celebrated its 65th anniversary and opened, with much fanfare, a new dark ride that subsequently was honoured with a Thea Award – Symbolica: The Palace of Fantasy. This has helped them achieve their 2020 target of five million visits ahead of schedule, recording 5,180,000 visits for 2017.
- Disneyland Paris had a great 25th anniversary year and has recouped the loss in attendance from the previous year.
- Parc Astérix outside of Paris had another good year and managed to break the two million mark in attendance. The continuous investment and effort that Compagnie des Alpes has put into this park is paying off, combined with the additional hotel accommodation offer.
- Gröna Lund in Stockholm had another

“ SPECIAL EVENTS ARE CROSSING OVER WITH THEMED ENTERTAINMENT

great year with visitation growth over 10 per cent. They've continued to host large concerts with international and Swedish artists. On top of that, 2017 was also the first time they kept the park open for Halloween, which was a great success in Gröna Lund as well.

Confertainment

The addition of leisure and themed entertainment units into retail destinations is adding to the activity levels and innovation in our sector, and continues at a strong pace throughout



Historic buildings are embracing immersive techniques like light shows

Europe and the Middle East. We've seen further such “merging” between various industries and skill sets with an interesting vocabulary being coined, such as “confertainment” and “architainment”.

Special events are becoming more themed and are now crossing over with the themed entertainment industry. The word “immersive” is developing further, encompassing new types of experiences such as Secret Cinema in London and sound-and-light shows using projection mapping on historic buildings such as cathedrals in Europe.

Table 2: TOP 10 WATERPARKS: EMEA

Rank, Park & Location	Change	Attendance 2017	Attendance 2016
1 AQUAVENTURE WATER PARK, DUBAI, UAE	-5.6%	9,660,000	8,400,000
2 THERME ERDING, ERDING, GERMANY	6.0%	1,320,000	1,245,000
3 AQUAPALACE, PRAGUE, CZECH REPUBLIC	18.8%	1,215,000	1,023,000
4 SIAM PARK, SANTA CRUZ DE TENERIFE, SPAIN	13.7%	1,209,000	1,063,000
5 TROPICAL ISLANDS, KRAUSNICK, GERMANY	3.1%	1,168,000	1,133,000
6 NETTEBAD, OSNABRUCK, GERMANY	2.1%	744,000	729,000
7 TIKI POOL, DUINRELL, THE NETHERLANDS	0.0%	700,000	700,000
8 WILD WADI, DUBAI, UAE	-4.5%	697,000	730,000
9 LALANDIA, BILLUND, DENMARK	-1.7%	680,000	692,000
10 YAS WATERWORLD, ABU DHABI, UAE	-8.3%	550,000	600,000
TOP 10 TOTAL ATTENDANCE 2017		9,633,000	9,345,000
TOP 10 ATTENDANCE GROWTH 2016-17	3.2%	9,633,000	9,332,000

SOURCE: TEA/AECOM 2017 THEME INDEX AND MUSEUM INDEX

Middle East

We've all been watching events unfold in the Middle East with bated breath, hoping for record attendances to the new theme parks that have opened, notably in the United Arab Emirates.

We have all now realised that the expectations set for this region have proven to be a bit high and, unfortunately, have not been met. Consequently, none of the theme parks in this geography has made it into the Top 20 Theme Parks for EMEA. We hope that with the growth in the tourism market, the theme parks in the Middle East will increase their attendance over time as the tourism industry becomes more familiar with the offer that is now available in this part of the world.

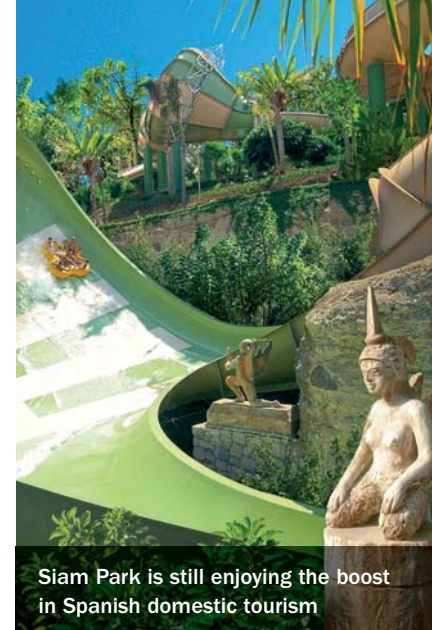
The pipeline in this region is still significant, and we're seeing evidence of high-quality development, such as Warner Bros World Abu Dhabi. We'll keep a close eye on this part of the world and look forward to their contributions to the theme park industry in the years ahead.

WATERPARKS

Europe

Two success stories in the European waterpark category are Aquapalace in Prague and Siam Park in Tenerife. Siam Park is still enjoying the boost in Spanish domestic tourism, and tourism from within the EU that's returned to affordable European destinations from places perceived as more risky, like Turkey.

For the remainder, our Top 10 waterparks in EMEA reveal marginal growth in attendance. Having said that, we should pay some special attention to the waterparks in Northern Europe with large indoor areas. Many have areas dedicated to what we might dub a "water-focused spa", wherein many sell entry to the spa area separately from entry to the entertainment area. In our tabulations for this entertainment-focused study, we subtract spa tickets from the total amount of tickets sold, allowing us to make equitable comparisons on an international basis. As a result, some of



Siam Park is still enjoying the boost in Spanish domestic tourism

these operations have total attendance numbers higher than those in our Tables. Notably, Therme Erding – besides from the attendance in Table 2, it receives an additional 500,000 visits to its spa alone.

Middle East

Attendance at Middle Eastern waterparks has decreased. For the larger parks, this is due to a variety of factors, but the significant increase in competition for leisure time and spend has had an impact across the board. Attendance is still strongly driven by residents, even in the Middle East, and the influx of new visitor attractions has spread demand over a larger offer of entertainment. Hopefully tourism will increase, and growing demand from that market will help to absorb the supply that has recently entered the industry. ●

About the author

Margreet Papamichael, former Director of EMEA at AECOM



STRIVING FOR SUSTAINABILITY

Doug Cress of WAZA reveals the wider role that zoos and aquariums play in saving endangered species, tackling sustainability and connecting people with nature

Zoos and aquariums are very different today from the menageries of the past, and are continually evolving and improving. The World Association of Zoos and Aquariums (WAZA) comprises over 400 leading zoos, aquariums and associations worldwide, and WAZA's remit has grown to both address the ecological crises of today and fully maximise the conservation impact of its members.

Our members are increasingly becoming leaders in global issues such as climate change, plastic pollution, the illegal wildlife trade and sustainable palm oil. These institutions not only guard the long-term future of some of the earth's most endangered species, but they also contribute significant resources towards conservation of wildlife and wild spaces. Zoos and aquariums are progressively becoming central to ensuring that the world's biodiversity survives.

More than 700 million people visit zoos and aquariums each year, which means



Our remit has grown
to address the
ecological crises

Doug Cress, CEO of WAZA

WAZA members are in a prime position to drive behaviour change through their visitors. From the importance of species conservation to reducing reliance on single-use plastics and unsustainably sourced palm oil, zoos and aquariums are not focused only on saving species, but are also encouraging people to take action in safeguarding the our planet.

Our commitment to modelling a sound change in behaviour resulted in WAZA signing a Memorandum of Understanding (MoU) with United Nations Environment in 2017, committing 50 per cent of the WAZA membership base to eliminate single-use plastic from their institutions and attractions by 2023.

In the same year, the World Association of Zoos and Aquariums also signed a second MoU, this time with the Roundtable on Sustainable Palm Oil (RSPO), again committing 50 per cent of the WAZA membership to using only certified sustainable palm oil in consumer items and feedstocks by 2023.



Monterey Bay Aquarium's Seafood Watch programme raises public awareness about sustainable seafood choices



PHOTOS: © MONTEREY BAY AQUARIUM



Shedd Aquarium's "Shedd the Straw" campaign encourages its visitors and local restaurants to 'pass on plastic'

RISING TIDE OF PLASTIC

The problem of plastic pollution truly came to the forefront in 2018 and was the main focus for World Environment Day and World Oceans Day.

Around 300 million tonnes of plastic waste is produced each year and around 10 per cent of this waste ends up in the oceans, which has a detrimental impact on marine wildlife and ecosystems.

Governments have started acting against the rising tide of plastic and WAZA members are getting involved. In addition to removing single-use plastics from their supply chains and grounds, zoos and aquariums are also communicating about the harmful effects of plastic and educating their visitors about sustainable alternatives.

► SHEDDING PLASTIC

In the US, Shedd Aquarium in Chicago launched a "Shedd the Straw" campaign. An audit showing that Americans use an estimated 500 million plastic drinking straws daily prompted Shedd Aquarium to target straws. The aquarium challenged the Chicagoland community and visitors to the aquarium to remove single-use plastic straws from their everyday life.

Zoos and aquariums are educating visitors about the harmful effects of plastic and sustainable alternatives

The concept was simple and offered a few solutions to help consumers make the commitment, whether it was passing on the plastic straw provided in beverages or choosing a reusable or compostable alternative. Shedd also took the challenge to local restaurants and has so far managed to encourage more than 65 restaurants to get rid of plastic straws.

► ACROSS THE POND

In Europe, Lisbon Aquarium in Portugal launched a national advertising campaign titled "If it doesn't go in the bin, it goes in the sea", helping to bring a new perspective to the importance of disposing of waste properly in order to reduce plastic pollution.

Elsewhere, WAZA members have implemented onsite plastic recycling units to encourage visitors to recycle plastic water bottles while others have stopped selling single-use plastic items entirely.

► ART INITIATIVES

Some WAZA members have installed art exhibitions highlighting the issue of plastic waste, such as Vancouver Aquarium's Vortex exhibition by Douglas Coupland. Vortex takes viewers on a journey to the heart of the Great Pacific Garbage Patch, immersing people in the global plastic pollution crisis.

► SUSTAINABLE SEAFOOD

Our members' work to protect the ocean extends beyond battling plastic pollution to encouraging sustainable seafood choices amongst consumers. Monterey Bay Aquarium in California launched its Monterey Bay Aquarium Seafood Watch programme to help consumers and businesses choose seafood fished or farmed in ways that support a healthy ocean. Since 1999 the programme has worked to raise public awareness about sustainable seafood choices. Today,

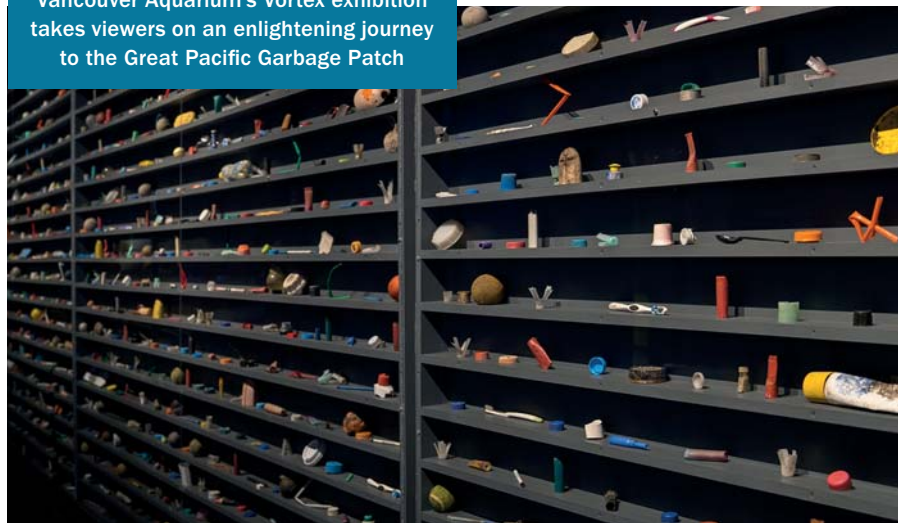


Seafood Watch has more than 11,000 partner locations worldwide and more than 200 zoo, aquarium and non-profit partners promoting sustainable seafood.

IN YOUR HANDS

From sea to land, WAZA members are also challenging the palm oil crisis. Palm oil has become one of the world's most widely used edible vegetable oils and is found in around 50 per cent of packaged products in supermarkets from foods such as biscuits and cakes to cosmetics and soaps. Demand for this oil is dramatically increasing due to its high productivity, efficiency and versatility, but unsustainable palm oil cultivation can

Vancouver Aquarium's Vortex exhibition takes viewers on an enlightening journey to the Great Pacific Garbage Patch



PHOTOS: © OCEAN WISE



WAZA's Nature Connect programme inspires families to take action to conserve our natural world



Chester Zoo is campaigning to make Chester the world's first sustainable palm oil city





Screens are consuming
our lives and we're
losing touch with
the outside world

cause extensive deforestation, affecting forests and wildlife. Certified sustainable palm oil helps reduce the negative impacts of palm oil cultivation on wildlife, the environment and local communities.

WAZA's MoU with RSPO is the first coordinated global zoo and aquarium project addressing palm oil, but numerous WAZA members have conducted palm oil campaigns or education programmes in the past. Chester Zoo in the UK launched its Sustainable Palm Oil challenge in 2014, and is working with consumers, manufacturers, businesses and the palm oil industry to increase the demand for sustainable palm oil. It's currently campaigning to make Chester the world's first sustainable palm oil city.

In Australia, Melbourne Zoo has an interactive grocery store where "consumers" can scan everyday products and find out if good or bad palm oil has been used. They are given the option to send letters to the heads of corporations encouraging them to implement a more sustainable palm oil sourcing policy.

RECONNECTING WITH NATURE

Education plays an important role in the remit of zoos and aquariums, and WAZA members are working to connect children



Certified sustainable
palm oil helps reduce the
negative impacts of palm
oil cultivation on wildlife

with wildlife and nature. In an increasingly digital world, screens are consuming our lives and we're losing touch with the outside world. In response, WAZA's Nature Connect programme was launched in 2017 to encourage and support our members to provide outdoor facilitated experiences that connect children and their families to nature, inspiring them to take action to conserve the natural world.

Funded by a Disney Conservation Fund grant and managed in collaboration with the International Zoo Educators Association, one component of the programme provides grants to members

to provide a series of immersive, facilitated nature experiences for children and their families. Through the programme, zoos and aquariums are rekindling the relationship of children to nature and sparking a lifelong appreciation for biodiversity and its conservation for generations to come. ●

About the author

Doug Cress is the chief executive officer of WAZA

www.waza.org

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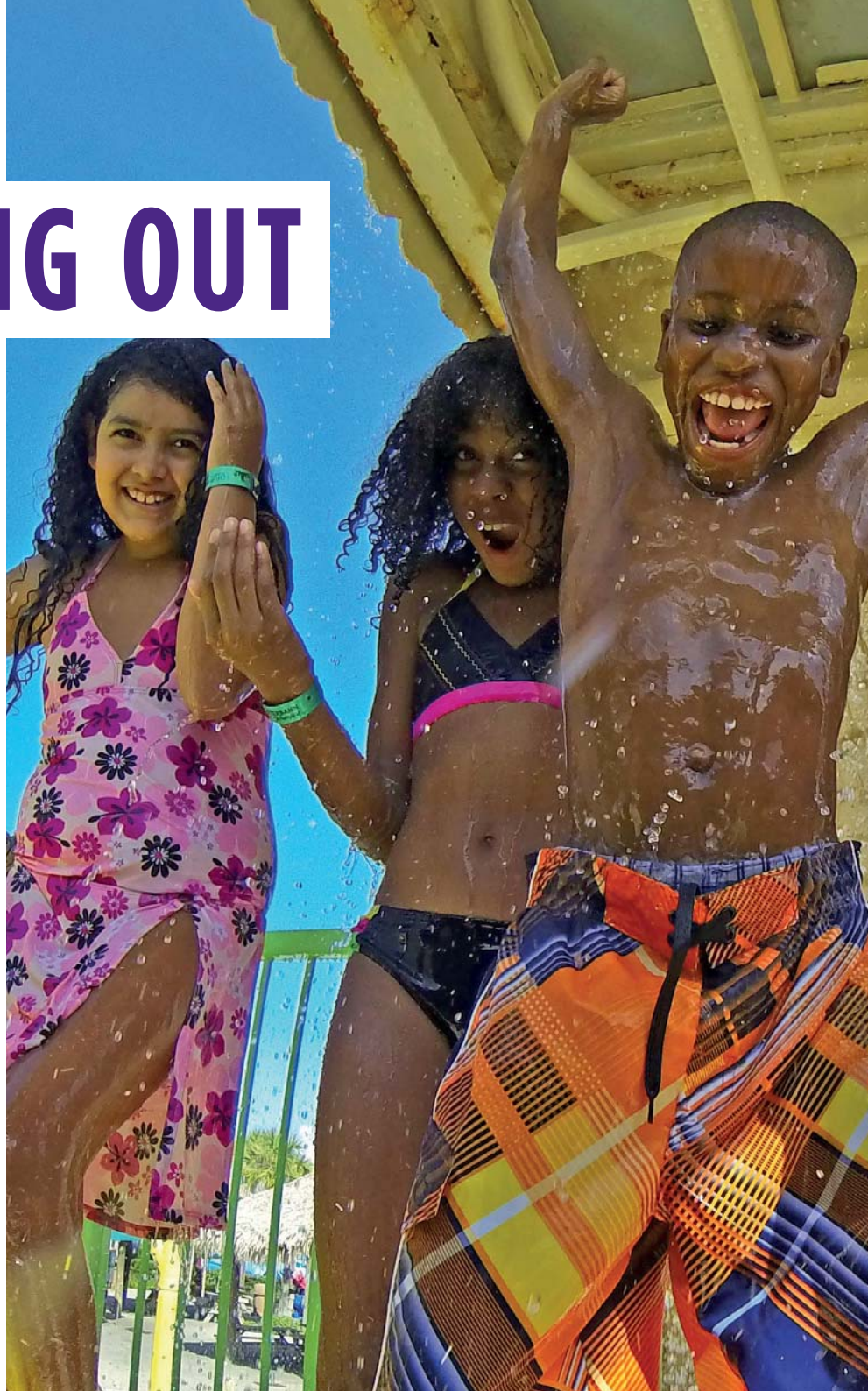
SPLASHING OUT


Kathleen LaClair and Brian Sands
delve into the market potential
of multiple waterparks and how
such growth can be sustained

Waterpark design is wide ranging. The established traditional, standalone, outdoor waterpark market has been joined by present-day trends for combined water/theme parks and, most recently, the growing popularity of all-season indoor water-based facilities.

Regardless of type, as waterparks typically have lower development costs and higher operating margins than theme parks, it's no surprise that they continue to be developed, even within markets housing existing waterparks. In fact, in metropolitan areas (barring entertainment markets like Orlando), only one major theme park can typically be sustained compared with multiple waterparks.

As every market differs according to varying degrees of population density, age distribution, disposable income, existing entertainment options and competition – and as every theme park ranges in size and entertainment offering – it's most likely a combination of all these factors that enables certain markets to successfully support multiple waterparks.



A group of children are playing in a water park structure. In the foreground, a young boy with a joyful expression is splashing water with his arms outstretched. He is wearing red swim trunks with a white pattern. Behind him, another boy in green and black patterned swim trunks is also splashing. To the left, a boy in blue and white floral swim trunks is smiling. In the background, a girl in a colorful striped swimsuit is visible. The structure they are playing in is made of light-colored wood or plastic, with a blue sky and clouds in the background.

On examining numerous US markets, we found
that quite a few operators in the outdoor waterpark
market perform well despite competition

Schlitterbahn Galveston Island is
one of three waterparks in Houston;
the current number of outdoor
waterparks is appropriate for the city



© SCHLITTERBAHN WATERPARKS AND RESORTS

Several waterparks can
operate in relative proximity
within an adequately
sized and healthy market

That said, in our experience, market size (i.e. population and tourism) and market competition tend to be the critical factors – so we decided to take a closer look at how individual outdoor waterparks perform within selected multiple outdoor waterpark markets.

On examining numerous US markets, we found that quite a few operators in the outdoor waterpark market perform well despite competition, leading us to surmise that there could be room for growth in other waterpark markets.

MARKET ATTENDANCE

As a starting point, we calculated the aggregate market attendance at outdoor waterparks within select markets, and compared this with the corresponding total market size (metropolitan statistical area population and overnight tourists to the region) in order to calculate the attendance per capita in each market.

We selected six markets (Orlando, Dallas, Phoenix, Houston, San Antonio/New Braunfels and Los Angeles) as each has two-plus large waterparks (see Table). We found that the aggregate outdoor waterpark attendance in each market ranged from about 600,000 (Phoenix) to

All four waterparks in San Antonio/New Braunfels perform well, but Schlitterbahn is the undisputed high performer



Wet 'n' Wild is one of two waterparks in Phoenix; it would be risky to assume there's room for another outdoor facility

more than 7.2 million (Orlando). As the market size varied widely, it follows that the aggregate attendance per capita also had a wide range – from 0.02 to 0.12, with an average of 0.07.

This indicates that markets with aggregate attendance per capita figures on the lower end of that range likely have room for additional outdoor waterparks, and that markets with only one outdoor waterpark combined with a lower attendance per capita may even be able to support a second outdoor waterpark.

Of the six markets, Orlando had the highest waterpark attendance per capita, at 0.12, which is foreseeable considering it has four large waterparks and is located within a mega tourist destination. However, Houston and San Antonio/New Braunfels also had high attendance per capita metrics, 0.09 each, despite their more moderately sized total markets. The Los Angeles market has an attendance per capita of 0.04, just below the average. Dallas and Phoenix both came in at 0.02, the lowest of the bunch, and both have notably larger total markets (compared to Houston and San Antonio/New Braunfels), so there may be room in those markets for a further waterpark.

MULTIPLE WATER PARK MARKET ANALYSIS

Market	Parks	Aggregate Attendance	Aggregate Attendance Per Capita
Dallas, Texas	NRH20 Family Water Park Dallas Six Flags Hurricane Harbor Dallas TOTAL	791,000	0.02
Houston, Texas	Wet 'n' Wild Splashtown Houston Typhoon Texas Houston Schlitterbahn Galveston TOTAL	1,402,000	0.09
Los Angeles, California	Raging Waters Wild Rivers Aquatica SD TOTAL	2,046,000	0.04
Orlando, Florida	Wet 'n' Wild Blizzard Beach TOTAL	7,214,000	0.12
Phoenix, Arizona	Wet 'n' Wild Phoenix Big Surf Phoenix TOTAL	611,000	0.02
San Antonio/ New Braunfels, Texas	Six Flags Fiesta Texas San Antonio Splashtown San Antonio Aquatica Seaworld San Antonio Schlitterbahn New Braunfels TOTAL	1,237,000	0.09
AVERAGE		661,952	0.07
MEDIAN		383,000	0.06

Source: 2017 Theme Index, AECOM, 2018

INSIGHTS: WATERPARKS



Typhoon Texas is one of three waterparks in Houston; the current number of outdoor waterparks is appropriate for the city



DRIVE TIME

We also examined the market overlap according to drive times in four of the multiple-waterpark markets, specifically Phoenix, Houston, San Antonio/New Braunfels and Dallas, using Geographic Information System mapping analysis.

Although individual behaviour varies, we based our analysis on a one-hour drive time as a sound estimate of the maximum duration most visitors willingly drive to an attraction like an outdoor waterpark. The results revealed that although the one-hour market drive times overlapped by more than 50 per cent in all four markets, the waterparks still achieved robust attendance levels.

This indicates that despite significant competition, it's possible for several

Given the typically robust economics of waterparks globally, we expect the development of new facilities to continue

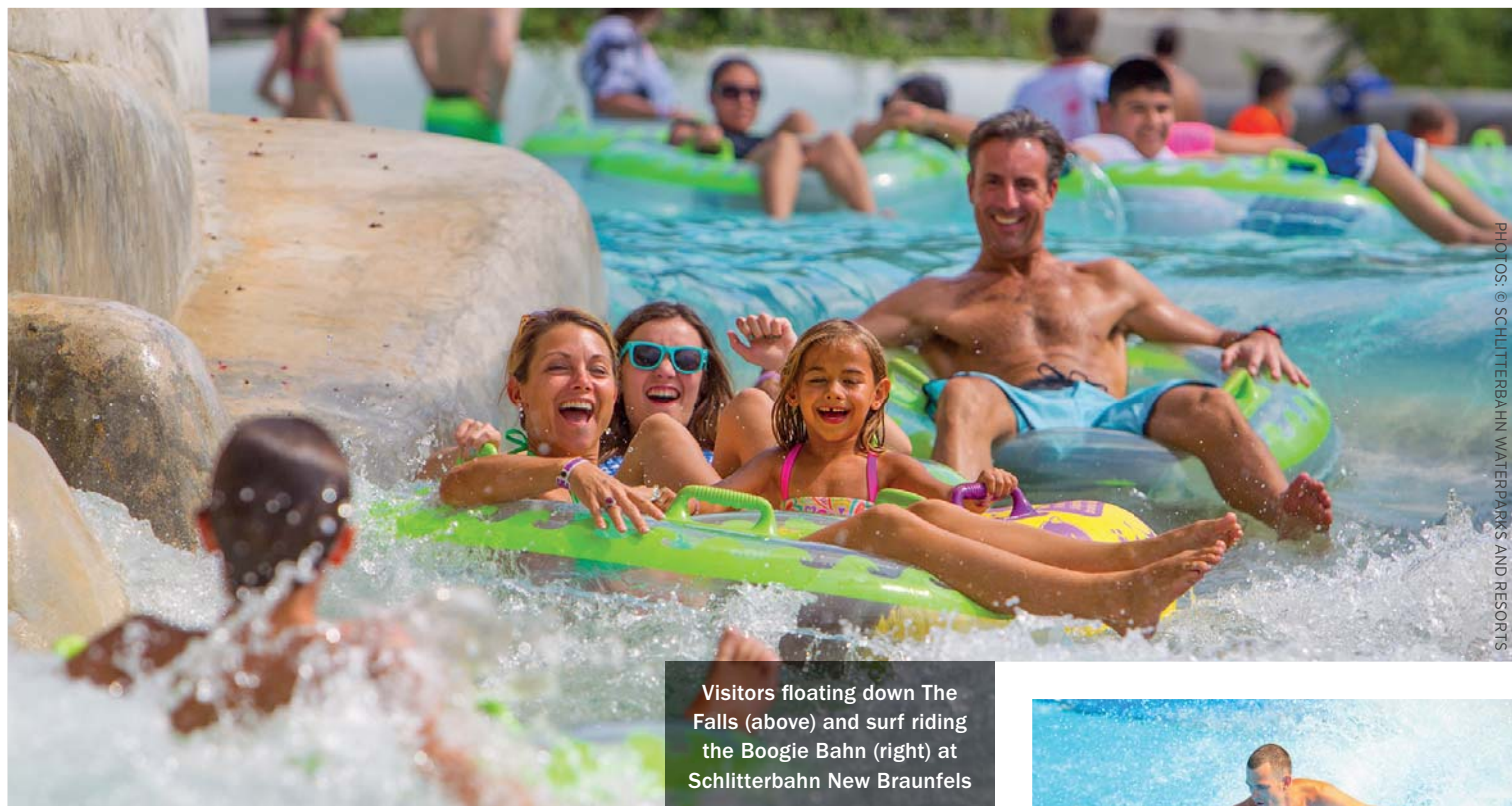
waterparks to operate in relative proximity to each other within an adequately sized and healthy market.

MARKET OVERLAP

As stated earlier, Dallas and Phoenix have lower aggregate attendance per capita metrics of 0.2 – so what does their one-hour drive time market overlap look like? Both waterparks in Dallas (Six Flags

Hurricane Harbor and NRH20) have a resident market overlap of 90 per cent, so each is competing for almost exactly the same residential base; yet both maintain robust levels of attendance relative to their size and entertainment offering.

In Phoenix, both waterparks (Wet 'n' Wild and Big Surf Waterpark) have a 75 per cent overlap in their residential market, and again both perform well



PHOTOS: © SCHLITTERBAHN WATERPARKS AND RESORTS

Visitors floating down The Falls (above) and surf riding the Boogie Bahn (right) at Schlitterbahn New Braunfels



in attendance based on their size and entertainment offering. However, although the waterparks are performing well and the aggregate attendance per capita is low, we think it risky to assume there's room for another outdoor waterpark.

The San Antonio/New Braunfels market had an aggregate attendance per capita metric of 0.9, which is towards the high end of the range. The four outdoor waterparks (Six Flags Fiesta, Splashtown, Aquatica and Schlitterbahn) each have a 50 to 90 per cent overlap in their one-hour drive times, and all four perform well, although Schlitterbahn is the undisputed high performer in that market.

The Houston market has three parks (Wet 'n' Wild Splashtown, Typhoon Texas and Schlitterbahn Galveston Island) and

the least one-hour drive time overlap at 10 to 50 per cent. As it also has an attendance per capita of 0.9, we consider that the current number of outdoor waterparks is appropriate for Houston.

NEW OPENINGS

Quantitative and mapping analysis can help to determine the demand potential for new waterparks and, more importantly, where they should be located. It indicates the potential for multiple outdoor waterparks in one market location.

Given the typically robust economics of waterparks globally, we expect the development of new facilities to continue – and it will be interesting to see where these new waterparks pop up both in the US and around the world. ●

About the authors



Kathleen LaClair is Associate Principal and Brian Sands is Vice President with the Economics practice at AECOM, which specialises in market and feasibility studies for the themed entertainment and leisure industry.

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FEATURES

Fact or Fiction?.....	p112
On Reflection	p122
Work Your 'Sox' Off.....	p128
Diving Into 2019.....	p132
Thea Awards.....	p136
Good Natured	p154



FACT OR FICTION?

Distrust in experts and institutions gave rise to the problem of fake news, but science centres can be part of the solution. Linda Conlon tells us how

We are living in a 'post-truth' age: blatant lies have become routine across society; public tolerance is shockingly high when it comes to inaccurate and undefended allegations; and non-sequiturs are commonly uttered in response to hard questions.

Post-truth politics is made possible by a loss of trust in established institutions. Across the Western world, trust is at an all time low, which helps to explain why many people prefer so-called 'authentic' politicians who tell it how it is – that is, what people feel. In a survey of Americans' views on trust, the media and democracy, released in January 2018 by the Knight Foundation and Gallup, respondents were twice as likely to say the media support our democracy "very poorly" or "poorly" (43 per cent) than "very well" or "well" (28 per cent).

FACE UP TO IT

The second big factor in a post-truth age is the internet and the services it's spawned. Nearly two thirds of adults in the USA get news on social media and the numbers continue to grow. On Facebook, Reddit, Twitter or WhatsApp, everyone is a publisher. Content no longer comes in fixed formats like articles in a newspaper.



Linda Conlon is Chief Executive of the International Centre for Life in the UK – home to the Life Science Centre

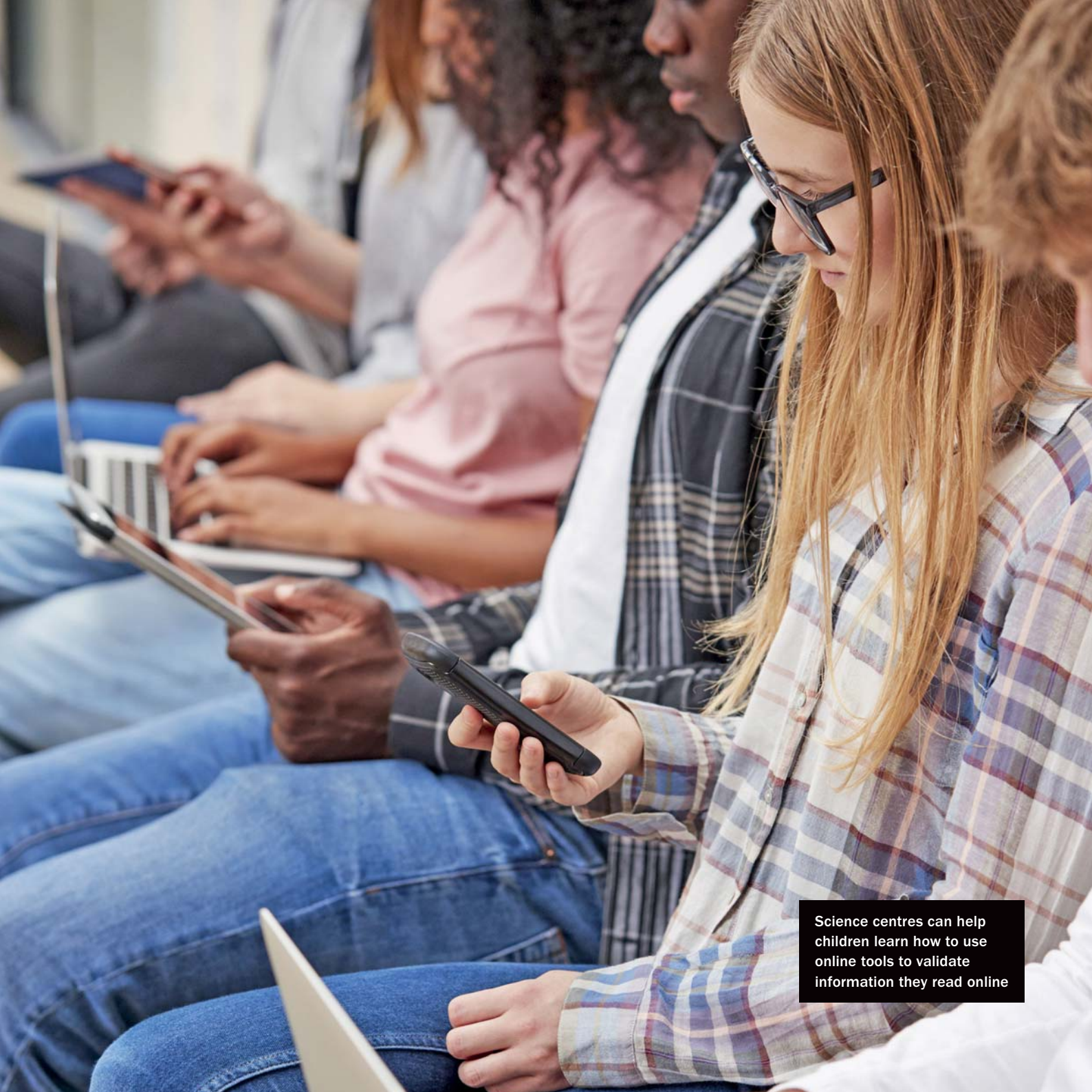
It can take any shape – video, chart or animation. A single idea can be shared by millions without background or context.

Facebook is by far the biggest player in the social network world, but its sheer dominance compared to others in the media industry is what's truly staggering: 2.2 billion people use Facebook every month, which is more than 70 times higher than unique visitors to the most popular newspaper website in the UK.

Its financial clout is also on a different scale to any of the other players in the industry. Facebook is worth sixfold-plus more than Time Warner – at about \$500bn. Even the recent outrage over Facebook's failure to protect its users' data in the wake of the Cambridge Analytica scandal only put a very short-lived dent in Facebook's finances.

While Facebook and Twitter may insist that they are technology and not media companies, they're an integral part of the

“We're living in a 'post-truth' age. Blatant lies have become routine across society. Post-truth politics is made possible by a loss of trust in established institutions



Science centres can help children learn how to use online tools to validate information they read online



Facebook and Twitter play a significant role in how fake information is spread

media ecosystem and play a significant role in how fake information is spread.

Facebook is starting to take ownership of this responsibility. In April 2018, chief executive Mark Zuckerberg appeared before the US Senate's Commerce and Judiciary committees, admitting "we didn't do enough to prevent these tools from being used for harm".

The first big test for Facebook's ability to take back control and stop being used as a pawn in electoral processes is this summer's (2019) European Parliament elections. Facebook has already stated that these elections are a "top priority".

CAUSE CÉLÈBRE

Science centres and museums face a similar challenge in this post-truth world. We want to believe that we're different and that science is not like business

and politics – but that's not true. For decades science has been plagued by inaccurate information; rational debate on subjects as diverse as climate change, gene therapy and vaccinations has been hampered by a toxic mix of fact and fantasy. What does it say about the standing of science when global warming is dismissed by President Trump who, like him or loathe him, holds a position of great influence.

Increasingly, scientific evidence is also pitted against emotional stories, which have greater influence on the public when they're told by celebrities. Actress and model Jenny McCarthy appeared on the Oprah Winfrey Show to share her story about her son being diagnosed with autism and how – contrary to scientific evidence – her "mommy instinct" told her that childhood vaccinations played a part

Science has been plagued by inaccurate information – rational debate has been hampered by a toxic mix of fact and fantasy

in triggering the developmental disorder. In the interview, McCarthy went on to add that "the University of Google is where I got my degree from".

NO KIDDING

At the June 2018 Ecsite Annual Conference in Geneva, Switzerland – the largest gathering of science centre professionals in Europe – science communication in the post-truth era was on the agenda. Naturally, the problem of fake news wasn't solved in one session, but it was reassuring, at least, to see an acknowledgement that this is an issue that science centres must address.

But what role can science centres play in this battle? I believe that science centres can work with schools to help children understand how they can use online tools to validate information



PHOTO: SARAH DEAN

Visitors explore how things aren't always the way they seem in the Brain Zone at Life Science Centre

they read online. A final report by the Commission on Fake News and the Teaching of Critical Literacy Skills in Schools, published in June 2018, found that only two per cent of children have the critical literacy skills to decide if a news article is real or fake. The startling report also found that 49.9 per cent of children are worried about not being able to spot fake news and that 53.5 per cent of teachers believe that the national curriculum does not equip children with the literacy skills they need to identify fake news.

To help address this issue, we're currently planning Life Science Centre's first workshop on fake news as part of our hands-on *Science Sessions* for teenagers, which are held every six weeks. While the efforts of one science centre is just a drop in the ocean when



PHOTO: LIFE SCIENCE CENTRE

FEATURE: SCIENCE CENTRES

“The biggest lesson we can learn from science is to avoid embedding ourselves in one camp on any debate

it comes to equipping children with the skills to spot fake news before they share it, Life is part of an international network of science centres and we call upon our peers globally to run their own workshops.

It's also important to show children that the scientific method that they're taught – the process of rigorously testing a hypothesis – has a place in everyday life, not just inside the science classroom.

I'm mindful, however, that we need to be careful to distinguish between 'mistakes' and 'fake'. Children shouldn't be afraid to make mistakes – rather, failure should be celebrated as a necessary hurdle before any great innovation. Fake news, on the other hand, is the purposeful spreading of false information, usually to benefit an agenda on one side of a polarised debate.

SOUND MIND

The biggest lesson we can learn from science is to avoid embedding ourselves in one camp on any debate, but to review all evidence presented to us fairly before we come to any conclusions. By adopting a scientific mindset when we scroll through social media, TV channels or newspaper columns, we can start to turn the tide on the proliferation of fake news.



The post-truth era was on the agenda at the 2018 Ecsite Conference in Geneva

PHOTO: © JUNE 2018 ECSITE ANNUAL CONFERENCE



FAKE NEWS investigated how and why fake stories are created



Science & Media Museum, Bradford, UK

FAKE NEWS

November 2017 – January 2018



phenomenon was still in flux. We worked 'journalistically': scoping, evaluating and changing content priorities right up until launch." Bolstering the

exhibition, a special one-off event called "Live Debate: Fake News on Trial" with guest speakers Samira Ahmed (BBC broadcaster), Natalie Kane (curator, Digital Design, V&A) and John Lubbock (communications coordinator, Wikimedia UK) debated how museums and the media can deal with the challenges of 'post-truth' reporting, responsibility for the phenomenon, how the authority of information can be maintained in a fast-changing media landscape, and what response strategies can be adopted.

Commenting on the event, Ahmed said: "I was so impressed by the intelligent, thought-provoking focus of the exhibition and the speed with which it was put together, with a live discussion that involved experts talking directly with visitors who cared passionately."

There's nothing new about fake news, social media is simply making it possible for false stories and photoshopped images to travel faster than ever before and on a global scale. But staff at the Science & Media Museum were the first on the bandwagon to readdress the balance, launching an exhibition on the history of fake news, unverified statistics and doctored photos. FAKE NEWS investigated how and why fake stories are created and how the growing influence of new technology is expanding the audience.

Explaining the inspiration for the exhibition, **senior exhibitions manager John O'Shea** told *Attractions Management*: "Key from our perspective was a sense of urgency, and we wanted to go live with the exhibition during 2017, while understanding of the fake news



PHOTO: © NATIONAL SCIENCE AND MEDIA MUSEUM/SSPL

Fake news isn't new: unverified telegrams claiming 1,000s of passengers survived the Titanic were reported as fact by newspapers



Science centres can help to protect children's rights around fake news by supporting them to be active and questioning participants

National Literacy Trust, UK

Fake News & Critical Literacy
September 2017 – June 2018



were also surveyed to gather information on where critical literacy skills are taught, what support they need to improve the teaching of these skills and to gather their thoughts on the impact

of fake news in the classroom. The results were reported in June 2018 in the *Fake News and Critical Literacy* report.

The results reveal that just two per cent of the children surveyed have the critical literacy skills needed to tell whether a news story is real or fake; half are worried about not being able to spot fake news; and two thirds now trust the news less as a result of fake news.

Two thirds of the teachers believe fake news is harming children's wellbeing and increasing their anxiety levels, while half feel that the national curriculum fails to equip children with the literacy skills they need to identify fake news.

Commenting on the findings, **National Literacy Trust director Jonathan Douglas** told *Attractions Management*: "Today's proliferation of information and news makes it harder for adults and children alike to navigate the digital landscape confidently. The literacy skills children need to thrive in this world and identify fake news are not keeping pace and this drives a culture of uncertainty and fear, and poses a risk to young people's democratic futures.

"Children need opportunities to develop critical literacy skills and, along with schools and families, wider society has an important role to play. Science centres and educational institutions can play a crucial role in protecting children's rights around fake news by supporting children to be active and questioning participants in the reading process, ensuring that they know how to look at information sources and news coverage, including both the language and visual cues."

The National Literacy Trust and All-Party Parliamentary Group on Literacy launched the Commission on Fake News and the Teaching of Critical Literacy Skills to gather evidence on how fake news is impacting on children and young people – and to investigate what skills should be developed at school to enable them to spot fake news (www.literacytrust.org.uk/fakenews).

The commission – which also teamed up with Facebook, *First News* and *The Day* to carry out the research – surveyed primary and secondary school pupils in autumn 2017 to discover what the children knew about fake news and how able they were to spot it. Teachers



Canadians trust science centres for their science-related information

Ontario Science Centre, Canada

Science Literacy Survey



while 69 per cent believe that science is reported selectively to support news media objectives; and 63 per cent believe that science coverage is presented to support political positions. With respect

to science literacy, 33 per cent consider themselves science illiterate and unable to follow science reports in the media; 43 per cent believe that science is a matter of opinion; and 75 per cent believe that scientific findings can be used to support any position.

Of particular concern, almost half (45 per cent) believe the science behind global warming is unclear and 27 per cent of millennials still believe that vaccinations are linked to autism despite this being widely scientifically discredited.

On the positive side, 90 per cent trust science centres and museums, scientists and educational institutions; 83 per cent want to know more about science

and how it affects the world; and 74 per cent agree that the critical challenges facing the world will need to be solved by science and technology.

Ontario Science Centre's CEO and chief science officer Maurice Bitran, PhD, told *Attractions Management*: "Canada's first and most visited science centre isn't just a science museum, it's also a venue for public dialogue on the many issues at the intersection of science and society.

"Of these, none is more worrisome than the so-called 'fake news' because it erodes public confidence in science as a means to obtain reliable information.

"That's partly why we started to conduct annual online surveys on the views Canadians hold about science, technology, and the effect 'fake news' has on the public perception of science.

"The surprising result that 43 per cent of Canadians believe science is a 'matter of opinion' coexists with widespread interest in learning more about science, and that science centres and museums are among the most trusted institutions.

"This implies that science centres have an opportunity and responsibility to do their utmost to ensure that science literacy in their communities is healthy and that public trust on the scientific method, as the best approach we have to understand the natural world, is restored." ●

About the author

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Ontario Science Centre's third annual science literacy survey reveals a striking tension between the widespread recognition (74 per cent) that we need science and technology to solve the complex problems the world faces, and the worrisome result that more than half (54 per cent) of Canadians believe that society is turning away from science. This is a fundamental issue for our technology-based society.

The 2018 survey asked Canadians about their science literacy and where they obtain reliable scientific information. The results revealed that 81 per cent of people are concerned that "fake news" is damaging public perception of science



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A vibrant, high-angle photograph of four children of diverse backgrounds playing in a waterpark. In the foreground, a young boy with dark skin and short hair is splashing water, his mouth wide open in a joyful shout. Behind him, three girls are also laughing and splashing. One girl in a pink swimsuit has her arms raised, and another in a colorful floral swimsuit is smiling. The background shows the blue and orange metal framework of the waterpark structure, with water spraying from various points. The overall atmosphere is one of pure summer fun and excitement.

FEATURE: WATERPARKS

ON REFLECTION

2018 heralded some awesome new waterparks

Helen Patenall looks back at some of the best new kids on the block



WhiteWater custom-designed a selection of the water slides

Epic Waters, Texas, US

In Grand Prairies, the average January temperature is -13°C (9°F), but that didn't stop a new waterpark opening its doors at the beginning of 2018. Even in July it's hardly sweltering at 16°C (61°F), so it's a good job that this US\$88m attraction is fully covered and insulated – making it the largest indoor waterpark under a custom-curved retractable roof in the US.

Designed by OpenAire, the retractable polycarbonate roof saves energy on warm days when it can be opened, reducing the need for air conditioning and dehumidification, and cutting Epic Waters' energy use by an estimated 27 per cent a year compared with traditional structures. As the roof can be closed, the waterpark operates when it's cold and wet outside.

Appropriately named Epic Waters, the 7,400sq m (80,000sq ft) indoor/outdoor attraction is operated by hospitality management firm American Resort Management. It's the first step in the 696,000sq m (7,491,700sq ft) Epic Grand Central recreation development.

The city parks department pushed forward the project and is receiving praise for developing one of the most

important community water facilities in the US in many years.

"Grand Prairie is generating a lot of interest in our industry," says Steve Brinkel, president of the parks and recreation division at WhiteWater West, who supplied the rides at Epic Waters.

"A lot of other cities and recreation departments are looking at this project with admiration. This development will set a new standard of what a community development can be, with the right plan, team, and vision for community."

Epic Waters was designed by Wisconsin-based architecture and engineering firm Ramaker and Associates, with attractions supplied by WhiteWater. Alongside the regular flumes, WhiteWater custom-designed the first indoor innertube Boomerango ride plus the Constrictor fusion ride – dubbed Yellow Jacket Drop – and the country's tallest AquaLoop, called Lassoloop.

Epic's Aquanaut is also the first indoor innertube AquaSphere, with riders taking high-speed twists down an enclosed serpentine flume before zooming into giant spheres. There's also a FlowRider Double surf simulator and the longest lazy river in Texas to boot.

FEATURE: WATERPARKS



Wet'n'Wild Haikou, Hainan, China

Hainan, a tropical island off southern China, already attracts more than 60 million domestic tourists a year, as Chinese holiday-makers flock to enjoy the province's ancient towns, warm climate, clean air, lush forests, hot springs and white sandy beaches. It's predicted to become a hot spot for international tourism too, with overseas visitors expected to exceed two million by 2020.

Last May, Village Roadshow jumped onto this promising backwagon, opening a Wet'n'Wild waterpark in the Mission Hills entertainment precinct of the island's capital city, Haikou.

In partnership with the Guangxi Investment Group and Mission Hills Group, Village Roadshow's latest facility features 50,000sq m (538,200sq ft) of family-friendly fun, with more than 30 WhiteWater West slides, a Wild Water Bay attraction, a wave pool and restaurants – all aimed at bringing a first-class waterpark to locals and tourists.



Village Roadshow aims to operate under the highest standards of safety and water quality

The mission is to provide a world-class waterpark generating enjoyment and repeat visitation

"Our mission is to be a world leader in safety and provide world-class water slides, facilities, food and service to generate repeat visitation and enjoyment for all visiting guests," says the park's general manager, Lee Carter.

"We aim to operate under the highest standards of safety and water quality and we bring expertise to Wet'n'Wild Haikou."

At the southern end of the island, another of Asia's most anticipated

waterpark projects has opened at the US\$1.7bn Atlantis Sanya mega-resort, with its 200,000sq m (2,150,000sq ft) Aquaventure waterpark.

The massive resort, owned by China's Fosun International and managed by Kerzner International, was inspired by the underwater world and, like its sister Atlantis The Palm in Dubai and the under-development Atlantis Ko Olina in Hawaii, has an Aquaventure waterpark.



To limit queues at the waterpark, admission is exclusive to resort guests

Great Wolf Illinios, Illinios, US

North America's largest family of indoor waterpark resorts opened its Great Wolf Lodge Illinois last June in the family-friendly resort of Gurnee.

Reflecting the next generation of Great Wolf Lodge resorts, the 80,000sq ft (7,430sq m) indoor waterpark is heated to 84°F (29°C) and offers the Slap Tail Pond wavepool, Crooked Creek lazy river and Chinook Cove activity pool.

Its selection of rides include the Coyote Canyon, where a 40-ft drop plunges riders

into a double vortex, the Double Whirlwind raft slide with its two back-to-back vortexes, and the 476ft-long River Canyon Run. For families, there's the multi-level Fort Mackenzie with a tipping bucket.

That's not all. There's also the Great Wolf Adventure Park and a 40,000sq ft (3,720sq m) family entertainment center with a ropes course, a climbing wall and an arcade, as well as eight eateries including a farm-to-fork restaurant.

To limit queues in the waterpark, admission is exclusive to guests staying at the Great Wolf Lodge Illinois resort.

Greg Waldron, corporate director of Aquatics at Great Wolf Resorts, told *Attractions Management Handbook*: "With Great Wolf Lodge continuing to expand at a rapid pace, it's exciting to work with our partners on new, innovative water features for our parks that today's family is looking for. At our Illinois resort we debuted some first-of-their-kind slides and, as we continue to grow, I can't wait to see what's next for our resorts."

Next in line, we can look forward to Great Wolf Resorts Scottsdale in Arizona, scheduled to open later this year.

FEATURE: WATERPARKS



Six Flags, Illinois, US

Six Flags has added Magic Waters Waterpark in Cherry Valley, Illinois, to its growing portfolio, agreeing a lease deal with former operator Rockford Park District Board of Commissioners.

Rebranded as a Six Flags waterpark, the move is part of the company's expansion drive to acquire existing North American properties, allowing the operator to expand capacity and attendance with minimal investment to provide a quick payback and high return on invested capital.

"This is a fantastic property that complements our theme and waterpark in Gurnee, Illinois, and provides tremendous added value for our season pass holders and members," said Six Flags Great America park president Hank Salemi.

"We look forward to sharing the thrill of Six Flags with guests of all ages."

Jay Sandine, Rockford Park District executive director, added: "By having

The rebranded waterpark is part of an expansion drive with minimal investment

the Six Flags brand in this market, we expect a major increase in tourism, which will have a significant economic impact for our community.

"Six Flags will continue to make capital investments in the waterpark, which frees up district resources to invest in our communities' priorities such as parks, playgrounds and youth."

The 43-acre (17.4-hectare) waterpark features a wide array of tube slides and body slides, an expansive children's play area, a 1,200-ft lazy river and Tsunami Bay, Illinois's largest wave pool.





LetoLeto is Russia's largest waterpark with a capacity for 2,500 guests

LetoLeto, Tyumen, Russia

LetoLeto Waterpark, a sprawling indoor attraction in Tyumen, promised to keep its guests warm when it opened its doors last June, no matter how extreme the Siberian weather outside.

Developed by local investment group Sibintel Holding in partnership with Polin, LetoLeto is the country's largest waterpark at 10,000sq m (107,000 sq ft). The massive facility features more than a kilometre's worth of thrilling slides, including a 21-metre tall slide, a 750sq m

(8,000sq ft) wave pool and a half-a-kilometre lazy river ride. Polin installed the Turbolance, Windigo and Magic Hole slides. Families can also enjoy a 1,300sq m (14,000sq ft) children's aquaplay area and dining zones. All within a temperature of around 28°C (82°F).

With a capacity for 2,500 guests, and equipped for those with disabilities, the wider complex offers a four-star hotel.

"I am sure that LetoLeto will become one of the favourite places for family recreation for Tyumen citizens and will turn into a point of attraction for tourists

from other regions of the country," said Tyumen acting governor Alexander Moore.

"The government of the Tyumen region creates comfortable conditions for investors in all areas of our economy. The aqua park is another confirmation of the correctness of such a strategy." ●

About the author

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WORK YOUR 'SOX' OFF

The Mack family constantly strive to exceed visitor expectations at Germany's largest theme park. We ask managing director Thomas Mack about Europa-Park's foray into the world of health and fitness, with its Boston Red Sox Gym enterprise



Thomas Mack, MD of Europa-Park

Why did Europa-Park open a health club?

Since the theme park opened in Rust back in 1975, it's steadily expanded: we welcomed 5.6 million visitors in 2017, making Europa-Park the second-most visited tourist attraction in Germany.

This growth has made it necessary to add accommodation in order for our guests to experience everything on offer.

The first four-star hotel, El Andaluz, was built in 1995, followed by four more (Castillo Alcazar, Santa Isabel, Colosseo and Bell Rock), and we now have capacity of 4,500 beds across the park. Another hotel, Krønåsår, will open soon.

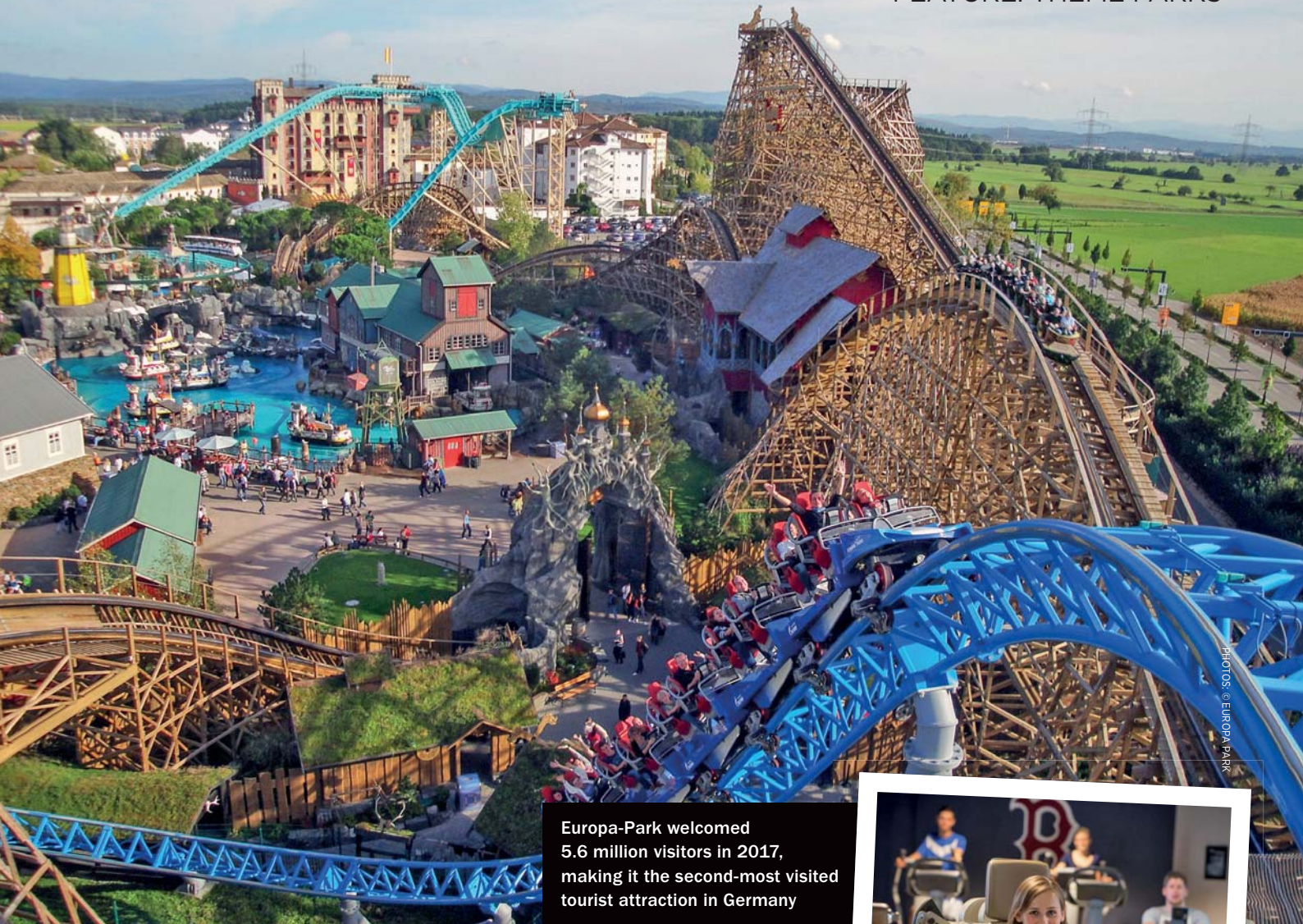
When we built the New England-themed Hotel Bell Rock, we had the opportunity to buy a neighbouring health club – the Boston Red Sox Gym. It was ideally positioned so we could make it part of the hotel.

Every element of our offering contributes to the quality of our visitors' experience and the health club is now as important as any other element. People are getting much more fitness-conscious and like to have access to this type of facility while they're on holiday.

What facilities does the Boston Red Sox health club offer?

On the ground floor there is a 400sq m (4,300sq ft) gym, with Technogym and Power Plate equipment; a dance studio offering classes including Zumba and yoga; and a spin studio. Personal training and EMS (electric muscle stimulation) training sessions are also on offer.

Because lots of our guests want to chill out after spending all day walking around the theme park, there are ample relaxation facilities, including a wellness



PHOTOS: © EUROPA-PARK

Europa-Park welcomed 5.6 million visitors in 2017, making it the second-most visited tourist attraction in Germany



People are getting more fitness-conscious and like to have access to a health club while they're on holiday





Boston Red Sox gym features a range of group exercise options

area with four saunas and a steamroom, two chill out areas and a rooftop terrace with sun loungers. There are also indoor and outdoor pools.

Who can use it?

Hotel guests from any of the resort's hotels can access the facilities and classes as part of their stay. Each four-star superior hotel also has its own wellness and spa area with treatments and guests can interchange between them, but the Boston Red Sox gym is the only health club at Europa-Park.

Memberships to the health club are also on offer to locals for €50 a month and Europa-Park's 3,800 employees can buy a membership for €25 a month.



Hotel guests from any of the resort's hotels can access the facilities and classes as part of their stay

What are the challenges of operating within a theme park?

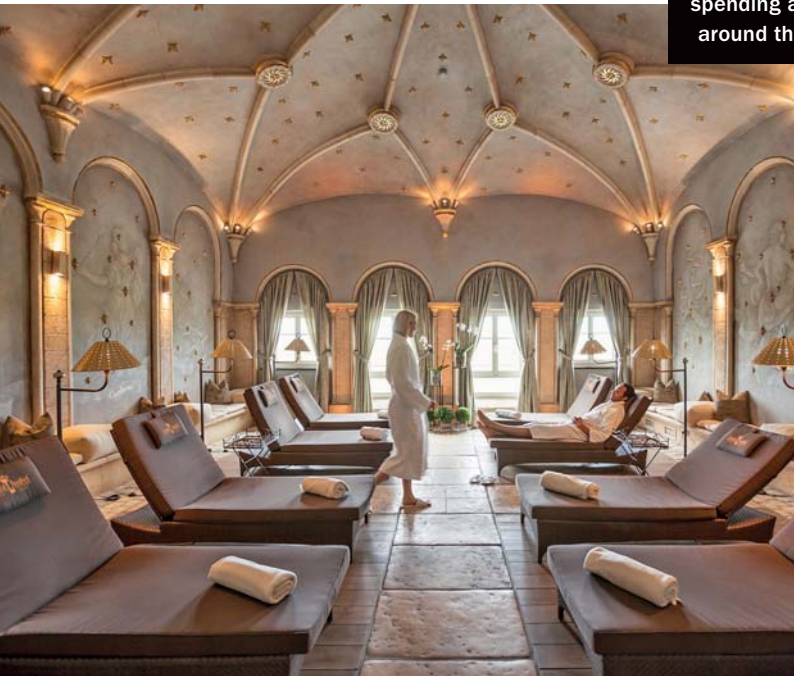
Other than maintaining good staffing levels in the gym – as sometimes people are unfamiliar with the equipment – it's the same as a regular club. We're keen to ensure all guests have a high-quality experience, so are constantly re-evaluating, investing and listening to customer feedback, with the addition of new training equipment to keep the facility up-to-date.

How does the health club complement the overall theme park offering?

It's part of our drive to give guests more options, increase our service, lengthen their stay and provide a USP. The health club also helps to offset some of the resort's seasonality, because memberships are sold all year round, and we use the club as part of the hook for our 'Feel Good' weeks, which we use to boost trading in the shoulder season. ●



Lots of our hotel guests want to chill out after spending all day walking around the theme park



DIVING INTO

2019

TrendWatcher Henry Mason sneak peeks into tomorrow's world.

How can the attractions sector capitalise on emerging consumer preferences and expectations?

Everyone wants to know what's around the corner. Anticipate the future needs of your visitors, and you've unlocked the secret to success. We've built our business around helping people understand the future, but it might surprise you to learn where we find our answers. We look at the present. Specifically, we look at the innovations – often in other sectors and markets – that are exciting customers today, and use these to understand what your visitors will want tomorrow.

This counter-intuitive approach works for a simple reason. Once established, customer expectations spread. To take a well-known example, consider hailing a taxi with Uber. You summon a car with one touch, receive the driver's information in advance, watch it arrive minute-by-minute, and simply exit



TrendWatcher chief executive Henry Mason predicts consumer expectations

without reaching for cash. Crucially, the expectations created by that seamless experience won't stay neatly in a box. The next time your customers queue for a museum exhibition or theme park ride – consciously, or perhaps just subconsciously, they'll be dissatisfied.

By understanding these emerging points of tension, you'll be well-placed to resolve them. So, let's dive into three emerging behaviours and expectations rippling through customers' lives in 2019.

SENTIENT SPACES

One truth we see repeated again and again: expectations set in the online world soon ripple into the offline world. The last decade has seen people become familiar with digital services that respond, adapt and customise themselves to individual preferences, and now we're on



Seamless services like Uber have elevated customer expectations

PHOTO: © UBER

“

Anticipate the future needs of your visitors, and you've unlocked the secret to success

the cusp of seeing the same happen in the physical world too.

Take, for example, the São Paulo subway in Brazil. In 2018 a sensor added to the platform doors detected the number of passengers in front of them and estimated their age, gender and mood. Based on this data, targeted personalised adverts could be played to commuters. Ask yourself, how could attractions capitalise on this technique?



Subway door sensors detecting passenger statistics can inform targeted advertising

PHOTO: ©SHUTTERSTOCK/SAM ARONOV



Artificial intelligence can detect consumer preferences in real-time

To coincide with the 2018 New York Fashion Week, New Balance used AI to identify and reward people on the street who defied fashion trends. The sneaker brand's computer scientists gathered data on current fashion trends and launched a 'Be The Exception' campaign. Cameras scanned the streets and flagged (in real-time) pedestrians whose outfits looked different, rewarding them with a pair of the brand's sneakers. New Balance's global marketing director says: "The idea is to celebrate people who go left when everybody else is going right."

Yes, these examples may sound like they're from a dystopian sci-fi movie, but think back to the Uber example: the idea that people would welcome having their travel mapped would have sounded equally dystopian 20 years ago!

The Louvre launched a self-guided tour featuring art shown on a Beyoncé video

“

Committed brands will need to reach even further in their efforts to enact positive change

So ask yourself, how can digital technologies that respond, adapt and customise to individual preferences be used at your attraction?

LEGISLATIVE BRANDS

A painful dichotomy is opening up. On the one hand, every startup or product that delivers a positive impact drives customers' aspirations for sustainable and ethical consumerism ever higher. At the same time, traditional governmental and bureaucratic institutions are increasingly either unwilling or unable to meet many people's basic needs.

We don't welcome this state of affairs. This fracture is one of the tragedies of modern society. However, we remain optimistic. In 2019, committed brands will need to reach even further in their efforts to enact positive change, including taking an active role in setting the regulations and laws that shape their behaviour.

Take the example of Beautycounter, a US-based direct sales skincare and cosmetic brand with a network of 30,000 consultants, similar to Avon. In 2018, 100 Beautycounter consultants went to Washington D.C. to lobby members of Congress about the Personal Care Products Safety Act: a bipartisan bill that

PHOTO: ©SHUTTERSTOCK/DFREE



Epic Games dropped iconic objects from its online world into real life to promote a new game launch to fans

FANTASY IRL

The media landscape will enter a new phase. According to the Q1 2018 *Nielsen Total Audience Report*, US adults spend 11+ hours per day interacting with media!

Our near-total immersion in media is blurring the boundaries between the real and the imagined. That means new, deeper, sometimes fantastical forms of play. And opportunities for the brands that understand this shift.

Many of you will know Fortnite, the massively popular online shared shooter game; while the game is free to play, its players spend over US\$300 million per month on optional in-game objects. In June its creators, Epic Games, started dropping iconic objects from the Fortnite world into the real world. The Durr Burger appeared in the California desert,

while the Fortnite mascot llama made appearances in Paris and London. These cryptic clues were quickly picked up by fans, who took to social media to try and understand the meaning of the objects. Later, Epic Games revealed they were part of the promotion for the launch of season 5 of the game.

A similar blurring of media and the 'real' world can be seen at The Louvre in France. In 2018 the museum began offering JAY-Z and Beyoncé at the Louvre, a self-guided tour. The tour stops at each of the artworks featured in the couple's music video for APES**T, which was filmed at the museum. The 17-stop tour explains the history behind each artwork, but not specifically why JAY-Z and Beyoncé displayed them in the clip, leaving fans to construct their own theories.

Next up, it's your move: which online worlds could the attractions industry help bring IRL (in real life) in 2019? ●

About the author

Henry Mason is the managing director of TrendWatching and an experienced keynote speaker.

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aims to give the FDA authority to regulate cosmetics ingredients. But they weren't opposing the bill. They were lobbying for the bill to be passed, because it raised standards in the industry (that Beautycounter's natural and ethical products already exceed!).

WeWork, the global coworking space provider, announced in 2018 that it would no longer be serving meat at company events, and neither will it reimburse employees for meals that include meat. It is estimated that the move, which aims to reduce WeWork's carbon footprint, will save 445.1 million pounds of carbon dioxide emissions by 2023. In an internal memo, WeWork explained that 'avoiding meat is one of the biggest things an individual can do to reduce their personal environmental impact – even more than switching to a hybrid car'. The initiative will affect 6,000 employees.

Reading about these moves from Beautycounter and WeWork should make you nervous. Yes, these are polarizing moves, but what a powerful way to demonstrate your commitment to a cause? The boundaries keep on moving. The question is, within the attractions sector, where will you push them to? How can your industry make its mark?

THEA AWARDS

We look at the international attractions, people and technology that received Themed Entertainment Association (TEA) Thea Awards in 2018 and were honoured at the annual Thea Awards Gala. Report curated by guest editor Matt Kerr

TEA (Themed Entertainment Association) honours the creators and developers of compelling places and experiences with the annual Thea Awards. The Awards, founded in 1994, recognise excellence and breakthrough innovation within the industry and build a greater awareness of the collaborative, educational, community, artistic and entertaining nature of

globally engaging themed entertainment and experience design. There are three basic categories of Thea Award: Lifetime Achievement, Thea Classic, and Award for Outstanding Achievement (AOA). This report summarises the event, tributes and award recipients.

In April 2018, at the Disneyland Resort in California, the 24th annual TEA Thea Awards Gala paid tribute to the

organisations and individuals who work in the world of themed entertainment and experience design. Prior to the Thea Awards Gala, the TEA Summit conference featured two days of presentations which allowed attendees to consider the industry through a business lens.

Sessions included an inspiring conversation with Phil Hettema, recipient of the Buzz Price Thea Award for a Lifetime of Distinguished Achievements, interviewed by colleague Adam Bezark, and The Future is Now, AECOM's foresight on futuristic developments that are closer to reality than most people think.

The popular "Elephants in the Room" sessions included a thought-provoking "Blinders Off" panel discussion, exploring inclusivity and #MeToo in the themed entertainment industry, as well as a look at sustainability in the sector and perspectives on succession planning.

Day Two of the summit offered the outstanding achievement award recipients an opportunity to give an overview of their projects, speak about the creative process, business impact and lessons learned, and answer questions regarding their achievement.



TEA honours the creators and developers of compelling places and experiences

PHOTO: ©SHUTTERSTOCK/JACOB LUND



Cedar Point is a unique American amusement park and resort paradise

Cedar Point

Sandusky, OH, USA

AWARD: THEA CLASSIC

The Thea Classic Award honours an exemplary and influential project that has stood the test of time (20+ years).

Simply put... there's no place like Cedar Point. Located on a scenic peninsula jutting out into Lake Erie, Cedar Point is a unique American amusement park and resort paradise. Cedar Fair Entertainment Company's flagship park has a rich history dating back to 1870, making it the second-oldest operating amusement park in North America. What began as a simple bathing beach and bathhouse is today a modern, multi-day family getaway and a mecca for thrill-seekers. With more than 150 rides, shows and attractions, Cedar Point is consistently voted one of the

"Best Amusement Parks in the World" at the Golden Ticket Awards.

It's also known as "The Roller Coaster Capital of the World!®", home to many innovative, record-breaking, bold and daring rollercoaster creations, including: the first "hyper coaster", Magnum XL-200; the first "giga-coaster", Millennium Force; and in 2018, the world's first "hyper hybrid" rollercoaster, Steel Vengeance.

Yet it's much more than great thrill rides. The 18-acre Cedar Point Shores Waterpark helps guests beat the heat, while the famous mile-long Cedar Point Beach and Boardwalk is a place to cool off. Three children's areas, spectacular live shows, unique food offerings, special events and even parasailing add to the multitude of family activities.

The fully restored 1905 Hotel Breakers and additional accommodations total



over 1,500 rooms, while top-notch restaurants, night-time events and ferry boat excursions to nearby islands round out the many offerings that make Cedar Point a complete resort destination.

From attractions that can't be found anywhere else to pint-sized fun for families, Cedar Point is a place like no other – making it a worthy recipient of this year's Thea Classic Award.

PHOTO: ©SHUTTERSTOCK/CASTATE

Thea Awards for Distinguished Achievements and Service

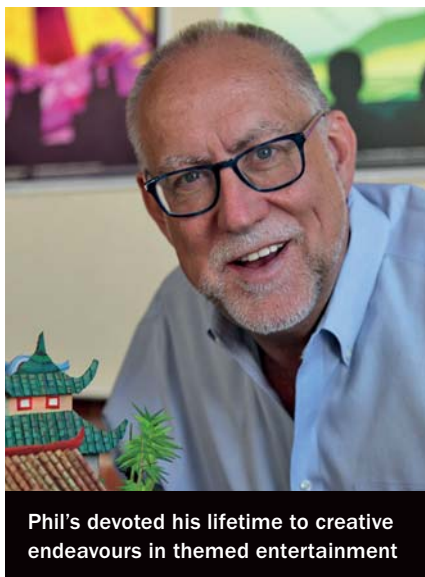
The Thea Awards began in 1994 with a single Lifetime Achievement Award, and the first honoree was Harrison “Buzz” Price, pioneer in economic feasibility for entertainment projects. After Buzz passed away in 2010, the award was renamed in his honour. The TEA’s Distinguished Service Award recipients are selected by the TEA Past Presidents Committee (as opposed to the Thea Awards Committee) presented annually at the Thea Awards Gala, in recognition of a TEA member’s outstanding contributions “above & beyond the call of duty” to the association. TEA Past President Peter Chernack, who passed away in 2016, embodied all of the qualities that define this award, and so it has been renamed in his memory.

Phil Hettema, Founder, The Hettema Group

AWARD: BUZZ PRICE THEA AWARD FOR A LIFETIME OF DISTINGUISHED ACHIEVEMENT

Ask around The Hettema Group (THG) design studios for some words to describe Phil Hettema, and you’ll hear an impressive list: creator, originator, technology wizard, entertainer, legend. They’ll go on to describe him with words like: gentle, thoughtful, collaborative, respectful, respected. He’s a visionary leader who’s also a good guy, and proof that good guys can achieve great things.

Originally a music major, Phil carried his passion for creative expression into his early work in the themed entertainment industry: costume designs for Disneyland’s classic Main Street Electrical Parade, work for legendary TV puppeteers Sid and Marty Krofft, and production supervision for the Super Bowl XVII halftime show and the 1984 Summer Olympic Games in Los Angeles. This led



Phil’s devoted his lifetime to creative endeavours in themed entertainment

to a 14-year tenure at Universal Creative, where he became senior VP; after which he founded The Hettema Group.

An “inspirational ringmaster”, Phil has built a diverse team of creative

and technical talents who work in an atmosphere of collaboration, teamwork and respect. This knack for “lighting the spark that makes [the team] rise to the next challenge” has led to the creation of award-winning experiences like the One World Observatory guest experience at the One World Trade Center, the National World War II Museum in New Orleans, and the High Roller observation wheel in Las Vegas.

Beyond his creative vision and leadership skills, Phil has a well-deserved reputation for being a nice guy. This generous spirit is evident in his passion for inspiring the next generation of creative professionals in creating compelling stories and memorable experiences.

Phil Hettema’s devotion to a lifetime of creative endeavours in themed entertainment, and his ongoing efforts to “envision the impossible”, make him a worthy recipient of this year’s Buzz Price Thea Award for Lifetime Achievement.

**Written by members of
The Hettema Group (THG).*

Joe Fox, PMP, Senior Project Engineer, Birket Engineering

AWARD: PETER CHERNACK AWARD FOR DISTINGUISHED SERVICE

If you've attended a TEA conference, such as the annual TEA Summit or TEA SATE, you've likely met Joe Fox, and/or heard his name mentioned, as he's generally a fixture behind the curtain-making sure all things technical go forward with quality and consistency.

Joe has been a supportive, reliable and highly valued volunteer within the TEA for a number of years. He's always positive and upbeat and ready for a challenge. He's also a TES "NextGen" success story, although he was making a



Joe's always positive and upbeat – and ready for a challenge

career transition as an adult rather than a recent graduate.

A 1997 school trip to Epcot sparked his interest, but it wasn't until 2013 when he joined Birket Engineering that he got his start in the themed entertainment industry. He's added to their work in ride and show control, lighting, pyrotechnics, production, specialty consumer merchandise and many other things. Joe says, "It's been a wild ride ever since, and I wouldn't change it for the world."

Joe understands the concept and value of giving back: he knows that you get out of the TEA what you put in. He's currently a member of the TEA Eastern North America Division Board and has served on the TEA NextGen Committee for several years.

Annika Oetken

AWARD: PETER CHERNACK AWARD FOR DISTINGUISHED SERVICE

Annika first came into the themed entertainment industry in 2003, joining the attraction team at the Bremen Space Center, which at the time was under construction. There she met future TEA EME Division President Phil Hartley, who was managing the AV and lighting installation. Phil clearly saw Annika's talent for organisation and quickly hired her as his Technical Coordinator for his next project – working on the Ice Age adventure ride at Germany's Movie Park. Also working on the Ice Age project was Nick Farmer (due to be International President in 2008). Before long, Annika

was known to all the original "old hands" of the TEA European division.

Beginning in 2007, over the course of seven years, she provided administrative support to four EME Division Presidents. Beyond her characteristic attention to detail and organisational capabilities, Annika always made EME members new and old feel truly welcomed and valued.

Annika also participated in the organisation of many members' meetings, mixers and the first two SATE conferences held in Europe (Amsterdam and Paris), and she often worked beyond expectations.

It is with pride that the entire EME Division joins together in celebrating Annika's Distinguished Service Award.

**Written by TEA Past President Nick Farmer.*



Annika's always made EME members new and old feel truly welcomed

Thea Awards for Outstanding Achievement



Introduced during the third year of the awards ceremony to honour excellence found throughout the themed entertainment industry, the AOAs praise the entire achievement and everyone who worked on the achievement, rather than individuals. As there are no set categories in this section and the TEA is free to champion several achievements in the same category or skip categories altogether, the format of this aspect of the ceremony differs each year.

Smithsonian National Museum of African American History & Culture

Washington, DC, US

AWARD: AOA, MUSEUM

Taking its place in Washington, DC on the iconic National Mall, the newest Smithsonian museum has welcomed more than one million visitors since opening in September 2016. The

Smithsonian National Museum of African American History and Culture (NMAAHC) is the only national museum devoted exclusively to African American life in all aspects, from a new perspective.

Like an exquisite sculpture, the elegant bronze 400,000sq ft (37,160sq m) building includes 12 inaugural exhibitions and 37,000 treasured artefacts on three separate floors. NMAAHC is a magnificent example of excellence in dimensional storytelling, by unfolding the African

American experience in a beautifully creative and emotionally stirring way.

The primary spirit behind the architecture is one of “praise”, as the form of the building suggests upward movement. The journey takes visitors from the darkest struggles for freedom in the lower History Gallery to the third floor, displaying the spectacular achievements made as free Americans, including examples in science, architecture, entertainment, music, art and sports. This is not a story of people brought down, but of a people that overcame tremendous challenges and obstacles, and helped to transform a country.

Highlights include: Nat Turner’s original bible, a segregation-era Southern Railway car, the slavery block, Louis Armstrong’s trumpet, and Michael Jackson’s fedora. An extensive display of photography and artwork is innovatively showcased, from touchscreens to interactive videos, built inside props and within recreated sets.

Visitors may experience moments of introspection and the pain of the past, but they will also embrace stories of resilience, joy, hope, inspiration and commitment from lessons in history – NMAAHC is a form of reconciliation.



The only national museum devoted exclusively to African American life

PHOTO: © ALAN KARCHMER



Excellence and innovative storytelling deliver a uniquely effective experience to guests



Symbolica: The Palace of Fantasy

de Efteling, the Netherlands

AWARD: AOA, ATTRACTION

Symbolica is a world-class dark ride that displays excellence and innovative storytelling through intimate detail. It deftly combines artistry, imagination and old-world craftsmanship with fluid animatronics, interactive, themed trackless vehicles and an orchestral score to deliver a uniquely effective experience to guests.

The journey begins outside the lavishly appointed castle of King Pardulfus of

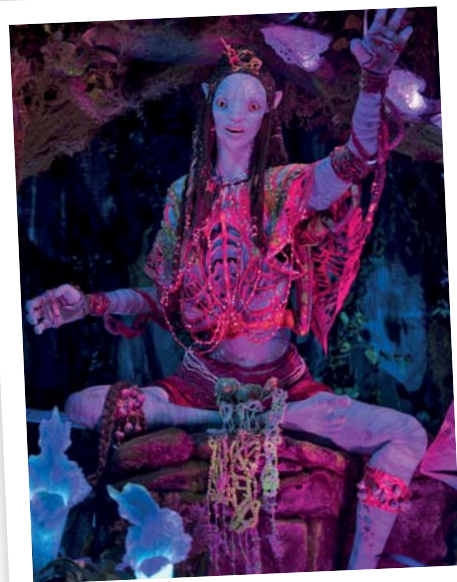
Hartenhof (Court of Hearts) and then continues with a totally unexpected surprise in the pre-show, where a staircase splits apart and guests pass under it, entering the secret areas of the castle.

“Flights” of the three trackless vehicles dispatch together from the load area, but thereafter each follows a slightly different path according to its particular theme: Hero Tour, Music Tour and Treasure Tour. Each path includes some large, shared scenes and also some more intimate, interactive moments unique to that vehicle’s theme.

The Thea Committee agreed that Symbolica is a lovingly crafted masterpiece. While making use of a modern design and a state-of-the-art tech toolbox, it relies on original content, strong storytelling and the built environment to deliver a classic dark ride experience. This makes Symbolica an excellent choice for a Thea AOA in the Attraction category.



PHOTOS: © DISNEY



A multi-layered, multi-sensory experience, immersing guests in the world of Na'vi

Pandora – The World of Avatar

Disney's Animal Kingdom,
Walt Disney World Resort, FL, US

**AWARD: AOA THEME PARK
AREA DEVELOPMENT**

Based on James Cameron's 2009 blockbuster film *Avatar*, the new, 12-acre land is a tour de force of placemaking designed and built to be about the people, environment, culture, animals and beauty of the Na'vi world. It is celebrated for its unparalleled level of detail and immersive qualities, touching all senses.

Additionally, immersion into this world does not depend on the guest having seen Mr Cameron's film.

Guests enter Pandora's interactive rainforest and gaze up at iconic gravity-defying mountains that peak at 130 feet above the valley floor. Gushing waterfalls and grand rock formations are highlighted among the extraterrestrial

Pandoran flora. One hundred per cent hand-sculpted and photo-realistic plants are both alien and grand in scale. The always-in-character eco-tourism travel agency "Alpha Centauri Expedition field guides" speak of the land's mysteries and warn guests not to get too close to the carnivorous "chalice plants". Guests can hear a cacophony of animals that vary in types of calls and by time of day.

The evening's gradual transitional experience beginning at dusk is as breathtaking as the meditative and awe-inspiring daytime experience, yet very different, as plant life begins to glow in the twilight. A reviewer commented: "... evening transforms into a bioluminescent feast for the eyes."

The success of this multi-layered, multi-sensory experience, immersing Disney's Animal Kingdom guests in Pandora – The World of Avatar, makes it an outstanding choice in Thea's Theme Park Area Development category.



Ingeniously designed rides simulate the breathing and heartbeat of each banshee

PHOTOS: © DISNEY

Avatar Flight of Passage

Disney's Animal Kingdom,
Walt Disney World Resort, FL, US

AWARD: AOA, ATTRACTION

This immersive flying experience, flawlessly executed, delivers the magic and majesty of the original James Cameron blockbuster film *Avatar*, allowing guests to link their avatars to ride of the back of a banshee and explore the world of Pandora. It achieves new heights of experiential storytelling and is exemplary in how it adapts movie fiction into the park setting in a meaningful way.

The newly designed, motion-based simulator is paired with an expansive screen and high-resolution digital media to achieve the scope and scale of this new world. It's accompanied by off- and on-board effects that contribute to the feeling of open-air flying over vistas of thousands of migrating, feeding or leaping animals – bringing Pandora to life.

The queue to the main attraction – from the landscape that comes to life in living

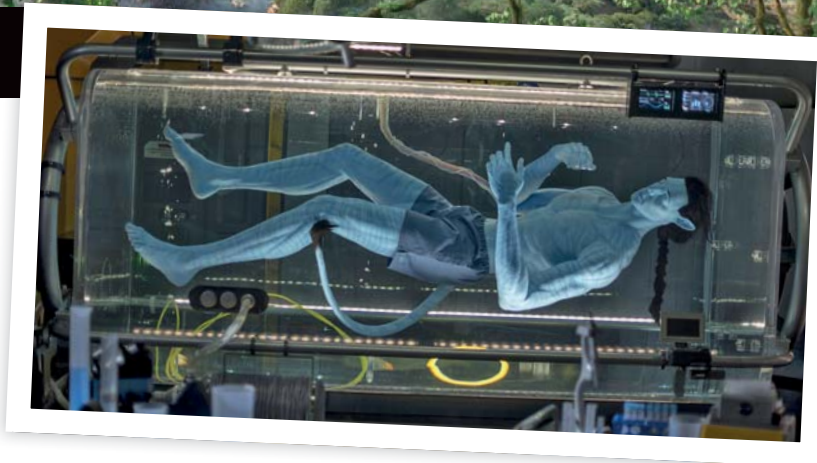
light and colour at night, to the mountain cave dedicated to banshee study and habitat restoration – provides a wonderful fictional nod to the mission of Disney's Animal Kingdom®: giving animals a more natural habitat for living and study.

The pre-show gives a personalised and realistic experience to each guest. There's a great decontamination effect, and visitors learn the importance of the connection between avatar and banshee.

Once in flight, guests experience panoramic views, a narrow escape from a massive predator, explore a bioluminescent cave, and a joyous

sequence of aerial acrobatics – all with the impression of riding on the back of a real creature, thanks to ingeniously designed ride vehicles that simulate the breathing and heartbeat of each banshee.

Wearing 3D glasses, the feeling of flight is so immersive that guests quickly enjoy the vivid, large-screen imagery. The programming and synchronisation of movements and off-board effects are executed flawlessly. The ride provides an authentic connection to the overall themes and values of Disney's Animal Kingdom, making Avatar Flight of Passage a worthy choice in the Attraction category.



FEATURE: THEA AWARDS

Chimelong Ocean Kingdom's Journey of Lights Parade

Zhuhai City, China

AWARD: AOA, LIVE SHOW

Journey of Lights Parade spectacularly celebrates the lands of Ocean Kingdom with eight parade units, two carts and one wagon, supported by 75 performers in a 35-minute colour-changing, illuminated show, all set to an original soundtrack.

Each unit creates its own 90-second story-driven scene, complete with its own variation on the musical theme, "Celebration Tonight".

One million lights are programmed, synchronised and colour controlled by 850 total DMX Universes across 120 Cue Server playback systems, creating technically stunning effects. This allows



The art and technology of mobile night-time spectacles has reached a new standard

every light to simultaneously change colour, achieving technical sophistication and synchronised colour changes unimaginable only a few years ago.

The thematic sculptural and animation effects of the floats and the imaginative design of the costumes wonderfully

celebrate the thematic zones of the surrounding theme park, bringing the characters and worlds of Chimelong Ocean Kingdom to life while creating the perfect finale to a day-long visit.

This combination makes the parade an apt recipient in the Live Show category.

Sleep No More

Shanghai, China

AWARD: AOA, CONNECTED IMMERSION THEATER

Sleep No More took Broadway by storm in 2011 with a unique show format that allowed the audience to go where they wanted, when they wanted, as voyeurs in a creative, interactive, distributed performance of Shakespeare's *Macbeth*.

Sleep No More Shanghai – the first collaboration between creators Punchdrunk and Shanghai Media Group – has reimaged this pioneering show. It deserves special praise for adapting the show for Chinese audiences and maintaining a successful operational

model for distributed performance and adapting it to a new venue.

The visceral, tactile and darkly cinematic telling of *Macbeth* spans five floors of a specially constructed building. Audience members are participants from the start as they don masks and take the role of hotel guests. They can then choose where they go – ultimately exploring over 90 rooms.

The evocative era's opulence and austerity have been meticulously created. Each room contains authentic artefacts and there's even a bustling street market with dimly lit alleyways. The audience can peep behind gold picture frames and discover secret messages, while other detailed clues to the unfolding narrative could lie inside a cast member's pocket.



A haunting performance in which 25+ players become active participants



Guests participate in a multi-threaded, real-time journey back to the 1800s

Ghost Town Alive! Knott's Berry Farm

Buena Park, CA, US

**AWARD: AOA, ATTRACTION - CONNECTED
IMMERSION THEATER, LIMITED BUDGET**

This Wild West entertainment experience engages thousand of guests per day in an interactive, role-playing attraction. Journeying back to the 1800s, guests participate in a multi-threaded, real-time story that includes period bandits, cowboys, horses and the town mayor.

Guests join costumed actors as they unfold the tale of the town of Calico in

the park's Ghost Town themed area. Immersed in adventures from bank robberies and jailbreaks to a good ol' Western hoedown, the experience enables families to work together using their imaginations and become stars in the interactive theatrical production.

Calico is brought to life through authentic buildings and stunning reproductions. The actors naturally bring each guest into the story in an organic way by explaining the town's happenings.

Sheriff Wheeler needs the townsfolk's help capturing the notorious Mayfield Gang, and keeping Calico safe. Guests can ally with the Sheriff or join the

Mayfields. Throughout the day, major events move the storyline forward. The storylines culminate in the evening with a town-wide hoedown celebration featuring all the characters.

As the creative team creates new storylines throughout the season, the experience is a driver of repeat visitation and incremental revenue. Purchases of food and beverage have increased as well as merchandise: unique Ghost Town Alive! souvenirs and Western clothing.

Most important of all, parents have shared uplifting stories about how their shy children have opened up to the Calico characters and acquired social skills.



Rainis' Museum

Tadenava, Latvia

**AWARD: AOA, MUSEUM
REHAB, LIMITED BUDGET**

This unique exhibition, celebrating Latvia's famous poet, playwright and politician Rainis (1865-1929) takes visitors through a series of interactive installations, beautifully designed and crafted of wood, each evoking a key moment of Rainis's life or legacy.

This participatory experience engages the imagination and is educational and

meaningful for all ages. The TEA Thea Awards Committee praised the museum's unique presentation, design, production excellence and community impact.

Instead of focusing on the poet's life and literature in a literal way, the development team created an unexpected participatory experience. The exhibition, housed in a 19th century farm, invites visitors to work with their hands and tactile informative materials. Each installation consists of a game that subtly refers to Rainis's life or literary heritage.

At the start, each visitor spins a big wooden wheel and receives a small

wooden ball – a metaphor for the sun that shone on Tadenava when Rainis lived there as a child. The ball continues to play an integral part in each installation.

The deliberate lack of digital elements encourages the visitor to see and hear everything that the poet experienced in the first years of his life, while natural materials add to this sense of authenticity and organically blends with the peaceful setting of the historic farmstead.

The remodelling pays homage to a poet with the minimal use of writing. Instead it creates a unique, emotional and poetic experience for the mind and senses.



Special effects, scenic design and soundscape all blend seamlessly to immerse guests

Frozen Ever After – Norway Pavilion

Epcot, Walt Disney World Resort, FL, US

AWARD: AOA, ATTRACTION REIMAGINING

The immersive journey of Frozen Ever After is the world's first dark ride encounter based on the world and characters of Disney's animation, *Frozen*. Open since 2016, it features scenes and characters inspired by the 2013 film and the 2015 animated short, *Frozen Fever*.

This imaginative new storytelling experience is delivered with elegance, grace and beauty, using each twist, turn and backward falling moment to full potential. New-generation Audio-Animatronics® figures plus projection, special effects, scenic design and soundscape/musical score all blend seamlessly to surround guests as they float through the world of *Frozen*.



Frozen Ever After was designed to seamlessly integrate with the same boat vehicles (and a slightly modified track layout) of the former Maelstrom attraction in the Norway pavilion at Epcot® Theme Park, in the park's World Showcase. The elegant coupling of the existing ride layout with the beautiful new story experience combine to create "goose-bump" thrills

and excitement for the guests. Designed and executed with such art and precision, the new attraction feels purpose-built.

The Thea Awards Committee selected Frozen Ever After for the Attraction Reimagining category and gave it praise for its impressive production values and execution, emotional resonance and guest impact.



Interactive elements are combined with hands-on participatory experiences

Jameson Distillery Bow St

Dublin, Ireland

AWARD: AOA, BRAND EXPERIENCE

The Jameson Distillery Bow Street occupies the same building where John Jameson founded his original distillery in 1780, and the programme utilises many existing elements of the actual distillery.

The fully guided 40-minute tour takes guests on a multi-sensory, interactive, story-driven experience on any of six unique pathways.

Our Story: at the story table, a digital interactive map tells the history of Jameson. Guests are invited to

choose from one of six “artefacts” with embedded RFID chips that, when touched to the table, tell a unique story from six different perspectives.

Our Process: the Jameson Whiskey production process is told through a 3D digital projection mapping show. The story table invites guests to touch, smell and taste the ingredients – grains, raw distillate and woods – that combine to give Jameson its popular taste.

Our Taste: guests participate in a taste test in which Jameson is compared with the leading Scotch (Johnnie Walker) and American (Jack Daniels) whiskies.

Whiskey Shakers: using professional bar tools and ingredients guests are

treated to a 90-minute hands-on mixology course. It culminates in an actual maturation warehouse where a cask of Jameson is tapped and tasted.

Whiskey Tasters: guests blend their own whiskey and get to take it home in a bottle featuring their name on the logo.

Jameson Distillery Bow St, in addition to very effectively communicating the Jameson brand and story, blends a variety of highly effective methods in its storytelling. State-of-the-art digital, unique interactive elements – plus taste, touch, smell, and actual hands-on participatory experiences – are combined in an extraordinary manner, creating a memorable brand experience.

“Aura”

Notre-Dame Basilica of Montréal, Canada

**AWARD: AOA, IMMERSIVE
EVENT, LIMITED BUDGET**

“Aura” is a light and video projection-mapping experience in Montréal’s Notre-Dame Basilica, accompanied by an orchestral/choral soundtrack.

As part of Montréal’s 375th anniversary celebration, the goal was to create a ticketed attraction that would highlight the architectural intricacy and beauty of the gothic-revival Notre-Dame Basilica.

While projection-mapping has become an industry trend, often using a building’s



A synthesis of space, colour and music cleverly celebrates the sacred space

façade as a “screen” on which to project images that have no relationship to the underlying architecture, “Aura” uses the technology to highlight and reveal the soaring beauty of the space.

The “architectural narrative” leads the eye to explore the soaring Gothic elements, illuminated by vivid colours and accompanied by an orchestral/choral score to create an uplifting experience.

Guardians of the Galaxy – Mission: BREAKOUT!

Disney California Adventure, Disneyland Resort, CA, US

AWARD: AOA, ATTRACTION REIMAGINING

This exhilarating new experience is based on the “Guardians of the Galaxy” film franchise. Disney Imagineers met the challenge by creating a thrilling, immersive adventure, leveraging what people love about “Guardians” and bringing the movies authentically to life.

Guardians of the Galaxy – Mission: BREAKOUT! was designed around a pre-existing ride system, guest flow and facility layout, and re-imagined using the popular characters (and actors), environments and lore from the franchise.

“The Collector” (aka Taneleer Tivan) has brought his travelling exhibit to Earth,

and the Guardians are among his most prized possessions but they do not take well to being part of a live exhibit. While they are complaining, Rocket devises an escape plan and recruits the audience.

The environment leverages the unique production design and character roles from the film creative. Reimagined as Tivan’s Collection, the building is meant to resemble an intergalactic fortress. Inside, guests are greeted by Tivan. The props and items in lobby and throughout the pre-show are a fan’s dream.

When the ride (gantry lift) starts, a silhouette of Rocket pops up, unplugs a wire, and plugs in a cassette player to start the rock and roll music powering the experience. The gantry continues to move, stopping multiple times to open the doors, showing Rocket-induced chaos.

From exterior to props to new ride programming, the flow-through



Guests enter an intergalactic fortress

authentically integrates the Guardians mythology. Amplifying a small section of the first film, *The Collector*, gives fans a recognisable storyline. Selecting Rocket, a genetically engineered raccoon, to help drive the pre-show is brilliantly executed.



Visitors are surrounded by giant images projected onto the walls, floor and ceiling of the vast cave

Les Carrières de Lumières

Les Baux de Provence, France

AWARD: AOA, IMMERSIVE EVENT

This unique, immersive experience, dedicated to the art of painting, is within a vast, ancient quarry in the scenic Les Baux de Provence in the South of France.

On entering this vast quarry within the rock of “Val d’Enfer” (the Hell Valley), visitors are surrounded by giant images projected onto the walls, floor and ceiling, creating an immersive “Cathedral of Images”. This spectacular living exhibition captivates everyone, from children to experts. The media delivery system includes 100 video projectors linked by

fibreoptics to cover all visible surfaces, and 12-channel surround sound. The show is dedicated to the Baroque era painters Bosch, Brueghel and Arcimboldo.

The present operator, Culturespaces, undertook this state-of-the-art upgrade to enhance the experience and operations. Les Carrières de Lumières presents art in a popular and spectacular way.



A promising foundation for compelling and immersive guest experiences

“Holographic” 3D LED Display

3D Live

AWARD: AOA, INNOVATIVE TECHNOLOGY

This “Holographic” 3D LED technology, originally developed for Michael Jackson’s “This Is It” tour, had its first permanent, themed entertainment installation at California’s Great America, within the “Mass Effect: New Earth” attraction that opened in May 2016.

The technology is a patented method of assembling an array of 3D LED tiles that can be configured into any size screen and format. They can be arranged in flat, curved and circular screen format, or seamlessly integrated within scenery, theatrical spaces and MR experiences.

The 3D LED system provides superior brightness, more saturated colour and truer blacks than projection systems and twice the perceived depth of field over standard 3D projection. Where typical systems provide a viewing angle of 40°, this technology produces a viewing angle of 140°, with the use of passive polarized glasses that help control the cost and reduces eye fatigue.

This significant evolutionary step in creating large-scale 3D presentations for themed and experiential venues solves many of the problems associated with projection-based 3D systems. The interface with live performers, VR and other immersive systems is seamless and powerful, as demonstrated in the “Mass Effect: New Earth” attraction.



Guests are fully immersed in a 360° av show within beautiful stone arches

Cittadella Visitors Centre

Gozo Island, Malta

AWARD: AOA, HERITAGE VISITOR CENTRE, LIMITED BUDGET

The design brief for the new Cittadella Visitors Centre was to convert the city's disused stone reservoirs into an experience that would reinforce the historical ties of the buildings, the people and the natural landscape.

This visually striking walk-through exhibition has nine multi-language

storytelling zones, beginning with a more traditional exhibit experience of information panels, graphics and touchscreens. Then guests arrive at a stone portal where they are greeted by an image of the legendary mythical nymph Calypso, who enticed Ulysses to stay on her island. It opens and guests enter to find themselves on a short audio-visual journey of previous visitors to Gozo, including the Phoenicians and Romans.

Calypso reappears and guests pass through another portal to the final zone: the Cittadella Show. Using multiple video

projectors and projection screens set within the beautiful stone arches, guests are fully immersed in a 360° audio-visual show that brings the entire journey together in one amazing experience.

It is the combination of traditional exhibition techniques, exceptional storytelling and the 360° show finale, set in the unique historical environment, that makes this project so special. The project was intended to increase tourism while creating a unique, moving and entertaining way to highlight Cittadella's importance and long history.



Gallipoli: The scale of our war

Museum of New Zealand Te Papa Tongarewa (Te Papa), Wellington, New Zealand

AWARD: AOA, MUSEUM EXHIBIT, LIMITED BUDGET

The brilliance of this exhibition, as noted by the Thea Awards Committee, is the emotional connection and ingenious presentation of eight sculpted figures, crafted 2.5-times human scale, and in hyper-realistic detail. They tell the epic story of New Zealand's commitment to World War I, and its huge cost in human life. The exhibition includes artefacts, full-scale mock-ups, and models with time-lapse projection of battles.

Gallipoli: The scale of our war is a collaboration between Te Papa and Weta Workshop. The story of the campaign is told through the voices of the personalities, carefully chosen by Te Papa to represent a cross section of actual Gallipoli soldiers, and a nurse. Captured at dramatic moments, they create a powerful emotional link with all visitors.

In 1915, New Zealand troops participated in the storming of the beaches at the Gallipoli Peninsula in what is now Turkey, and over 2,700 soldiers lost their lives. While a relatively small campaign within the context of WWI, the New Zealand commitment, including a Maori contingent, played an important

role in fostering a sense of national identity in the years after the war.

The exhibit is anchored by the astonishing execution of the figures and the stunning level of detail based, down to every pore, every bead of sweat, every microhair around the eyelash – so real it feels as if they could start blinking.



The ingenious presentation of the giant figures connects visitors to the horrendous experience on Gallipoli

DreamWorks Animation Zone

MOTIONGATE™ Dubai,
Dubai Parks & Resorts, UAE

AWARD: AOA, THEME PARK LAND

The DreamWorks Animation Zone at MOTIONGATE™ Dubai is an indoor land in the park featuring attractions dedicated to DreamWorks animated intellectual properties (IP), immersing guests into *Shrek*, *How to Train Your Dragon*, *Madagascar* and *Kung Fu Panda*.

The exterior of the building/land is representative of the DreamWorks logo and has static characters from the DreamWorks films for photo ops. Just inside is the Fountain of Dreams rotunda, with bronze sculptures of the featured DreamWorks characters. Adjacent to the rotunda is the main DreamWorks Store.

Each sub-zone is highly themed with impressive theatrical lighting, stirring audio, immersive environments, iconic character graphics and sudden moments of discovery.

Dragon Gliders is a suspended coaster ride featuring custom animatronics and CGI scenes from *How to Train Your Dragon*, culminating in a dragon's-eye-view of the themed land below.

Shrek's Merry Fairy Tale Journey is a guest experience retelling the first *Shrek* motion picture story through epic-scale,

trackless ride technology, while *Kung Fu Panda: Unstoppable Awesomeness* is a multi-platform, high-capacity 4D simulator theatre taking guests on a wild and unpredictable journey with Po and friends.

The mix of highly themed climate-controlled environments and intellectual properties makes the DreamWorks Animation Zone feel like a theme

park-within-a-theme park. Throughout each area, the sense of immersion, lighting, graphics, audio and overall integration into the facility create a world-class experience and make it a standout at MOTIONGATE™ Dubai. DreamWorks' IP comes to life at a grand scale in exciting and immersive lands, attractions and experiences. ●



The indoor land features attractions dedicated to DreamWorks animated IPs



About the editor

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**Project descriptions have been edited from summaries written by the 2018 TEA Thea Awards Gala Program, originally published by TEA. Most summaries are originally provided by the TEA Thea Awards Committee, which selects the slate of Thea recipients each year to be approved by the TEA International Board. Reprinted with permission from TEA. www.teaconnect.org*

GOOD NATURED

Zoos and aquariums are steadily embracing technological innovations to enhance the visitor experience, optimise research opportunities and advance animal welfare. Our editor, Helen Patenall, rounds up some key ventures

Tiger Talk

CHESSINGTON WORLD OF ADVENTURES RESORT, UK

Chessington World of Adventures Resort introduced the concept of 'FaceTiger' to allow its zoo keepers and newest animal arrivals – Olga, Tsar, Kalinka and Kyra – to catch up online and familiarise themselves with one another before the Amur tigers transferred from their home in Sweden to their new multi-million pound home at Chessington in the UK.

In addition to the meticulous planning and preparation for the endangered tigers' arrival and the trips to Sweden to meet the animals face-to-face, the Carnivore Keepers in the UK and Sweden put the new digital enrichment programme into practice to share key insights into the big cats' lives and wellbeing, like how they interact with their favourite toys, car tyres and giant balls.

Oli Whiteway, Senior Carnivore Keeper at Chessington, said: "It was amazing get to know the tigers' individual personalities. We could see that Tsar,



Zoo keepers used FaceTime to get to know the tigers ahead of their transfer

the male of the group, is a big house cat at heart! Whereas the females are much more playful and little Kalinka sneaks around and gets up to mischief. It was a joy to see them online and let them hear our voices and practise our calls!"

With less than 500 of the Amur tiger species left in the wild, the Chessington

Conservation Fund committed £20,000 in 2018 to support endangered tiger conservation efforts – specifically to the WildCats Conservation Alliance and to a project in Northeast China, where the Amur tiger is commonly found, to develop an effective human-tiger conflict resolution strategy.

Captive Audience

VERNON PRESLEY
curator



FRESNO CHAFFEE ZOO, CA, US

At Fresno Chaffee Zoo, two of our African elephants – Miss Betts and Vus'Musi – are involved in a widescale project to improve the welfare of captive elephants.

The Institute of Museum and Library Services (IMLS) launched the project to evaluate behavioral and physical aspects of welfare for the North American zoo elephant population and identify the most important aspects of elephant management, housing and care. Sixty-eight accredited zoos housing 255 elephants are participating.

Data collected included information on behavior, foot-and-joint health, body condition, female reproduction and walking distance. This culminated in a group of scientists applying the results to define specific welfare goals and develop the Elephant Welfare Initiative (EWI) software program to help track them.

Elephant care professionals at facilities participating in the EWI now input specific data about the day-to-day lives of their elephants and the program gives daily feedback about how well the facility is achieving those goals, including feeding methods and schedules, where they spend their time, and what social and enrichment opportunities are offered to the elephants.

The elephant care professionals also input body scoring and behavioral observation data.



Feet/joints are healthier in enclosures with soft soil/sand

The Elephant Welfare Initiative evaluates and identifies the most important aspects of elephant management, housing and care

By using science-based correlations to help define what factors constitute good welfare for elephants, and then measuring how well they're being met by the participating facilities, we can better

understand what elephants require and more accurately define our goals.

Correlations uncovered by the research include: feet/joints are healthier in enclosures with soft soil/sand (elephants at Fresno have always been housed on soil/sand); larger enclosures don't appear to improve health; more social engagement (particularly with young animals) results in healthier elephants and fends off repetitive behaviors (signs of anxiety); and female elephants have improved reproductive health if challenged with puzzles to obtain food (at Fresno, elephant enclosures have always featured enrichment puzzles).

EWI coordinators aim to engage more participants and develop the software.

Pure Genius

J. PETER DONLON director, Global Member Development

SPECIES360, MN, US



As wild populations dwindle, zoos and aquariums are at the forefront of conservation, with breeding and reintroduction helping prevent the extinction of 6 out of 16 critically endangered bird species and 9 out of 13 mammal species, including those previously classified as Extinct in the Wild like the California condor.

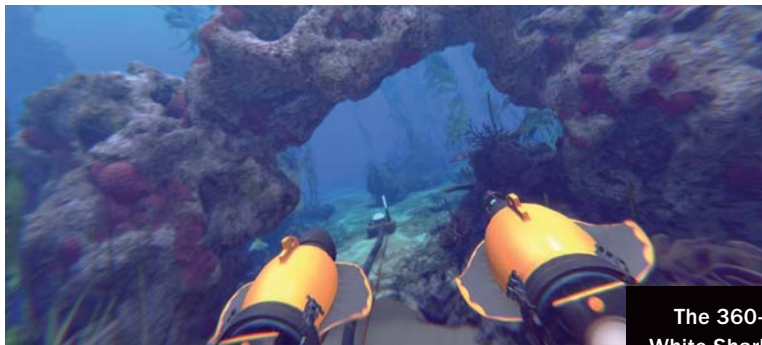
Successful conservation depends on having the right information to make the best decisions for the long-term health and survival of endangered species. Dian Fossey may have said it best: “One of the basic steps in saving a threatened species is to learn more about it: its diet, its mating and reproductive processes, its range patterns, its social behaviors.”



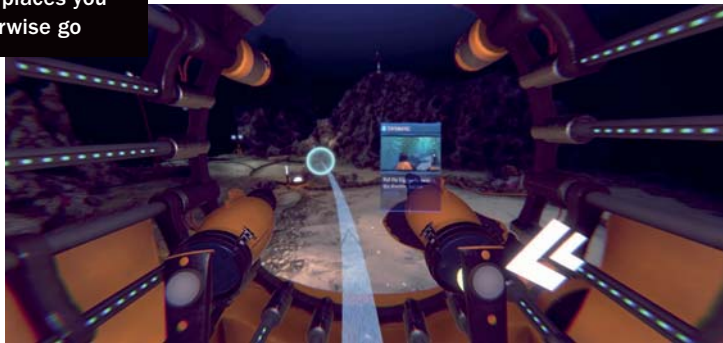
Species360 is a critical source of insights for conservation planning worldwide

As the primary data tool for managed wildlife populations since 1974, Species360 is a critical source of insights for conservation planning. Species360 is a non-profit, non-governmental organization serving more than 1,100 zoos, aquariums and wildlife organizations in 95 countries. Created by its members to advance global collaboration and information sharing, its Zoological Management Information System (ZIMS) is noted as being a top five conservation tech innovation for big data insights per Mongabay. It's trusted by more than 1,000 zoos and aquariums; 80 scientific studies; 50 conservation organizations; 40 associations; 20 universities; and regulatory bodies, including the International Union for Conservation of Nature, the UK's Department for Environment, Food and Rural Affairs, and TRAFFIC.

Together, our aim is to preserve wildlife gene banks, breed and reintroduce animals to their habitat, and manage critically endangered populations – Species360 ZIMS a key element in the advancement these conservation goals.



The 360-degree Great White Shark VR experience takes you to places you can't otherwise go



Swimming with Sharks

ED BARTON
co-founder & CEO



CURISCOPE

We started Curiscope with the belief that AR and VR could offer transformative learning experiences taking you to places that you otherwise couldn't go. Our first launch was Great White Sharks – a 360-degree VR experience designed to offer the thrill of seeing a Great White Shark without having to keep one in captivity; something that, as an open-ocean creature, is particularly harmful to them. It's Curiscope's belief that by presenting these creatures in an

entirely different way, we can connect with them and their environment.

Great White Sharks has been chosen as a launch partner for Google's new headset, Daydream, and with more than 30 million views, it's now one of the most viewed VR experiences of all time. We believe this is because it presents sharks as majestic fish rather than something to be feared or vilified. On the back of this, HTC Vive Studios approached us to create a long-form, interactive, room-scale VR experience that went far beyond the initial 90-second CGI video we'd created originally. Operation Apex was born – a journey under the surface of the ocean teaching people about the ecosystem and our impact on it. Players move up the food chain, attracting and scanning different creatures in their search for the Great White Shark. Digital Trends labelled it, "the closest thing to living The Blue

We built these experiences
to make people feel
differently about the oceans
and we'd love to see
them in aquariums

Planet". It's also very timely because of its focus on ocean and plastic pollution.

We built these experiences to make people feel differently about the oceans and we'd love to see them in aquariums, affording visitors a perspective that just isn't achievable without such technology.

We're now engaging AR and have recently put out a small technology test called shARK, available on IOS.

Hot Housing

DR TIM WOODFINE
director of conservation



MARWELL WILDLIFE, UK

Marwell Wildlife, dedicated to the conservation of biodiversity and natural resources, is exploring the potential for AI to support our wildlife conservation, education, sustainability and research initiatives in the UK, Africa and Central Asia.

Marking one step in this direction, we've introduced a practical and innovative method of ensuring efficient heating of our animal houses at Marwell Zoo in the UK to ensure the nyala antelope are kept warm while reducing the zoo's energy use and carbon footprint.

Infrared sensors are now used to monitor their house, with data transmitted to IBM's Watson Internet of Things platform. Machine learning determines whether an animal is present in the enclosure, whether awake or asleep, and if the heating needs to be turned on. Although simple, it provides a previously unprecedented degree of control over energy use. The algorithm is 95 per cent accurate and the experiment could save 30-40 per cent on heating bills. If successful, it will be rolled out across animal houses at Marwell Zoo.

Marwell Wildlife is also looking at how AI can help transform approaches to wildlife conservation in the wider world. Conservationists often adopt adaptive management – monitoring animal populations or indicators of ecosystem health before deciding if intervention is needed. Mathematical or statistical models are often used to understand



AI determines whether a Nyala is present in the enclosure and adjusts the heating

AI can move us from reactive or adaptive models to predictive conservation to prevent or lessen the impact of our activity

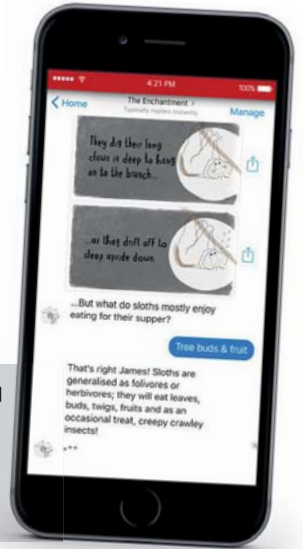
what might happen. However, as they're reliant on the availability of past data and are continuously superseded by what's actually happening, we're investigating whether AI can move us from reactive or adaptive models to predictive conservation to prevent or lessen the impact of our activity before it happens.

Our planet is continuously monitored at an unprecedented rate from space using satellites and from increasingly complex personal devices. AI presents options to harness these sources of data and apply

them to critical conservation questions. Could information be streamed from the field to tell us about the state of the environment? Can this be coupled with the noise of social media trends, shopping habits, economic data and other indicators of how society is functioning to determine what, where and when natural resources are likely to be exploited in the future? Using AI to look for these otherwise unseen correlations may give us the breakthroughs we need to target wildlife conservation actions more effectively!"



The chatbot delivered an educational short story about endangered animals over five nights



Chester Chatbot

HOLLY NELSON
marketing manager

CHESTER ZOO, UK



The interactive AV content experience took users on a journey ahead of the live theatrical event at the zoo

At Chester Zoo, we teamed up with media partner Carat to create a storytelling Facebook chatbot – an industry-first for the zoo sector when it launched in 2017.

We turned the conventional Messenger chatbot on its head to deliver an interactive, audiovisual, content experience taking users on a journey through a unique story, ahead of our 10-day live theatrical event, The Enchantment of Chester Zoo.

The chatbot delivered an educational short story spaced over five nights teaching children about different animals.

with interludes so that users could answer questions and continue to the next chapter (and be encouraged to buy tickets to Chester Zoo) to help overthrow the story's evil sorcerer.

To interact with the chatbot, users first had to respond to one of the specific 'Enchantment' posts with the word 'SPELL'. This launched the introduction and first chapter within Facebook Messenger. Users who selected to engage with the chatbot subsequently received a Facebook message from Chester Zoo at 7pm each night delivering the next part of the story, which could be read alone or shared with a child as a bedtime story each night of the week.

We wanted to immerse users in our rich, creative content and help them fully engage with the magical story, returning each night to hear the next chapter. By creating conversations between children and parents, we'd help them learn about endangered animals and build excitement about a visit to the zoo. We were delighted with our 88.5 per cent open rate and 92.5 per cent retention rate. ●

About the author

Helen Patenall is the editor of *Attractions Management Handbook*.

helenpatenall@leisuremedia.com



ATTRACTION ANALYTICS

Attraction Analytics integrates into a single solution your ticketing, Point of Sale, ERP/General Ledger, payroll, spreadsheets and other external data. Attraction Analytics delivers faster, improved, planning and reporting by day, week and month.

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Retail and F&B product sales



Payroll cost reporting and planning



Weather analysis



Management accounts and cost centre reporting



Year on year analysis, comparing same day and holiday periods across multiple years

Attraction Analytics has been developed by Shared Knowledge Solutions and is based on 15+ years of experience working with visitor attractions worldwide. It is a scalable solution for a single attraction through to multiple sites.



Shared Knowledge Solutions

Delivering attraction analytics

To find out how Attraction Analytics can help your organisation, contact us at:

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Attractions

MANAGEMENT

2018-2019 HANDBOOK

RESOURCES

Company Profiles	p162
Product Innovation	p202
Events Calendar	p214
Industry Associations	p218
Green Resources	p220
Address Book.....	p222
Product Selector	p248
Attractions Management Handbook Gallery.....	p272



The logo for alterface, featuring the word "alterface" in a bold, black, sans-serif font, followed by a red chevron symbol pointing to the right. The background is a light gray with faint, stylized clouds and a dotted line trailing from the top right.

alterface

A group of four people (two men and two women) are jumping and playing with interactive toys. The man on the left is holding a brown toy gun and a yellow star-shaped toy. The woman in the center is holding a yellow star-shaped toy. The man on the right is holding a brown toy gun and a yellow star-shaped toy. The woman on the right is holding a blue toy gun and a yellow star-shaped toy. They are all wearing yellow star-shaped glasses. The background is a light gray with faint, stylized clouds and a dotted line trailing from the top right.

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Benoit (Ben) Comet,
CEO & Founder

Pioneer & leader in interactivity

Founded in 2001, Alterface pioneered interactivity in the market and excels in everything that requires visitors to act and react. Our gesture-based attractions such as interactive theatres and dark rides became a reference and inspiration to the market. Today we take great pride in being present in reputed parks with nearly 300 interactive projects across the globe. To continuously fuel innovation, we rely on a team of highly talented experts at the headquarters in Belgium and offices in Asia and US.

Who's who?

Benoit Cornet, Founder and CEO
Stéphane Battaille, Chief Operations Officer
Laurence Beckers, Creative Director

Interactive creativity & technology

Alterface's Creative Division team is seasoned in concept and ride development, as well as storytelling and theming, delivering high-quality turnkey solutions. The Technologies Division develops and implements interactive technologies for attractions in cooperation with industry partners. These include Salto! show control management software, 3D and 4D shooting devices, NOMAD New Optimized Mobile Action Device, and the non-linear & scalable

Erratic® Ride. All these proven interactive technologies can be found already in numerous interactive rides around the globe.

Award winning company

Our strengths reside in a strong team of dedicated experts and an extensive network of worldwide partners. We create cost-efficient and customized attractions with great throughput and high durability. In 2018 six prestigious awards have been allocated to the Basilisk interactive dark ride in Legendia, Poland, including the Park World Excellence Award, European Star Award and Thea Award for Outstanding Excellence.

"The awards are the ultimate proof that a family ride within an affordable budget range can deliver unbeatable quality and fun. Yet the biggest reward for us are happy customers and visitors!"

Benoit Cornet, CEO and Founder of Alterface.

Key customers

Thrilling Alterface interactive rides can be experienced at Jardin d'Acclimatation, Legendia, Qingdao Wanda, Phantasialand, Six Flags, Lego Discovery Centers, Cedar Fair, Carowinds, Ferrari World, IMG, Lotte World, Yumiyuri land, Hub Zero, Comics Station Antwerp and many more.

What the customers say

"Our goal was to build a high-level dark ride around a well-known Polish legend at an affordable budget. With the new Basilisk ride, we offer as a regional park an advanced mixed-media attraction that will appeal to young and old. Alterface stepped right into the action, detailing the scenario and sharing ideas, based on their huge expertise. We have all truly enjoyed building this ride!"

Pawel Cebula, CEO of Legendia

Plans for 2019

Opening of Popcorn Revenge® ride in Walibi Belgium, featuring proprietary popcorn characters and the first non-linear mixed-media Erratic® Ride. Expansion of this Erratic® Ride family with a larger XL version to accommodate more complex structures.

WINDSTARZ



MUST HAVE RIDEZ

With a colorful and attractive design the original WindstarZ interactivity allows riders to be captains of their own experience by controlling the movement of the sail on their own "hang glider"... another Zamperla signature ride ready to be a best seller!

zamperla.com

Antonio Zamperla Spa Vicenza - Italy Phone: +39 0444 998400 e-mail: zamperla@zamperla.it

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Facebook: www.facebook.com/Antonio.Zamperla.SpA

LinkedIn: www.linkedin.com/company/AntonioZamperlaSpa

www.zamperla.com www.zamperlapius.com



Alberto Zamperla,
CEO and President

Background

Founded in 1966, the Antonio Zamperla SPA is privately owned by Mr Alberto Zamperla. Located in Vicenza, Italy, the headquarters are supported by many Zamperla subsidiaries around the globe.

Main products and services

Zamperla offers a broad range of rides. Providing entertaining amusement for high-adrenaline thrill seekers as well as families and children. With in-house creative and engineering departments, Zamperla's possibilities and capabilities are limitless.

Additional products

Another area where Zamperla is one of the few companies leading the way is in accessible ride experiences. The company is already working on the development of a family amusement park concept where people of all ages and abilities can come together and have fun in a safe environment.

USPs

Zamperla's ability lays within the capability and expertise of combining all aspects: from early design concepts to finished products and after sales. Due to its innovative creative designs, cutting-edge technology and highly trained after sale personnel, Zamperla is your one-stop shop.



Z+, the exciting new brand from Zamperla.

Key customers

With a strong presence in all major parks and in some of the most remote and challenging areas of the world, such as North Korea and Iraq, the company today prides itself with a worldwide distribution with installations in all major parks around the globe. Zamperla is proud to take part in all of the most important park projects in the world and supply rides to the most well known players in the park industry such as Disney, Universal, Chimelong and others.

Plans for 2019

Zamperla Group has launched an exciting new

brand called Z+. Behind the brand is a new business division of the company, born with the aim of creating new experiences through the use of the latest hi-tech developments applied to rides. Z+ already presented a new virtual reality (VR) system based with the Oculus platform applied to the very popular WindstarZ attraction and the VR BOX: the first six dimensional, suspended simulator that incorporates VR contents.

2019 trade shows

IAAPA Expo; Asian Attractions Expo; Euro Attractions Show; DEAL Dubai; RAAPA among others.



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FACILITIES
and growing



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Blog: https://clipnclimb.biz/en/blog/category/news-en/

www.clipnclimb.biz



Clip 'n Climb Team

Background

Invented in Christchurch, New Zealand in 2005 by John Targett and Tim Wethey, Clip 'n Climb is the international market leader of the fun climbing industry with 215 energy-filled facilities worldwide (and counting).

Testament to the company's vision and enduring success, in early 2017, the company was completely acquired by Entre-Prises and integrated in its leisure range. Entre-Prises is also a subsidiary of ABEQ, that ranks among the leading global players in the sports and leisure sector.

Main products and services

Clip 'n Climb currently offers facility owners and investors more than 40 colourful and unique Challenges designed to appeal to everyone from four years old upwards.

The Challenges are categorized depending on the various materials, requisite tools, and different climbing techniques used. They have an average width of 5.9 feet (1.8 metres) and are available in four distinct heights. The company also guarantees a 100% safe experience with its BelayMate and TRUBLUE auto belay systems.

To add a brand-new dimension to the experience, early next year Clip 'n Climb is due to launch a new cutting-edge software application and scoring system that will allow people across the world to



Clip 'n Climb Mainz, Germany

compete with other Clip 'n Climb climbers – no matter their location.

USPs

To improve the climbing experience, challenges are created to stimulate several senses simultaneously. Visual impact is coupled with tactility – incorporating soft, rough, cold, plastic and even Velcro features to create a unique climbing experience. The challenges include several flagship models: "The Stairway to Heaven", featuring a spiral climb, the "Twister" which offers participants a 3D climbing experience, and the "Vertical Drop Slide" which

gives climbers a free fall sensation. Outdoor facility owners can also benefit from Clip 'n Climb's concepts with six outdoor challenges now available.

Key customers

Demonstrating the flexibility and wide appeal of the concept, the company's market share is currently split between standalone Clip 'n Climb centres (35%) in which the entire facility is dedicated to the concept, and zones within retail and leisure facilities (65%), including trampoline parks, shopping centres and amusement parks.

Where in the world?

Entre-Prises has subsidiaries in USA, France, UK, New Zealand and China covering the worldwide market. There are Clip 'n Climb centres and zones in over 40 countries around the world.

Our values:

Clip 'n Climb's brand is built around the belief that 'everybody can' – from its customers who can conquer its challenges to its investors who can reap rewards from a fun, strong business. It's brand values are centred around being fun, brave, free, optimistic, physical and thoughtful – these values run throughout the business.

FOR THE TECHNOLOGY BEHIND YOUR STORY

CONSULTANCY AV SYSTEM DESIGN SHOW CONTROL LIGHTING DESIGN INSTALLATION



DJW

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Email: djw@djwillrich.com

www.djwillrich.com



David Willrich,
Managing Director

Background

David & Lynn Willrich started the Company over thirty years ago, from the Audio Visual Department of the National Motor Museum, Beaulieu. Over that time DJW has become known internationally for our friendly, flexible approach to technical issues on site, completing projects on time and to budget!

Main products and services

DJW offer a way to interpret your story through the use of technology. We can provide Audio Visual consultancy to assist in the planning stage, follow up with AV system design, supply and installation, and provide a bespoke control system to suit your operational needs.

Additional products

DJW can also offer lighting design consultancy, and in-house multi-media computer interactive design.

Where in the world?

Services are undertaken anywhere in the world! We have undertaken projects throughout Europe, the Middle East, Northern and Central America, Indonesia and the Far East. In the last year we can add several projects completed in China and another in Central America.



Holographic style exhibit at British Music Experience

Plans for 2019

The Middle East is the place to watch for Expo 2020 in Dubai, UAE, and we hope to be able to be a part of it. We will continue our varying Consultancies worldwide, from the US to the Middle East and onto China, as well as our core AV installations wherever they take us.

David Willrich our MD has completed his 2 years as International President of the Themed Entertainment Association (TEA). Again TEA's SATE Conference was held at all 3 divisional continents:- SATE US in SeaWorld, Orlando; SATE Europe in Europa Park, Germany; and SATE Asia at Chimelong, Guangzhou, China. David has now gone on to become the Immediate

Past President, with a permanent seat on the Past Presidents Committee.

2019 trade shows

As always we attend ISE in February; M&H Show in London in May; Asia Attractions Expo in June in Shanghai, China; IAAPA Expo Europe in Paris in September ; and IAAPA US in Orlando in November.

Who's who?

We are pleased to welcome son Chris to our Board of Directors, to join David & Lynn Willrich and Josh Miller.

What the clients say

... Thanks very much for all of your team's work on our various projects last. As ever its straight onto the next project – but I mustn't forget to thank you and your team for everything!
... Firstly massive thank you for working through the issues with the Brightsign last night, I really appreciate that. It was a successful launch event and we are grateful for the support.
.... just wanted to say against all odds we pulled off a minor miracle with a huge part of that being down to you guys. We could of all walked off site many times but tenaciously we managed to get it over the line. You guys didn't stop the whole time!



Centara Grand Mirage Beach Resort, Thailand

Resorts



Qindao International Tourist City, China

Mixed-Use + Entertainment



Happy Magic Watercube, China

Water Parks



LEGOLAND-Deutschland, Germany

Theme Parks



Sanrio Hello Kitty Town, Malaysia

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www.forrec.com



Cale Heit,
President and CEO

Background

FORREC is an entertainment design company that creates places of escape and destinations of distinction. Our creative house leads in the design of theme parks, waterparks, mixed use and entertainment developments, resorts and visitor attractions globally. We create guest experiences others don't, masterplan like no one else can, and give the world's biggest brands results they never thought possible. Based in Toronto, Canada, FORREC has built projects in 20 countries, with a 30-year history.

Main services

We provide a complete range of planning and design services, including masterplanning, program development, design management, attraction design, landscape architecture, architecture, interior design, graphics and signage design and exhibit design.

Additional products

We can revitalise existing attractions. We know that success often comes from building on what you already have. From reinventing a much-treasured museum exhibit to refreshing a resort, we can review your existing site, and conduct visitor and revenue enhancement studies. We create a roadmap for future development/expansion/redesign for your



FORREC designs success

project so it stays fresh and relevant, which is good for your guest experience and bottom line.

USPs

We have six attributes that guide our projects and make us unique in the way we work. For more information, visit our website (www.forrec.com) and look under the section titled How We're Different.

Key customers

We create solutions for global entertainment and development corporations: Universal Studios, LEGOLAND, Nickelodeon, Samsung Everland, Wanda Group, Chimelong Group, HiT Entertainment, BBC Worldwide, Six Flags Entertainment Corp., Dubai Holding, Meraas Holding, Dubai Parks & Resorts, Singapore Tourism Board, China Resources, Khazanah Nasional Berhad, Hersheypark and Herschend Family Entertainment.

Where in the world?

FORREC is a global entertainment company based in Toronto, Canada. The company has a regional office in China, and works globally to ensure project success.

2019 trade shows

AAE, EAS and IAAPA.

Who's who?

Cale Heit, President and CEO; Gordon Dorrett, Executive Director and Past President; Anthony Van Dam and Steven Rhys, Executive Vice Presidents; Linda Hung and Steve Shah, Vice Presidents, Matt Dawson, Vice President Business Development, Eric O'Rourke (theme parks), Glenn O'Connor (water parks), James Anderson (visitor attractions), Alfredo Landaeta (mixed use + entertainment), and Thomas Gould (resorts), Directors.

What the clients say

"I often go straight to FORREC when I want to create a new concept. Together, we explore, invent, plan, sketch and refine the details. I know I can count on them and the more we work together, the more creative we get."

Michel Linet-Frion, Creative Director, Groupe Pierre & Vacances

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www.holovis.com

Holovis®

EXPERIENCE DESIGNERS



The Holovis Team

Background

Holovis is a privately owned company established in 2004 by CEO Stuart Hetherington. He is joined by Joe Jurado, Technical Director and Andrew Brown, Strategy Director and the 120-plus strong Holovis team. The company is unique in having an in-house software development team and a creative media and gaming division that work in unison to gamify new and existing attractions, creating a whole new level of guest experiences.

Main products and services

Recent patents and innovations from Holovis include Li-Fly, the world's first 'flying' Flying Theatre. This re-voices the traditional experience by taking guests out of their seats and letting them soar through content as if truly flying. As with all Holovis attractions, this is a complete multisensory experience combining visuals, audio, perfectly synched motion, SFX and real-time media, connected to innovative data capture mechanics, which measure guest reactions and take them on a personalised journey.

Additional products

Holovis specialises in experiential design with its proprietary software RideView™ bringing data to life in high-end virtual reality

environments. Using desktop, VR or CAVEs, teams are immersed in real-time data and able to explore collaboratively in 1:1 scale. This accelerates decision making, allowing multi-disciplined teams to review, simulate and interact together, enabling higher project efficiency, cost and time savings.

USPs

Holovis provides complete turnkey solutions with an experienced team of show producers, engineers, creative and experiential design experts. Driven through robust project management processes and a dedicated PMO, projects are de-risked by removing unnecessary third-party requirements and being directly responsible and accountable. The team specialises in experiential attraction design, starting with the creative story and building the correct solution around this to fully immerse audiences.

Key customers

Flagship projects have included designing and delivering all elements of the multisensory experience for Wicker Man at Alton Towers, breaking the mould with Madame Tussauds to deliver the invisible guest tracking technologies for Justice League: A Call for Heroes and delivering the terrifying multisensory experience that transformed X

No Way out at Thrope Park into The Walking Dead: The Ride.

Where in the world?

Holovis works globally operating from offices in the UK, USA, China and Middle East.

Plans for 2019

Holovis will continue to develop Mixed Reality platforms, leading the way with solutions that extend and personalise the experience to prolong and add value to the guest visit. The team will also be expanding its demonstration facilities in Orlando and Shanghai, installing high-end virtual reality CAVEs for visualisation of all projects and for multi team, in-depth development work to be conducted on site in RideView™.

2019 trade shows

Holovis will be prominent at CAE, Asian Attractions Expo, Euro Attractions Show and IAAPA Attractions Expo. People can also visit the Holovis Demonstration Campus in Lutterworth, UK, just 40 minutes from London.

Who's who?

Stuart Hetherington, CEO;
Joe Jurado, Technical Director;
Andrew Brown, Strategy Director;
Peter Cliff, Creative Director.



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CONFERENCE: 16-19 Sept. 2019 | **TRADE SHOW:** 17-19 Sept. 2019

PARIS, FRANCE



www.IAAPA.org/IAAPAEurope

IAAPA EMEA

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www.IAAPA.org/EMEA



Jakob Wahl, Executive Director

Background

We are pleased to announce that Euro Attractions Show is now IAAPA Expo Europe. The event was established in 2005 with the first show in Vienna, Austria and has grown to be the premier meeting point for the leisure industry in Europe. IAAPA Expo Europe is owned and produced by IAAPA, The Global Association for the Attractions Industry.

Main products and services

IAAPA Expo Europe 2019 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 14,000 industry professionals are expected to attend.

Additional products

IAAPA Expo Europe is known for its high-quality trade show and a extensive seminar and networking events programme.

USPs

As Europe's premier event for the leisure, attraction tourism and entertainment industry, the event hosts more than 550 exhibiting companies and attendees from more than 100 countries. It is the number one meeting

place for the European attractions industry and welcomes many guests from all around the globe.

Key customers

Suppliers and operators from the leisure attractions industry.

2019 trade shows

IAAPA Expo Europe will offer inspiring seminars and exceptional social events in this historic and accessible city of Paris. The region offers a variety of attractions, from traditional amusement parks to cultural attractions which provide for a unique backdrop for behind-the-scenes tours and events.

Who's who?

Jakob Wahl – Executive Director
IAAPA Europe, Middle East, Africa
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William Khabbaz Neto – Director of Operations, IAAPA Expo Europe
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Tom Vandenbroucke – Education Manager
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Iuliana Fornea – Administrative Assistant
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What the clients say

"It's one of the rare places, where you can meet everybody important in the industry."
Jan Jansen, CEO, Tropical Island

"EAS has grown to be the primary meeting place for the European attractions industry and has become the place to learn, network and get inspiration."

Andreas Andersen, President and CEO, Liseberg Group

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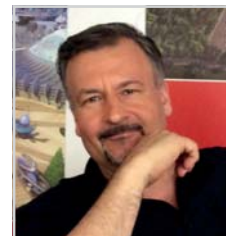
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Dan Thomas,
Chief Creative Officer

Background

IDEATTACK was founded in 2004 by Natasha Varnica and Dan Thomas. Bringing together their expertise in architecture and entertainment design, they saw the need for planners of a new type of mixed-use project that requires expertise in both disciplines. The Los Angeles-based company is inventing new types of leisure destinations that are more progressive, profitable, high quality and achievable on a realistic budget.

Main products and services

IDEATTACK is a full-service planning and design company with headquarters in Los Angeles. IDEATTACK specialises in design of:

- Large tourism and leisure zones
- Theme parks and waterparks
- Entertainment centres and cultural attractions
- Themed resorts and amenities
- Mixed-use retail and lifestyle centres

IDEATTACK offers the following stages of project development:

- Conceptual design, architectural design and masterplanning
- Schematic design and design development
- Attraction, show, ride design and production
- Brand identity: themed signage, logo design, mascot design, wayfinding systems



"Indoor Theme Park" – Yinchuan, China

Additional products

- Construction supervision and art direction
- Market analysis, feasibility study and financial planning
- Capacity, budget and program development

USPs

IDEATTACK services cover all design stages, creating one-of-a kind environments that improve lifestyles and inspire new ideas on a global and personal level.

Key customers

Private developers, high-profile investment groups, public conglomerates, large privately

held real estate companies, city governments, and influential entrepreneurs that are interested in exclusive, unique projects with bold ideas.

Where in the world?

We deliver our services worldwide.

2019 trade shows

Exhibitor at IAAPA shows in Orlando and Asia (Shanghai and Singapore).

Who's who?

Dan Thomas, President/Chief Creative Officer; Natasha Varnica, CEO/Global Business Development.

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www.instantprint.co.uk




James Kinsella and Adam Carnell

Background

We're a Yorkshire-based online printer, founded in 2009 by Adam Carnell and James Kinsella.

After struggling with the challenge of printing flyers for club nights at university, the duo knew there had to be a better, quicker and easier way to get the high-quality print they needed. And thus, instantprint was born!

With a dedicated team of 350+ print experts, we are the largest UK-based online printer and have helped over 350,000 businesses grow with print.

Main products and services

From flyers and flags to booklets and business cards, we offer a huge range of printed products to suit any brand, business or purpose.

In particular, we want to simplify the whole online printing process – which is why you'll find an easy-to-use website, friendly artwork team and a 'Design Your Own' option with hundreds of blank templates for you to choose from and customise online.

Additional products

With our key goal of empowering people to be able to create their own print easily, we make sure there's plenty of help along the way.

So, along with hundreds of free customisable and blank templates, our

customers are also assigned their very own Personal Artworker to help answer any design questions. On top of this, all orders go through a rigorous 10 point quality check to make sure your artwork is print-ready every time.

USPs

We know that the key to perfect print is in our people, which is why each instantprint employee is highly trained as a print expert. By having experts on hand to answer any print questions, this allows our customers to be confident in their print job.

Each piece that's submitted is examined by a professional designer in 10 key areas, including resolution, colour and size. They'll never send anything to print without your approval!

Key customers

For businesses both large and small that need print, we're ready to help you create something that makes you look amazing – whether it's something as small as a map, or a folded leaflet, or as big as a PVC banner.

Where in the world?

We offer UK-wide delivery, which is free on orders over £75. The majority of our print products are printed overnight to dispatch

the very next day, and with super-speedy one-day delivery as standard, you could receive your print in as little as two working days.

Plans for 2019

We're excited to announce that we're currently expanding our facilities by 45% to 145,000sqft. We'll begin renovation this spring.

We'll also be celebrating our 10th birthday in 2019, and will be running lots of special offers and activities for customers between February and November – so keep an eye out!

Who's who?

James Kinsella, Founder

Adam Carnell, Founder

Jon Constantine-Smith, Head of instantprint
Becky Taylor, Community Manager

What the clients say

"What differentiates instantprint is that you can easily find the right products. When you click a product, you're not automatically placed into buying the costlier option. At instantprint, you start at the price they're advertising at and upgrade as you go."

– Alex, Founder of Corozon Data
Centre Consultancy



North American Operations
iPlayCO.com



European Operations
PlayMart.eu



Turn-key Project,
Design & Development
FECBuilders.com



Asian Operations

iREC.ph

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LinkedIn: www.linkedin.com/company/international-play-company-inc-

Blog: <http://indoorplayequipmentiplayco.blogspot.com>

www.iplayco.com



Background

iPlayCo was established in 1999. iPlayCo Corporation Ltd is the owner and key stakeholder.

Main products

Commercial Play Structures, FEC Development, Soft Toddler Play, Ballistic Ball Arenas, Tuff Stuff Soft Sculpted Foam Play, Climbing Walls, Sport Courts, Custom Theming, Trampolines, Brand Creation, Project Development, Concept Designs, Turnkey Solutions, TAG Interactive.

Additional products

FEC Builders – Concept Designs, Turnkey Project Development, FEC Development, Brand Creation, Unique Attraction Designs.

USPs

All play structure designs come complete with renderings, levels and layouts. All meet safety standards worldwide. Our experienced staff can help you do it all, from design to installation. The highest quality and most creative play structures available in the world.

Key customers

Family entertainment centers, shopping



Custom themed indoor play structure for Billy Beez

centers, museums, fitness centers, restaurants, airports, aquariums, hotels, resorts, recreation centers, hospitals and medical offices.

Where in the world?

FEC Builders – Turnkey Project, Design and Development.

Play Mart International – European Operations.

IREC – Asian Operations.

The Great Escape – FEC Training Centre.

Play Planet – European FEC Franchise.

Plans for 2019

We are very excited to have acquired the rights to Play Mart, an industry leading brand, with a strong reputation for innovative designs, quality and durability. The Play Mart and iplayco brands of play equipment are complementary and together are expected to significantly increase our offerings in Europe. With these transactions, we are realigning our global supply chain to reduce costs and time to market.

2019 trade shows

IAAPA Global Exhibitor; IHRSA; ICSC Recon; MAPIC; EAG; YMCA; DEAL; Amusement Expo; RAAPA; Japan Theme Park Expo; IATP; USA Gymnastics; Bowl Expo; BALPPA; Family Attraction Expo.

Who's who?

Scott Forbes, President & CEO;

Dave Romano, COO;

Max Liszkowski, CFO;

Kathleen Kuryliw, Marketing Coordinator;

Carey Robertson, International Sales Manager.

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— SINCE 1998 —



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Antalya, Turkey



LEADING
EDGE AWARD
WINNER
2017

**DREAM
DESIGNS**
— SINCE 1998 —



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**Sohret Pakis, Director of
Marketing & Communications**

Background

Polin was founded in Istanbul in 1976. Polin has since grown into a leading company in the waterpark industry. All the production plants are in Turkey. The total plant area is 35,000sq m. Polin's offices are in Russia, China, Morocco, Macedonia and Montenegro.

Main products and services

Design, engineering, manufacturing, installation of waterslides, waterparks and waterplay attractions. Polin has perfected hundreds of exclusive and successful projects all around the world: outdoor parks, indoor parks and hotel/resort packages, regardless of the project's size. Polin offers the industry's widest range of products, including signature rides such as the patented King Cobra, Surf Safari, Space Race, Magic Sphere, Spheres, Magicone, Racer Series and Space Shuttle.

Additional products

Polin is the pioneer in the advancement and application of closed-moulded manufacturing technology in waterslide development. First implemented in 2006, all of Polin's annual fibreglass production has been converted to resin transfer moulding (RTM), and meets the industry's highest standards. Polin offers both bowl rides and family rides featuring RTM techniques. Polin also offers its unique



Humungaslide, Cartoon Network Amazone, Thailand

and patented Natural Light Effect technology, Special Pattern Effects technology in RTM and translucent RTM waterslides.

USPs

Leading the way in waterslide manufacturing technologies and innovation in waterslide design.

Key customers

Waterparks, hotels and resorts, construction companies, municipalities and architects.

Where in the world?

Worldwide. We have completed 3,000 waterpark projects in 105 countries around the world. Polin is the biggest waterslide supplier in Eurasia, both in terms of the number of projects and geography.

Plans for 2019

We plan to further expand our L-RTM line while introducing new signature rides and innovations. Also over the last 12 months, the Asian market has been increasingly important to us. The Asian market is growing and is particularly open to new ideas and concepts. So we see a great potential there. The trend we observe in Asia is more larger traditional waterparks.

2019 trade shows

IAAPA AAE, Hong Kong; EAS, Amsterdam, the Netherlands; Interbad, Stuttgart, Germany; WWA, Las Vegas, USA; Piscine Global, Lyon, France; IAAPA Attractions Expo, Orlando, USA.

Who's who?

Baris Pakis, President;
Sohret Pakis, Director of Marketing
and Communications.

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ProSlide® is the global leader in water ride manufacturing and water park planning, delivering innovative design for new and expanding indoor and outdoor water parks around the world.

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www.proslide.com



Rick Hunter,
President and CEO

Background

A former national ski team racer, ProSlide® CEO Rick Hunter's goal has been to integrate the smooth turns, steep grades and big drops of competitive skiing into water attractions. Rick founded ProSlide® in 1986, partnering with Hans Tanzer – one of Canada's largest sailboat manufacturers – to introduce the highest-quality fibreglass to the waterpark industry. This partnership established ProSlide's reputation as a leader in ride performance and quality.

Main products and services

ProSlide® designs and manufactures the world's best water ride attractions for the world's greatest parks. We lead the industry in water ride engineering and innovation, and are the only company in the world to win the industry's highest honour – the IAAPA Impact Award – more than once.

Additional products

ProSlide® helps waterparks tell a compelling and cohesive story, ensuring each fine-tuned element operates at high efficiency and capacity. Since we run our own water park, we understand best practices and smart design. We provide water parks with stairways and queuing areas that eliminate bottlenecks, ride layouts that reduce staffing requirements, raft return and storage that maximizes space, and

so much more. Our planning team consists of expert architects and designers that truly understand the industry, and with over three decades of experience, we have built a comprehensive network of knowledgeable partners from around the world that can provide engineering expertise, operations management, and construction specifications.

USPs

- **Ride performance:** Our expert engineering powers high-performance rides with maximum visual impact.
- **Custom design:** We tailor every world-class attraction to fit your park perfectly.
- **Constant innovation:** Our iconic inventions have led the evolution of the water ride industry for over three decades.
- **Customer focus:** We're invested in our customers' success on a personal level.

Key customers

A "best park" is one that captures a dream, seizes an aspiration and delivers an experience. ProSlide® attractions power the world's most recognized water parks. We're the trusted partner of Disney, Universal, Wet'N'Wild, Siam Park, Six Flags, and many more.

Plans for 2019

For over three decades, exclusive ProSlide® technology has driven attention and attendance around the world. As the industry leader, we're always looking to better our best. 2018 was a successful year that showcased five brand new innovations – including the Best New Water Ride award-winning FlyingSAUCER® 45. Moving into 2019, we will continue to power the industry with world-class inventions and breathtaking designs that spark imagination and fuel excitement.

2019 trade shows

ProSlide® will be exhibiting at all three IAAPA shows – IAE in Orlando, AAE in Shanghai and EAS in Paris – as well as IAAPA's LATAM and EMEA conferences. Other industry events include: WWA, DEAL, FunAsia, CAE, IAAPI tradeshows and more.

What the clients say

"The 150 ProSlide® rides in our parks are a testament to their innovation and ability to deliver." – *Six Flags*

"ProSlide® is second to none. The products are amazing and they always deliver" – *Premier Parks, LLC*

"ProSlide® stands behind their work, unlike anyone else in the industry" – *Kalahari Resort*



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www.qubicaamf.com



Darren Lewis and John Emmett,
UK Country Managers

Background

QubicaAMF is the largest and most innovative bowling equipment provider with 600 employees worldwide. We build and modernise more bowling centres than any other company in the industry, and have more than 11,600 centres in 100 countries.

QubicaAMF has over 100 years of experience and can provide the perfect combination of bowling equipment, products and services for new or existing bowling centres, FECs, cinemas or any other facility in the hospitality, retail, restaurant industry and residential installations.

Main products and services

QubicaAMF provides the most innovative combination of tenpin bowling equipment, services and support to build thriving Bowling Entertainment Centres.

Upmarket boutique lanes are designed to the highest level, generating incremental revenue with a VIP room experience, as well as Mini Bowling Equipment for smaller locations. Multiple themes and options are available for full customisation.

Additional products

Conqueror Pro Management System for easy control of all aspects of your business.
BES X – the most innovative, and the world's only Bowler Entertainment System.

Centre Punch – the only pin deck lighting system.
Xli Edge Pinspotters and our TMS String Machines – designed to suit your bowling centre needs.

We have a large range of front of house furniture to suit all tastes and budgets.
The world class AMFlite bowling pin – the undisputed industry standard.

USPs

With a universal appeal for young and old, everyone enjoys bowling because it's easy to learn and a year-round activity, making it a stable, predictable cash business.
Bowling requires little to no inventory, has no receivables and can produce a return on investment in less than four years, delivering an operating cash flow of up to 40 per cent.

Specialised Business Services and Marketing Programmes designed to support your business needs and help you exceed your centre's goals.

Key customers

Traditional tenpin bowling and boutique centre operators, sports centres, amusements parks and FECs.

Where in the world?

We install our products and serve our customers in over 100 countries. We have

10 sales and service offices worldwide, a distributor network covering every corner of the globe and the largest customer service and support team in the industry.

Plans for 2019

HyperBowling – the award-winning revolutionary new game. HyperBowling is a bowling-based attraction built to extend your reach beyond your existing bowling customer base, reaching younger generations like Millennials, increasing their spending and frequency of visits – and ultimately your revenue. Its amazing software, mechanical design, futuristic user interfaces, electronics, lights and sensors deliver a never before seen on-lane experience!

2019 trade shows

IAAPA Expo Europe, Paris, IAAPA Global Attractions Expo, Orlando USA and Bowl Expo.

Who's who?

Pat Ciniello, Chair of the Board; Emanuele Govoni, CEO; Darren Lewis and John Emmett, UK Country Managers.

What the clients say

"It's far exceeded our expectations. bowling revenue is up 60%."

Ashlee and Luke Carranza, Owners of Rancho Bowl, 128 E Donovan Rd, Santa Maria, CA 93454.

ARE YOU SURE THAT A LICENSED MOVIE IS THE SOLUTION FOR YOUR THEMATIZED VENUE?

(or your OLD custom movie isn't boring your guests?)

- ⚠ A licensed movie does not match with the theme of your venue because it is generic.
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Skype: redraionsrl

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Valeria Rizzo, PR & Business
Development Director

Background

Founded in 2014, Red Raion is the first VR movie production company in the attractions industry.

Main products and services

Moviepack is the first membership program that allows professionals in the industry to easily upgrade their video content to the latest standards without even thinking about it. It renews automatically month after month and ensures exclusive benefits to subscribers. Moviepack is the ideal solution for amusement parks, FECs, arcades, malls and other venues that rely on leased movies.

Are you managing a theme park, museum or thematized venue? Magicboard allows you to discover how your final custom-built movie will be like without committing to the entire production beforehand. Magicboard consists of a detailed script and colored storyboard that will give you an exhaustive view on the experience you want to give to your guests. When it'll be time to produce the final movie, you won't experience any bad surprises, unpredictable delivery times and unexpected costs.

We have proven our skills creating contents for high technological equipment like XD and VR cinemas, immersive tunnels, VR roller coaster experiences, 180-degree and Dome theaters.

Additional products

Our team developed a story-driven 3D survival horror video game, Remothered: Tormented Fathers with a strong cinematic vibe that has been released on PC, PlayStation 4, and Xbox One. Additionally, the team is currently involved in other video game projects. This expertise allows us to have an in-house team skilled in the development of interactive content for digital attractions.

Key customers

Theme parks, family entertainment centers, museums.

Where in the world?

Our movie content is shown at a global level from the USA to China to Australia. The headquarters are located in Catania, Italy, where the video production activities take place.

Plans for 2019

We've been chosen as the movie production company in the design of the movie and gaming content for new media-based attractions for international projects. Meanwhile, our video library is constantly growing with new VR and 5D movies.

2019 trade shows

IAAPA Euro Attractions Show 2019,

Dubai Entertainment Amusement and Leisure Show, IAAPA Asian Attractions Expo 2019, and IAAPA Attraction Expo 2019 in Orlando.

Who's who?

Antonio Cannata, Co-founder & Chief Strategy Officer;
Federico Laudani, Co-founder & Creative Director;
Valeria Rizzo, PR & Business Development Director.

What the clients say

"After an extensive search around the world for a good and creative animation film studio, we are pleased to have landed at Red Raion for the creation of an affordable 3D animation film solution, from concept to production, featuring our "Marmots" IP to show in our snow parks. We've very much enjoyed working with Red Raion and using the Magicboard. After reading the script, we got the chance to see the colored storyboard with the clear scenes and included dialogues. So, it has been really useful to us, both as a creative concept and as a tool that gave a clear achievable direction before starting the actual production of our movie and allowed us to make important decisions. It was very helpful and fun. We are very much looking forward to our first film!"
Kees Albers – Founder, Chairman and former CEO of Unlimited Leisure Holding

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www.rma-themedattractions.co.uk



Nigel Knight,
Managing Director

Background

Company established: November 1993
Company owner: Nigel Knight
Key Stakeholder: Nigel Knight.

Main products and services

Design, build and produce theme parks, themed attractions, auditorium shows, 4D theaters and dark rides, including IP-based attractions.

Additional products

Stand alone theming, sound tracks and productions, animatronic characters, show control and programming. We can utilise your IP creating an environment true to your iconic brands.

USPs

RMA Ltd is a one-stop global company that can design, build and produce from a green field site upwards. With over 25 years experience in the themed entertainment industry, RMA provides a full turnkey service from the earliest idea generation, to full site installation, we can provide every service to help bring projects to life.

Key customers

Thomas Land
Paultons Park

Cadbury World
York Archaeological Trust
Queen Productions.

Where in the world?

RMA Ltd can work in any area of the world.

Plans for 2019

With a new senior design team in place, RMA are looking forward to a new way of working. Out have gone the water colours and Copic pens which have been replaced by electronic tablets, software and powerful computers. Our design processes have just been turbo-charged which allows us the ability to pretty much pre-design most items before arriving on site. This gives us the flexibility to be able to change large sections of a show or park area without having to re-draw the master plan and elevations.

2019 trade shows

IAAPA Attractions Expo 2019
IAAPA Asian Attractions Expo 2019
Brand Licensing Europe 2019
MuseumNext 2019



RMA master-planned, designed and built the new Peppa Pig themed area at Paultons Park

Who's who?

Nigel Knight: Managing Director
Andy Sinclair-Harris: Senior Concept Designer
Lee Taylor: Senior Production Designer
Nick Arnold: Technical Manager
Angela Basker: Graphics Artwork Designer
Leeann Holden: Projects Coordinator



DARK RIDE IT

Sally Corporation

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Blog: <http://sallycorp.com/news>



John Wood,
Chair and CEO

Background

Founded in 1977, Sally Corporation began as an animatronic production company to help market corporate brands in a unique and entertaining way. After 40+ years, Sally has evolved into the dark ride specialists of the industry, designing and manufacturing the most successful dark rides around the world.

Services

Sally is a turn-key dark ride provider.

Our services include:

- Dark Ride Design & Build
- Redevelopment of Existing Attractions
- High-Quality Animatronic Figures

What we do best

Sally creates destination-quality dark rides for regional parks around the world. We understand their goals, while keeping their budgets in mind. From innovative custom designs, to collaborating with well-known IP's, we'll help you create a highly marketable attraction for your park, and a memorable experience for your guests. Choose from a classic storytelling dark ride, a repeatable interactive gaming experience, or a larger-than-life mixed-media attraction.

Plans for 2019

Sally is creating the first Sesame Street dark ride in Europe, opening in Spain April 2019 at PortAventura World.

"PortAventura World and Sally Corporation have done an amazing job in capturing the true essence of the Sesame Street brand and creating an immersive experience that brings our characters to life for park guests," says Ed Wells, Senior Vice President and Head of International Media and Education Sesame Workshop.

Sally's continued partnership with Hersheypark was a special highlight of 2018. We are full speed ahead with the new dark ride gaming experience, Reese's Cupfusion opening summer 2019. The attraction merges the world's love of chocolate and peanut butter with state-of-the-art, multi-level game play technology that has something for everyone.

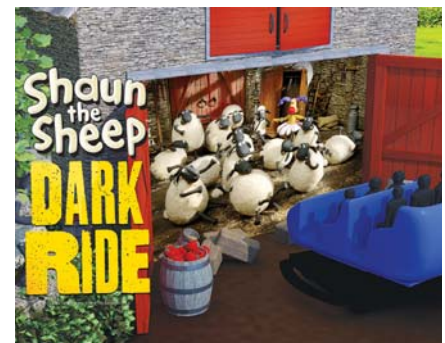
To top off the year, the TEA recognized our recent dark ride project, JUSTICE LEAGUE: Battle For Metropolis with a Thea Award for Outstanding Achievement. It's one of the industry's greatest honors, representing some of the finest achievements in the creation of compelling places and experiences.

Six Flags Magic Mountain's Park President, Neal Thurman said, "JUSTICE LEAGUE: Battle for Metropolis has been a game-changer for our

Company. Known for our record-breaking roller coasters, this thrilling dark ride introduced a completely new level of innovation with the most sophisticated technology available. The response from guests and industry experts alike has been nothing short of spectacular."

What's next?

Collaborations with property holders such as Aardman, Jim Henson, Scott Games, and AMC present incredible opportunities for parks looking for new, marketable, IP-driven dark rides.



Shaun the Sheep dark ride is now available!

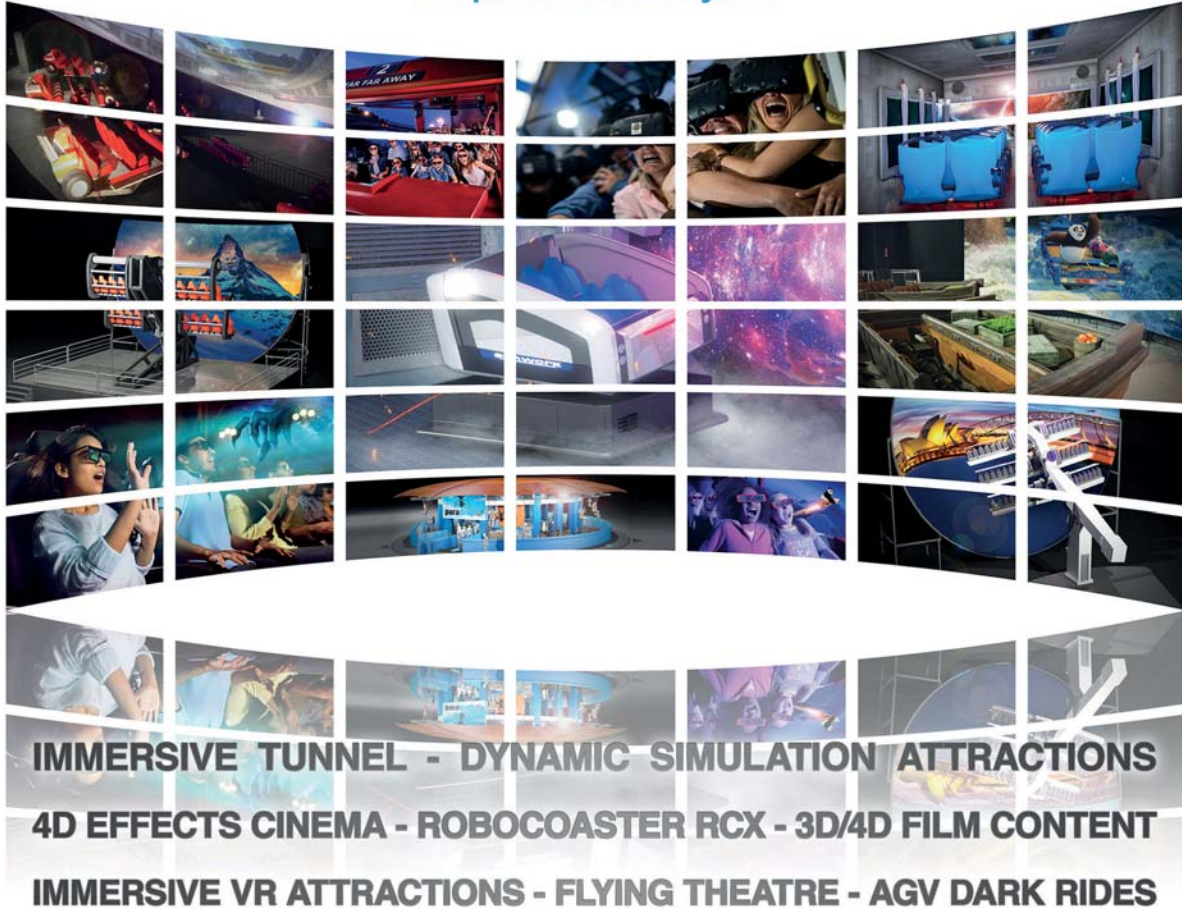
Let's talk dark rides!

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Terry Monkton,
CEO

Background

The company was initially established in 1997. Terry Monkton and Andrew Roberts are the key stakeholders.

Main products

Simworx offers a diverse range of high-quality, media-based attractions, including dynamic motion simulation attractions, 4D cinemas and AGV (Advanced Guidance Vehicle) dark rides for the global entertainment, education and corporate markets. Turnkey solutions are available, as are attractions using the latest virtual reality technology.

Additional products

Simworx is involved in product design, development, manufacturing and service support, film content, motion programming and the creation of complete themed attractions.

USPs

The company offers clients a genuine turnkey service, with an unparalleled after-sales support service.

Key customers

Our key customers are primarily in the theme park, museum, zoo, aquarium, space and



**The Simworx Immersive Tunnel at
Parc Spirou, France**

science centre, corporate promotion, family entertainment centre and cinema sectors.

Where in the world?

Simworx sells its attractions to countries worldwide, with installations across every continent. Key market regions currently include Asia and the Middle East.

Plans for 2019

In 2018 Simworx supplied the new Parc Spirou in France with two key media based attractions - its Immersive Tunnel and Stargazer custom experiences, with a 4D cinema following in March 2019. The company also recently signed a contract with a major theme park operator in China to supply three rides to each of four

new theme parks being developed by the group across the country. Each park will receive an Immersive Tunnel, a 100-person capacity, 4D effects theatre and a 160-seat dynamic simulation ride. The first of the new parks at which the Simworx rides will be installed is due to open in 2019. Additionally, the first example of Simworx's recently introduced Mini Flying Theatre will open in Vietnam. Baoson Wildlife Park in Hanoi will be the recipient of the attraction, which is set to open in Spring 2019. In partnership with Interlink, a dinosaur themed Immersive Superflume will open in March 2019 in Indonesia, while a major new custom designed, media based attraction will open in Moscow. Pirates of Bacalar, a custom themed Immersive Tunnel ride, will form part of the offering at the new Amikoo park in Mexico.

2019 trade shows

Tokyo Events and Amusement Expo; Saudi Entertainment and Amusement Show; Asian Attractions Expo, Shanghai; Euro Attractions Show, Paris; IAAPA Attractions Expo, Florida.

Who's who?

Terry Monkton, CEO;
Andrew Roberts, Chief Operating Officer;
Edward Pawley, Sales Director;

Triotech

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Triotech



Ernest Yale,
President and CEO

Background

Triotech was established in 1999. The company is based in Montreal, Canada and has additional offices in the USA and China. Triotech has grown to more than 200 full time employees from designers, software and mechanical engineers, creative artists, to all our manufacturing, service, sales and support teams.

Main products and services

Integrated designer and supplier of media-based interactive and immersive attractions. Triotech also develops content in their 3D animation studio. Their media-based interactive Dark Rides and interactive 4D theaters with motion seats and special effects have both won Best New Product Brass Ring awards from IAAPA. The Interactive Dark Ride has also won the Impact Award. Team Battle is Triotech's latest team-based interactive attraction and was introduced at IAAPA 2018.

Additional products

Triotech's product line also includes its flying attraction, The Flyer, its XD Theater, VR Maze and Typhoon. This is complemented by strong technological assets such as the Maestro™ hand gesture technology, proprietary game engine, targeting system and projection mapping tools.



Leaders in interactive attractions

USPs

Triotech is the leader in interactivity. Their targeting system is more accurate and more responsive than any other on the market. Their proprietary game engine and seat motion technology ensure best-in-class game play and immersion. These factors combine to create fun and highly repeatable experiences for guests. Additionally, Triotech is unique in its integration as both an attraction and content developer. They provide turnkey solutions.

Key customers

Theme parks, tourist destinations and family entertainment centres represent one primary sector.

Where in the world?

There are more than 350 Triotech attractions operating in over 60 countries.

Plans for 2019

Triotech is launching a new unique team-based interactive attraction called Team Battle and a 10th anniversary Edition of the famous Typhoon.

2019 trade shows

IAAPA, AAE, EAS, DEAL, AMOA, China Expo.

Who's who?

Ernest Yale, President and Chief Executive Officer;
Charles Decarie, Chief Operating Officer;
Gabi Salabi, Chief Commercial Officer;
Christian Martin, Vice President Marketing.

What the clients say

"NINJAGO The Ride employs what might be the best installation of 3D imagery in an interactive ride to date."

Robert Niles, Theme Park Insider

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Background briefing

Vekoma Rides is known for its quality and innovation as reflected in the many installed family and thrill coasters and special attractions. With in-house disciplines from Sales, R&D, Engineering, Production, Project Management to Parts & Services, Vekoma Rides has gained a worldwide recognition with presence in more than 40 countries.

Coasters for everyone

Vekoma Rides has a large variety of coasters and attractions. Whether you prefer a sit-down, suspended, flying or launch coaster, standard or custom layout, we can prepare and present every single detail during the project.

Product range

We offer in-house design, engineering and manufacturing of a full range of coasters and attractions, including family coasters, thrill and mega coasters, indoor coasters, and attractions and specialties. In addition, together with our partners Brogent Technologies, we offer a broad range of interactive media-based attractions, as well as Rocky Mountain Construction for wood coasters with two new revolutionary track technologies.



Vekoma is one of the largest coaster manufacturers in the world

Main products

Vekoma Rides Manufacturing is one of the largest roller coaster manufacturers in the world and a market leader in the amusement industry. With in-house concept design, engineering and manufacturing divisions, we are in a unique position. Custom-designed attractions are one of our highly valued specialties.

Additional services

Vekoma Rides Parts & Services stands for customer after-sales service in the broadest sense of the word, offering maintenance check-up programmes, spare parts, rehabs

and customized service contracts, so that the reliability and availability of Vekoma Rides' coasters and attractions are maintained to the highest possible level.

Key customers

Vekoma Rides is proud to state that its coasters and attractions are installed worldwide. You will find our coasters in major theme, attraction and family parks, FECs and shopping centres. We work closely with owners, developers and designers to offer unique and high-quality coasters and attractions.

2019 trade shows

IAAPA Attractions Expo, USA; AAE - Asian Attractions Expo, Asia; Euro Attractions Show, Europe; DEAL Dubai; and several shows in Asia (CAE) and Russia (RAAPA & EAAPA).

Key personnel

Har Kupers, CEO; Peter van Bilsen, Executive Vice President Sales & Marketing; Charlotte van Etten, Account Manager; Jeroen Holman, Business Development Manager; Stefan Holtman, Sales Manager; Jason Pan, Sales Manager (China); Ricardo Etges, Global Business Development Manager.

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Geoff Chutter,
President and CEO

Background

WhiteWater was born in 1980 to create places where families unite and make joyful lasting memories. We achieve this by standing alongside our customers from concept to completion of award-winning attractions, from slides to water rides and everything in between. We aim to inspire our clients by unleashing our creativity to realize their ambitions and solutions which make each park unique. We are dedicated to making products that operators can count on and are reliable and efficient.

Main products and services

WhiteWater is the leading manufacturer of innovative waterpark products and active family attractions, as well as a global designer of waterparks, for world-class clients. We specialize in waterslides, multi-level water play structures, wave-generating equipment, FlowRider stationary surfing machines, harnessed adventure play, interactive water play, and water rides. Our services include park planning, engineering, manufacturing, project services, and after sales services.

Additional products

We have an integrated approach not only to waterparks, but also to amusement and theme parks, resorts, hotels, cruise ships,

and other family-friendly facilities. We believe in creating immersive experiences for guests. That is why we have designers and architects to design parks, which are both practical and which can be highly themed to reflect the venue's story.

USPs

We have experts in design, theming, engineering, as well as dedicated project managers, to see the installation through to successful completion. With a reputation for quality to maintain, we continue to manufacture all our products in house. We offer a portfolio of flexible ride designs for even the most challenging site, all backed by WhiteWater's engineering experience.

Key customers

We serve many different markets including waterparks, amusement and theme parks, hotels and resorts, cruise ships, shopping centres, zoos, and aquariums. Key clients include Everland, Sea World, Warner Bros., Carnival, and Park Astérix.

Where in the world?

We have delivered projects in 83 countries around the world, which means we have the experience to know that different customers have different needs.

Plans for 2019

We'll be unveiling the world's longest Spinning Rapids Ride in China. Island H2O Live! will be opening its gates this year and is 100% WhiteWater; with optimized operator and guest experiences from our latest product, Vantage. Our first Tail Spin ride will be opening at Whirlin' Waters Adventure Waterpark in South Carolina, US. In China, parks will feature a new 6-person gamified water slide and a 6-person Master Blaster + Boomerango fusion. We're also looking forward to the opening of Termas dos Laranjais, one of the biggest water parks in Brazil.

2019 trade shows

IAAPI, Mumbai, India
RAAPA, Moscow, Russia
DEAL, Dubai, UAE
CAE, Shunyi District, Beijing, China
AAE, Shanghai, China
EAS, Paris, France
WWA, Orlando, FL, USA
IAAPA Attractions Expo, Orlando, FL, USA

Who's who?

Geoff Chutter, President & CEO
Onno Meter, COO
Paul Chutter, CBDO
Nathan Jones, President, Attractions Division
Marshall Myrman, President, FlowRider®
Scott Heke, President, After Sales Division

PRODUCT INNOVATION

The industry's latest products and innovations

For full company and contact details of the products, equipment and services featured here, please visit www.attractions-kit.net

For the latest supplier news and company information, visit attractions-kit.net

Polin debuts world's first transparent waterslide

Polin Waterparks has launched the world's first ever transparent composite slide.

One of three new products launched at IAAPA, the slide, called Glassy, was developed in the company's R&D centre and is produced using Light Resin Transfer Molding (LRTM), a cost-effective manufacturing process that creates long-lasting and uniformly smooth/even products without creating environmental emissions.

Unlike traditional acrylic waterslides, Glassy is completely transparent and the finish does not degrade over time.

Polin Waterparks has been championing this technique in the manufacture of waterslides since 2006, when it converted 100 per cent of its fibreglass production to LRTM.

The slide builds on a number of Polin's innovations including: special lighting effects and integrated sound effects, as well as transparent



● The Glassy waterslide is the world's first transparent waterslides

and patterned composites unique to the company.

Ali Cansun, R&D director said, "As a pioneer of the amusement industry, we are proud to announce Glassy Waterslide, which will make a dynamic difference in the industry."

KEYWORD: POLIN





● VR headset overlays constellations on the real night sky

Aryzon headset lets guests ‘view the sky as an expert’, says **Jeremy Fontana**

National Geographic has teamed up with augmented reality provider Aryzon to create the world’s first open-air planetarium, using AR to project images into the night sky for a unique stargazing experience.

Recently installed at Au Diable Vert in Quebec, Canada, ‘ObservEtoiles’ allows up to 180 visitors to observe the night sky with a digital overlay showing the constellations and names of the stars and planets.

The Aryzon headset uses mirrors to project 3D mixed reality images. Using the device, visitors can observe a selection of 17th-century illustrations of the

constellations overlaid over the real stars and planets, without obstructing viewers’ line of sight.

Users can keep the cardboard headset and use the app to explore the stars at home.



● Alexander Ceha, Aryzon



“We wanted to create a headset that would display the stars with augmented overlay without detracting from the night sky experience,” explains Aryzon CFO and co-founder Alexander Ceha.

The outdoor show will feature a “star guide”, who will narrate the experience with specially-created content from the “Night Sky Guy”, Andrew Fazekas – a science writer and consultant for the Canadian Space Agency.

“It’s been a really exciting project” says Jeremy Fontana, owner of Au Diable Vert and creator of ObservEtoiles. “You put the headset on and see the sky full of constellations. It lets you view the sky as an expert.”

Au Diable Vert has recently been certified as Quebec’s second Dark Sky Reserve, acknowledging efforts to remove light pollution from the area for clearer night skies.

KEYWORD: ARYZON

Play Disney Parks app represents how the guest experience can be enhanced by digital technology, says **Vivek Sharma**

Disney is gamifying its park experience, releasing a new app to add a layer of interaction.

Available as a free download at both the Disneyland and Walt Disney World resorts, the 'Play Disney Parks' app has been created with group play in mind, offering visitors a new activity while waiting to ride its attractions.

Gamification of queue lines is a major part of the new application, with a number of interactive experiences available for select rides.



● Vivek Sharma, Disney

At California Adventure, 'Playset Party' will be available for the Toy Story Mania ride.

The same ride at Hollywood Studios also offers the game, as well as 'Andy's Boardgame Blast!' at the Slinky Dog Dash rollercoaster.

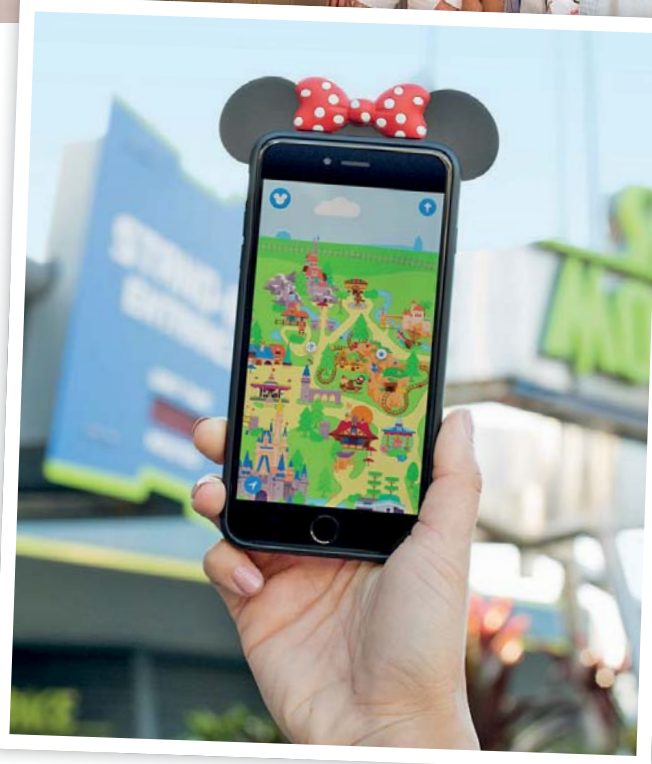
Peter Pan's Flight and Space Mountain have gaming experiences called 'Off to Neverland' and 'Rocket Race' respectively, with the same rides and games on offer at both parks.

In addition, guests can earn, collect and share uniquely themed achievements, as well as rewards for playing games, answering trivia, completing challenges and experiencing select attractions.

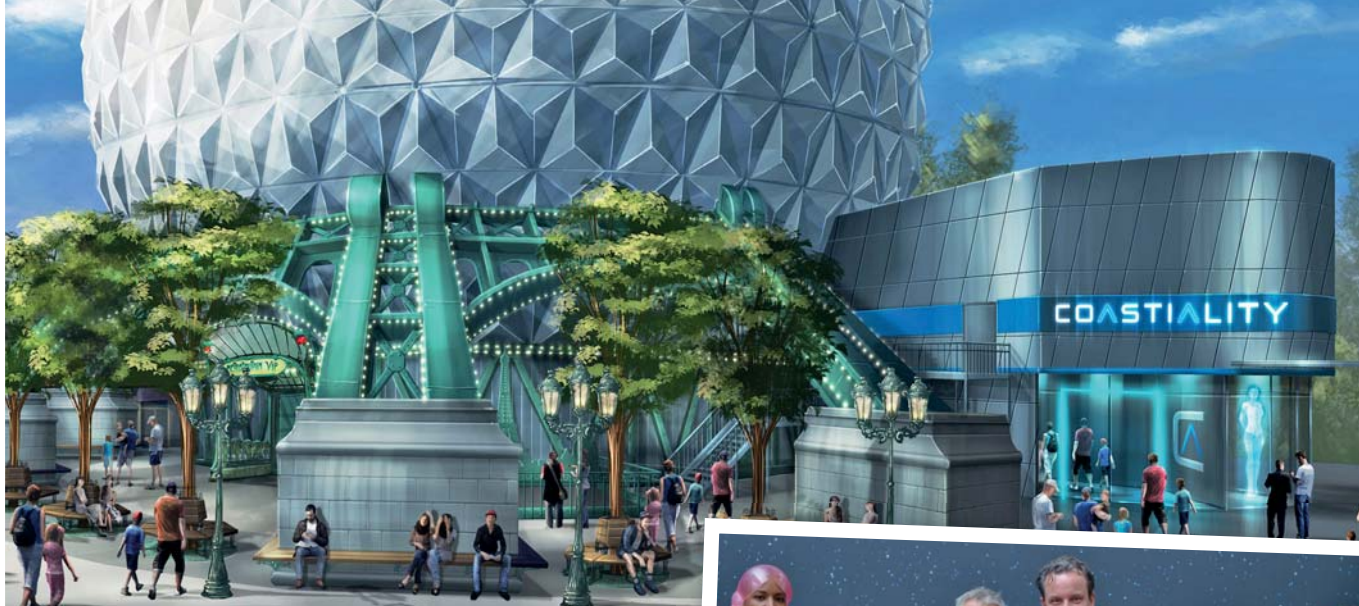
"Play Disney Parks represents the next step in how we use innovative digital technology to enhance the guest experience in our parks," says Vivek Sharma, senior vice president of Digital Guest Experience.

"The app is designed to help guests immerse themselves in the Disney stories they love."

KEYWORD: DISNEY



● The app offers visitors a new activity while waiting to ride attractions



‘Sensational space story, a perfect fit’ for new Mack VR coaster, says **Michael Mack**

Mack Rides has teamed up with acclaimed film director Luc Besson to develop Eurosat Coastality, a brand new VR dark coaster experience at Europa-Park.

Launched in August 2018, Eurosat Coastality is based on Besson’s 2017 blockbuster *Valerian and the City of a Thousand Planets*, and will take riders on an epic space-themed adventure.

Located inside the Eurosat sphere in the newly-renovated France-themed area, it will share its home with the Moulin Rouge-themed Eurosat-CanCan Coaster.

It will be the first attraction of its kind to host two rides, which

use the same track, within the same space, and will feature a second station with a shift track and separate trains to accommodate the experience.



● **Michael Mack, MackMedia**



● **Filmmaker Luc Besson (above) previously worked with the Mack family to turn his Arthur IP into Europa-Park’s Minimoy’s Kingdom**

“*Valerian and the City of a Thousand Planets* on Eurosat Coastality will be both exceptional and exclusive,” explains Besson, chair of French motion picture company EuropaCorp.

“I cannot imagine a better partner for the Eurosat Coastality project,” says managing partner of MackMedia, Michael Mack.

“The combination of Luc Besson and *Valerian*’s sensational space story is a

perfect fit for us. I am happy to pick up on the popular space theme and offer it once again to our visitors,” Mack adds.

Mack Rides will work with VR Coaster to create and install the technical elements of the ride, while Mack’s media development arm – MackMedia – will create the 360-degree content for the rollercoaster, which riders will view on a VR headset.

KEYWORD: MACK



● The show features thrilling live-action sequences inspired by *The Fast and the Furious* film franchise



Inition's crowd participation tech 'reinvents' live experiences, says **Adrian Leu**

Inition, a UK-based tech innovation agency, has created a live-audience participation experience for Fast & Furious Live, a live entertainment experience based on the hit movie franchise.

The show features thrilling live-action sequences inspired by the films, where audience members can actively participate in the events taking place on stage. It also includes a live drag race where the audience is split into teams and given control of two real competing cars.

Inition created a bespoke crowd detection engine for the

show, which gives the audience the power to dictate car speed, gear changes and vehicle customisation options simply by raising their voices or holding up voting cards at specific times.

The company also developed a large crowd gaming solution, using cameras, microphones, crowd sensors and advanced motion sensing technologies, to calibrate audience activity and turn it into real-time data to shape the on-stage action.

Real-time visual feedback means the audience can see their choices via on-screen animated 3D renderings.



● **Adrian Leu, Inition**

Dr Adrian Leu, who's the CEO of Inition, says: "Thanks to the continual evolution of technology, audience participation

mechanisms are becoming increasingly sophisticated.

"By devising different permutations of cameras, microphones, crowd-sensing and advanced motion sensing technologies, we can completely reinvent the live experience. With the experience economy taking hold, these types of large crowd gaming ideas should be high on the agenda for all high-profile live events."

Potential applications for this technology for the attractions industry include interactive dark rides and live entertainment.

KEYWORD: INITION

Panasonic brings Mickey and Minnie to life in Disney's new immersive experience

Disney has released details of it's new Mickey & Minnie's Runaway Railway attraction.

Set to open in autumn 2019 at Disney's Hollywood Studios in the Walt Disney World Resort, Florida, Mickey & Minnie's Runaway Railway dark ride is billed as a 'zany out-of-control adventure', where guests will find themselves transported into a Mickey Mouse cartoon.

It will feature '2 & ½ D' technology, essentially 3D without glasses, as well as projectors and breakthrough technologies from Japanese electronics giant, Panasonic.

Named as the 'Official Projection Technology' for both the Walt Disney World and Disneyland Resorts in 2016, Panasonic already has a significant technological presence in attractions across the resorts, including the Finding Nemo Submarine Voyage at Disneyland; the Radiator Springs Racers at Disney California Adventure Park; the Haunted Mansion and Seven Dwarfs Mine Train at Magic Kingdom; Frozen Ever After and Gran Fiesta Tour starring

The Three Caballeros at Epcot; and the Na'vi River Journey at Pandora – The World of Avatar at Disney's Animal Kingdom.

Ron Martin, director at Panasonic Hollywood Laboratory – a division of the Panasonic Corporation in North America – said: "We are pleased to have the opportunity to once again provide cutting-edge projection technology for the first ever ride-through Mickey Mouse attraction.

"Panasonic is proud to help Disney Parks immerse their guests in the animated world of Mickey Mouse and Minnie Mouse in a way that has never been done before," Martin added.

Tom LaDuke, principal show systems designer at Walt Disney Imagineering, explained: "The specific visual requirements of Mickey & Minnie's Runaway Railway attraction require imaging

systems that meet the highest technical requirements of prevision colour rendition and brightness.

"Panasonic's laser illuminated projectors do that extremely well. We look forward to working with Panasonic to push technological boundaries that bring our guests to places only previously achieved in their imaginations," LaDuke added.

KEYWORD: PANASONIC

● Mickey & Minnie's Runaway Railway attraction is set to open at Walt Disney World Resort later this year





- Assassin's Creed: The Temple of Anubis allows guests to step into the shoes of hero Bayek

Triotech partnered with Ubisoft to create an all-new free-roaming VR experience

Media-based attraction developer Triotech has partnered with Ubisoft to create "Assassin's Creed: The Temple of Anubis", a new free-roaming virtual reality experience, developed exclusively for Triotech's VR Maze attraction.

The eagerly awaited attraction is based on the action-adventure video game franchise, Assassin's Creed.

The experience, which is set in Ancient Egypt, allows guests to step into the shoes

of series hero Bayek. Players, as Bayek, explore mysterious temples, dodge arrows, walk on wooden planks and experience the iconic leap of faith made famous in the franchise.

As the attraction is set inside a maze, players are able to physically touch the walls and obstacles that appear in the VR.

"We are really excited to partner with Ubisoft on the well-known franchise Assassin's Creed. Already more than 100,000 people have

experienced our VR Maze all over the world, and this next chapter will definitely widen its appeal," said Triotech founder and CEO Ernest Yale.

Deborah Papiernik, senior VP of New Business at Ubisoft, said: "We're continuing our expansion into other areas of entertainment, leveraging our popular game brands such as Assassin's Creed to create new experiences for fans and to capture the imagination of new audiences."

KEYWORD: TRIOTECH



● Ernest Yale, Triotech

Holovis targets cinema market with launch of new company

Experiential design firm Holovis is expanding its portfolio, launching a new company dedicated to creating attractions for the cinema market.

Called Extended Cinema, the new business division will apply Holovis's technology design expertise to cinemas, developing location-based entertainment offerings, which cinema-goers will be able to use before, after and even during a movie experience.

The new venture is being headed up by Heather Blair with support from Holovis business development manager Hayley Kenney.

Prior to joining Holovis, Blair developed products within the interactive technology and motion theatre market, working with major film studios to procure titles to be programmed for 4D, then with theatre chains to bring them to life as a premium offering. In March, Blair was named among the Top 50 Women in Global Cinema by Celluloid Junkie – a leading online resource dedicated to the global film and cinema business.

"All our solutions are scalable, self-sufficient in operation and configured for the exact needs of the market," said Blair, speaking about the launch.

"Our team allows us to provide a full turnkey solution, from media and content creation through to software configuration and



● Extended Cinema is a new venture from Holovis aimed at bringing new experiences to the cinema market

engineering design and delivery. All of this will be done in such a way that the operator can regularly layer new content and

customisable variations while obtaining real-time data analytics and behavioural feedback."

Extended Cinema is split into three categories, the first of which is lobby experiences. In this area, Extended Cinema will offer pre and post-show entertainment options, generating new monetisation opportunities for movie theatres. The second category focuses on pre-show and audience interactivity, with new interactive experiences designed to maximise on-screen engagement and make cinema-goers want to take their seat. The third expands on the 4D Theatre model, with Holovis's technology

using effects such as water splashes, wind gusts, scents and physical prods to create a multi-sensory experience designed to complement the genre of the film.

"As we gained a deeper understanding of the state of the cinema market, it was clear that there is a strong synergy between the experiences we are creating for attractions and the needs of theatres," said Holovis CEO, Stuart Hetherington.

"Heather's passion for cinema is certainly infectious, she knows the industry inside out and her creativity and imagination knows no bounds."

KEYWORD: HOLOVIS



● Heather Blair and Hayley Kenney



● The video walls serve as a spectacular focal point at the entrance of the experience

Amped Digital brings Real Madrid football experience to life with innovative video walls

Australian digital signage company Amped Digital has completed a major tech integration for the Real Madrid World of Football Experience, a touring exhibition that is set to tour the world, visiting 15 cities over the next five years.

Created by Interp, a company specialising in the development and installation of temporary exhibits, the Real Madrid World of Football Experience blends physical interactive experiences with spectacular AV displays and playable gaming elements to immerse visitors in the club's history.

Housed in a bespoke 50x40m touring pavillion, designed by Interp, the experience consists of four zones, taking visitors behind the scenes to discover the culture, passion, players and victories of Real Madrid. Memorabilia, including the club's 13 UEFA Champions League Cups, the FIFA Club of the Century trophy, Golden Boot trophies and the Ballon d'Or trophy will also be on display.

Two spectacular 18-screen video walls serve as a spectacular focal point at the exhibit entrance. Powered by 18 49" BrightSign HD panels and

programmed by Amped Digital, the walls showcase bespoke video content designed by Tania Price from experiential design firm Immersive. Due to the scale of the project each screen had to be synchronised to ensure frame accuracy and seamless video playback, as a single discrepancy in the frames would ruin the overall effect.

Matt Steedman, director of Amped Digital, said: "We created an AV explosion: a spectacular immersive audio video experience that gets visitors excited and sets the expectation for what's to follow."



● Matt Steedman, Amped Digital

KEYWORD: AMPED DIGITAL

Volcanoes 3D by SK Films opens at California Science Center

The California Science Center IMAX theatre in Los Angeles has launched a new 3D experience that will showcase the devastating power of volcanoes and their impact on the planet.

Volcanoes 3D: The Fires of Creation takes guests on an epic journey with intrepid explorer Carsten Peter as he scales an active volcano in Indonesia, descends to a lava lake in Vanuatu, visits geysers, acid ponds and mineral deposit

fields in Ethiopia. Visitors join Peter as he explores Pompeii, visits hydrothermal vents in the ocean and witnesses the 2018 Kilauea eruption in Hawaii.

"Volcanoes 3D offers the closest possible approximation to experiencing an eruption, or descending into a volcano, while remaining safe," said Jeff Rudolph, president of the California Science Center. It was developed by SK Films, in partnership with Digital Crossing

Films, a company specialising in natural history documentaries for IMAX and giant screens.

"We often think of volcanoes as being destructive, but they also build and play a beneficial role on the planet," said Michael Dalton-Smith, director and producer of Volcanoes 3D. "I hope that the audience will come away with a better understanding of the forces that shaped the world we know today."

KEYWORD: SK FILMS



● Jeff Rudolph, California Science Center

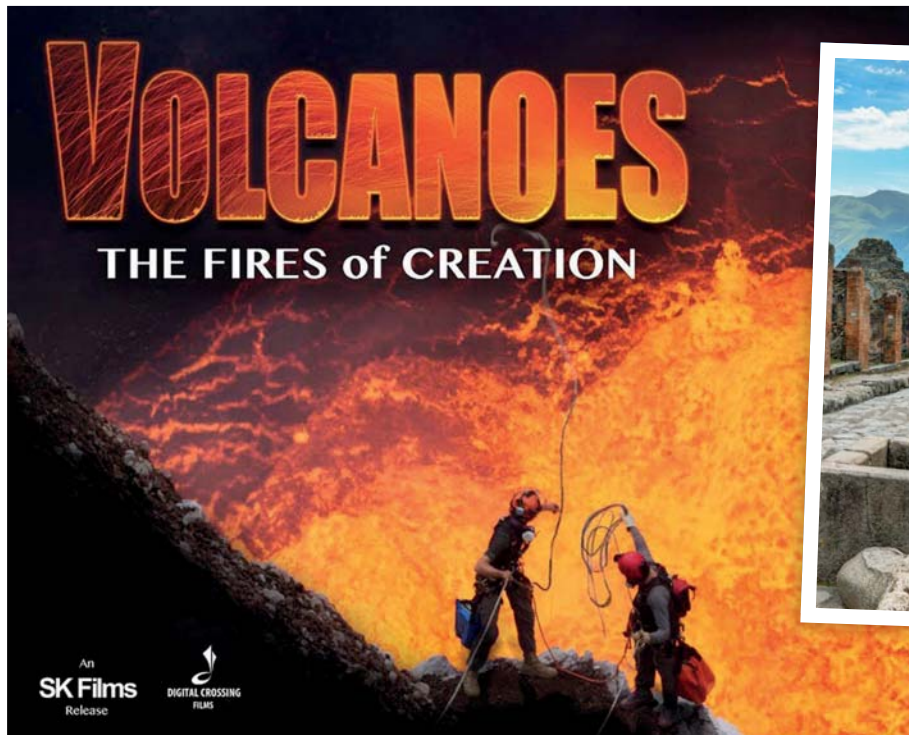


PHOTO: © SHUTTERSTOCK/VIACHESLAV LOPATIN

● The new 3D experience showcases the devastating power of volcanoes and their impact on the planet



● The company worked closely with the museum's resident palaeontologists to ensure scientific accuracy



Atlantic Productions unveils animation for 'Sue' exhibition at Chicago's Field Museum

Atlantic Productions created cutting-edge animations for a new exhibition at The Field Museum in Chicago.

Sue, the most complete *Tyrannosaurus rex* fossil ever discovered at 40-ft long and 90 per cent complete, is the exhibition's highlight.

The experience is located in its own 5,100sq ft private suite and showcases Sue's life as it would have been during the Cretaceous period.

To create the immersive animations, Atlantic Productions worked closely with the museum's resident

palaeontologists: Dr Peter Makovicky, William Simpson and Dr Thomas Cullen, who were responsible for ensuring that every detail in the animation, down to the texture of Sue's skin is scientifically accurate.

Depicting epic scenes of a dramatic clash between Sue and a *Triceratops* and Sue stalking a herd of *Edmontosaurus regalis*, the animations are rendered in 6000 x 2160 pixels, accompanied by custom soundscapes featuring environmental noises from the landscape.

The animations are displayed on six rear-projection screens,

each measuring 49 x 106" and spanning a total width of 24ft 6".

Anthony Geffen, CEO of Atlantic Productions, said: "The work builds on our long history of projects with the innovative US museums sector which also includes Giant Screen film and television documentaries."

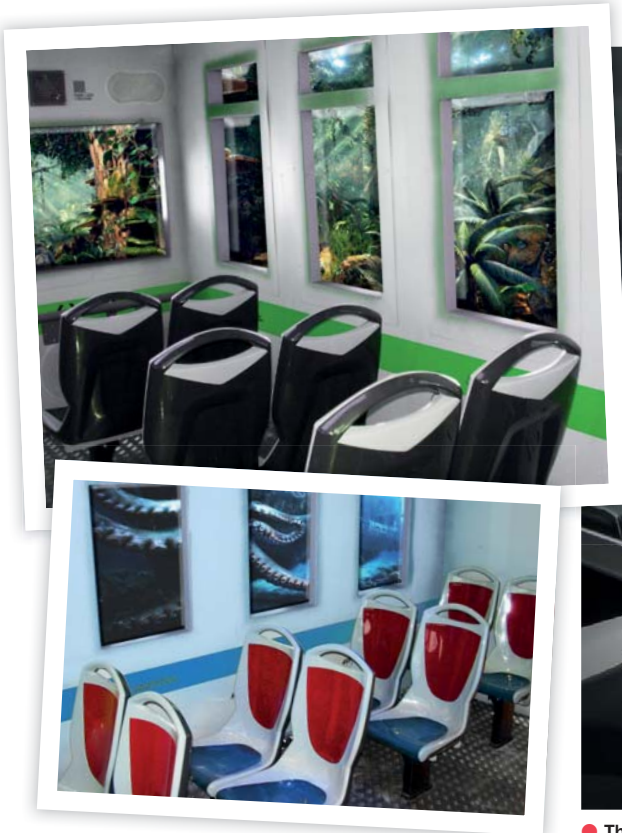
"We are enormously proud of these dramatic and visually stunning scenes. They form a perfect setting for this prestigious fossil which is the oldest, most complete and biggest T-Rex ever discovered."

KEYWORD:

ATLANTIC PRODUCTIONS



● Anthony Geffen, Atlantic Productions



● The Immersive Adventurer combines 4D effects with HD visuals and surround-sound

Simworx to install Ben 10 ride at Cartoon Network World in Kuwait

Simworx, a creator of dynamic media-based attractions, has announced that it will install a Ben 10-themed Immersive Adventurer ride at FutureKid's Cartoon Network World in Kuwait.

Expected to open in 2019, the ride will be a key attraction for the park, and will form part of a park-wide redevelopment that will see all of its current rides and attractions being replaced.

A turn-key solution that offers a unique rider experience, the Immersive Adventurer is designed to fully-immense riders by combining 4D effects with HD visuals and a surround-sound system.

A 16-seat vehicle situated on a 3DOF motion base provides dynamic motion, while 12 video screens surrounding the riders on all sides will immerse riders.

Terry Monkton, CEO of Simworx, said: "We're absolutely delighted to be working with FutureKid on this amazing project in Kuwait, bringing the first Immersive Adventurer to the Middle East region."

We're also delighted to be working with Cartoon Network in bringing the Ben 10 brand to life."

KEYWORD: SIMWORX



● Terry Monkton, Simworx

Events Calendar 2019

Details of conferences, trade exhibitions and networking events for attractions professionals around the world

JANUARY 2019

27-29 JANUARY

IAAPA FEC Summit

Hyatt Regency Lost Pines Resort, Austin, TX, US

🐦 @IAAPAhq

www.iaapa.org

MARCH 2019

5-7 MARCH

IAAPA Leadership Conference

Abu Dhabi/Dubai, UAE

🐦 @IAAPAhq

www.iaapa.org

6-8 MARCH

IAAPI Amusement Expo

Bombay Exhibition Centre, Mumbai, India

🐦 @expoiaapi

www.iaapi.org

11-12 MARCH

GSCA Conference

AMC CityWalk IMAX Theatre & Universal City Hilton, Los Angeles, CA, US

🐦 @gsca

www.giantscreencinema.com

13-15 MARCH

RAAPA Expo

VDNH, Moscow, Russia

🐦 @raapa1

www.raapa.ru

18 MARCH

CultureGeek

Royal Geographic Society, London, UK

🐦 @culturegeek

<http://culturegeek.com>

25-27 MARCH

DEAL 2019

Dubai World Trade Center, Dubai, UAE

🐦 @DEALIEC

www.dealmiddleeastshow.com

26-28 MARCH

Amusement Expo

Las Vegas Convention Center, Las Vegas, NV, US

🐦 @AmusementExpo

www.amusementexpo.org

APRIL 2019

1-2 APRIL

MuseumNext Australia

Darling Harbour, Sydney, NSW, Australia

🐦 @MuseumNextAU

www.museumnext.com

2-4 APRIL

WTM Latin America

Expo Center Norte, Sao Paulo, Brazil

🐦 @WTMLAT

<http://latinamerica.wtm.com>

2-6 APRIL

Museums and the Web (MW2019)

Sheraton Boston, Boston, MA, US

🐦 @museweb

<https://mw19.mwconf.org>



15-19 APRIL

TED Conference

Vancouver Convention Centre, Vancouver, BC, Canada

🐦 @TEDTalks

www.ted.com

MAY 2019

8-10 MAY

SATE Europe

Parc Asterix, Plailly, France

🐦 @TEA_Connect

www.teaconnect.org

9-11 MAY

Asia Paradise and Attractions Expo

China Import & Export Fair Complex, Guangzhou, China

🐦 @chinaamusement

www.aaaexpos.com

15-16 MAY

Museums & Heritage Show

Olympia West, London, UK

🐦 @MandHShow

www.museumsandheritage.com

19-21 MAY

Maker Faire USA

San Mateo Event Center, San Mateo,
CA, US

🐦 @makerfaire

<http://makerfaire.com>

19-22 MAY

American Alliance of Museums

New Orleans Marriott & Convention
Center, New Orleans, LO, US

🐦 @AAMers

<http://annualmeeting.aam-us.org>

20-22 MAY

AALARA Conference

The Star Gold Coast, Broadbeach,
Qld, Australia

🐦 @AALARAConferenc

<https://aalara.com.au>

24-26 MAY

Escape Velocity Conference

Marriott Gaylord Hotel & Convention
Center, National Harbor, MD, US

🐦 @museum_scifi

<https://escapevelocity.events>

29-31 MAY

AWE USA

Santa Clara Convention Center,
Santa Clara, CA, US

🐦 @ARealityEvent

www.augmentedworldexpo.com

31 MAY - 3 JUNE

Expo Parques e Festas

Expo Center Norte, Sau Paulo, Brazil

🐦 @parquese festas

www.expoparquese festas.com.br



TEA honoured Disney's Animal Kingdom with Thea Awards for its Avatar attractions

JUNE 2019

6-8 JUNE

Ecsite Annual Conference

Experimentarium, Copenhagen, Denmark

🐦 @Ecsite

www.ecsite.eu

11-14 JUNE

Asian Attractions Expo

Shanghai New International Expo Centre,
Shanghai, China

🐦 @IAAPAhq

www.iaapa.org

JULY 2019

8-12 JULY

AIM

Hong Kong Science Park, Sha Tin,
Hong Kong, China

🐦 @Aimuseums

www.aim2019.org

25-27 JULY

BALPPA Summer Conference

Venue TBA, UK

🐦 @BALPPA

www.balppa.org

AUGUST 2019

21-22 AUGUST

Annual Attractions Africa Conference

Cape Town, South Africa

🐦 @attractionsafrica.co.za

<http://attractionsafrica.co.za>

SEPTEMBER 2019

7-11 SEPTEMBER

AZA Annual Conference

Audubon Zoo, New Orleans, LA, US

🐦 @zoos_aquariums

www.aza.org

15-19 SEPTEMBER

Euro Attractions Show (EAS)

Paris Expo Porte de Versailles, Paris, France

🐦 @IAAPAhq

www.iaapa.org

17-21 SEPTEMBER

EAZA Annual Conference

Bioparc, Valencia, Spain

🐦 @EAZAZoos

www.eaza.net

EVENTS CALENDAR

OCTOBER 2019

3 OCTOBER

Annual National Conference of Visitor Attractions (VAC)

QEII Conference Centre, London, UK

🐦 @vac_conference

<https://vacevents.com>

7-10 OCTOBER

39th WWA Annual Symposium

Walt Disney World Resort,
Lake Buena Vista, FL, US

🐦 @WWA

www.waterparks.org

7-11 OCTOBER

Aquarium & Zoo Facilities (AZFA) Conference

Smithsonian National Zoo, Washington,
DC, US

www.azfa.org

NOVEMBER 2019

3-7 NOVEMBER

World Association of Zoos & Aquariums (WAZA) Conference

Buenos Aires, Argentina

🐦 @WAZA

www.waza.org

4-6 NOVEMBER

ExCel London

ExCel, London, UK

🐦 @WTM_London

<http://london.wtm.com>

6-7 NOVEMBER

Family Attractions Expo

NEC, Birmingham, UK

🐦 @FamilyAttractEx

<http://familyattractionexpo.co.uk>

7-10 NOVEMBER

NEMO's 27th Annual Conference

Estonian National Museum, Tartu, Estonia

🐦 @NEMOoffice

www.ne-mo.org

17-20 NOVEMBER

SIGGRAPH ASIA

Brisbane Convention and Exhibition Centre
(BCEC), Brisbane, Australia

🐦 @siggraphasia

<https://sa2019.siggraph.org>

DECEMBER 2019

4-6 DECEMBER

PARX Japan Theme Park Expo

Tokyo Big Sight, Tokyo, Japan

<http://themeparx.jp/en>

JANUARY 2020



14-16 JANUARY

EAG International

ExCel, London, UK

🐦 @EAGExpo

www.eagexpo.com

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| > Paris, France | > Guangzhou, China | |
| > Dubai, UAE | > Shanghai, China | |
| > Fredrikstad, Norway | > Singapore | |



Industry Associations

Associations representing operators, manufacturers and suppliers in attractions

American Alliance of Museums


 /americanmuseums

 @AAMers

www.aam-us.org

Aquarium & Zoo Facilities

Association (AZFA)

 /AZFA-Aquarium-and-Zoo-Facilities-Association-170243619450

www.azfa.org

Arts Council England

 /artscouncilofengland

 @ace_national

www.artscouncil.org.uk

Association of Independent Museums (AIM)

 /AssociationofIndependentMuseums

 @Aimuseums

www.aim-museums.co.uk

Association of Leading Visitor Attractions (ALVA)

 /alva.uk

 @alva_uk


www.alva.org.uk


Association for Science & Discovery Centres (ASDC) UK

 @sciencecentres

www.sciencecentres.org.uk

Association of Science-Technology Centers (ASTC)

 /ScienceCenters

 @ScienceCenters

www.astc.org


Association of Scottish Visitor Attractions (ASVA)

 @ASVAtweets

www.asva.co.uk

Association of Zoos & Aquariums (AZA)

 /zoosaquariums

 @zoos_aquariums

www.aza.org

Australian Amusement Leisure & Recreation Association (AALARA)

 /aalarainc

 @AALARAConferenc

www.aalara.com.au

British Association of Leisure Parks Piers & Attractions (BALPPA)

 /BALPPA

 @BALPPA

www.balppa.org

British and Irish Association of Zoos & Aquariums (BIAZA)

 /biazaofficial

 @BIAZA

www.biaza.org.uk

English Heritage

 /englishheritage

 @EnglishHeritage

www.english-heritage.org.uk

European Association of Amusement Suppliers Industry (EAASI)

www.eaasi.org

European Association of Zoos & Aquaria (EAZA)

 /EAZA01

 @EAZAZoos

www.eaza.net

European Network of Science Centres & Museums (Ecsite)

 /EcsiteNetwork

 @Ecsite

www.ecsite.eu

Giant Screen Cinema Association (GSCA)

 /giantscreencinema

 @gsca

www.giantscreencinema.com

Historic Scotland

 /HistoricEnvScotland

 @histenvscot


www.historic-scotland.gov.uk

Indian Association of Amusement Parks & Industries (IAAPI)

 /iaapi.india

www.iaapi.org

International Association of Amusement Parks & Attractions (IAAPA)

 /IAAPA-International-Association-of-Amusement-Parks-and-Attractions-154445394543

 @IAAPAHQ

www.iaapa.org

International Planetarium Society (IPS)

 /InternationalPlanetariumSociety

 @IPS_Planetarium

www.ips-planetarium.org

Museums Association (UK)

[f /MuseumsAssoc](#)
[@MuseumsAssoc](#)
www.museumsassociation.org

Museums Australia

[f /MuseumsAustralia](#)
[@MuseumsAust](#)
www.museumsaustralia.org.au

Network of European Museum Organisations (NEMO)

[f /NEMOoffice](#)
[@NEMOoffice](#)
www.ne-mo.org

Russian Association of Amusement Parks & Attractions (RAAPA)

[@raapa1](#)
www.raapa.ru

The Canadian Association of Science Centres (CASC)

[f /CASC.ACCS](#)
[@CASC_ACCS](#)
www.canadiansciencecentres.ca

Themed Entertainment Association (TEA)

[f /TEAConnect](#)
[@TEA_Connect](#)
www.teaconnect.org

World Association of Zoos & Aquariums (WAZA)

[f /officialWAZA](#)
[@waza](#)
www.waza.org

World Waterpark Association (WWA)

[f /WorldWaterparkAssociation](#)
[@WWA](#)
www.waterparks.org





PHOTO: © SHUTTERSTOCK/MALDIS SKUDRE

WAZA supports zoos and aquariums worldwide in animal care and welfare, environmental education and global conservation



Green Resources

Global organisations and campaigns promoting green practices



alive2green

 /alive2greenmedia
 @Alive2Green
www.alive2green.com

Alupro

 /aluproUK
 @AluproUK
www.alupro.org.uk



AskNature

 /AskNature
 @AskNatureTweets
www.asknature.org



Australian Conservation Foundation

 /AustralianConservationFoundation
 @AusConservation
www.acfonline.org.au

The Carbon Trust

 /thecarbontrust
 @thecarbontrust
www.carbontrust.com



Centre for Alternative Technology

 /centreforalternativetechnology
 @centre_alt_tech
www.cat.org.uk



The Chartered Institute of Waste Management (CIWM)

 @CIWM
www.ciwm.co.uk



Earth 911

 /Earth911
 @Earth911
<http://earth911.com>



EarthCheck

 /earthcheck
 @EarthCheck_
www.earthcheck.org

Ecolabelling Sweden

 /MiljomarkningenSvanen
 @svanen
www.svanen.se



Ecotourism Australia

 /EcotourismAus
 @EcotourismAus
www.ecotourism.org.au



Edie

 /edie.net
 @edie
www.edie.net



EEG Emirates Environmental Group

 /EmiratesEnvironmentalGroup
 @EEG_UAE
www.eeg-uae.org

EMAS



 /EMAS.EUEcolabel
 @Eemas_euecolabel
<http://ec.europa.eu/environment/emas>

Energy Star

 /energystar
 @ENERGYSTAR
www.energystar.gov

European Platform on Life
Cycle Assessment (LCA)
<http://eplca.jrc.ec.europa.eu>



Forum for the Future

 /forumforthefuture
 @Forum4theFuture
www.forumforthefuture.org



Friends of the Earth

 /wwwfoecouk
 @wwwfoecouk
www.foe.co.uk



Global Action Plan

 /Globalactionplan
 @globalactplan
www.globalactionplan.org.uk


Global Footprint Network

 /GlobalFootprintNetwork
 @EndOvershoot
www.footprintnetwork.org



GreenBiz Group

 /GreenBiz
 @GreenBiz
www.greenbiz.com

Green Future Solutions Group

 /greenfuture.sg
 @greenfuture
www.greenfuture.sg



Green Living

 /natgeo
 @NatGeo
<http://environment.nationalgeographic.com/environment/green-guide>



Green Lodging News

 /Green-Lodging-News-208909645794270
 @greenlodging
www.greenlodgingnews.com

Green Tourism

 /green.tourism.uk
 @GreenTourismUK
www.green-tourism.com



GreenBlue

 /GreenBlueOrg
 @greenblueorg
www.greenblue.org

Greenwashing Index

www.greenwashingindex.com



The Greenhouse Gas (GHG) Protocol

 /ghgprotocol
 @ghgprotocol
www.ghgprotocol.org



greenleisure.net

 /leisureopportunities
 @Green_Leisure
www.greenleisure.net



Groundwork

 /groundworkuk
 @groundworkuk
www.groundwork.org.uk

IDEP Foundation

 /idepfoundation
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www.idepfoundation.org



ISO (International Organization for Standardization)

 /isostandards
 @isostandards
www.iso.org

LEED (Leadership in Energy and Environmental Design)

 /USGBC
 @USGBC
www.usgbc.org/leed

Natural Resources Conservation Service

 /USDA
 @USDA_NRCS
www.nrcs.usda.gov



NISP National Industrial Symbiosis Programme

 @NISPnetwork
www.nispnetwork.com



NRDC Greening Advisor

 /nrdc.org
 @NRDC
www.nrdc.org/enterprise/greeningadvisor


Pure Leapfrog

 /pureleapfrog
 @pureleapfrog
www.pureleapfrog.org


Responsible Purchasing Network (RPN)

 /Responsiblepurchasing
 @RPN
www.responsiblepurchasing.org


TCO Development

 /tcocertified
 @TCOCertified
www.tcodevelopment.com



Terra Infirma

 @GarethKane
www.terrainfirma.co.uk



Total Environment Centre (TEC)

 /totalenvironmentcentre
 @totenviro
www.tec.org.au

Tropical Science Centre (TSC)

 /centrocientificotropical
 @CCT_CR
www.cct.or.cr

Water Footprint Network

 /WaterFootprint
 @WaterFootprintN
www.waterfootprint.org



World Green Building Council

 /worldgreenbuildingcouncil
 @WorldGBC
www.worldgbc.org



World Business Council for Sustainable Development (WBCSD)

 /WBCSD
 @wbcsd
www.wbcsd.org


World Heritage Alliance for Sustainable Tourism

 /unitednationsfoundation
 @unfoundation
www.unfoundation.org

World Resources Institute

 /worldresources
 @WorldResources
www.wri.org

WRAP

 @WRAP_UK
www.wrap.org.uk

Address Book

This section shows the contact details for a selection of leading global attractions equipment, product and service suppliers. Full company details can be found at **www.attractions-kit.net**
For a breakdown of the particular pieces of equipment, products and services that these companies provide, please visit our Product Selector at **www.attractionshandbook.com/digital**

21st Century AV

Unit 4, Thames Court, 2 Richfield Avenue,
Reading, RG1 8EQ, UK
Tel: +44 (0)118 997 7770
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www.21stcenturyav.com

3D Custom Foam Inc

3127 Thunderbird Crescent, Burnaby, V5A
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www.3dcustomfoam.com

3D Experience

6 Harrisons, Birchhanger, Bishop's Stortford,
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www.3dexperience.co.uk

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7thSense Design Ltd

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Adrian Smith + Gordon Hill Architecture AS+GG

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www.smithgill.com

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www.advancedanimations.com

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Email: info@alterface.com
www.alterface.com

Aluline Environmental Solutions

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www.aluline-environmental.co.uk

AMA Amusement Machines

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85653 Aying, Germany
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TransTec bv
www.transtec.nl

Turbosound Ltd
www.turbosound.com

Turner Media Innovations
www.turnermediainnovations.com

Unicol Engineering
www.unicol.com

Unique Systems UK Ltd
www.unique-online.co.uk

Vaughan Sound Installations
www.vaughansound.co.uk

Videotree Ltd
www.videotree.com

Vieta Pro
www.vietapro.com

Viewfax Multimedia Ltd
www.viewfax.com

Void Acoustics
www.voidaudio.com

Waves System / I.D. AL
www.id-al.com

Wharfedale International Ltd
www.wharfedale.co.uk

Wilding Sound Ltd
www.wildingsound.co.uk

BALLISTIC ARENAS

iPlayCO
www.iplayco.com

Play Mart International EOOD
www.playmart.eu

BOWLING SUPPLIERS

QubicaAMF UK Ltd
www.qubicaamf.com

CATERING

Frutina
www.frutina.com

COST of Wisconsin Inc
www.costofwisconsin.com

Entre-Prises (UK) Ltd
www.ep-uk.com

Innovative Leisure Ltd
www.innovativeleisure.co.uk

Omnico Group
www.omnicogroup.com

CLIMBING WALLS

Clip 'n Climb International
www.clipnclimb.biz

iPlayCO
www.iplayco.com

Play Mart International EOOD
www.playmart.eu

WhiteWater
www.whitewaterwest.com

CONSULTANTS

AECOM
www.aecom.com

Barry Noble Consultancy
www.barrynoble.co.uk

COST of Wisconsin Inc
www.costofwisconsin.com

Destination Consulting, Colliers International
www.colliers.com/uk/destinationconsulting

FORREC Ltd
www.forrec.com

GSM Project
www.gsmproject.com

GVA Hotels and Leisure
www.humberts-leisure.com

Holovis
www.holovis.com

IDEATTACK
www.ideattack.com

Imagine Exhibitions, Inc.
www.imagineexhibitions.com

iPlayCO
www.iplayco.com

Jora Vision
www.joravision.com

Leisure Development Partners LLP
http://leisuredevelopment.co.uk

LM Associates
www.lm-associates.co.uk

Play Mart International EOOD
www.playmart.eu

Populus
www.populus.co.uk

ray hole architects ltd
www.rayhole-architects.com

seeper
www.seeper.com

Shared Knowledge Solutions Ltd
www.sharedknowledgesolutions.com

Sysco Productions
www.syscoproductions.com

Theming Engineers
www.themingengineers.com

Turner Media Innovations
www.turnermediainnovations.com

Unlimited Snow
www.snow.biz

Water Technology Inc
www.wtiworld.com

COSTUME

Aardvark Mascots
www.aardvarkmascots.com

Alinco Costumes
www.alincocostumes.com

Costumes with Character Ltd
www.costumeswithcharacter.com

Cowan Costumes Inc
www.cowancostumes.com

Custom Characters
www.customcharacters.com

Dreamation Inc
www.dreamation.com

Metropolis Productions
www.metropolis-productions.com

Morris Costumes
www.morriscostumes.com

Rainbow Productions
www.rainbowproductions.co.uk

DARK RIDES

7thSense Design
www.7thsensedesign.com

Alterface
www.alterface.com

Australian Waterslides & Leisure Pty Ltd
www.waterslide.net

Holovis
www.holovis.com

Intamin Amusement Rides Int. Corp. Est
www.intamin.com

Jora Vision
www.joravision.com

Polin Waterparks
www.polin.com.tr

Red Raion
www.redraion.com

PRODUCT SELECTOR

RMA Themed Attractions Ltd
www.rma-themedattractions.co.uk

Sally Corporation
www.sallycorp.com

seeper
www.seeper.com

Simworx Ltd
www.simworx.co.uk

Tippett Studio
www.tippett.com

Triotech
www.trio-tech.com

Vekoma Rides Manufacturing B.V.
www.vekoma.com

DESIGN

A Basic Service
www.abasicservice.com

Absolute Action
www.absolute-action.com

Action Park
www.action-park.es

Agenda Design Associates
www.agendadesign.com

Alterface
www.alterface.com

Antonio Zamperla Spa
www.zamperla.com

Apogee Attractions Inc
www.apogeeattractions.com

Aquatic Development Group
www.aquaticgroup.com

Artech Design & Productions
www.artech-hk.com

Artwork Creative
www.artwork-creative.com

Atkins Heneghan
www.atkinsheneghan.com

Australian Waterslides & Leisure Pty Ltd
www.waterslide.net

Baf Graphics
www.baf.co.uk

Beauchamp Design
www.beauchampdesign.co.uk

BRC Imagination Arts
www.brcweb.com

Brennan Design LLP
www.brennanwhalley.co.uk

Broadbent
www.sbal.co.uk

Chicago Scenic Studios
www.chicagoscenic.com

Dan Pearlman Markenarchitektur GmbH
www.danpearlman.com

Dawson Design
www.dawsondesign.com

Design Duncan Miller Ullmann
www.designdmu.com

designLSM
www.designlsm.com

DP Associates GB Ltd
www.dpassociates.uk.com

Entertainment Design Corporation
www.entdesign.com

Event Communications Ltd
www.eventcomm.com

Exposed Design Consultants
www.exposed.co.uk

FORREC Ltd
www.forrec.com

Four IV
www.fouriv.com

Fresh Technologies
www.freshtechnologies.com

Fulcrum Lighting
www.fulcrum.uk.com

Garner Holt Productions Inc
www.garnerholt.com

GHT Ltd
www.ghltld.com

GSM Project
www.gsmproject.com

Haley Sharpe Design Ltd
www.haleysharpdesign.com

Holovis Attractions
www.holovis.com

Hunt Design Associates
www.huntdesign.com

Ian Bishop Design Ltd
www.ianbishopdesign.co.uk

IDEATTACK
www.ideattack.com

Ikonik Entertainment Group
www.ikonikgroup.com

Imagemakers
www.imagemakers.uk.com

Interaction
www.interaction.uk.com

iPlayCO
www.iplayco.com

International Theme Park Services Inc
www.interthemepark.com

Jack Rouse Associates
www.jackrouse.com

Jellybean Creative Ltd
www.jellybeancreative.com

Jora Vision
www.joravision.com

Keane Brands
www.keanebrands.com

KHS&S Contractors
www.khss.com

KidzStuff
www.kidzstuff.uk.com

Land Design Studio Ltd
www.landdesignstudio.co.uk

Landmark Entertainment Group
www.landmarkusa.com

LARC
www.larcinc.com

Lightswitch
www.lightswitch.net

Metavision Corporation
www.metavision.com

Mytton Williams Ltd
www.myttonwilliams.co.uk

Newangle
www.newangle.co.uk

Northern Light
www.northernlight.nl

Pyott
www.pyott.co.uk

Polin Waterparks
www.polin.com.tr

ProSlide Technology, Inc
www.proslide.com

Quarry Fold Studio
www.quarryfoldstudio.com

Rhythm & Hues Inc
www.rhythm.com

RMA Themed Attractions Ltd
www.rma-themedattractions.co.uk

Sanchuri Design Ltd
www.sanchuri.co.uk

seeper
www.seeper.com

seymourpowell
www.seymourpowell.com

Simon Morris Associates
www.madesignstudios.com

Spiral Productions
www.spiralproductions.co.uk

Start JudgeGill
www.startjg.com

Sysco Productions
www.syscoproductions.com

The Creative Store
www.thecreativestore.co.uk

The Deluxe Group
www.thedeluxegroup.com

The Ideas Company
www.theideas.co.uk

The One Off
www.theoneoff.com

The Producers Group
www.producers-group.com

The Works Ltd
www.worksltd.co.uk

ThemeScape Art Studios Inc
www.themescapeart.com.

Thinkwell Design & Production
www.thinkwelldesign.com

Tippett Studio
www.tippett.com

Transactis
www.transactis.co.uk

TVS Media Ltd
www.tvsmmedia.com

Unlimited Snow
www.snow.biz

Vision XS
www.visionxs.co.uk

Vortex Aquatic Structures International
www.vortex-intl.com

Water Technology Inc
www.wtiworld.com

Weldon Exhibits
www.weldonexhibits.com

WhiteWater
www.whitewaterwest.com

Zebra
www.zbr.co.uk

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DIGITAL THEATRES

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Antonio Zamperla Spa
www.zamperlaplus.com

Evans & Sutherland
www.es.com

Holovis
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Niceberg Studios
www.niceberg.be

nWave Pictures Distribution
www.nwave.com

Red Raion
www.redraion.com

seeper
www.seeper.com

Sky-Scan Inc
www.skyscan.com

Simworx Ltd
www.simworx.co.uk

Theming Engineers
www.themingengineers.com

Tippett Studio
www.tippett.com

Triotech
www.trio-tech.com

ELECTRONIC LOCKER SYSTEMS

Gantner Electronic GmbH
www.gantner.com

EVENT MANAGEMENT

EAG International Expo
www.eagexpo.com

IAAPA Europe
www.iaapa.org.europe

Visitor Attraction Expo
www.attractionsexpo.co.uk

World Waterpark Association
www.waterparks.org

EXHIBITIONS & DISPLAYS

B Brown Display Materials Ltd
www.bbrown.co.uk

ID Ess CD Ltd
www.idesscd.co.uk

Garner Holt Productions Inc
www.garnerholt.com

Global Experience Specialists (GES)
www.globalexperiencespecialists.co.uk

GSM Project
www.gsmproject.com

Imagine Exhibitions, Inc.
www.imagineexhibitions.com

Jora Vision
www.joravision.com

Kurt Huettinger GmbH
www.huettinger.de

Marler Haley
www.marlerhaley.co.uk

Milosgroup Entertainment
www.milosgroup.com

ray hole architects ltd
www.rayhole-architects.com

Real Studios
www.realstudios.co.uk

RMA Themed Attractions Ltd
www.rma-themedattractions.co.uk

Silverwood Exhibitions Ltd
www.silverwood-exhibitions.com

Superchrome Services Ltd
www.superchromeservices.com

Sysco Productions
www.syscoproductions.com

Wire Fittings Designs Ltd
www.wirefittings.co.uk

FAMILY COASTERS

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www.zamperla.com

ProSlide Technology, Inc
www.proslide.com

Technical Park
www.technicalpark.com

Vekoma Rides Manufacturing B.V.
www.vekoma.com

WhiteWater
www.whitewaterwest.com

FILM SERVICES

Tippett Studio
www.tippett.com

HERITAGE VISITOR GUIDEBOOKS

Hudson's Media Ltd
www.hudsons.co.uk

INDOOR COASTERS

Antonio Zamperla Spa
www.zamperla.com

ProSlide Technology, Inc
www.proslide.com

Vekoma Rides Manufacturing B.V.
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INSURANCE

Ecclesiastical
www.ecclesiastical.com

INTERACTIVE ATTRACTIONS

3DBA 3D Branded Attractions
www.3dba.be

7thSense Design
www.7thsensedesign.com

Alterface
www.alterface.com

Antonio Zamperla Spa
www.zamperlapius.com

COST of Wisconsin Inc
www.costofwisconsin.com

Creative Kingdom LLC
www.creativekingdom.com

GSM Project
www.gsmproject.com

Holovis
www.holovis.com

Imagine Exhibitions, Inc.
www.imagineexhibitions.com

iPlayCO
www.iplayco.com

OptiMusic i-Tech Ltd
www.optimusic.com

Play Mart International EOOD
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Polin Waterparks
www.polin.com.tr

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www.proslide.com

Raw Thrills Inc
www.rawthrills.com

ray hole architects ltd
www.rayhole-architects.com

Red Raion
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seeper
www.seeper.com

Simworx Ltd
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Sysco Productions
www.syscoproductions.com

Technical Park
www.technicalpark.com

Triotech
www.trio-tech.com

Unlimited Snow
www.snow.biz

Vortex Aquatic Structures International
www.vortex-intl.com

WhiteWater
www.whitewaterwest.com

LARGE FORMAT FILM

Evans & Sutherland
www.es.com

IMAX
www.imax.com

nWave Pictures Distribution
www.nwave.com

MARKETING MATERIALS

instantprint
www.instantprint.co.uk

MEDIA-BASED ATTRACTIONS

Alterface
www.alterface.com

Antonio Zamperla Spa
www.zamperlapius.com

GSM Project
www.gsmproject.com

Holovis
www.holovis.com

Kraftwerk Living Technologies GmbH
www.kraftwerk.at

Red Raion
www.redraion.com

Sally Corporation
www.sallycorp.com

seeper
www.seeper.com

Simworx Ltd
www.simworx.co.uk

Sysco Productions
www.syscoproductions.com

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[Vekoma Rides Manufacturing B.V.](#)
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MERCHANDISING

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www.instantprint.co.uk

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www.omnicogroup.com

[Penny Press Factory](#)
www.pennypressfactory.com

[Turner Media Innovations](#)
www.turnermediainnovations.com

MUSEUM SUPPLIES

[COST of Wisconsin Inc](#)
www.costofwisconsin.com

[Dauphin Restoration Ltd](#)
www.dauphin.co.uk

[EDM Ltd](#)
www.edm.ltd.uk

[Fractal](#)
www.fractal.be

[GK Beulah & Co Ltd](#)
www.beulah.co.uk

[Gallery Systems](#)
www.gallerysystems.com

[Glomas UK Ltd](#)
www.glomas.com

[Hudson's Heritage Group](#)
www.hudsons.co.uk

[iPlayCO](#)
www.iplayco.com

[Jora Vision](#)
www.joravision.com

[King & McGaw](#)
www.kingandmcgaw.com

[Lord Cultural Resources](#)
www.lord.ca

[McKenzie Clark](#)
www.mckenzieclark.co.uk

[Penny Press Factory](#)
www.pennypressfactory.com

[Polstore Storage Systems](#)
www.polstore.co.uk

[Secol Ltd](#)
www.secol.co.uk

[Visual Systems Sales Ltd](#)
www.visualsystems.co.uk

NINJA COURSES

[iPlayCO](#)
www.iplayco.com

NON-COASTER ATTRACTIONS

[Antonio Zamperla Spa](#)
www.zamperla.com

[RMA Themed Attractions Ltd](#)
www.rma-themedattractions.co.uk

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www.sallycorp.com

[seeper](#)
www.seeper.com

[Simworx Ltd](#)
www.simworx.co.uk

[Technical Park](#)
www.technicalpark.com

[Vekoma Rides Manufacturing B.V.](#)
www.vekoma.com

[WhiteWater](#)
www.whitewaterwest.com

OUTDOOR FURNITURE

[Marmax Products](#)
www.marmaxproducts.co.uk

PENNY PRESS

[Penny Press Factory](#)
www.pennypressfactory.com

PEOPLE MOVERS

[Antonio Zamperla Spa](#)
www.zamperla.com

[Dotto Trains](#)
www.dottotrains.com

[Jackson Lift Services](#)
www.jacksonlifts.com

[Pickerings Ltd](#)
www.pickerings.co.uk

[Severn Lamb](#)
www.severn-lamb.com

PLANETARIUMS

7thSense Design
www.7thsensedesign.com

Evans & Sutherland
www.es.com

Holovis
www.holovis.com

Imagine Exhibitions, Inc.
www.imagineexhibitions.com

Kraftwerk Living Technologies GmbH
www.kraftwerk.at

nWave Pictures Distribution
www.nwave.com

Penny Press Factory
www.pennypressfactory.com

ray hole architects ltd
www.rayhole-architects.com

Red Raion
www.redraion.com

Sky-Scan Inc
www.skyscan.com

PLAY

Australian Waterslides & Leisure Pty Ltd
www.waterslide.net

Clip 'n Climb International
www.clipnclimb.biz

Eibe Play Ltd
www.eibe.co.uk

iPlayCO
www.iplayco.com

Play Mart International EOOD
www.playmart.eu

Polin Waterparks
www.polin.com.tr

Proludic Play Equipment
www.proludicplayequipment.co.uk

ProSlide Technology, Inc
www.proslide.com

SMP Playgrounds
www.smp.co.uk

Vortex Aquatic Structures International
www.vortex-intl.com

WhiteWater
www.whitewaterwest.com

PHOTOGRAPHY

Image+ Digital
www.image-plus-digital.com

Picsolve International Ltd
www.picsolve.biz

TapeMyDay
www.tapemyday.com

PHOTO/VIDEO SOUVENIRS

Niceberg Studios
www.niceberg.be

Picsolve International Ltd
www.picsolve.biz

TapeMyDay
www.tapemyday.com

PRINTING

instantprint
www.instantprint.co.uk

PROJECTORS

Barco
www.barco.com/entertainment

Digital Projection Ltd
www.digitalprojection.com

RETAIL

Gateway Ticketing Systems, Inc
www.gatewayticketing.com

iPlayCO
www.iplayco.com

Omnico Group
www.omnicogroup.com

Penny Press Factory
www.pennypressfactory.com

ROBOTS/ROBOTICS

BlueBotics SA
www.bluebotics.com

Garner Holt Productions Inc
www.garnerholt.com

Kuka Robotics UK Ltd
www.kuka-robotics.com

Sally Corporation
www.sallycorp.com

Simworx Ltd
www.simworx.co.uk

The Robot Factory
www.robotfactory.com

PRODUCT SELECTOR

ROLLER COASTERS

Antonio Zamperla Spa
www.zamperla.com

Intamin Amusement Rides Int. Corp. Est
www.intamin.com

Maurer AG
www.maurer.eu

Vekoma Rides Manufacturing B.V.
www.vekoma.com

ROPE COURSES

Innovative Leisure Ltd
www.innovativeleisure.co.uk

iPlayCO
www.iplayco.com

Play Mart International EOOD
www.playmart.eu

WhiteWater
www.whitewaterwest.com

SHOW CONTROL

7thSense Design
www.7thsensedesign.com

Alterface
www.alterface.com

Associates in Media Engineering
www.media-engine.com

Kinesys
www.kinesys.co.uk

Kraftwerk Living Technologies GmbH
www.kraftwerk.at

Lift Turn Move Ltd
www.liftturnmove.co.uk

MediaMation
www.mediamat.com

Out Board
www.outboard.co.uk

ShowSys
www.showsys.com

Skjonberg Controls Inc
www.skjonberg.com

Slingco Ltd
www.slingco.co.uk

United Exhibits Group (UEG)
www.unitedexhibits.com

SOFT PLAY

iPlayCO
www.iplayco.com

Play Mart International EOOD
www.playmart.eu

Vortex Aquatic Structures International
www.vortex-intl.com

SOUVENIRS

Penny Press Factory
www.pennypressfactory.com

SPECIAL EFFECTS

Back-Stage Technologies Inc
www.back-stage.com

CMT Events
www.cmtevents.co.uk

FogScreen Inc
www.fogscreen.com

Kraftwerk Living Technologies GmbH
www.kraftwerk.at

Mad Science Inc
www.madscience.org

Metropolis Entertainment
www.metropolisav.com

PeopleVisionFX
www.peoplevisionfx.com

Polin Waterparks
www.polin.com.tr

RLH Enterprises LLC
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Sigma Services Inc
www.sigmaservices.com

Simworx Ltd
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Sky-Skan Inc
www.skyskan.com

The Effects Company
www.effectusco.com

Wildfire
www.wildfirefx.com

WOW!Works
www.wow-works.com

TECHNOLOGY

Gateway Ticketing Systems, Inc
www.gatewayticketing.com

Omnico Group
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Picsolve International Ltd
www.picsolve.biz

seeper
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Shared Knowledge Solutions Ltd
www.sharedknowledgesolutions.com

THEME PARK WHEELS

QW
www.qwheels.co.uk

THEMING

3D Custom Foam Inc
www.3dcustomfoam.com

Adirondack Studios
www.adkstudios.com

Artem
www.artem.com

AVG Technologies
www.a-v-g.com

BEST Constructors Ltd
www.bestconstructors.co.uk

Cod Steaks
www.codsteaks.com

COST of Wisconsin Inc
www.costofwisconsin.com

Cubic Design & Construction Ltd
www.cubicdesign.biz

Design & Display Structures Ltd
www.design-and-display.co.uk

Design Compendium
http://designcompendium.com

Dillon Works
www.dillonworks.com

Eastwood Cook
www.eastwoodcook.com

F & D Scene Changes Ltd
www.fdscenechanges.com

Farmer Attraction Development Ltd
www.farmer.co.uk

FORREC Ltd
www.forrec.com

Futur-2
www.futur-2.com

GSM Project
www.gsmproject.com

IDEATTACK
www.ideattack.com

iPlayCO
www.iplayco.com

ITEC Entertainment Corporation
www.itec.com

Its Alive Co
www.itsaliveco.com

Jora Vision
www.joravision.com

Larson Themed Construction
www.larson-usa.com

Lexington
www.lexingtonscenery.com

Meticulous Ltd
www.meticulousltd.co.uk

MTE Studios
www.mtestudios.com

NatureMaker
www.naturemaker.com

OpenAire
www.openaire.com

Parsons
www.parsons.com

Play Mart International EOOD
www.playmart.eu

Polin Waterparks
www.polin.com.tr

Preserved Treescapes International
www.treescapes.com

ProSlide Technology, Inc
www.proslide.com

R & R Creative Amusement Designs Inc
www.randrdesign.com

Richard York Musician Interpreter
www.richard-york.co.uk

RMA Themed Attractions Ltd
www.rma-themedattractions.co.uk

Rocas & Design
www.rocas-design.com

Roché Design
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Rock & Waterscape
www.rockandwaterscape.com

Rock Themes International Ltd
www.rockthemes.co.uk

PRODUCT SELECTOR

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Spitz Inc
www.spitzinc.com

Storyland Studios
www.storylandstudios.com

Street Art
www.streetart.it

Technifex Inc
www.technifex.com

Technovations Ltd
www.technovations.co.uk

The Nassal Company
www.nassal.com

Totally Dynamic
www.totally-dynamic.co.uk

Unlimited Snow
www.snow.biz

Vortex Aquatic Structures International
www.vortex-intl.com

Water Technology Inc
www.wtiworld.com

WhiteWater
www.whitewaterwest.com

THRILL & MEGA COASTERS

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Vekoma Rides Manufacturing B.V.
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TICKETING & ACCESS CONTROL

Access Gamma
www.theaccessgroup.com/gamma

Baldwin Boxall Communications Ltd
www.baldwinboxall.co.uk

BemroseBooth
www.bemrosebooth.com

Citizen Systems Europe
www.citizen-europe.com

Ctronix Ltd
www.ctronix.com

Deltronic Labs
www.deltroniclabs.com

Extremetix Inc
www.clicknprinttickets.com

Enta Ticketing Soluton
www.enta.com

Gantner Electronic GmbH
www.gantner.com

Gateway Ticketing Systems, Inc
www.gatewayticketing.com

Hollaender Architectural Handrail Systems
<http://architecturalhandrail.hollaender.com>

Lonsto (International) Ltd
www.lonsto.co.uk

Medoc Computers Ltd
www.medoc.co.uk

Muncie Novelty Company Inc
www.muncienovelty.com

Omnico Group
www.omnicogroup.com

OmniTicket Network Ltd
www.omniticket.com

OTOT Electronics Ltd
www.otot.ws

PDC
www.pdcorp.com

Prologic First (UK) Ltd
www.prologicfirst.co.uk

RefTech
www.reftech.com

RTP
www.rtp.com

SATO UK
www.satoeurope.com

Syndicate UK Ltd
www.syndicateprinters.com

Syx Automations Ltd
www.syxautomations.co.uk

The Experience Ticket.com
www.theexperenceticket.com

Ticket International
www.ticket-international.com

Tickets.com Ltd
www.tickets.com

Time Pursuit
www.timepursuit.com

TOR Systems Ltd
www.torsystems.co.uk

Totem Ticketing
www.tempspace.isys-computers.co.uk

Water Technology Inc
www.wtiworld.com

Weldon, Williams & Lick Inc
www.wwlinc.com

TRADE SHOWS

IAAPA EMEA
www.IAAPA.org/EMEA

TRAMPOLINES

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