



in park MAGAZINE

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6 PERFECTLY POLIN

Creating waterpark experiences for attractions around the world, and at sea

11 wet'n'wild in las vegas

20 waterpark global attendance figures





Dawwama, Yas Waterworld, UAE

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I've discovered in the last couple months that several of my friends have never been to a waterpark. Ever. And they live less than a two-hour drive from the Wisconsin Dells. If the annual TEA and AECOM attendance report is any indication, clearly my friends are in the minority. Waterparks are big business, and attendance, globally, continues to trek upward. Yet they still don't manage to claim the popularity of their theme park brethren. Why is that?

Part of the reason, I suspect, is due to the nature of the beast. For starters, waterparks have a shorter season (at least in North America). And there are some people that just don't like being in water. Maybe they can't swim or are afraid of deep water, or perhaps they just don't like the idea of being seen in public in a bathing suit. If you don't like roller coasters or are afraid of heights, there's still plenty to do at a theme park, but if you don't like water, at a waterpark you're out of luck. Some parks, like Wet'n'Wild Las Vegas (page 11), have attempted to remedy this by offering movie nights and other special entertainment.

But another fundamental issue that waterparks (and manufacturers) are finally addressing is the group factor (page 6). Single rider slides are fun, but they are exponentially more fun when you can experience them with your friends. Decades ago, I remember craving the times when someone rented out the local pool for a party, because that meant no lifeguard at the waterslide, and we could slide down side by side, or in a big chain. I doubt this still is allowed to happen anywhere.

Obviously, I'm not advocating for the repeal of safety standards. But the technology and engineering available to ride designers are allowing larger groups to experience rides together (page 18). We like to share things with one another. It's part of the human condition.

Now we just need to work on making the slides longer...

Come visit us at our booth at WWA in Florida (Oct 1-2)!

-Martin Palicki

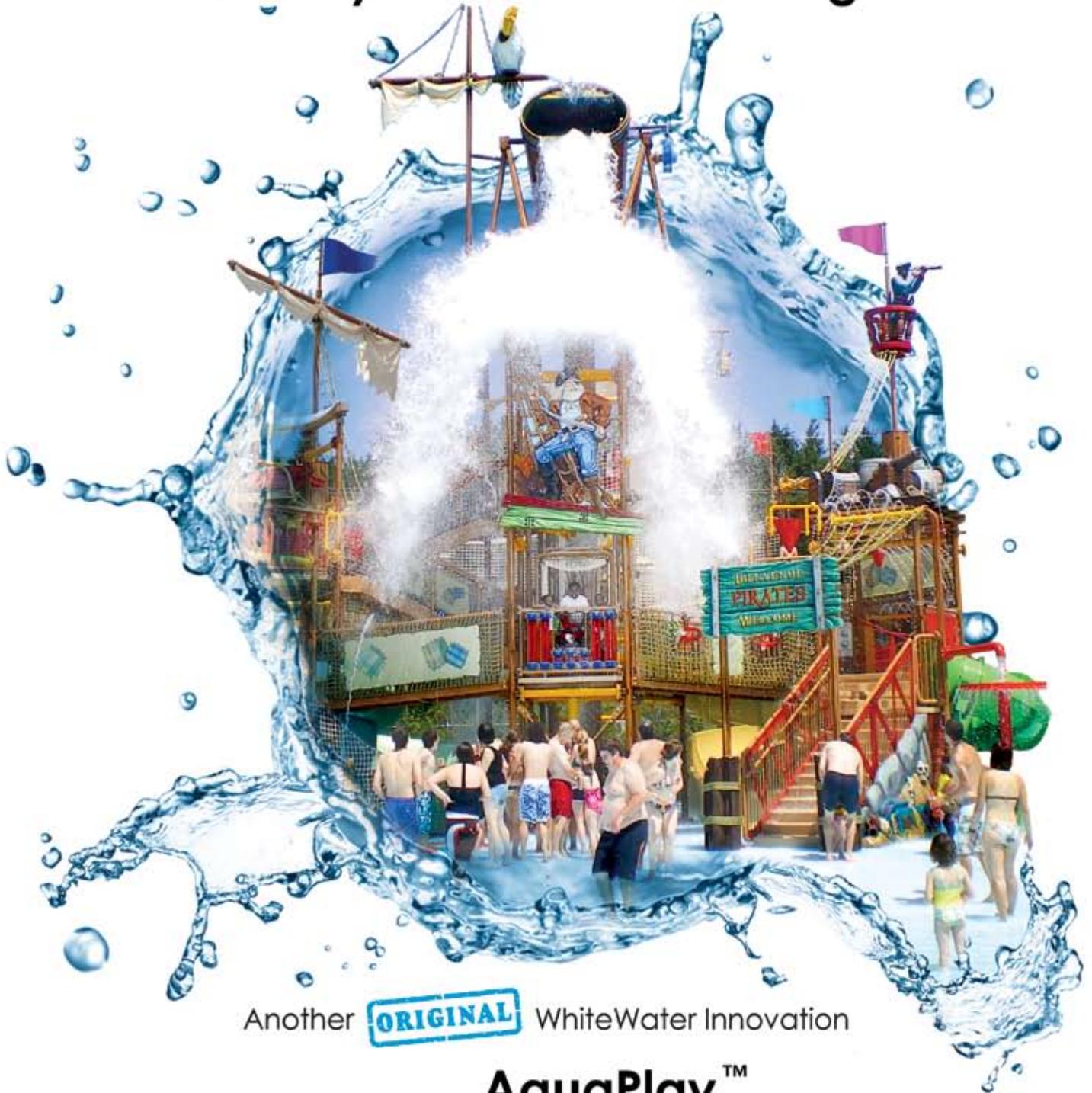
cover

Cover photo: *Carnival Sunshine features Polin's Aquatube slides themed with racing colors. The slides are produced with closed molded production technology. They are smooth and shiny on both sides. Some parts are translucent. The tunnel sections include Polin's patented natural light effects technology. The black and white patterns are also a special technology. They are not painted on but rather are gel coated during the production process.*

The unique environment of a cruise ship and the high wind loads require special engineering and installation processes. Photo courtesy of Polin.

Editor's Photo credit: *David Lauersdorf*

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expert opinions

industry leaders weigh in on current trends in the waterpark industry - complete interviews are available online at inparkmagazine.com



Tim Morrow Vice President, Aquatica

Lori Gogel Director of Water Park Attractions, Holiday World & Splashin' Safari

Mike Fijas General Manager, Water Country

Kristie L. Moses Assistant General Manager, CoCo Key Hotel & Water Resort

Jim Basala, Superintendent of Business Development, Lake County Parks Department

What sort of attractions are most popular with your guests?

Mike Fijas: Our most popular attractions are shared experience rides like our family raft rides or unique experience rides like our Cannon Bowl.

Lori Gogel: Our water coasters – Wildebeest and Mammoth - are the most popular with our Guests.

Tim Morrow: The most popular attractions at Aquatica San Antonio are attractions that integrate animal experiences into the ride and our guest's day.

Jim Basala: Our wave pool still remains the number one attraction at our park for all age groups. After that we follow the classic mix. Older guests prefer the lazy river while our younger guests enjoy our slides with the bowl rides being very popular.

Kristie Moses: Our guests find our larger slide attractions to be the most popular. We have a relatively small park, but our two most popular attractions are our Boomerango slide and our children's activity structure (tipping bucket play feature).

How do you think technology is or soon will be impacting waterpark operations?

Kristie Moses: I think an area for improvement in technology in waterpark operations is going to be felt in the maintenance area with new guidelines for water treatment, etc. coming out of the MAHC. I think older parks are also going to be looking for cost effective solutions for maintaining and updating older rides and creative ways to expand in smaller footprints.

Tim Morrow: We have seen great advancements on the dry ride side of the industry for many years, and now there seems to be a new focus of utilizing technology in waterpark attractions. On the attractions side we are seeing things such as LIM launch raft rides, floor dropping body slides

and rides that have special effects not seen before in our industry. Ride photo eye systems, rider count systems and other technological enhancements to dispatching and other aspects of operation are improving safety as well as providing quantitative ride analysis for operators in the industry. I am very excited to see what the future brings as every year we see the ride manufactures work to "one up" each other!

Jim Basala: We continue to market more and more through our web site and social media. Our mobile web site version continues to grow in popularity. Our guests access our information more and more through their smart phones. Operationally, we are able to access more and more data through our mobile devices on how the park is running. Moving forward we will continue to gain efficiencies by becoming more connected to our park and to our customer base.

What is one practice or idea that you think would help make the industry stronger?

Mike Fijas: I think that we need to really advocate adult supervision of small children at all water facilities. If we can improve safety at our facilities, we are all better for it.

Lori Gogel: I would like operators to continue to look to each other for advice and support and not as competition.

Jim Basala: I believe the most important concept is, as it has been, the sharing of ideas and knowledge between operators. Whether through online forums or at the annual WWA show our businesses stay robust by working together to build a strong water attractions industry.

Kristie Moses: For the Waterpark Resorts specifically, the more cross training that can be done between the theme park/waterpark operations leaders and the hotel leaders will make us all stronger.

How do you feel about queue management technology at waterparks?

Tim Morrow: Queue management is something visitors to theme parks are coming to expect as the norm, not something special. I think we are at the very infant stages of this product and new and innovative ways to manage this service will continue to come about.

Jim Basala: We have no experience with queue management and have only marginally investigated it.

Kristie Moses: Queue management isn't really necessary in my park's environment due to our lower capacity and demand.

What role does theming have at your park and is it important for success?

Lori Gogel: We have been very conservative with the use of theming. I think theming adds to the experience but it also adds a significant increase to capital dollars.

Jim Basala: We are not a heavily themed facility. Our theme is based upon a general Victorian style of architecture that reflects parts of our community. Besides those basic themes we strive to keep our look clean with a lot of landscaping.

Kristie Moses: Theming is important, but I don't think that it impacts our success as much as other issues.

Tim Morrow: For us theming is a huge part or our success. I think you are seeing more and more creative theming in waterparks as the industry grows. With so much competition you really have to set yourself apart.

Mike Fijas: I am a big fan of theming and believe the more the better. At a park, we are trying to transport our guests and take them on a journey away from their everyday lives. Theming can really make that happen and change a guests' perception of your park. •••



A six lane racer at Santorini Water Fantasy in Thailand.
Photo courtesy Polin

perfectly polin

with over 2,000 waterpark installations Polin has global experience and a unique perspective

interview with Sohret Pakis, Director of Marketing

Let's talk a bit about Polin's history. When was the company founded?

Polin was founded by Enver Pakis in Istanbul in 1976. Enver received undergraduate and master's degrees in Architecture from Istanbul Technical University. After graduation, he worked at Pirelli as an architect for 5 years and then decided to establish his own company. The company produced GRP (fiberglass products) for the construction industry. They manufactured composites like air conditioning cabins, water tanks, and roof decorations. In the 1980s, when Turkey moved to an open economy and holiday villages were being built, Polin started producing waterslides.

What were some of the first projects/clients?

When we started the waterslide business, our first slides went to Germany, Austria and Switzerland. We consider this fortunate since German standards are some of the strictest in Europe and from the very beginning our slides complied with DIN and TUV norms (for safety standards and testing methods). We then started to expand in Eastern Europe. On the Black Sea

Coast of Russia, for example, you can find a Polin waterpark in each city. Then we continued to expand throughout Europe, North Africa, Asia and America.

How big is the company today?

Polin has a very high plant capacity. We continue production in three existing plants in Turkey. Our fourth facility will be open by the end of this year. We have a team of 400 people dedicated to the waterslide industry at headquarters. We have five offices: Polin Russia, Polin Morocco, Polin China, Polin Colombia and Polin Macedonia and together with our offices our team is 500 people.

Today Polin is one of the leaders in design, production and installation of waterparks, waterslides and water play attractions. We have more than 2,000 waterpark projects in over 82 countries around the World. Today Polin is a major supplier in Eurasia both in terms of the number of projects and geography.

The company seems very proud of its Turkish heritage and you have two waterpark resort projects that just opened in Turkey. Tell

us about those two projects and what the waterpark market is like in Turkey.

Turkey is our home country. Our inspiration comes from Turkey. As you know, Turkey has an important logistics advantage due to its geographic location. Turkey is at a place where West and East meet, where you can still feel the trace of hundreds of cultures who have lived in this region and where you can fully experience all four seasons. Living in such a beautiful, multi-cultural environment creates a synergy among our team. Turkey is a land with vast amounts of cultural and historical heritage, having been influenced by European, Asian, Middle Eastern, Balkan, Slavic, and North African cultures at some point. This brings together an important flexibility while working with different cultures.

Projects in Turkey mean a lot to us, but Turkey's share in our total production is just 10%, although the market is growing. In Turkey, the resort market and resort waterparks are very popular. For example, in Antalya, every single resort has its own waterpark. In 2013, we announced the opening of two major waterparks in Antalya both belonging to the



Polin's multiple element slides are popular at Odessa Waterpark in the Ukraine. Photo courtesy Polin

same group: Crystal Hotels. One project is Sunset and the other is Waterwold.

You have an impressive list of projects in Europe, including a project in Ukraine and the high profile Aquaventure Avonturenpark in the Netherlands. Can you talk about the differences between the two projects and what it is like working in both Eastern and Western Europe?

In Europe, our total number of projects is now about 750. Because of the inherent cultural flexibility we have as a Turkish company as already mentioned, we adapt readily to the diverse needs of customers in different countries, climates, cultures and physical environments. What works in one country may well not work in another.

In 2013, we had some remarkable projects in Europe, including Avonturenpark Hellendoorn Slide Park, as you mentioned. This park features eleven waterslides all designed and built by Polin. This was a surge of new improvements and a fresh start for a park that had in previous years averaged one new ride per annum.

All of our slides at the park are produced by the latest technology in manufacturing: Resin Transfer Molding. This technology enables a smooth and shiny finish on both sides of the slides. Plus, the tunnel slides at the park feature Polin's patented Natural Light Effects technology.

From Eastern Europe, one project we completed in 2013 was for Aqua Park Odessa in Ukraine. The park's development first began in January

of 2013, and resulted in what is now south Ukraine's largest waterpark, boasting an amazing 20,000sqm of project space. Owners Valerij Avdeev and Evgenij Krasnov worked closely with us to design and manufacture over 27 attractions within the park. Aqua Park Odessa's most notable feature, however, is the variety of water slides. With a €20 million budget to work with, we were able to develop a truly unique design for the park, implementing a great variety of water rides. Plus, we had the opportunity to launch our new Space Shuttle slide at the Odessa park.

Asia is a huge market for waterparks. Thailand's Santorini Water Fantasy just opened. Tell us what products you provided there and what makes this property unique.

Santorini Water Fantasy, which opened in August of this year, is part of a large complex, Santorini Park, an amusement park adjacent to the Cha-Am Premium Outlet Mall. The group plans to add another 8 acres adjacent to the site and also build a three-star, low-rise resort with about 150 rooms. The project is expected to be completed next year.

There are many signature attractions at the park, including our King Cobra. We also installed three other exciting attractions: a Looping Rocket, a Space Shuttle and a Windigo. Other rides that we installed include a Freefall, Aquatube, Rafting Slide, Black Hole, Kids Freefall, Space Hole, Kids Octopus Slide, Mini Pirate Slide, Turtle Slide, Rabbit Slide, Mini Rainbow Slide, Giraffe Shower, Mushroom, Aquatower Type 600, Frog Slide and Baby Octopus Slide.

The rides are unique and are new to that region. We also see this project as being indicative of a trend with amusement parks expanding their waterpark brands.

What types of waterparks do you think are most successful in Asia?

The Asian market is increasingly important to us and we've spent a lot of time in the field there over the last 12 months. The primary trend we have observed in Asia is towards larger traditional waterparks similar to ones you might find at tourist destinations in the United States.

Does Polin do its manufacturing entirely in Turkey?

We do all of our production in Turkey, at Polin plants and under strict quality controls. Our plans for the future are to continue doing 100% of our production in Turkey, thereby ensuring that quality is maintained.

You've also done some work recently on the Carnival Sunshine. We heard a lot about cruiseship waterslides in the past few years. Do you see that as a continuing trend?

We supplied Carnival Sunshine's new waterpark. The project features three Aquatube slides — including the cruise line's longest — and a water play structure with 40 different interactive water features. What is unique about this Project is its racing theme. We applied Magic Shine Technology, Natural Lights Effects, and Special Pattern Effects to create the racing theme that is

Polin's King Cobra at the Happy Magic Watercube park in Tianjin China (L) and with the Humongasaur theme overlay at Cartoon Network Amazone in Thailand(R).

Photo courtesy Polin





Guests enjoy the lighting and color effects on a Polin slide at Aquafantasy, Izmir, Turkey. Photo courtesy Polin

featured in the black-and-white coloring on the Sunshine’s Speedway Splash racing slides.

We also recently completed a magic shine tube slide and themed water play structure for the MSC Cruise Preziosa. It appears that the cruiseship waterpark trend is still rising. Older ships are adding themed waterparks and new ships are adding signature rides to their waterparks.

Your King Cobra slide is very popular, with 20 installations globally so far. It is also a highly themed waterslide. How important is theming in the waterslide market?

King Cobra is very popular for a few reasons: it is a high capacity ride. It is interactive with two double tubes racing each other. And it has a strong visual impact and a spectator appeal. Special effects are integrated. There is water spraying, a hissing sound - it is creatively themed. King Cobra is the first to offer a theme story built into its fiberglass design, which—by the way—doesn’t have to be based on a cobra. Right now, for example, we are creating a dragon-themed version for a project in China, we completed a ship theme in Indonesia for Bugis Waterpark, and a Humangaosur theme for the Cartoon Network Amazone Waterpark project.

I believe we will be witnessing several major changes in the waterslide world in the near

future. One major rising trend is “theming”. Customers want waterslides to tell them stories. The rides that tell the best stories will be the most popular.

How is advancing technology integrated into your waterslides?

Providing attractions with special effects and technology built in is very attractive to park owners. That’s why we are putting a huge emphasis on this in our product line. For example, we do not want customers to have to purchase traffic light products separate from the rides themselves. Instead, we develop attractions with these components already designed into them. Plus, our patented Natural Light Effects, Special Pattern Effects offerings are available for almost all our products.

In closing, what do you feel is Polin’s main competitive advantage?

Overall, with 37 years of experience across the globe in the composites sector, we’ve developed an unmatched business and technological expertise. With over 2,000 projects in our portfolio, our wealth of experience continues to grow.

...



Sohret Pakis studied Economics at Bogazici University in Istanbul, and went on to receive her master’s degree in Economic History at the same university. Her first work experience was at Pfizer Pharmaceuticals. In 2003, after working at Pfizer for 3 years Sohret joined the Polin team. Sohret is the Director of Marketing and Communications.

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Special Thanks to Wet'n' Wild Las Vegas for allowing PHP INC. to provide them with furniture, cabanas & umbrellas. Pictures below are of their property.





The Strip is visible in the horizon above Wet'n'Wild Las Vegas. Photo courtesy Wet'n'Wild Las Vegas

gettin' wild in sin city

Las Vegas revels in Wet'n'Wild's return to town (in a new location)

by Mitch Rily

Known for its nightlife and its high temperatures, Las Vegas has found a new way for visitors to spend their days and beat the heat. Opened the weekend of Memorial Day, Wet'n'Wild Las Vegas features 41 acres of new rides for lounging locals and adventurous vacationers, and with a successful first season under their belt, the future is looking even wetter and wilder.

Though one of the most popular tourist locations in the world, Las Vegas has not always been well known for its family appeal. Las Vegas Boulevard ("The Strip") was previously home to a Wet'n'Wild waterpark (Owned by Wet'n'Wild Co., operated by Palace Entertainment), that closed in 2004. When SPB Partners, a private equity fund under the direction of Las Vegas brothers Roger and Scott Bulloch, began looking into the concept of building a new waterpark in the area, local sentiment and

business sense brought out two very important ideas: the new park should find its home off of the Strip, and the park should bring back the spirit and the moniker of the well-loved Wet'n'Wild park.

SPB Partners worked together with Village Roadshow Theme Parks, the largest theme park operator in Australia and owners of the Wet'n'Wild brand name, to develop a new park for a new generation of visitors and Las Vegas locals. Village Roadshow would act as the day-to-day operator and majority owner of the park, giving them a third U.S.-based water park under their operation, alongside Wet'n'Wild Hawaii and Wet'n'Wild Phoenix. Under a lease agreement with the Howard Hughes Corporation, LLC, Wet'n'Wild Las Vegas found its new home within sight of the Strip but not on it - on the desert's edge within a

community that has continued to grow and thrive despite recent tough economic times.

In order to create a spectacle worthy of Las Vegas, the Wet'n'Wild Las Vegas team contracted entertainment industry experts and local professionals to design and build the new park. "We knew we wanted to bring the feeling of a southern Baja beach to the middle of the Nevada desert," said designer Jayne McGuire, Creative Director for signage and exterior color selections on the project. "This allowed us to incorporate Cabo coastal colors inspired from the brightly painted talavera pottery of vases, geckos, frogs and flower pots, the soft dusty shades of perennials and cactus flowers, and the zesty richness of woven blankets and baskets onto the attractions, buildings, graphics and shade structures."

Congratulations Wet'n'Wild Las Vegas!



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Veteran waterslide manufacturer WhiteWater West became an integral part of the park's development. "WhiteWater had identified Las Vegas as an untapped market for several years when we were approached by Roger and Scott Bulloch, who were interested in developing a major waterpark in the area," said Geoff Chutter, WhiteWater President and CEO. "They were also wanting to partner with a serious and experienced operator. Village Roadshow and Tim Fisher (Village Roadshow CEO) were the obvious choice. We introduced the groups and the partnership was born."

WhiteWater West designed and installed more than 25 slides and attractions for Wet'n'Wild Las Vegas, adding to their portfolio of approximately 5,000 projects. Included in the park's new array of slides is North America's first horizontal-rocking slide of its kind, appropriately named The Rattler. Engineered to fling a raft of riders up and down the walls of the ride, The Rattler sits right next to its snake-themed sibling, The Constrictor, the tight-turning corkscrew ride that leaves riders spinning by the time they reach their final splash down. Whether riders are looking for a heart-pounding plummet down the Canyon Cliffs, a pair of near-vertical drop slides, or a leisurely lounge along the Colorado Cooler, the lazy river that wraps around the family-friendly Paradise Falls multi-level play structure, Wet'n'Wild Las Vegas has plenty of attractions for visitors of all ages.

To give guests the best opportunity to make the most of their time, Wet'n'Wild Las Vegas

has installed and implemented Lo-Q's virtual queuing Q-bands. Branded "Xpress Bands," the Q-band allows visitors willing to pay a premium to decrease their time spent standing in line (and the hot desert sun).

When visitors do find themselves in need of a break, the park is designed for relaxing downtime. Fiberlite fiberglass framed umbrellas provide plenty of shady areas for the general public, but for the best way to kick back and cool down, over 30 hosted cabanas surround the Red Rock Bay wave pool and the Splash Island children's area. Local Las Vegas company PHP INC. provided all the pool furniture and tables, most of the umbrellas and some cabanas for the park. "Comfortable furniture and durable shade protection is a must in the Las Vegas desert climate," explained PHP INC. President Eric Glaser. "We were able to match the right product lines to the needs of the customer and the demanding environment."

For visitors looking to lock away everything except their sunscreen or sandals, two necessities in the hot Nevada sun, Smart Carte lockers are equipped with their new Locker Link system. Locker Link prints waterproof barcode wristbands to allow all-day locker entry, preventing guests from losing keys, and providing easy storage access for groups and individuals alike.

The dry climate is ideal for the effective use of mist cooling. Wet'n'Wild collaborated with MistAMERICA, a leader in outdoor comfort solutions, to transform every area of the park



The Constrictor and Rattler slides from WhiteWater West.
Photo courtesy Wet'n'Wild Las Vegas

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into a cool destination. Over 60 Skyspan shade structures, misters, and Mist360™ fans can be found throughout the park. The fans help guests remain cool and comfortable whether retrieving items from a locker, grabbing a bite to eat at the food court, or waiting to experience one of Wet'n'Wild's 25 slides and attractions.

For families visiting Las Vegas who are looking for wholesome evening entertainment, Dive'n'Movies are shown outside the Red Rock Bay wave pool on select Friday nights. Kids and parents can swim up or lounge poolside to recent Hollywood hits at no additional cost to their general admission.

Community interest has been so high for the new park that, by the end of their opening day on May 25, 2013, Wet'n'Wild Las Vegas capped their season pass sales to ensure the park was always able to provide the best possible experience for both pass

holders and daily visitors. The OmniTicket Network, with over 400 sites and attractions across 24 countries, developed and hosts all of the park's online ticketing, including season pass sales. OmniTicket also provided on-site ticketing software, turnstiles and a biometric identification system for season passes.

Current plans have the park open all week throughout the summer, and weekends until the end of September. Should the temperatures remain hot, the water remain cool, and the tourists to Las Vegas keep coming, Wet'n'Wild Las Vegas may find itself in the right atmosphere to someday operate year-round. As the love for the park continues to grow, the lease for the land also allows for the option of expansion, leaving plenty of room for Las Vegas to become a bit more wet and wild. ...

For more info on Wet'n'Wild Las Vegas, visit wetnwildlasvegas.com.

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riding the wave

how Casino Pier survived and thrived post-Hurricane Sandy

by Clara Rice; photos courtesy Casino Pier

The buzz of the arcade. The aromas of cotton candy and saltwater. The screams of happy coaster riders mingled with the pounding of the waves crashing below. These were the sights, smells and sounds of New Jersey's Casino Pier for 52 years. Until they were washed away in an instant, along with most of the Jersey Shore.

On October 29, 2012, Hurricane Sandy leveled the cherished Seaside Heights amusement park, sending its JetStar roller coaster, Stillwalk Manor dark ride, and Centrifuge ride into the Atlantic Ocean and reducing most of its boardwalk to pilings. Retail, food and game buildings had to be demolished, and electrical and mechanical

infrastructure was unsalvageable. But Casino Pier's owners persevered. With the help of a master plan and attraction program created by Cincinnati firm JRA (Jack Rouse Associates), Casino Pier re-opened its boardwalk to a relieved and excited public on May 24, 2013. In this article, we interview Maria Mastoris, spokesperson for Casino Pier, and Jeff Lichtenberg, Senior Project Designer at JRA, to discuss the planning and reconstruction process, the need to balance technology and tradition, and the resilience of the Shore.

As demoralizing and destructive as Hurricane Sandy was, the words "pack up and go" were

never part of the owner's vocabulary. "It has never been a question to [them] of 'if' we are rebuilding," explained Mastoris. "It was a matter of how quickly we could. The shore means a lot to many people. It holds generations of memories, and we wanted to rebuild those memories for everyone." Added Lichtenberg, "When I went to the November IAAPA Expo in Orlando, just one month after Hurricane Sandy, the question was 'what can realistically be done by Memorial Day?' At this point, we were only six months away." Because JRA had previously completed multiple projects on the Shore, the Storinos hired the firm in January 2013 to develop an immediate conceptual plan for the lower pier and a long-range master plan for the upper pier.



For the owners, the goal of JRA's planning effort was to combine the same elements that had made Casino Pier a national treasure for over five decades with new, unique elements and give it all a facelift for this new beginning. "It was interesting how our plans evolved," said Lichtenberg, "What existed prior to Sandy was a solid, successful and functional entertainment attraction that over the years had been tweaked to maximize efficiency, entertainment value and profit. What worked was not to be re-invented but rather enhanced. JRA studied sight lines, building aesthetics, accessibility and the attraction mix with a goal to create a total experience that addressed all age groups and kept a strong link to the history and nostalgia of Casino Pier."

Because of the degree to which Hurricane Sandy destroyed the boardwalk and pier, the



Storinos and their team had to start from scratch, beginning with the construction of a stronger and more structured pier. The upper deck, which will re-open in 2014, traditionally housed the more “grown-up” rides, but since the team knew they could only have the lower deck for the 2013 season, they had re-configure this traditional layout to offer a variety of both kiddie and thrill rides in the smaller lower pier space. Included in this new ride mix are the Super Storm, a spinning pendulum ride that can bring riders up to 70 feet and rotate 360 degrees, and the Surf Shack, a multi-story fun house that resembles a popular attraction lost to the hurricane.

In an increasingly technological age, when entertainment is often dolled out in small, digital, easy-to-swallow bites (or bytes), one of the greatest challenges in re-envisioning Casino Pier has been maintaining its mid-20th century charm while infusing 21st century innovations. The Casino Pier team had to balance time-honored traditions with the fads of the moment. Mastoris feels there’s room for the fleeting and the constant: “We believe that this rebuilding

process gave us the opportunity to meet the expectations of this generation. Many of the olders visitors like to see the same rides and games, because it reminds them of their childhood. However, today’s generation needs to be kept amazed and entertained. By putting rides on the pier, adding new prizes to our games and keeping up with social media antics, I believe we are keeping this new generation satisfied. The main reason people return year after year is the family tradition of traveling to the Jersey shore and spending time on the boardwalk, creating memories that will last a lifetime.”

According to Mastoris, the Jersey Shore community and visitors have embraced the new look and attraction mix of Casino Pier and have been excited for what lies ahead. Despite dreary weather opening weekend, guests flocked to the boardwalk and pier, enjoying the arcade, carousel and mini-golf. Though the majority of rides were not yet open, visitors could see both the progress that had been made to date and the previews of what was to come, and throughout the spring and summer they anxiously awaited

Casino Pier’s Facebook announcements of new or returning rides and attractions. “Guests have been cheering us on and supporting our progress since Day One,” she said. “A lot of our team members said guests stopped to say ‘thank you’ for a job well done. It was heartwarming, because we wanted to be open to thank our guests for their support over the last seven months.”

When asked if the return of Casino Pier meant the Jersey Shore was “back,” Mastoris didn’t hesitate: “The mantras ‘Jersey Strong’ and ‘Stronger Than the Storm’ may seem silly, but it has been a way of life here - an anthem to work to. The Jersey Shore is certainly coming back and coming back better. Look at what’s been done just since October – it speaks to the resilience of Jerseyans. There is still a long way to go yet. Residences need to be rebuilt and neighborhoods need to regrow, but seeing what was done so far makes us confident in the renaissance of the Shore.”

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waterpark innovation

InPark's Martin Palicki speaks with ProSlide founder Rick Hunter on creating bigger, more impactful attractions to drive attendance and differentiate

ProSlide founder Rick Hunter turned his love for skiing into a passion for waterslides. That might be why his company is known for thrilling waterpark attractions. InPark spoke to Rick about the industry and what operators need to know to take advantage of the latest innovations in water attractions.

Why is continued innovation so important for waterparks?

Parks cannot survive unless they drive repeat visitors. There are many ways to guarantee repeat visits, starting with ensuring the guest experience is positive and memorable from start to finish, and any problems are resolved quickly and conscientiously. Adding new attractions is another way operators can stimulate repeat attendance. It's then up to us to push the boundaries of ride innovation and impact.

Where is your focus of innovation right now?

Our response to operators wanting more is to develop new rides that would have been unimaginable just a few years ago. In fact, we've

invented an entirely new category of rides called hybrids – where two, three and even four separate rides are combined into a single ride path.

Since 2008, we have installed 19 hybrid rides. The most recent example is the HydroMAGNETIC MAMMOTH™ + TORNADO™ 60 that opened at Yas Waterworld in January 2013. This ride combines a massive LIM-powered water coaster as an in-run to the world's first six-person TORNADO. Both are IAAPA Impact-award winning rides on their own; the combination of the two is amazing in terms of entertainment value, thrills, speed and performance. In fact, as soon as this ride – named Dawwama – opened at Yas Waterworld, it was voted the #1 ride in the park.

It seems as though the thrill factor has been important in recent years, with kiddie attractions being less important. Is that true?

Not true. Large multi-person attractions are getting a lot of attention but young family/



kiddie attractions are a key focus in growing the waterpark industry. We have seen a significant increase in demand for kiddie-sized versions of our iconic attractions (funnels, bowls, racers, etc.), and KIDZ Zones.

We've re-engineered our iconic thrill rides into pint-sized attractions with the same smooth, safe transitions; easy, low-grade landings; shallow water; optimal sight lines and much more.

I remember riding the very first LIM-powered water coaster with you at Great Wolf Lodge in Mason, OH years ago and thinking this was one of the most thrilling slides around. How have you expanded on that product?

You were right! The 2006 Great Wolf Lodge HydroMAGNETIC ROCKET™ definitely reset the new gold standard in water ride attractions – and water coasters specifically. By adapting linear induction motors for use in water, we have created coasters with longer, steeper & faster uphill and downhill sections. Many waterpark customers claim they are even more exciting



Falcon's Falaj (HM MAMMOTH), Yas Waterworld, UAE Photo courtesy ProSlide



**Dawwama (HM TORNADO 60),
Yas Waterworld, UAE**
Photo courtesy ProSlide

than roller coasters – with boats that aren't attached to rails. We've also learned how to make these slides be effective line-eaters: our largest six-person coasters deliver capacities of up to 1,080 guests an hour.

In 2013, we launched nine HydroMAGNETIC™ water coasters, which almost doubled our total installations of this technology since 2006.

In theme parks there seems to be a desire to have the biggest, tallest and fastest of everything. Is that as important in your products?

Breaking records always adds a certain sizzle to marketing a new attraction at a waterpark, but it isn't always feasible for a number of reasons. Many parks are limited in expansion areas or only have a set number of towers from which to run slides. Smaller footprints can be a challenge, but that doesn't mean we can't pack a thrilling ride into a small space- and allow parks to customize the experience for their guests.

For example, the new ProSlide PIPElineWAVE reinvents the wall-style category by introducing the first curved wall-ride for two-person tubes. Because of its truly innovative curved shape, riders on the PIPElineWAVE experience the longest hang times and zero g-forces as tubes sweep up and across the wall, virtually defying gravity, before sweeping back down. The beauty

of this ride is its compact size. It can stand alone but it's also designed to be included on a multi-ride custom complex (two or more rides starting from the same tower) or as part of a multi-feature hybrid ride (two or more rides in a single ride path). This versatility allows parks around the world to create vastly different experiences with the same PIPElineWAVE feature.

Speaking of customization, how important is it for parks to be well themed and do you offer theming for your slides?

Parks are finding that theming can really help differentiate them from the competition. The new Yas Waterworld in Abu Dhabi is a great example of that. The Dawwama LIM water coaster ride at Yas Waterworld takes an amazing slide and wraps it in an incredibly themed storyline based on the pearl diving heritage of the United Arab Emirates. It is unlike anything ever seen in a waterpark before.

What is the biggest trend you're noticing now in waterparks?

More and more, people want to experience slides and attractions with their friends and family, so larger multi-person rides are becoming increasingly more popular. Parks such as Holiday World, Splish Splash, Yas Waterworld and Dollywood have all invested in larger, expansive water attractions that can be enjoyed by groups together. This requires a great deal of

sophistication and planning on the part of the manufacturer, but we are equipped to handle these larger slides.

What do you think is the next big thing for the waterpark market?

The next 5 – 10 years in the waterpark industry are guaranteed to be the most dynamic we've seen. With more interactive, creative, well-landscaped waterparks being developed, they are becoming the new theme parks. There is a high demand for day long family entertainment that is strengthening the waterpark business model. Waterparks are now capable of delivering stronger ROIs than ever before, as proven by the global surge of investments into both new and existing parks.

It doesn't matter what scale of attraction (single rides, water coasters, family rides), the industry is demanding innovative concepts to distinguish their parks. We are coming into a new era of waterparks, one that demands more creative applications of traditional ride technology, producing better performing attractions.

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Rick Hunter founded ProSlide in 1986 after succeeding as an Alpine skier and working for Alpine Products Company. Rick prides himself on designing attractions that thrill and please the entire family. ProSlide is based in Ottawa and employs 100 people.

waterpark attendance

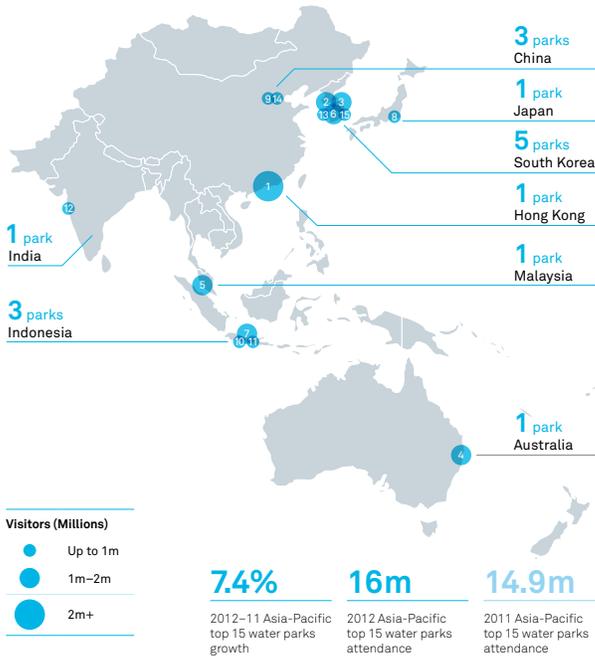
Published by the Themed Entertainment Association (TEA) and the Economics practice at AECOM, this excerpt highlights the top visited waterparks from around the world

Top 20 water parks worldwide

	PARK , location	change	2012	2011
1	TYPHOON LAGOON AT DISNEY WORLD Orlando, FL, U.S.A.	2.0%	2,100,000	2,058,000
2	CHIMELONG WATERPARK Guangzhou, China	6.4%	2,021,000	1,900,000
3	BLIZZARD BEACH AT DISNEY WORLD Orlando, FL, U.S.A.	2.0%	1,929,000	1,891,000
4	OCEAN WORLD, Gangwon-Do, South Korea	-0.3%	1,720,000	1,726,000
5	AQUATICA Orlando, FL, U.S.A.	2.5%	1,538,000	1,500,000
6	CARIBBEAN BAY Gyeonggi-Do, South Korea	0.7%	1,508,000	1,497,000
7	AQUAVENTURE Dubai, U.A.E.	8.3%	1,300,000	1,200,000
8	WET 'N WILD Orlando, FL, U.S.A.	2.0%	1,247,000	1,223,000
9	WET N WILD GOLD COAST Gold Coast, QLD, Australia	0.0%	1,200,000	1,200,000
10	SUNWAY LAGOON Kuala Lumpur, Malaysia	15.4%	1,200,000	1,040,000
11	RESOM SPA CASTLE Chungcheongnam-Do, South Korea	12.0%	1,158,000	1,034,000
12	SCHLITTERBAHN New Braunfels, TX, U.S.A.	3.6%	1,017,000	982,000
13	ATLANTIS WATER ADVENTURE Jakarta, Indonesia	5.3%	1,000,000	950,000
14	SUMMERLAND Tokyo , Japan	13.1%	990,000	875,000
15	HAPPY MAGIC WATER CUBE Beijing, China	26.0%	968,000	768,000
16	THE JUNGLE WATER ADVENTURE Bogor, West Java, Indonesia	9.2%	951,000	871,000
17	WILD WADI WATER PARK Dubai, U.A.E.	-3.4%	860,000	890,000
18	BEACH PARK Fortaleza, Brazil	7.0%	843,000	788,000
19	SIAM WATER PARK Tenerife, Spain	0.0%	800,000	800,000
20	OCEAN PARK WATER ADVENTURE Jakarta, Indonesia	25.0%	750,000	600,000

Top 15 water parks in Asia-Pacific

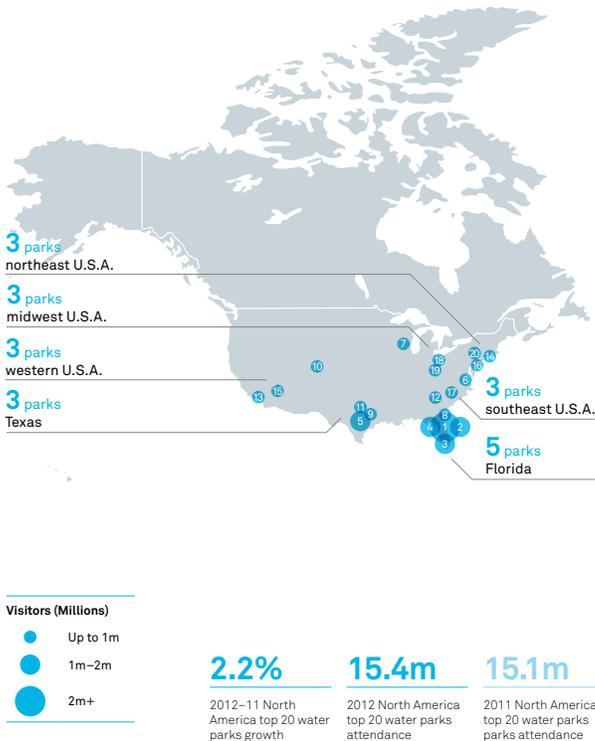
Where are the top 15 water parks in Asia-Pacific?



PARK, location	change	2012	2011
1 CHIMELONG WATERPARK Guangzhou, China	6.4%	2,021,000	1,900,000
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10 THE JUNGLE WATER ADVENTURE Bogor, West Java, Indonesia	9.2%	951,000	871,000
11 OCEAN PARK WATER ADVENTURE Jakarta, Indonesia	25.0%	750,000	600,000
12 WATER KINGDOM Mumbai, India	-12.5%	700,000	800,000
13 RESOM OCEAN CASTLE Chungcheongnam-Do, South Korea	9.6%	638,000	582,000
14 OLYMPIC WATER CUBE INDOOR WATERPARK Beijing, China	21.0%	605,000	500,000
15 SEORAK WATERPIA Gangwon-Do, South Korea	7.3%	590,000	550,000

Top 20 water parks in North America

Where are the top 20 water parks in North America?



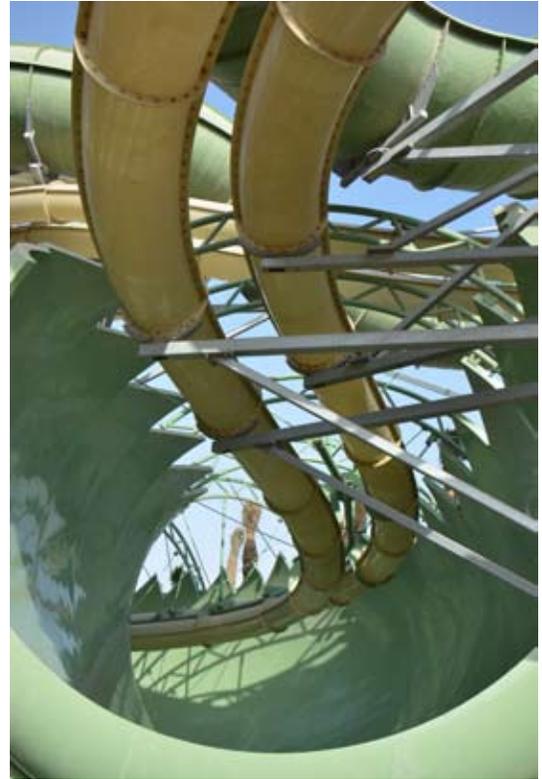
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4 WET 'N WILD Orlando, FL, U.S.A.	2.0%	1,247,000	1,223,000
5 SCHLITTERBAHN New Braunfels, TX, U.S.A.	3.6%	1,017,000	982,000
6 WATER COUNTRY USA Williamsburg, VA, U.S.A.	3.5%	748,000	723,000
7 NOAH'S ARK Wisconsin Dells, WI, U.S.A.	3.6%	666,000	643,000
8 ADVENTURE ISLAND Tampa, FL, U.S.A.	1.1%	651,000	644,000
9 SCHLITTERBAHN Galveston, TX, U.S.A.	2.1%	546,000	535,000
10 HYLAND HILLS WATER WORLD Denver, CO, U.S.A.	-3.8%	538,000	559,000
11 SIX FLAGS-HURRICANE HARBOR Arlington, TX, U.S.A.	1.6%	508,000	500,000
12 SIX FLAGS-WHITE WATER Marietta, GA, U.S.A.	1.0%	505,000	500,000
13 RAGING WATERS San Dimas, CA, U.S.A.	1.9%	480,000	471,000
14 SPLISH-SPASH Riverhead, NY, U.S.A.	7.2%	463,000	432,000
15 WET 'N' WILD Phoenix, AZ, U.S.A.	0.0%	461,000	461,000
16 SIX FLAGS HURRICANE HARBOR Jackson, NJ, U.S.A.	6.0%	424,000	400,000
17 WET 'N' WILD EMERALD POINT Greensboro, NC, U.S.A.	2.0%	406,000	398,000
18 SOAK CITY CEDAR POINT Sandusky, OH, U.S.A.	2.0%	403,000	395,000
19 ZOOMEZI BAY Powell, OH, U.S.A.	4.0%	389,000	374,000
20 CAMEL BEACH Tannersville, PA, U.S.A.	0.5%	367,000	365,000

slides as art

the new Palm Atlantis recently unveiled a six waterslide complex overflowing with features not seen anywhere else in the world

The complex includes a number of world's firsts including two AquaTubes™ which fly through the Anaconda™, the world's largest diameter waterslide at 9m (30ft). This flume-thru-flume technology offers a revolutionary waterslide within a waterslide experience, allowing Anaconda™ riders a spectacular view of the AquaTubes™ right above their heads.

photography courtesy of WhiteWater West



"We are thrilled with the opportunity to work with Atlantis, The Palm, and proud to have created innovative attractions which offer thrilling and unique experiences to their guests,"

- Geoff Chutter, WhiteWater president & CEO





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