

WORLD PARK

FEBRUARY 2012

Iceland's new FEC

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roof in Reykjavik

INSIDE

Gary Goddard
Landora Istanbul
Ferrari World Check-up
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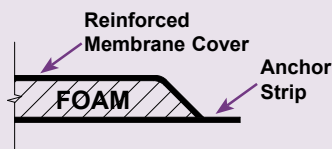
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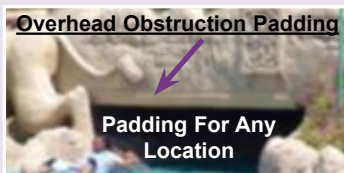
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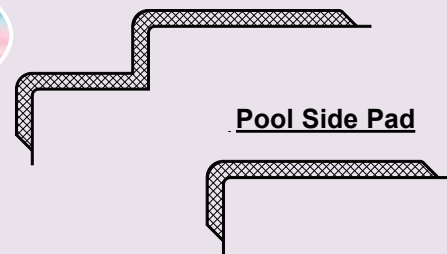
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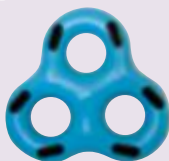
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“

Iceland has gone through some tough times in the last three years since our economic system collapsed so we wanted to create the ambitious, exotic venue that Icelanders deserve to have

”

Skemmtigardurinn owner Eythor Gudjonsson discusses his new FEC, P28



“

The biggest requirement Ferrari World has to address is to create an atmosphere and ambience of fun by making it much more like a theme park by, perhaps, taking itself a little less seriously

”

Phil Taylor offers an analysis of Ferrari World Abu Dhabi, P30



THIS MONTH'S COVER SHOT: A Midi Dance Party 360° from the SBF-Visa group is one of the headline attractions at Skemmtigardurinn, Iceland's newest family entertainment centre. As can be seen in our stunning photo, the attraction raises the roof (almost!) of this Reykjavik FEC. See page 28. sbfrides.com

Old Timer Animals Shooting cars Kiddie Cars

B

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ParkWord

February 2012



It's now more than a year since the doors were opened to the vast adrenaline charged, air-conditioned playground that is Ferrari World Abu Dhabi (FWAD). A good opportunity then for a bit of analysis, which is exactly what we do on pages 30 and 31 with the help of local attraction expert Phil Taylor and others.

When I visited for the launch last winter, the park actually had something of a serene atmosphere, lacking the obvious intensity of motor racing. Then again, Formula 1 has always bored rather than excited me, so even a V8 engine wouldn't rev me up.

The real reason the venue was so quiet was that the ruler of Ras Al Khaimah had just died and the entire United Arab Emirates (UAE) was in mourning. Therefore the grand opening ceremony had been postponed and there were just us international media shaking around inside the 86,000 square metre building. Everyone else had taken a pit-stop.

Fortunately I did get to experience Formula Rossa, the world's fastest rollercoaster – a title a lesser motorsport attraction in Germany has yet to steal. That did rev me up. Opening soon will be Viaggio In Italia ("Soaring Over Italy"), the last major attraction to feature as part of the FWAD line-up.

I have not yet returned to Ferrari World and seen it full with paying guests. Farah Leisure Parks Management, the park's operator, does not release attendance figures or targets publicly, however general manager Glenn Davidson tells us, "hundreds of thousands" visited in the first year. It's also a bit simplistic simply to judge the attraction simply on such numbers. Now owned by the Abu Dhabi government, it has a wider role to play in promoting the Emirate, and in particular Yas Island, as an upcoming leisure destination.

Billed as the biggest theme park launch ever in the Middle East, Ferrari World has come to fruition where others have failed. Now it is up to the Yas Island waterpark and probable Legoland and Universal parks in Dubai to develop the UAE market further. For the good of the region and the good of the industry it is important they succeed.

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ParkPatrol Everyday scenes through the operator's eye



- 1) Water Wars. We were one of the first parks to invest in this pay-as-you-play attraction and it is a great addition on a hot day. We've even incorporated it into some corporate team-building events to get some added mileage out of it.
- 2) Our S&S Frog Hopper ride is great for the younger children and we placed our new SBF drop tower (for older kids and adults) strategically next to it. Both are great rides for a park like Quassy.
- 3) We purchased this Chance portable Yo-Yo ride in 2004 and it is the first large swing ride to operate in the park. It's a major attraction for us, considering that our demographic is families with pre-teens.
- 4) Quassy purchased this drop tower for the 2010 season. We sat down with SBF at the Rides-4-U booth at IAAPA Attractions Expo in Las Vegas and designed the ride to some specifications we wanted, including the colour scheme. It was also the first tower built by SBF with a state-of-the-art LED lighting system on it. Not only is it a fantastic family ride, but a spectacular light show after dark! SBF delivered on time and the product has met our expectations.
- 5) This used to be our ice cream stand. After constructing a new ice cream parlour four years ago, we moved the "Toy Shack" to this location, which is great at catching the guests as they exit the park. We do exceptionally well at the stand on evenings when we can sell light-up novelties.
- 6) Blue sky. We had a season which was just incredible – thanks in large to dry, warm weather. We hope everyone in the industry has a great year in 2012, and with a little luck we'll see more blue than grey skies this summer.

Eric Anderson, Quassy Amusement Park, Connecticut (USA)



Figures of Fun

13

per cent – increase in park revenue during the first three quarters of 2011/12 at Compagnie des Alpes. The French group sold several smaller parks and added Futuroscope to its portfolio last season

60

anniversary season in 2012 at Efteling in the Netherlands

76

metres – height of new Shambhala coaster opening this season at Port Aventura in Spain. The B&M ride will become Europe's tallest and fastest coaster

1980

year Jaws attraction opened at Universal Studios Florida. The boat ride closed for good on January 2 this year

2,000,000,000

pounds sterling – tourism market represented by visitors with disabilities in England

Produced in association with AECOM.
www.aecom.com/economics

Ups & Downs

Florida Frenzy - Islands of Adventure, Legoland Florida and three of the four parks at Walt Disney World had to temporarily restrict access over the Christmas holiday period due to large crowds

No Contest - A competition to design a new waterslide for Wild Wadi in Dubai has been revealed as fake by the park's general manager. The bogus online contest asked for a DHS183 (\$50/€38) entry fee

Phantasy Threat - The general manager of Phantasialand has warned the German park may no longer be viable without a 28-hectare expansion. Opposition from environmental groups means approval is still not forthcoming

Great Mall of China - Premier Rides is to supply a signature coaster to the largest mixed use development in the world, the Great Mall of China, opening 2013

Down Under Down Under - Australia's Warner Bros Movie World has launched the country's steepest inverted drop coaster, Green Lantern by S&S



ParkHoppin'

with Paul Ruben



Windy Wonderland

Did you know that most Americans don't have passports? Only about 6% do. That's probably a good thing, so we don't visit and annoy the rest of the world more than we already do. But as a result, the traffic line on the bridge into Canada, where we now need passports to enter, was much shorter than in past years. Actually, we don't need passports to enter Canada, but we need them to return to the US and since the Canadians don't want us stranded after our money has been spent there, they ask to see our passports when we arrive.

I was on my way to Canada's Wonderland to ride and report on its new attraction last season, WindSeeker. It's a towering chair swing by Mondial. Four were installed at Cedar Fair-owned parks in 2011, with a further two to follow this coming season.



Canada's Wonderland was my closest. Located outside Toronto, it is the fastest growing park in the Cedar Fair chain. Toronto's population is exploding, thanks primarily to immigration, and the park's attendance is a beneficiary. Under vice-president and general manager Norm Pirtovshek's guidance, it continues to add more high capacity rides. WindSeeker will be followed this year by the 306ft-tall Leviathan coaster.

On WindSeeker, as many as 64 riders sit in open two-passenger swings with their feet dangling in the breeze. The swings rotate around the 30-storey centre column as you slowly ascend the tower. At the top, you are treated to dramatic views of the surrounding landscape as you take a 60-second flight at a 45-degree angle at a speed of 25 to 30 mph (40 to 50kmh).

I climbed aboard, floated upwards, and began to circle as in the photo above. It felt as if I was soaring quietly in a glider, except the same damn scene came around every seven and a half seconds. It was a hot day, but 300ft (91m) in the air, with the wind brushing your face, it felt cool.

WindSeeker is promoted as a thrill ride, but unless you have a fear of heights to generate an adrenaline rush, it is not. Rather, it was smooth with none of the bumps and lurching turns of many of the rides below. It was serene. I could have remained aloft all day if they had let me. I could see and identify the landmark rides in the park. I marvelled at the ever expanding rows of nearby housing where, when the park first opened 30 years earlier, there had been only cow pastures. To the south I could see downtown Toronto, Lake Ontario beyond, and even the US. What a view!

Mondial offers several shorter and lower capacity versions, and of course we mustn't forget the similar rides offered by other manufacturers, notably Funtime with its pioneering Star Flyer. It got me thinking. If the classic chair swing can be rejuvenated by lifting it skyward, are there other flat rides that would benefit from the tower treatment? Like riding prone on your stomach, arms outstretched, alongside the gulls? Or on twirling tea cups? The mind races. And then gets dizzy ...ewww.

A Lotte water!

New waterpark planned in Korea

South Korea's Lotte Group is to build a new waterpark in Kimhae near Busan. The project will include a US\$22 million package of attractions from WhiteWater, the largest ever order for the Canadian supplier. Dubbed the Lotte World Waterpark, completion is anticipated for May 2013.



A rendering for the waterpark

Included will be WhiteWater's new Family Rattler and Family Python, two MEGAtube rides, a Family Boomerango, AquaLoop, Abyss, 8-Lane Whizzard, Family Raft Ride, Dueling Master Blasters, speed slide and body slides. Also planned is a 35-metre pneumatic surf wave pool, an 18-metre indoor family wave pool, a double FlowRider and two Polynesian-themed AquaPlay multi-level play structures.

"WhiteWater is thrilled to have been chosen as the supplier and manufacturer for Lotte World Waterpark," confirms the company's CEO, Geoff Chutter. "This project will be a wonderful showcase of WhiteWater's signature attractions and we are proud to be part of such an industry leading project."

*The Lotte Group has chosen International Theme Park Services (ITPS) to work on an analysis and strategic planning for its original Lotte World indoor/outdoor theme park in Seoul. "We are enormously happy that the Lotte World team has once



Lotte World in Seoul

again chosen ITPS to assist them in their investment and growth into the future," says ITPS president Dennis Spiegel. "We were part of the original concept development team for Lotte World, providing feasibility analysis, pre-opening operations planning, staff training and on-site management for three years."

Wet 'n' Tame!

Well known for its high thrill waterslides and multi-person attractions, Wet 'n' Wild Orlando is to add a family focused attraction for this coming summer. Covering an area of one acre (400,000 square metres), the sandcastle-themed water playground will be the largest of its kind in Florida.

The interactive attraction will be built on the site of Wet 'n' Wild's current kids park, where it will span two pools, standing 60ft (20m) in height, spread over two levels. Featured will be 17 slides and over 100 soakers, jets, waterfalls and water cannons.

Recognised by the World Waterpark Association as the world's first waterpark, Wet 'n' Wild Orlando was founded in 1977 by Sea World entrepreneur George Millay. Now owned by NBCUniversal, today it features over 15 themed attractions.





ParkBloggin'

by Dennis Spiegel



Feel the intensity and thrive

Our industry has always been identified with certain intensities, but in recent years additional factors have had a real impact on park attendance. First, I believe we are **weather intensive**.

While we always have to deal with various weather patterns, we have seen in recent years how extreme wetness and extreme heat can affect attendance patterns to detrimental impact. In the US, we have seen problematic patterns of rain hit in the spring, causing parks to open to at a slow pace. Many times this can be made up for in the regular season. However, if a park gets hit with follow up heatwaves, it is more difficult. This weather pattern happened to many North American parks during the 2009 season, which was already being affected by the economic downturn. For the most part, operators "plan for the worst and hope for the best" when it comes to weather. A park needs to factor in the historical patterns and hope that there is not some cataclysmic or extraordinary pattern during the season.

Reaching a park is **fuel intensive** for our guests. The price of gasoline has had an enormous impact on attendance at both destination resort and regional theme parks in recent years. As an industry, we are affected by both car and plane travel. When prices go up, attendance slows. People remain immobile and wait for prices to drop before they began their normal visitation patterns.

Thirdly, I believe our industry is **labour intensive**. Typically, staff account for approximately 50% of a park's operating budget. They are our single biggest expense – and are not getting any cheaper.

In the USA, the current minimum wage is \$7.25 per hour. When it was increased to this level in 2009 from the previous \$6.55 per hour, one of our largest operators reported an annual staff bill of over \$5 million in one season. While the seasonal theme park industry in North America has a special dispensation for minimum wage, competition from other employers means parks are often forced to pay minimum wage and above. Therefore, we continue to be – due to the large workforce associated with park operation – a hugely labour intensive business. I see no signs of this changing.

Our industry is also **capital intensive**. Amusement parks thrive on repeat business – both within a season and from season to season. In this mature industry, most markets have been penetrated as deeply as

possible. It is fair to say that a park's effort is to maintain current market penetration while, through the process of capital expansion, increase attendance through reasonable cost effective product additions.

Reasonable is the key word here. Today a major attraction such as a large steel coaster can cost between \$15 and \$30 million. How do you continue to commit the proper amount of capital expenditure while growing the business? First, you must protect your market. If you are a teen-driven park, you must continue to provide product which will bring them back again and again. You must also present product to appeal other demographics that will help you grow.

No matter which group a park chooses to target, investments are expensive. When a chain like Six Flags or Cedar Fair spreads its annual capital expenditures across all of its parks, the "burn factor" happens quite rapidly. Yet without these annual or semi-annual investments, attendance begins to stall and, ultimately, decline.

Finally, and regrettably, we have also become **discount intensive**. Many parks have become reliant on intense discounting to stem declines in attendance. The old adage, "I will accept the dilution if it is offset by volume" has not held up. Large discounts have eroded profitability. A new formula for controlling and replacing discounts should be a priority for our industry. At ITPS, we believe that "yield management" or "dynamic pricing" offers a viable tool towards controlling discounting in future. You can read my thoughts on this subject at bit.ly/A2vAqP.

As we as strive to grow and become more profitable as an industry, we must be alert to these intense, somewhat volatile, factors. The organisations that manage these intensities will be those that thrive in future.

Dennis Spiegel is president of International Theme Park Services (ITPS)



Major steel coasters are capital intensive

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Play'n'Learn

New attractions in the UK and USA fuse education with entertainment in their own unique way

Eco Challenge

Designed to teach children about environmentally-friendly choices in food shopping and recycling, Eco Challenge is a new immersive game at the Discovery Science Center in Santa Ana, California.

Produced by Cinnabar with media content by Mindi Lipschultz, it features three zones – Discovery Market, Race to Recycle and Eco Garage – with six life-size animated characters that guide players throughout the experience.

Discovery Market is central to the attraction, a life-size recreation of a grocery store, complete with

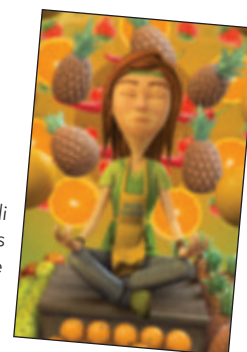


touch screen-enhanced shopping carts and interactive scanners. It is where most of the animated characters are found. At the entrance, 'Sandra' prompts visitors to grab a shopping cart. Shoppers choose a shopping list from the in-built monitor and move around the store, where they respond to questions on the screens, select products and scan barcodes from the shelves to submit their answers.

According to the answers given, special treats and effects are triggered throughout the game including photographs of star players on the Super Shopper Wall (a bank of monitors) and, if all questions are answered correctly, a custom coin embossed featuring one of the characters from the game. Kids are encouraged to play numerous times to collect them all.

Much time and attention was spent on the characters by Lipschultz: "I wanted to create characters that kids could identify with and remember," she explains. "We made them quirky and memorable. Courtney, for example, awakens from her Zen-like meditation of floating fruit when visitors summon her by pushing the 'Help' button, while Susie, a forceful young clerk with purple-streaked hair emphasises her points with a meat cleaver in hand and rails against Styrofoam packaging."

Courtney: one of Mindi Lipschultz's characters featured in the game



Eco Challenge was realised by the Discovery Center with assistance from OC Waste and Recycling. As well as Cinnabar and Lipschultz, suppliers included BBI Engineering (A/V systems/mechanical interfaces), Wall Street Productions (software) and Artifact Design (character animation).

"The exhibit teaches kids about eco-choices, and they go home and teach their parents," concludes Lipschultz. "I like that – it builds a better future and a better now."

discoverycube.org/ecocrew



360 Play

A new FEC has opened in the UK aimed at kids. 360 Play in Stevenage is the second in a planned chain of venues from DP Leisure and at 24,000 sq ft is approximately a third larger than the original outlet in Milton Keynes.

Children can enjoy a range of activities spread across three areas, centring on physical play, creative play and skills play. In the centre of the building a three-tier play structure incorporating a wide range of slides, climbing elements, tubes, ball zones and more. Beneath this is a bumper car track



Luigi's Pizza Parlour forms part of 360 Street



Kids enjoy the derby race from Elton Games

with floor-pick-up by the Italian manufacturer IE Park. The ride forms part of the Skills Zone, which also features a carousel and various hands-on activities.

A smaller play structure, aimed at the under 4s, features in another area of the building together with a play garden and junior carousel. Adjacent sits 360 Street, a signature feature of the FEC. Based around a similar format to Kidzania, visitors engage in role play inside scaled down shops and businesses including Luigi's Pizza Parlour, Vets and Pets, a dressing-up shop, fire station, car body shop and more.

Additional facilities located throughout 360 Play

include a café, classroom and party zone. An outdoor zone, Club 360, is set to open in June, featuring sand and water play, soft play and an events area.

"We have created what we believe to be an engaging, entertaining and inspiring family-orientated facility," says DP managing director Duncan Phillips. "It's a great site to be on with an excellent catchment area."

360play.uk.com



Bumper cars and play structure in the Skills Zone



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Legoland Deutschland 10

To celebrate its 10th anniversary season in 2012, Legoland Deutschland is to debut a Gerstlauer Sky Flyer and a new themed area within Miniland.

In keeping with Legoland's core values, Flying Ninjago will feature an element of interactivity as riders operate wings either side of their seat to change the orientation of the gondola. The 22-metre-tall attraction will be located within the Little Asia section of the park in Günzburg, Bavaria. It is one of three Sky Flyers Gerstlauer is installing for the coming season.

Just in time for Legoland's birthday on May 17, visitors to the park's Miniland area will be able to discover six scenes based around Lego's new Ninjago toy range. Built from thousands of Lego bricks, the new exhibits will be available exclusively at the German park until November 4. Further events including a martial arts show and acts from the Chinese State Circus will get guests in the Ninjago spirit.

Meanwhile in the Star Wars section of Miniland, a life-size Lego model of the dark warrior Darth Maul

will be added. There will also be a new addition to Legoland Atlantis by Sea Life, Tiefsee Abenteuer (Deep Sea Adventure), Legoland Deutschland reopens for the season on March 24.



Flying Ninjago



Wodan Wonder

IAAPA chairman and Europa-Park managing director Roland Mack is pictured with son and strategic director Michael Mack as construction continues on his park's new wooden rollercoaster. The ride, which is located within the Iceland themed area of the park in the Black Forest, southern Germany, will be called Wodan and is set to open for the start of the season on March 31. The thrilling ride is the work of Great Coasters International and features more than 1km of track, including a first drop of roughly 40-metres.



Adventure river for Ocean Breeze

Just one year after the largest expansion in park's history, America's Ocean Breeze Waterpark in Virginia Beach is adding a new section for the 2012 season, anchored by an adventure river ride from the Aquatic Development Group.

On the 1,000ft (305m) long river, guests will be able to settle into a tube and drift in a steady current, through waves and past waterfalls, spray features and geysers. Using previously undeveloped land, the new look area will also contain an expansive bar and grill, deck area, cabanas and restrooms.

Ocean Breeze Waterpark was purchased in January 2011 by an investment group led by the former Six Flags executives Gary Story and Kieran Burke. That same season they added a giant multi-slide complex and a new children's play area.



SkyJet at Skyline Park

Bavaria's Skyline Park will start the 2012 season with a Zierer Star Shape called Sky Jet. The white-knuckle 360° pendulum ride stands 30-metres tall and was formerly known as Bling in its days at Blackpool Pleasure Beach (as pictured here).

It's a return to Germany for the ride, which was built at the Zierer factory in Neuhausen and supplied new to the British park in June 2004 as the last major attraction launched by Geoffrey Thompson.

Skyline Park is owned by the Löwenthal family and features over 50 attractions including the signature Sky Wheel, the first ever SkyLoop by Maurer Söhne.

skylinepark.de





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Maja on Holiday

Construction has started at Holliday World, Hassloch, Germany, on a new themed area called Majaland. The €9 million addition to the park follows the introduction last season of Maja the Bee attractions at sister parks in Belgium operated by Studio 100 under the Plopsa brand.

The new land at Holiday Park will cover a 30,000 square metres and feature 11 family-focused attractions including Schmetterlingsflug (Butterfly Flight) and Tulpen (Tulip) Splash. A new entrance is also planned for the park featuring Studio 100 characters including Wickie the Viking and Tabaluga.

Pictured here getting work underway are Plopsa park group managing director Steven van der Kerkhof (right) with construction manager Luc van der Biest. The new land will be available for the start of the season on March 31.



Ocean Park marks anniversary with record attendance

Fresh from clocking up its highest ever attendance, Hong Kong's home-grown theme park was due to celebrate its 35th birthday with a special float in Cathy Pacific's Chinese New Year Night Parade on January 23.

The float showcased new areas of the park including Polar Adventure and Thrill Mountain alongside signature animals such as the dolphin, harbour seal and giant panda as it wished the people of Hong Kong a lucky and prosperous Year of the Dragon.

In the fiscal year ending June 30, 2011, Ocean Park recorded nearly 5.9 million guests – a 16% increase over the previous year. Park revenue also broke the billion dollar mark for the very first time, finishing the year at HK1.2 billion.



Disney cast member enjoys 55 years' service

Oscar Martinez, who recently celebrated his 55th year as a "cast member" at Disneyland in California, has been honoured with a Snow White-themed service award.

Martinez, a cook at Carnation Café on Main Street USA, began his Disney career as a bus driver and is the first Walt Disney Parks & Resorts employee to achieve the 55-year milestone. Over the last half century, he has trained thousands more cast members and has become a favourite of the many guests who visit him year after year.



Merlin identifies takeover target in Asia-Pacific

Building on its acquisition last year of the Sydney Attractions Group, Merlin Entertainments wants to increase its foothold in the Asia-Pacific region with the proposed acquisition of the Living and Leisure Australia Group (LLA).

Subsidiary Merlin Australia has made a recommended takeover offer for the group, which operates nine leisure attractions in the region including aquariums in Melbourne and the Gold Coast in Australia, Bangkok, Shanghai and Busan, South Korea. The group also boasts a number of winter sports resorts and treetop adventures in Australia plus a management contract in Dubai.

"The acquisition of LLA would open up new markets to us and facilitate the continuing roll out of the Sea Life, Madame Tussauds, Eye and Legoland brands in the Asia Pacific region," notes Merlin chief executive Nick Varney.

livingandleisure.com.au



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Makeover for Madame Tussauds Las Vegas

Hollyer Projects from the UK has been retained to refurbish Madame Tussauds Las Vegas. The 13-year-old attraction at the Venetian Resort Hotel Casino will be brought up to date in two phases.

The first phase will include a refurbishment of the box office/entrance, complete with red carpet to give guests the impression of entering a star studded celebrity event. The Speed room will become the

Film room, showcasing movies either based on or filmed in Las Vegas, and the Sports room is also set for an expansion.

The second phase will include an update of the Music room and the introduction of a Historical room, combined with a Behind The Scenes area that will detail the creation process of the waxworks.



A taste of the new look interior

Blackpool Tower overhaul continues

Having overhauled the inside of Blackpool Tower, Merlin Entertainments and Blackpool Council are to pay attention to the outside with a dazzling new frontage planned for the landmark British tourist attraction.

Revealing the original building which has been hidden for years, stained glass and terracotta tiling will be restored and a glass-fronted canopy put in place at the promenade entrance. The work is expected to be completed over the next year, along with the painting of the tower's legs.

"It will make the front of the tower look fantastic and will complement the work done by the council in creating the Comedy Carpet and the new headland," says Iain Hawkins, head of Merlin's Blackpool cluster.

theblackpooltower.com



A taste of the new look exterior

ScareCON 2012



Europe's only conference and trade show for the scare attractions industry returns on May 10, this time in Blackpool.

Now in its fifth year, Scarecon at

the Norbreck Castle Hotel promises an extensive seminar/workshop programme, trade stands, a costumed ScareBall and frights in the night for guests staying in a "ScareRoom"!

Delegates are promised knowledge and insight from some of the biggest scare providers in the UK and beyond, in addition to practical tips to take away and apply at their own attractions. At the end of the daytime programme, Scarecon morphs into a ghoulish party as delegates let their hair down over dinner and a drink at the ScareBall, where they can practice their best monster dance.

The discounted day rate starts at just £50 inclusive of seminars, workshops, exhibits, food, drink, wifi and health club access. Discounts will also be provided to local attractions, the Blackpool Tower Dungeon, Carnesky's Ghost Train and Pasaje del Terror at the Pleasure Beach likely to be of particular interest to Scarecon delegates.

scarecon.co.uk

Government fattens up Barcelona park for privatisation

According to the Spanish newspaper *El Pais*, the Barcelona government has approved plans to pump €15.5 million (\$20.8m) into Tibidabo ahead of a proposed privatisation.

As part of the new investment a Ferris Wheel will open at the hilltop amusement park, offering spectacular views out over the Catalan capital. Money will also be used to help reduce debt and increase promotion.

The park was acquired by the Barcelona authorities in 2002 and had been experiencing a steady climb in numbers until 2010 when a fatal ride accident affected year-on-year attendance by around 50%.

tibidabo.cat



Premier Rides takes on projects in China and India

Premier Rides has been selected to design and manufacture a launch coaster as a signature attraction of the largest mixed-use development in the world, the Great Mall of China. Furthermore the ride, commissioned by the Berjaya Great Mall of China Co, will be the tallest indoor rollercoaster in the world.

The attraction will be designed and built in the United States and exported to China, where it will

integrate many exciting and unique elements.

Currently, the tallest indoor coaster is the 136ft-tall (41m) Mindbender at the West Edmonton Mall in Canada.

Located only 25km from Beijing International Airport in Yanjiao City, Heibei Province, the 76-acre Mall of China will feature shops, entertainment venues, a theme park and waterpark, making the a landmark in the region. The project is slated to open in 2013.

Meanwhile Premier Rides will become part of the team creating a major new theme park in India following an agreement with local partner Adlabs Entertainment. The as yet unnamed park will debut at a location to be announced in the near future. Adlabs founder Manmohan Shetty says he intends to bring to India a world class theme park unlike anything seen in the country before. Sounds promising!

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Safari Challenge

Interactive fun for zoos and theme parks



Safari Challenge is an interactive treasure hunt combining fun physical and mental challenges across a themed adventure course. Scanning a wristband at terminals throughout the course (as pictured), players must find and the endangered animals and complete a series of tasks to collect points. The expedition takes them through rainforest, desert, savannah and swamp. However due to climate change, some of the animals may not be in the zones expected! Tasks offered as part of the experience

include the Monkey Mayhem hang/swing game and Cobra Strike reaction test. This family-orientated attraction requires a minimum space of 8,000 square feet and can be retrofitted into existing playgrounds or structures. The random game sequence is a key feature ensuring that each player will only experience up to a third of the entire arena per game, encouraging repeat play. Operators can also use Safari Challenge to offer customised education programmes to schools, even uploading special questions and tasks to tie in with the curriculum. Well suited to zoos and theme parks, other themes are of course available on request. 1st Attractions, the British company marketing the attraction will provide full design and support services.

Customers are then free to use their preferred suppliers for theming and construction, or 1st can arrange this on a turnkey basis. Ride Entertainment Systems will be handling sales for the USA. Several zoos and theme parks are already interested in the concept. Having partnered with BBC Worldwide, 1st Attractions hopes to launch a version of the attraction based around the TV show *Deadly 60* in early 2013. In the meantime you can see a video of the game on the 1st Attractions website. 1stattractions.com

Timberplay at Kidzworld

Sand and water tops the bill in an extensive outdoor play area at the new-look Kidzworld in Cornwall, England.

Provided by Timberplay, the Smugglers Cove attraction allows children to move water uphill using an array of pumps and channels. Alongside this is the Treetop Scramble, a bespoke playground with wobbly walkways and a steel tunnel slide. Kidzworld also offers dedicated baby and toddler areas, cannon blasters, dodgems, mini golf and a choice of slides.



Located in the town of St Austell, Kidzworld has been a leading attraction in this popular tourist area for several years, but has recently undergone a huge redevelopment programme, doubling in size. Featured are both indoor and outdoor play areas, with no height restrictions.

kidzworld.co.uk

Universal Orlando 2012

This year Universal Orlando will debut more new entertainment than during any other year in its history.

Beginning this month (February), is a new show from the **Blue Man Group** within the CityWalk entertainment district. Fresh elements include the Blue Men interacting with "GiPads," a funny and insightful look at contemporary communication vehicles, and a pulsating new finale with an original music score.

The Amazing Adventures of Spider-Man reopens in March at Islands of Adventure. It will feature all-new, 4K digital high-definition animation, high tech 3D glasses and upgrades to the set, audio and lighting. The re-animation of the ride film will include a new level of detail and a cameo by legendary comic book icon and Spider-Man co-creator, Stan Lee.

Superstar Parade opens spring at Universal Studios Florida with characters from *Despicable Me*, *Hop*, *Dora & Diego* and *SpongeBob*.

Also opening spring at Universal Studios will be **Cinematic Spectacular** : 100 Years of Movie Memories. Narrated by Morgan Freeman, this nightly multimedia spectacular will celebrate the most powerful and emotional moments from Universal Pictures' most iconic films. Performed on waterfall screens within the park's lagoon, the show will be surrounded by colourful fountains and pyrotechnics.

Replacing Jimmy Neutron's Nicktoon Blast simulator, **Despicable Me Minion Mayhem** is a new 3D adventure opening during the summer at Universal Studios.

Other new experiences opening this year at Universal Orlando Resort include **Hollywood Drive-In Golf** at CityWalk, an elaborately themed 36-hole miniature golf experience, and a new *SpongeBob* shop.



Despicable Me Minion Mayhem

IAAPA promises action on IP

IAAPA president and CEO Chip Cleary met with officers from a selection of international trade associations recently to discuss breaches of intellectual property (IP) rights and copying of amusement equipment.

Exhibitors at each of IAAPA's international trade shows (IAAPA Attractions Expo, Asian Attractions Expo, Euro Attractions Show) who are proven to be displaying equipment, graphics or literature which shows copied items may be forced to remove the offending equipment or materials from the booth, or have the booth closed down entirely.

A judge will be assigned to the task at each event and the breaches of IP will be judged against a register of complaint and digital archive administered by the Association Industry Council of Europe (AICE). For details of how to have your company's materials included in the digital archive contact Gerry Robinson: ales@alesuk.org

Pax seeks wheel partners



The Russian ride manufacturer Pax Design is offering to partner with developers keen to build an observation wheel but without the funds to do so. Pax will supply the ride if the partner supplies the land and infrastructure. Revenue will be split 50:50.

The company says it can build wheels varying from 40 to 180-metres in height. A 140-metre construction will open in 2012 in a Russian city to be confirmed.

Separately, Pax has announced that it plans to stop production of rollercoasters, concentrating on rides for its own park at the All Russia Exhibition Centre in Moscow.



Technical Spark!

There's a new ride on the horizon from the Italian manufacturer Technical Park. Wild Spark promises family fun with plenty of bounce, and the ride pattern will be familiar to anyone who has seen similar attractions in action on the Spanish "Feria" circuit.

The 16-metre diameter ride features 14 three-seater cars, providing a total passenger capacity of 42. In response to customer requests, Technical Park is supplying the ride with over-the-shoulder restraints so that it is accessible to a broad range of riders. The ride's integral pneumatic system has been sourced from Spain.

The first unit will be a trailer-mounted version scheduled for autumn delivery to Germany pending TÜV certification. Park models are also available, together with fiberglass props and theming.



Kernels

Japan's **Tokyo Disney Resort** will open Toy Story Mania! this summer. The ride, which has already been a hit at Disney's parks in the States, will feature as part of Toyville Trolley Park, a new area of Tokyo DisneySea themed as an old-fashioned amusement park.

After road-testing a temporary version of its waxworks attraction in Tokyo, Merlin Entertainments it is to open a permanent Madame Tussauds in the Japanese capital. The full size **Madame Tussauds Tokyo** will join Merlin's Legoland Discovery Centre at the Decks Tokyo Beach Mall when it opens in spring 2013.

A Huss Enterprise and a Fabbri drop tower will appear as part of the line-up for 2012 at **Pleasurewood Hills** in England. The Enterprise was acquired from Henk Bembon at Loudoun Castle in Scotland, while the 40-metre tower ride was formerly travelled by showman Michael Wallis. Located near the town of Lowestoft, Pleasurewood Hills sold last year to from one French operator to another, Looping Holding taking control after Compagnie des Alpes decided to dispose of some of its smaller parks across Europe.

Wilderness Hotel & Golf Resort, Wisconsin Dells, Wisconsin, has opened an indoor Northern Lights Sky Ropes Course from Ropes Courses Inc.

New York's **Darien Lake** has named Bob Montgomery as its new vice-president and general manager. Montgomery has been employed by Herschend Family Entertainment (HFE), the park's new management company, for over a decade, and also boasts experience at Legoland, Toronto's CN Tower and Canada's Wonderland. Working with Montgomery will be assistant general manager Chris Thorpe. Darien Lake also gets a new director of marketing in the shape of Steve Hollowell.

Cassandra Weber has been named General Manager of **Legoland Discovery Center Chicago**. Opened in 2008, the attraction was the first LDC outlet from Merlin Entertainments in North America. Relocating from Bloomington, Minnesota, Weber joins the LDC Chicago after 11 years with Merlin's Sea Life Minnesota Aquarium in the Mall of America.

Rich Hill, who joined **Sally Corporation** 12 years ago as an artist, has been promoted to the position of senior designer. Hill works directly with Drew Hunter, vice-president of creative design, on all aspects of conceptualisation and design for the company's interactive dark rides, animatronics, and exhibits.

Bombay Amusement Rides (BAL) recently completed a Sky Swinger (wave swinger) for Jawa Timur park in Indonesia, and also has four Sky Kopter rides on order, for customers in the USA (3) and India.

The North American ride manufacturer **Larson** has sold two Flying Scooters, one each in the USA and Canada. A Jumping Jumbo, a Super Shot and a Fireball are also on order. A flea market in

Houston, Texas, has ordered a Star Dancer observation tower. Larson is also finishing work on two trains for Knoebel's new Flying Turns in Pennsylvania, while five rides are in for refurbishment.

As well as a **Loop Fighter** for a British showman, Technical Park will also supply a version of the ride in 2012 for the Finnish amusement park Tykimäkki.

Former director of engineering at PARC Management, Jeff Gliner has joined **Premier Rides** in the same capacity. Gliner, who started his career with General Motors, also provided engineering expertise and construction management for Six Flags, as well as serving as senior project engineer on EPCOT's Test Track.

The British train builder and people-moving specialist **Severn Lamb** currently has five trains in production. Ranging from 32 to 144 passenger capacity, they are on order for customers in South Korea, India, Indonesia (2) and Qatar.

The first **TapeMyDay** video capture system looks likely to go into operation during 2012 at a snow dome in the Netherlands. Talks are also ongoing with several Dutch theme parks.

Lo-Q has extended its contract with **Six Flags** and will continue to supply its Q-bot virtual queuing system under the guise of 'Flash Pass' to 11 parks in North America. Following a successful trial at Six Flags White Water waterpark in Atlanta last summer, Lo-Q will also install its Q-band system at seven other waterpark sites across the United States as quickly as possible. The Q-band uses a waterproof RFID wristband.

WhiteWater has introduced the industry's first 10-year warranty against waterslide fading and "chalking," offering superior gloss retention, increased durability and very low maintenance.

TAA Industries is to complete some supplementary theming for the Krake (Octopus) coaster at Heide Park in Germany. Elsewhere in Europe there is work planned at Hansa Park in the north of Germany, Conny Land in Switzerland, Studio 100/Plopsaland in Belgium and Center Parcs' new Aquariuz resort in the French Alps. "Right now though," notes TAA president Udo Weisenburger, "2013 is actually looking much busier than 2012. A lot of parks seem to be leaving things to the last minute for the coming season."

Magic Memories, the New Zealand-based tourism photography company, is to begin operations in the USA. The company offers attraction visitors a detailed account of their day in a booklet, online and via social media without even having to bring a camera. Led by Stuart Norris and John Wikstrom, Magic Memories now has some 70 operations in mainland Europe, South Africa, New Zealand and Australia, partnering with operators including Merlin Entertainments. Its new US general manager is Justin Ward, while The Kreisler Group will assist with marketing.



BALPPA CELEBRATES

Park owners, operators and suppliers from the UK and beyond toasted 75 years of the British Association of Leisure Parks, Piers & Attractions (BALPPA) at an anniversary dinner last month in London. Draper's Hall provided the magnificent backdrop to the proceedings on January 23, attended by around 150 members and guests. With such good food, good company and good times, the evening was over in a flash – but not before *Park World* had chance to get these shots

(All names left to right)



1) The magnificent interior of Draper's Hall

2) John Collins OBE says Grace

3) BALPPA's outgoing membership services manager Hannah Carmichael receives a leaving present from chairman Adrian Mahon (it was an iPad by the way)

4) BALPPA chairmen past and present: John Collins, Gary Smart, Adrian Mahon, David Cam, Richard Pawley, Colin Dawson, John Bollom, Roland Mack (IAAPA chairman) and Tim Batstone

5) Guests parade through for dinner

6) Richard Pawley with Harry Pass and Peter Hodgson of Elegant Clutter (interior designers of the Drayton Manor Hotel)

7) IAAPA Europe's Karen Staley with Steve and Amanda Thompson OBE from Pleasure Beach Blackpool and Tim Batsone of HB Leisure

8) Nick Farmer, BALPPA's longest-serving trade associate member, with OmniTicket's omnipresent John Davies



In next month's *Park World* we feature an exclusive 75th anniversary interview with leading lights from BALPPA. Don't miss it!

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Q Lines

Gary Goddard 10 years of The

Gary Goddard entered the parks and attractions business in the early '70s when he directed the Hoop Dee Doo dinner show at Walt Disney World before becoming one of the company's youngest ever Imagineers. In 1980 he left Disney to form his own company, Gary Goddard Productions, followed by the Landmark Entertainment Group (with Tony Christopher) and later The Goddard Group. Goddard's credits include such notable projects as The Amazing Adventures of Spider-Man and Terminator 2 3-D for Universal Orlando, The Forum Shops at Caesar's Palace and Star Trek: The Experience in Las Vegas, The Georgia Aquarium, Glow in the Park and Monster Mansion for Six Flags and most recently the two billion dollar Galaxy Resort & Casino in Macau. Now 57 years of age, Goddard's entertainment career has also included producer roles on several Broadway shows, director of the 1987 movie *Masters of the Universe* and several television shows. The California-based attraction designer revels in overcoming his critics, and always has something to say. To mark the 10th anniversary of The Goddard Group in 2012, we bring you this exclusive interview.



What did you learn from your days at Disney?

Being that I was 24 when I started at Disney as an Imagineer, every day you learned something new. But no one "taught" you anything – you simply had to jump in and soak up as much as you could. I was fortunate to have some great people all rooting and looking out for me; and I worked hard too. Here are a few lessons I learned:

- From Marc Davis – How to stage a ride (or AA show) for maximum effect. Always look for a design that will read immediately with people, because in our business we don't have the time that film and theatre do to make an impression. You cannot tell a story in a ride, but there has to be a thread that works its way through and you still need to have a beginning, a middle and an end.
- From Herb Ryman – In designing for theme parks "theme" is not enough, in fact it is barely acceptable. A design must be "lived in" and have something different. To simply copy existing designs and re-create them elsewhere doesn't work; out of the context of their original location they will be sterile and have no meaning.
- From John Hench – The "gestalt" (form) is important for any design – not just the front layer – but the background, the setting, and the particular environment and context within which the design will exist.
- From Marty Sklar – Be on time to meetings. Don't miss deadlines.
- From John DeCuir Snr – Don't be afraid of being epic in your thinking. Think big. Think not just out of the box, but assume there is no box.
- From Rolly Crump – A sense of humour should be evident in the design, or in the attraction. Humour makes everything better.
- From Claude Coates – The importance of colour

in design and how colour affects the mood of a scene, and how it can be used to create emotional reactions in the audience.

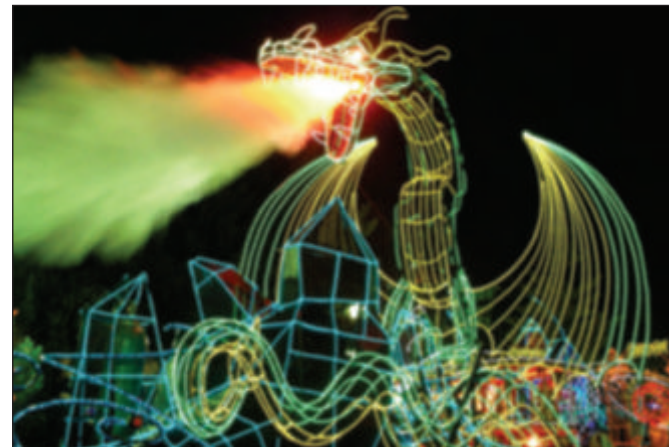
- From Collin Cambell – "Always add a sixth finger to every presentation." Since the executives have to have something to point to and criticise, this makes it easier and faster. As in "wow, you're right, she has six fingers – I'll fix that."

- From Al Bertino – Timing is everything. Always look for gags – for ideas that make a show or ride funny, surprising or inspiring. "And kid, do you realise how lucky we are to get paid to have fun and to work on these shows and rides? We have the best job in the world."

I have not been at Walt Disney Imagineering for over 25 years, but back then it wasn't run by the corporate suits. Or if it was (behind the scenes) they did not interfere with the creative flow. I remember when Marc Davis told me, "Walt used to say, if the pencil pushers are ever put in charge of this place, it will all fall apart Marc." With massive misfires like California Adventure, Hong Kong Disneyland and Walt Disney Studios in Paris, it's pretty clear that the pencil pushers have indeed taken over. That being said, I am very hopeful that with John Lasseter now actively involved, the creative designers will be allowed more control, and that we will soon see a new generation of great creative innovation. Equally cool is that James Cameron will be leading the Imagineers on an entirely new journey with Avatar.

How can small parks create "wow" experiences?

It's not as much about the budget as it is about being creative. I have seen a number of "smaller" attractions or elements over the years that were not terribly expensive, and yet had a major impact on audiences. It's about being clever with what you have. And contrary to what many people believe, we



Six Flags' Glow in the Park parade



Goddard Group

have done smaller projects at The Goddard Group. We approach every project as a unique puzzle that needs to be solved within the challenges of the budget, schedule and other limitations. And I can tell you this – playing “safe” is the way to lose. I think people like to have a sense of wonder when coming to theme parks, resorts, or other destinations. To give them a sense of wonder again has become increasingly difficult when the internet and other media tend to bombard people with information, images, user reviews and observations of *everything*.

How do you ensure the finished project is faithful to your original design?

The thing about making a great project of any kind, in any medium is this: nothing is set in stone until it finally opens to the public. If you truly freeze the “approved concept” and execute solely upon the initial design, without allowing each new team member to add his or her strengths to it, then you kill the baby in the process and wind up with a sterile and bland end result. But any great production needs to have a single voice at the top who is committed to bring that vision to life, and who understands that certain twists and turns will take place along the way. My greatest successes have been those that had detractors along the way.

Other than some of the more obvious projects, what are some of your career highlights?

The Georgia Aquarium is something I am very proud of, in particular the way we conceptualised a more theatrical approach to the presentations there, getting rid of the typical linear progression of other aquariums and creating a new “hub and spoke” layout.

Hershey’s Really Big 3D Show was ground-breaking at the time, and has proven to be a hit at Hershey’s Chocolate World for over a decade. The Conan Sword & Sorcery Spectacular we produced for Universal in 1983 is something I am highly proud of to this very day, together with the Saniro Puroland and Harmonyland parks in Japan. And I loved the Ghostbusters Spooktacular at Universal Studios Florida where we created the world’s biggest Pepper’s Ghost illusion with live actors. In recent years, the Glow in the Park parades for Six Flags were really dynamic.

Choose two non-park projects that were important to you and tell us why

First, The Forum Shops at Caesar’s Palace Las Vegas. It’s hard to believe now, but at the time no one thought a mall would work in Las Vegas. The only mall in Vegas then was the Fashion Show and it was an unmitigated disaster. Giving up Caesar’s last prime property on the strip for a shopping mall? Caesar’s then chairman/CEO Henry Gluck said no and sent the developer to me. We created an experience that had *shopping* as the star. It opened and immediately became the most successful mall in America based upon sales per square foot.

Then there is The Galaxy Resort & Casino in Macau. We deliberately created a concept that was Asian inspired, rather than Vegas as prior casino operators had done. We wanted something that would become an iconic destination resort and the new symbol of Macau’s Cotai Strip, replacing The Venetian, which was – let’s be honest – simply a rehash of The Venetian in Las Vegas, and not necessarily the right concept for Macau. Management was split, with one group pushing for something

‘My amazing Spider-Man adventure’

The Amazing Adventures of Spider-Man at Universal Orlando’s Islands of Adventure remains one of Gary Goddard’s biggest calling cards. Here he explains how this iconic 3D/4D dark ride, due to be relaunched later this year, came into being



Jay Stein, who was overseeing the development of Islands of Adventure as chairman and CEO of Universal Recreation, felt that Spider-Man, along with the Hulk, were the best known Marvel superheroes at that time. He said, “Give us a concept for the superhero land, with ideas for attractions, but we know we have to have a Spider-Man ride.” That was about it. Now, I had grown up on Marvel (and DC) comics, and I knew them inside and out; I was ready for this.

We started development, I think, back in 1993. My first thoughts – as always – were story and creative, *not* technology-based. However, we were also in the midst of creating Terminator 2 3-D, so had pushed Universal into the 3D world. I set out to figure out what this big dark ride based on Spider-Man, would be. The world of super heroes is dynamic, colourful and bigger than life. Most of all, if you really imagine the experience of reading a comic, it is in your face. What kind of ride system would be to deliver this kind of action?

The technologies available at the time were all unacceptable. Animatronics were too tame, 2D projection with show action animation would allow for some film footage, but it could not penetrate the rider’s space. Then I started thinking about effects like fire, wind, rain, smoke, fog, steam and so on, but remember, in a typical ride, nothing can come within about four to six feet (1.2 to 2-metres) of the vehicle. Then, in the midst of a T2 3-D meeting, I realised why not have 3D on a ride? This way we could bring the action *into* the ride vehicle and literally have “in your face” action; the 3D combined with 4D effects would form the next step in “total immersive storytelling.”

I met with Jay and told him I thought the world’s first 3D/4D ride way the only successful way to create a superhero story. I took him through some initial beats, like Doc OC bursting through the walls with flaming torches on his tentacles and us feeling the heat. I already had the Green Goblin gag in mind, with the flaming pumpkin that he throws in 3D, resulting in a real time explosion of fire. Jay said he loved it, but would it work? I said yes it would, but from that moment on the internal management at Universal would do everything they could to try and convince Jay, Barry Upson and others to kill the project (“3D in a ride will never work”). Later Scott Trowbridge was brought on board and thankfully he ‘got it’, championed the project and carried the torch forward into production.

When it opened, the *LA Times* described the Amazing Adventures of Spider-Man as, “The best theme park ride in the world, melding story and technology in a way that surpasses Disney’s top efforts.”

Since then we’ve had projects like Curse of Darkastle at Busch Gardens Williamsburg, and others. Darkastle is clearly a rip off of the Spider-Man technology and concept, and for what it is, it’s pretty darn good. But they certainly did not take the concept of a 4D ride to the next level, rather they created a classic “spook house” version. It certainly demonstrated to the industry that you could do a 3D/4D attraction at a cost far less than what it took to achieve Spider-Man.

I definitely want to see the Transformers ride at Universal Studios Singapore and plan to on my next trip to Asia. Transformers has the best chance of being at least equal to Spider-Man, at least on the surface, because you have a compelling mythology that can work well within the 4D medium. From what I hear so far, it seems to be effective. The key to this kind of attraction is to elevate it above being just another 3D/4D in the story and set up, with a unique journey that has unexpected moments along the way.

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“ Harry Potter broke all the rules and won, in a major way. That’s a lesson for the industry – break out of the normal yardsticks that the executives hold up as margins for failure, don’t be afraid to be bold, and perhaps you will be wildly rewarded ”

more European. I am happy to say chairman Francis Lui stuck with the original vision and the results have been spectacular. In less than a year, the Galaxy has become one of the three most profitable casinos in this Special Administrative Region of China, and winner of “World’s Best Casino/Integrated Resort” at the International Gaming Awards in London.

Are there many projects that didn’t go according to plan?

At Landmark we did all of the concept and design through to schematic work for Jurassic Park: The Ride at Islands of Adventure, however Universal hired away several key people and decided to produce it on their own. While I think a lot of that ride came out well, I have always felt that they never fully succeeded in getting the completely immersive atmosphere that we had envisioned.

Then there was SS Admiral. Six Flags disagreed with our concept to transform a former ship into a floating showpiece in St Louis, Missouri. We envisioned a place that would reignite memories for locals that rode that vessel went up and down the river, with added live entertainment, restaurants, clubs and bars. The company actually wanted to create a kind of “theme park without rides” – ball crawls for the kids, animatronic shows; the kind you would see in the nearby Six Flags park. There are times when you simply have to say no to the client, even if it means walking away, and this was one of them.

You are working on some very exciting resort projects in Asia and Eastern Europe, but is there also a danger of some projects being simply too ambitious to be built or survive once open?

Well of course that is always a possibility. We are working on four mega theme parks in China right now – all destination resorts with hotels, waterparks and all the other offerings a destination resort

requires. I am not sure all of them will be built, but two of them have already started construction.

Everyone wants a Disney or Universal scale park, but they don’t understand the complexities of running and operating these kind of large enterprises. We have a great understanding and appreciation for the operations side of things and do our best to work up concepts and plans that have all the basics – back of house, tech support as required and notes on operation requirements. And we always try to bring in teams to show the kind of operating personnel and planning required.

What new technology or story-telling technique most excites you right now?

I don’t think we’ve scratched the surface of 4D attractions yet. After Terminator 2 3-D and Spider-Man at Universal, we had something with the X-Men which would have been yet another leap forward. For a while, Universal’s corporate culture shifted away from 3D/4D and back to more traditional approaches to things; coasters, a shooting gallery ride, and so on. It was good to see that with Harry Potter, they shifted back into a more adventurous role – and of course it helped that the IP owner was able to force a level of quality and detail that I think would have been lacking had it been a straight ahead licence. Having the motion picture art director on as the final say in terms of quality and design added such a great degree of integrity and detail to that project.

Harry Potter broke all the rules and won, in a major way. That’s a lesson for the industry – break out of the normal yardsticks that the executives hold up as margins for failure, don’t be afraid to be bold, to create things the world has never experienced before, and perhaps you will be wildly rewarded.

What’s next?

We are at work now on a spectacular new project in Macau which, when it opens, I am confident will become the number one destination there (with The Galaxy becoming a strong number two of course). Or perhaps they will vie for market supremacy which would be fine with me as well!

We are also putting a big new 4D attraction into production. This standalone venue will be like nothing else in the world and it will be located in the heart of Times Square in New York.

Whatever we do, whether it’s a ride, a resort, a Broadway show or a movie, I am always trying to give people that sense of wonder. It’s like a great magic trick really – How did they do that? Did you see that? That was so amazing! You have to go and see this! 🎪

garygoddard.com

For news of some of Gary Goddard’s other upcoming projects see bit.ly/ADsEcK



The Goddard-designed Galaxy in Macau, recently voted “World’s Best Casino/Integrated Resort”

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Landora is the name of Turkey's first theme park, currently in soft opening phase at the new ORA shopping and leisure complex in the capital of Istanbul. Park World takes an exclusive look with the help of designer Valerio Mazzoli Studios (VMS) and ride supplier IE Park

Landora

Themed family fun in Istanbul



Located on a 70,000 square metre site on the European side of the city centre, this new development features direct subway, light rail and bus access and is only four minutes from the Trans European Motorway and the E-5 arterial road, or 15 minutes from either of Istanbul's two airports.

Construction was overseen by the ORA Istanbul Real Estate Investment and Development Co. As well as the theme park, visitors can also enjoy the ORA Outlet, ORA Arena and ORA Hotel featuring both a Crowne Plaza and Holiday Inn Express.

Guests at the Crowne Plaza can enjoy all day dining in a restaurant overlooking Landora. This fantasy park spans 21,000 square metres spread over two levels and comes complete with a storybook theme and mascot devised by Valerio Mazzoli's son Davide Simon. VMS' role also included the park masterplan and all design work. And yes, that castle does look a bit like another but, hey, Mazzoli has done his time as a Disney Imagineer and who was he to tell the client what to do?

"This was a major commitment for me," declares the Italian designer, now based in Orlando. "I supervised the site, working with a professional team including project manager Enis Arkayin, a close friend with extensive experience. During my visits I needed to check the quality of the work, make any modifications necessary and completely rebuild the parts that weren't compliant with the design."

BELOW: The park's two coasters



The opening of the park was handled by Dennis Speigel and his team at International Theme Park Services (ITPS) with park management overseen by Thomas Kaferie. IE Park supplied a package of 20 rides including a 12-gonola Balloon Wheel, 16-metre Drop Tower, Flume Ride, Carousel, Crazy Dragon, Fire Fighter, Convoy Cars, Old Timer Cars, Swing Ride, Rocking Noah's Ark, Mini Telecombat, Mini Carousel, Submarine Ride, Boat Ride, mini swing ship, mini carousel, mini-wheel and dinosaur-themed bumper cars. Also featured is a Junior Coaster from Vekoma (as seen below).

"Istanbul is a wonderful, cosmopolitan city," remarks IE Park's Andrea Munari, who has been working in the country for 15 years. "ORA is a prime site which we believe will mark a turning point for the theme park business in Turkey and actually for all the Balkan and Anatolian region."

According to Munari, 17 of the 20 rides are now open, with the indoor portion of the park now full operational. The official launch is scheduled sometime around April when the hotels and shopping centre should be complete. Until now, Turkey boasted several "Luna Park" style operations, but no themed attractions. 🇹🇷

landoratemalipark.com.tr





“Istanbul is a wonderful, cosmopolitan city. ORA is a prime site which we believe will mark a turning point for the theme park business in Turkey and for all the Balkan and Anatolian region”

Andrea Munari, IE Park



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Photos: airtimers.com

SBF's Midi Dance Party
dominates this view

A Midi Dance Party 360° by SBF-Visa is one of the headline attractions at Iceland's newest and brightest family entertainment centre (FEC)



FEC owners Ingibjörg Guðmundsdóttir and Eythor Guðjonsson



Eythor Guðjonsson with Yannick Maes from KCC

Rides and attractions

KCC tailored the attraction mix at Skemmtigardurinn for the local market, with an eye to something for everyone, from toddler and kids to teenagers and adults. The lower floor includes eye-catching attractions such as SBF/Visa's Midi Dance Party 360° and kids' drop tower, a soft play area, Comfyland experience, IE Park bumper cars, and a "7D" XD Theater from Trio Tech, the venue's highest earning attraction. Upstairs, guests can enjoy games galore including a laser tag area, video and redemption games, billiard tables, darts and Highway 66 mini bowling.

skemmtigardur.is



Skemmtigardurinn

Big news in Iceland

Spanning two floors of Reykjavik's largest shopping mall, Skemmtigardurinn opened after a very tight design and construction period. According to KCC Entertainment Design, the Belgian company that specialises in FECs, the initial design was only started back in April 2011, with construction beginning on site in June.

Enjoying a strong co-operation with KCC was the SBF-Visa group, which supplied two rides including the Midi Dance Party 360°, which occupies a prominent position in the FEC. This beautifully lit 13-metre-tall attraction narrowly misses the shopping mall's roof, providing an exciting experience for both rides and spectators. "At first view it always makes visitors gasp," notes SBF-Visa's Tommy Frison.

Located in an empty part of the Smaralind mall previously used for events, large crowds gathered for the opening of Skemmtigardurinn back in November as owners Ingibjörg Guðmundsdóttir and Eythor Guðjonsson, former actor and national handball champion, were joined by the Icelandic minister of tourism and industry.

"We live in a rather cold climate so we thought it would be great to open an indoor FEC," Gudjonsson tells *Park World*. "There are not many other parks or FECs in Iceland and most of them are small."

Covering 2,300 square metres, the new FEC features a family-orientated mix of attractions immersed in a jungle theme. Inside this tropical, air-conditioned environment visitors may even forget they are in one of the world's most northerly countries!

"We themed the FEC as a jungle because we wanted our customers to experience something totally different when they walk in," notes Gudjonsson. Iceland has gone through some tough times in the last three years so and we wanted to create the ambitious, exotic venue that Icelanders deserve to have."

"We are aiming at attracting two-thirds of the Icelandic nation," continues the FEC's owner. "It is a quite small market since there are only 320,000 people living in the country, however Icelanders tend to be high spending consumers and we are ranked number one in the world for cinema per capita. So far the FEC has been very successful. 🇮🇸"



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12 Month Check Up

FERRARI WORLD

It was billed as the biggest theme park launch ever in the Middle East, the one that would truly test the water for the development of large scale family entertainment projects in the United Arab Emirates (UAE). Just over a year since the official inauguration of Ferrari World Abu Dhabi (FWAD), the jury is still out.

The park's sleek roof together with attractions such as the world's fastest rollercoaster stand as powerful symbols of its ambition, not to mention that of Abu Dhabi itself.

Developed by Aldar Properties and operated by Farah Leisure Parks Management under a licensing deal with Ferrari, the park was acquired together with other Yas Island assets by the Abu Dhabi government in early 2011. This December, staff losses and management changes were announced as a result of revised FWAD operating hours.

Yet Farah is pressing ahead with construction of the adjacent Yas Waterworld Aqua Park as Yas Island develops into a major leisure destination. Elsewhere there are reports of a possible Adventure World Abu Dhabi resort from the Luxembourg company Les Palm.

With more than 12 months' operation under its bright red roof, *Park World* assesses the viability of Ferrari World and its wider influence on the UAE attractions industry. We start with the personal views of **Phil Taylor**, the man responsible for setting up the successful Ski Dubai in the neighbouring Emirate of the same name.

STRUCTURE

Ferrari World is an 86,000 square metre attraction set beneath a 200,000 sq m roof surrounded by more than 450,000 sq m of landscaping and infrastructure. The inefficiency of this arrangement is noteworthy. It's also interesting to note that the attraction part of Ferrari World is the same size as the O2 ('Millennium Dome') in London.

From an investment and experience perspective, a disproportionate amount of the cost has gone into the building. Little of the scale, clever design or aerial pleasure of the building can be appreciated from the ground; close up the building is industrial, dark and unattractive, particularly on the inside.

Many of the individual attractions within Ferrari World are media-based and are buildings within a building. A wide range of exciting, alternative structural forms that would have worked with the content and not against it could, therefore, have been considered, including solutions that would have allowed more light in. Can it be sorted out? Yes, but it will take more investment and the right people to do it.

CONTENT

The really good thing about Ferrari World is that it's an indoor attraction, which is a major plus in this part of the world. The venue tends to be marketed as a theme park but, as it stands, it could be considered to have more of the characteristics of a museum. The attractions have a strong informational bias, there is a low level of theming and many of the attractions are hidden away inside buildings or run outside the main building. The overall experience has a low level of repeatability.

It is understood that management is working hard to address the ride reliability/availability issues that have harmed the reputation of the venue and that shortly the last of the attractions that weren't ready on opening day, such as *Viaggio In Italia* (Soaring Over Italy), will open.

I might argue that not being creative enough or



Little of the clever design of the building can be appreciated from the ground

open enough about the way the Ferrari brand has been interpreted has, in the end, worked against Ferrari and not for them. My motivation for a visit was to have fun with my family but I'd say that when we left I somehow had less desire to own a Ferrari than when I went in.

To borrow a line from *Shrek* – Ferrari World is, "like an onion, it has layers." First impressions can be disappointing but as you spend more time there the quality of the offers and the care with which the attraction has been designed all start to shine through. I'd say it has the potential to be the right product in the right location, but it isn't there yet.

The single biggest requirement Ferrari World has to address, therefore, in addition to getting all the rides working, is to create an atmosphere and ambience of fun by making it much more like a theme park by, perhaps, taking itself a little less seriously.

THEME

There's no doubt it would have been easier to create an attraction with broader appeal using a range of themes rather than a single theme but there's no overall reason why a single theme can't work. Given a blank sheet of paper, however, I doubt a concept based on the Ferrari legend would have the natural choice for the first major theme park in the region. Ferrari is a very adult, male-orientated brand, and speed, cars, engines and racing are all very male focused themes



WATERPARK POTENTIAL

An analysis I did a few years ago indicated a total market penetration for visits to waterparks in the USA of around 22%. Yas Waterworld Aqua Park will take the projected figure for the UAE close to 17%. If we put aside cultural differences, this suggests that there's room in the market for it.

However, a standalone waterpark that is not part of an established, popular resort has to work very hard to succeed. In this context, I'd say that at the moment there are more factors working against a waterpark at Yas Island than for it.

It will be interesting to see what unique ideas the waterpark is bringing to grow the market rather than just cannibalise it. If it's just more of the same why would anyone from Dubai drive past Wild Wadi or Aquaventure to visit Yas Island?

UAE POTENTIAL

The fundamental opportunity for the UAE to create a regional tourism hub hasn't changed. Of the order of 300-400 million people live within a three hour flight time of Abu Dhabi and Dubai. Tourism within



Formula Rossa: the world's fastest rollercoaster

the region is strong and the market still has a lot of growth potential. Look at how Singapore has had to keep pushing itself over the last 40 years to get where it is now. Disney is just celebrating 40 years in Florida. These things take time, patience and persistence.

Strategically, I would say that the job of Ferrari World was to be part of a critical mass of entertainment aimed at making the UAE the "Florida of the Middle East" not lead the strategy. Unfortunately, none of the other parks have yet been built and Ferrari World has still to live up to its potential.

Yas Island has got to up its game, and Dubaiand must also find a way to move forward, by developing Universal Studios and Legoland for example. The UAE has chosen to develop tourism as part of its long-term development strategy. For a number of reasons the timetable has had to be adjusted, but for all of us involved in the leisure industry we want them to succeed.

ENCOURAGING SIGNS

Ferrari World has significantly increased its marketing presence lately, in Dubai at least, so the project is a lot more visible and front-of-mind than when it first opened. Having made such a level of investment it's better all round if it starts to pull its weight. What the park does do is act as a reminder, if we all needed one, of the real challenges and risks involved in trying to create prototype, world-class attractions. [E](#)

Phil Taylor is managing director of Team Leisure, which provides consulting, project management and operational services to worldwide developers and owners of leisure businesses and visitor attractions. Based in Dubai, the company works with government and private clients throughout the Middle East and beyond
team-leisure.com

Tourism within the UAE region is strong and the market still has a lot of potential. Look at how Singapore has had to keep pushing itself to get where it is now. Disney is just celebrating 40 years in Florida. These things take time, patience and persistence

The Official Word



Glenn Davidson, general manager for Farah Leisure Parks, offers an official response on behalf of Ferrari World

Ferrari World Abu Dhabi (FWAD) has had a successful first year of operation with hundreds of thousands of guests, in particular families and local residents,

enjoying the unique rides at attractions. With more than 20 rides and attractions, FWAD is a great day out for every member of the family and is already proving a very entertaining day out in the UAE.

As with all theme parks, we continue to grow and improve as we learn each day about the guests' needs and requirements inside this amazing space. Alongside our stakeholders across Abu Dhabi and particularly Yas Island, Ferrari World Abu Dhabi is becoming an integral 'must visit' attraction.

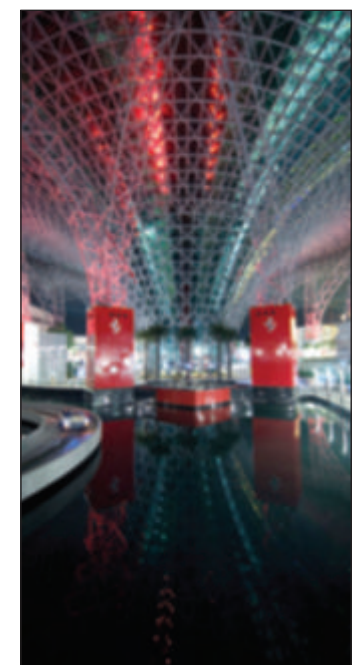
Formula Rossa, the world's fastest rollercoaster, has already become one of the most talked about rides in the global theme park industry and guests are coming from far and wide to experience the thrill of reaching 240kmh in

under five seconds, as well as immersing themselves in the Ferrari story of passion, history and technical innovation.

With the development of Yas Waterworld Aqua Park just next door to FWAD, due for completion in the fourth quarter of 2012, and the on-going work to complete the Yas Mall, Ferrari World Abu Dhabi is ideally placed to become a market leader and drive increased visitors as Yas Island continues to grow as an exciting leisure destination. We look forward to many more buoyant years as we expand and grow.



Yas Waterworld Aqua Park: opening later this year



The spacious interior of Ferrari World

Making fun in Moscow

New parks proposed – but is the market there?

Following the introduction of a new state programme called "Development of leisure and tourism industry in Russia during the period of 2012-2016 years," the Moscow government is mulling over a couple of ambitious park projects.

Eugene Gerden reports

Moscow has long needed a large and modern amusement park. The implementation of such a project could be very important for the country's amusement industry, taking into account that at present the capital lags far behind many other major metropolitan markets in terms of the number of parks and their technical condition.

While the idea to build a "Disneyland" in the USSR was proposed by the communist leader Nikita Khrushchev in 1960s, the project was never implemented. After the collapse of the USSR and the end of a series political and economical crises in Russia, the city's government decided to resume implementation of the project. However, what we have today is a selection of smaller amusement parks with no theming, plus a few newer family entertainments centres (FECs).

There is a possibility that the first Russian theme park could be started in the Lower Mnevniki (north west) district of Moscow. According to plans lodged with the city authorities by Arabian investors, the new park would cost up to USD\$3.5 billion and cover an area of 316 hectares. The ambitious attendance target is reported as between 50,000-70,000 visitors per day.

Deputy mayor of Moscow, Lyudmila Shevtsova says the project will be adapted to the cold Russian climate, which means that the majority of its attractions could be indoors, similar to Lotte World in



Moscow's largest ride area is currently located at the VVTs (All-Russia Exhibition Centre)

Seoul, South Korea. However the prospect of an undercover park on this scale has already sparked protests among some Russian analysts, who believe such a facility would feature a small number of attractions, in favour of gaming machines.

Another large theme park has been proposed in the shape of Magic World Russia, which would occupy an area over 240 hectares and comprise multiple theme park concepts as well as hotels, retail, dining and other entertainment. The \$2.5 billion development by MIG 2000 would be located around 50km north of Moscow and realised with the assistance of several companies from California including The Goddard Group, ProFun and Brand Studios.

There is always the possibility that the first Russian theme park could be built on the site of Gorky Park, which remains one of the most visited destinations in Moscow but has long been in need of renovation. However it is understood that any transformation of this site may take place through the modernisation of its existing infrastructure, not necessarily through the implementation of new rides and attractions.

While Alexander Timofeev, CEO of MT Development, one of Russia's leading commercial property developers, says the payback period of the project could be in the range of seven to 10 years, other believe each of these projects may not be paid back even in the long term.

According to Vladimir Gnezdilov, director of the Russian Association of Amusement Parks and Attractions (RAAPA), the first Russian theme park may also be faced with a low demand from local citizens, due to Russian living standards and the purchasing power of the local population.

Today, the number of people who regularly attend amusement parks in Moscow remains relatively low, due to high ticket prices and lack of international tourists, who visit the Russian capital mainly for business reasons. The biggest challenge will be to change such habits in order to stimulate the market for the kind of projects that are being proposed. ■

Eugene Gerden is a freelance journalist based in Moscow.



Expert opinion

How realistic are the new projects proposed in Moscow, and could Gorky Park save the day? Park World asked **Igor Rodionov**, the Russian Association of Amusement Parks & Attractions' new first vice-president, for his expert opinion

Moscow's amusement parks are visited by more than 15.5 million people annually. In 2011, the municipal government provided a substantial amount of money for reconstruction and improvement of these parks, and is planning to implement further improvements. In fact, the "Development of leisure and tourism industry for 2012-2016" programme is the first time Moscow authorities have paid so much attention to our industry.

In terms of infrastructure, a lot of development has been made at Gorky Park with the aim of recapturing its original historic appearance. The park's function will be changed significantly and it is intended that, for the most part, it will be a place for the calm recreation of city dwellers. It is worth noting that there are no amusement rides in Gorky Park at the moment.

The most extreme ride area in Moscow is now located at the VVTs (All-Russian Exhibition Centre). One of the most popular amusement areas within the capital, here Izmailovo Park and Sokolniki Park offer a variety of amusement rides, including rollercoasters and a giant Ferris wheel.

Nowadays, indoor entertainment complexes are actively being built in Russia, including two fairly large indoor theme parks that have already opened in Moscow. Another opened in St Petersburg and there are also some interesting projects being implemented in the regions.

However, at present there is not, unfortunately, one single large theme park in Russia. Major tourist destinations such as Moscow and St Petersburg seem quite fitting places for the implementation of a theme park, and information about huge projects for the capital periodically appear in the media. For example, there is "Magic Kingdom Russia" in Lower Mnevniki (as highlighted on this page), detailed information on which has yet to be confirmed.

Taking shape in Sochi, host city for the next Winter Olympics, is "Sochi-Park", which should be open by the start of games in February 2014. This park may well become the first Russian theme park on an international level, open year round.

raapa.ru



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RIDE GUIDE

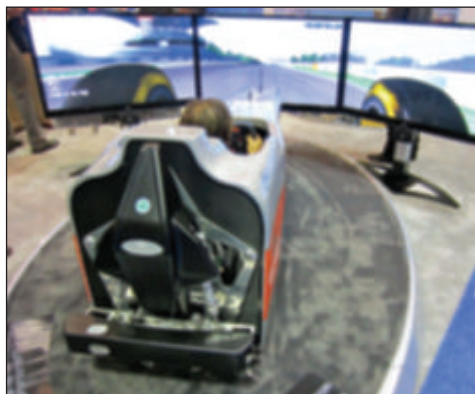
Products and services for parks and attractions

SYM 026 BY EVOTEK

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evotekus.com



GAME PATROL BY CREATIVE WORKS

This self-contained mobile gaming trailer – or “FEC on wheels” – can accommodate up to 16 players.

The interior is extremely functional, offering features such as Xbox 360 and Nintendo Wii consoles, LED television screens, internet access points, media devices, LED lighting, leather couches, heating/air conditioning and more. Creative Works apparently took inspiration from bowling facilities, limousines and nightclubs in designing the interior.

Wrapped with colourful game-branded graphics, characters and logos, venues even have the option to brand the trailer with their company logo.

creativeworks.com



LOCKER LINK BY SMARTE CARTE

Are ride lockers a revenue stream or a service to your guests? They can, of course, be both, but if your guests don't have the right change or are asked to pay too many times chances are they will stop using them.

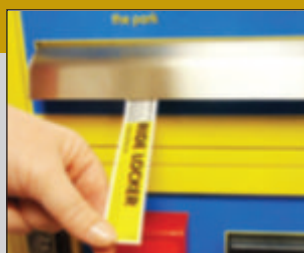
A new system developed by the American company Smarte Carte together with Core Cashless Kiosks aims to address both these issues. After buying a wristband from a self-service kiosk, guests are free use different lockers throughout the property all day long. Locker Link also

allows multiple guests in a party to share the same lockers.

The wristbands can be used with Smarte Locke 1000 series electronic lockers and barcode access points. The Locker Link kiosk can be configured to accept card payments, cash or barcoded coupons and is provided on a free installation, revenue-share basis.

Demonstrating the system at IAAPA Attractions Expo in Orlando, Smarte Carte was running it with a sensible \$2 per day fee for unlimited locker use, although this is of course up to the operator. The company is also working with Core on a park-wide cashless payment model using the same wristbands.

smartecarte.com
corecashless.com



CONNECT 4

BY BAYTEK GAMES

This classic family board game has been reborn as a coin-operated arcade machine. Two players take turns to drop 'discs' into the grid using buttons on the station before them. The first to get four in a row of their chosen colour, red or blue, is the winner. Alternatively, a single player can take on the computer. Either way, redemption tickets are dispatched as prizes, and players can win big in a bonus round.

baytekgames.com



ANIMATION BRAIN

BY ANIMALIVE

It's never been easier – or more cost effective – to interact with your visitors in CGI form than with this latest product by Animalive.

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animalive.com



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BY OPEN AIR CINEMA

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openaircinema.us



PROTRAXX 16

BY ALCORN MCBRIDE



This new 16 channel solid-state audio controller plays eight independent stereo tracks from a single economical rack mount unit. With no moving parts or PC-based software, it provides parks and attractions with a robust solution for continuous MP3 playback. Hours of audio clips can be stored on CompactFlash cards for years of reliable service. Enhanced features include Ethernet for remote updating and microphone/auxiliary inputs for zone paging. 20 units are already in use at Legoland Florida.

alcorn.com

WATER WEB

BY TECHNIFLEX

Made up of a grid of rain curtains, Water Web provides a maze for waterpark guests, with curtains acting as barriers. With the push of a button or programmed cue, the maze can instantly change configuration.

During the day Water Web can act as a play feature, but at night it can function as a mesmerising show with colour change lighting and projected images.

Interest is apparently very high and Techniflex is working on a number of proposals and hopes to have several installations in 2012 according to company president Monty Lunde.

techniflexproducts.com



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ShowGuide

Exhibitions and networking for amusement professionals

• March 1 to 3

IAAPI Amusement Expo

Bombay Exhibition Centre, Mumbai, India
+91 22 6523 1643
info@iaapi.org
www.iaapi.org



• March 9 to 11

CAIE Guangzhou Expo

China Import & Export Complex,
Guangzhou, China
+86 20 22106418
sales@grandeurhk.com
www.chinaamusement.com



• March 14 to 16

China Attractions Expo

Beijing Exhibition Centre, China
+44 1298 813148
caapa@leisureandattractions.com
www.caapa.org



• March 21

TILEzone

London Transport Museum, UK
+44 1885 846181
tile@andrich.com
www.tileweb.org



• March 21 to 23

RAAPA Expo

All Russia Exhibition Centre (VVTs), Moscow, Russia
+44 1905 360165
raapa@raapa.ru
www.raapa.ru



• April 17 to 19

DEAL 2012

Dubai World Trade Centre, UAE
+971 4 3435777
jacob@iec.ae
www.themeparksdubai.com



• May 2 to 7

Hauntcon

Monroeville Convention Center, Pittsburgh,
Pennsylvania, USA
+1 877 467 5786
info@hauntcon.com
www.hauntcon.com



• May 10

Scarecon

Norbreck Castle Hotel, Blackpool, UK
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(China)

Tel: +86-21-61853787

Fax: +86-21-65741019

E-mail: info@ultrasia.com

Web Guide

Online resources for the amusement industry

BUMPER CARS



www.candsrides.biz

CASHLESS SYSTEMS



www.embedcard.com

COIN HANDLING EQUIPMENT



www.cumminsallison.co.uk

DARK RIDES



www.sallycorp.com

ENTERTAINMENT DESIGN



www.kcc.be

EXHIBITIONS



www.hauntcom.com

FAMILY/CHILDRENS ENTERTAINMENT CENTRES



www.whitehutchinson.com

HIGHWAY 66 COIN OPERATED SCALED DOWN BOWLING SOLUTIONS



www.amusement.qubicaamf.com

INTERACTIVE PROJECT DISPLAY



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www.trio-tech.com

LEISURE ENGINEERING



www.garmendale.co.uk

MAZES



www.amazenmazes.com

PARENT & CHILD BATTERY RIDES



www.worldofrides.com

PEOPLE MOVERS



www.dottotrains.com



www.severn-lamb.com

PLANNING & DESIGN



www.forrec.com

PLAY STRUCTURES



www.iplayco.com

REVIEWS AND INFORMATION



www.thetremeparkreview.com

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www.gerstlauer-rides.com



www.mondialrides.com



www.tschu-tschu.de

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www.prestonbarbieri.com



www.wiegandslide.com



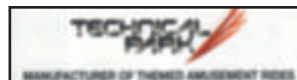
www.pax.ru



www.ridesandfun.com



www.sbfrides.com



www.technicalpark.com



www.mack-rides.com



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www.intaminworldwide.com



www.vekoma.com

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www.falconshow.com

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SNOW & ICE



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www.jaravision.com

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www.alesuk.org

TICKETING



www.accesso.com



www.gatewayticketing.com



www.nationalticket.com



www.omniticket.com

VISITOR VIDEO SYSTEM



www.tapemyday.com

WATER RIDES



www.interlink-ig.com

WATER RIDES & PARKS



www.proslide.com



www.vanegdom.nl



www.whitewaterwest.com



www.wiegand-maelzer.de



CIAE

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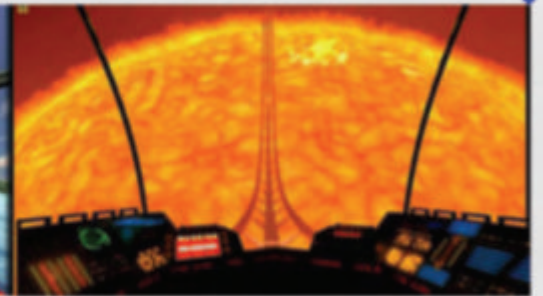
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