

Attractions

MANAGEMENT NEWS

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Puy du Fou breaks ground on Spanish park

Historical theme park Puy du Fou's first Spanish outlet has begun construction in Toledo, ahead of its scheduled opening date of 30 August 2019.

Puy du Fou en Toledo will host a show on its opening night, called the Great Night Show. In a statement CEO of Puy du Fou Spain, Erwan de Villeon, said the show will centre on "energy and creativity" and use the knowledge of specialists in art and archaeology in Toledo and elsewhere in Spain.

The show will mark the completion of the park's first phase of development and promises to incorporate Spanish culture into its design.

"A Spanish Puy du Fou means a park with Spanish stories, rooted in the Spanish heritage, made from a Spanish point of view," said Puy du Fou chair, Nicolas de Villiers.

Throughout Q1 2019, Puy du Fou will begin its hunt for actors and will begin



■ Puy du Fou is currently in the midst of a global expansion

a second wave of searching in Q2, culminating in June. Puy du Fou's park in France is the country's second most popular after Disneyland Paris, bringing in more than two million visitors per annum.

MORE: http://lei.sr/P7Y5S_T

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A Spanish Puy du Fou means a park with Spanish stories, rooted in the Spanish heritage

Nicolas de Villiers



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Black Sabbath come home with special exhibition to go on display in Birmingham, UK

An exhibition featuring historical photos and memorabilia of heavy metal pioneers Black Sabbath is to go on display in the band's hometown of Birmingham, England.

Called *Black Sabbath – 50 Years*, the exhibition will run from June to September 2019 at the Birmingham Museum and Art Gallery and is presented by Home of Metal – a city-wide project celebrating music that was born in Birmingham.

Materials sourced directly from band members – including Ozzy Osbourne, Tommy Iommi and Geezer Butler – will appear alongside portraits and stories from the Home of Metal fan



■ The major exhibition will explore Black Sabbath's music history

"This will put Birmingham on the cultural and music heritage map and is a strong statement about placemaking"

archive at the exhibition.

"It's an honour to be a part of the Home of Metal," said

the band's lead singer, Ozzy Osbourne. "I'm just a guy from Birmingham who's been

blessed to have had such dedicated fans throughout my career. Like I've always said 'I am nothing without them.'

Lisa Meyer, co-founder and artistic director at Home of Metal, added: "This programme, celebrating Black Sabbath and their global fan base is part of a highly ambitious cultural season across the city and region.

"This will put Birmingham on the cultural and music heritage map and is a strong statement about local distinction and placemaking."

The project, curated by Capsule, has received support from Arts Council England, the Heritage Lottery Fund, Laney Amplification and Colmore Business District.

Science Museum's Ian Blatchford given knighthood in recognition for services to cultural education



■ In his role since 2010, Blatchford has been instrumental in promoting science to the nation

Ian Blatchford, director and chief executive of the Science Museum Group, has been given a knighthood for services to cultural education.

With a portfolio that includes the London Science Museum, the Science and Industry Museum in Manchester, the National Railway Museum in York, Bradford's National Science and Media Museum, and the Science Museum at Wroughton in Swindon, Wiltshire, Blatchford is responsible for overseeing some of Britain's largest

"The work of the Science Museum is rightly celebrated because its collections rests on remarkable foundations"

science institutions, which between them have a collection of more than 7.3 million objects.

In his role since 2010, Blatchford has been instrumental in promoting science to the nation.

"The work of the Science Museum Group is rightly celebrated because its collections of seven million items rests on remarkable

foundations, the nation's key role in the rise of science, from the industrial revolution to astonishingly creative individuals such as Isaac Newton," said Blatchford.

"Britain has an amazing story to tell about its contribution to world science. This story of the power of rational thinking must be taken to the young people who will change our world in decades to come."



■ Dr Khalid bin Ibrahim al-Sulaiti and Es'hailSat CEO Ali bin Ahmed al-Kuwari

"The planetarium will take visitors on a journey around the galaxies of the universe"

Khalid bin Ibrahim al-Sulaiti hails Qatar's first planetarium

Qatar's first planetarium has opened as part of the Katara Cultural Village in Doha, a location blending education, entertainment and interactivity to appeals to all age groups.

The Al Thuraya planetarium is a high-tech facility with a 22m (72.2ft) screen equipped with state-of-the-art digital projectors for 2D and 3D tutorial shows and space for 200 seats in the auditorium. Using a Digistar digital theatre system, the planetarium will be able to broadcast and share live presentations with other domes that also use this system.

Also included, a museum displays astronomical figures, with the 2,240sq m (7,350sq ft) facility also includes a large terrace overlooking the sea.

Katara general manager Dr Khalid bin Ibrahim al-Sulaiti said that the cultural village wanted to educate young people in different cultural and scientific fields, to help diversify their knowledge and understanding.

"The planetarium will take visitors on a journey around the galaxies of the universe in a simplified manner that fits children and adults in two languages – English and Arabic," he added.

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Smithsonian sites remain closed as US's government shutdown continues



■ The Donald W Reynolds Center for American Art and Portraiture in Washington is one of several sites to close

The Smithsonian's collection of museums and galleries remain closed to the public this week as the US federal government's partial shutdown entered its 17th day on Monday 7 January.

The shutdown began on 22 December 2018, caused by a dispute between US President Donald Trump and the opposition Democrat-controlled House of Representatives over funding for a wall or barrier along the border between the US and

"Two-thirds of the Smithsonian's annual income is reported to come from its federal budget"

Mexico – a key campaign pledge by President Trump.

The Smithsonian has 19 museums and galleries, plus the US National Zoological Park, and is the largest museum organisation in the world. Its most recent statement on the shutdown was on 2 January 2019, when it emphasised that animals at the zoo would continue to be cared for during the enforced closure.

Two-thirds of the Smithsonian's annual income is reported to come from its federal budget of US\$1bn (€872.3m, £783.1m).

Now the longest federal government shutdown in history, there seems little chance of the impasse being solved in the short term, as President Trump seeks US\$5.6bn (€4.8bn, £4.3bn) for southern border security.

Georgia's Zoo Atlanta on course for opening of major expansion in Q3 2019

A transformation process at Zoo Atlanta in Georgia, US, is on course to open in Q3 2019, with the expansion offering significantly expanded habitats for African elephants and new ones for giraffes, zebras, ostriches and warthogs.

The project broke ground in 2017 and has progressed well.

The elephant habitat will improve the zoo's capacity to house up to seven individual elephants and will also

include a large pool, two waterfalls and an indoor elephant care centre.

The new giraffe habitat, meanwhile, will increase its usable space and will have an unraised visitor



■ The development has been scheduled to open this summer

"Our team went to zoos throughout the US to develop a wish list. They got just about everything on that list"

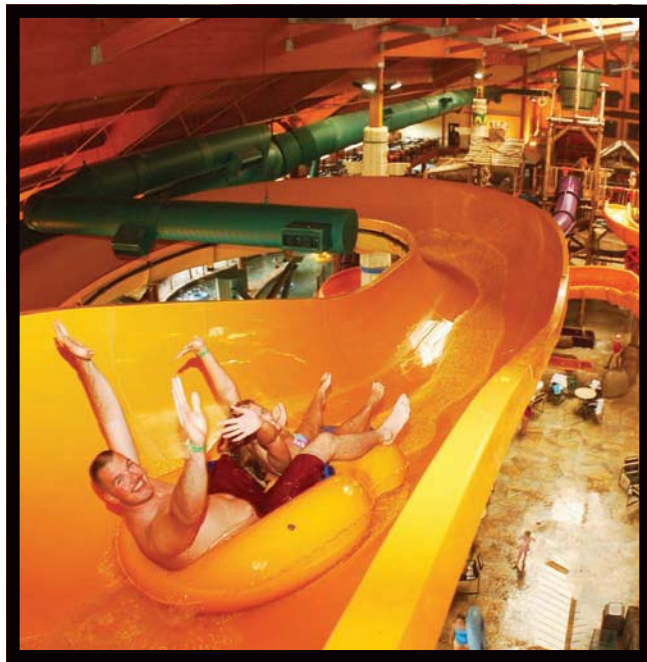
walkway, giving guests the opportunity truly appreciate the height of the animals.

The zoo will also welcome a new species, the southern white rhino,

following changes to the existing elephant habitat.

Elsewhere, the old Cyclorama Building is being refurbished and renamed Savanna Hall and will be the zoo's special events destination. This revamp is expected to open by Q2 2020 and will offer more than 25,000sq ft (2,300sq m) of event spaces.

"Our team went to zoos throughout the US to learn what best practices were and develop a wish list. They got just about everything on that wish list. The elephant care team will tell you it's one of the best facilities in the country." said Raymond B King, president and CEO of Zoo Atlanta.



■ Great Wolf operates 18 water parks across the US and Canada

{ "As we look to expand Great Wolf to new audiences, we see the potential for additional resorts in the Mid-Atlantic" }

US\$200m **Great Wolf** waterpark and resort planned for Maryland

A proposed US\$200m (€174.6m, £157.8m) project to build Maryland's first Great Wolf Lodge waterpark would deliver up to 600 new full and part-time jobs and could attract more than half a million visitors annually, according to administrators of the town of Perryville, US.

Perryville and the Cecil County of Economic Development say they are "working towards" the development of a 450 to 500 bedroom resort that would be completed by Q3 2022. As well as the waterpark element of the resort, it would include

a family entertainment area with a rope course, climbing wall, restaurants and shops, and a conference centre that could accommodate up to 1,000 people.

"As we look to expand the Great Wolf Lodge experience to new audiences, we see the potential for additional resorts in the Mid-Atlantic region," said Jason Lasecki, director of corporate communications at Great Wolf, speaking to *Attractions Management*.

"We feel Perryville is a nice fit for us and look forward to continued dialogue with city and county officials, as well as the local community."

MEET THE TEAM

For email use:
fullname@leisuremedia.com



Editor
Liz Terry
+44 (0)1462 431385



Managing editor
Tom Anstey
+44 (0)1462 471916



Publisher
Julie Badrick
+44 (0)1462 471971



Advertising sales
Paul Thorman
+44 (0)1462 471904



Advertising sales
Sarah Gibbs
+44 (0)1462 471908



Advertising sales
Chris Barnard
+44 (0)1462 471907



Advertising sales
Gurpreet Lidder
+44 (0)1462 471914



Newsdesk
Tom Walker
+44 (0)1462 431385



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



Circulation
Joe Neary
+44 (0)1462 471910

MUSEUMS

Museums exempt from new UK ivory laws

Trading of items containing elephant ivory between "accredited" museums is one of the few exemptions contained within the UK's new Ivory Act, which gained royal assent to become law in December 2018 and comes into force late in 2019.

The bill, which was introduced by Britain's environment secretary Michael Gove, introduces a total ban on dealing in items containing elephant ivory, regardless of age, within the UK, as well as exporting from or importing to the UK. It establishes a new compliance system to allow continued trading in exempt items, and brings in tough penalties for those found guilty of breaching the legislation.

Elephant numbers have declined by almost a third in the last decade and around 20,000 a year are still being slaughtered to meet global demand for ivory.

There are a handful of exemptions, including that of sales between accredited museums.

Other exemptions include musical instruments with an ivory content of less than 20 per cent that were made prior to 1975, items that comprise less than 10 per cent ivory by volume and made prior to 1947, portrait miniatures made before 1918, and items of "outstanding artistic, cultural or historic significance"

MORE: http://lei.sr/Y2t8f_T



■ Around 20,000 elephants are killed per year for their ivory



Stopping the brutal ivory trade is crucial to ensure a future for elephants

Paul De Ornellas, WWF

THEME PARKS

PAW Patrol-themed area to open at Movie Park Germany



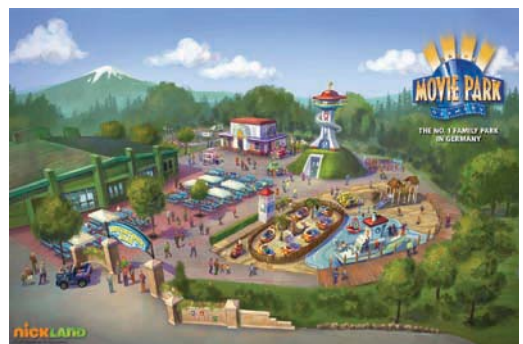
We look forward to bolstering our offer with this themed world

Thorsten Backhaus

Movie Park Germany has announced an extension of its partnership with Nickelodeon, which will see the opening of a new themed area dedicated to children's the entertainment brand's *PAW Patrol* TV series later this quarter.

The *PAW Patrol* attraction is titled "Adventure Bay" and uses an 1,800sq m (5,900sq ft) site integrated directly into the park's Nickland area.

"The *PAW Patrol* animated series is particularly popular among our younger visitors," said general manager Thorsten Backhaus. "We look forward to further bolstering our park offer



■ The PAW Patrol addition will be part of Nickland

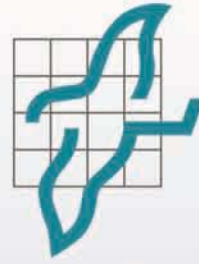
with this new themed world and better meet the needs and wishes of our target group, I'm also delighted that we have been able to further extend our cooperation with our partner Nickelodeon and dedicate an entire themed area to this great show."

MORE: http://lei.sr/D2p5y_T

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PLANETARIUMS

Northumberland planetarium plan approved

Northumberland's dark skies economy looks set to be given a boost, after planning permission was granted to build a new planetarium at the Kielder Observatory in the north of England.

The observatory will now enter a funding round in the hope that it can raise the £150,000 (US\$189,253, €165,956) it needs to build the planetarium, which is scheduled to open in Q3 of this year.

Newcastle architectural practice JDDK Architects have been tasked with the design of the planetarium.

The plans will mean Kielder Observatory can now offer visitors activities during the daytime, as well as on cloudy

and poor visibility nights, and in the summer evenings when it gets dark at a later time.

"The potential is endless and should have a much farther reach, especially with next year being the 50th anniversary of the first Moon landing," said operations director John Holmes. "Stargazing can be tremendous for the region."

According to research by Northumberland International Dark Sky Park, last year dark skies tourism was worth over £25m (€31.5m, €28.8m) to the county a year, creating around 450 jobs and generating £128m (US\$161.6m, €142.3m) for the local economy since 2013.

MORE: http://lei.sr/y3x7b_T



■ The observatory sits in the world's third-biggest Dark Sky reserve



Stargazing can be tremendous for the region

John Holmes

MUSEUMS

Promontory and museum proposed for Maltese coast



The project will preserve the existing natural coastal landscape and serve as a new asset to draw tourists

Svetozar Andreev

Architecture firm Hotei Russia have offered to design a replacement for the Azure Window, a famous limestone formation which collapsed in 2017.

The Russian architects' conceptual designs for the new landmark – dubbed "The Heart of Malta" – depict a polygonal structure connected to the mainland by an overwater promenade.

As a new cultural attraction, the 5-storey monument will also provide over 5,000sq m (54,000sq ft) of exhibition space and offer laser shows showcasing Malta's thousands-year-old history. In a statement, Svetozar



■ The new structure would replace the Azure Window

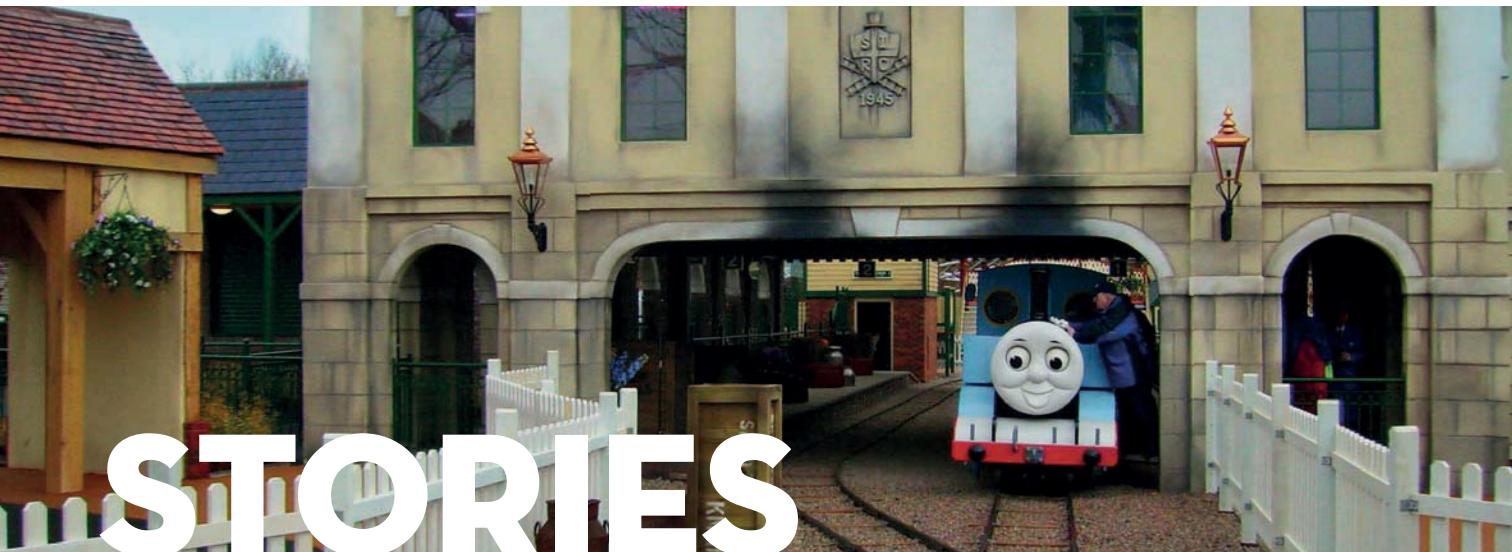
Andreev, CEO at Hotei Russia said the project would preserve "the existing natural coastal landscape" and serve as "a new asset to draw tourists".

Development plans for The Heart of Malta have not yet been released.

MORE: http://lei.sr/s8N3z_T



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SCIENCE CENTRES

Dublin attraction combines science with sport

A new sport and science centre has opened its doors in Dublin, Ireland, containing more than 300 exhibits and featuring a large Tesla coil room.

Located in the Dublin Mountains, Explorium aims to engage people young and old with science but with a focus on physical activity also at its core.

The Tesla coil – a device created by Nikola Tesla that generates various noises through current flow and can be used to make music – is located in the Lightning Room and is the first publicly usable one in Ireland. Visitors will be able to get as close as 10ft (3m) to the coil. The

110,000sq ft (10,219sq m) centre is also home to a G-force anti-gravity loop in which visitors are harnessed into a bicycle and rotate 360 degrees on a circular track.

Other features at Explorium include a sports science unit that aims to educate young sportspeople about their physical potential and how to reduce injury risk; the Maker's Lab that allows guests to create various objects and learn about electric circuits, motors, gears, torque and force transference; and the Senses exhibit, where visitors will learn about bio-electricity, magneto-reception and thermos-reception through their sensory attributes.

MORE: http://lei.sr/y4c6d_T



■ Explorium aims to engage people young and old with science



Explorium include a sports science unit that aims to educate young sportspeople about their physical potential

VISITOR ATTRACTIONS

Disney's NBA Experience aims for hands-on immersion



We're excited to bring new and lifelong fans closer to the game

Salvatore LaRocca

Basketball fans will get a hands-on taste of life as a professional player, when Disney's new NBA Experience attraction opens in Q3 2019 at the Disney Springs leisure district in Orlando, Florida.

Visitors will be able immerse themselves in the world of professional basketball, experiencing the atmosphere of the NBA Draft, practicing and showing off their skills in a replicated NBA Combine challenge that provides them with a scouting report highlighting their stats, and stepping onto the court and hearing the roar of the crowd as they go through a series of timed shots.



■ The NBA Experience is due to open summer 2019

"The NBA Experience will be a destination for basketball fans from all over the world, and we're excited to partner with Disney to bring new and lifelong fans closer to the game," said Salvatore LaRocca, president of Global Partnerships at the NBA.

MORE: http://lei.sr?a=n9j9K_O

VISITOR ATTRACTIONS

Lionsgate World to open in China this year

An immersive experience planned for China, Lionsgate Entertainment World, is to open in 2019, its developer has announced.

Stretching to five-and-a-half acres, the centre will include attractions, dining, and retail themed around Lionsgate film franchises that are popular in China, including *The Hunger Games*, *Twilight* and *Escape Plan*.

The experience will be located near China's border with Macau, in Zhuhai, and is being developed by Zhuhai Hengqin Laisun Creative Culture City Co. It was created by experience designers Thinkwell.

There will be around 30 attractions on offer to visitors

at the centre, among them media-driven simulations and virtual reality experiences.

Lionsgate Entertainment World general manager Selena Magill said: "Lionsgate Entertainment World aims to become a multifaceted destination by engaging guests through storytelling, as well as by encouraging participation and social activities with opportunities for plenty of personalisation.

"By creating immersive entertainment attractions featuring blockbuster movie properties, we expect guests in the Greater Bay Area to enjoy sensational experiences with their friends and families at Novotown."

MORE: http://lei.sr/7P8V3_T



■ A Twilight experience is among the attractions planned



We expect guests in the Greater Bay Area to enjoy sensational experiences

Selena Magill

AQUARIUMS

Cape Town aquarium completes major renovations



We're finally reopening one of the jewels of the Two Oceans Aquarium

Michael Farquhar

The Two Oceans Aquarium in Cape Town, South Africa, has announced the completion of several years of renovation and construction, with the reopening of its 800,000 litre Kelp Forest exhibit.

One of three large-scale installations at the Cape Town aquarium, Kelp Forest has undergone considerable refurbishment, with new rockwork replacing the previous fibreglass structures. The design was also shaped to mimic the ocean's rock formations.

"It feels like we are at the end of an era, from noticing over 10 years ago that our two large exhibits would need



■ The Kelp Forest holds 800,000 litres of sea water

to be repaired, to building the new I&J Ocean Exhibit, starting the repairs on the Predator and Kelp Forest Exhibits, to finally reopening one of the jewels of the Two Oceans Aquarium," said Michael Farquhar, CEO of the Two Oceans Aquarium.

MORE: http://lei.sr/x6Z6k_T



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Finnish fairytales

€70m Kids' World centre planned for Finnish city of Espoo



■ The space is designed by Lundén Architecture Company together with children and artists

A €70m (\$79.53m, £62.92m) plan to build a “Kids' World” cultural centre near Helsinki, Finland, has been announced by Finnish organisation Lastenmaailma ry.

Expected to open in 2025, the attraction is targeting 600,000 visitors per year and will draw on Nordic children's culture.

Surrounded by world-class architecture and Finnish nature, Kid's World will create a fairytale-like atmosphere where popular children's stories and characters come to life.

The Moomins, Tatu and Patu, Ricky Rapper and traditional Finnish fairy tale characters are all included in the plans, with children able to engage in the stories through reading, playing and being creative with their hands.

A city planning reservation covering an area of four hectares has been made, which is valid for two years. According to the Lastenmaailma, this two years will be used to finalise the Kids' World concept, the precise finance plan and construction details. It's estimated that 10,000sq m (107,000sq ft) of land will be needed for the centre, and construction could cost between €50m (US\$56.8m, £44.9m) and €70m (US\$79.5m, £62.9m). Lastenmaailma ry was founded in

“ We want the architecture, content concept and services of the building to represent new thinking and the best know-how in the field ”

■ At the heart of the children's world would be stories and fairy tales that would form the content of the cultural center



“ We the architecture and services of the building to represent new thinking and the best know-how in the field ”

summer 2018 to promote children's culture and to build a place for this to flourish. The Karhusaari Kids' World centre will be built at Karhusaari, an island that is part of the growing city of Espoo to the west of the Finnish capital.

Inspiration for the project came from a visit by project leader Taneli Heikka to Swedish children's museum Junibacken. Collaborating on the project are the Association of Finnish Children's Cultural Centers, which has 28 member centres, and the Finnish design agency N2 Helsinki Oy, which is responsible for the concept and public relations and communications.

Jussi Nurmio, chair of N2 Helsinki Oy's board said: "Our goal is to build one of the most interesting cultural sites in the world. We want the architecture, content concept and services of the building to represent new thinking and the best know-how in the field."



■ The visitor destination is expected to draw up to 600,000 visitors each year



■ President Donald Trump and Israeli Prime Minister Benjamin Netanyahu

Unesc-NO

Both the US and Israel withdraw from the world heritage body

The US and Israeli governments have now officially withdrawn their respective countries' memberships from

Unesco, following notices to withdraw being handed in by the two countries in Q4 2017.

As the new year was sworn in, both countries' exits from the body became effective, however, the US looks set to stay engaged with Unesco at non-member level as an observer

state on non-politicised issues.

These issues include World Heritage site protection, press freedom advocacy and the promotion of scientific collaboration and education – and the US may take the option of applying for observer state status at Unesco's Executive Board meetings in Q2 of this year.

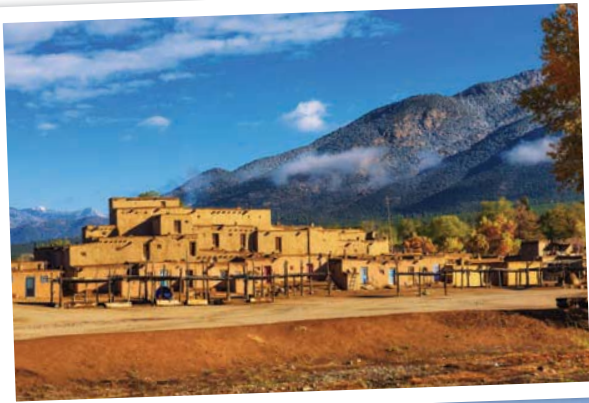
The move has been made at least in part due to sentiments that the Paris-based body is anti-Israel. Unesco has previously publicly

criticised Israel's occupation of East Jerusalem and named ancient Jewish sites as Palestinian World Heritage Sites, as well as granting full membership to Palestine in 2011.

From then, both the US and Israel stopped supplying funding to Unesco and the US has been as vocal as demanding fundamental reform at the organisation.

It is unclear as yet how the withdrawal will affect US and Israeli World Heritage Sites. Unesco

■ The US and Israel have a combined 32 World Heritage sites on the Unesco list



director-general Audrey Azoulay, who took up her post just after the US announced its exit plans, has offered gestures in the way of appeasement – among them, the UN's first educational guidelines on fighting anti-Semitism.

There are 23 World Heritage sites in the US, including Grand Canyon National Park, Independence Hall, Yellowstone National Park and the Statue of Liberty, while Israel currently has nine. A *New York Times* article written last year saw Stefan Simon,



With the US once responsible for 22 per cent of Unesco's budget, of course, the announced withdrawal is detrimental

the director of Global Cultural Heritage Initiatives at Yale University state that there would be negative effects.

"With the US once responsible for approximately 22 per cent of Unesco's budget, of course, the announced withdrawal is detrimental," he said.

"It would painfully reduce Unesco's ability to fulfil its important missions, such as advancing and promoting literacy, gender equality, freedom of expression and scientific collaboration."



The V&A is committed to exploring our own colonial history with rigour and transparency - and to building platforms for partnership and collaboration around the world

Tristram Hunt, director, V&A Museum



Colonial questions

UK museums asking staff to carry out provenance research on colonial items



■ The history of artefacts are being better researched to determine their origins

A number of major British museums are taking steps to learn the origins of artefacts on display originally procured in the colonial era.

London's British Museum and the V&A, as well as Oxford's Pitt Rivers Museum, are all tasking current research staff with providing visitors with greater clarity on the origin of such items and are making the process of disseminating their provenance research back to visitors clearer.

Curators at the British Museum, for example, are incorporating new provenance research into audio guides, as well as striving for "very honest" labels.

Meanwhile, Pitt Rivers is recruiting a research assistant to manage a labelling project. The successful candidate for that role will "tackle a complex problem around historical labelling and language-use in the much-loved and



■ A crown, made in Ethiopia around 1740, currently part of London's V&A exhibit on the Maqdala Treasure

The V&A has strengthened its commitment to provenance research and recently appointed a dedicated research curator

criticised Pitt Rivers Museum", with the aim to "dissect and dismantle some of the complex contested words, stereotypes and concepts that are present not only in museums but in society at large".

A V&A spokesperson said that the museum has "strengthened its commitment to provenance research" and recently appointed a dedicated provenance and spoliation research curator.

The V&A's events programme in 2018 also held conferences on the history of Britain's colonial past called Troubling Objects and Practices of Engagement with Contested Heritage Collections.

Tristram Hunt, director of the V&A, said: "Through exhibitions, conservation work, provenance research, talks and events, the V&A is committed to exploring our own colonial history with rigour and transparency - and to building platforms for partnership and collaboration around the world."



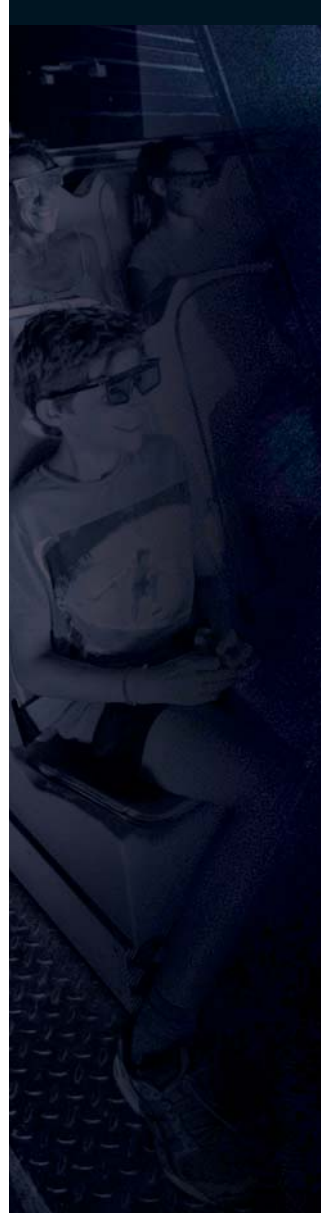
■ Many of the British Museum's exhibits benefit from colonial looting in the distant past



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What sectors do you work in?

We work mainly with amusement and theme parks, family entertainment centres, museums, aquariums, safari parks, zoos, retail malls, and in the education and corporate sectors.

What projects are you working on at the moment?

We're working on a multitude of projects in various parts of the world. Many are subject to NDAs so we can't give share this information yet. Two we can talk about, however, are the Immersive Superflume for Trans Studio in Indonesia and the first example of our Mini Flying Theatre for Baosun Wildlife Park in Vietnam.

For the Simworx team, which has designed, built and installed its products in locations worldwide, including in the UK, Europe, North America, South America, Asia, New Zealand and the Middle East, quality and innovation are key.

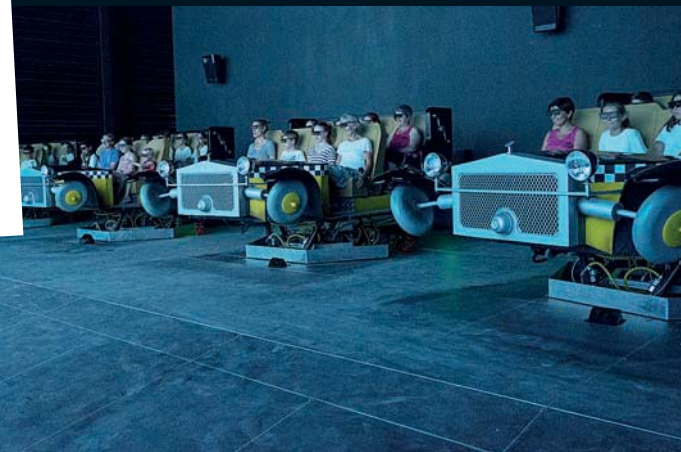
"We strive to be the leading global supplier of media based attractions," says company CEO Terry Monkton.

"At Simworx, we're renowned for our quality products, performance, technical expertise and creative attraction solutions. The idea that we can successfully work with a client to achieve their aspirations and develop a ride they're truly happy with inspires us. On opening day, seeing the client and their customers enjoying the ride experience and hearing their comments just adds to that."

The Simworx service book includes full turnkey solutions, custom attractions, product development, manufacturing and service support, to film content, motion programming and complete



Four of Simworx's Stargazer units have been utilised within Gaffe Á Gaston at Parc Spirou





We continue to evolve the product range and adopt the very latest in advancements in technology

► themed attractions. For Monkton, as a leading technology company, Simworx always has to be at the forefront in every part of its business.

“We continue to evolve the product range and adopt the very latest in advancements in technology,” he says. “We’re also mobilising the sales team to be truly global so that we can be proactive in territories where demand is high.”

The development process

Focussing on the Stargazer and Immersive Tunnel rides completed for the recently opened Parc Spirou in France, Monkton explains how a new attraction goes from conception to reality and the steps that have to be taken to ensure it reaches the highest quality standards.

“We were originally approached in June 2013 by a company called Parexi,” says Monkton. “They had developed the concept and masterplan for Parc Spirou and were looking for Simworx to produce a number of media based attractions for the park based on the Spirou IP.

“After several meetings this culminated in the Stargazer and Immersive Tunnel attractions being ordered and subsequently opening at the park in June 2018.”

For Simworx, the project management team was made up of Richard Monkton and Tony Whiley – overseen by head of projects Martin Booth – along with mechanical and electrical engineers, software and AV technicians. Outside of the company, Simworx worked with a number of different parties, including Parc Spirou’s management team, Parexi’s project management team, IP provider Média Participations, the local authority, shareholders, investors and the park’s safety inspectors Socotec.

“Before signing the contract, we discussed the final ride choices, and produced concepts and first draft layout drawings,” Monkton explains. “Once the contract was signed, we moved to the

KEY CLIENTS

- Parc Spirou, France
- National Geographic
- Ferrari Land, PortAventura, Spain
- Dubai Parks and Resorts - Motiagate Dubai and Bollywood Parks Dubai
- Hub Zero, Dubai
- Movie Park Germany
- Trans Studio, Indonesia
- Parques Reuinidos
- Companie De Alpes, Futuroscope, France

design stage, which typically features preliminary design and detailed design.

“During these stages we work with our partners to design the rides, to meet their technical needs and to match their creative aspirations. The design then goes through a third party safety design review process and once all parties are happy with this, we enter the procurement and manufacturing stage.”

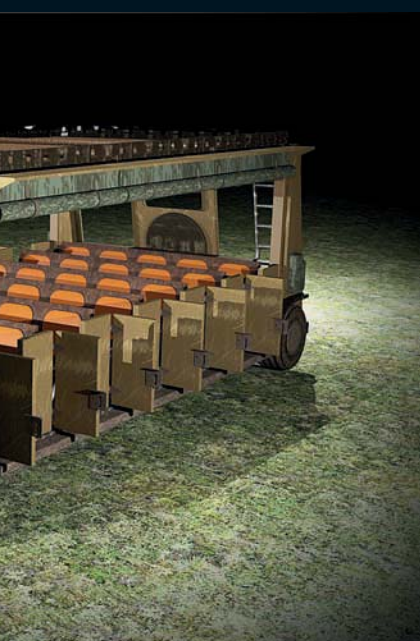
During the design phases, Simworx will work with the client’s architects to provide layout drawings and information for facility load details and power requirements. This means the architects can then make a start on creating a structure to house the ride, queuing areas, pre-show area and the plant room. Through the entire process, quality and safety are always placed at the forefront of the process for Monkton.

“The client is invited to check the work in progress throughout





Accompanied by a pre-show starring Spirou, the Dinosaur Island Immersive Tunnel is a totally immersive experience for all ages





For a complex, bespoke ride we offer a 'hand holding' service where we have an expert technician on site for 30 days after the attraction opens

► the process," he says. "We carry out a strenuous factory acceptance test, which the client is invited to attend before the ride's shipping.

"Once the rides have been delivered to site, we carry out mechanical and electrical installation elements and install the AV components. Once hardware has been fully installed, we programme the ride's motion profile and special effects cues, something we do in conjunction with the client."

IP creation

When working with intellectual properties, an extra layer is added into the process. Typically, the park arranges a licence

agreement with the IP provider. Simworx will then custom-design a ride tailored to the park and the IP's requirements.

"When we produce a ride related to an IP, we produce an initial concept and send these to the parks, who in turn send them to the licensor for approval," says Monkton.

"Depending on feedback received, we'll then tweak the designs until they're approved by the licensor."

Simworx's Stargazer ride, as an example, is based on the character Gaston from the Spirou universe. The ride sees guests seated in replicas of Gaston's car and taken on a wild ride with the character, who is an enthusiastic inventor.



IMMERSIVE SUPERFLUME

The ride's motion base and immersive screens are added to a flume ride for what will be a totally unique, world first visitor experience

Simworx has recently partnered with water ride specialist Interlink to create a brand new attraction concept – the Immersive Superflume.

Featuring a motion base and immersive screens added to a traditional flume ride, the experience at Trans Studio in Indonesia will be a world first for any visitor attraction when it opens in December 2019.

The under development ride will use 16-seater boats and a conveyor loading system, with riders leaving the loading/unloading station to travel through a dinosaur-themed area. On the ride, they enter an immersive tunnel where their boat will stop and huge screens on either side of them bring the dinosaurs to life. On the ride, the movement of the boats

will sync up with the action on-screen as riders escape the prehistoric beasts.

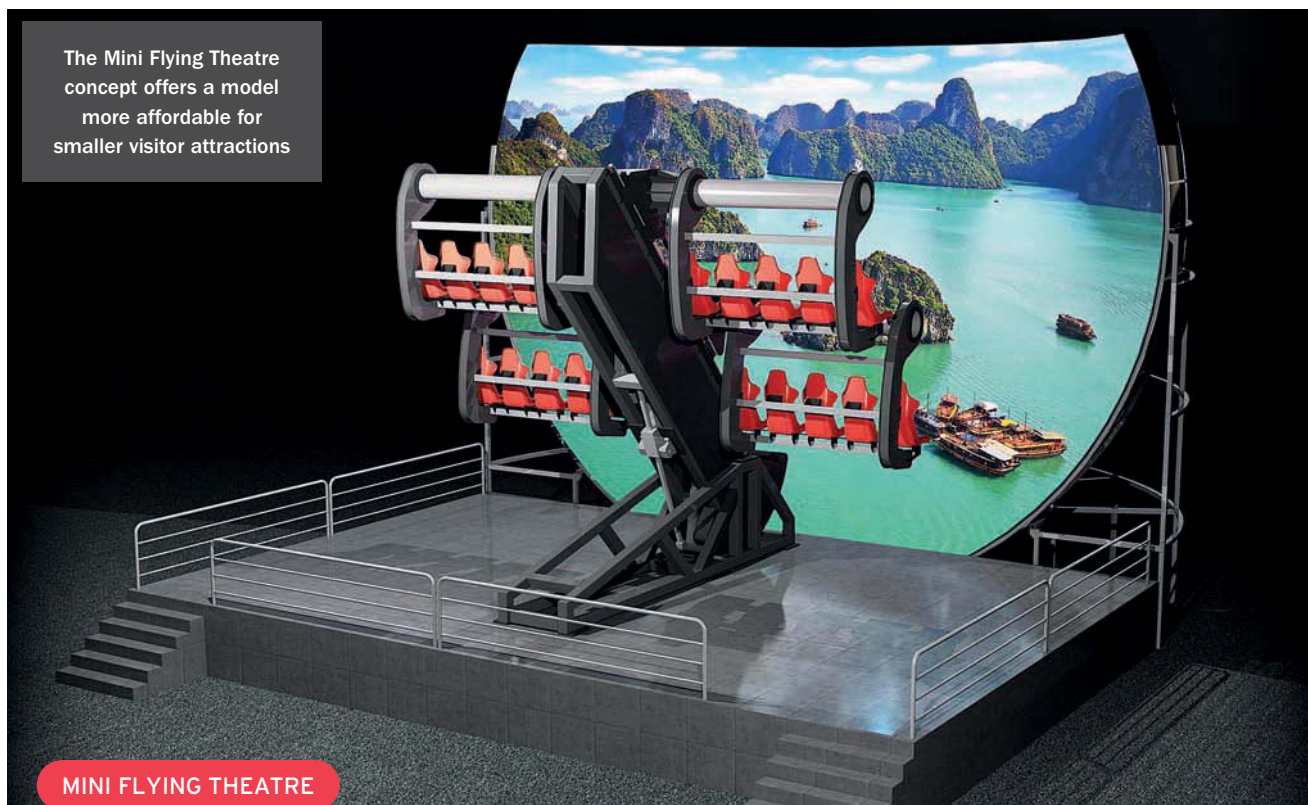
Having escaped, the ride will then continue through another dinosaur-themed section before entering a vertical lift, which will include further theming and various special effects.

At the ride's 12m (39ft) peak, the boats will plunge into a final splash pool, before heading back

along another section of the ride to the station.

Throughout the ride experience, large screens built to accommodate 3D and 4K projection will be used in combination with an audio system to place riders at the centre of the action.

The Mini Flying Theatre concept offers a model more affordable for smaller visitor attractions



MINI FLYING THEATRE

Designed to entertain guests of all ages, the first example of Simworx's recently-introduced Mini Flying Theatre will open in Q1 2019 at the Baosun Wildlife Park in Hanoi, Vietnam.

Developed as a smaller option to the 60-seat Flying Theatre also offered by Simworx, the Mini Flying Theatre brings this popular

type of attraction into the reach of smaller operators, with a more accessible price range and smaller overall footprint but still utilising cutting-edge ride technology.

The ride features an immersive, large format, one quarter dome screen concept, with 20 seats and an hourly capacity of up to 250 guests. Riders are seated in four rows of five – two on

each side of a central holding structure – on a normal horizontal plane. As the ride cycle begins, the seats are lifted into the air in a smooth transition to panorama mode, with the rear rows moving above those in front.

Guests experience movement, matched to the on-screen footage. This includes programmable heave and tilt along with forward

and backward motion, while the sensation of flying is enhanced with the riders' legs dangling freely below them.

In-theatre effects are also included, with riders experiencing water spray, wind, snow, smoke and special effects lighting. The Mini Flying theatre is also supplied with surround sound audio and an HD or 4K 3D projection system.

"These are highly dynamic, 6DOF, eight-seater vehicles. Four are used in the attraction," Monkton explains.

"We created the design for the vehicles and then the moulds which again have to be approved by both the licensor and the park. It's imperative that everything we do is approved by the IP owner."

Client relationships

While some levels of involvement from the client are obviously expected, how much involvement during the development process is up to the client and what the project entails.

"It differs between whether the ride is a standard ride from our portfolio or is a custom ride," says Monkton.

"The client is involved through the preliminary design phase – and possibly, once complete, the final detailed design stage.

"We stay in touch with the park's project management team continually, keeping them informed of the development and build of the ride, as well as installation and commissioning planning.

"Once installed, the ride is reviewed with the client with a view to obtaining the final signed handover certificate."

As a company with vast experience and many high-profile projects, Monkton says the key to success is to be aware of, and subsequently avoid, any potential obstacles you could encounter through the entire process – from start to finish.

"The key to the successful delivery of any project is to ensure you don't have challenges," he explains. "We've installed hundreds of rides over the years, so we know what can crop up. We've learned to ensure the project process runs as smooth as possible, so any issues are addressed before they become challenges."

Once the ride has been delivered and is up an running, Simworx continues its relationship with the client, ensuring it remains of the highest quality and is fully operational for visitors.

"For a complex, bespoke ride we offer a 'hand holding' service where we have an expert technician on site for 30 days after the attraction opens," says Monkton.

"When it's been running for a month or two, we review the attraction with the client for any minor adjustments.

"We also provide an after sales service support contract so that any prospective client knows Simworx will always be on hand to support them."

CONTACT SIMWORX

Phone: +44 (0) 1384 295 733

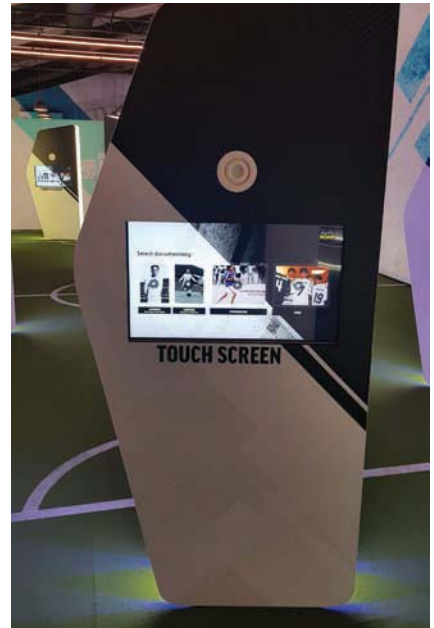
Fax: +44 (0) 1384 296 525

Email: sales@simworx.co.uk

Website: www.simworx.co.uk

PRODUCT INNOVATION

Suppliers tell Attractions Management News about their latest product, design and technology launches



● 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



● Matt Steedman, Amped Digital

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 50m x

40m 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."

ATTRACTIONS-KIT KEYWORD

AMPED DIGITAL

Immotion VR centre opens at London's Wembley Park



● Arek Antoniak, head of Retail Operations at ImmotionVR

Immotion VR has opened a new experience centre in London's Wembley Park.

Located in the London Designer Outlet (LDO), next to the Wembley Stadium, the new centre offers a range of fully-immersive VR experiences and is equipped with VR cinema pod motion simulators, featuring multi-directional movement and surround sound.

Experiences on offer include: Jinxed, a virtual ghost train thrillride, DeltaZero, a mission through space and Legend of



● The attraction has opened inside Wembley's London Design Centre

Lucsa, a sub-sea exploration and seasonal content including a Christmas Experience.

"From young to old, VR will take you to new worlds or provide a new twist on familiar tales," said Arek Antoniak, head of Retail Operations at ImmotionVR. "With a host of different experiences, we can guarantee the most intense

and immersive illusion."

Sue Shepherd, centre manager at LDO, added: "Immotion VR adds a new dimension to LDO's range of retail, leisure and dining and is a fun and innovative way to experience virtual reality."

ATTRACTIONS-KIT KEYWORD

IMMOTION

Science centres

SK Films' Volcanoes 3D to open at California Science Center

The California Science Center IMAX theatre is set to launch a new 3D experience that will showcase the devastating power of volcanoes and their impact on the planet.

Opening 21 January, *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



● Jeff Rudolph

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,

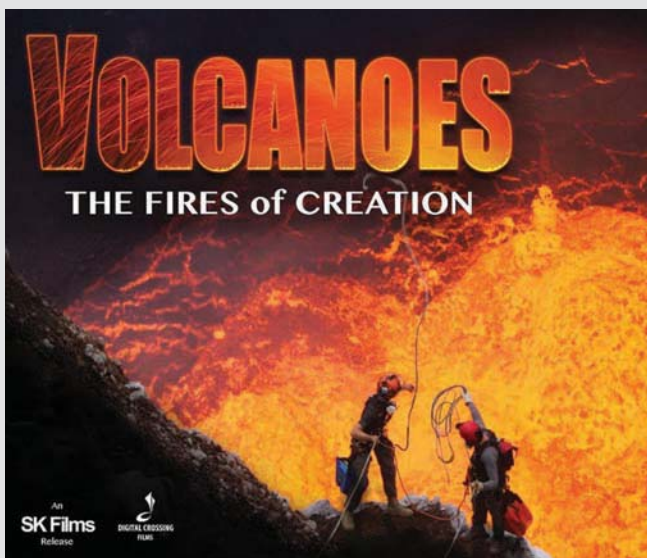
or descending into a volcano, while remaining safe," said Jeff Rudolph, president of the California Science Center.

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."

ATTRACTIONS-KIT KEYWORD

SK FILMS



15-17 JANUARY 2019

EAG/Visitor Attractions Expo
ExCeL Exhibition
Centre, London, UK

Both EAG International and Visitor Attraction Expo are presented by the industry's trade associations BACTA and BALPPA. The event will showcase more than 300 manufacturers from around the world, with well over 100 leisure brands represented.

Tel: +44 (0) 1582 767 254

Contact: karencooke@swanevents.co.uk

www.attractionsexpo.co.uk

25-27 JANUARY 2019

HAuNTcon
New Orleans, Louisiana, US

HAuNTcon, the leading event for haunted attractions, is a trade-only event that brings industry professionals together each year. Owned by Urban Expositions, a Clarion Events Company, the event provides a platform for sourcing, learning, and networking. The event is co-located with the Halloween and Party Expo.

Contact: esaunders@urban-expo.com

www.hauntcon.co

27-29 JANUARY 2019

IAAPA FEC Summit
Hyatt Regency Lost Pines
Resort, Austin, Texas, US

Family entertainment center (FEC) operators from around the globe gather at this yearly event to learn the latest best practices and share ideas. IAAPA FEC Summit 2019 is an educational event for FEC owners and operators with a specific focus on building the skill sets necessary for success in the attractions industry. Three days of learning.

Tel: +1 703 836 48007

Contact: iaapa@iaapa.org

www.iaapa.org



■ The 2019 event will bring new technologies and networking possibilities under one roof

26-28 MARCH 2019

Amusement Expo International
Las Vegas Convention Center,
North Hall 1, Nevada, US

The three-day Amusement Expo International, targeting the amusement and FEC sectors, will

consist of a one-day conference and educational schedule – covering a number of topical issues – followed by a two-day exhibition.

Tel: +1 708 226 1300

Contact: info@amusementexpo.org

www.amusementexpo.org

6-8 MARCH 2019

IAAPI Expo
Bombay Exhibition Centre,
Goregaon East, Mumbai, India

The three day exhibition will provide a platform to share and learn new ideas. Big players from the industry will share their learning, innovative ideas, schemes and experience. As well as a large show floor, there is also a seminar programme which will see a wide range of topical issues related to the amusement industry being discussed in depth.

Tel: +91 902 903 1643

Contact: info@iaapi.org

www.iaapi.org

25-27 MAR 2019

Dubai Entertainment Amusement and Leisure Exhibition (DEAL)
Dubai World Trade Centre,
Dubai, United Arab Emirates

DEAL is the region's largest trade show for the theme park and amusement industries. In 2019, the event will be celebrating its silver jubilee year as it is being held for the 25th time. Its popularity as a marketplace for the region's visitor attraction industry

means that it brings in some of the biggest names across the US, Europe, Asia, Africa – and of course the Middle East to participate and exhibit.

Tel: +971 4 3435777

Contact: lilia@iecudubai.com

www.dealmiddleeastshow.com

9-11 MAY 2019

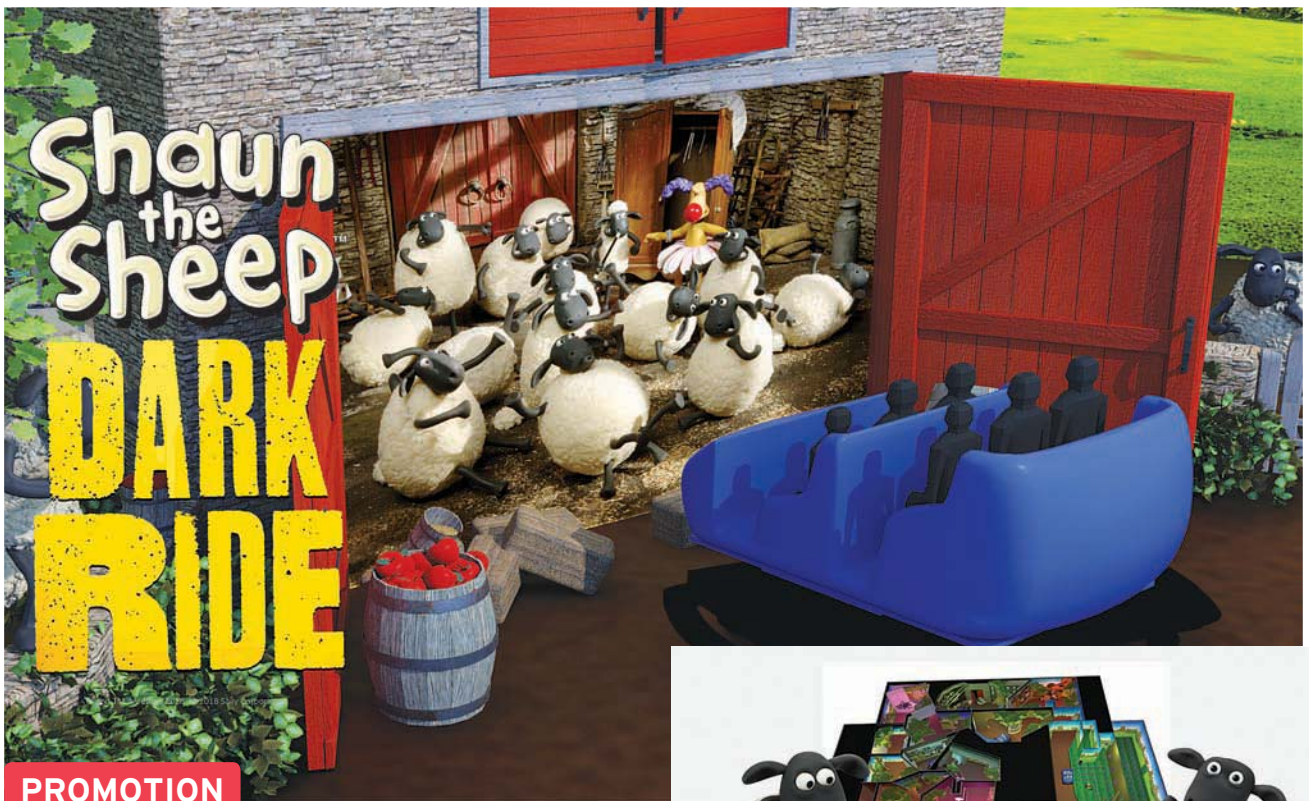
Asia Amusement & Attractions Expo (AAA) 2019
China Import & Export
Fair Complex (Area A)

This years event is set to cover an exhibition area of more than 100,000sq m, with 3,000 booths and more than 500 exhibitors. AAA – which as integrated with the CIAE & TP AE shows – has become the largest event of games, amusement, theme parks and attractions in Asia. It is an exciting market, as China is poised to surpass the US and become the largest theme park market in 2020. As a result, In 2019, AAA is expecting to double the turnout of international exhibitors.

Tel: +86-20-22106418

Contact: grand.ti@grahw.com

www.aaaexpos.com



Sally Corporation partners with Aardman to create a Shaun the Sheep dark ride

What is it?

Aardman, the world-famous animation studio has partnered with dark ride specialists, Sally Corporation, to develop an array of dark ride concepts based on the stop motion series, *Shaun the Sheep*.

The *Shaun The Sheep*-themed dark ride is being marketed to any park looking for a fun, family ride.

What to expect

Riders will step aboard custom-themed vehicles that will transport them through the rural, rustic and

colourful world of *Shaun the Sheep*. Guests can expect an adventure filled with slapstick humor and all the playful antics that Shaun (the leader of the flock) can conjure up in a four minute ride experience.

Immersive sets and scenery and custom animatronics will mimic iconic scenes from the movie and series. Buyers can choose from a classic storytelling dark ride or a repeatable interactive gaming experience.

Who's it for?

With Sally's ability to custom design dark rides, this attraction is suitable for any size park, or FEC looking to satisfy their family sector/demographic and gain a marketable IP for their location.

"From farm-themed attractions and play parks, to cafés and stage shows, people are noticing the universal appeal of this popular IP and integrating it into attractions world-wide. Now, Sally gets the opportunity to join in the fun and create a fully immersive Shaun the Sheep dark ride that will be nothing short of a flockin' good time."



● Lauren Weaver, Sally Corporation



says Lauren Weaver, director of marketing, communications and business development at Sally Corporation.

Benefits

- Family ride
- Internationally popular IP
- Funny, slapstick humor
- Cross-cultural appeal
- Bonus holiday animation
- Loved by all ages

Background

Aardman Attractions and Live Experiences department specialises in creating immersive experiences which appeal to and engage the whole family.

Sally's experience of creating family dark rides for parks around the world, makes this a perfect partnership.

"Shaun the Sheep loves new adventures," says Ngaio Harding-Hill, senior manager of attractions and live experiences at Aardman.

"We're thrilled by the opportunity to provide Shaun's global family audiences with a unique way to immerse themselves in the world of our characters."

Contact Sally Corporation today to learn more

- info@sallycorp.com
- +1 (904) 355-7100
- Visit www.sallycorp.com to learn more about our 40 years of destination-quality dark rides

ATTRACTIONS-KIT KEYWORDS

SALLY CORPORATION

Attractions Find great staff™

MANAGEMENT NEWS



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What packages are available?

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

Is there more?

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

What now?

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

Meet the Attractions Management News recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Gurpreet Lidder

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

For more details on the following jobs visit www.attractionsmanagement.com or to advertise call the team on +44 (0)1462 431385



Fundraising Officer - Berry Theatre and The Point

Salary: Circa £30,000
Company: Eastleigh Borough Council
Location: Eastleigh, UK

LZ Overnight Experiences Host

Salary: Competitive
Company: Zoological Society of London
Location: London, UK

Sales Manager Park, Hotel and Holiday Camp

Salary: Competitive
Company: Heide Park Resort
Location: Soltau, Germany

Head of Sales

Salary: Competitive
Company: Legoland
Location: Goshen, New York, USA

Head of Marketing

Salary: Competitive
Company: Legoland
Location: Goshen, New York, USA

Glamping Site Manager

Salary: Competitive
Company: Chessington World of Adventures
Location: Chessington, UK

Operations Lead

Salary: Competitive
Company: Sea Life
Location: Bloomington, Minnesota, USA

Finance Business Analyst

Salary: Competitive
Company: Merlin Entertainments Group
Location: Sydney NSW, Australia

Entertainment Technician

Salary: Competitive
Company: Legoland
Location: Winter Haven, Florida, USA

Education Specialist

Salary: Competitive
Company: Sea Life
Location: Auburn Hills, Michigan, USA

eCommerce/Digital Marketing Representative

Salary: Competitive
Company: Legoland
Location: Winter Haven, Florida, USA

Curatorial Senior Diver

Salary: Competitive
Company: Sea Life
Location: Sydney NSW, Australia

Curatorial Dive Supervisor

Salary: Competitive rate of pay
Company: Sea Life
Location: Sydney NSW, Australia

Costume Character / Special Events Guest host

Salary: Competitive rate of pay
Company: Legoland Discovery Centre
Location: Auburn Hills, Michigan, USA

Commercial Training Coordinator

Salary: Competitive rate of pay
Company: Legoland
Location: Winter Haven, Florida, USA

Commercial Team Leader (Replenishment)

Salary: Competitive rate of pay
Company: The Eye Brand
Location: London, UK

Commercial Team Lead

Salary: Competitive rate of pay
Company: Legoland Discovery Centre
Location: Chicago, IL, USA

Attraction Manager

Salary: Competitive rate of pay
Company: Merlin Entertainments Group
Location: Auburn Hills, MI, USA

For more details on the above jobs visit www.attractionsmanagement.com



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