



Texas drought not stopping
Castaway Cove – Pages 17-18

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Spinning, looping and soaking thrillers roll out summer start

**For the looks and the books:
High Roller reaches for stars**



Celebrating the simultaneous early-April debuts of the High Roller observation wheel at The Linq, Caesars Entertainment's new \$550 million outdoor retail and entertainment promenade in Las Vegas, and "Summer Nights," her acclaimed new residency show at the adjacent Flamingo Las Vegas hotel, singer-actor Olivia Newton-John also took advantage of the scenic ride's already-popular libations-welcomed-onboard policy. See complete coverage of the record-breaking wheel on pages 48-50.

AT/DEAN LAMANNA (TOP);
COURTESY DENISE TRUSCELLO /
CAESARS ENTERTAINMENT



The spinners and loopers...



Top left: Cliff's Amusement Park has opened the Wind Rider, a 130-foot tall Vertigo swing ride from A.R.M. (USA) Rides. It is the supplier's first park model of the popular ride. See page 31. Top right: Elitch Gardens guests are flipping upside down multiple times on the new Larson International Brain Drain. The ride is the company's massive 73-foot tall Giant Loop. See page 4.

CLIFFS/AT GARY SLADE; COURTESY ELITCH GARDENS

The soakers...



Top left: Germany's PhantasiaLand opens this massive log flume from Intamin, surrounded by a new section. Chiapas features three lifts, five levels and a 53-degree drop followed by a camelback hill. See pages 11 & 12. Top right: Six Flags Over Texas added a Zamperla Watermania ride themed as Daffy Duck Bucket Blasters. See page 38.

FANTASYLAND/AT TIM BALDWIN; SIX FLAGS OVER TEXAS/AT JEFFREY SEIFERT

NEWSPAPER

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NEWTALK

EDITORIAL: Gary Slade, gslade@amusementtoday.com

Tidbits



Slade

Congratulations to Germany's Phantasialand for its opening of the massive Intamin log flume: Chiapas. With a ride time of more than six minutes, it's good to see parks continue to keep the old classic log flumes on their need list. With four high sections on five different levels and three lifts, we know this monster flume will do well for the park. See Tim Baldwin's story on page 11.

It's good to see two parks up to full strength under new ownership.

Alabama Splash Adventure opened on May 17 for the first time under the new ownership of Dan Koch, formally with Holiday World & Splashin' Safari. For the last several seasons, the park has operated as a water park-only facility. Although not completely back to full strength, Koch did open the former ride park side and plans to bring more attractions online during the summer season.

Kentucky Kingdom was reopening just as AT was going to press. Closed in 2010 by Six Flags, the park had fallen into a state where many questioned if it would ever be saved. Ed Hart to the rescue! Hart, who saved the park once, has done his magic again with many old favorites being refurbished and re-introduced alongside several new attractions from Chance Rides and Larson International.

Look for complete coverage on both parks in our July issue.

Walt Disney World's Magic Kingdom has completed its massive makeover of Fantasyland with its crowning piece: the Seven Dwarfs Mine Train coaster. This mega themed family coaster, with drops of only 31 and 41 feet, continues a trend in our industry started by Quassy's Wooden Warrior in 2011 and SeaWorld San Diego's Manta in 2012 to go "family" on big new coaster systems. It's a positive trend we encourage others to follow.

CARTOON: Bubba Flint



EDITORIAL: Scott Rutherford, srutherford@amusementtoday.com

Embrace what you love



Rutherford

I'm a huge Disney geek. It's true. I own it. Even though I currently reside over eight hours away from the closest Disney park (Walt Disney World), I'm still an Annual Passholder and visit as often as I can, which is a lot! Something wondrous happens when you step onto the Disney property. Passing through the barrier separating reality from fantasy is a form of elemental magic the Disney folks have fully mastered. It's thematic escapism at its best. While I embrace it with exuberance, others I know eschew it with relentless vehemence.

But I've always been something of a contradiction: I dearly love traditional amusement parks as well. I like the fact that the older established parks are drenched in history, and many are home to giant shade trees and antique rides that exist nowhere else. Often you don't have to park a mile away from the entrance, or even pay a fee to leave your vehicle. And some of these places don't

even require an admission fee. Just walk right in and get on with it!

Similar contrasts can be found with the slick new plug-n-play "wooden" roller coasters cropping up around the world. The purists argue that these rides, with their steel or pre-fabricated track, aren't "real" wooden coasters at all. I say, whatever. As long as they bring in the crowds, are profitable for their parks, and they're fun ... where's the harm?

Of course, I still feel quite strongly that there's an essential need for the traditional wooden roller coasters that a precious few companies still produce. Aside from computer engineering enhancements, these rides are painstakingly crafted basically the same way they have been for the past century.

My point is: in this industry, there's plenty of room for competition and differences of opinion. I'm just one person and I have a multitude of likes and dislikes. And that's alright.

So, with that said, here's to wishing everyone much good luck in the 2014 season. Have a Magical summer! ;)

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2 MINUTE DRILL



COMPILED: Janice Witherow

Tim Timco, S&S – Sansei Technologies, Inc.

After working most of his amusement career with major international ticketing suppliers, Tim Timco brought his keen knowledge and vast experience to S & S-Sansei Technologies, Inc., in 2013. As Vice President of Sales and Marketing, Tim is responsible for overseeing all of the sales and marketing efforts for S & S-Sansei; plus guiding the direction of the company's global sales team. He is involved with several industry organizations, is an avid golfer, sports fan (specifically Penn State football), and enjoys reading biographies. His spirited personality and efficiency are traits he always brings to whatever project he's working on.



Timco

Title

Vice President of Sales and Marketing.

Number of years in the industry
31.

Best thing about the industry

Working with people who create fun!

Favorite amusement park ride

X2 roller coaster at Six Flags Magic Mountain.

If I wasn't working in the amusement industry, I would be ...

Owning or managing a great little Italian restaurant with the best wine in town!

Biggest challenge facing our industry

Keeping up with the ever-changing technological advances and the impacts they have on all of us within our respective organizations.

The thing I like most about amusement/water park season is ...

Sun, warmth, green grass, and long days!

The summer movie I am most looking forward to is ...

"Godzilla."

Favorite pizza topping

Meatballs.

At the grocery store: paper, plastic or recycled bag?

Recycled bag.

Of the Seven Wonders of the World, the one I would most like to see is ...

Statue of Zeus at Olympia.

The sport I enjoy playing the most is
Golf.

The book I am reading right now is ...
"His Way: The Unauthorized Biography of Frank Sinatra."

Biggest pet peeve

Ordering take out and realizing when you get home that you did not get what you ordered!

The room I would most like to see in The White House is ...

The Presidential Emergency Operations Center.

All-time favorite sitcom

"The Three Stooges."

Best fast food

Chik-fil-A.

Favorite Beatles song

"Lucy in the Sky with Diamonds."

I get most of my daily news from

The Internet.

If I had one extra hour in the day, I would ...

Have a little bit shorter "to do" list.

Take your pick: fruit or vegetables?

Fruit.

My dream vacation is ...

A week playing golf on the great courses in Scotland.

My favorite summertime drink is ...

Caipirinha (a type of Brazilian rum).

Last year at this time, I was ...

A year less wise, certainly less patient, not as optimistic and not quite as open, had a lot less aches and pains and a year younger with so much still to learn!

The song that always makes me want to sing along is ...

"Sweet Home Alabama."

THIS MONTH IN HISTORY

Presented by the National Rollercoaster Museum

COMPILED: Richard Munch



•**1885: The Electric Railway, Roller Coaster** and other attractions opened the season at the **Point of Pines** on June 27. The resort, just north of Revere Beach, Massachusetts, opened auspiciously entertaining a large crowd, filling several restaurants and hotels. Even with live bands and fish dinners, it was the new Roller Coaster and other rides that were the main attraction. The resort would eventually be phased out as the crowds moved south, where they enjoyed bathing, improved transportation and more popular attractions along Revere's crescent beach.

•**1919: Frederic Thompson**, one of the originators of **Luna Park**, the electric amusement park in **Coney Island**, Brooklyn, New York, passed away on June 6, at a New York hospital. Thompson, who produced lavish theatrical productions and operated the **New York Hippodrome**, succumbed to Bright's disease, after five operations that evening. During his lifetime he made and lost fortunes, but is best remembered for Luna Park, which he operated with his partner **Elmer Dundy** up until Dundy's death in 1907. Thompson would then lose Luna in 1912 to creditors who took control of the property. Although he died a poor man, his creation in Coney Island is considered one of the most important early projects in the history of the amusement industry.

•**1920:** A large fire at **Joyland Park**, in Sacramento, California, destroyed most of the park in California's capital on June 21. The fire started in one of the concessions, consuming the swimming baths, the old mill and most of the **Giant Racer** within a half hour. The fire was spectacular, and the light construction of the amusements and concessions allowed the blaze to spread rapidly. The fire hurt the park tremendously, and when little was rebuilt, it would only last a few more seasons until it was purchased and torn down for a large public park.

•**1934:** The *Washington Post* Sunday Magazine, published on June 17, focused on America's obsession with the amusement park. The article, **Millions Go Over the Bumps Daily in the World's Amusement Parks**, noted that "our ancestors have been doing it in the summertime for hundreds of years." It described some of the local parks in Virginia and Maryland, stating that "with the start of the summer season at hand, the amusement park is with us again!" Eighty years later it is the same ritual, with the major parks opening their gates to the masses for another summer.

•**1968:** In Houston, Texas, the new theme park **Astroworld** opened its doors to the public for the first time on June 1. Designed as part of a complex that included the **Astrodome**, the park was the brainchild of **Judge Roy Hofheinz**. The new park, publicized as the "Wonderful World of Fun," contained 57 acres with themed areas designed by **Randall Duell & Associates**. The park would be the talk of south Texas, and would expand greatly over the years, especially after Six Flags leased the park in 1975. In a surprising development, the park was closed in late October 2005, and over the next year all structures were removed in preparation of selling the land. Over 200 acres remain barren today, although two new park operations in the area have taken up some of the slack.

•**1971: Six Flags Over Mid-America**, the third and last original Six Flags theme park property to open, debuted on June 5. Located in Eureka, Missouri, Six Flags Over Mid-America was designed to serve the St. Louis area including the Kansas City and Chicago markets. It opened with a host of Arrow products including a log flume and the only two track mine train every developed by Arrow, the **River King Mine Ride**. While it would be the last Six Flags park built, the company would continue to expand by acquiring existing parks, rebranding them Six Flags at a later date. The park has been known as **Six Flags St. Louis** since 1996.

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Larson's busy winter paying off with multiple ride openings

PLAINVIEW, Texas — Larson International is enjoying a rather busy season with an impressive number of new attractions thrilling guests at parks around the nation in 2014. Highlights of their 2014 ride installs include:

Flying Scooters

The company continues to reap the benefits of its re-introduction of the classic Flying Scooter ride. A total of five new Flying Scooters are coming online this year. The units taking flight this summer will be those at Cedar Point, Kentucky Kingdom, Frontier City and Six Flags America. A fifth unit will make its debut this fall at Wildlife World Zoo & Aquarium in Litchfield Park, Arizona.

Interestingly, the Flying Scooter that opened in Frontier City is called Winged Warrior and features a colorful Macaw theme. It was originally slated to go to Wildlife World Zoo & Aquarium. But since Frontier City ordered their ride later than usual, and

wanted it to open this spring, a deal was arranged. The Zoo agreed to allow its Scooter to be sent to Frontier City with Larson building another unit that will be delivered to Arizona this summer and installed for the park's busy fall and winter schedule.

AT visited with Steven Ball, Frontier City general manager, during the Winged Warrior's opening festivities. "We're glad the Winged Warrior has landed here at Frontier City. It has been received very well by guests. Families are embracing it. Teens are finding that it's much more enjoyable than they expected it to be from watching it. That's one of the things we really liked about this ride. Also that every ride is little bit different, which translates into people wanting to ride again and again.

"Larson was really easy to work with on this project. The install took only about two and half weeks from the time it arrived on a trailer until it opened to guests," added



One of five new Flying Scooter rides taking flight in 2014, Frontier City's Winged Warrior has "pilots" lining up for a spin on the Macaw-themed ride, which opened to guests in May. AT/GARY SLADE



Larson's success with its new 73-foot tall Giant Loop ride is on par with the Flying Scooters. Two new Giant Loops recently opened to thrillseekers for the 2014 season. Above and right, the Brain Drain at Colorado's Elitch Gardens gives riders upside-down thrills. Below, the Flare at the Kemah Boardwalk on the Texas Gulf Coast gives riders inverted views of the ocean and boats.

COURTESY ELITCH GARDENS AND KEMAH BOARDWALK



Ball. "The Flying Scooter had plenty of good selling points. It's our first Larson ride, and we hope there are many more to come."

Giant Loops

Larson's success with its new Giant Loop ride is on par with the Flying Scooters. A larger version of the company's popular Fireball ride, demand for the Giant Loop has been increasing since the first examples opened at Leofoo Village in Taiwan (1998) and Cliff's Amusement Park (2010).

Larson has two additional Giant Loop installations premiering at U.S. parks this season. The newly opened Brain Drain at Colorado's Elitch Gardens towers over the back of the park. Located adjacent to the Twister II wooden roller coaster, Brain Drain stands 73-feet tall and takes guests both backwards and forwards in a series of 360-degree loops.

"As we celebrate our 124th birthday, we are extremely excited to add the first thrill ride in a decade to the theme park," said Tracy Durham, Elitch Gardens Theme & Water Park's director of marketing. "Guests can let their hair fly as they shuttle back and forth with suspense before wildly looping seven stories in the air. With back to back seats facing either direction,



each ride on Brain Drain is a unique experience with great views of the Denver skyline and the Rocky Mountains."

Larson's fourth Giant Loop was recently opened to guests at the Kemah Boardwalk on the Gulf of Mexico in Kemah, Texas. The 73-foot tall ride offers a unique experience for Texas Coast thrill seekers. Dubbed Flare, the ride is centrally located on the bay-side of the Boardwalk next to the Train Station and Drop Zone.

"Flare is a seven-story steel loop that will provide an extra bit of thrill to the Boardwalk by sending riders forwards, backwards and head-

over-heels in an adrenaline drenched 360-degree revolution," said Mark Kane, vice president of Landry's amusement division. "We know this attraction will quickly become a favorite for all of our visitors."

Each of the Giant Loop units are outfitted with brilliant LED light packages supplied by Denny's Electronics. Featuring more than 20,000 LED lights, the rides feature a dynamic programmed light show that makes them stand out at night, entertaining riders as well as onlookers.

—Scott Rutherford
and Gary Slade



Giant Loop



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► Helix coaster brings major new thrill experience to Liseberg — See Page 14

Asian Attractions Expo exhibit space sells out

STORY: Andrew Mellor
amellor@amusementtoday.com

BEIJING, China — Visitors to this year's Asian Attractions Expo in Beijing, China, will be able to enjoy and benefit from not only a record breaking 8,500-square-meter (91,493 square feet) trade show floor offering a plethora of products and services but also from a comprehensive educational conference program and a variety of tours to key local attractions.

Show organizer IAAPA is anticipating an attendance of approximately 5,000 with the event scheduled June 17-20 at the China National Convention Center in Beijing. The Expo will feature companies from the region as well as throughout the world, while the education sessions will feature speakers from world-class amusement park and attraction venues.

The education program takes place from June 18-20 and sessions will include those titled What's New in Asia, featuring leading industry experts such as Tom Mehmman, CEO of Ocean Park Hong Kong, and Hu Zhanghong, senior vice-president of the Wanda Group; Keeping your guests happy while keeping your employees engaged, with officials from Ocean Park Hong Kong; and Waterpark trends and innovation, with Franceen Gonzales from WhiteWater West and Wuthichai Luangamornlert, managing director of Siam Park City in Bangkok.

Other sessions will cover Entertaining your guests, Maximizing your retail and



F&B revenues and Traveling exhibits, with speakers in these sessions including experts from Universal Studios Japan, Hong Kong Disneyland and Ngong Ping 360.

The two and a half day IAAPA Institute for Attractions Managers and the IAAPA Safety Institute will also be held, while Bill Ernest, president and managing director of Asia for Walt Disney Parks and Resorts will be the keynote speaker at the Asian Attractions Expo Leadership Breakfast on June 19.

Conference sessions will be available to participants in both English and Chinese.

Expo attendees will also have the opportunity to attend an Opening Reception on the first evening of the trade show, while tours to various attractions have also been arranged. These include Happy Valley theme park and two of China's most historic attractions — The Forbidden City on June 17 and the Great Wall of China Badaling, on June 21.

Additional information about Asian Attractions Expo 2014 is available at www.iaapa.org/AsianAttractionsExpo



AAE 2014 will feature companies not only from the Asia region but from around the world as seen here with Dynamic Attractions (above) and ProSlide Technology Inc. (below). This year's Asian Attractions Expo exhibit space is a sell out, setting a new record for the show. COURTESY IAAPA



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Asian Attractions Expo

Beijing, China • June 17-20, 2014 • Exhibitor Listing

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Premier Rides LSM-launched coaster opens at Holiday Park

HASSLOCH, Germany — Premier Rides, Inc. recently announced the opening of its newest attraction, Sky Scream at Holiday Park in Germany. The attraction, designed and manufactured by the Baltimore-based company, features three magnetic launches.

Sky Scream is the signature attraction in the newly-themed area which is based on the dark world of the undead and vampires. Coaster enthusiasts, fans, and members of the media were invited to attend a press conference on April 11 at Holiday Park to kick off the 2014 Season.

Steve Van den Kerkhof, CEO of Holiday Park's parent company Plopsa Group, revealed that they hope to attract 600,000 visitors to the park this year. Sky Scream is sure to lure thrill seekers, zombie fans and more to the park. "Our goal is to inspire and attract adrenaline fans to the park. We wanted a signature attraction that would have impact and we are pleased to have partnered with Premier Rides to build Sky Scream. This coaster is sure to satisfy even the most fearless thrill-seeker."

Speakers included the Hassloch's Mayor Lothar Lorch, Plopsa's CEO Steve van den Kerkhof, Holiday Park Manager Bernd Beitz, and Premier Rides President Jim Seay. Following the presentations the ride was formally opened for attendees to experience. To add to the ambience of the day, Lady Vampire (the quasi-mascot of Sky Scream), zombies and several of Plopsa's characters like Wickie's Uncle and Bee Maya were present.

"We are honored to be a part of Plopsa's formula for success by supplying this coaster; the first of its kind in Europe," said Jim Seay. "When you look at the ride, you will notice that there are no moving parts except for the train. We use magnetic technology that allows us to launch the vehicle forward, to then launch the vehicle in reverse, and again to launch it forward a third time even faster. Magnetic braking has also been incorporated at both the top and bottom of the ride. This attraction uses all sorts of unique technologies, and then we combine those with

an amazing ride layout where you have vertical twists going up, vertical twists going straight down, you have loops and 360-degree horizontal twists; the result is an incredible mix of different experiences packed into one ride."

Holiday Park and Premier Rides worked together very closely to have the attraction open right at the beginning of the season in order to have the biggest impact. Seay continued saying, "The Plopsa/Holiday Park staff was a great team with which to work. Like Premier, they had the same goal of bringing the attraction to the public ahead of schedule. Park Manager Bernd Beitz agreed, saying, "It was important for us to be able to deliver Sky Scream to our guests right at the start of the season. With an expenditure of eight million Euros, Sky Scream is a big and important investment in the theme park."

Sky Scream is the park's third coaster, and is similar to Superman Ultimate Flight, another Premier coaster that opened at California's Six Flags Discovery Kingdom in 2012. Sky Scream stands 150 feet tall and features an 863-foot-long track on a very narrow footprint. A single two-car train (seating 12 riders) utilizes an LSM launch system to propel it to a top speed of 62 mph as it negotiates the course.

After an initial sling-shot launch using Premier Rides' signature magnetic launch technology, riders execute a vertical ascent of approximately 65 feet, and then drop back through the station where they are accelerated backwards to a height of 82 feet. After a brief cliff-hanger pause, the train rockets through the station and is accelerated this time to a height of 164 feet. The train then slows for dramatic effect where guests can appreciate how high they are while anticipating a twisted heartline roll directly ahead. After executing the roll, the train is braked before guests enter a face-first vertical drop, ending in a twisting loop where riders will experience the force of approximately 3.5 Gs. The riders then drop to ground level, where they are smoothly braked a final time as the train comes to a stop in the station.



Above and right, the Sky Scream at Germany's Holiday Park is the a LSM-launched looping coaster from Premier Rides. Bottom, (left to right): Premier Rides President Jim Seay with Plopsa CEO Steve Van den Kerkhof and Holiday Park Manager Bernd Beitz celebrate the successful opening of Sky Scream. COURTESY PREMIER RIDES



Premier Rides selected by Bosque Magico Coca Cola for coaster

BALTIMORE, Md. — Premier Rides, Inc. has been selected by Bosque Magico Coca Cola to design and build an iconic attraction as part of the park's 20th anniversary celebration in 2015. The Zombie Coaster will be the first high-tech, magnetically-launched roller coaster in Mexico and will feature the highest inversion in Latin America.

Julián Villarreal, director of operations of Bosque Mágico Coca Cola commented, "We selected Premier Rides because we wanted to make a major statement that we were going to open an attraction unlike any other in Mexico. Premier Rides has built some of the most thrilling high tech rides in the world for parks like Universal Studios and we wanted to give our guests that same high level of quality and thrills."

"Latin America is an exciting area in which to be right now. With the emerging markets and tremendous growth in the entertainment arena, there is a growing demand for more thrilling and diverse entertainment options. Bosque Magico Coca Cola is taking the lead by bringing such a high-tech thrilling attraction to their park in Mexico," said Jim Seay, president of Premier Rides. "We are honored to be chosen to provide such an iconic coaster. Bosque Mágico is raising the bar; they are entering into a new era of amusement technology in Mexico and we are thrilled to be a part of this

exciting process by providing such a visually spectacular attraction with a thrill level that is off the charts."

Opened in 1995, Bosque Mágico Coca Cola is at the heart of northern Mexico's largest city, Monterrey. Guests

can enjoy a variety of rides, museums, haunted houses, slides, racetracks, antique car rides, shows, video games, simulators and more. Julián Villarreal explained, "In 2015 Bosque Mágico Coca Cola celebrates its 20th anniversary

with a great party and the grand opening of a new area filled with the perfect mix of fun, high-thrill and relaxation opportunities for our guests. The investment will be in excess of \$10 million U.S dollars. The area will feature new

snack areas and a food court for guests to indulge their palate, beautiful green areas in which to relax, as well as other service facilities. Without a doubt, the most important part will be the opening of the roller coaster by Premier Rides."

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Premier Rides has been selected by Bosque Magico Coca Cola to provide Mexico's first magnetically-launched coaster. Dubbed the Zombie Coaster it is slated to open in 2015.

COURTESY PREMIER RIDES



Theming and design specialist Meticulous Ltd. is celebrating reaching its 10th anniversary year in 2014. The company's work includes projects such as Paradise Island Adventure Golf (above) and Liseberg (left).
COURTESY METICULOUS

U.K.-based Meticulous Ltd. celebrates 10th anniversary

LEICESTER, The U.K.-based theming and design specialist Meticulous Ltd. is celebrating reaching its 10th anniversary year in 2014. The company was founded during 2003 by partners Dan Tippetts and Dean Weal, who had previously gained over 20 years' experience in the industry as part of the team at Farmer Studios. Today, Meticulous Ltd. boasts an impressive project portfolio and provides a wide range of theming and design services to cater for an ever-growing customer base which includes clients in the U.K., elsewhere in Europe, Scandinavia and further afield.

The company's work includes projects at theme parks, amusement parks, museums, visitor centers, retail outlets and commissions for private clients and has involved the design and creation of a host of custom-themed areas and settings, often featuring animated characters, all of which it produces in house at its Leicester studios.

"Using over 20 years of experience in

this industry was a great foundation for Meticulous and our passion for every aspect of our business has resulted in 10 fantastic first years for the company," said Director Dan Tippetts. "We are extremely proud of the work we have done during that time and the client portfolio we now have. Our projects are always custom designs and builds so our design and production capabilities are constantly being tested.

"Working in different sectors is a challenge. All require different approaches, be it theming for a theme park ride, a display area for a museum or an enticing fit out for a retail outlet, but our experience and expertise enables us to create solutions for all the many different and individual projects we get involved with," he added. "We're certainly looking forward to the next 10 years with great anticipation of the clients we will be working with and the projects we'll be involved in."



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The finale on Chiapas (above left) is brilliantly placed in a themed village that allows viewing from all sides. The splashdown (above right) follows a huge drop below ground level and a high-speed rise over a speed hump. AT/TIM BALDWIN

Chiapas brings an amazing expansion to Phantasialand

Intamin-designed flume features impressive capacity

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

BRÜHL, Germany — When a park makes a decision to remove one of its staple rides, and in this case, a pair of log flumes, it is a difficult decision. Maintaining an aging attraction often prompts such challenges, but in Phantasialand's case, the park has proven itself quite adept at handling tough calls and emerging stronger and better in the long run. Park staff that were around in 2001 when Phantasialand suffered a devastating fire that caused the loss of two roller coasters can attest to taking hold of the situation and creating better, more imaginative attractions. "Seize the day!" some would say.

And they have. Chiapas opened to the public on April 1, 2014. When the removal of two beloved flumes became a necessity, the creative minds at the Brühl theme park reimagined the whole area. Long time park guests will remember that the flumes sat in what was basically a hole in the ground. Sebastian Jonas, assistant to the general manager, who is responsible for quality management, speaks to this opportunity.

"Terra-forming is a very important aspect in the park. Due to our history — an old brown coal strip mine — the area is quite hilly and there are many gradients in the paths,"

Jonas says. "Our goal is to use terra-forming in order to even the paths through the park for our guests and to avoid gradients wherever possible. In addition we use the newly formed paths to better separate the themed areas.

"The Chiapas area used to be home to the old log flumes and monorail station. Looking at the old layout the area seemed very small, old and built up. All you could see were rocks, the lifts of the log flumes and the lifts of the Colorado Adventure roller coaster — the guest was just an external spectator," states Jonas. "The fresh design of the area created size — a very important aspect for a park which is rather small in terms of surface area."

The reimagined area offers marvelous vistas. The new flume ride has not only a dramatic finale that sends riders down a huge drop and zipping through the entire newly redone Mexico section, but spectators are engaged from all sides either from elevated walkways and bridges, street cafes, or newly built restaurants. Even hammocks for those wishing to sway and watch with a quick beverage are hanging nearby. In fact, it is virtually impossible to be anywhere in the new section without being captivated by the thematic experience brought on with the Chiapas expansion.

"Now Mexico offers many paths through the area and various perspectives offering you far views," smiles Jonas. "The lanes lead through several levels and — just like with



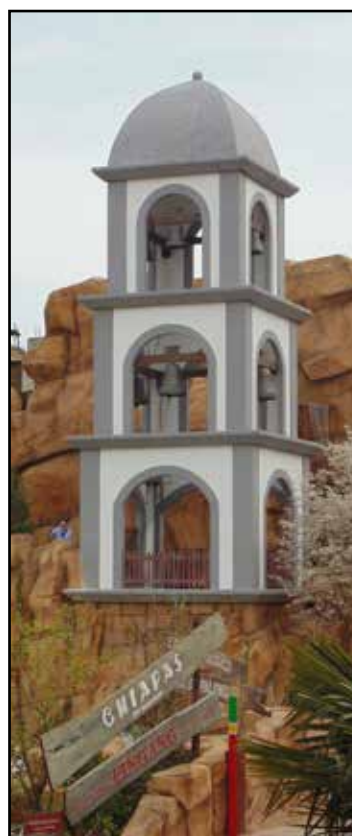
Above, a new Tapas Bar is but one of many food venues along the Chiapas plaza. Below, the iconic bell tower is one of the most striking thematic elements. Right, this massive drop is the steepest for any flume drop in the world at 53 degrees. AT/TIM BALDWIN

the Black Mamba in Africa — the guest gets the feeling of being in the center of all the action. He is no longer an outside observer, but totally part of the excitement."

The manufacturer of the Chiapas ride system is Intamin. With the removal of the old rides, the leveling of the ground and installation of the new attraction and extensive theming, Chiapas was a two-year project for both Intamin and Phantasialand. *Amusement Today* asked Sascha Czibulka, executive vice president of Intamin, for his thoughts on the massive project.

"Chiapas is certainly extremely exciting, and we are obviously very glad that our water ride system is part of such an outstanding and unmatched attraction. Special

► See CHIAPAS, page 12



►CHIAPAS

Continued from page 11

thanks and admiration belong to the team and especially owner of Phantasialand, Robert Löffelhardt. Not only did he set the bar for all parties involved extremely high — including and particularly for us — he was also prepared to make a high investment considering the overall attraction in combination with the new area.

“Throughout the entire project execution, Mr. Löffelhardt and his team contributed a lot of input in respect to the ride system and, yes, it was a demanding project,” boasts Czibulka. “But otherwise, I am convinced it would not have been possible to result in such a beautiful, creative, spectacular and new level of attraction product.”

One of Löffelhardt’s goals was high capacity. “We have 29 boats; that’s important,” the owner and general



Löffelhardt

manager tells *AT*. “We can do 1,800 people an hour. I think it is the first flume ride with this capacity.”

Although the size of the drop was not revealed, Löffelhardt is excited about the dramatic finale. “It is 53 degrees, the steepest drop on a flume. With the camelback, it has never been done quite this way before. It’s just fun.”

Innovations on this ride that assist with its high capacity are six passenger boats and chain driven lifts — very fast — that keep passengers enjoying the ride with rapid frequency.

“Due to the high capacity demand, the lifts are an Intamin innovation and the rather high speed is owed to the new design,” says Czibulka. Contrary to typical conveyor belts on flumes, chain lifts at the sides of the Chiapas trough whisk riders up several lifts throughout the multi-level ride. “The THC-requirement also resulted in the new design of the rather fast switches,” he adds. This refers to when the boats suddenly switch directions mid-course during the ride, part of the package of surprises in the ride experience.

Another innovation is the restraint system utilized

in the boats. More times than not, flumes do not include any true type of restraint. Here, six guests sit inline, each with their own restraint bar. Czibulka reports, “It was the park’s strong demand that passengers have to sit behind each other. Considering the rather high capacity requested, we proposed a six-passenger boat, which was in line with Phantasialand’s expectations. Considering the ride layout and the last feature, [the park] requested an individual restraint. Long story short, the park’s request initiated the Intamin innovation.” As riders load and unload within the station, boats traverse the moving conveyor slowly. Before the eventual dispatch into the water flow, riders push down on the restraint that lowers diagonally into a secured position. It is released once back within the station.

So, how is the ride itself? Quite simply, marvelous. Flumes have been a staple in theme parks since Six Flags Over Texas introduced the first one in 1963. They are crowd pleasers across the board between families, teens and thrill-seekers. So more than five decades later, it is often challenging to breathe new life into the genre, but Phantasialand and Intamin working together have done so with dazzling success. The ride opens with a continuation of an archaeological theme. Hundreds, if not literally thousands, of pottery vessels have been seen in the queue and stationhouse up to the loading point. During the course of the ride, pottery and crates are in view in numerous locations, along with Mayan artifacts, idols and various thematic moments of inspiration.

What truly works in favor of Chiapas is the element of surprise. In contrast to typical flumes where the rider continues to follow the water flow in a downward course, Phantasialand has built a five-level layout that continues to climb as one experiences the ride. Throughout the journey, the ride features three significant drops: the first one into caverns, a second one taken backward, and the finale incorporating a large — and steep! — drop that goes beyond ground level and zips screaming riders up and over a camelback hill to splash in the main lagoon. While any flume will offer its largest plunge at

the end, Chiapas obscures the true enormity of the drop until one is plummeting down a set of waterfalls. Perhaps the largest surprise (and a big hit at the ride preview) was a “disco skulls” room. Catching riders off guard, passengers enter a darkened room with flashing colorful lights, party music, fountains, lasers and a disco ball — all during the backward portion of the journey. It is giggle-inducing.

Phantasialand does not release the price tag on their attractions, and in this case, has curiously kept the length of the ride unrevealed as well. However, from the time of load to unload, the ride lasts longer than six minutes.

To just comment on the ride alone, however, would be to drastically cut short the efforts of the park. The area offers an amazing array of observation points including numerous levels, drawing even non-riders into the experience. The queuing features maps, Mayan carvings and paintings, as well as excavated treasures. The queuing configuration separates guests near the end into single riders (as well as utilizing a single rider line for maximum capacity), pairs and parties of three or more. Boats are filled efficiently and quickly. The main vista of the area is accented by a bell tower that dominates the themed architecture. Above it all is an original soundtrack that features 15 tracks (available for sale) that can be heard in the various sections of the ride, the viewing plaza and the queue. The recording was performed by the Budapest Film Orchestra.

“If you want to be different, it can’t be just the ride. If you want to be different, it’s the theming, the ride, the walkways, and even the people who don’t want to ride can have a nice experience in the area,” says Löffelhardt, commenting on the whole package.

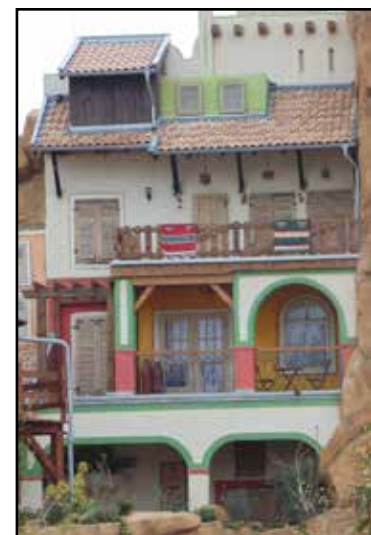
Jonas adds, “The guest can now fully immerse into the world of Mexico, without looking into other areas. Again we have created another self-contained and modern themed area.”

Birgit Reckeerdress, director marketing and sales, beams, “With Chiapas – DIE Wasserbahn, Phantasialand now has another unique attraction. Nowhere in the world can you find a log flume



Theming is incorporated into the ride experience, architecture and queue.

AT/TIM BALDWIN;
BOTTOM PHOTO COURTESY
STEFAN SCHEER



ride designed so sophisticatedly as Chiapas. Our guests can go on a journey deep into the heart of Mexico and enjoy a great experience full of fun and adventure.”

Chiapas is one of the 31 states that make up the 32 Federal Entities of Mexico. One translation comes from a term meaning “water below the hill.” Its tropical climate is quite humid and the area is known for a considerable amount of rainfall. In that regard, the wet connotation correlates to Phantasialand’s attraction. However, much of its tropical rainforest has been removed and converted to pasture for crops and cattle. Chiapas, Mexico does have an

area of waterfalls called Agua Azul. Phantasialand’s romanticized interpretation has a spectacular blend of architecture and numerous waterfalls to give the area an exotic ambience, one of larger-than-life beauty, if not an authentic replication of one particular site.

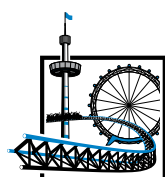
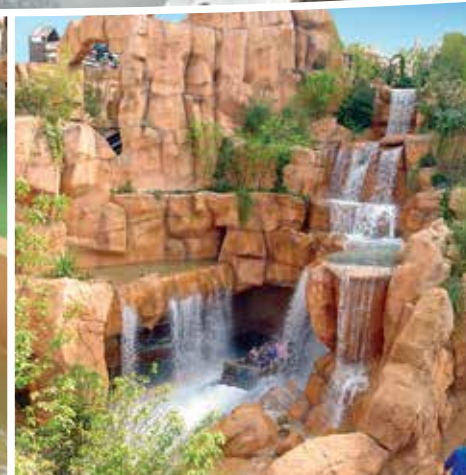
In an age where parks are removing flumes at an alarming rate, it is not only heartwarming to see parks re-invest in time-honored family attractions, but in some cases take it to the next level. Phantasialand invested tremendously in their biggest attraction yet, and the collaboration with Intamin has undeniably produced one of the greatest water attractions in the world.



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Visitors to the U.K.'s Paultons Park can now enjoy the delights of a two level Victorian carousel from Bertazzon, located in its own Victorian garden setting.
COURTESY PAULTONS PARK

Paultons Park adds new double decker Bertazzon Carousel and entrance building

STORY: Andrew Mellor
amellor@amusementtoday.com

ROMSEY, England — Visitors to the U.K. venue Paultons Park in Hampshire this year will access the park via a brand new entrance building while also being able to enjoy the delights of a new double decker carousel.

Home to the world's first and U.K. exclusive Peppa Pig World, the front entrance area at Paultons Park has changed dramatically for 2014 with the opening of a new 30,000 square foot welcome building. With annual visitor numbers now reaching more than one million, the impressive new entrance and admissions kiosk area is a sign of how the award winning park is gradually expanding and looking forward to continued success in the future. And as well as being the place where guests will enter the park, the new development is also home to the new Wildwoods Restaurant, a themed eatery which opened at Easter and offers a healthy, child-friendly menu.

Additionally, the new building is home to a 10,000 square foot themed toy shop. An attraction in itself, The Big Toy Shop is being promoted as a "child's toyland adventure" and features a twinkling rainbow arch

through which youngsters can enter the shop for a bit of added fun, along with unique, individual areas for boys and girls of all ages offering a host of different toys and other items.

Also opened in time for the Easter break at the start of the new season was a double decker, hand-crafted, Victorian carousel built by the Italian manufacturer Bertazzon. Located in a specially landscaped Victorian garden setting near the Stinger roller coaster, the ride features suitable music, 24 traditionally painted horses and several ornate carriages.

Paultons is also adding to its offering for school trips. The new Professor Blast's Learning Lab is set to be a base for a number of trips and educational workshops, where students will be able to book the interactive lab for a session as part of their school visit. To complement the range of National Curriculum based workshops already on offer, two new activities will be available. Science Explorer will be a hands-on session looking at the physics behind some of the park's rides, while Ride Programming — Control IT will offer an understanding of how the rides are technically programmed, helping to develop IT skills.

Helix coaster brings major new thrill experience to Liseberg

STORY: Andrew Mellor
amellor@amusementtoday.com

GOTHENBERG, Sweden — A stunning new roller coaster from German manufacturer Mack Rides is now thrilling visitors to Sweden's Liseberg park in Gothenberg.

Helix is the latest major attraction to open at the park and made its debut at the beginning of the 2014 season to rave reviews. Featuring a 1,400 meter (4,590 foot) long track, the ride experience takes approximately one minute and 40 seconds and incorporates two launches. However, the three, 20-seater trains aren't launched out of the station — instead they simply move out from the loading/unloading area and begin the journey by travelling down the side of the mountain on which the ride is situated, with the launch sections coming later in the ride.

In total there are 14 different elements within the new coaster, including Helix curves, heart rolls, inversions and air time. Indeed, passengers, who are held in their seats with lap

bars, are inverted a total of seven times during the ride, in addition to experiencing numerous drops, twists and turns. The maximum speed reached is 100 kmh (62 mph) and the maximum height of the coaster is 41 meters (135 feet). Hourly capacity is approximately 1,310 passengers and the main target age group is 13 to 24 year olds. The project costs are estimated at SEK 200 million (approximately U.S. \$31 million).

According to the park's Pelle Johansson, vice-president CEO of the Liseberg Group, the new ride is a world class coaster with a lot of state-of-the-art elements, while crucially it has also added to the overall ride capacity of the park.

Helix is the third Blue Fire style coaster from Mack Rides to open in Europe and the first to feature a double launch. It is Liseberg's largest ever investment in a single attraction. It is longer and faster than any of the other coasters in the park, which currently include the Lisebergbanan (1987), Balder (2003) and Kanonen (2005).



The new Helix coaster (above) at Liseberg in Sweden features a host of different elements that create an intense experience for riders. Riders on Liseberg's Helix coaster are inverted seven times. The coaster represents the largest investment in a single ride in the park's history.
COURTESY LISEBERG

Europa-Park begins 2014 season with numerous additions, upgrades

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

RUST, Germany — When Europa-Park opened its gates for the 2014 season on April 5, anticipation was high for the debut of the park's cutting-edge and all-immersive new attraction: Arthur — In the Minimoy's Kingdom. Guests could gain glimpses of this new €25 million super attraction and the beehive of activity, but would have to wait for a grand opening later in the spring. *Amusement Today* will cover this new attraction in detail in the weeks ahead.

However, observant visitors might notice a substantial package of upgrades within the resort itself. With €25 million spent on Arthur, it is particularly impressive that Europa-Park, which hosted just under five million in attendance last season, spent an additional €10 million in upgrades and improvements.

Starting at the main entrance, a renovation of storage areas including 600 lockers and the extension of the check-in area has widened the plaza. This also includes two new restrooms and an elevator for the physically challenged.

Steps away along the German alley is the Käthe Kruse Doll Exhibition. This extensive collection featuring works throughout the entire compa-

ny history features 212 hand-made, hand-painted dolls and other exhibit memorabilia. In sharp contrast to high-profile thrill ride additions, subtle touches such as this further balance Europa-Park's wide selection of diversions for visitors of all ages.

In the Mercedes Benz Hall, a new exhibition concept features three dazzling cars: Mercedes AMG Vision GT, Mercedes SLS AMG E-Drive, and Mercedes SLS AMG GT3. Car aficionados are commonly found clustering around the vehicles and posing for photos. The theme of the exhibit — Into Extremes: Mercedes AMG — also features six game stations, large scale graphics and media projections. Children and families are also educated about the use of electric-powered vehicles. All this is within the exhibit hall that contains queuing for the park's tallest roller coaster, Silver Star.

On a smaller scale, a new children's area in the Austria section captivates tots with smaller playground equipment and an ingenious interactive activity that engages children by placing metal balls into themed troughs, mesmerizing the youngsters as they watch the balls travel down the pathways. This new scaled down playground is a brilliant



New investments for Europa-Park's 2014 season include a new Mercedes Benz exhibit, theming and a new interactive children's play area.
AT/TIM BALDWIN

use of space and is sure to be appreciated by parents who have the youngest of children not tall enough for the larger rides.

Near that addition is a total refurbishment to the entire cliff scenery on the park's Tirol log flume. A more durable and aesthetic thematic façade enhances this classic, beloved attraction.

The Arena of Football in the England section has redesigned entrances in the colors of the 2014 Football World Cup, as well as three game stations incorporated into the "Walk of Fame" display. Soccer memorabilia includes

World Cup footballs from the last 15 years (including the current set for the 2014 World Cup) and an exhibit of different Adidas Predator models.

In the Spanish section, what was once a hotel entrance is now a newly renovated tapas/wine bar called Bodega, the woodwork and décor is luxurious and now has seating for up to 100 people. Likewise, the Lake Restaurant in Austria has received renovation of the indoor area with a new pine-paneled seating area and a new balcony. The Iceland themed area has also seen the construction of a new Kota Grill.

A new Camp David & SOCCX outlet has also been constructed to keep the popular fashion brand within the reach of visitors.

On the resort end, two of the park's original hotels — El Andaluz and Castillo Alcazar — have been modernized with air-conditioning in all rooms as well as renovation and upgrades to the bathrooms. Three rooms at the El Andaluz have received particular treatment with theming accents based upon the new main attraction, Arthur — In the Minimoy's Kingdom.

Furthermore, visitors can appreciate the expansion of

the parent's lounge area in the indoor playground in the Portuguese section; a renovation of the exterior facade to the Magic Cinema 4D building; and 5,000 square meters of new lawn turf laid.

Guests who enjoy shows have a diverse selection of 13 newly staged shows for the 2014 season, catering to even the youngest visitors or those who demand excitement in their performances.

Behind the scenes, a large three-story workshop has been constructed. Europa-Park staff are enjoying a new home for the painting department, porous printing, carpenters, and costume storage. The facility also allows performers to utilize a new rehearsal studio. With productions happening relatively close to year round operation, this new space is particularly appreciated by the Entertainment staff.

Europa-Park's Michael Kreft von Byern, while observing the beautiful renovation of the Bodega, commented, "What separates Europa-Park from all the others is we spend money even on things we cannot market." The pride on his face was evident, knowing the park's dedication to the guest experience is stronger than ever.



Restaurants also included upgrades with new beautifully furnished Bodega tapas bar (left) and significant woodwork remodeling of the Lake Restaurant.
AT/TIM BALDWIN

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WATER PARKS & RESORTS

► Nashville Shores wooing of greater Tennessee area tourists paying off —Page 22

Castaway Cove to haul well water for summer operation

Stage 4 Drought Disaster conditions not keeping Texas water park from its 2014 season opening

STORY: Pam Sherborne
psherborne@amusementtoday.com

WICHITA FALLS, Texas — The Stage 4 drought in this Texas town about 100 miles northwest of Fort Worth has put quite a few restrictions on its residents.

But, management officials of the city-owned Castaway Cove Water Park here have found a way for the water park to stay open, keep the employees employed, provide entertainment for the residents, and, last but certainly not least, *not* drain city water supplies at the same time.

AquaticAmusement Management Group (AMG) manages the water park for the city. President and CEO of AMG Kent Lemasters said they have contracted with a company to haul between 6,000 to 9,000 gallons of well water per day to keep the park operating this season.

Lemasters expects the cost of hauling the water, as well as other costs involving pumps and storage tanks, will cost approximately \$70,000.

"But, we are not raising ticket prices and that money won't come from city taxpayers," Lemasters said. "It will come from revenue made at the park, which means we will take a \$70,000 loss this season. But that is much better than having the park closed completely."

And that was a real possibility, which would have resulted in a great financial loss to the city and sent many residents to look for jobs elsewhere.

The City of Wichita Falls chose Greentouch Lawn and Landscapes to haul the well

water into the park. The well water will make up for water loss not caught by the park's system that it recycles.

"What most people don't understand is that water parks really don't use as much water as they would expect," Lemasters said. "We recycle our water. What is lost is due to what comes off bodies coming out of the pools and from evaporation."

Since the drought began three years ago, the City of

Wichita Falls, along with its residents has waged what one region's newspaper, the *Fort Worth Star-Telegram*, called "a remarkable conservation effort in the face of dauntingly dry conditions."

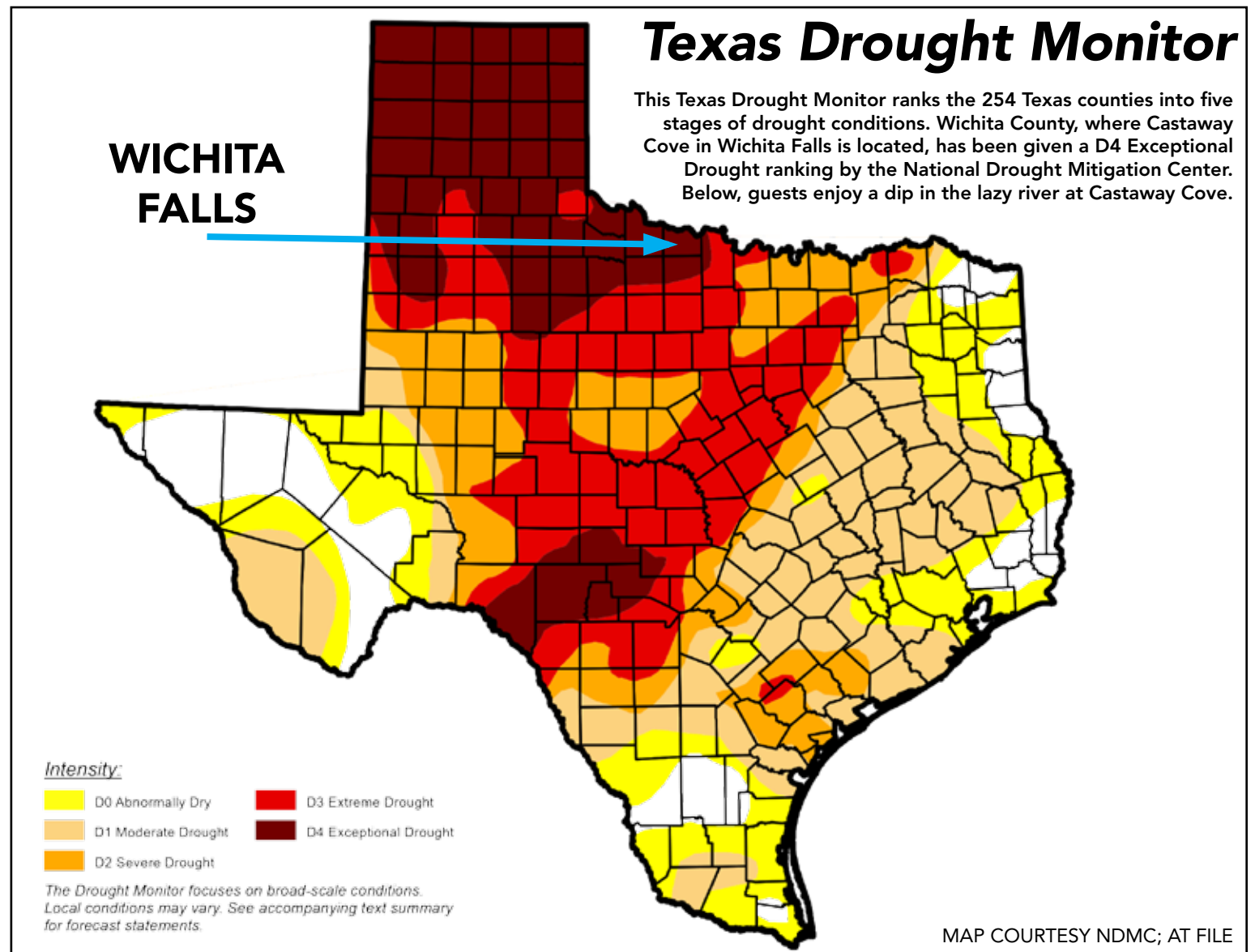
The news agency reported that overall water usage has been reduced in Wichita Falls, by more than one-half since the crisis began.

Lemasters and city officials hope the water park will

► See DROUGHT, page 18

Texas Drought Monitor

This Texas Drought Monitor ranks the 254 Texas counties into five stages of drought conditions. Wichita County, where Castaway Cove in Wichita Falls is located, has been given a D4 Exceptional Drought ranking by the National Drought Mitigation Center. Below, guests enjoy a dip in the lazy river at Castaway Cove.



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►DROUGHT

Continued from page 17

give hot, dry residents a little relief throughout the summer months. The waterpark opened May 24, continues daily operation through Aug. 24, also then will open for only two remaining weekends to conclude the 2014 operating schedule.

Lemasters said plans had been underway since last year to install a new water attraction (delivered and stored on property) for the 2014 season, the AquaLoop, manufactured by White Water West Industries, based in Vancouver, B.C.

"When it became apparent that the drought was not letting up and we became unsure if the park would open, we decided to hold off on the installation," Lemasters said. "We plan to open 2015 with the new ride."

The AquaLoop is a 360-degree looping waterslide. A trap door releases the rider down a more than 55 foot drop at a near vertical drop. Speeds can reach up to 40 mph and riders experience 0 to 2.5 Gs in less than two seconds. The slide is about 290 feet long.

In other drought news:

The three-year drought in Wichita Falls also has had city officials working on a plan to recycle wastewater, including toilet water, for drinking purposes.

According to local news agencies, the city has built a 13-mile pipeline that connects its wastewater plant directly to the plant where water is purified for drinking.

The 50/50 mix, half wastewater and half from the city's water supplies, will get more chlorination, advanced filtering and reverse osmosis, which will eliminate unwanted minerals, bacteria and parasites.

In addition, city officials have undertaken a massive education campaign to explain the science behind the process, known as direct potable reuse, so residents will understand the water is safe and clean.

Even so, some residents have been quoted in local news stories they plan to switch to drinking bottled water.

Due to the ongoing drought, several cities in far west Texas, including Big Springs, have made the switch to purify recycled wastewater. The process is the same that is used on the International Space Station.

City of Wichita Falls, Texas

Stage 4 Drought Disaster water restrictions

WICHITA FALLS, Texas — The city of Wichita Falls, Texas has been dealing with this drought for the past three years. Drought stages run from 1 to 5.

According to the city's web site, restrictions for a Stage 4 Drought Disaster (currently in effect) include:

1. Total ban on all outdoor irrigation / watering (no matter what type of hose or device).
2. A home foundation may be watered using only soaker hose, from 8 p.m. to midnight, on the designated day to water for the property.
3. It is unlawful to wash sidewalks, driveways or structures.
5. The surcharge triples for any amount of water used over 10 units. The charge is \$3 per unit used over 10 units. This charge increases as additional units are used.
5. All hydrant meters for contractor use will be pulled and service suspended until conditions return to a Drought Emergency status.
6. It shall be unlawful to irrigate any and all turf areas on golf courses including greens, tee boxes, and fairways using water from the city system.
7. Large industries will be required to conduct an internal water audit to see if there are additional water conservation efforts they can undertake and submit a report to city staff within 60 days. Changes must be implemented by the time combined lake levels reach the 20 percent full capacity.
8. The city will continue an aggressive public relations and education program.



NEWS SPLASH

COMPILED: Jeffrey L. Seifert, jseifert@amusementtoday.com

Central Amusements, Inc. the Zamperla subsidiary that runs **Luna Park** has revealed plans to bring a water park to **Coney Island**. With the exception of the location — five parcels of land from Surf Avenue to the Boardwalk — few details have been released. "It's in the very primary stages, we don't want to mention anything yet," said **Valerio Ferrari**, president of Central Amusements.

The new **Drop Zone** water park at the **Perris-Meniffee Valley Aquatic Center** in Perris, California, opened to the public on May 24 after nearly two years of construction. The mixed-use facility, funded in part by Riverside County has a 50-meter competition pool along with attractions typically found at a water park. The facility was the dream of Riverside County officials who recognized the need for a recreational facility that would appeal to residents of all ages. "If you build just a pool, it's a money pit," said Riverside County Supervisor **Marion Ashley**. The 50-meter pool will be used by new swim teams at Paloma Valley and Heritage High Schools, and Mt. San Jacinto College is exploring the possibility of adding to its aquatic program, possibly starting a women's water polo team. But the recreation facilities will be the main draw and include four water/tube slides, a lazy river, Flow Rider, splash pad for toddlers, water play structure, beach volleyball, along with banquet rooms and cabana areas available for rent.

The city of Aurora, Colorado, is in the process of turning one of its outdated city pools into the city's first water park. The 1956-built **Del Mar** pool, part of a larger 39.9 acre **Del Mar Park** had never been renovated since its initial construction. With maintenance and repair costs getting out of hand, the recreation services division started making plans in 2012 for a new **Aquatic Center**. The initial phase will include a new bathhouse, full concession stand, 25-meter pool with a diving well and lap lanes as well as water slides, a spray park and shade structures. The spray park is expected to open July 1 of this year with the entire facility scheduled to open by Memorial Day 2015. The \$4.5 million project is funded by the Conservation Trust Fund from the city's portion of the Colorado Lottery.

The rebuilding of **Wild Rivers** water park in Temecula, California, has hit a snag. According to developer **Mike Riedel**, unfulfilled promises from funding sources that fell through set the project back. Riedel says he has recently tapped a more reliable source of funding and is now aiming to have the water park open by summer 2015. In 2011, the popular Wild Rivers water park was forced to close its Irvine, California, park when the landowners refused to renew the lease, citing plans to build housing on the property.

The city of **Greenwood, Indiana**, is going ahead with plans to build a \$10 million aquatic center/water park even though the facility is projected to fall short of revenue by approximately \$215,000 per year. Greenwood Mayor

Mark Myers said he hopes to find several business partners to help cover the operating deficit through an underwriting agreement or advertising. Other possibilities include grants or an increase in the proposed admission fees. Greenwood Parks Director **Rob Taggeart** stated that the old city pool would regularly operate with a deficit. The new aquatic center will include three pools, slides, splash pad and other features.

The **Sultanate of Oman**, an Arab state on the southeast coast of the Arabian Peninsula, is looking to add theme parks and water parks to increase its tourism appeal. No doubt spurred by the success of similar projects in the United Arab Emirates, with which it shares its northwest border, Oman recognizes that Middle East tourism has become a major industry. Speaking at the Oman Future Buildings conference in March, engineer **Wael bin Ahmed Al Lawati**, CEO of Omran, said that the 12 projects would cover different fields of interest, such as the development of forts and castles, theme parks, water parks, and eco-friendly resorts. Oman's tourism sector has seen an upward rise in attendance over last few years with the addition of world-class hotels and resorts. A new state-of-the-art exhibition and convention center is scheduled for completion in 2016.

On Wednesday May 25, **Dan Koch**, new owner of **Alabama Splash Adventure** smashed the former Tube Rental Facility by dropping a truck on top of it in the park's main parking lot. The stunt will signify the end of additional fees for inner tubes that guests have paid in previous seasons.

Koch also announced the winner of the Smash, Slide, Ride and Hide contest. The winner received \$1,000. The park also donated an additional \$1,000 and the value of the scrap metal from the truck to the Alabama Juvenile Diabetes Research Foundation.

A few weeks earlier Koch demolished the park's parking booths in front of the media to signify the end of paid parking. Parking will now be free.

A 120,000 square-foot domed combination aquarium and water park facility is looking for a home. **Hammond Aqualife LLC** is looking at potential sites in Northeast Ohio for what would be a first-of-its-kind facility in North America. The project is being modeled after successful combined aquariums and water parks in other parts of the world.

In March, developers presented the proposal to the cash-strapped city of Massillon, Ohio, about 8 miles west of Canton and 20 miles south of Akron, to build the massive facility on 20-acres of city-owned land on the southwest side of the Legends of Massillon Golf Course. The plans would have required scaling back the course from 27 to 18 holes. The developer subsequently issued a letter of intent to purchase the entire golf course.

In May, however, amid concerns over the time it would take to procure the golf course, Hammond withdrew its proposal and is now looking at five other locations in Northeast Ohio.

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Brazil's Beach Park hosts record 1.7 million visitors in 2013

*Park adds ProSlide
slide complex; gears
up for World Cup*

AQUIRAZ, Brazil — Beach Park achieved a record 1.7 million visitors in 2013. This number represents a 14 percent increase in visitors to the complex compared with 2012. Beach Park, Latin America's largest water park, credits the increased number of visitors in part to the opening of Arrepius in July 2013.

The nearly USD \$7 million attraction features Brazil's first and only Skybox launch system and is an example of the continuing investment in Beach Park's attractions, services and amenities to ensure it remains one of the world's top water parks. Arrepius offers five different descents including a pair of Super Loops with Skybox capsule, Freefall, Tantrum Alley and Cannon Bowl. The five-slide complex was provided by ProSlide of Canada.

Located in the Fortaleza metropolitan area of Brazil, visitation and spending are



expected to increase in 2014 as the city is scheduled to host World Cup soccer matches in June and July.

"We are thrilled to announce that Beach Park set a record of 1.7 million visitors in 2013," said Beach Park General Manager Murilo Pascoal. "And with events like the 2014 FIFA World Cup taking place in Fortaleza this summer, we know that those numbers will only increase in the years to come. We continue to invest in new attractions and amenities and strive to communicate what the park is about: the essence of family, fun and the Brazilian culture—and that is reflected in the record number of visitors and spending at Beach Park last year."

Along with the Arrepius, the park offers an array of at-

tractions, accommodations and amenities including Insano, one of the world's tallest waterslides that features a 14-story tower, and the Kalafrio, a half pipe with a 90-degree angle of descent. In addition, the water park offers multiple kid-friendly attractions including Treasure Island, Noah's Ark and the Enchanted River. The Beach Park complex offers four hotel resorts (Beach Park Suites, Wellness, Oceani and Acqua Resorts) and multiple dining options. The complex also includes two spas, fitness facilities and swimming pools as well as surfing and paddle boarding on the Atlantic Ocean.

Beach Park is located in Porto das Dunas in the state of Ceará on Brazil's northern coast, 18 miles from Fortaleza International Airport. The region, which enjoys 330 days of sunshine each year and an average temperature of 81°F, was recently named Best Theme Park by Brazil's *Viagem e Turismo* magazine.

• www.beachpark.com.br
—Jeffrey Seifert



Above and right, the Arrepius five slide complex from ProSlide offers Beach Park guests the thrill of the Skybox (floor drop) capsule.
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Nashville Shores' wooing of Nashville tourists paying off

STORY: Pam Sherborne
psherborne@amusementtoday.com

NASHVILLE, Tenn. — Instead of investing dollars on new attractions for the 2014 season, officials at Nashville Shores have been focusing and spending the last several years on customer-friendly upgrades. The goal is to make the 385-acre recreational area on the shores of Percy Priest Lake more of a destination than just a one-day experience.

With the boom of tourism in Nashville, Nashville Shore's Daniel Strobel said their efforts do seem to be paying off.

"We do seem to be pulling from outside our 50-75-mile radius," Strobel said. "We began in 2011 with upgrading and redoing our RV campground and our cabins."

There are now 84 RV sites including waterfront accommodations. There are 20 cabins with top of the line features such as leather furniture and Vizio flat screen televisions. The campground at Nashville Shores is open from February through November.

Then, in 2012, park officials invested in a season pass processing building to make it more efficient for patrons. They also expanded their tram service to be able to deliver customers from the various parking lots to the gates of the park.

In July of 2012, the park invested in what they have named Treetop Adventure Park, created by TreeGO, a Canadian company that creates aerial adventure courses.

This 2014 season is the second full season for Nashville Shores to offer this attraction and patrons love it.

"It just made sense for us to use our beautiful woods," Strobel said.

The Treetop Adventure Park features 100 obstacles including suspended bridges, 10 zip lines, cargo nets, ladders, Tarzan jumps, and many other elements.

The courses are separated into three levels, adult, junior and children. Each course has a variety of elements. For example, there are four courses within the adult level. The courses are color-coded based on skill level.

Strobel said they encourage reservations for Treetop Adventure Park and it is sug-



Officials at Nashville Shores water park and recreation area have been focusing their efforts on customer service over the last several years. The goal is to have Nashville Shores become more of a vacation destination. Above is an overview of the water park along the shores of Percy Priest Lake.

At right, guests have fun on the park's new TreeGo climbing and zipline complex. Below, 20 cabins are available for rent. The park includes 385 acres, still plenty of room for growth.
COURTESY NASHVILLE SHORES



gested on the park's website.

"That way, we don't have a lot of people waiting," he said. "People can come and be assured they can get right to it."

Operating days for Treetop Adventure Park for 2014 are:

- March 22-30 for Swing Break;
- Weekends April 5-May 11;
- Daily, May 17-Aug. 17;
- Weekends until Nov. 30.

"Many waterparks are looking for attractions they can keep open longer than just the summer months," Strobel said. "This is really working for us."

The waterpark operating days for 2014 are:

- Weekends, May 10 for two weekends;
- Daily 23-Aug. 17;
- Weekends until Sept. 7.

The waterpark features more than one million gallons



of water. It includes a wave pool, eight water slides, the Kowabunga Beach, which is a massive water treehouse and playground.

There is also a lazy river ride. Waterpark customers also have access to the beach

along Percy Priest Lake.

The recreation facility also offers pontoon and jet ski rentals.

The waterpark, Treetop Adventure Park, cabin and RV rental facilities, and the rental of pontoons and jet skis are all

priced separately. Discounts are offered for those staying on the grounds.

"And, we are seeing a lot of people coming here now, staying here, while visiting downtown Nashville and all the sights there," Strobel said.

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Ihu's Breakaway Falls opens at SeaWorld Orlando's Aquatica

ORLANDO, Fla. — Ihu's Breakaway Falls, marketed as the tallest, steepest and only multi-drop tower slide of its kind in Orlando, opened on May 9 at Aquatica, SeaWorld Orlando's water park.

Riders climb 126 steps to the top of the eight-story tower (nearly 80 feet), stepping into one of three colorful breakaway boxes. As the door closes, riders cross their arms and give a thumbs up in preparation for their drop — they'll never know when the floor beneath them will disappear. Facing each other, riders watch as their fellow riders fall. Adding to the anticipation is the sound of a heartbeat, which can be heard in the background while bracing for the drop. Once the floor dis-

appears, riders drop 20-24 feet per second launching them into a spiraling speed slide culminating in a final splash-down.

Riders who are not quite brave enough for the breakaway boxes can try the open slide. But don't be fooled, this is not an ordinary slide; it's the steepest of the four slides and many riders are calling it the most intense.

"Ihu's Breakaway Falls is

the reason to visit Aquatica Orlando this summer," said Bryan Nadeau, Aquatica Orlando vice president. "From the daring height, crazy drops, and intense speed, this thrilling new attraction brings a whole new level of excitement to an already amazing park that has so much for every age."

Ihu Breakaway Falls was supplied by Canada's ProSlide Technologies.

Ihu's Breakaway Falls

Fun Facts

- Features the tallest, steepest, and only multi-drop tower slide of its kind in Orlando.

- Riders will experience an almost vertical drop for nearly 40 feet.

- Ride is the longest water thrill slide of its kind featuring three breakaway boxes (orange, green, and blue) and one open slide (purple) offering four completely different

slide paths.

- The green slide path has the shortest drop, but it's still a 28-foot fall.

- The blue slide is the steepest slide featuring the breakaway box.

- Once the floor disappears, riders will drop 20-24 feet per second.

- The ride's three breakaway boxes all face each other so riders can share the full experience.



Ihu's Breakaway Falls opened on May 9 at SeaWorld Orlando's Aquatica water park. The four-slide complex is from ProSlide and features three slides with breakaway boxes, shown below. COURTESY AQUATICA



Avonturenpark, Hellendoorn - NETHERLANDS



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Aquafantasy, Izmir - TURKEY

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Crystal Sun Set, Antalya - TURKEY



Odessa Waterpark - UKRAINE



Aquafantasy, Izmir - TURKEY



MSC Preziosa - Cruise Waterpark



Aqualand Maspalomas, Gran Canaria - SPAIN

Aquaventura Slidepark has successful first season

HELLENDOORN, the Netherlands — Avonturenpark expanded their offerings with the addition of Aquaventura Slidepark designed and installed by Polin of Turkey. The new, \$4 million (€3 million), 16,404-square-foot (5,000-square-meter) waterpark opened in July 2013.

Avonturenpark is one of several amusement parks owned by Looping Group. Located in the center of Overijssel, the fourth-largest province in the Netherlands, the theme park already offered more than 30 rides and shows before Laurent Bruloy, Looping Group's CEO, suggested the idea of adding waterpark components.

After relocating several existing attractions, crews from Polin began installing 11 new waterslides. Polin produced each of the new water slides using the latest resin-transfer molding (RTM) manufacturing technology, which creates a smooth, shiny finish on both interiors and exteriors of a slide's tubes. Of interest is that all of the park's waterslides end in dry run-out sections — there are no splash pools. Some of the new slides included: Rafting Slide - Black Hole Combination, Wave Slide, Body Slide, Black Hole, Compact Slide, Wide Slide, Multislide.

Avonturenpark General Manager Lyan van den Bosch explained the importance of offering features that continue to attract tweens and youngsters who visit the park with friends. "Adding the slide park to our existing park simply broadens the current target group," she said.

Following the success of the slidepark concept, a similar slidepark will be open at Looping Group's Isla Magica Park in Seville, Spain.

— Jeffrey Seifert

Aquaventura Slidepark in the Netherlands, reports a successful first season of operation. The \$4 million water park opened in July 2013 and featured new slide equipment from Polin as well as relocated equipment.
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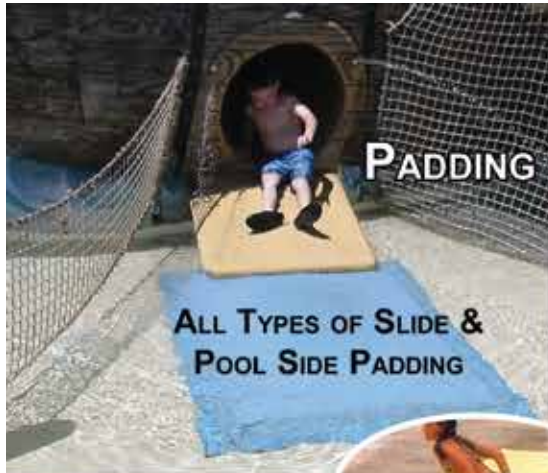
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PARKS & CARNIVALS

► Six Flags Over Texas debuts Bugs Bunny Boomtown — Pages 38 / The Big E announces exhibit — Page 41

Cliff's Amusement Park opens ARM Wind Rider

130-foot tall ride
is ARM's first
park model Vertigo

STORY: Pam Sherborne
psherborne@amusementtoday.com

ALBUQUERQUE, N.M. — Cliff's Amusement Park opened its 2014 season April 12 with ARM's first fixed-site Vertigo and, by all indications, it will be a success at this southwestern park.

Cliff's General Manager Justin Hays said park patrons were responding with excitement about the new thrill ride, but windy weather over the first two weekends of operations in April had not allowed a lot of rides.

And, after spending approximately \$650,000 on the Vertigo project, park officials were looking forward to some good weather at the beginning of May.

Named the Wind Rider, the fixed-site Vertigo sits inside a curve of the park's New Mexico Rattler wooden coaster. According to Mike Gill, ARM (USA) Inc., the ride stands 130 feet tall, seats 24 riders and features an LED lighting package from Denny's Electronics.

"The ride fits perfectly inside a tear drop turn inside the coaster," Gill said. "We actually shrunk the operational diameter to place it there. It's placement adds a very unique ride experience."

"Going up, riders get one experience as they ascend up inside the coaster," he said. "Going down, riders spiral into the turn of the coaster creating another ride experience."

The Wind Rider replaces



Above, Cliff's GM Justin Hays (left) was the one who convinced his parents Linda and Gary Hays to add the ARM Vertigo, named Wind Rider. The ride features sensors on the seat belts (right) and had to have its ride program modified to fit the tight radius inside a curve for the New Mexico Rattler (top right).
AT/GARY SLADE



an Eli Bridge Scrambler that was sold to Danny White, Race City, Panama City, Fla.

Hays said park management decided on the Vertigo because, "it is an affordable tower swing ride. Plus, we've had an ARM/Larson Super Shot for almost 10 years and we have liked its reliability and ease of maintenance. We expect this ride to be the same."

Gill said the ride took five days to install. All of the foundation work was already complete.

"The way the ride is manufactured allows it to come in four sections, which have already been pre-wired and pre-tested and such," Gill said. "We brought it in and bolted it together."

Gill said ARM had always intended to manufacture a fixed-site version of the mobile Vertigo. The company has one other sold to the Wildlife World Zoo and Aquarium, Phoenix, Ariz.

"That ride has been in the plans for two years now," Gill said. "It was really our first sale, but it isn't operating as yet. That Vertigo is a little shorter, about 12 feet, than the one at Cliff's."

Cliff's Amusement Park traditionally opens weekends in April and begins full time operation Memorial Day weekend. The Vertigo brings the ride count there up to 23.

Also new for the 2014 season, the park enlarged its main entrance to now include a pri-

► See CLIFF'S page 32



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Other improvements at Cliff's for the 2014 season include this new bright green paint color for the park's O.D. Hopkins log flume. At right, the park's main entrance now features this massive group entrance (seen in the left side of photo) that the park uses as an entrance for groups and special events. AT/GARY SLADE



►CLIFF'S
Continued from page 31

vate entrance for company picnics and special event groups. The picnic area of the park was expanded last year with the addition of a second pavilion, according to Hays. There has been a steady growth in this segment of the business at Cliff's over the past several years.

Even with all these improvements, Hays said there wasn't an increase in ticket prices for this season.

"We actually lowered our prices by an average of \$1," Hays said. "We feel this will be well received by our guests during our tight economy."

Ticket prices for 2014 are: for adults (age four and above), front gate admission with all-day ride pass, \$24.95; online price for same, \$20.95; and general admission only, \$5.95. Ages three and under admission with all-day ride pass is \$18.95 and general admission only is free.

For 2014, the park also repainted its popular O.D. Hopkins log flume a bright green color. The project was done by the Cliff's staff.

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FAST FACTS

- Name/Park**
Wind Rider/
Cliff's Amusement Park
Albuquerque, N.M.
- Ride**
Park model
Vertigo swing ride
- Height/Ride Time**
130 feet/ 2.5 minutes
- Capacity/PPH**
24 total riders in
12 tandem seats/600 pph
- Safety Features**
Passenger lap bar and seat belt
with light indication
- Adjustable chest belt
 - Passenger vehicle safety braking system using Dyna-Brake magnetic braking
 - Allen Bradley control components that also feature Interface Touch Screen for fault indication, history & service hours
 - Dual lift cables for load sharing and safety redundancy
- Night LED Lighting**
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Photos courtesy of Amusement Today

Magic Kingdom's New Fantasyland now complete

Seven Dwarfs Mine Train debuts at Walt Disney World

LAKE BUENA VISTA, Fla. — The beloved world of Disney's *Snow White and the Seven Dwarfs* (Sleepy, Doc, Grumpy, Bashful, Sneezy, Happy and Dopey) came to life May 28, 2014 with the official debut of the Seven Dwarfs Mine Train, which takes Walt Disney World guests on a rollicking, musical adventure into the fabled mine "where a million diamonds shine."

As the crowning jewel of New Fantasyland, the Seven Dwarfs Mine Train represents the completion of the largest expansion in Magic Kingdom's 43-year history. The family-style coaster features first-of-its-kind ride vehicles that swing back and forth during the ride. Adding to the fun, the journey is accompanied by music from the film classic and scenes filled with Snow White, the Seven Dwarfs and playful woodland creatures.

FAST FACTS

Name/Park

Seven Dwarfs Mine Train/
Walt Disney World
Magic Kingdom
Lake Buena, Vista, Fla.

Type

Steel Mine Train

Height/Length

41 feet, 2,000 feet

Elements

Indoor/outdoor mine train & dark ride with rocking ride vehicles; two lifts (31-foot and 41-foot); next-gen animatronic figures; original soundtrack; and other special effects.

Ride Time

2 minutes, 30 seconds

Ride Vehicles

5, five-car trains
(each car seats four riders, two-abreast)

Design/Engineering

Walt Disney Imagineering/
Vekoma Rides
Manufacturing BV

Cost/Opened

\$150 Million/May 28, 2014

Attention to detail

Inspired by the Disney animated film classic *Snow White and the Seven Dwarfs*, the story begins as guests cross a stone bridge and walk through a forest with the Dwarfs' cottage in the distance. Then, they step into the attraction entrance and into the timeless story of the radiant and kindhearted Snow White and her forest friends led by the lovable Dwarfs.

When designing the cottage, Walt Disney Imagineers — the creative team behind all the attractions at Disney Parks — referenced the film in order to plan details as intricate as the color combination of roof shingles, the slope of the roof's eaves, the shape of a lantern, and especially the etched woodland creatures that decorate the house. Props — including lanterns, ropes, pulleys and buckets of shiny jewels — were inspired by items found in the mine scenes of the film. According to Walt Disney Imagineering, jewels appear throughout the mine in four different sizes and in six different colors: red, green, amber, purple, blue and clear.

The Ride

After passing through an interactive pre-show area with fun activities themed to mining — such as washing and sorting gems — guests proceed to the mine train. Picks, shovels, barrels and hoists are scattered throughout the queue tunnel and at the load-in area.

Guests board the specially-designed mine cars and launch into their journey through the mine. Each train consists of five mine cars seating four guests each. The individual mine cars are designed to reflect similar vehicles that appear in the film, hand-made of wood by the Dwarfs, shaped by an axe, and used to haul rocks and jewels.

As guests twist and turn through the mine, the cars rock back and forth, adding an extra family-friendly thrill element. Riders tour the cavernous mine's winding track — jutting outside to climb and dip through the wooded landscape, and then re-entering the mine at different points in the



The new Seven Dwarfs Mine Train at Walt Disney World's Magic Kingdom is inspired by the Disney film classic *Snow White and the Seven Dwarfs*. The family style coaster features newly patented cars that swing independently from side to side as the 20 passenger train travels the 2,000-foot-long course.

COURTESY DISNEY

attraction.

As with any classic Disney dark ride, the Seven Dwarfs Mine Train features spectacular Audio-Animatronics — with cars slowing down so guests can spot favorite characters making an appearance in different scenes.

Chris Beatty, Walt Disney Imagineering's executive creative director and one of the driving forces behind the Fantasyland expansion, sums up the project. "We saved the best for last with the Seven Dwarfs Mine Train. It delivers exactly what a Fantasyland attraction should be — family, storytelling, a little bit of thrill and, of course, the magic. We're excited as Imagineers because it's the final piece of this New Fantasyland puzzle. I feel that when guests see and experience it, they'll fall in love with it and it'll be come an instant Disney classic.

"It's an amazing coaster
► See DWARFS, page 35



Beatty



Festival of Fantasy Parade debuts at Magic Kingdom

LAKE BUENA VISTA, Fla. — Beloved stories and characters from Fantasyland come to life for Magic Kingdom guests in a new, daily spectacular — Disney Festival of Fantasy Parade.

This Fantasyland tribute highlights several new and classic Disney and Pixar stories on a grand scale. Nearly 100 performers — on stilts, swings and flying rigs — donning vibrant costumes in this mini-Broadway event on Main Street, U.S.A.

The parade, which made its debut March 9, 2014, thrills park guests with numerous scenes including a fire-breathing dragon, a pirate ship with smoking cannons, a music box that's a seashell, sassy Bubble Girls with cotton-candy hair, a mega-sized bagpipe, and more.

Disney Festival of Fantasy parade is the first of a new generation of parades for Disney Parks featuring never-before-used technology on eye-popping floats adorned with Disney characters from more than a dozen fairytales. Set to an all-new musical score, the dazzling parade floats will soar up to three stories tall with spirited



Classic stories and characters from Fantasyland come to life for Magic Kingdom guests in a new, daily spectacular — Disney Festival of Fantasy Parade. Seven unique units comprised of nine floats travel down Main Street, U.S.A to the beat of an original soundtrack inspired by favorite Disney films.

AT/GARY SLADE

performers donning dramatic costumes crafted at ten different design houses across the country.

"The parade celebrates and pays homage to what the Magic Kingdom is all about," said Randy Wojcik, senior



show director Walt Disney Parks and Resorts, Creative Entertainment. "It has the most beautiful floats, enchanting characters, vibrant costumes that come to life; and the choreography is just glorious. Yet, it is also very ki-



netic, relevant and powerful on a scale never seen before at Walt Disney World."

Seven unique units comprised of nine floats march down Main Street, U.S.A to the beat of an original soundtrack inspired by favor-

ite Disney films, composed by Mark Hammond. The parade has its own voice with a theme song customized for each float followed by a medley of songs woven throughout the cavalcade.

► DWARFS

Continued from page 34

experience as well as an amazing dark ride," continued Beatty. "A perfect example are the Dwarfs themselves. I think we've set the bar for animated figures in our dark rides. We have an amazing partnership with Walt Disney Feature Animation. With the Dwarfs, it's one of the first times you're seeing the hand of the animators brought to life. It's definitely not the same level of animatronics you're used to."

Beatty went on to detail to *Amusement Today* during a media preview the evolution of the coaster's signature rocking mine cars.

"A lot of times, we talk about technology and how incredible it is. A lot of times it starts out in a very, very simple way. I remember the first time we came up with the idea of making the [ride vehicles] swing. We'd watched the film several times. Then, in one of



Midway through the Seven Dwarfs Mine Train riders enjoy a brief dark ride portion when they enter the mine and find the Seven Dwarfs hard at work digging for jewels (above left). Guests exit the mine at Doc's workstation (above right) and through the second lift hill to the tune of "Heigh-Ho." The attraction features 450 props seen throughout the ride.

COURTESY DISNEY

our parking lots in California, we set up this plywood mock-up of a ride vehicle. It was ratchet-strapped to the back of flatbed pickup truck. We drove around at 30 mph for hours just to get the feel

of what we were trying to do. We spent a lot of time riding around in that plywood box. It really informed the way the ride feels today.

"We've created what I think is the quintessential fam-



ily thrill ride. Its hits on so many levels," added Beatty. "We set off on this journey five years ago to create an attraction that not only told the story of Snow White and the Seven Dwarfs but one that could also

add kinetics and synergy to the land and bring it to life. The focus was to deliver something that would resonate with all ages. I feel that we've done that."

Six Flags Over Georgia and Six Flags Magic Mountain

Two Six Flags parks announce addition of Holiday in the Park

AUSTELL, Ga. and VALEN-
CENCIA, Calif. — Though
most parks are just gearing
up for summer, Six Flags

Over Georgia and Six Flags
Magic Mountain have an-
nounced that Six Flags En-
tertainment's annual holi-

day extravaganza — Holiday
in the Park — will debut at
both themers late this fall,
just in time for the festive

winter season.

Six Flags Over Geor-
gia will extend its season
by 26 days with the inclu-

sion of Holiday In The Park.
The holiday classic will in-
clude sparkling lights, fes-
tive shows, culinary treats
and, of course, Santa Claus.
Guests can enjoy the park's
most popular rides includ-
ing Goliath and Georgia
Scorcher roller coasters as
well as a selection of other
rides and attractions.

Holiday In the Park will
be topped off with its most
iconic image at the historic
1910 Riverview Carousel,
which will create a glowing
walk-through experience
never before seen in Atlanta
and the Southeast region.
The event will operate No-
vember 22 through January
4, 2015.

Six Flags Magic Moun-
tain's event will run No-
vember 28 through January
4, 2015. Several areas of the
park will feature time-hon-
ored and unique holiday
themes. While the visual
look of the park will take
on the distinct spirit of the
holidays, guests will expe-
rience quaint and authen-
tic touches that will remind
adults of their fondest child-
hood memories, and create
impressions for children that
will last a lifetime.

The Six Flags Plaza area
will be transformed into a ka-
leidoscope of lights, featur-
ing hundreds of thousands
of lights on trees, buildings
and attractions. An array of
water and lights will create
a one-of-a-kind, holiday tree
in the fountain area while
carolers welcome guests as
they enter this magical scene.

A holiday show featur-
ing contemporary music
and dancing will be spot-
lighted on the Full Throttle
stage. Crafts and spiced-up
holiday treats will be the
focal point in the "Winter
Wonderland" Mining Town
area of the park and a classic
Santa Claus visiting area will
anchor this picture-perfect
setting. DC Universe will
feature a spectacle-of-lights
show featuring contempo-
rary holiday music set to one
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ing variations programmed
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Six Flags Over Georgia and Six Flags Magic Mountain have announced that their seasons will include the addition of Six Flags Entertainment's annual holiday festival, Holiday In the Park. More than one million LED lights, Christmas trees and state-of-the-art decor will create the magical atmosphere this holiday season. Here, Six Flags Over Georgia gives a preview of what the main entry plaza (above) and the Riverview Carousel will look like during Holiday in the Park.

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Six Flags Over Texas opens Bugs Bunny Boomtown

New Zamperla Water Mania highlights section

STORY: Jeffrey L. Seifert
jseifert@amusementtoday.com

ARLINGTON, Texas — The new Bugs Bunny Boomtown at the original Six Flags park provides a much-needed expansion to the previous Looney Tunes USA children's section of the park. Four new rides join six existing rides that have been rethemed and refurbished. The rides are now spread out over a larger area that offers plenty of places for parents to sit, relax and keep on eye on their children as they enjoy the attractions on their own. Or, for a more interactive experience, some of the new rides can accommodate parents alongside, so families can ride together.

A new entrance sign and large shade sail-covered walkway is the first thing guests will notice. Immediately to the right is the Speedy Gonzales Truckin' Across America ride. This 1992 Zamperla Convoy, a perennial favorite, was spruced up for the new section. To the left is a new Looney Tunes Adventure Camp interactive play structure (Miracle Recreation Equipment Company) that allows kids to climb, slide and play games as they explore the area. A new walkway leads down to an expansion area featuring Daffy Duck Bucket Blasters, a Zamperla Watermania that allows riders to squirt each other and unsuspecting passersby with a gentle stream of water. Not as soaking as some water attractions, here riders will get pleasantly splashed — perfect for those hot Texas days. Crossing the railroad track on a walkway that was previously used only by park personnel, guests will encounter a ride that might look familiar, but is in fact new. Gone is the previous Zamperla mini swing ride strictly for children. In its place is Taz Tornado Swings, a larger Zamperla

Lolly Swing with double seats than can accommodate a parent and child together.

Off to the right and a little down the path is Bugs Bunny Cloud Bouncer, a Zamperla Jumpin' Jack that was part of the 2006 ten-ride expansion. It is now counted as part of Bugs Bunny Boomtown.

Continuing to the left back through the previous section, guests will find more shade-covered walkways, plenty of seating and new lost parents and restroom buildings. The small Zamperla mini airplane ride has been removed and in its place is a new-to-Texas Zamperla rocket ride now known as Marvin the Martian Space Rockets. This particular ride was relocated from Six Flags New England and completely refurbished in-house by the Six Flags Over Texas maintenance department. The 30 year-old ride looks sparkling brand new, and is ready to thrill a whole new generation of young thrill-seekers. The ride is a testament to the longevity of these Zamperla rides and the skill of the maintenance engineers who breathed new life into it.

The Chance Rides Wile E. Coyote's Grand Canyon Blaster junior coaster fits right in to the new area without any changes. The same is true for Sylvester and Tweety's State Fair Wheel, a Zamperla mini Ferris wheel, Yosemite Sam's Texas Tea Cups, an SBF mini teacup ride and Taz's New York Adventure, an SBF Happy Tower. All four rides were added in 2001.

This latest incarnation of what was once the short-lived Pac Man land in 1983 and 1984, has opened up the walkways for easier maneuverability, added lots of shade as well as plenty of places for parents to sit and relax while their kids burn off energy. The new-to-Six Flags area provides a cohesive Bugs Bunny/Looney Tunes theme to ten attractions utilizing one of the largest and most recognized cartoon media franchises.



Adults and kids can enjoy squirting each other with water or dodging blasts of water aboard Daffy Duck Bucket Blasters, new from Zamperla. The ride offers a fun way to get wet and cool off during the hot Texas summers. Spectators standing too close will also get drawn into the action.

COURTESY SFOT;
AT/JEFFREY SEIFERT



Above left, kids will enjoy climbing sliding and playing games on the new Looney Tunes Adventure Camp interactive play structure, provided by Miracle Recreation Equipment. Left, a new, larger Taz Tornado Swings has double seats giving parents the opportunity to ride alongside their children. Above, The Mini Ferris Wheel was given new signage for the new section.



COURTESY SFOT;
AT/JEFFREY SEIFERT

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Super Silly Fun Land augments new film adventure

Despicable Me goes 3D-HD at Universal Studios Hollywood

STORY: Dean Lamanna
dlamanna@amusementtoday.com

UNIVERSAL CITY, Calif. — Universal Studios Hollywood unveiled its latest foray into “riding the movies,” a new 3D, ultra high-definition digital film experience called Despicable Me Minion Mayhem, for the media on April 11 — parading VIPs and animated characters along a yellow carpet and releasing enough balloons and confetti to send even Rip Taylor running for cover.

The attraction opened to the public April 12.

Occupying the high-tech theater sound stage and motion simulator installation that long hosted the park’s Terminator 2: 3-D sci-fi extravaganza, a structure that has been effectively made-over with a colorfully cartoonish façade, Despicable Me is based on the globally successful animated film franchise of the same name from Universal Pictures and Illumination Entertainment. The immersive attraction includes an adjoining area, Super Silly Fun Land — a carnival-themed interactive play zone.

“The irreverent humor, endearing characters and storyline that have captivated moviegoers worldwide makes Despicable Me a perfect match for our theme park,” said Larry Kurzweil, president of Universal Studios Hollywood. “This imaginative new attraction not only takes guests on a hilarious

and heartwarming adventure that captures the spirit of the film, but also invites them to embrace their ‘inner Minion’ — that mischievous alter-ego that hides within all of us.”

“Despicable Me Minion Mayhem and Super Silly Fun Land bring our movies to life with all of the gorgeous artistry, humor and heart — and of course, the thrills — for which the Universal Studios team is known,” said Chris Meledandri, founder and CEO of Illumination Entertainment. “In addition to the state-of-the-art 3D ride, we’ve built out an immersive environment with many other attractions: shops, restaurants, countless water features, a round ride and even the arcade games featured in the first Despicable Me movie. Who wouldn’t want to spend a day as a Minion?”

In addition to Kurzweil and Meledandri, the attraction’s premiere was attended by Ron Meyer, vice chairman of the park’s parent company, NBCUniversal, and Tom Williams, chairman and CEO of Universal Parks & Resorts. Los Angeles Mayor Eric Garcetti made a special guest appearance, speaking enthusiastically in support of the park’s newest addition and the positive long-term impact of Universal Studios Hollywood on regional tourism.

Among the celebrities in attendance were Despicable Me series stars Miranda Cosgrove (Margo), Dana Gaier (Edith) and Elsie Fisher (Ag-



Below left, the villainous Gru and his Minions walk the yellow carpet at the premiere of the Despicable Me Minion Mayhem film-based ride, shown above. Below right, among the Despicable Me film actors present at the attraction’s media debut was Miranda Cosgrove, who plays Margo in the movie franchise. COURTESY UNIVERSAL STUDIOS HOLLYWOOD



The April 11 media opening party for Despicable Me Minion Mayhem at Universal Studios Hollywood was attended by numerous VIPs and celebrities, including (left to right) Tom Williams, chairman and CEO, Universal Parks & Resorts; Ron Meyer, vice chairman, NBCUniversal; Larry Kurzweil, president, Universal Studios Hollywood; Chris Meledandri, founder and CEO, Illumination Entertainment; and Los Angeles Mayor Eric Garcetti.

COURTESY UNIVERSAL STUDIOS HOLLYWOOD

nes). They were joined by entertainer and “Extra” TV host Mario Lopez; the cast of the NBC series “Crisis,” including Stevie Lynn Jones, Lance Gross, Joshua Erenberg, Max Martini and Max Schneider; “Band of Brothers” star Neal McDonough; the Syfy Channel’s “Face Off” host, McKenzie Westmore; and Ultimate Fighting Champion Chuck Liddell.

Voiced by the film’s original stars, the motion simulator ride features super-villain Gru (voiced by Steve Carell), his adorable girls Margo, Edith and Agnes, plus an army of unpredictable Minions (all voiced by Pierre Coffin).

Like its two-year-old sister attraction at Universal Studios Orlando, Despicable Me welcomes guests to Minion Mayhem via Gru and the girls’ idyllic suburban neighborhood — recreated with precision to mirror their ominous house and Miss Hattie’s

Home for Girls. Whimsically themed queues, clever pre-show videos and comedic dialogue set up Gru’s nefarious plot: to create an army of Minions from guest recruits.

As guests enter Gru’s living room, they encounter many memorable artifacts from the film series, including his notorious SR6 Shrink Ray and rhinoceros chair, and then make their way into Gru’s laboratory. The journey sends guests, wearing specially-designed 3D Minion Goggles, on an amusing, slapstick-filled training mission that soon transforms them into Minions.

A post-show Minion dance party invites everyone to join in the fun and celebrate the anniversary of Gru and the girls becoming a family.

The adjacent Super Silly Fun Land, unique to Universal Studios Hollywood, is a stylized environment that until now could only be enjoyed on the big screen. The outdoor

venue for guests of all ages offers more than 80 different water play features, plus a “dry zone” that invites guests to climb, jump and slide. A Minion-themed ride, Silly Swirly Fun Ride, provides a soaring, spinning 360-degree view of Super Silly Fun Land aboard a fleet of uniquely-designed ride vehicles.

Despicable Me Minion Mayhem and Super Silly Fun Land together represent a distinct environment within the park that delivers the fun of the movie series. And of all the executive Minions on hand at the media debut, Kurzweil, in particular, was completely sold on it.

“As the film franchise continues to break new ground as a modern-day classic,” he said, “so too will Despicable Me Minion Mayhem as yet another marquee Universal Studios Hollywood attraction.”

• www.universalstudioshollywood.com

PBJ Happee Day Shows continue to change it up

STORY: Pam Sherborne
psherborne@amusementtoday.com

SOUTHAVEN, Miss. — “Change it up” seems to be the mantra for PBJ Happee Day Shows. After spending time and money on ride inventory, carnival owners turned their attention to their food operations, replacing their three food trailers with brand new ones for the 2013 season.

Then, they turned their attention to their games for the 2014 season. In general, carnival owners across the country have expressed dismay over the decline in popularity of midway games.

That is exactly what the Casper family, owners and

operators of PBJ Happee Day Shows, have seen on their midway.

“We looked at it and decided, ‘Let’s do something about it,’ ” said Cory Casper, who works with his father, Tim Casper, keeping the operation running. “Rides tend to be number one. Food tends to be number two. Games do take a hit, so we decided to see if we could change some of that.”

They took a look at the 15 games on their midway and decided to make a change to their shooting game.

“We had it themed to a 1920s gangster theme,” Casper said. “We decided to retheme it to a hunting

CARNIVALS

theme. We even have deer and duck mounts on the wings, with camoflauge. We have named it ‘Open Season.’ ”

Casper said the show generally plays spots in Mississippi and Arkansas. The new theme seems to fit well into the southern areas.

Denny Electronics did the work on the game.

“We also purchased a new break a bottle trailer from Denny’s,” Casper said. “With the new trailer, we have pretty much doubled what we were doing on the old trailer.

“We also took a good look at our prizes,” Casper said. “We want to make sure our customers are winning and winning good prizes. We think it is important to see some teddy bears walking around the midway.”

Another change the carnival made this year was installing LED lights on their kiddie (Eli Bridge) Little Wheel.

“I think that might have been more out of boredom,” Casper said, with a laugh. “But, it looks really good.”

And, yes, Denny’s did the lights on that ride.

Last year, Casper said they paid attention to their food trailers.

“Actually we started



PBJ Happee Days Shows owners decided to change up some of their carnival midway games for the 2014 season. One thing the Caspers did was retheme this game from a 1920s gangster theme to this hunting game. Cory Casper said they felt the new theme would be popular among their southern customers and that has proven to be true. AT/SUE NICHOLS

that about two years ago so we got the new trailers last year,” he said.

The carnival replaced their three food trailers with brand new Schantz Mfg. trailers. They purchased a corn dog, popcorn and funnel cake.

“We didn’t purchase any new rides for this year,” he said. “We did buy a new Hog Rally from Battech last year. This is our second year with that ride and it is just beating out all our other kiddie rides.

“We have just found that it is important to update our equipment, not just our rides,” Casper said. “People

just get bored with the same thing.”

PBJ Happee Day Shows has had a very good beginning in 2014. Dates have been good and there has not been a single loss due to weather, at least the second week of May.

“I hope I’m not shooting myself in the foot for saying that,” Casper said.

Along with the three food trailers and the 15 games, the carnival owns about 40 rides, but most spots require anywhere from 20 to 30 rides.

“If they just need 20, that is what we give them,” he said.



Seen here are new LED lights on PBJ Happee Day Shows’ Little Eli Wheel from an April date in Southaven, Miss. The LED lights were supplied by Denny’s Electronics. AT/SUE NICHOLS

The Big E to bring back memories of the New York World’s Fair

FAIRS

STORY: Pam Sherborne
psherborne@amusementtoday.com

WEST SPRINGFIELD, Mass. — Eastern States Exposition has announced a brand new exhibit for the 2014 fair, scheduled for Sept. 12-28, to celebrate the 50th Anniversary of the 1964-65 New York World’s Fair.

Still being touted as one of the greatest and most historic events ever held in the U.S., the 1964-65 New York World’s Fair remains the largest of its kind to have taken place in the U.S.

The Big E officials feel it is

► See **BIG E**, page 43



The Eastern States Exposition (The Big E), West Springfield, Mass., announced a brand new exhibit for the 2014 fair, scheduled for Sept. 12-28, to celebrate the 50th Anniversary of the 1964-65 New York World’s Fair. The exhibit will feature a large amount of Ford’s World’s Fair memorabilia. COURTESY MIKE JACOBSON

CARNIVAL MARKET PLACE



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CARNIVAL LIGHTS

COMPILED: Pam Sherborne, psherborne@amusementtoday.com

Since 1922, horse racing has been a part of the **L.A. County Fair**, Pomona, Calif., but fairplex officials announced last month that L.A. County Fair's horse meet will be moved to the **Los Alamitos Race Course** this fall contingent upon approval from the California Horse Racing Board. Officials are confident that will happen.

Although the plan is to move the racing event from **Fairplex Park**, bettors still will be able to partake in food and betting at the Finish Line Sports Grill, a satellite betting facility located on the Pomona property. This on-site betting facility has become hugely popular even while the horse races were taking place on the grounds.

Fairplex officials plan to expand and upgrade that facility in the very near future.

Jim Henwood, CEO of Fairplex, announced the decision along with representatives of Los Alamitos Race Course and the Thoroughbred Owners of California.

"The only constant in life is change," Henwood said. "We have enjoyed a long and proud history of horse racing here at Fairplex, but with the limitations of our facility we made a strategic decision for the continued growth of the industry to reach out to Los Alamitos and seek to move our dates to their facility."

If the Orange County move is approved, Los Alamitos will have a fall meet to go along with their previously approved summer and winter thoroughbred dates.

The L.A. County Fair is set this year to run Aug. 29-Sept. 28.

After seven years of planning and 17 months of construction, the renovated **Indiana State Fair Coliseum** in Indianapolis is complete.

The new building will serve as the epicenter for livestock shows in Indiana, as well as a concert stage, basketball court, ice skating rink and more.

Fair officials and coliseum planners made sure that the history of the building was preserved even though the renovations extensively created an almost new building.

The history was preserved by keeping the original outside façade, reinstalling 96 original seats, recreating the terrazzo floor and leaving

the original walls exposed.

Updates to the coliseum include LED scoreboards, a new lobby, a two-tiered seating bowl, state-of-the-art sound system, sound-absorbing walls and new elevators. An adjoining, 30,000-square-foot Youth Arena was created, as well.

The project was completed three months early and under budget by nearly \$1 million.

Cal/OSHA fined **Butler Amusements Inc.** \$101,250 following an investigation, which found that the carnival ride operator continued to operate rides after key bolts and cross bracing had been removed. The rides included the Giant Wheel and Flying Bobs rides at the **Big Fresno Fair** last October.

Cal/OSHA initiated the public safety inspection after receiving a confidential tip about safety concerns at one of the rides. The investigator found the Giant Wheel was missing all of the 12 bolts associated with the support leg flanges and the Flying Bobs was missing all of the lower cross bracing used for structural support.

When the imminent hazard was brought to the attention of the representative accompanying the investigator, Butler Amusements voluntarily stopped the rides and the patrons disembarked with no injuries.

Despite some interest in returning to Memphis, Tennessee's **Mid-South Fair** has decided to remain in its current home for at least five more years.

Southaven officials and fair organizers signed a five-year agreement, which keeps the fair at the Landers Center facilities.

The Mid-South Fair left Memphis for Southaven in 2008.

Last year, the Memphis City Council heard from fair president **Michael Doyle**, who said the fair was looking for 100 acres with electricity and water access in Memphis or Shelby County.

Attendance has never returned to the levels the Mid-South Fair saw when it operated inside Memphis. Peak attendance in Memphis was more than 500,000.

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►BIG E

Continued from page 41

fitting that The Big E bring the memory of the World's Fair back to life for visitors of all ages to experience with more than 250 pieces of World's Fair artifacts and souvenirs.

The exhibit will feature a large amount of Ford's World's Fair memorabilia, including a scale model of the Ford Pavilion and an authentic 1965 Ford Mustang, the instantly popular car that Ford debuted at the 1964 World's Fair. There could be a few more surprises from Ford at the exhibit as well.

A seven foot tall recreation of the "Unisphere" will serve as a centerpiece for the exhibit. The globe was the symbol of that World's Fair, and still stands at the original Queens, New York, fairgrounds.

In addition, displays will highlight the new technologies of the time, eating at the fair, the Sinclair Dinoland and more. There will also be a unique film presentation featuring rare and never publicly screened home movie and commercial footage from the 1964 event.

The Big E's 50th Anniversary Celebration of The 1964-65 New York World's Fair exhibit will be located in the Young building for guests to enjoy.

N.C. Labor Dept. defending inspectors

RALEIGH, N.C. — The North Carolina State Labor Department is defending safety inspectors who failed to detect three separate instances of electronic tampering by operators of the Vortex thrill ride at last fall's N.C. State Fair, Raleigh, where jumper wires were installed to override safety controls several days before five people were hurt when the ride malfunctioned.

According to a local news report, the Labor Department's report on the accident, released last month, shows that extra inspectors were on hand to scrutinize the Vortex, a ride that was making its first appearance on the state fair midway. They paid attention to hydraulics, welding and mechanics while operators assembled the ride before the fair opened on Oct. 17.

But the inspectors did not scrutinize the electrical wiring inside control cabinets and a junction box. That's where the tampering took place, according to the Labor Department report.



Still being touted as one of the greatest and most historic events ever held in the U.S., the 1964-65 New York World's Fair will be celebrated at The Big E 2014, West Springfield, Mass. COURTESY MIKE JACOBSON



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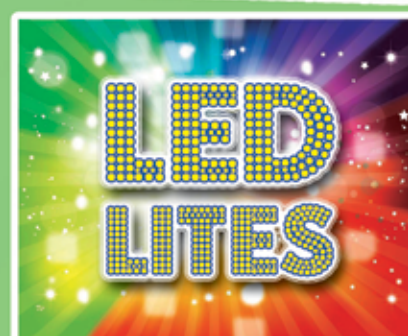


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BUSINESS & CLASSIFIEDS

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Dolly Parton reveals more details of Dollywood's DreamMore Resort

PIGEON FORGE, Tenn. — In a special ceremony to bless the site of Dollywood's DreamMore Resort in the Great Smoky Mountains, Dolly Parton unveiled her first four personal items earmarked for the property's new Dream Box display.

Parton's Dream Box, which will be showcased in the resort for families to view, features the first personal mementos, each representing people and moments in the entertainment legend's life that inspired her to make her own dreams come true.

"Dollywood's DreamMore Resort opens in the summer of 2015, just as my Dollywood theme park celebrates its 30th anniversary," said Parton. "My new resort is a dream 30 years in the making, and the items I picked for my Dream Box are closely tied to special people who encouraged me and certain events in my life where that encouragement paid off. My dream is that families who stay with us will be reminded that encouraging and loving each other is a powerful way to connect with one another."

The items selected by Parton are:

- A copy of her 2012 Dream More: Celebrate the

Dreamer in You which expands on the popular 2009 commencement speech that Parton delivered at the University of Tennessee;

- A piece of wood from Parton's Tennessee Mountain Home's front porch, a favorite gathering spot for her family and where she sang as a child growing up in the Smoky Mountains.

- A song written by Parton for the future to be released in 2045 that shares her hopes and dreams for the future.

- A sealed mystery box made of chestnut, the contents of which are known only to Parton and are to remain unopened until 2045. The box honors Parton's uncle Bill Owens who, early on, recognized his niece's talents and helped her career take flight. Owens' work with the American Chestnut Foundation helped develop a blight-resistant American chestnut tree, restoring it to the woodlands of the Eastern U.S.

Parton also welcomed Dollywood Chaplain Joey Buck who presided over a blessing of the resort followed by the beloved man of the Cherokee nation Elder Jerry Wolfe who conducted a traditional Na-

tive American smudging in keeping with the resort's close ties to the land in the Smoky Mountains.

For the first time since announcing the resort on Aug. 21, 2013, Parton revealed new conceptual renderings which offer glimpses of the property's interior and exterior spaces.

The 230,000-square-foot Dollywood's DreamMore resort will offer 306 guest rooms. In keeping with the Southern charm and hospitality that has welcomed millions to her award-winning Dollywood theme park since 1986, Dollywood's DreamMore Resort features a variety of different room types to accommodate families of all shapes and sizes.

The various room types and features allow families to maximize their time together. Families will discover special areas throughout the property's spacious grounds such as an outdoor "story spot," a casual area to sit and enjoy a story during the day or lawn areas to gaze at the star-filled sky at night.

"I want folks who stay at Dollywood's DreamMore resort to experience the same heartfelt hospital-

► See DOLLYWOOD, page 46

Legoland Florida becomes first U.S. theme park to run completely on renewable energy on Earth Day

The initiative marks the beginning of a new partnership with Tampa Electric

WINTER HAVEN, Fla. — On April 22, Legoland Florida and Tampa Electric kicked off a groundbreaking partnership by making the 150-acre theme park run completely on renewable energy for the day in celebration of Earth Day — the first theme park to do so in the United States. The celebration is part of existing and new conservation initiatives, including installations that will educate park guests about solar energy. As part of the partnership, Legoland Florida is permanently powering a section of the park, Imagination Zone, on renewable energy.

"This is a historic day for Legoland Florida," said Lego-

► See LEGOLAND, page 46



Legoland Florida and Tampa Electric kicked off a groundbreaking partnership by making the 150-acre theme park, in Winter Haven, Fla., run completely on renewable energy for the day in celebration of Earth Day — the first theme park to do so in the United States. As part of the partnership, Legoland Florida will also permanently power a section of the park, Imagination Zone, on renewable energy. COURTESY CHIP LITHERLAND / LEGOLAND FLORIDA



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Reader likes AT's new Digital Edition!

I just read your *Amusement Today* May issue online. You told me it was coming, but I have to say it exceeded my already high expectations. Great Job!

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Editor's note: thanks for the kudos! We hope others are checking it out as well during the free demo months! For more information, see Page 50.

A few words from Allied Specialty Insurance

With the departure of some employees at Allied Specialty Insurance, many people in our beloved industry may be wondering, "How are things at Allied? What is going on?"

In one word - GREAT!

As many of you know, Allied was founded 30 years ago by Duke Smith, my father-in-law, and managed by my late husband David prior to his passing 10 years ago in 2004. My family and David's have been a part of our community for many generations. We know, love and are committed to this industry. This is what makes us unique, and it will never change.

If you look up the definition of Allied you will find words such as joined, united, common cause, connected and agree to work together. These words all support Allied's uniqueness in our special community. We are united with our clients and their continued success in this amazing industry that so few truly understand and appreciate. Allied evolved from the roots of this industry and has been woven into its fabric. Our name suits us in our dedication and commitment to this special community we consider family.

We want to assure the amusement industry that Allied is in as strong a position as ever to serve our clients. At this time, we are staying focused on doing just that, serving our clients. This extends to our Insurance Company, T.H.E. Insurance, with their unparalleled specialized claims management and underwriting capabilities that have been cultivated and perfected over the 30 plus years of serving this specialized industry. This cultivated skill set truly sets our service capabilities apart from other providers. As they say, "It takes one to know one," and we can proudly say we are 'one' of you! Genuinely understanding and appreciating the operations of this industry comes best from having lived it. This is not an industry you learn best any other way. Allied was created and continues to be operated by children of the carnival industry. We can say we have lived it and are proud of that unique factor that truly sets us apart. This too will never change.

And so, we are delighted to report that it is business as usual at Allied!

Both myself personally, and the entire Allied family, appreciate all the kind words of support and encouragement so many have given us, and we look forward to many more years of serving and supporting this unique industry we truly know and love.

Sincerely,

Mary Chris Smith
President/Chairman of the Board
Allied Specialty Insurance
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2014 GOLDEN TICKET AWARDS September 5-7, 2014



In a special ceremony to bless the site of Dollywood's DreamMore Resort in the Great Smoky Mountains, Dolly Parton unveiled her first four personal items earmarked for the property's new Dream Box display. Parton also revealed new conceptual renderings which offer glimpses of the property's interior and exterior spaces. The resort opens in summer of 2015.

COURTESY DOLLYWOOD



►DOLLYWOOD Continued from page 45

ity that they've come to know at my Dollywood theme park," said Parton. "While we're treating you like family, we're going to create lots of simple ways for families to spend time together and really enjoy one another. All of this, plus being surrounded by views of the Smoky Mountains, folks are going to know that they are

truly somewhere special when they stay with us."

Showcasing design features and décor elements that celebrate the area's natural beauty, Dollywood's DreamMore Resort includes an indoor and outdoor resort pool complex, a spa, and a full-service farmhouse-style restaurant. With an emphasis on encouraging family bonding time, the resort also features a family activities center where

guests can secure reservations for a variety of adventures centered around wholesome fun, including hikes in neighboring Great Smoky Mountains National Park.

Dollywood's DreamMore Resort is the second capital investment in a 10-year plan that includes more than \$300 million in future developments for Parton's Dollywood properties, located in Pigeon Forge, Tenn.

►LEGOLAND Continued from page 45

land Florida General Manager Adrian Jones. "With our new partnership with Tampa Electric, we will give guests a whole new way to learn about renewable energy while also doing something that no other theme park in the U.S. has done before."

The partnership also resulted in the installation of a 30-kilowatt solar panel array mounted atop the Imagination Zone attraction venue. Funded by Tampa Electric, the system supports Tampa Electric's Renewable Energy program that lets the company's customers purchase a portion of their electricity from renewable sources.

"This is a partnership built on doing the right thing for

the environment," said Bruce Narzissenfeld, vice president for Tampa Electric. "Together, we'll teach the next generation about the benefits of investing in renewable fuels like the sun to produce electricity."

As part of the partnership, a new display will be placed inside the park starting in June, featuring an interactive six-foot Lego Earth model that educates guests on solar technologies. Located outside Imagination Zone, visitors will be able to affect the rate of Lego Earth's rotation with tactile solar panels. Guests will also enjoy an interactive zone that features Lego mini model communities running on renewable energy inside the Imagination Zone.

Legoland Florida has made a consistent effort for conservation since the park

opened in 2011, including:

- The park recycled nearly 60 tons of bottles and cans in 2013, along with 176 tons of cardboard.

- Throughout the park, guests can find over 180 recycled-made benches, with each made out of 800 recycled milk jugs.

- Each of the park's 310 trash cans (consisting of both waste and recycle only at a 1-to-1 rate) are made out of 330 recycled milk jugs.

- Legoland Florida has park map recycling stations to avoid the waste of maps that guests can acquire at the beginning sections of the park.

- The Legoland Water Park holds 26 benches and 88 trash cans made entirely out of recyclable materials.

- www.legoland.com

MARKETWATCH



COMPANY	SYMBOL	MARKET	PRICE 5/14/14	HIGH 52-Week	LOW 52-Week
Apollo Global Management	APO	NYSE	25.69	36.51	20.86
The Blackstone Group	BX	NYSE	29.61	35.38	19.15
Merlin Entertainments Group/ Legoland	MERL	LSE	355.00	358.00	3.20
Cedar Fair, L.P.	FUN	NYSE	49.95	54.69	38.28
Comcast Corp./ NBCUniversal Media	CMCSA	NASDAQ	49.83	55.28	38.75
Comcast Corp./ NBCUniversal Media	CMCSK	NASDAQ	49.32	53.10	37.34
The Walt Disney Company	DIS	NYSE	80.92	83.65	60.41
Fuji Kyoko Co., Ltd.	9010	TYO	1020.00	1289.00	716.00
Haicahang Holdings Ltd.	2255HK	SEHK	1.63	2.27	1.56
Leofoo Development Co.	TW:2705	TSEC	11.25	14.90	11.15
MGM Resorts International	MGM	NYSE	24.21	28.75	12.87
SeaWorld Entertainment, Inc.	SEAS	NYSE	29.34	39.65	27.48
Shenzhen Overseas Chinese Town Co., Ltd. (OCT)	000069	SZSE	4.67	6.77	4.30
Six Flags Entertainment Co.	SIX	NYSE	40.64	42.94	31.86
Tivoli A/S	DK:TIV	CSE	3053.00	3080.00	2880.00
Village Roadshow	VRL	ASX	7.34	8.05	4.91

STOCK PRICES ABOVE ARE GENERALLY QUOTED IN THE FOREIGN
CURRENCY IN WHICH THE COMPANY IS LOCATED

Worldwide Markets: **ASX**, Australian Securities Exchange; **CSE**, Copenhagen Stock Exchange; **LSE**, London Stock Exchange; **NYSE**, New York Stock Exchange; **NASDAQ**, National Association of Securities Dealers Automated Quotations; **SEHK**, Hong Kong Stock Exchange; **SZSE**, Shenzhen Stock Exchange; **TSEC**, Taiwan Stock Exchange, Corp.; **TYO/TSE**, Tokyo Stock Exchange

—SOURCES: Bloomberg.com; Wall Street Journal

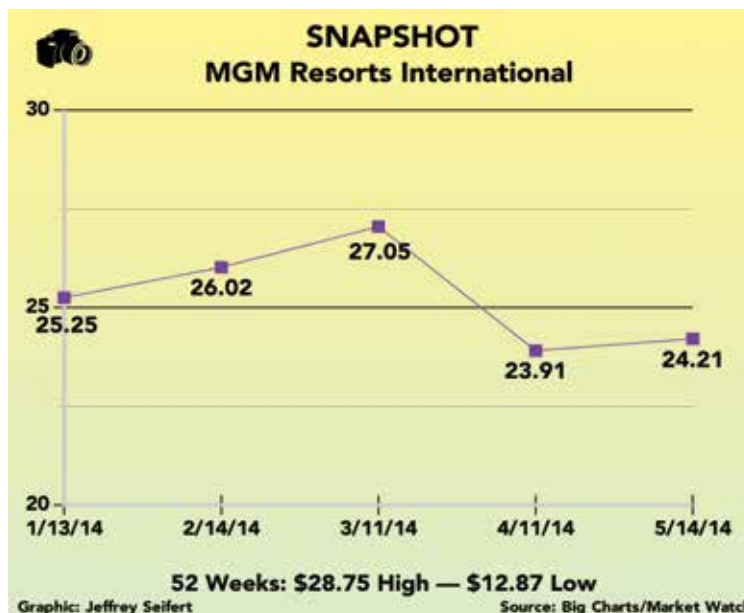
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East Coast	\$4.041	\$0.082
Midwest	\$3.921	\$0.012
Gulf Coast	\$3.797	\$0.058
Mountain	\$3.970	\$0.148
West Coast	\$3.928	\$0.045
California	\$4.126	\$0.084

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1.0898	CAD (Canadian Dollar)



BUSINESS WATCH

Cedar Fair reports 2014 first-quarter results

SANDUSKY, Ohio — For the first quarter ending March 30, 2014, **Cedar Fair's** (NYSE: FUN) net revenues decreased 3 percent to \$40.5 million, compared with \$41.8 million in the first quarter 2013. The decrease was due to the timing shift of the Easter and spring break.

Operating costs and expenses for the first quarter of 2014 were \$106.7 million, an increase of \$4.0 million from the prior-year quarter. The increased costs for the quarter were largely due to budgeted increases in maintenance expense as the company continues to invest in the infrastructure of its parks. The net loss for the quarter totaled \$83.5 million, or \$1.51 per diluted LP unit, compared with a net loss of \$109.1 million, or \$1.95 per diluted LP unit, for the first quarter a year ago. The first-quarter 2013 net loss included a \$34.6 million charge related to the company's March 2013 refinancing.

Cedar Fair also announced the declaration of a cash distribution of \$0.70 per LP unit. The distribution will be paid on June 16, 2014.

Comcast announces first quarter earnings

PHILADELPHIA, Pa. — First-quarter earnings for **Comcast**, the parent company for **Universal**, show growth in theme park revenue compared to the first quarter of 2013. According to Comcast's (Nasdaq: CMCSA, CMCSK) earnings report, revenue from the theme parks segment increased 5.4 percent to \$487 million compared to \$462 million in the first quarter of 2013, driven by higher per capita spending at the Orlando and Hollywood theme parks and stable guest attendance, despite a shift in holiday timing.

Comcast also reports that first-quarter operating cash flow decreased 1.5 percent to \$170 million compared to \$173 million in the same period last year.

Six Flags announces quarter; cash dividend

GRAND PRAIRIE, Texas — **Six Flags Entertainment Corporation** (NYSE: SIX) announced that revenue for the first three months of the year was \$74 million as compared to \$88 million for the same period in 2013. The decline was primarily related to an attendance shift due to the 2014 Easter holiday falling in April. Adjusted EBITDA for the first quarter was a loss of \$43 million as compared to a loss of \$38 million for the first quarter 2013. Total guest spending per capita for the first quarter increased 7 percent over the first quarter 2013 to \$43.86 with admissions per capita increasing 10 percent or \$2.21 to \$25.01 and in-park spending per capita increasing 5 percent or \$0.82 to \$18.85. Attendance in the first quarter was 1.4 million guests. The loss per share for the first quarter was \$0.64, compared to a loss per share of \$0.61 in 2013.

Six Flags also announced on May 8 that its board of directors declared a quarterly cash dividend of \$0.47 per share of common stock payable to shareholders of record as of May 28, 2014. The dividend will be payable June 9, 2014.

Florida Tracks and Trails selects Core Cashless

PUNTA GORDA, Fla. — Located on a 1,000-acres in Charlotte County, Florida, new park **Florida Tracks and Trails** has selected Core Cashless to provide a wide variety of technology enhancements to the park. Core will be deploying on-site and online ticketing, as well as Point of Sale and Access Control solutions to fit the various needs of the site. This new, scenic facility will offer a multitude of outdoor activities including an outdoor amphitheater capable of sitting 15,000 people, five professionally design Motocross tracks, OHV Trails, world-class Paintball courses and hundreds of camping sites with extensive amenities. The facility opens later this year.

New web sites launched

Several amusement industry companies have recently launched new or revamped web sites. They are:

- **Hayward Turnstiles, Inc.**, www.HaywardTurnstiles.com
- **Extreme Engineering**, www.extremeengineering.com
- **WhiteWater Attractions**, www.whitewaterattractions.com



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Sin City puts record-breaking new spin on fun

Scenic High Roller wheel powers up and soars spectacularly

STORY: Dean Lamanna
dlamanna@amusementtoday.com

LAS VEGAS, Nev. — Like never before, old-fashioned amusement fun, advanced technology and pure showmanship are joining forces to enhance The Strip's traditional glitz — and, in a stark departure for this gaming town, even encourage gamblers to leave smoky casino floors and amble outdoors.

The High Roller, a 550-tall observation wheel officially certified by Guinness World Records as the world's largest, serves as a focal point and dramatic backdrop for

The Linq, a new \$550 million, 300,000-square-foot open-air retail and entertainment district between The Quad Resort & Casino and Flamingo Las Vegas. All three properties are owned by Caesars Entertainment Corp.

After four years of planning, site preparation, construction and testing — plus some competitive suspense stirred by another massive nearby observation wheel, SkyVue, which reportedly ran into financing difficulties and, at present, appears stalled — the High Roller was granted an operating permit from Clark County in late March. The ride welcomed its first ticketed passengers on March 31 and was given a full media roll-out on April 9.

The ride's management team is at once ecstatic and relieved.

"For me, there's no attraction that's been more difficult, yet more rewarding, in the end — just because of the project's sheer size," said David Codiga, executive project director of The Linq and formerly executive vice president of Universal Studios Recreation Group, after greeting *Amusement Today* in an elevated, glass-walled banquet room at the base of the ride in April. "The High Roller was built all over the world by, really, four prime contractors, but also dozens of major, important subcontractors. And all of this had to come together as if it were built in one factory; all the pieces had to fit."

Looking out over the early crowds coursing through The Linq, he added: "It's one of the highlights of my career."

Revolution Evolution

According to Codiga, Caesars Entertainment, which currently owns every hotel-casino property between Harrah's and Planet Hollywood on the east side of The Strip, came up with the idea for The Linq to fill a food, beverage and entertainment gap left by its older properties north of Flamingo Road.

Adding a shopping and entertainment area was seen as a viable way to boost destination appeal for the aging stretch of real estate, where the



A dynamic Las Vegas skyline icon and a dazzling after-dark draw for The Linq, Caesars Entertainment's new retail and dining district on The Strip, the 550-foot-tall High Roller observation wheel offers panoramic city views both day and night.

COURTESY DENISE TRUSCELLO/CAESARS ENTERTAINMENT (TOP); AT/DEAN LAMANNA

usual Las Vegas demolition/rebuilding tack was deemed unfeasible post-recession. The concept grew from there.

"A CityWalk became a Grove became a Meat-Packing District street in New York," said Codiga, referring to other successful multiuse urban promenades lined with various tenants. The key, he added, was to make use of an existing alley leading from Las Vegas Boulevard eastward to the rear of the Flamingo and former Imperial Palace (now The Quad), and to anchor the far end with a high-visibility draw. "It was about creating a free, fun, safe, clean, pedestrian-friendly center of attraction that would bring

foot traffic 1,400 feet from The Strip."

An arena and a convention center were viewed as possible anchors. Yet Codiga and his team kept returning to a proven attraction with worldwide recognition: the London Eye. "It has size, scale, audacity, beauty — all of those things," he said. "And it's been a huge success."

The challenge lay not in going bigger than the London Eye, which would be a given, but in making the High Roller an iconic structure ideally suited to its host city.

"This being Vegas, it had to have more entertainment value — incorporating audio and video and appeal for

adults and children of every age. We really wanted an attraction that was great for everybody."

To that end, the High Roller's 28 fully enclosed, air-conditioned, floor-to-ceiling glass spherical cabins — capable of holding up to 40 passengers each — offer video screens with humorous and informative programming, rich stereo music and the availability of portable onboard food and beverage service for groups. Weddings and private parties, in fact, already are proving a viable market for the big wheel.

Jon Gray, vice president and general manager of The
► See HIGH ROLLER, page 49

FAST FACTS

Name/Location

High Roller
The Linq
Las Vegas, Nev.

Type

Observation Wheel

Opening Date

March 31, 2014

Diameter/Height/Speed

520 feet/550 feet/
.89 foot per second

Duration

30 minutes
(one revolution)

Number of Cabins

28 (each weighing
44,000 lbs.)

Cabin/Hourly Capacity

40/2,240

Concept and Design

Phil Hetteima and John Kasperowicz, THG of Nevada, LLC; Jason Krolicki and Michael Wilford, Arup Engineering (worldwide)

Engineering

Arup Engineering
(worldwide)

Contractors

W.A. Richardson Builders (general); American Bridge Company (wheel); Leitner-Poma of America (cabins); Schwager Davis, Inc. (drives); Heywood Engineering (control system)

►HIGH ROLLER

Continued from page 48

Linq and formerly senior vice president and general manager of the VIP entertainment-focused N9ne Group at The Palms Casino Resort, is confident in the various points of synergy between The Linq — with its 30 diverse tenants and Gen X / Gen Y appeal — and the High Roller.

“The Linq, for example, offers a true and convenient bar-hopping experience — which has never existed in Las Vegas,” Gray told *AT*, noting the exerting physical commitment required of patronizing smaller establishments and venues within sprawling resort complexes. “And what better way to cap off a night of fun than with a ride on the High Roller?”

Sights Set High

The enormous effort lavished on the design and construction of this striking Las Vegas skyline addition was evident to *AT* last February, when the publication was given an exclusive behind-the-scenes tour of the wheel by Eric Eberhart, general manager of the High Roller. Eberhart and the wheel’s project manager, Randy Printz, each have 30-plus years of extensive experience in the amusement industry — including a work association dating back to the early 1980s and the development of Epcot Center at Walt Disney World in Orlando, Fla.

The support building that serves as a multilevel entrance

to the wheel is suitably grand, with mid-century modern design touches gracing its interior. An elaborate and stylized wall mural of the High Roller and The Strip greets guests en route to the queue, where a short introductory video — hosted humorously by Lucas Dick, son of actor-comedian Andy Dick — explains that they will undergo a cursory, theme park-style bag search (there are no metal detectors). The video also helpfully advises that restroom visits and beverage purchases be made prior to boarding the 30-minute ride.

Indeed, a chic, club-like full-service bar surrounded by video screens beckons guests on the building’s second level. Noted Eberhart, chuckling: “This is the first attraction I’ve ever worked on where we actually encourage guests to bring beverages onboard — and more importantly, alcoholic ones.”

Beyond the bar, another set of escalators carries guests to the third level, where a souvenir photography setup leads into a large, circular theater. This coolly impressive space — very reminiscent of early Disney World film-based attractions, but with the latest digital technology — is surrounded by giant screens on which six short films with Las Vegas themes ranging from Elvis and Bugsy Siegel to neon sign history are shown.

From here, it’s outside to the loading platform, where the High Roller awaits.

The wheel is designed to

move continuously, with one revolution — representing a complete ride cycle — completed every half hour. (That’s .89 feet per second, or half normal walking speed, according to Eberhart.) The loading and unloading platforms, which are located on opposite sides of the wheel and separated by a space directly below the ride that, save for safety netting, is open to the ground a couple stories below, are stationary; the wheel is stopped momentarily and a bridge is laid down quickly between the platform and cabin step for guests in wheelchairs or scooters. The same procedure is used for loading portable bars and food equipment into the cabins for parties.

Unlike the seating of a regular Ferris wheel, the sleek, roomy, futuristic-looking cabins are not leveled by gravity. Beneath and encircling each giant round pod are sensors and mechanical devices that maintain cabin stabilization throughout the ride — even if all the passengers crowd to one side of the interior.

Each cabin also discreetly incorporates eight tons of air-conditioning equipment. Condensation is gathered internally to keep it from dripping onto cabins below during the wheel’s revolution, and then is drained by each pod as it descends to about the fourth-story level with each revolution completed.

With regard to safety, nothing has been left to chance. Redundant features include a secondary stabilization system for each cabin in case the primary one fails. Each cabin contains an intercom in case of emergencies, as well as other security systems Eberhart declined to discuss.

Eberhart described the overall ride structure as a giant “bicycle wheel” strung with three-inch-thick steel cables and strengthened by compression. The cables have grooves built in to diminish “whistling” during periods of high wind. For additional stability, the wheel has a single, massive brace, or “kick-stand” support extending from the ground to its hub and anchored to a large parcel of undeveloped land on the east side of the attraction earmarked for parking and major outdoor events.

The wheel is moved by
► See HIGH ROLLER, page 50



The leadership team for Caesars Entertainment’s High Roller (from left), General Manager Eric Eberhart, Executive Project Director David Codiga and Project Director Randy Printz, proudly celebrated the attraction’s official Guinness designation as a record-breaker on April 17. COURTESY BRYAN STEFFY/CAESARS ENTERTAINMENT

Guinness: High Roller is tallest

LAS VEGAS, Nev. — The High Roller observation wheel at The Linq has been recognized by Guinness World Records as the World’s Tallest Observation Wheel.

The official designation was presented April 17 in Las Vegas by Michael Empric, adjudicator for Guinness, at a special reception honoring the team who designed, managed and constructed the attraction.

More than 300 guests — the High Roller project team, contractors, construction crews, local dignitaries, Caesars Entertainment executives and members of the media — enjoyed the ceremony, which featured a special gallery exhibit documenting the construction of the High Roller by photographer Denise Truscello.

The record for the largest observation (Ferris) wheel is based on the total diameter of the wheel. The wheel must be a permanent structure for consideration by Guinness. In order to receive the record, the High Roller project team had to submit information about the wheel’s design and construction as well as an independent surveyor’s report verifying the wheel’s diameter.

The High Roller, with a height of 550 feet and a diameter of 520 feet, is slightly bigger than the world’s next-largest wheel: the Singapore Flyer, which stands at 541 feet. The High Roller, the Singapore Flyer and the world’s third-largest wheel, the London Eye (443 feet tall), are products of Arup Engineering, which has offices worldwide.

— Dean Lamanna



The wheel has 112 “spokes,” each more than 225 feet long. COURTESY DENISE TRUSCELLO/CAESARS ENTERTAINMENT



Vegas Monorail marks ridership milestone

The Las Vegas Monorail, which includes a station near the adjoining High Roller and Linq attractions among its seven Strip-adjacent stops, welcomed its 60 millionth passenger April 17. Steve Riley and wife Laura Riley of San Diego, shown here being greeted by Las Vegas Host Committee Chairman Oscar Goodman (with his signature martini) and Las Vegas Monorail Company Vice President Ingrid Reisman along with a pair of lovely showgirls, received a Sin City weekend vacation gift package. The system has been enjoying a spike in advance sales and increased online traffic, thanks to a new website (www.lvmonorail.com).

COURTESY LAS VEGAS MONORAIL COMPANY

AT's new Digital Edition free demo continues

ARLINGTON, Texas — Amusement Today Publisher Gary Slade is reminding subscribers that they have a limited time to try out the new Digital Edition.

The Digital Edition may be found in the top right box on the home page at www.amusementtoday.com. Subscribers may click on the link then choose which touch screen device they wish to view the current issue on.

The free demo will be in place until Sept. 1, 2014. After that date, ONLY paid subscribers to the monthly print issue will have full access to the Digital Edition. Readers wishing to subscribe may do so at amusementtoday.com for \$50 per year to receive all 14 printed issue and the Digital Edition. The Digital Edition is made available about one week before the print issue is mailed.

Readers having questions are welcome to call Sammy Piccola in circulation at (817) 460-7220.



►HIGH ROLLER Continued from page 49

32 truck tires held snugly to the rim at 5,000 psi by pistons attached to eight hydraulic drive units. In addition to the primary power supply, there is a backup generator and another independently powered redundant emergency drive system — giving operators two reliable options for turning and unloading the wheel even if the primary power supply is lost.

"No other wheel in the world has this capability," Eberhart said, adding with the pride of a new parent: "The High Roller is a very complex project. Most people think it's just a big Ferris wheel, but it's a very sophisticated piece of machinery."

Vegas on a Roll

With research by Caesars Entertainment showing that about 80 percent of guests would prefer an after-dark High Roller experience, daytime and nighttime tickets are offered at slightly different rates: \$24.95 and \$34.95, respectively. A flex ticket with a three-day usage window, at a slightly higher price, also is available.

The entire ticketing system, Eberhart pointed out, is based on reservations made online or through kiosks. "It allows us to control our demand so that we don't have a three-hour-long line outside," he said, reminding that the observation wheel's primary purpose is to draw business to The Linq and the adjacent casino properties. "It doesn't do us any good if our guests are not in our restaurants eating or on one our gaming floors immediately before and after the ride."

Certainly, the ride's flashy attraction factor rivals that of a Vegas showgirl: With nearly 2,000 LED-based lights that can be programmed to change color and pattern, the High Roller can be seen for dozens of miles around. Company executives are expecting between four and five million riders in its first year of operation.

"The High Roller is raising traffic to Las Vegas," said Jon Gray. "We're even seeing it included in the advertisements of our competitors. It opens the door to potential visitors who never really thought of coming to this city; instead of going to London, they now can experience a wheel that's even bigger."

David Codiga concurred. "What makes me happiest about this wheel is that, just as Londoners have adopted the London Eye, Las Vegas are accepting the High Roller as their own," he said. "They're photographing it, Facebooking it. It's a good symbol for the city, which had gotten stepped on pretty hard by the recession. It's something that says, 'Hey, we're back.'"

•www.thelinq.com

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AdventureDome's El Loco newest thriller at Circus Circus

STORY: Dean Lammie
dean@amusementtoday.com

LAS VEGAS, Nev. — Over the last two decades, roller coasters in this desert destination have launched, looped, reworked and even rolled ingeniously steep a tower almost 1,000 feet up.

With at least two such high-profile rides and an entire theme park adjacent to one casino resort having also been dismantled in that time, the AdventureDome at Circus Circus Hotel & Casino — the indoor fun park that has survived the local vicissitudes of family entertainment since its debut as Grand Slam Canyon in 1993 — has done something exceedingly right: providing rides and attractions in a climate-controlled environment connected to a resort known for its kid friendliness for half a century.

It took more than six years of planning and decision-making to choose and customize a new thrill attraction that would both complement the park's popular Canyon Blaster roller coaster and fit into the tight, dome-shaped footprint left by the Rim Runner flume ride.

But last Feb. 15, after several weeks of extensive testing and media training, El Loco — an acrylic, inverting wild mouse-style coaster from S&S-Sansei Technologies Inc. of Logan, Utah — finally cut loose inside The AdventureDome for its official opening.

Tom Nolan, vice president of operations for the park, described the coaster as "the perfect addition" to the enclosed facility's arsenal of two dozen rides and attractions.

"El Loco offers our guests something they have never experienced before," Nolan said in a chat with Amusement Today just outside the coaster's exit on opening day. "Riders enjoy El Loco's twists, turns and drops in such close proximity to our other rides that, for an instant, they get the very best of both worlds."

El Loco, from S&S-Sansei Technologies Inc., performs its wild mouse-on-steroids acrobatics with precision and family-friendly comfort within the dramatic confines of The AdventureDome at Circus Circus. It replaces the park's 20-year-old, five-car Blue Streak roller coaster. Shoot the Chute ride, COURTESY THE ADVENTUREDOME AT CIRCUS CIRCUS

• See EL LOCO, page 4

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World may be getting smaller, but amusement safety family is getting larger

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Berry

ORLANDO, Fla. — Our amusement industry is enjoying the most unprecedented growth in history. With technology making the planet a smaller place and “the shot heard around the world” a virtual reality, incidents in even the most remote locations can have negative effects on our livelihood. With these emerging markets and the commercial opportunities available to the Manufacturer/Supplier community comes the responsibility of promoting operational safety, and a quality corporate safety culture.

With this growth the AIMS mission of supporting our membership through educational training and certification has become a global challenge. This challenge has been accepted by the passion-

ate members, staff, volunteers, and board members of AIMS.

AIMS welcomes new board member

This global initiative will bring some new faces to the AIMS family. The first new face to be announced is new AIMS board member, **George Tso** from **Ocean Park** in Hong Kong. George has been a huge supporter of AIMS, and deeply imbedded with developing safety culture a half a world away in Asia. George's insight and ideas will be invaluable to AIMS and the quality of educational training developed for this important market. Welcome aboard George!



Tso

AIMS Safety Seminar certification testing announced

As planning continues, Orlando will

once again host the 2015 AIMS Safety Seminar, Jan. 11-16 at the Doubletree by Hilton Orlando at SeaWorld. Students from around the world will join us for five days of training, and immerse themselves in the 200-plus class offerings. The week culminates with certification testing. AIMS Certification testing will be available for:

- Certified Maintenance Technician - Level I
- Certified Maintenance Technician - Level II
- Certified Operations Technician - Level I
- Certified Operations Technician - Level II
- Certified Aquatics Operations Technician - Level I
- Associate Ride Inspector - Level I
- Certified Ride Inspector - Level II
- Professional Ride Inspector - Level III

For more information on the requirements, documentation, and cost, visit www.aimsintl.org for the latest seminar updates or call the AIMS office at (714) 425-5747.

2015 Safety Seminar sponsorships needed

News travels fast today, and being a part of training and education is always positive. Opportunities for participation and sponsorship in the AIMS Safety Seminar are abundant, tailorable, and project the right message to your customer. For the past 40 years, member companies have gathered at the annual safety seminar to share their corporate responsibility and safety culture with an appreciative industry. If you wish to participate in the seminar as a volunteer, please contact Holly Coston at (714) 425-5747 or email her at info@aimsintl.org.

There are volunteer opportunities now as well as during the course of the seminar. Your involvement assists AIMS in the development of globally recognized certifications and further global market penetration.

Join us as at AIMS! As the world gets smaller, our family gets larger.

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ASTM committee honors OABA's Robert Johnson

SAFETY

WEST CONSHOHOCK, Pa. — Robert W. Johnson, president and CEO of the Outdoor Amusement Business Association, Winter Park, Fla., recently received the Jimmy Floyd Award from ASTM International Committee F24 on Amusement Rides and Devices.

A member of ASTM International since 1995, Johnson was honored for his many years of dedicated service, technical contributions and invaluable leadership to F24.

Johnson joined the Outdoor Amusement Business Association in 1995 as the executive director and was promoted to his current role in 2005.

Outside of ASTM International, Johnson is a member of IAAPA, IAFE, OABA, IAAM, IFEA, NICA, IISA,



ASTM members Francesen Gonzales, Ben Sheldon present the Jimmy Floyd Award to Bob Johnson (right).
COURTESY ASTM

ASAE and the U.S. Chamber of Commerce. He was recently inducted into the OABA Hall of Fame.

Klüber introduces synthetic greases

SAFETY

LONDONDERRY, N.H. — Klüber Lubrication, a world-wide manufacturer of specialty lubricants, has introduced Isoflex Topas NB 52 and Isoflex Topas NB 152, two rolling and plain bearing greases based on a synthetic hydrocarbon oil and a barium complex soap. The products are ideally suited for amusement industry applications, such as roller coaster wheel bearings, in order to optimize operational reliability, cut servicing costs, conserve energy and extend maintenance intervals.

The special barium-soap thickener used in the Isoflex Topas NB 52 and 152 greases offers good load-carrying capacity, as well as resistance to water and ambient media. Both products protect against corrosion, as well as oxidation and ageing.

Isoflex Topas NB 52 is suitable for temperatures ranging from -60 degrees to 250 degrees and short peak temperatures up to 300 degrees depending on the application.



Klüber Lubrication offers a variety of products that are ideally suited for the amusement industry.
COURTESY KLUBER

Isoflex Topas NB 152 can be used in a wide service temperature range of -40 degrees to 300 degrees.

"Using Isoflex Topas NB 52 and Isoflex Topas NB 152 greases leads to more consistent torque over a wide temperature range as well as longer component life when exposed to water or aqueous media," said Stephen Mazzola, director of engineering & technical services for Klüber Lubrication North America L.P.

Mazzola recently conduct-

ed two training seminars on lubrication fundamentals and advanced lubrication of gears, bearings, chains at the Amusement Industry Manufacturers and Suppliers (AIMS) International Safety Seminar, Jan. 12-17 in Orlando. The AIMS International Safety Seminar is a comprehensive safety-training experience for individuals responsible for the care and safety of the amusement industry's guests.

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OBITUARIES

Outdoor amusement business veteran, Jeff Pugh, dies at 60



Jeff Pugh

LANCASTER, Ohio — **Jeffery D. Pugh**, age 60, of Lancaster, passed away on April 10, 2014 at Fairfield Medical Center, surrounded by his loving family.

Pugh had been in the outdoor amusement business industry his entire life, first with his family owned and operated Pugh Shows Inc., of which he had become president and chief executive. The carnival, one of the industry's mainstays, traveled a circuit in Ohio, Michigan, the Carolinas, Indiana and

Florida.

Pugh Shows went out of business in the middle of the first decade of 2000.

Most recently Pugh was an amusement rides salesman associated with Ital International, based in Nashville, Tenn.

Social networks were flooded by good memories and sad loss for Pugh.

He succumbed to Lou Gehrig's disease after a three-year battle.

In the obituary that ran in his local town newspaper,

it was stated: "He will be missed for his enthusiasm and joy for good food, his love and soft heart for animals, his skillful hands and his love of life, his hard work ethic and love of his family. He was an inspiration to those who saw him fight with courage and not a complaint against a terrible disease. No oyster was safe with Jeff around."

Pugh was survived by his wife of 39 years Beverly; children Jeffery, Matthew (Tracy) Alissa Clark (Mark); grandchildren, Marissa and Chris-

topher, Kolson, Kylan, Addilyn Cox-Pugh; his brothers and sisters Robert Pugh (Debby), Deborah Woodman (Pietro), Tom Pugh (Debbie), Diane Huston (Danny), nieces, nephews and special sister-in-law Judy Bresler.

He was preceded in death by his parents, Ruth and Richard Pugh; a special aunt and uncle, Turk and Ralph Brown.

A Celebration of Life was held in Pugh's memorial on April 14 in Lancaster.

James Gillian, 57, dies at home in Somers Point, N.J.

SOMERS POINT, N.J. — **James (Jimmy) Roy Gillian**, 57, of Somers Point, N.J. passed away April 16, 2014 at his home.

He was born August 28, 1956 in Somers Point to Jean (nee Young) and Roy Gillian.

Jimmy was a graduate of Ocean City High School class of 1974.

He was the former owner

of Gillian's Island Water Park and Adventure Golf on the boardwalk in Ocean City.

He was a proud member of Ocean City Masonic Lodge #171 and former member of IAAPA.

He was predeceased by his brother: John David Gillian and step-father: David Simpson.

Surviving are his son,

Ryan Gillian and daughter, Lauren Gillian both of West Chester, Pa.; wife, Betsy Belleville Gillian of Somers Point; mother; Jean Simpson; father and step-mother: Roy and Pat Gillian all of Ocean City and two brothers, Steve Gillian of Florida and Jay and Michele Gillian of Ocean City.

A Masonic Funeral Ser-

vice by the Ocean City Lodge was conducted with burial at Seaside Cemetery, Palermo, N.J.

Memorial contributions may be made to the John David Gillian Memorial Scholarship, c/o Ocean City High School, 5th Street at Atlantic Avenue, Ocean City, N.J.



James Gillian

Clay Jones, 42, dies in Kentucky

Jones was owner of two companies, VP of Beech Bend Park, Beech Bend Raceway

BEECHMONT, Ky. — **Darren Clay Jones**, 42, of Beechmont, died May 5, 2014 at Owensboro Health Regional Hospital.

Clay was born March 9, 1972 in Muhlenberg County, Ky. He was owner of Clay Jones Trucking and DC Transport, vice-president of Clay's Trucking, vice-president of Beech Bend Raceway and Beech Bend Park.

He was also president of Clacey's Auto & Hardware and Clacey's Quick Fuel.

According to the obituary posted on the Tucker Funeral Homes web site, he was a devoted husband and loving father and a leader in the community. He was a hard working entrepreneur who was loved and respected by all who knew him.

Survivors include his wife, Stephanie Renee Jones, daughter Clacey Renee Jones; parents Dallas and Alfreda



Clay Jones

Jones of Bowling Green (owners of Beech Bend Amusement Park); sisters Dana (Jonathan) Porter of Beechmont and Charlotte (Rick) Gonzalez of Hendersonville, Tenn.; nephews Broc (Rebecca) Porter, Reed Gonzalez and Grant Gonzalez; nieces Brianne (Jacob) Fortney and Rachel Gonzalez; and grandmother Viola Cottrell of Beechmont.

Funeral Services were held May 8, 2014 at the Second Baptist Church in Greenville, Ky. Burial followed in Bowling Green Gardens in Bowling Green.



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PEOPLE WATCH

Santa Cruz announces staff changes

Santa Cruz Beach Boardwalk, Santa Cruz, Calif., recently announced these three additions to their staff:

Karl Rice was promoted to vice president of Finance and Investments at the Santa Cruz Beach Boardwalk. He joined the company in 2012 as director of Investments and Acquisitions. Rice previously worked as an Associate for Redtree Properties L.P., and began his career as a vice president and relationship manager for Silicon Valley Bank. Rice serves on the Santa Cruz Chamber of Commerce and Community Bridges boards of directors.



Rice

Craig Platt is the new manager of Games, Arcades and Attractions at the Santa Cruz Beach Boardwalk. Craig previously managed Fantasy Faire Entertainment Center at Excalibur Hotel and Casino in Las Vegas for 20 years and, most recently, served as the executive director of the Stuffed Toy Manufacturers' Association. He is a past chairman of IAAPA's Games Committee and was also president of the Association of Managers in Games Operations.



Platt



Sukel

Mike Sukel joins the park as the new Facility Maintenance manager from Cheyenne Mountain Zoo in Colorado Springs, where he served as Director of Operations for the past 4 years. Previously he worked for six years as Construction Project manager at San Diego Zoo Safari Park in Escondido, California. Mike will manage the Boardwalk's in-house and contracted tradesmen, oversee infrastructure maintenance, and assist in planning and managing new projects on the Boardwalk.

Gateway announces staff addition

Gateway Ticketing Systems, Boyertown, Pa., has announced that **Don Eash** has joined the company's executive team as director of operations.

Eash will help ensure the quality of service for the global customer base through delivery of equipment, software, support, consultation and implementation services while improving profitability and customer satisfaction.

He joins the gateway team from Universal Orlando where he was the senior director for Information Technology.



Eash

Hawaiian Falls restructures senior mgmt.

Hawaiian Falls has realigned its senior management team to accommodate the company's rapid growth.

Evan Barnett has been promoted to regional vice president, and is now overseeing the construction and development of the new Hawaiian Falls Adventure Park & Water Park and the Aloha Event Center in Pflugerville. In addition, he will oversee operations at Hawaiian Falls Waco and help develop other Central and South Texas opportunities. Previously Barnett headed up Hawaiian Falls Water Parks in the Dallas-Fort Worth and Waco areas.



Barnett



Hill

Clint Hill, regional director over the North Texas water parks will oversee the operations of Hawaiian Falls parks in Garland, The Colony, Mansfield and Roanoke, as well as the new Hawaiian Falls Adventure Park & Water Park and Aloha Event Center in White Settlement. He is also responsible for expansion of the existing North Texas parks and development of new projects in North Texas. Hill was previously responsible for the daily operations in Garland and The Colony.

Wet 'n' Wild Las Vegas hires controller

Wet'n'Wild Las Vegas has expanded its management team by hiring **Jordan Brown** as controller and **Lindy Frye** as assistant brand manager. Both bring extensive entertainment and hospitality experience to Nevada's premier water park that opened for Spring Break and will begin its daily operating schedule Memorial Day weekend.

Brown analyzes and reports on all financial information, oversees human resources and assists in other operational areas including risk management, information technology and audit and taxation outcomes.

Frye manages Wet'n'Wild's day-to-day marketing activities. She worked at Blue Man Group Las Vegas since 2007, most recently as press and marketing coordinator.

Congratulations...

• Congratulations to **Dave Busch**, Hawaiian Falls founder and CEO for recently being honored with the 2014 Community Builder Award from the Duck Creek Masonic Lodge #1419 in Garland, Texas for his vision to build a water park in the city 10 years ago.

• Congratulations to Maclan Corp's **Maegan Wallace** for braving the rain during a recent fishing tournament off the coast in Tampa. Fishing on the team of ProMarine, for which her husband works, where one team member managed to reel in a 37.82 pound King Fish that led them to take fifth place in the Old Salt King of the Beach tournament. Fishing tip: To take first place next year, invite **Dick Knoebel!**



FAST TRACK

COMPILED: Scott Rutherford,
srutherford@amusementtoday.com

Disney's Grand Californian Hotel & Spa, Disneyland Hotel and Disney's Paradise Pier Hotel each earned an environmentalist certification from the California Green Lodging program. The environmentalist certification represents the state's top rating for travelers seeking green lodging, a recognition shared by fewer than one percent of Orange County hotels. State auditors survey topics including water and energy conservation, waste minimization and recycling, and pollution prevention.

Kings Island's Scrambler is celebrating its 45th anniversary this year and has delighted generations of people since it made its debut in 1969 at Cincinnati's **Coney Island**. Manufactured by the **Eli Bridge Company** of Jacksonville, Ill., the Scrambler was among the rides transported from Coney Island to Kings Island for the park's opening in 1972. The Scrambler has given more than 22 million rides since its debut at Kings Island. Its record year was 1972, when 907,932 rides were given.

Wiegand Sports, North America, and its parent company, **Wiegand GmbH**, will introduce two new Tennessee **Alpine Coaster** installations, one in Pigeon Forge and one in Gatlinburg. They are the second and third Wiegand Alpine Coasters installed in Tennessee since 2013. The first Wiegand Alpine Coaster in Tennessee was opened in 2013, and is called the **Smokey Mountain Alpine Coaster**. Due to the success of the first coaster, additional coasters are being added to the area by two long-time residents of the area. Both new rides are expected to be operational by late summer of 2014.

Morey's Piers has announced that an all-new **Taco Joint** is opening on **Mariner's Landing**. The Taco Joint captures the flavor and style of both Mexico and Southern California and brings tasty tacos to choose from including shrimp, chicken, fish, pork and beef. Then guest can top their meal off with some flavorful fried cheesecake accompanied by margaritas.

Roller coaster enthusiasts are making plans to participate in **Cedar Fair's 6th Annual Coasting For Kids** event, which raised over \$159,000 for **Give Kids The World** (GKTW) in 2013. With complimentary admission to one of 11 Cedar Fair parks across North America, participants will have the privilege of riding coasters a number of times on June 8, 2014. All money raised is donated to Give Kids The World. Participating parks include **California's Great America; Canada's Wonderland; Carowinds; Cedar Point; Dorney Park; Kings Dominion; Kings Island; Knott's Berry Farm; Michigan's Adventure; Valleyfair** and **Worlds of Fun**.

EnterTrainment Junction, Inc. has been selected for the 2013 Ohio Excellence Award amongst all its peers and competitors by the U.S. Trade & Commerce Institute (USTCI). EnterTrainment Junction has consistently demonstrated a high regard for upholding business ethics and company values, noted the USTCI. "This recognition by USTCI marks a significant achievement by EnterTrainment Junction as an

emerging leader within various competitors and is setting benchmarks that the industry should follow."

The **National Military Fish & Wildlife Association** (NMFWA) has announced that **Tim Becker, Ann Holtzman** and the team **ZooAmerica North American Wildlife Park** in Hershey, Pa. have been selected to receive the 2014 NMFWA Award for Natural Resources Conservation Communication — Conservation Partnerships. **Hershey Entertainment & Resorts Co.** owns and operates ZooAmerica North American Wildlife Park; the staff was chosen for their exceptional contributions towards reintroduction of the Regal Fritillary to the Commonwealth of Pennsylvania.

Universal Orlando will raise starting pay from \$8 an hour to \$9 an hour beginning June 1, as the resort tries to fill hundreds of new openings ahead of the impending opening of the **Wizarding World of Harry Potter's Diagon Alley**. The new pay scale will go into effect on June 1 and will move Universal ahead of **Walt Disney World** in terms of starting pay, at least until Disney finalizes a new contract with its largest union group. Disney's starting pay currently begins at \$8.03 an hour, though Disney management has proposed raising that to \$10 an hour within three years. It is seeking other concessions in exchange for the pay raises.

Putt-Putt FunHouse in Webster, Texas, is celebrating its 35th Anniversary with the creation of a state-of-the-art all-new interactive laser tag arena: **Warriors vs. Warbots: The Lazer Tag Adventure**. The two-story arena includes an enormous Warbot, measuring over 16-feet tall, that interactively engages with the participants by attempting to shoot back at them when one tries to shoot at it. Participants will be pushed into a hypothetical situation where you are exploring a foreign planet untouched by humans, only to discover that giant Warbots are attempting to mine the planet's resources and convert it into a robot manufacturing hub.

Cirque du Soleil will base a permanent troupe in Mexico's **Mayan Riviera**, south of the Cancun resort area in the Yucatan Peninsula. "Joya" will be the first permanent production in Latin America for Cirque du Soleil, which also has several permanent troupes in Las Vegas and one in Orlando, Florida. It is scheduled to start on Nov. 8.

Work continues on the re-imagining of Florida's **Downtown Disney** to **Disney Springs**, a multi-year transformation into a high-energy destination that will double the retail and offer new dining options. For summer 2014, immersive outdoor entertainment will bring Downtown Disney to life, with nine different acts scheduled nightly — more than 30 live performances daily. And special events like Car Masters Weekend (June 14-15) puts the spotlight on classic and exotic cars for Father's Day weekend, and includes character experiences featuring favorite Disney Pixar Cars characters.



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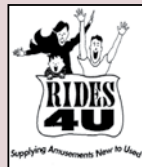
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