

WORLD PARK

NOVEMBER 2011



OCT GOES OTT!

S&S engineers excitement in China

INSIDE

IAAPA

Attractions
Expo

Nick Varney
Roland Mack
Legoland Florida
+more!



Complete Lily Pad Walk Setup

ZebeC provides a Complete Lily Pad Walk Setup including Foam Lily Pad Floats, Overhead Netting and Pool Side Safety Padding – All made in our USA 70,000sf Cincinnati, Ohio factory. Lily Pad setups are custom designed for each project and constructed to fit your specific area.

Complete Lily Pad Walk Setup

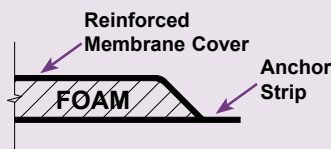
- FOAM Lily Floats
- Overhead Netting
- Entry Pool Side Padding

Foam Lily Pad Floats

Constructed for heavy commercial use and made with high density foam completely encased in a water-tight, reinforced outer membrane cover. This thick outer membrane is extremely tough providing excellent abrasion, puncture and wear resistance along with water-tight construction.

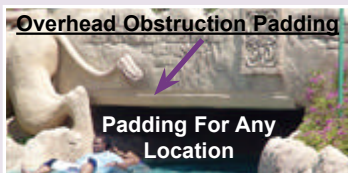
Safety Padding

ZebeC manufactures a full range of safety padding to fit most any area in your facility. Safety pads are custom made to fit your specific area and special requests or designs are no problem.



Safety Pad Features

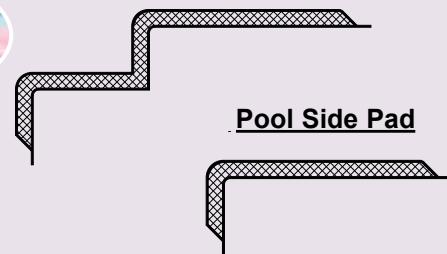
- **Sizes** – Custom made to fit your specific area
- **High Density Foam** – Mechanically stable foam that maintains cushioning properties
- **Durable Outer Membrane** – Foam completely encased in a Watertight, Reinforced outer membrane
- **Installation** – Bolt-down or adhered.
- **UV Stable** – UV inhibitors resist damage and fading
- High Chemical Resistance • Low Maintenance
- Easy Onsite Repairs • 14 Colors Available



Safety Padding For Any Area

Flat Pads are designed for the bottom of slides or any flat area. L-Shaped Pads and “stair-step” pads are made to protect the side of a pool. We can also custom design padding for most any area.

Pad with Gutter Drain

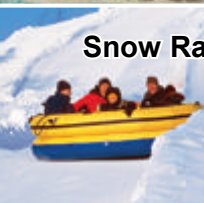


Heavy-Duty Single, Double, Tear-Drop, 3 and 4 Person Clover Tubes made in USA with extra heavy material and overlapped, heat-welded seams

Heavy Duty Tubes



+1(513) 829-5533
Fax +1(513) 892-7466
zebec@zebec.com
www.zebec.com



6-7 **Front Gate**

Setting the agenda for the month ahead

8-22 **Park News**

Your monthly round-up

8 **Park Hoppin'**

Paul Ruben goes country

10 **Park Bloggin'**

Sound advice from Heather Eichenbaum

24 **S&S Success**

Supplier news

26 **KMG XLR8**

Supplier news

28 **Goddard On The Go**

Supplier news

33-34 **Show Review**

WWA Symposium

36-37 **Roland Mack**

Interview

38 **Dick Kinzel**

Interview

40-42 **Nick Varney**

Interview

44-48 **Legoland Florida**

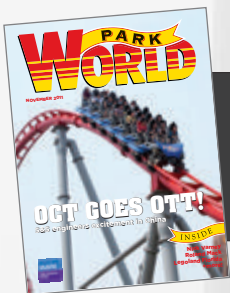
Park profile

50-51 **Midway Park**

Park profile

53 **Web Guide**

Online resources for the amusement industry



THIS MONTH'S COVER SHOT: Extreme Rusher at Happy Valley Beijing is one of two launch coasters delivered recently by S&S Worldwide to the OCT group in China. To read how S&S has grown from a pioneer of high-thrill tower rides to the largest US manufacturer of rollercoasters and amusement rides, turn to page 24. www.engineeringexcitement.com



“**Maybe, like in America with Six Flags, things will go backwards and there will be a chance of former family businesses going back into family ownership**”

Incoming IAAPA chairman Roland Mack discusses consolidation within the European park industry, P36-37



“**If I was a betting man, I would say that at some point in the next five years you are going to see both Universal and Legoland parks opening in Dubai**”

Nick Varney on Dubailand, P40-42





Kiddle



Kart



Visit us at
IAAPA
Attractions
Expo
Booth 4836



Major
Rides



The Carousel Company



Bumper
Cars



Visit us at
IAAPA
Booth 4836

BERTAZZON

The Carousel Company

BERTAZZON 3B SRL, 31020 SERNAGLIA (TREVISO) ITALY
PHONE +39.0438.966291 FAX +39.0438.966165
E-MAIL: BERTAZZON@BERTAZZON.COM



Venetian
Carousels



ParkWord

November 2011



Hello if you picked up this issue at IAAPA Attractions Expo in Orlando. Central Florida is home to some of the world's best but priciest theme parks – as high as \$85 (plus tax) for one day at a single Walt Disney World or Universal Orlando venue.

Located about an hour away in Winter Haven, Merlin Entertainments entered the market last month with Legoland Florida on the former site of Cypress Gardens. Your discount for the out-of-Orlando location? Ten dollars. Adult admission is \$75, while children up to the age of 12 – Legoland's core market – pay \$65, or rather their parents do.

Admission to Legoland's parks in Europe is generally cheaper, despite higher rates of tax. As you'll read in our interview starting on page 40, Merlin chief executive Nick Varney thinks the industry in Europe needs to raise its prices. Without doing so, he argues, it will never secure the returns needed to make the investments expected by guests. Even in the US, outgoing Cedar Fair CEO Dick Kinzel says (see page 38), "At some point, either capital expenditure is going to be reduced and/or pricing will increase". To prove his point, Varney has devised an 'entertainment cost per hour' (ECPH) analysis comparing theme parks to other leisure pursuits such as concerts and football matches. Broken down like this, parks come out on top every time.

Of course the price of stadium concerts and major sporting events has rocketed in recent years, and families might not take too kindly to theme parks doing the same, but nevertheless such attractions traditionally operate on much lower returns, as many of you reading this will be acutely aware. To achieve higher prices, Varney believes the industry needs to address negative media coverage. You may just find his ECPH figures a useful tool in doing so.

Speaking for a moment as a 'guest' I do not think overpriced food and drink or added 'extras' like car parking help with a park's public perception, but they are not uncommon at other destinations either. However, about the worst value you can get at a theme park is by spending most of the day queuing for rides and attractions. Were visitors to work out their own 'cost per ride' analysis on a peak day at some large parks, they might be in for a shock. Which is why November is a perfect time to visit Florida's fantastic parks!

Owen Ralph - Editor



Editor Owen Ralph (+44 161 438 2934)
parkworld@btopenworld.com

North American Editor Paul Ruben (+1 585 381 1012)
parkw@rochester.rr.com

Contributors this issue Heather Eichenbaum, Nick Garrod,
Marcus Gaines, Gary Kyriazi

Sales Manager Mark Burgess (+44 1622 699124)
parkworld@datateam.co.uk

Publishing Director Paul Ryder
pryder@datateam.co.uk

Managing Director Parvez Kayani
p.kayani@datateam.co.uk

Publication Secretary/
Subscriptions Jennifer York (+44 1622 699109)
parkworld@datateam.co.uk

Head Office
datateam
Business Media
Datateam Business Media Ltd
London Road, Maidstone,
Kent, ME16 8LY, UK

Tel: +44 1622 687031
Fax: +44 1622 757646
www.datateam.co.uk

NOVEMBER 2011 ISSN: 1462-4796

© COPYRIGHT 2011: ALL MATERIALS IN THIS PUBLICATION REMAIN THE COPYRIGHT OF DATATEAM BUSINESS MEDIA AND NO PART OF IT MAY BE REPRODUCED WITHOUT THE WRITTEN PERMISSION OF THE PROPRIETORS.

A request to insert an advertisement is deemed to be an acceptance of Datateam Business Media Ltd's conditions of trading, copies of which are available on request.

Member of:



Dotto Trains

Environmentally friendly



NEW P90.2011



Exclusive dealer for
Italy, Germany and Austria
info@carraro2002.com



DOTTO

TRAINS

Borgo Pieve, 115 / C.P. 156 - 31033 Castelfranco Veneto (TREVISO) - Italy
Tel +39 0423 723 020 r.a. - Fax +39 0423 723 022 - info@dottotrains.com

www.dottotrains.com



Big Question



How was business this season?



Peter Ronchetti, Legoland California, USA: I am pleased to say that our record of gradual volume growth over the last five years continues. This is encouraging because our rate of growth has not slowed in line with general market conditions during these turbulent economic times. We got off to a flying start with the launch of Star Wars Miniland for Spring Break. On Memorial weekend we launched Splash Zoo at Legoland Water Park, aimed at younger guests. This winning formula of Duplo animals and water helped drive attendance through a perfect California summer. Overall, our resort positioning with Legoland California, Sea Life Carlsbad Aquarium and Legoland Water Park creates a two to three day experience, witnessed by our research and continued growth of multi-day ticket sales. All of this gives us great confidence as we start work soon on North America's first Lego themed hotel, opening in 2013.



Henrik B Nielsen, Djurs Sommerland, Denmark: We welcomed more than 660,000 guests during 2011, a new attendance record for the fifth consecutive year. Our "Magical Halloween" in October attracted more than 53,000 guests and we were up by approximately 82,000 over the season, a growth of more than 15%. This positions Djurs Sommerland as Denmark's second largest tourist attraction outside of Copenhagen – only exceeded by Legoland Billund. Skatteøen, our Mack water coaster, has been an outstanding success and is already challenging our rollercoaster Piraten as the park's most popular attraction. Furthermore we have been able to attract visitors from a larger geographical area and have experienced a significant increase in foreign guests.



Anthony Catanoso, Steel Pier, USA: Business was down. Aside from the late start due to Easter falling later we were down across the board. We had a heatwave that hurt our day business and we do not have a waterpark. That was the story for July. In August we had more rain than normal. This was all topped off by our new sweetheart, Hurricane Irene! Five days of being closed, tear down expenses and enough damage from the storm to hurt but not enough to trigger an insurance recovery basically nailed the lid shut on the season. Our high point was the opportunity to be able purchase Steel Pier after 20 years of hard work as a tenant.

Ups & Downs

Copper & Robbers – The Blue Streak rollercoaster at Conneaut Lake theme park in Pennsylvania was targeted last month by thieves stealing copper wire

Green Game – Pacific Park on Santa Monica Pier in California has introduced the world's first wind-powered amusement park game, a High Striker connected to a wind turbine

Architect Goes Bananas – A Dubai-based architect wants to build a Herbie theme park (inspired by the films of the same name) and believes it would be "better than Ferrari World." He is still looking for funding

Figures of Fun

12

US dollars – charge for car parking at Legoland Florida

1936

year the world's oldest purpose-built ice arena opened at Blackpool Pleasure Beach, England

50,000

hours – amount of educational sessions at World Waterpark Association Symposiums since 2000

500,000

number of plastic bricks used in the World's tallest Lego tower. The 31.39-metre-tall construction was built this summer outside Legoland Billund, Denmark

650,000

visitors this season to Idaho's Silverwood Theme Park – a 6% increase over 2010's attendance

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





ParkPatrol Everyday scenes through the operator's eye



This picture brings together a lot of what makes Kennywood the great park that it is with the mix of the old and the new. The picture is taken atop our Noah's Ark, the last remaining walk-through attraction at Kennywood and now the only remaining Noah's Ark in operation anywhere in the world.

- 1) The famous Thunderbolt wooden coaster is a classic hybrid of the old Pippin double-dip coaster and new Thunderbolt. In 1974, the *New York Times* called it, "the Ultimate Roller Coaster."
- 2) In front of the Thunderbolt is a classic art deco structure called the "Lucky" refreshment stand. It's a building that has been around for over 50 years selling the best in funnel cakes and corn dogs. In between this building and the Thunderbolt are the world famous Potato Patch French Fries!
- 3) The gothic looking mansion-style building in the upper right is Ghostwood Estate. It's one of our newer interactive dark rides, built in 2008.

Jerome Gibas, Kennywood, Pennsylvania



Kernels

Marty Keithley, vice-president and general manager of **Knott's Berry Farm** near Los Angeles, has retired after 35 years at the park, replaced by Raffi Kaprelyan, whose old role at Canada's Wonderland near Toronto has been filled Norman Pirtovshek.

The **Doctor Who Experience**, created by Sarnier, has been given a three-month extended run at Olympia in London, where it will stay until early 2012. Over 155,000 visitors have passed through the doors since February.

Dark ride and animatronics producer **Sally Corp** has selected David Ciciora as its new director of ride systems. His career in the park industry includes stints at Legoland California, Morey's Piers, Hard Rock Park and Universal Studios Hollywood.

According to local newspaper reports, plans are back in place for the development of a **Wild Wadi** waterpark in Jordan. *The National* in Abu Dhabi reports that an unnamed company is injecting DHS881 million (US\$240m/€171m) to restart a tourism project in the Red Sea city of Aqaba. The Saraya project, which was stalled almost three years ago, would also include hotels managed by the Jumeirah Group and Starwood Hotels & Resorts, as well apartments, villas and a convention centre. Jumeirah already runs Dubai's Wild Wadi waterpark in the shadow of the Burj Al Arab and Jumeirah Beach Hotel.

Coming Soon...

Create a bigger attraction.

Expect the

Extraordinary

New Ride Designs
by HUSS Park Attractions

HUSS

The Standard of Excellence

SEE US AT:
IAAPA ORLANDO
BOOTH # 2604
NOVEMBER 15-18
2011

See the full line of HUSS
Classic and Giant rides.

International Inquiries:
49-421-4990-00
sales@hussrides.com



www.hussrides.com





ParkHoppin'

with Paul Ruben



Tennessee Trekin'

It had been 22 years since the last time I visited Dollywood in Pigeon Forge, Tennessee. It's not easy for me to get to, so I kept postponing the trip. But this summer I went back, and I'm glad I did. It's changed, of course, but it's easy to see why it earned the Applause Award in 2010. Dollywood's theming is beautifully imagined and it is pervasive, one of the best themed parks in America.

Of course there were new coasters to ride, too. Blazing Fury had been there when I visited before, but it remains a favourite combination dark ride and coaster. Great Coaster International's Thunderhead woodie, the Gerstlauer Mystery Mine, Arrow's Tennessee Tornado and L&T's funky VeggieTales Sideshow Spin, a family coaster, were all new for me. VeggieTales was the smoothest and most comfortable, probably because it was the slowest. That's Veggie Tales pictured behind me.

It was very hot that day, so I thought I'd cool off in one of the park's air-conditioned theatres. I forget how much good entertainment adds to the theme park experience. Thought I might find a country music show, since this was, after all, Dollywood. I was looking for a show with some country tunes like, *Kissed Her on*

the Lips and Left Her Behind for You or My Wife Ran Off With My Best Friend And I Sure Do Miss Him. Perhaps you've guessed by now that I don't like country music. But I don't mean to denigrate those who do. And for the people who like country music, denigrate means "put down."

But instead I happened upon Dreamland Drive-In, a revue featuring chart-

topping hits of the '50s and '60s. Nearly an hour long with great singing and dancing, it was the best show I've seen in a theme park this year.

I cooled off the next day in Splash Country, Dollywood's adjacent waterpark and finished with a night of Terry Evanswood's magic at Wonderworks. Four miles down the road is Gatlinburg, one of America's premier destinations for kitschy fun. Ripley's has seven attractions here including the spectacular Ripley's Aquarium of the Smokies. Mysterious Mansion haunted house is here, along with an observation tower, chairlift, earthquake ride and arcades. Who needs mountain scenery with all this? I love kitsch; who doesn't?

That night in Gatlinburg I went into a local bar, sat down, and asked a big guy next to me, "Wanna hear a good Tennessee joke?" He looked me over and said, "Well before you tell that joke, you should know something. I'm six foot tall, 200 pounds, and I'm a UT (University of Tennessee) graduate. The guy sitting next to me is six-two, weighs 225, and he's a UT grad. And the fella next to him is six-five, weighs 250, and he's a UT grad, too. Now, you still wanna tell that joke?" "No," I said, "not if I'm gonna have to explain it three times."



SkySpire

US Thrill Rides reaches for the sky

Attractions inventor Bill Kitchen has conceived a dramatic new sightseeing ride which, in theory, could be built almost 1km tall. SkySpire by US Thrill Rides is a tower that can rise from to heights of between 250 to over 3,000ft (76 to 914m) providing passengers with unique 360-degree panoramic views as they spiral down around the outside of the structure.

The SkySpire is envisioned with one or more floors of enclosed observation and/or retail space at the pinnacle. Patrons will ride to the top of the tower inside fully enclosed climate controlled gondolas, or in a glass elevator through the centre of the tower. At the top they can exit to enjoy views, before spiralling gently back to earth.

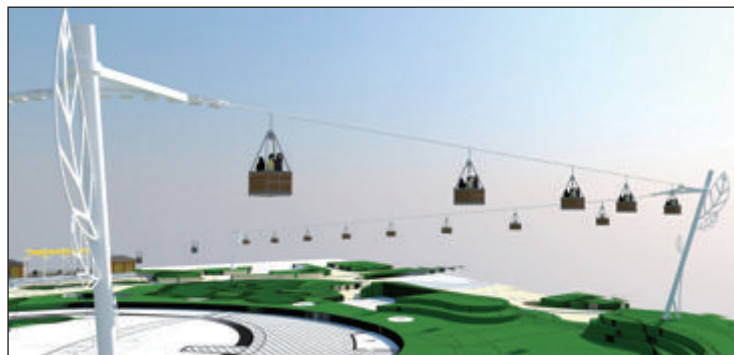
"This is a totally unique and affordable for attraction operators," says Kitchen, whose earlier experience with broadcast antenna towers inspired his desire to build very tall observation rides with a smaller footprint to Ferris Wheels. "Most of all, SkySpire will be a guest experience that will fully deliver the value of any interesting view."

Capacity will be delivered according to customer requirements, but gondolas will available carrying between 6 and 20 passengers and anything from 20 to 200 gondolas can be supplied per ride. Transit time is variable depending on height and speed, from 10 to 30 minutes. This will deliver hourly capacity of anything from 1,000 to 3,000 people per hour. There will be continuous walk-on/walk-off loading and unloading, on both the ground levels and observation levels.

Several theme parks and other venues have already shown an interest in SkySpire, though Kitchen is careful not to reveal the location or timing of the first construction: "We will leave that to the direction of our developers," he says. He does mention that his first SkyQuest suspended beam ride system has been purchased and will be going into the Indianapolis Zoo next year.

The two new attractions follows US Thrill Rides' patent pending SkyView observation wheel, now under exclusive licence to Circle Entertainment, which wants to build an Eye-branded wheel on International Drive in Orlando in partnership with Merlin Entertainments.

www.usthrillrides.com



SkyQuest – coming soon to Indianapolis Zoo





Polar Land at Legoland

Denmark's Legoland Billund is to get a brand new area for 2012 called Polar Land, anchored by a Zierer drop coaster. The new additions represent a DKK 75 million (\$14m/€10m)

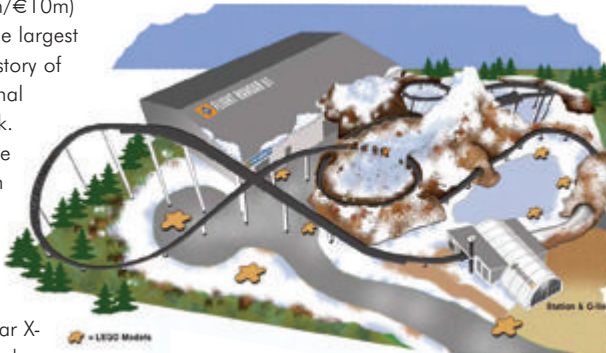
investment, the largest ever in the history of this, the original Legoland park.

Billed as the first coaster in the world to combine a five-metre-drop with live penguins, Polar X-plorer will reach a

top speed of 65 km/h. Riders will race through an icy waterfall, past Lego polar animals, into a giant mountain and crashing through the "ice" into the drop sequence. The speed will then decrease, allowing passengers to enjoy the view of the penguins.

Totalling 12,500 square metres, the Polar Land concept has been developed by Legoland Billund designer Tom Christiansen. As well as Polar X-plorer, the new land will also include a restaurant overlooking the penguins and a flight simulator built out of the park's old Power Builder (Robocoaster).

Located in the far corner of the park, the new land will replace the Event Area and be unveiled to the public in May, one month after the main park opening.



Goofy's Paint 'n' Play House



Think of it as Toy Story Mania with a new twist (and no moving vehicles). Goofy's Paint 'n' Play House will open at Tokyo Disneyland in autumn 2012, letting guests help Goofy redecorate his room with what seems like real paint!

Players must work together to paint a room, taking aim at the wall or furniture. Different settings will be featured, such as beach or jungle, providing guests with a different experience each time they visit.

National Roller Coaster Museum moves forward

The National Roller Coaster Museum and Archives (NRCMA) continues to move forward in the United States, in its efforts to preserve and protect the history of the amusement industry.

After securing a 2,600-square-foot building last year in Texas, the museum recently filled its two remaining board positions with the appointment of Tom Sheehan, an attorney and life-long advocate for theme parks and amusement manufacturers and Jerry Willard. Deputy director of rail administration for the San Mateo Transit District in California, Willard is also as an executive committee member of the American Coaster Enthusiasts (ACE).

The NRCMA continues to expand its collection of artefacts and is currently expanding its archiving facilities, but the museum needs support from the industry and fans if these efforts are to continue. Donations can be made online at www.rollercoastermuseum.org, a website which is worth a look.



Park Law

by Heather M Eichenbaum Esq



Defence Vs Settlement When and How to Compromise

Lawsuits are inevitable in the amusement industry, and several plaintiffs' attorneys have targeted the industry in recent months. Insurance companies retain defence counsel to represent your interests in these lawsuits, but which ones should you urge the insurer to defend and which should you attempt to settle amicably?

First and foremost, you should always, in every circumstance, defend every case that is fraudulent or in which you otherwise did nothing wrong. Plaintiffs' attorneys communicate daily about pending lawsuits, potential cases and easy or difficult targets for lawsuits (who always settles cases and who fights tooth and nail).

If you defend lawsuits vigorously and make plaintiffs and their attorneys work endlessly to "earn" any money they ultimately get, the number of claims and lawsuits against your park will decline.

Attorneys facing the decision of whether to take on a new client with a questionable claim will be unlikely to accept the client – knowing they are going to have to work extremely hard for years with no guaranteed payoff.

The challenge in defending every dubious case is being willing to pay more to defend the case than you would to settle it. After all, it may seem a silly business decision to pay \$30,000 to defend a case that you could settle for \$5,000. However, when you settle 10 cases for \$5,000, word spreads that you settle and those \$5,000 claims keep coming.

When you defend a handful of \$5,000 cases, showing you are willing to defend yourself even when it costs more to do so, those \$5,000 cases stop coming in and, in short course, you are facing only legitimate lawsuits. In the end, by vigorously defending baseless claims, you will save money in insurance premiums, and, as importantly, your time and effort spent defending your park.

Conversely, any claim or lawsuit that is meritorious – where you know your park did something, or failed to do something, that caused an accident, should be considered for settlement – as early and as cost effectively as possible. However, that settlement must take into account the injuries allegedly sustained and what they are realistically worth. Don't be hijacked into paying for injuries that are exaggerated or unrelated to the accident at your park. Work with your attorney to investigate the plaintiff and whether the claims are legitimate.

Those cases where responsibility for the accident is questionable or the plaintiff themselves played a part in causing it, should also be considered for settlement but at a compromised amount.

Furthermore, all cases should always be settled with a confidentiality provision. This helps to protect you from "the word on the street" becoming that you are an easy target for future lawsuits.

Heather Eichenbaum is a member with Spector Gadon & Rosen PC, practicing in Pennsylvania, New Jersey, Florida, and New York. In addition to defending amusement venues, she also handles and provides training in crisis management. Legal counsel to and a board member of the National Association of Amusement Ride Safety Officials in the United States, she is also a member of IAAPA, NJAA, OABA and the IISF. Should you need legal assistance, reach Heather at: +1 215 241 8856 or heichenbaum@lawsgr.com.



BALPPA targets seaside 'stealth tax'...

The British Association of Leisure Parks, Piers and Attractions (BALPPA) is concerned that its members will suffer from the UK government's new Machine Gaming Duty (MGD) following an admission by a senior representative of HMRC (Her Majesty's Revenue & Customs).

A PwC report, published by BALPPA in July 2011, showed the new tax structure would expose seaside amusement businesses because family amusement machines, skill games, ticket redemption, novelty prize games and machines such as crane grabs and penny falls, which are exempt under the current system, will be included for the first time.

Speaking at the convention of the BACTA coin-op

trade association on October 13, Andy Leggett of HMRC's Tobacco & Alcohol Strategy Policy admitted that MGD would inevitably create, "winners and losers."

BALPPA is now seeking assurances from the economic secretary Chloe Smith that the threat to Britain's seaside towns has been taken into account and that its members must not be penalised for investing in their businesses.

"To hear government officials to say that there will be losers from a change in tax and imply that this is okay in the overall scheme of things is absolutely galling," says BALPPA member John Bollom, owner of Mumbles Pier in South Wales. "The pier has been in our family for three generations and restricting the

recovery of VAT on our repair expenditure will only add to the spiralling costs maintaining these much loved structures that are so vital to the seaside economy."



...and asks government to take tourism seriously (again)

The UK government is accused of ignoring tourism in a new planning policy document, according to BALPPA.

"Tourism needs to be recognised as a significant industry and one which can make a substantial contribution to the restructuring of the UK economy," says Nick Laister, senior director of RPS, which has submitted a representation on behalf of BALPPA concerning the National Planning Policy Framework. "Despite employing over 3 million people and generating £115 billion

[\$183m/€132m] per annum to the UK economy, tourism is notable by its absence from the document. Only rural areas benefit from any specific guidance."

BALPPA also asks for the recognition of urban tourism, a distinction to be made between tourism and leisure, simpler and clearer planning documents, support for sustainable development, and agreement that there is no necessary contradiction between increased levels of development and protecting and enhancing the environment.

www.balppa.org

www.rpsgroup.com



Keith Sparks 1936-2011

British theme park designer and creative Keith Sparks passed away on October 11 at Beccles War Memorial Hospital in Suffolk, England. He was 75 and leaves a wife Bobbie, three step children and seven grandchildren.

"Sparky (as he was known to his friends) put 'showbiz' into the British theme park industry," remembers friend and former collaborator John Wardley. "He made attractions enchanting, thrilling, mystifying, comical, and above all fun."

Trading as Sparks Creative Services, Keith worked with many parks including Blackpool Pleasure Beach and Alton Towers, both in the UK and overseas. Later he helped set up the attraction Russell Grant's Astrology World at Granada Studios Tour in Manchester, before establishing Attractions Projects Worldwide (APW), which brought him back into the park industry. Working with clients such as Merlin Entertainments, notably on its Dungeon attractions, Keith also played a major creative role on the opening on Santa World in Lapland, Finland, together with Bruce Carter of Rex Studios.

"His background as a puppeteer and entertainer gave Keith a deep grassroots understanding of the minds of his audience, and his practical down-to-earth approach combined with his mischievous sense of humour made him a delightful person to work with," adds Wardley. "My collaborations with him on Chessington's Professor Burp's Bubbleworks and Alton Towers' Haunted House provided some of the happiest and most fulfilling periods in my career. Our industry has lost a wonderful pioneer, and he shall be missed."





WATER TOYS®



AQUACIRCUS



Incorporating several Aquanetic structures in a new expanded curvilinear Aquadek, Empex creates their latest concept, the "Aquacircus®". This is a climb and slide structure which provides a myriad of different slide experiences and 45 creative interactive activities. Complete with "Aquaclunes™", zany spray clowns, Aquajetz™, interactive Watertoys® and Aqualons® spray features around the structure, the resulting visual is as much fun for the players as it is for the spectators.

www.watertoys.com
info@watertoys.com
 1.905.649.5047

A new zany array of fun loving kids water play features from Empex Watertoys® have been combined into a dynamic water playground called AQUACIRCUS®.

Empex has created a unique new line of interactive watertoys under the trademark "Aquanetics™", where the kids can turn a hand wheel and produce different sprays, water flows, and kinetic effects such as turning pelton wheels, spinners, gears and pinwheels to create a zany effect of water motion. Aquawizz™, Aquanoodle™, Aquaswirl™ and Aquamill™ are four new structures in the Aquanetic line.





Magic Wand

Lagotronics makes attractions interactive

The Dutch technology firm Lagotronics is offering park owners and their guests a new level of interaction via its LagoTRIG "magic wand," recently installed on attractions at Tivoli in Copenhagen and Potts Park, Germany.

Originally used inside a walk-through attraction at Toverland in the Netherlands, LagoTRIG now features at Tivoli as part of an upgrade of the park's Minen (Mine) dark ride. Each of the ride's 12 boats is equipped with four magic wands, allowing riders to shoot at 96 glowing diamond targets as they voyage through the land of the Grotes, whose treasures are jealously

The interactive Heege tower at Potts Park

guarded by a slumbering dragon. Each wand has its lit up with a different coloured LED, and players must shoot at targets in the ride with the corresponding colour. Points are scored and various effects/animatronics triggered when the targets are hit.

At Potts Park, LagoTRIG gives a new interactive element to the venue's Heege tower. Sitting in pairs, riders can choose either to hoist their seat to

the top (as before) or use the magic wand to zap targets in themed trees around the outside of the tower. The higher scoring targets are located higher up the tree. Riders see their scores when they get off. The new-look attraction is receiving renewed interest from park guests as well as much higher repeatability due to the game element.

Lagotronics now plans to make LagoTRIG compatible with social media like Twitter/Facebook, allowing visitors to publish photos and/or scores online – a great memory for guests, and great marketing tool for the park.



Riders at Potts Park check their scores



www.lagotronics.com

BE A BEE!

One of the most fun products Park World has seen for some while, the Kiddy Flyer from German firm Euroviva turns kids into flying bees!

Enclosed inside a single person gondola in either a sitting or lying position (as seen here), passengers must flap the bee's wings to make it fly. If they stop flapping, the gondola slowly descends.

After trialling a single unit fixed to a tower, Euroviva has developed the concept with gondolas that travel along a horizontal rope course. By placing obstacles along the route, guests have even more fun "flying" up and down to avoid them. In such installations a control unit ensures that the gondolas move forward only when it is safe to do so.

A test set-up was made recently at a play centre near Euroviva's headquarters in Mannheim, where passengers could fly over the top of inflatables, balloons and other obstacles. What a buzz! Custom designed gondolas are available on request.

See a video of Kiddy Flyer in action by reading this article online at www.parkworld-online.com or at www.euroviva.de



The harder you flap the higher we go!

water rides from a to z



meet us at IAAPA Orlando
Booth # 3045, Nov. 15 - 18



abc rides switzerland
info@abc-rides.com www.abc-rides.com

RDC BUMPER CARS!

You become an industry leader by doing one thing and doing it well.
Our thing happens to be Bumper Cars.

Experience the fun at the
IAAPA Trade Show
Booth #2624



Bringing more Fun, Excitement, and Profit to Your Amusement Business

- Incredibly Responsive
- Minimum Floor Space
- An Excellent Investment
- Low Maintenance

- Gas, Electric Floor and Battery Models Available
- Over 30 Years of Industry-Proven Reliability

See us at IAAPA, booth 2624



"I am so happy I bought RDC Bumper Cars. They have been the best investment. Kids love to be in control of the bumper car instead of having to sit along side of Mom or Dad in a go-kart and not be in control. It is great fun for the entire family!"
Jim Mastroianni, Owner - Glenville Mini Sportplex, Glenville, New York

~~43~~ 44

~~25~~ 26

Millions of riders in ~~42~~ states and ~~24~~ countries can't be wrong!

Ride Development Company (RDC®)
P.O. Box 40, 4770 Independence Hwy.
Independence, OR 97351-0040 USA
Member IAAPA, RSA, BPAA, WWA & AIMS

Phone: 1-503-606-4438
Fax: 1-503-606-4436
E-mail: RDCbumpercars@aol.com
Web: <http://www.bumpercar.com>



Great Wolf Story Explorers

Interactive adventures for little lodge guests

"The family entertainment landscape is evolving just as rapidly as the technology used by our guests, and that changes expectations entirely," notes Kim Schaefer, CEO of Great Wolf Resorts, North America's largest operator of indoor waterpark resorts.

The group recently unveiled an interesting new attraction called Great Wolf Story Explorers. Designed with the young, tech-savvy generation in mind, it blends classic storytelling with interactive technology and imagination to create a fully participatory, hi-tech experience that's believed to be the first-of-its-kind.

Built upon a proprietary software platform from Creative Kingdoms (creator of MagiQuest), the attraction takes young guests on an adventure throughout the Great Wolf Lodge Pocono Mountains resort in Pennsylvania. The "explorer" has the ability to choose their particular course and is fully integrated into the story as one of the central characters.

After choosing a plush toy companion, based on the resort's animal mascots the Great Wolf Kids, the child pauses to strike several pre-determined poses for a camera before embarking on a story told on a series of video screens. As they move from location to location, they must scan an RFID wristband worn by the toy.

Each time wristband is scanned, an animated video character comes to life on screen, telling more of the story, and guiding players to the next stop. After

completing the entire storybook, players are given a keepsake of their adventure: a personalised storybook which integrates the photos taken at the beginning of their adventure with the illustrations.

"What's really exciting about Great Wolf Story Explorers is that it never really ends," says Maggie Moore, corporate director of kids experience for Great Wolf Resorts. "Not only do explorers get to take their plush animals and storybooks home, but there will be new stories for them to experience during future visits."

The installation of Great Wolf Story Explorers in Pennsylvania is the final phase in a \$2.1 million capital expenditure programme which also included a six-lane bowling alley called 'Ten Paw Ally' and remodelling of many existing facilities. Story Explorers will eventually be rolled out to other Great Wolf Lodge locations.

www.greatwolf.com/story-explorers



The Little Prince

"I believe it's one of the best ever films we've done," says a modest nWave president Eric Dillens, talking about *The Little Prince*. Launched last year on a low-key basis, the feature-film quality 3D/4D movie retells Antoine de Saint-Exupéry's endearing story in a fully immersive and spectacular way.

Accompanied by his hilarious friend the Fox, the Little Prince leaps from one fanciful universe to another in search of his beloved Rose. Audiences can fly alongside these fearless heroes as they scale instruments on the musical planet, wake the friendly

stone giant and dodge the metal claws of a ferocious dragon.

Lasting just shy of 13 minutes, the film is already playing in several leading parks including France's Futuroscope. Operators can also benefit from a sselection of Little Prince merchandise.

See a trailer for the film by reading this article online at www.parkworld-online.com or visiting the nWave website.

www.nwave.com



EOS Graffiti

Due to be exhibited this month at IAAPA Attractions Expo in Orlando, Graffiti is the latest attraction from the Italian manufacturer EOS Rides.

This child-friendly ride features a turning base for an added sensation as the main gondola jumps up and down the tower. Following its launch earlier this year at DEAL in Dubai and Euro Attractions Show in London, the ride has received a warm welcome.

Also at IAAPA, look out for Volare from EOS. More new attractions are promised in the coming months, including four patent pending rides.

www.eos-rides.com



pleasure and fun

meet us at IAAPA Orlando
Booth # 3045, Nov. 15 - 18



dynamic tilt tower



roller coaster



splash battle



abc rides switzerland
info@abc-rides.com www.abc-rides.com

nWave Pictures presents

SAMMY & RAY

4D

A Lifetime Friendship



Goedele Gillis • Tel. +32 2 347 63 19 • Fax +32 2 347 24 54 • goedele@nwave.com • www.nwave.com
Janine Baker • Tel. +1 661 575 0867 • Fax +1 661 575 0810 • jbaker@nwave.com (North & South America Sales)

www.nwave.com

nwave
pictures



Mirror Maze Mania

Four mirror mazes have opened in as many months in Mexico following a deal between the British maze designer Adrian Fisher and Grupo Divertido.

The group opened its first mirror maze at the Gran Plaza Mall in Guadalajara back in April. Named the Coral Reef Adventure, it features multiple themed chambers bathed in dappled light, fish and walls of bubbling water. Visitors have three kinds of treasure to find, which they trade for golden 'Pieces of Eight.'

Then, on June 18 a second maze named Tutankhamon Adventure opened in



Candy Adventure in Chetumal

Fishing for fun in Mexico

Monterrey, closely followed by the Pirate Adventure Mirror Maze in Pachuca and Candy Adventure in Chetumal in July.

"These mazes each bear Adrian's design hallmarks, with vibrant theming and soundtrack," notes Grupo Divertido president Rene Aziz. "Coloured lighting changes from moment to moment, so the scenery appears to zoom constantly in and out!"

Adrian Fisher is the world's top maze designer, with over 500 mazes of various kinds to his name. Based in Dorset, England, his company Adrian Fisher has created attractions in Japan, China, Thailand, India, the Middle East, UK, France, Germany, Netherlands, Mexico and the United States.



How many babies do you see? (correct answer is three)

ABC Smart Swing

Part of the Swiss manufacturer's new Smart Rides collection, the Smart Swing from ABC Rides is a simple but effective, low capacity attraction, suitable for riders of 1.2-metres and up. Occupying a 5 x 8-metre footprint, the ride stands 8.5m high and features a single two-seater gondola and arms that turn at up to 14rpm. Three units have already been sold. More details will be available on the ABC Rides booth at IAAPA Attractions Expo in Orlando.



www.abc-rides.com

Double the Dumbo fun

Storybook Circus, part of the Fantasyland expansion at the Magic Kingdom in Florida, will open in early 2012. Guests at this popular Walt Disney World park will be able to enjoy a second Dumbo The Flying Elephant attraction as from February, taking riders clockwise for the very first time. The existing Dumbo ride will be refurbished and relocated from its location near Cinderella Castle, reopening in the summer.



Bully in Bavaria

A new dark ride opened this summer at Bavaria Filmstadt in Germany. Like the park's earlier 4D motion ride, Bullyversum centres on the tales of film director, actor and comedian Michael 'Bully' Herbig.

The new attraction was integrated into a former stunt show building and uses 'trackless' Mystic Mover vehicles by ETF Ride Systems. Theming was completed in-house by the park's own team.

The dark ride, which features a series of 2D and 3D scenes from Bully's movies is part of a larger exhibition celebrating the director's work. As well as interactive element to the ride, guests can also enjoy a number of interactive games and exhibits. An animatronic Bully character was created by the US company Life Formations.

www.bullyversum.com



coming soon...!



New Type of Flume Ride



Big Splash

meet us at
IAAPA Orlando
Booth # 3045
Nov. 15 - 18



abc rides switzerland
info@abc-rides.com www.abc-rides.com

NEW ATTRACTIONS



See you at
IAAPA Attractions Expo
Booth no.: 3224

SPILLWATER 20

SUPER GYRO
TOWER

ZAC SPIN
COASTER

RING
DROP
(Retrofit)

REVERSE
FREEFALL
COASTER
(Retrofit)




RAPIDS RIDE




INTAMIN
AMUSEMENT RIDES

INTAMIN AMUSEMENT RIDES INT. CORP. EST., Landstrasse 126, FL-9494 Schaan, Principality of Liechtenstein
Phone: +423 237 03 43, Fax: +423 237 03 40, E-mail: information@intaminworldwide.com
www.intaminworldwide.com



AquaPlay
by Whitewater

Specializing in
waterpark attractions
for the entire family.



slides
by whitewater

Fairup Sommerland Waterpark, Denmark

WHITEWATER
The Waterpark Company

www.whitewaterwest.com • +44 (0) 777 084 1353
teri.ruffey@whitewaterwest.com

R&R 30

Waterpark designer celebrates anniversary

Celebrating its 30th year in the business, California's R&R Creative Amusement Designs was responsible for three themed waterpark attractions this summer.

At Mulligan Family Fun Center in Murrieta, California, R&R created the thematic designs for a water play tower called Big Splash Pumping Station. Working with Indian manufacturer Arihant and Duncan Design, which built all the thematic elements, R&R created the Western theme.

"We wanted to create an accurate Western look," explains R&R co-owner Rick Bastrup, "while retaining a child's perspective in the colours and scale."

R&R is currently providing masterplanning for future Mulligan attractions following the successful introduction of Big Splash Pumping Station this summer.



Big Splash Pumping Station at Mulligan Family Fun Station



Pirate's Plunge at Hyland Hills

At Hyland Hills Waterworld in Denver, Colorado, R&R has been theming water rides and buildings for over 20 years. The firm's latest attraction is Pirate's Plunge, a rebuild of an existing slide tower with a buccaneer theme and three new slides. Through the addition of props, architectural details, signage and a rousing soundtrack, the attraction now offers an immersive pirate adventure.

Meanwhile at the new Hawaiian Falls waterpark in Roanoke, Texas, R&R provided all building designs, graphic designs and thematic design throughout the park, working closely with Whitewater West.

R&R owners Rick Bastrup and Richard Ferrin are well known for their work at the Soak City and Hawaiian Falls waterparks. For 2012, R&R is working on a dark ride for Sally Corp along with a number of waterpark projects.

WHITEWATER IN KOREA

Pictured here amongst lush South Korean surroundings, the Family Python and Dueling AquaLoops are two of the newest waterside concepts from WhiteWater.

The Family Python, pictured at Vivaldi Ocean World, builds anticipation with high banking turns and exhilarating speed before swallowing riders into its 20ft-diameter enclosed MegaTube flume, where a series of oscillations provide rock riders back and forth in either single or double inner-tubes. The Dueling AquaLoops,



Duelling AquaLoops at Carribbean Bay



Family Python at Vivaldi Ocean World

seen here at Samsung Everland's Carribbean Bay, are a twist on the world's only near-vertical looping waterslide slide. With all the thrills of the original AquaLoop, Dueling AquaLoops add another level of excitement thanks to side-by-side action.

Both Carribbean Bay and Ocean World feature among the world's top 10 waterparks.



PROSLIDE
TECHNOLOGY INC.
FreeFALL™
PROSLIDE
TECHNOLOGY INC.
SuperLOOP™



THE MOST INNOVATIVE, AWARD-WINNING WATER RIDES IN THE WORLD!

SIX FLAGS GREAT AMERICA, IL



PROSLIDE
TECHNOLOGY INC.
SkyBOX™



PROSLIDE
TECHNOLOGY INC.

WWW.PROSLIDE.COM

Global Headquarters-2650 Queensview Drive, Suite 150-Ottawa-Ontario-K2B 8H6 Canada



Prime Play

Creating Active Family Attractions



T. +1.604.232.4505
info@primeplay.com

GLOBAL OFFICES
NORTH AMERICA EUROPE MIDDLE EAST ASIA

www.primplay.com

Mangrove Groove

ECA2 lights up OCT Bay

A spectacular new multimedia show opened this summer at OCT Bay in Shenzhen, southern China. Produced by the French show specialist ECA2, the 38-minute Mangrove Groove features the world's largest aquatic stage, covering an area of 5,600m².

Up to 5,000 spectators enjoy the show each evening, which took the ECA2 team 28 months to create. More than 50 actors, acrobats and dancers bring the stage to life with captivating images, aided by state-of-the-art laser and water effects. Dedicated to tropical Mangrove



trees, the story is told via the four elements.

'Water' is represented by two large water screens and hundreds of water jets, 'Air' with 5 geysers, 'Fire' 14 large flames, and 'Light' 600 underwater projectors and 60 automatic projectors.

Based in France and now part of the communications company Publicis, ECA2 has delivered unique special events and shows to several world expos, Olympic Games and theme parks.

www.eca2.com

Frank O'Connell 1963 - 2011



The general manager of Hersheypark in Pennsylvania passed away from heart failure on October 18. He was just 48.

A long-time member of the Hersheypark family, Frank O'Connell joined the company in 1978. He worked

in a number of roles throughout his tenure, including his long-held leadership position. As head of the Hershey Entertainment Complex he also oversaw ZooAmerica North American Wildlife Park, Giant Center, Hersheypark Stadium, Star Pavilion and the Hersheypark Arena. An inspirational leader, Frank will be remembered for his love of and dedication to Hersheypark.

Surviving is his wife, Lisa, two daughters, his mother, three brothers, two sisters and many nieces and nephews.

O'Connell had already outlined a succession plan. Due to the unfortunate circumstances, that plan is being enacted earlier than anticipated. Former recent managing director of finance Kevin Stumpf has accepted the position of general manager of the Hershey Entertainment Complex.

"It's with mixed emotions that I step into my new role," Stumpf said. "Frank O'Connell was a great leader and a good friend. It's an honour to be following in his footsteps and to continue the legacy of Milton S Hershey. To be part of a company that cares so much about its employees and the community – and that brings happiness to so many people – is a great privilege."

Grandstand of the gods

Action Innovators, a Dutch company exhibiting for the first time this month at IAAPA Attractions Expo in Orlando, will show Fly Seat. This aluminium grandstand structure – kind of like Dinner in the Sky without the dinner – is designed for special events such as concerts, festivals and sporting events. Because of the potential branding opportunities, it is thought to be a useful tool for promotional events.

Each unit features 14, 18, or 24 floorless seats mounted in two rows. After the guests are strapped in by the operator, the unit is lifted by a crane to a height of up to 50 metres (164ft), while guests are left to dangle and admire the view.

On a clear day it's predicted you can look as far as 25km (15 miles). This system can be set up in 10 minutes with two operators and because of the exceptional light weight (500kg) it can be transported inside a van. At night the Fly Seat can be illuminated by LED lighting. All models are available with TÜV certification on request.



the shape of
ingenuity.



From the creators of SkyCoaster™, SkyVenture™, SkyQuest™, and SkyView™ comes a unique adaption of the observation tower that redesigns the way we see and experience panoramic views!

SkySpire's™ unique design allows for 200 ft. to 1000 ft. heights, while using a very small footprint. The patent-pending, double helix track and drive technologies deliver hourly capacities of 1000 to 3000 patrons per hour in fully enclosed gondolas that can vary in size from 6 to 20 passengers. On top can be profitable observation, banquet or bar space with true 360-degree views!

Exclusive territories now available.



WWW.USTHRILLRIDES.COM

US and Foreign Patents Pending!

11536 Lake Butler Blvd. Windermere, FL 34786
Office 407.909.8898 | Fax 407.909.8899 | info@usthrrillrides.com



Boomerang is back! Vekoma secures new ride sales

Following the successful introduction this season of its new Junior Boomerang coaster, Vekoma Rides Manufacturing has secured orders for two full size Boomerangs. Both rides will be going to customers in Asia, featuring upgraded trains and magnetic brakes. Vekoma's first Family Boomerang opened this summer as Ben 10 – Ultimate Mission at Drayton Manor in England, followed by Boomerang at Parc Touristique des Combes in Le Creusot, France, where it helped attendance climb by 27%.

Due to open in Turkey within the coming weeks will be a 335-metre-long Junior Coaster at the new ORA park in Istanbul, while in Nanjing, China, the Red Sun mall is gearing up for the debut of a custom designed Motorbike Launch Coaster. Vekoma is also working on a new Motorbike Coaster featuring an LSM launch and a Pretzel Coaster, which will open in 2013 at one of the largest indoor parks in Asia.

To the Middle East it will deliver its first Suspended Interactive Water Coaster. The ride will feature a slow section so riders can drop water and shoot with laser guns at interactive targets. Further rides on order include several interactive 5D simulators and I-rides (flying theatres) to customers in Europe, Asia and Canada.



Junior Boomerang at Parc Touristique des Combes in France,

Toverland takes on Pieter



Caroline Maessen and Pieter Cornelis

Pieter Cornelis is the new director of strategy and development at Toverland in the Netherlands. He will focus on the development and expansion of the 10-year-old park outside the town of Sevenum, Limburg, working alongside CEO Caroline Maessen.

Opened in 2001 by Maessen's brother Jean Gelissen, Toverland started life as an indoor attraction aimed at families but soon expanded with the addition of rides such as a Vekoma Motorbike Coaster and Troy, the tallest and fastest wooden rollercoaster in the Benelux.

"Now that the concept has proven itself, we are going to develop further," notes Gelissen. "New grounds have been purchased and investments will be more and more focused on families with children above the age of 12. Pieter is the 'right man at the right time' to help us realise these plans."

A former head of research at Efteling, earlier this year Cornelis, 45, received a PhD from the universities of Tilburg and Tarragona for his research into the effects of investment in new theme park attractions. Gelissen/Maessen also identify overnight accommodation and an emphasis on "software" as key to the growth of Toverland.

www.toverland.nl

Chance celebrates 50 years

Harold Chance started a family tradition when, in 1961, he incorporated Chance Manufacturing Co. For 50 years, three generations of Chance companies have provided quality amusement rides and attractions around the world.



Throughout the last decade, Chance has fully consolidated the Morgan Manufacturing operation back to its Wichita, Kansas, headquarters, however in celebration of five decades in business, the family firm is reintroducing the Chance Rides brand, including a new logo and redesigned website.

"This has been a very exciting year at Chance with the successful opening of the Myrtle Beach SkyWheel in May and the debut of the Unicoaster ride at San Diego's Belmont Park," says Mike Chance, president. "As the tradition continues, look for more new and exciting things from Chance Rides in the future."



A classic CP Huntingdon train by Chance

Bumper year for Bertazzon

Despite customers upgrading less often, Bertazzon has enjoyed a busy year for sales of bumper cars with more than 700 shipped in the first nine months of the year.

"We didn't expect this because of the market at the moment," says a delighted Michele Bertazzon. "Our showmen customers used to change cars often because of the competition, but now due to the economic situation they are slowing down. But bumper cars are still our best selling product."



The Italian manufacturer recently secured a large order to supply 10 rides and attraction of a turnkey basis to a new park in Taipei, Taiwan. These include a rollercoaster, wave swinger, carousel, pirate ship, monorail, cups & saucers, tower ride and Telecombat. Some of these will be manufactured by the Fabbri Group.

Ukraine wheel

This is the new gondola design that will be used by Technical Park on a 55-metre Ferris Wheel under construction for a park in Ukraine. With windows in the bottom and floor of the gondola, passengers will get a great view of the local surroundings. The new park is being built to coincide with Poland and Ukraine's stint as host of the Euro 2012 soccer tournament.



Zamperla goes racing

Featuring electric vehicles, Z-Racing is a new ride concept from Zamperla. The first will be supplied to a park in China, where riders will travel along a circuit comprising slopes, valleys, parallel sections and a lift.





Visit us at
IAAPA
Attractions
Expo
in Orlando,
Booth 1483

**Italian manufacturer
of amusement rides**



www.eos-rides.com



Upgrade your thinking.



Don't wait until your filter springs a leak. There are plenty of great reasons to upgrade to a new Defender® filter right now.

- Save Water & Waste
- Save Energy & Chemicals
- Save Space & Labor
- Improve Water Quality

It just makes sense.

Defender
by Neptune-Benson
Since 1950

www.DefenderFilter.com www.NeptuneBenson.com

EVERYTHING FOR EVERYBODY!!!



TRANSFORMER

PARROT'S RAFT

NEW TOYS CAROUSEL

NEW BABY EXPRESS

BLUE ARROW

RAILROAD EXPRESS

AUTOMATIC TOYS MODENA s.r.l.

Tel. 0039 059 310462 - Fax 0039 059 314626
www.automatictoys.it
info@automatictoys.it

rides and FUN
www.ridesandfun.com

NEW RELEASE:
SKY TOP 16 SEATS
SURF 22 SEATS!
TRAILER
OR PARK MODEL

**STANDARD RIDES
AND SPECIAL PROJECTS
MANUFACTURER
FOR FEC CENTERS
AND THEME PARKS**




rides & FUN
representative
office will open
soon in Arizona
sales.usa@ridesandfun.com

rides and FUN SRL
Brescia - ITALY
Ph. +39 030 94 08 126
Fax +39 030 94 08 564
info@ridesandfun.com

IAAPA



In a relatively short amount of time, S&S Worldwide has grown from a pioneer of high-thrill tower rides to the largest US manufacturer of rollercoasters and amusement rides. But how did it get there and what were the challenges along the way?

S&S success

The evolution of excitement



A classic S&S tower ride



Barnstormer at Dollywood



Timber Drop at Fairsperitus City

Headquartered in a beautiful Rocky Mountain valley in northern Utah, S&S has overcome its obscure location to reach into some of the world's leading theme parks and attractions. Debuting its first **Space Shot** tower ride in 1995 at Reino Aventura in Mexico (now Six Flags Mexico), the company created an entirely new product category that spawned multiple copycats. Yet today S&S's patented pneumatic air-launch is the system of choice for many park operators.

Indeed, S&S has taken the same environmentally-friendly technology and applied it to rollercoasters and other attractions, in the process setting records for speed and thrills. In 2001, S&S shattered previous records, becoming the first coaster manufacturer in the world to eclipse the 100 mph barrier with the 107mph (172km/h) **Dodonpa** at Fuji-Q Highland in Japan.


By partnering with parks that share the company's foresight, S&S has gone on to take its products to the next level. After trying out the concept at a couple of small American FECs, the Cedar Fair group stepped up in 2005 to give the **Screamin' Swing** a try. The ride used pneumatics to swing riders up to 110ft (33m) into the air at speeds of up to 60mph (96km/h), delivering forces of up to 4G on the descent. With its small footprint and "green" credentials, the Screamin' Swing became a global hit, installed most recently this past season as "Barnstormer" at Dollywood in Tennessee.

In 2008, Indiana Beach amusement park in the US state of the same name debuted a ride called "Steel Hawg" – S&S' first **El Loco** coaster. The attraction featured new signature elements including outward banking and the world's steepest first drop. Each successive ride has gained a new Guinness World Record, including the latest ("Timber Drop") unveiled this summer at Fairsperitus City in France.

When the owner's of Germany's Nürburgring Grand Prix circuit launched a motorsport themed park called Ring°Werk in 2010, they were determined to offer guests a ride experience similar to the thrill of a real life race. S&S was selected for the job, its goal to provide **Ring°Racer** – a rollercoaster that would launch from 0 to over 135mph (215km/h) in just over two seconds. As sometimes happens with leading-edge projects, however, there were setbacks. A simple programming error by an outside contractor caused a mechanical failure in the launch system during testing, and when the programmer left the site, never to return, the project seemed doomed.

"Failure is never an option," says S&S vice-president of sales and marketing, Kevin Rohwer, "we are committed to see every project through. So we went back to work, hand in hand with the Nürburgring, TÜV and new consultants and programmers. Working under intense scrutiny, the launch system has been rebuilt, certified and approved for public opening on a date to be determined by the operator."

Two **Extreme Launch Coaster** projects were undertaken by S&S recently in China, both for the OCT Group. At Happy Valley Beijing, Extreme Rusher was launched this May, while due to open soon is Bullet Coaster at Happy Valley Shenzhen. Each ride features a similar track configuration, pushing the envelope in layout and speed. Neither were without challenges during installation, but S&S' philosophy of keeping the end in sight allowed it to overcome these difficulties and complete the projects to the customer's satisfaction. Now, two of the best coasters in the world – designed in the US – are set to launch passengers from 0 over 80 mph (130km/h) in about two seconds, every day in China.

Where will S&S engineer excitement next? 

www.engineeringexcitement.com



Extreme Rusher at Happy Valley Beijing

WHAT THE WHO IS A MINI-HU? (AND WHERE DO YOU GO TO SEE WHAT'S NEW?)

It's all at S&S Worldwide!

See us at IAAPA

Booth #5100 Indoors, #7000 Outdoors



S&S WORLDWIDE, INC.

350 West 2500 North

Logan, UT 84341 USA

(+) 1-435-752-1987

www.engineeringexcitement.com

UNIQUE COASTERS

QUALITY AND INNOVATION

EXCITING NEW EL LOCO DESIGN

CREATIVE THEME PACKAGES

NEW KIDDIE RIDES





With interest for its rides from amusement parks, travelling showmen and even an airport operator, the Dutch manufacturer KMG boasts a full order book for the coming year. Visit its booth (#5151) at IAAPA Attractions Expo, however, and you could snap up its latest attraction: XLR8

On order

The Sicko (pictured above) will be one of several rides delivered by KMG in 2012. In the early part of the year, Santa Cruz Beach Boardwalk in California will take delivery of a park model X-Factory, while Brean Leisure Park in the UK will receive a replacement Speed propeller ride to replace the version it has just sold. Travelling rides on order include a Freak Out and Speed for showmen in the USA and an Inversion and Speed for Sweden. "Presently I'm working on several deals with parks in the Middle East and US," reveals KMG sales manager Peter Theunisz. "Production is now booked until November 2012."

www.kmg.nl



Brean Leisure Park's Speed

KMG XLR8

Ride manufacturer on full throttle



Will and Jack Morey go for a spin on "It" (Afterburner) at Morey's Piers **RIGHT**: The ride in full view



Simple but powerful, **XLR8** (Accelerate) is due to be launched later this month or early next, delivering a launch coaster style thrust within a flat ride footprint and budget. The 14.5 x 16-metre attraction will be KMG's fastest ever ride, comprising eight twin-seater cars that flip from side to side during the ride as the arms turn around the centre. The entire ride – which reaches speeds of up to 65km/h – can come to a stop in just half a circuit.

"I rode the ride during the test runs and must say I was impressed by the speed and torque!" says KMG sales manager Peter Theunisz. "The ride is smooth and solid with great acceleration and deceleration. One could compare the feeling with the take off of a jet plane – your arms get heavy and your head is pushed against the headrest – but it's a great experience!"

Constructed on one semi-trailer, the travelling ride will feature a self-supporting folding platform and require an assembly time of just one-and-a-half hours. Designed for economically-challenged times, the attraction boasts a low purchase price, although a number of add-ons are available as extras.

Although KMG has yet to sign its first order for the ride, the company has already received interest from a number of showmen, parks and a Dutch commercial airport.




XLR8 during tests in the factory

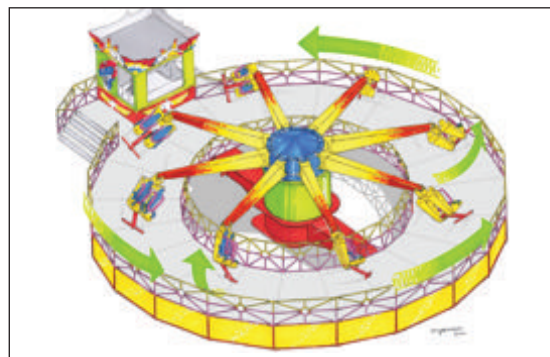
Two customers have already been confirmed for the **Sicko**, KMG's big new ride for 2012. Set to debut in France next May, the 26-metre high construction is designed to bridge the gap between the company's Freak Out and Fire Ball (Afterburner) and comes complete with a new movement.

"We didn't just want to build a Fire Ball with rotating seats," explains Theunisz. "We changed the shape of the swing-arm, the main towers are higher and we improved the set-up system. Visually Sicko will be more impressive than the Fire Ball."

Standing 5-metres taller than the latter, Sicko will feature 6 motor-driven cars, each seating four riders in 2+2 back-to-back configuration. Seats can be rotated manually by the operator or on a preset program, providing passengers with both inward and outward views as they swing back and forth on the end of the giant V-shaped arm in a pendulum-like motion.

As with all KMG products, set-up is easy, boasting a similar folding construction to the XXL. Accommodated on two semi-trailers, no crane is required. A park model is also available on request at a reduced cost.

As well as presenting details of both new attractions at IAAPA in Orlando, KMG will also be displaying an **X-Factory** ride at Fun Spot in Kissimmee for the duration of the show. 



This sketch gives a better idea of what XLR8 will look like



SPEED



FREAK OUT



INVERSION



XXL



HIGH SWING



TANGO



X-FACTORY



FUN FACTORY





Gary Goddard at Galaxy Macau

Goddard's Galaxy

Earlier this year, The Goddard Group completed its work on the US\$1.9 billion (€1.4bn) Galaxy Macau, the Special Administrative Region of China's newest casino resort on the Cotai strip. Opened on May 15, it is Goddard's biggest venture to date and aesthetically unique thanks to its "Southeast Asian palace" theme.

"The main colour scheme inside and out is gold, which both chimes in with regional tastes and helps create a very palatial atmosphere," explains Mikki Estrada, the Galaxy Entertainment Group's vice-president of design and project development.

"Our goal," adds Goddard, "was to bring the first themed resort to Macau. Unlike The Venetian, which was simply a copy of the Vegas unit, we wanted to create a very special resort casino that can only be seen here in Macau."

In less than five months, the new resort has turned the Galaxy Entertainment Group into one of Macau's leading players, up there alongside Wynn and The Sands group (operator of The Venetian). The Goddard Group is now creating a new destination resort for Macau, which it predicts will be equally impressive, if not more so.

www.galaxymacau.com



Goddard on the go

Attraction designer takes on Asia

Galaxy Macau, the mega new casino resort opened this May off the southeast tip of the Chinese mainland, has proved to be a pivotal project for Gary Goddard. The Hollywood-based designer and his company The Goddard Group now have six projects on the go across Asia and Europe

While best known for his work with theme parks and attractions, including Universal's Spider-Man 3D and Terminator 2-3D and Monster Mansion at Six Flags Over Georgia, Goddard and his company also specialise in the design and production of resorts, casinos, museums and retail malls, not to mention his work on Broadway and in Hollywood. Here's a taste of some of The Goddard Group's exciting new projects in development.

Qingdao Theme Park and Resort, China

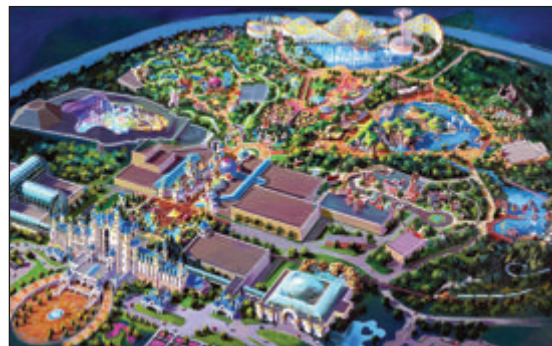
On the northeast coast of China, The Goddard Group is currently at work designing a new oceanfront family entertainment resort in Qingdao that will ultimately feature over two-dozen ocean-themed rides and attractions, in addition to on-site hotel facilities and expansive retail, dining, and entertainment components. Soft opening is predicted for 2014.

Fushun DreamWorld, China

The owners of Hot Go Waterpark, which opened earlier this year in Fushun, China, have invited The Goddard Group to design and develop a massive theme park over a three-year period. When open, it will feature six lands and over 20 attractions based on the world's most beloved stories and genres.

Shenfu New Town, China

Also under construction near Fushun, is Shenfu New Town, an entire city designed and masterplanned by The Goddard Group together with local agencies. Wrapped around two massive lakes, at the heart of the city is the "Circle of Life" – a 100-metre stainless steel ring serving as the city's icon. The project will open in phases over the next decade.



Fushun DreamWorld



Shenfu New Town


World of Wonders, Indonesia

Located outside of Jakarta, a fantastic destination resort is promised with two hotels, shopping, a theme park, waterpark, housing and a festival hall for special events.

Victory Park, Armenia

Working closely with the Mayor of Yerevan, Armenia's capital, Goddard's team is currently at work on the design and masterplan of an extensive redevelopment of the city's central park, transforming it from a run-down Soviet-era amusement outlet into a world-class family entertainment destination featuring a variety of rides and public attractions. Phase I is scheduled for completion in 2014.

Magic World, Russia

Billed no less as, "one of the most unique and compelling entertainment destination resorts in the world," Magic World Russia will encompass over 250-acres (600 acres) of theme parks, hotels, retail, dining and entertainment venues, 50km from Moscow. Multiple theme parks are planned, and the first phase should be open by 2016. The Goddard Group is one of a consortium of Californian companies involved, lead by the Moschanko Investment Group (MIG 2000). 

www.garygoddard.com



Victory Garden, Armenia



is a comprehensive multi-content **Game Box**

stunning High Definition 3D images

incredible in-room Special Effects (4D)

realistic seat movements and effects (5D)

and, most importantly **Interactivity**

This new attraction is a perfect fit for all type of venues: shopping malls, exhibition halls, amusement parks and FEC's. 5Di cinema is the flexible turn-key solution, representing a great balance between price, ROI and quality.

INTERACTIVE CINEMA



alterface 
the interactive company

Please visit us at IAAPA
Booth 4847

www.alterface.com
www.5Di.com

CREATING SUCCESS AFTER SUCCESS



THE
FORUM
SHOPS
AT
CAESARS
PALACE



NEW
WORLD
PARK
CHINA



GLOW
IN THE
PARK
PARADE



SANRIO
PUROLAND



GEORGIA
AQUARIUM



THE GO
CONCEPT • DESIGN
PRODUCTION

4716 VINELAND AVE. N. HOLLYWOOD, CALIFORNIA 91601 teleph

Contents © 2011 Gary Goddard Entertainment except as otherwise noted: T2/3D: Battle Across Time © 1996 MCA, Inc., (Developed in concert with Universal Creative), Hershey's Times Square © 2002 Hershey's Food Corporation. The Forum Shops at Caesars © 1992 Desert Palace, Inc. The Georgia Aquarium © 2005 Georgia Aquarium, (G

SS FOR CLIENTS THE WORLD OVER



GALAXY
MACAU



HERSHEY'S
TIMES
SQUARE



T2/3D



THE
AMAZING
ADVENTURES
OF SPIDER-MAN

VISIT US AT
BOOTH #1342

GODDARD GROUP

DESIGN • MASTER PLANNING
CONSTRUCTION • PROJECT SUPERVISION

Phone [310] 601-2000 | fax [310] 601-2001 | www.garygoddard.com

© 1996 MCA, Inc., (Developed in concert with Universal Creative). The Amazing Adventures of Spider-man © 1999 Universal Studios Inc.,
Georgi Aquarium exterior designed by TVS from a concept by GGE), Sanrio Puroland © 1990 Sanrio Co., Galaxy Macau™ Resort, Glow in the Park © 2008 Sex Flags Corp.



TOWER 70 mt.

NEW



AIRBORNE SHOT



HELI HOPPER



NEW

MAXI DANCE PARTY

Visit us at booth 232

EAS	27 - 29 SEPTEMBER 2011
Euro Attractions Show	LONDON The conference and trade show for the attractions industry in Europe



S.B.F. srl
Via 4 Novembre, 20
35040 Casale di Scodosia (PD) ITALY
Tel: +39-0429-847098 • Fax: +39-0429-878287
E-mail: sbf@sbfrides.com • www.sbfrides.com

VISA International srl
Via Dell'Apprendistato, 2
35044 Montagnana (PD) ITALY
Tel: +39-0429-804622 • Fax: +39-0429-81699
E-mail: visa@visarides.it • www.visarides.it

WWA NEW ORLEANS

Waterpark professionals hit the Big Easy

Waterpark owners, operators, suppliers and designers came together last month for the first time in "The Big Easy" – New Orleans, Louisiana. They were there to attend the World Waterpark Association's (WWA) 31st Annual Symposium & Trade Show. **Paul Ruben** reports

Held from October 3 to 7 at the Hilton New Orleans Riverside Hotel & Ernest M Morial Convention Center, the new location, a restructured education schedule and lots of new show features proved popular with both attendees and exhibitors.

And, according to WWA president Rick Root, the industry is as strong as it's ever been: "The water attractions industry has reinvented itself time and time again from concrete to fibreglass, outdoor parks to indoor resorts. The WWA has built its brand based on providing members in-depth, actionable information to help them stay current and keep the industry fresh and relevant for today's leisure customer."

The WWA estimates yearly waterpark attendance of more than 80 million in the US alone. Based on the number of expansions, new developments and the types of high-end water attractions constructed in 2011, those numbers will continue to grow. "The level of sophistication in design and the evolution of the consumer's ride experience are taking water attractions to a new level," adds Root.

Overall, this year's Symposium welcomed more than 1,400 attendees. That's down about 100 from last year, but it's still a very international event with delegates in attendance this year from Australia, the Bahamas, Bahrain, Brazil, Canada, Costa Rica, Germany, Guatemala, India, Indonesia, Japan, Jamaica, Mexico, Peru, Singapore, Thailand, Turkey, the United Arab Emirates, the United Kingdom and Uruguay, as well as 42 states within the US.

Strong Workshops

With 55 educational sessions and workshops featuring more than 110 speakers from elite facilities such as Great Wolf Resorts, Six Flags, Palace Entertainment, Noah's Ark Family Park, Hyland Hills Water World, Magic Waters Waterpark, Roaring Springs Waterpark, NRH20 Family Water Park, delegates walked away with countless ideas to contemplate and implement for 2012 and beyond.

"For someone with no waterpark industry experience or expertise, I found the classes, especially the Design & Development Workshop, to be extremely helpful," said Scott Cooper, developer and first-time WWA attendee. "And everyone I had the opportunity to speak with was refreshingly open with their information and honest in their comments."

"The WWA Education Committee has two clear goals each year: identify new topics and ideas that will build attendees' business; then find the best people in the industry to come share their best practices," noted Chris Landgrave, Deep River Waterpark & chair of the WWA education committee.

"Our attendees consistently tell us that education is what sets the WWA apart from other shows and they find great value in our programme."

"The presenters were well prepared for their topics and they encouraged input from attendees while they were presenting detailed procedures and processes," agreed Maria Meyers, representing the town of Duncan, South Carolina (home of Shipwreck Cove). "We wish we had brought more people because there was a wealth of information offered."

"As usual, my attendance at the WWA Symposium & Trade Show was a valuable use of time," admitted Glenn Haggarty of Gulf Islands Waterpark in Minnesota. "Having the opportunity to exchange ideas and information with fellow colleagues who are passionate and educated always leaves me walking away with numerous ways to improve my facility."

Keynote Speakers

In addition to the wide variety of breakout sessions and workshops, the 2011 Symposium offered two new keynote sessions and a special GM & Key Decision Makers Luncheon. First up, economist and noted financial commentator Peter Ricchiuti delivered a powerful, positive and entertaining message about the current economic environment and the state of the leisure industry during Wednesday's General Session. "We're not going into a double dip recession," he contended. "Fear levels are high right now, but things aren't really as bad as the news portray. The next 12 to 18 months show favourable indicators for the leisure industry."

Attendees listened as the finance professor and assistant dean at the Freeman School of Business at Tulane University shed light and perspective on where the financial markets are now and what forecasts look like for the next few years. "The leisure industry is in the sweet spot," he added. "Right now we're seeing the right amount of market growth and the price of gas is just where it needs to be to encourage discretionary spending on leisure activities and 'staycations'."

Following the General Session more than 80 waterpark general managers and decision makers were treated to a special luncheon and a more in-depth presentation from Ricchiuti. Next up was motivational speaker, Gregg Catalano. The 'Physician of Phun' delivered a high-energy keynote address coaching WWA attendees on how to "refuel the tank," live an energised life and create positive energy in everything they do.

"I most enjoyed hearing the keynote address by Gregg Catalano," said Nicholas Hager, of Raging Waters in San Dimas, California. "I plan on taking what he said and applying it at my park."

On The Floor

"The WWA show has been the water leisure industry's marketplace for more than 30 years now," highlighted Glenn Davidson, commercial director of theme parks at Aldar and also chair of the WWA board of



The folks from Blaine Kern's Mardi Gras World bring the show to life



WWA chairman Glenn Davidson is king of the parade

Symposium Soundbites

Like the water in their facilities, worthwhile, free advice was flowing at the Smaller Park Operators Meeting held during this year's WWA Symposium. Here's some pearls of wisdom:

- Don't build a small waterpark. There will be lines. Build it large enough
- Economise. Conserve and filter your water, service the motors, control operating costs
- Allow food in, but charge per cooler
- Require a deposit on lifeguard training and uniforms. It will be refundable if the employee works the entire summer
- I encourage you to monitor social media. You can even schedule employees via Facebook
- Be alert to the new ADA (Americans with Disabilities Act) requirements



Airhead inflatable tubes were available at the Kwik Tek booth

WWA around the world

WWA members from Europe and Asia are promised their own regional events from the WWA next spring/summer. The association will be reinstating its **European Symposium** on February 28 and 29 at The Time Capsule Waterpark in Coatbridge, Scotland. After several years of Middle East Symposiums, the WWA moves to Hong Kong for its first **Asian Symposium** on June 5 and 6. The venue has yet to be announced, but it is being timed to coincide with IAAPA's Asian Attractions Expo, which runs in the city from June 5 to 8. For details of these and the 32nd WWA Symposium/Trade Show in Las Vegas, see waterparks.org/education

directors. "Spend a few minutes walking the booths on our show floor and it's easy to see why waterparks hold so much appeal – the designers continue to push the envelope with amazing, inventive products which move the industry forward in meaningful ways."

"The WWA show was excellent for us," said Joel Schafer, Big Squirt! "This event provides a unique opportunity to spend quality, face-to-face time with our customers and new waterpark developers. No other show has as many qualified waterpark people. The attendees we spoke with are serious about their operations or new development. It's a good environment to do business."

"It's been a little slow," observed Lesly Hudnell of Gatemaster Systems. "There doesn't seem to be as many people here as in the past, but we've really enjoyed reconnecting with our existing clients and getting to catch up and spend time with old friends."

"The show has been unbelievably slow, unfortunately," said Julie Zakus of WhiteWater West. "We thought New Orleans would be a great draw, but for some reason people aren't here."

"It's been a good show," believed Jenny Hefner of Splash Kingdom. "The networking has been very useful, and I've found a lot of new products. This is my first time in New Orleans, so I'm enjoying the city."

"It looks a little slow," mused Dave Sizelove of Aquatherm Industries, "but this is our first time exhibiting so I'm not sure what to expect. We usually exhibit to the solar and pool industry trade and here we're talking directly to end users, the park operators. I view our role here as educators. Waterpark

operators are generally unaware that solar heating is a viable option."

Party Time

Thanks to a little help from Blaine Kern's Mardi Gras World, the trade show floor transformed to a festive parade route at the end of day one, featuring a live jazz band, stilt walkers, walking heads, beads, beads and more beads. WWA chairman Glenn Davidson presided as king of the parade, followed by past chair Chris Swartz and vice-chair Jim Basala, all riding in floats towards WWA's Annual Reunion Party.

With a city motto of "Let the Good Times Roll," there was never any doubt that WWA attendees were in for some memorable networking events in New Orleans. The association's annual golf tournament and luncheon was hosted by TPC Louisiana, where more than 70 golfers came together on a gorgeous day for a little golf, a few prizes and a nice lunch.

At both the Reunion Party and the New Orleans Party the following night at Generations Hall, WWA attendees kept the party going with extended networking time, music and good times. Generations Hall in particular provided a memorable backdrop, a warehouse venue turned into a nightclub for the night.

The 32nd Annual World Waterpark Association Symposium and Trade Show will be held next year at the Paris Hotel, Las Vegas, from October 1 to 5. But before that two regional symposiums are planned in the UK and Hong Kong (see panel, left).

www.waterparks.org



Gatemaster Systems is now offering point-of-sale and ticketing with waterproof hardware, as this demo proves



All your waterpark needs under one roof – a general view of this year's trade show floor (featuring 325 exhibitors)



OMNITICKET
NETWORK
Ticketing and access control systems



Our systems offer complete on-site venue management solutions using OmniTicket's unique Overview programme

- * User-friendly Point-of-Sale stations
- * Built-in marketing tools
- * Comprehensive event management
- * Automated, reliable access control







Ticketing and access control for leisure and cultural venues - and much, much more!

Visit us at www.omniticket.com or tel. +44 (0) 1782 714300

Rides for Rent or Operate Any where in the World

Freij World Wheel (60mt)



Eye On Hongkong (60mt)



La Grande Roue de Paris (60mt)



Movie Star (50mt)



Global Wheel (45mt)



WORLD BIGGEST Travelling Operator Of Amusement Rides



info@freij.com

www.freij.com



Q Lines

Roland Mack

The Mack family lives, sleeps and breathes the amusement industry. As managing director of Europa-Park, Roland Mack oversees Germany's largest theme park, working alongside his brother Jürgen and sons Thomas and Michael at the Black Forest business founded with his father Franz back in 1975. Yet the family's roots in the business go back much further than that, to 1780 when it started building wagons for travelling showmen. Later it progressed to manufacturing rides and today Mack's quality products can be found in theme parks across the globe. A founding member of the German trade association VDFU, Roland Mack has also received wider recognition, picking up his country's Bundesverdienstkreuz am Bande (Federal Service Cross) and the title "Chevalier de la Legion d'Honneur" from French president Nicolas Sarkozy. As he prepares to become the first ever German chairman of IAAPA, Roland reflects on the association and the state of the industry with **Owen Ralph**

Mack Rides' Bluefire at Europa-Park



How will you manage the role of IAAPA chairman alongside your commitments at Europa-Park?

It's a challenge, but I have my two sons in the business now and it was my plan to take this role if elected. Maybe six years ago it would have been too early, but now the time is right and it will give my boys the chance to take a little more responsibility within the company, while I can become even more international. I am proud to be the first German coming into the chair, and I hope I will not be the last!

What are your goals for the coming year at IAAPA?

I think we have a lot of issues in common. Park visitors are becoming more demanding because they have a big understanding of quality, they are travelling around and they see a lot and compare. I think we have to acknowledge these demands and satisfy them.

The influence of computers and other electronic devices is something we must consider, and you never know they will impact our industry in the future. However, 20 years ago we were talking about computers and television, and really they are not a big competitor to a real experience on a rollercoaster, a ride, or a show. People want to have joy together.

The recession has affected our industry, at least in the Western world, and some big companies are facing major challenges. I think in these circumstances our association has a role to play as an information exchange, so you can learn about developments and best practice in other parts of the world.

In Europe, the VAT [value added tax] is so diverse. That's a big, big issue, especially if you are located near the border like Europa-Park. In France they succeeded together with Disney in convincing the government to keep the low 5.5% rate for, I have heard, another 15 years. We are working with 19% in Germany, but could reduce the price admission at Europa-Park by €5 if we had the same VAT as France.

What are the prospects for growth in Europe?

I think there are some opportunities for new parks in the Eastern European countries. For Germany, and I would say a lot of other locations in Europe, most of the big markets are already catered for, so you need to work with what you've got. Families are looking for an alternative to longer holidays and every park, except maybe the coastal parks, could gain from adding short break accommodation. Corporate business is getting more important. We host 1,200 events each year at our park and a lot of those are corporate events. You also have to look at how much you offer for customers in poor weather, at least in Northern Europe.

What progress has been made by IAAPA's new office in Hong Kong?

We have a good man there [Andrew Lee]. The trade shows are successful and you can see a real appetite for parks in the Far East. I have a close relationship with several Chinese parks, they are always visiting Europa-Park, and I think they are getting a feel for the industry in a much shorter time than we did. There's a real demand for industry know-how, and that is another reason to be present in Asia.

How does IAAPA keep trade shows and conventions relevant in an age when you can "see it all on the internet"?

The internet makes people curious, they know very soon what is going on, but they also want to see things in real life. When you are selling rides, you have to talk to people. Clients have so many questions and special requirements and you can't deal with that over the internet, or even the telephone. What we can see is that the big groups are not sending as many people as before, and I think this is because of the tough economy. They are sending just the engineers or technical guys rather than individual managers.

It's not only about meeting ride manufacturers though. I think the opportunity to come together with people from all over the world, to visit parks, go to seminars, that's what it's all about and that's why I don't see a big risk for the trade shows.

How much of an issue for ride manufacturers is copying of intellectual property?

It's something we are discussing very heavily within IAAPA, and we are taking steps to prevent it. We can remove exhibitors from the trade shows if required. If they are using pictures of your rides in their catalogues, then really that is a little too much!

It's a big issue for us at Mack Rides, particularly with the Chinese companies. I really don't know what's going to happen, but I was talking to my engineers and I think we still have a chance. It's a really specialised industry and you need a lot of experience to make rides work properly. We are in some ways a prototype industry and that always gives a good chance to the innovators. That is why we do not have many huge companies as competitors; they would not be able to succeed with new ideas every one to two years and such small numbers of rides.

How does a family-owned operation such as Europa-Park successfully compete against corporate parks?

Maybe by being in the park every day, not so much in the office, and acting a little faster when you have good ideas. The biggest problem with a family business is if you want to develop things and your kids do not want to be in the business – luckily mine do. That is when the big companies jump in and take over. That's kind of sad, but that's how it is.



Are there enough talented young people coming into the industry?

I think you have some educated, energetic young kids that have the opportunity to look around the exhibitions and work in other parks worldwide. My sons did this, they have been in America, Australia, Italy, Spain and Scandinavia. When I was young it was more difficult. So there are a lot of talented people, they do things differently to how we did them, but if they concentrate on the key issues – service and quality – then they can push the industry forwards.

Do you expect much more industry consolidation in Europe?

Last year Plopsa bought Holiday Park, and in the middle of Germany Fort Fun was sold some years ago to Compagnie des Alpes. However I think the parks have to be a certain size to be of interest to the big companies. In Germany there is Phantasialand, Europa-Park, Hansa Park and Tripsdrill, where the family is very heavily involved, so I do not see much happening soon. In Great Britain many of the big parks are already owned by Merlin. There was the big deal a few years ago with Walibi and Compagnie des Alpes, but recently they sold some of their smaller parks. Parques Reunidos is always talking about selling its business. So maybe, like in America with Six Flags, things will go backwards and there will be a chance of former family businesses going back into family ownership.

Speaking at Euro Attractions Show in London, Merlin Entertainments' Nick Varney remarked that European theme parks are under priced (see page 42). Do you agree?

He is right if he compares theme parks to other kinds of attractions, and it is true that we price conservatively. We all need money to development our

businesses, however sometimes there is a gap between this thinking and Merlin's price strategy. If Merlin is selling annual passes [in Germany] that let you visit 15 attractions for nearly a third of a Europa-Park annual pass, then maybe Nick should start with his own prices! It was interesting to hear he wants to make Heide Park the market leader, and I am happy to take on this challenge, but I do not want to be the biggest park in Germany by reducing prices.

What park or attraction has most inspired you during your travels in the last year?

I like very much Legoland's idea to build a submarine ride [at Legoland Windsor], not only because they used a Mack Rides system, but because it is a new development. Disney was doing it years ago with animatronics, but now it is done with real animals. I think that is really interesting.

The development of Chimelong in China is fascinating. They are doing almost 8 million visitors in Guangzhou with a waterpark, animal park, ride park, hotels and conference centre. I was so impressed with the quality and what they've done in such a short amount of time – and it's done by a family. Now they are doing a resort park with animals across from Macau [in Zhuhai]. I will be very interested to see that when it's finished.

What can the attractions industry learn from other industries?

Maybe we could improve government relations because every park needs infrastructure and you can't do infrastructure without lobbying the government. If you look at the car industry in Germany, they are much better organised. Overall I think we do better than many other industries in combining our efforts though, and 90% of the global players are members of the association. 🇩🇪

“In Europe, the VAT is so diverse. That's a big, big issue, especially if you are located near the border. We could reduce the price admission at Europa-Park by €5 if we had the same VAT as France”

Roland Mack at Europa-Park with a statue of his late father Franz

Europa-Park plans

What's new at Europa-Park for the next 18 months? Already announced are plans for a major wooden coaster next spring courtesy of Great Coasters International. Then, in the summer, the Europa-Park Resort will launch its fifth hotel, the New England themed Bell Rock (as pictured). “Maybe we will get an opportunity to use the hotel in some way for the IAAPA directors' meeting in June,” says Roland Mack.

The park's managing director can also provide a hint of what's in store for 2013: “We have started construction of a new fairytale themed area in co-operation with a big movie star from France,” he tells *Park World*. “This will feature a completely new ride development of the Mack company.”

www.europa-park.de





Dick Kinzel

Richard L Kinzel, 70, is Cedar Fair's longest-serving executive. With 11 amusement parks, seven waterparks and five hotels across North America Cedar Fair is one of the largest regional amusement-resort operators in the world. Kinzel began his industry career in 1972, working for three years in food service at Cedar Point before becoming director of park operations. After a stint at Valleyfair in Minnesota, he was named Cedar Fair president and CEO in 1986, and has also served as chairman and president of the board. During his leadership, Kinzel introduced the world's first 200-foot, 300-foot, and 400-foot rollercoasters, and added five former Paramount parks into the Cedar Fair portfolio. A former Ernst & Young Entrepreneur of the Year for Northwest Ohio, he was inducted into the IAAPA Hall of Fame in 2006. As he looks towards his retirement this January, when he will be succeeded as CEO by Matthew A Ouimet, Dick shares his thoughts on the industry and what lies ahead

Is the US industry still in the doldrums? How does it get out of it?

Certainly with a 9% unemployment rate, the US entertainment industry is not attracting the guests we need to maintain our capital expenditure levels. At some point, either capital expenditure is going to be reduced and/or pricing will increase.

It was your idea to introduce Magnum XL-200 in 1989, the first rollercoaster to exceed 200ft in height. Why was that important?

Cedar Point needed a marquis ride and coasters have always been popular. We had not introduced a major new ride at Cedar Point since Gemini in 1978, the tallest coaster in the world at that time at 125ft.

Is the Roller Coaster Arms Race over?

I hope not. However, the costs of raw materials, mainly steel, and the economy make it very difficult to justify 200ft+ steel coasters for seasonal parks.

Cedar Fair has allowed individual parks to keep their own identities rather than imposing a group-wide rebranding. How important is this?

Very important. Each market is different – demographics, cultures and traditions. For example, Cedar Point, Kings Island and Canada's Wonderland are geographically very similar, however, we market each in its own unique way, specific to cultures and traditions of the region.

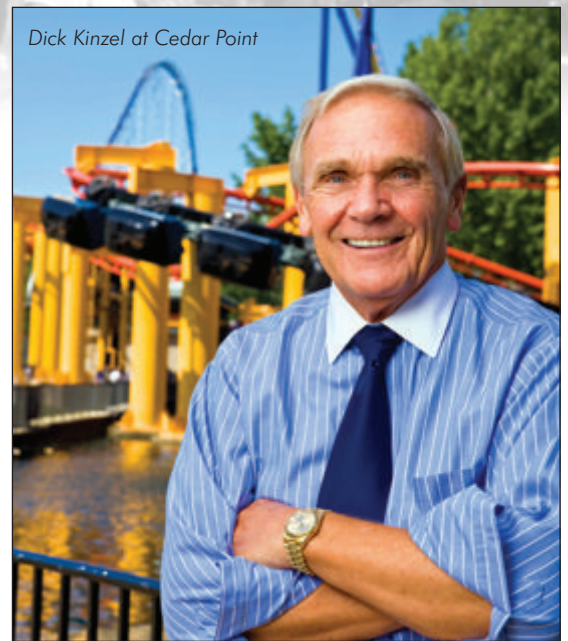
Canada's Wonderland is now believed to be the fastest growing park in your group. Why is it doing so well?

We do not discuss attendance on an individual park basis so I am not sure where that information is coming from. However, I will say that our four large parks – Cedar Point, Kings Island, Knott's Berry Farm and Canada's Wonderland – all do about the same amount of attendance. The last few years the park with the best weather won the attendance game. Thus, weather and economic diversity were major decision makers when considering the Paramount acquisition.

How has the arrival in the US of European players such as Merlin Entertainments and Parques Reunidos affected the market and do you expect any further consolidation?

In today's economic environment, you can never predict what will happen, however every primary market in the US already has a major theme or amusement park. Our competition in most areas is ourselves. New players have no significant affect on how we market or present our products.

Dick Kinzel at Cedar Point



Did the group ever explore any opportunities outside North America? Do you think it will in the future?

I have never looked outside of North America. The new management team and the board of directors may have a different point of view going forward.

How much of your retirement will you spend visiting amusement parks? What are your other plans?

In all honesty, I haven't even thought about retirement. I have never had any hobbies outside of this industry. When you don't have to work, you don't need hobbies. I have always said I have not had to work for the past 40 years. Retirement will not be a challenge for me, but for Judy, having me around the house will be a big challenge. 📺

Meet the new team



Cedar Fair has announced the promotion of **Richard A Zimmerman** (pictured) to the position of chief operating officer (COO), working alongside **Matthew A Ouimet**, who is due to succeed Dick Kinzel as CEO in January.

"During his time with Cedar Fair, Richard has demonstrated the quality leadership and high standards that make him especially well-qualified for this role," notes Ouimet.

Zimmerman has more than 20 years' park experience and most recently served as Cedar Fair's executive vice-president. He has also served in executive roles within Kings Dominion in Virginia. Prior to entering the amusement park industry, he held various roles with Paramount Communications. Ouimet, a former Disney man, is currently serving as Cedar Fair president.

www.cedarfair.com

WE MAKE PEOPLE SMILE

230^{years}
MACK
RIDES GmbH & Co KG

230 years of experience have influenced our family business to become one of the leading companies in the amusement industry. Have a look at some of our newest projects.



WATER COASTER

SKATTEØEN | DJURS SOMMERLAND



8-SEATER DARK RIDE

FERRARI WORLD ABU DHABI



SPINNING COASTER

LE TWIST | PARC LE PAL



TWIST 'N' SPLASH

BLACKPOOL PLEASURE BEACH

➤ **EXPLORE THE WORLD OF MACK RIDES**

INNOVATIONS BUILT ON MORE THAN 230 YEARS OF TRADITION & EXPERIENCE

Start your journey through our wide range of innovative products. Visit us at **IAAPA Orlando, booth No. 2240**



facebook.com/mackrides



➤ VISIT US ONLINE
WWW.MACK-RIDES.COM



Nick Varney

Two decades after entering the theme park industry as marketing director of Alton Towers, Nick Varney sits as chief executive of one of the world's top attraction operators, second only to Disney. After a management buyout of Vardon Attractions in 1999, he and his team launched Merlin Entertainments Group. Six years later, Varney secured private equity funding from Blackstone to mount an audacious bid for the Legoland parks business, followed by Gardaland in Italy and the Tussauds Group in 2006/7. Since then Merlin has grown via a sustained programme of new openings, acquisitions and partnerships and now boasting almost 80 attractions in 17 countries on four continents. Key to the company's growth is the development of its theme park resorts, opening of new Legoland parks, and exploitation of its strong 'Midway' brands such as Sea Life, Madame Tussauds, Legoland Discovery Centre, the 'Eye' and The Dungeons – often 'clustered' together in one location. As Merlin celebrates the opening of its largest new theme park to date – Legoland Florida – Nick Varney speaks to Owen Ralph

Why did you decide to launch Legoland Florida on the former Cypress Gardens site in Winter Haven?

Legoland is on a very good upwards trajectory in the US, as is our business generally, and we wanted to be in Florida – the biggest theme park market on the planet. Now, if we are honest, ideally you want to be slap bang in the middle of Orlando. The trouble is getting the site, getting permission to turn it into a theme park and, because you would be building from scratch, you would need to spend probably what is being spent in Malaysia, \$300 million, to turn it into a top of the range Legoland park.

What we were able to do in Winter Haven was buy a site with existing permissions and infrastructure, and reopen it just two years later as Legoland Florida. The previous owners had already invested millions in infrastructure but didn't have a compelling brand; Cypress Gardens was just not strong enough to work in that market. Legoland on the other hand is a very established global brand with a unique positioning for families with young children.

No one will visit Legoland Florida without thinking it is a top of the range international theme park, up there with Disneyland, SeaWorld and Universal. The addition of all the Legoland ingredients to what was already there, the infrastructure, botanical gardens and lakeside setting, has produced without question the most marvellous Legoland to date. I defy you not to walk around that park and think we've invested at least a half billion dollars.

When Blackstone acquired Busch Entertainment (now SeaWorld Parks and Entertainment) were there any discussions about merging it with Merlin?

There were discussions, but the truth is there were a whole variety of reasons why that would have been extremely difficult, and not necessarily desirable, to do.



Sea Life remains a key Merlin brand



A 4D experience now forms an integral part of all Eye-branded attractions, such as the Sydney Tower

I make no secret of the fact I am a big admirer of Busch Gardens in Tampa and Williamsburg, and in another life they would have fitted very nicely into Merlin. The SeaWorld brand too is successful and very well defined. But these attractions are now part of a separate company which has got a great team behind it, and [CEO] Jim Atchison is a good friend.

How important is it to have a good partner when pushing into markets like North America and Asia-Pacific?

When we talk about partners, there are different levels. In the US one of the most effective partnerships we have got is with the Simon Property Group. They get the benefit that our brands can bring to their malls. Sea Life when it opened literally rejuvenated the centre in Dallas/Fort Worth, to the delight of the other tenants. We on the other hand benefit from a supportive landlord with premier sites which are well established in high footfall locations. In short it's a great partnership for us both. Partners like that are very important to the development of Midway in North America and elsewhere.

In the past we have also gone into new markets we were a bit unsure about, such as Scandinavia, as joint ventures. We have a 50/50 relationship for example with Linnanmäki at Sea Life Helsinki. That's worked well, but generally once we've got the feel for a market we are often happier to go it alone.

Australia is different again. The Sydney Attractions Group acquisition has also resulted in a strategic relationship with Village Roadshow that will see us potentially developing a Legoland Discovery Centre with them on the Gold Coast.

In China, where we already have Madame Tussauds in Hong Kong and Shanghai, we have seen big gains in spending power in the last few years. However it's difficult to determine what the real tourism flows are. There is also already quite a significant local Chinese attractions industry – companies most of us have never heard of running are 10 theme parks! So it's an interesting, fantastically high potential market, but one



you could jump into and get absolutely murdered! China we therefore believe is one of those markets where you need some local knowledge and partnership, whether it's with the government or a developer.

What about the Middle East – will Legoland still happen in Dubai?

We have signed a contract to build Legoland Dubailand. Obviously we all know what happened with the crash, but so far as I am concerned, our contract with Dubai is still live. They have greatly reduced the scope of their overall leisure plans there, but if I was a betting man, I would say that at some point in the next five years you are going to see both the Universal and Legoland parks opening in Dubai.

Our Midway model is also well suited to the region. You already see aquariums being put into malls in the Middle East and Turkey, but the mistakes many people are making is building them too big for the market, whereas the Sea Life model would be perfect.

At what point do your Midway brands reach critical mass? Is there a risk of them becoming as ubiquitous as McDonald's or Starbucks?

I don't see that. When I joined Vardon Attractions we had 16 Sea Life centres around the UK, and as soon as we got the chance as Merlin we sold seven of the smaller aquariums in order to focus on those in locations with large enough markets. I don't think I can see many more aquarium opportunities in the UK for example, and there's probably room for just one more in Germany. But in North America we've only got four, so I think there's a lot of places we can go there, and then we've got the whole Asia-Pacific market too.

Merlin recently relaunched Blackpool Tower and has plans for an observation tower in Weymouth, a host venue during the 2012 Olympic Games. How much do you believe in the British seaside?

I believe in *certain* seaside resorts. I think there are an awful lot trying to be something they can't. Most coastal resorts, not just in the UK but also in Europe and even America, are feeding a small local market. There are, however, a few resorts that have big enough catchment areas and brand reputations to stand out as major destinations. Blackpool clearly is one of those. It's certainly never lost its core market of the Midlands right up to Scotland, but we think it can also have national appeal. Others that stand out are Brighton and Bournemouth along the south coast. Places like Scarborough and Skegness are quite big as well, but there aren't many of them.

The Weymouth opportunity came up partly because our head office is based locally in Dorset, and I think that region has got huge potential. There are seven

huge holiday camps around Weymouth and it's on the Jurassic Coast, which is a World Heritage Site. Our Weymouth Sea Life Park already does very well, although it's a slightly different product because it's got all the aquarium elements but also a rides area, mini waterpark and adventure golf; it's almost like a half day theme park. So we were delighted to pursue the opportunity to put an observation tower there. It's also not just about the Olympics, we think it will stack up on its own as a successful tourist attraction for many years to come as a second gate to the existing Sea Life park

What are your plans for the 'Eye' brand?

We acquired the London Eye in 2007 and have worked very hard on the brand proposition. We have a very clear idea in our mind of what we will brand with the Eye. It's a very prestigious brand; iconic landmark attractions that afford people an inspiring perspective – a bird's eye view. The London Eye is an amazing structure, as are our other two 'Eyes' – the Blackpool Tower and the Sydney Tower.

We were always keen to make the London Eye more than just a ride on an observation wheel. The 4D pre-show is an immersive, emotional, hairs on the back of your neck experience. We put that in because we wanted to build a brand experience, ease throughput and, frankly, wanted to justify a price increase. The pre-show is now also part of the offer in Sydney and Blackpool, and will be anywhere we do an Eye-branded attraction.

Will there be many more Eye-branded observation wheels?

The Eye can be any iconic landmark observation attraction – which may be wheels or towers. We are looking at 'Eye' branded wheels in both Orlando and Vegas for example. To me however there are not many

“You certainly won't see Merlin building new resort theme parks from scratch. There's too much benefit to be gained from doing the other things we are doing. Wise investors would never put money into building a green field site theme park **”**

Nick Varney at Legoland Florida





Gardaland

places that can justify £100 million plus [\$160m/€116m] of capital expenditure on a fixed capsule observation wheel. Where these are being built we see them as partnership projects.

Other than the ongoing Legoland projects, would you ever build a new theme park from scratch?

I keep hearing rumours about a big park that someone is trying to get off the ground in the south east of England and, you know, I just scratch my head because the old saying is a fool and their money are easily parted. There is no evidence, anywhere in

Europe as far back as I can remember, of anyone making money by building a new theme park from scratch.

It's said that today the only people who can make money from mainstream theme parks are the ones that pick them up the second or third time round, and our acquisition of Cypress Gardens is a good example of that. Of course there are consultants out there who make their money from doing studies that will tell clients differently, and people from other sectors who think running a theme park can't be that hard. So I guess they'll continue to spend all their money, get it open ...and loose their shirt.

You certainly won't see Merlin building new resort theme parks from scratch. There's too much benefit still to be gained from doing the other things we are doing. What's more wise investors would never put money into building a green field site theme park.

Do independent parks have a future?

There is definitely room for independent parks, they are part of what add variety and colour to the business, and I might add that just because Alton Towers and Gardaland are owned by Merlin I hope they are just as strong and individual as they have ever been. But you need to know what your position in the market is, you've got to have some sort of edge and brand image that marks you out. If you have, it doesn't matter if you are owned by a big corporate or you are a family or independent operation. Europa-Park and Efteling stand up as great examples of that.

You spoke recently of your belief that European theme parks are under priced. Why is this?

Right now the biggest lead price in continental Europe is €36, which is nothing for what they are offering. Theme parks and attractions deliver the best value for money of all location based entertainment and to prove it I've devised an 'entertainment cost per hour' analysis [see panel].

We are simply not charging prices that reflect the level of investment that goes into creating the experience. I'm not just talking about the rides, it's about the cost of labour, marketing, maintenance, all those things that it takes to create a good theme park. If you can't pass all that on to your customer then you are never going to get a good return. And if you don't get good returns, you are going to find it difficult to get investment, whether you want to sell it, float it, or go to a bank for a loan.

I really had to discipline my own team on this because their natural reaction every time they were put under pressure by the media on the issue of pricing was to point out the discounts in the market, rather than defend the lead price. Of course there are discounts out there, that's part of how we market, but the lead price reflects what we believe our product is worth.


What doesn't help, at least in the UK, is the rate of VAT – 20% as opposed to say 5.5% in France and 8% in Spain. This puts the UK at a big disadvantage. Even Ireland, which has to be bailed out by the European Union, cut the rate of VAT on tourism services. It's doing that because every time it's ever lowered VAT it leads to a surge of tourism revenues and job creation – not something successive UK governments appear to understand!

When will be the right time to float the company?

We were going to float last year but the stock markets were volatile, and I think you can say they haven't continued to be any less volatile! That's why we did the CVC deal, which secured our growth plans so we won't be thinking about it for a few years because as a new investor they obviously want to see the company grow.

That said, we have grown our profits in double digits for 10 years in a row, and we still think that Merlin's ultimate destiny is to be a public company. We have got a couple of big things on our side, Midway and the Legoland parks. Without them we'd be just another theme park company, whereas everybody looks at Merlin and sees a very balanced portfolio.

Did you think you would end up creating the world's second biggest attractions operator when you arrived at Alton Towers/Tussauds in 1990?

Certainly when we created Merlin Entertainments the ambition was to create a top 10 global player although we weren't even on the radar at that time. We still have that same vision and strategy and, thanks to Blackstone's backing, a fantastic team and a lot of luck, we have become the world number two. But there is still a lot to go for! 

www.merlinentertainments.biz

Value for money entertainment

Nick Varney believes that theme parks deliver the best value for money of all location-based entertainment. To prove it he has devised an 'entertainment cost per hour' analysis showing the cost compared to other popular attractions. Use this or a similar formula at your park next time you are challenged over pricing!

ATTRACTION	ADULT TICKET	EXPERIENCE DURATION	COST PER HOUR
Premier League football match	£40	2 hours	£20.00
Stadium concert	£70	3 hours	£23.33
West End musical	£65	3 hours	£21.66
Cinema	£10	2 hours	£5.00
Theme park	£30	8 hours	£3.75

All figures based on UK attractions



Alton Towers

RIDES and FUN
www.ridesandfun.com

NEW RELEASE:
SKY TOP 16 SEATS
SURF 22 SEATS!
TRAILER
OR PARK MODEL

Standard Rides
and Special Projects
manufacturer for FEC centers
and Theme Parks



RIDES & FUN REPRESENTATIVE OFFICE
WILL BE OPEN SOON IN ARIZONA
sales.usa@ridesandfun.com



RIDES AND FUN SRL
Brescia - ITALY
Ph. +39 030 94 08 126
Fax +39 030 94 08 564
info@ridesandfun.com



IAAPA



LEGOLAND FLORIDA

Located in Winter Haven, less than one hour from both Orlando and Tampa, Legoland Florida is North America's newest theme park. The fifth and largest property in Merlin Entertainments' global Legoland portfolio, it features 50 rides, shows and attractions, and more than 50 million Lego bricks. **Paul Ruben** reports



High five: general manager Adrian Jones celebrates the park's opening

Brick-based fun in the sunshine state

Putting kids in the centre of the action, the new park on the former site of Cypress Gardens was officially opened to the public on October 15 after around a month of soft opening. Merlin company leaders say they are pleased with the reception Legoland Florida has already received from local residents in the sunshine state.

"In essence," says Nick Varney, Merlin Entertainments chief executive, "we're establishing an entirely new category in this market because every ride, show and attraction within Legoland Florida has been designed exclusively with kids aged two to 12 in mind. It's a real game-changer for Central Florida because young families can finally plan that first theme park vacation assured that even their youngest child will enjoy a memorable experience."

"We've had tremendous success with the Legoland concept both domestically and abroad," highlights Adrian Jones, the park's British general manager. "With Winter Haven as our epicentre, there are more than eight million residents in Central Florida that can reach the park as a day trip, not to mention the 50 million visitors to the area each year. We think we're perfectly situated."

The Florida destination, which joins the original Legoland in Billund, Denmark, and sister parks in Carlsbad, California; Günzburg, Germany; and Windsor near London, plus five indoor Legoland Discovery Centres, is the first full Legoland park to be built by Merlin since it acquired the Legoland business in 2005. By taking on the existing Cypress

Gardens infrastructure, the attractions giant has been able to complete the transformation, the cost of which remains a company secret, in just 21 months.

Divided into 10 interactive zones, Legoland Florida aims to provide many young visitors with their first theme park thrill – or 'pink knuckle' – experience. Featured among the line-up of attractions are four family-friendly rollercoasters, multiple interactive experiences, Lego building opportunities and many tried and tested Legoland attractions.

"At 150 acres," notes Jones, "Legoland Florida is the largest Legoland park in the world. We've incorporated a number of 'must-have' attractions, like the Technic Coaster and Aquazone Racers, but there are also those unique to this park, like the wooden Coastersaurus, a double-decker carousel and Flight School. It's impossible to predict but, in our soft opening, Boating School got some very high marks. I think it's because kids are powering their own boats without any interference from mom and dad and that sense of freedom is exhilarating."

10 Interactive Zones

Guests arrive at **The Beginning**, which serves as Legoland Florida's entry area and features the Island in the Sky, a 100ft-tall rotating platform ride by Intamin (ex-Cypress Gardens) that offers a 360-degree view of the entire property, and beyond. Also found here are The Big Shop, one of the largest Lego stores in the world.

Fun Town offers families a firsthand look at how



Lego bricks are made from factory to finish. This zone is also the location of a two-story Grand Carousel by Chance, now with Lego-themed horses, and the Wells Fargo Fun Town Theater, a 700-seater 4D cinema where three different movies are shown throughout the day. Fun Town also features the Studio Store.

Miniland is the heart of all Legoland parks and at Legoland Florida **Miniland USA** features Lego replica landmarks from Washington DC, New York City, Las Vegas and major points of local interest including the Kennedy Space Center and Daytona Motor Speedway. With all models built at 1:20 scale. Miniland USA covers the sinkhole that was a focal point of the old Cypress Gardens.

Lego Kingdoms is inspired by all things medieval and takes kids back to a time of knights, princesses and dragons. Major attractions include The Dragon, a Vekoma Junior Coaster formerly used at Cypress Gardens but now with new-look trains and a section of the ride inside an enchanted Legoland Castle. On The Royal Joust, kids can challenge other riders in a simulated joust aboard a Lego-themed horse. Merlin's Challenge is a brand new Caterpillar ride by Mack, while The Foresters' Hideout is a multi-level tree and rope climb.

Lego City is where youngsters experience a scaled-down town created just for them. Flight School, a Vekoma Junior Suspended Coaster (ex-Cypress Gardens), simulates the thrill of flight. Legoland's ever-popular Driving School, sponsored in Florida by Ford, offers youngsters the chance to drive their own car by SB International, navigate roads and earn a commemorative driver's licence. Sitting alongside it is the Ford Jr Driving School. Other major in Lego City include Boating School, also by SB International, and Lego City Rescue Academy, where families compete with one another in fire and police vehicles to be the first to put out a simulated fire. Lego City also boasts its own show, The Big Test, where acrobatics, music and playful teach fire safety.

Lego Technic is the most intense zone in the park, themed around Lego's toy range for older children. Here guests can brave the Lego Technic Test Track Coaster, a Mack Wild Mouse formerly operated at Legoland Windsor as the Jungle Coaster but now



Lego Technic Test Track

with new cars. This area is also home to Aquazone Wave Racers by Zierer, a Legoland favourite which lets riders zip in and out of waves as they dodge water blasters on jet skis. Technicycle, a pedal-powered Magic Bikes by Zamperla, is similar to that already featured in several Legoland Discovery Centres.

Major attractions in **Land of Adventure** includes the aforementioned Coastersaurus, a Martin & Velminckx wooden coaster saved from Cypress Gardens, but now with a life-sized Lego dinosaur closeby. Lost Kingdom Adventure is a new Egyptian-themed dark ride from Sally Corp featuring a transport system by Bertazzon. Similar to that found inside other Legoland parks, it is set within an ancient ruined temple as guests fire laser blasters at targets along the course. Safari Trek, meanwhile, lets young riders explore the wilds of Africa and features life-like Lego animals.

Aimed at the very youngest guest, **Duplo Village** features rides like Junior Fire Brigade, a mini version

With more than eight million residents in Central Florida, not to mention the 50 million visitors to the area each year. We think we're perfectly situated



Boating School



Ford Driving School

“When we began construction, the gardens themselves were in quite a state of disrepair and were inhabited by a number of Florida species ...including alligators. Fortunately, they’ve moved on to other locations”



Einstein in the Imagination Zone

of Rescue Academy where tots become volunteer fire fighters and work together to extinguish the “flames,” plus Big Rig Rally and Granny’s Jalopies. Duplo Farm, meanwhile is a playground feature.

At **Pirates Cove** the little guys also call all the shots. Set alongside the picturesque shores of Lake Eloise, this area of the park has been “invaded” by a host of swashbuckling Lego pirates who star in *The Battle for Brickbeard’s Bounty*, a live-action water-stunt show. Nearby, hungry fun-seekers can fill up at Cap’n Brickbeard’s Burger restaurant. Elsewhere in the park there are more healthy offerings available.

The **Imagination Zone** is the most hands-on section of the park, emphasising exploration and creation. This area is home to several eye-catching Lego models, among them a giant replica of Albert Einstein’s head. Rides include a cluster of Kids Power Towers by Heege, where kids and parents hoist themselves up to the top of a tower to get a great view of the entire park, and then enjoy a fun freefall to the bottom. The Imagination Zone is also where Legoland guests can build and test a Lego or build and program computerised Lego Mindstorms robots.

In addition to the new 10 zones, the soul of the old park has been kept alive in the preserved **Cypress Garden** area near the lake, where a collection of native plants have been reclaimed and combined with a range of exotic species. Still standing sentinel in the garden is the vast Banyan tree that was planted as a seedling in 1939.



Lego City Rescue Academy



Royal Joust



The all-important Lego store (Big Shop) **BELOW:** Kids Power Towers



The Battle for Brickbeard’s Bounty



The Kennedy Space Center as featured in Miniland USA



Safari Trek with Lego Technic Test Track coaster visible in the background



design . create . deliver

design . create . deliver

design . create . deliver

create

design

design . create . deliver

create . deliver

design

deliver

design . create . deliver

design . create . deliver

create . deliver

theme parks
and leisure
museums & attractions
events & exhibitions

Web: www.sarner.com

E-mail: info@sarner.com Tel: +44 20 8481 0600

UNITED KINGDOM · RUSSIA · NORWAY · MALAYSIA · NIGERIA



Sarner

design . create . deliver



From Southern Belles to Lego bricks

Billed as Florida's first commercial tourist

theme park, Cypress Gardens opened its gates for the first time on January 2, 1936. This botanical garden planted by Dick Pope and his wife Julie became one of the state's biggest attractions, known for its water ski shows, lush gardens and 'Southern Belles' (as seen above). Competition increased after Walt Disney World Resort opened at Lake Buena Vista in 1971, and in the early 1980s the Popes retired and transferred the park to their son, Dick Pope Jr.

In the 1980s, book publisher Harcourt, Brace, Jovanovich purchased the park but later sold it together with its SeaWorld and Boardwalk & Baseball properties to Anheuser-Busch in 1989. Busch closed the latter park soon after but continued to operate Cypress Gardens until April 1995, when a group of the park's managers led by Bill Reynolds bought the property. The park then operated until April 2003, when it closed after a prolonged tourism decline.

In February 2004, Adventure Parks Group, owned by Kent Buescher, purchased the property and renamed it Cypress Gardens Adventure Park. Buescher's plan to reopen that September was delayed by two months due to damage from hurricanes Charley, Frances and Jeanne. In September 2006, Adventure Parks Group filed for bankruptcy protection following approximately \$30 million of hurricane damage.

Land South Adventures purchased Cypress Gardens at a bankruptcy auction in October 2007, leaving Buescher as interim manager until Baker Leisure Group took over as operator the following January. On September 23, 2009, Land South Holdings closed the park, and its future seemed uncertain until Merlin Entertainments announced, in January 2010, that it had bought the property and planned to turn it into in the world's fifth Legoland park. It was officially reopened as Legoland Florida on October 15 this year.



Quintessentially Legoland


Jones is convinced he has a hit on his hands. "Guest reaction has been outstanding," he says. "The best part of Legoland Florida is the high level of interaction on each of the rides and attractions. Kids aren't just entertained, they become part of the experience, which is quintessentially Legoland. The park brings interactive fun to a whole new level."

With several rides and buildings remaining from Cypress Gardens, construction of Legoland Florida moved quickly. "The site had excellent infrastructure already in place so we were able to hit the ground running and open in almost half the time we would normally," acknowledges Jones. "But when we began construction, the gardens themselves were in quite a state of disrepair and were inhabited by a number of Florida species ...including alligators. Fortunately, they've moved on to other locations. We are extremely proud of the end result."

The new park is not without its critics, however. The *Orlando Sentinel* business columnist Beth Kassab writes of, "Legoland's fight to overcome its middle-of-nowhere location and attempt to persuade people to pay first-tier ticket prices for a second-tier theme park. Disney is the primary destination of most Orlando tourists; the new attraction must tap into Disney's market of out-of-state travellers who stay a week or more. If Legoland doesn't make it with this crowd, it won't make it beyond a look-see for locals and Florida day-trippers. And we know what happened to other parks that went that route. Circus World and Boardwalk & Baseball are now mere footnotes in Florida's history."

Yet neither of the parks above enjoyed the same unique selling point as Legoland Florida, as Jones keen to highlight: "We are incredibly lucky to be working with one of the most beloved toy brands in the world, Lego. The importance of this brand cannot be overstated and is the single most important asset to attracting visitors to the park."

As for the location, it's actually closer to central Orlando (about an hour) than the successful Busch Gardens in Tampa, so maybe Jones is right about the power of a good brand. At \$75 plus tax (\$80.25) for an adult admission, or \$65 for those under 12/over 60, admission to Legoland Florida is roughly \$10 cheaper than the headline price for each of the four parks at Walt Disney World. The new attraction will open 12 months a year, although remain closed on Tuesdays/Wednesdays outside key holiday periods.

Plans have already been announced for a waterpark, the infrastructure for which was inherited from Cypress Gardens. Following a similar format to Legoland Water Park in California, it will operate as a second gate to the main park as from next summer. A themed Legoland hotel is planned at a later date. 

<http://florida.legoland.com>

LEFT: a 'Southern Belle' recreated from Lego bricks at the new park



Miniland USA



Coastersaurus



Lost Kingdom Adventure



Flying School



IAAPA ATTRACTIONS
EXPO 2011 ORLANDO
PLEASE VISIT US AT
BOOTH NO. 5131

THE FIRST
SIGNIFICANT
INNOVATION
IN SIMULATOR
TECHNOLOGY
IN YEARS -
5 UNITS
SOLD!

I-RIDE®

PANORAMIC FLIGHT SIMULATOR



VEKOMA™

RIDES MANUFACTURING BV

SCHAAPWEG 18 6063 BA VLODROP THE NETHERLANDS
TEL +31 (0) 475-409222 FAX +31 (0) 475-402115

WWW.VEKOMA.COM

Midway Park

Trolley park survivor



Located on Chautauqua Lake about 70 miles southwest of Buffalo, New York, Midway Park became one of the over 1,000 "trolley parks" that dotted the US during the 1920s. Today, only 12 such parks remain. **Gary Kyriazi** discovers how the smallest, least known and least attended has survived



The park's Zamperla dragon coaster



Andy Hillman, general manager

Opened in 1898, people crowded trolley cars headed for Midway Park to enjoy lake bathing, roller skating and rides such as the John Miller-designed Jack Rabbit rollercoaster, while dancing to the Glenn Miller Orchestra. Moreover, Midway Park survived when its closest trolley park competitor, Celoron Park a mere 16 miles away, shut down in 1962. How was all that possible?

"There are two reasons," 36-year-old general manager Andy Hillman explains. "First, it was the commitment from the previous owners of over 50 years, Martin 'Red' Walsh and his family, to keep the Midway Trolley Park nostalgia alive. Secondly, it was the purchase of the park by State of New York in October 2006. We're one of only two government-owned amusement parks, the other being Playland in Rye, New York, which has been owned by Westchester County since it opened in 1929."

And why was New York interested in purchasing Midway Park? "The Walsh family was receiving very attractive offers from condominium builders to raze the park. But Chautauqua Lake has very limited access to the public, as most of the lakefront is privately owned. We wanted to maintain that public access, and also we felt a commitment to the history of Midway Park and its influence on the local community. The park is now listed as a State and National Historic Site."

"Now," Hillman adds, "we've got our work cut out for us. There's a lot of infrastructure that needs work, particularly our Hippodrome building. Also, we've had to remove our 1946 Allan Herschell carousel out of its roundhouse building, as the roof on that building needs refurbishing."

The cost of those two projects alone? Half-a-million dollars. Can the state afford that? Are there more pressing issues than the preservation of a trolley park?

"Absolutely. We're realistic about the priority level of

Midway Park, so we're trying to gather money from other sources. To do so we formed a Friends of Midway Park Group. They're a non-profit organisation, and as such they can apply for grant money that we as a state agency would otherwise not have access to. The Allan Herschell Museum in North Tonawanda, New York (the legendary amusement ride manufacturer) received such a grant for historic preservation. We're hopeful Midway Park can be helped in the same way. The Friends Group would also function as advocates and ambassadors, organising volunteers. Our carousel needs renovation, and we're looking at getting donations from businesses and private individuals for the stripping and repainting of one horse at a time."

The challenge is certainly a tough one for Midway Park, surrounded as it is by such larger, more developed, and magnetic parks as Kennywood, Darien Lake, Fantasy Island and Waldameer Park. Plus, Midway is far off the beaten path from any metropolitan area. Still, there is a considerable market.

"Our season pass holders are local people. A lot of people from out-of-state come to their summer homes around the lake, and they bring their children and grandchildren. We get Jamestown from the south, Fredonia and Dunkirk from the north. Of course, we're near Erie, Pennsylvania and Buffalo, and while we don't pull heavily from there, a lot of people have fond memories of Midway so they opt to travel a little longer distance to enjoy the nostalgia of riding the same rides they rode when they were children."

Indeed, Midway Park is a museum of classic kiddie rides, the majority being Herschell constructions. "It's very helpful," Hillman explains, "that the Herschell factory is close. It's helpful for parts, blueprints, getting our rides worked on; they're able to help keep us going." Besides its 1946 carousel, Midway's Herschell rides include the Roller Coaster, Miniature Train, Helicopter Ride, Roadway, Kiddie Boats and Sky Fighter. There's a William F Mangels' Roto-Whip, a miniature version of its famous Whip ride. Zamperla's Dragon Coaster, Sartori's Tidal Wave and Hampton Rides' Tubs-of- Fun round out the kiddie ride arsenal. A Tilt-A-Whirl, Bumper-Boats, Go-Karts, Dodgem and climbing wall provide diversion for the pre-teens.

There are two main levels to Midway Park: the lower, historical section of the park including the Hippodrome, carousel roundhouse and the original arcade building, and a higher level near the park's entrance.



The Tilt-A-Whirl dominates this view of the park

Interestingly, John Miller used the two levels of the park for the design of Midway's 1925 Jack Rabbit coaster, working with the levels as he did for his 1920 Jack Rabbit at nearby Seabreeze in Rochester, and his 1921 Jack Rabbit at Kennywood in Pittsburgh. Midway's Jack Rabbit loaded at the lower lake level, its lift followed the natural rise up to the top level, where it performed some dips before diving back down to the lower level for the finale. Sadly and typically of classic wood coasters, Midway's Jack Rabbit was removed around 1939.

Beyond the significant task of renovation and restoration, what hopes does Hillman have for future expansion? "Oh, it would be great to have, say, a rebirth of the Jack Rabbit coaster, but we have to be realistic. At this point, due to the current fiscal condition of New York State, we're not doing any large ride purchases. If we did make a ride purchase it would be to replace our Eli Bridge Ferris Wheel, which just wore out and had to be removed around 1979. So we're mainly working on the infrastructure, with the emphasis on the historical theme. While digging out an area for a volleyball court, we uncovered some of the original trolley tracks and ties, so we're thinking about excavating the whole thing and obtaining or replicating a trolley car.

And how has the State of New York taken to running an amusement park? "Well," Hillman smiles,

"for me, the amusement industry has been a real learning curve. I've been involved with state parks but never amusement parks. I can certainly see how people become hooked in this industry. But as far as the state is concerned, to be honest, it's difficult to make an amusement park profitable within any government agency, so New York is putting out requests for management proposals. The only concession we have at this time is the vending, so we're now looking for a management company."

Any takers out there? It could be the chance of a life time: bringing Midway Park back to its grand old self. 🇺🇸



Kids have fun on the Mangel's Roto-Whip

Government-run fun

Midway Park is the smallest trolley park still operating in the USA. At the other end of New York State is the largest, Playland in Rye. Coincidentally, it is also government owned. But while Midway is flourishing under New York State operation, Playland is losing between \$3 and \$5 million annually under Westchester County's guidance. The county is now soliciting ideas. Closing the money-losing amusement park would save taxpayers \$2 million in 2012 and remains an option – hopefully that won't happen.





ETF's rides and people movers help...

in creating the unforgettable experience

ETF TRACK BOUND MULTI MOVER



Phantasialand
Attraction: Maus au Chocolat

ETF MYSTIC MOVER



Legoland Discovery Centre
Attraction: Kingdom Quest

ETF SUSPENDED FLIGHT



Europa-Park
Attraction: Volo da Vinci

ETF MYSTIC MOVER



Bavaria Film Studio
Attraction: Bulliversum

ETF Ride Systems
P.O. Box 2703
6030 AA NEDERWEERT, HOLLAND
Phone (31) 495 677000
E-mail sales@etf.nl



www.etf.nl

Innovative specialist for interactive (dark) rides. The choice for customized design, reliability, high quality and flexibility.

NEW PANORAMIC WHEELS!
For joint operation



Vladimir heel



Experience since 1988



www.pax.ru
E-mail: mir@pax.ru

125430 Mitinskaya st. 30, Moscow, Russia TIF +7(495) 665 7453 T +7(495) 665 7452

WATER TOYS



the wettest show on earth!

www.watertoys.com
info@watertoys.com
1 866 833 8580 | 905 649 5047

WRISTBANDS



**TYVEK
&
VINYL**



Custom, Stock, Barcoded, Litter Free, Pinfeed & Detachable Stub

REDEMPTION TICKETS



Custom, Stock, Barcoded & Eco-Friendly Tickets



Syndicate Printers Group

World's largest manufacturer of Redemption Tickets & Wristbands

G-47, 1st Floor, Sector-6, Noida - 201301, INDIA
Tel.: +91-120-2424236, 4634100 Fax: +91-120-4236690
Contact Person: Manoj Talwar Mob: +91-9711154656
Email: manoj@syndicateprinters.com

www.syndicateprinters.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



www.eyeclick.com

INTERACTIVE RIDES



www.trio-tech.com

LEISURE ENGINEERING



www.garmendale.co.uk

MAZES



www.amazenmazes.com

PEOPLE MOVERS



www.dottotrains.com



www.severn-lamb.com

PLANNING & DESIGN



www.forrec.com

PLAY STRUCTURES



www.iplayco.com

REVIEWS AND INFORMATION



www.themeparkreview.com

RIDES



www.abc-rides.ch



www.mondialrides.com



www.tschu-tschu.de

RIDES



www.prestonbarbieri.com



www.wiegandslide.com



www.pax.ru



www.ridesandfun.com



www.sbfrides.com



www.technicalpark.com



www.mack-rides.com



www.intaminworldwide.com



www.vekoma.com

SHOWS



www.falconshow.com

4D ATTRACTIONS & SIMULATORS



www.simworx.co.uk

SNOW & ICE



www.snow.biz

SPECIALIST PRINTING



www.syndicateprinters.com

THEMING AND DESIGN



www.jaravision.com

THEMING AND DESIGN



www.sarner.com

TRADE ASSOCIATIONS



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

It's not just a family ride





It's not just a thrill ride



RACING COASTER

Coming soon to an amusement park near you

»»» RACE TO WIN

Live and in action at Ferrari World Abu Dhabi

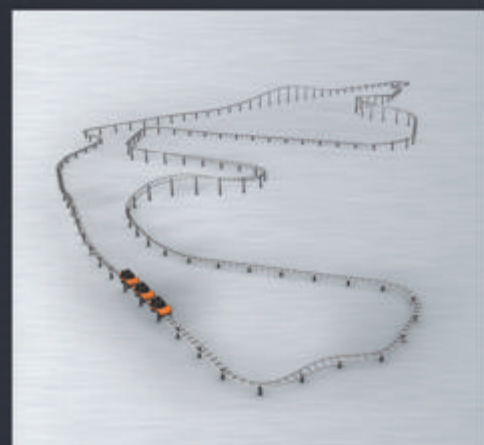


Maurer Rides GmbH
Frankfurter Ring 193
80807 Munich, Germany
Phone +49 (0)89 3 23 94-221
ar@maurer-soehne.de

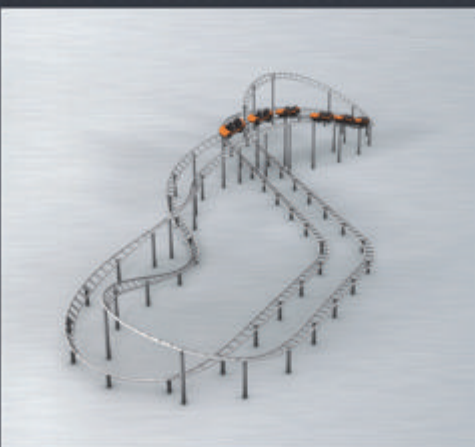
Maurer Rides USA, Inc.
9402 Palm Tree Drive
Windermere, FL 34786, USA
Phone +1 407 923 9027
boney@maurer-soehne.de



Flying Launch



Racing Track



Möbius Track



With multiple options for track layout, the racing coaster can be constructed to meet a variety of space requirements and constraints. It offers a unique non-looping roller coaster experience that lets passengers taste the thrill of motor sports – rapid acceleration, hairpin curves, sudden braking – with accelerations parallel to those felt by Formula One drivers. Contact-free linear synchronous motor (LSM) technology enables fast acceleration and high-speed enjoyment, while minimising maintenance efforts and costs. Sophisticated energy-storage systems ensure maximum efficiency and low power input.

But that's not all: The Flying Launch has a special feature. The operator can accelerate the train through the station for an additional round. In the final round, the train flies through the station one last time before braking in the launch track and being pulled smoothly back to the station. What's more, the braking energy is recovered and transformed into power for the next launch.

MAURER SÖHNE
forces in motion



MAXFLIGHT

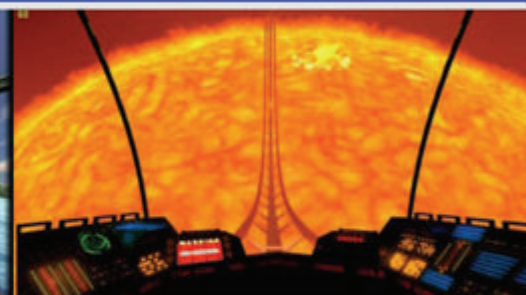
Interactive Ride Systems

FS-VC

DUAL SYSTEM



MAXFLIGHT SIMULATORS NOW IN HD-3D!!!



- ◆ **The Only 360 Degree Pitch & Roll Simulator in the World**
- ◆ **Fully Interactive—(Flight and Combat Sim)**
- ◆ **Dozens of MaxFlight Designed Roller Coaster Tracks**
- ◆ **Millions of Combinations of Customer Programmable Tracks**
- ◆ **New Edutainment Rides—Solar Coaster & Undersea Adventure**
- ◆ **In Business for 17 Years — Simulators in Over 40 Countries**

- ◆ **SOLID REVENUE (Great Re-Play Value)**
- ◆ **HIGH VOLUME**
- ◆ **HIGH IMPACT ATTRACTION**
- ◆ **SMALL FOOT PRINT**
- ◆ **EXCELLENT RETURN ON INVESTMENT**
- ◆ **More Installed Product than the Competition Combined**



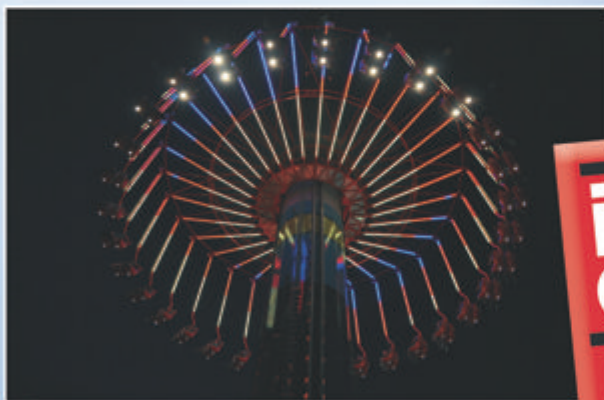
Visit Us Online at WWW.MAXFLIGHT.COM For More Information

MaxFlight Corporation * 1 Executive Dr. * Toms River, NJ 08755-4947 * USA * Phone: +1(732) 281-2007 * Fax: +1(732)281-2009 * sales@maxflight.com



301 ft.

World of Rides



i A A P A
Orlando
Booth 5144

UNIQUE FEATURES:

Instant capacity: 64

Hourly capacity: Approximately 1000

Amazing LED-package

Aengwilderweg 57, 8449 BA Terband. Holland
Tel.: +31 (0)513 61 01 70 • Fax: +31 (0)513 62 24 12
E-mail: info@mondialrides.com

Creative
Innovative

www.mondialrides.com



THE NEWEST ZAMPERLA RIDE

AIR RACE

IT'S PURE SPEED !



A FAN FAVORITE SINCE ITS DEBUT AT LUNA PARK, CONEY ISLAND.

6 PLANES, EACH WITH 4 SEATS FOR A TOTAL CAPACITY OF 24 RIDERS PER CYCLE.

EACH PLANE IS EQUIPPED WITH STADIUM STYLE SEATING, GIVING ALL RIDERS A BIRDS-EYE-VIEW.

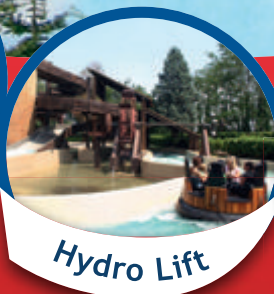
AIR RACE'S UNIQUE MOTION PROVIDES A SPECTACULAR SHOW FOR THOSE ON THE GROUND.

VARIOUS CYCLES THAT CAN ADAPT TO YOUR TARGET AUDIENCE.

RIDERS WILL EXPERIENCE THE SENSATION OF AEROBATIC FLIGHT WHILE ACCELERATING TO 3GS.



Moto Coaster



Hydro Lift



Vertical Swing



Twister Coaster