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The Official Magazine of the World Waterpark Association

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Improve Your Bottom Line Through Guest Service

Setting A New Trend At Fantawild
Wuhu Fantawild Water Park becomes the second most visited waterpark in the Asia-Pacific region



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THE COVER

Following a \$115 million transformation, the reimagined Navigator of the Seas® ship offers vacationers a lineup of firsts and Royal Caribbean favorites, including an awe-inspiring Caribbean poolscape, two daring waterslides, the first blow dry bar at sea, Insta-worthy nightlife and dining and thrilling activities for the whole family.

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GOOD COMMUNICATING = A GREAT NETWORK!

IT IS, OF COURSE, a well-trodden topic that as an operator or supplier strong and consistent communicating is integral to our own personal progress be it at home or work. At the WWA one of our strategic initiatives is to constantly improve our membership engagement which, at the pace of how quickly companies and individuals move today, is no small task for our dedicated staff!

The WWA is keen to build a more personal relationship with each of its member facilities. It's fair to say, and based on my own experience, sometimes there are only 2 or 3 people that are involved at park or supplier level therefore leaving a void when the inevitable career moves happen.

I wonder if you have a communication strategy focused on developing the whole team's industry knowledge rather than just a few? Are there clear company and personal objectives that tie back to broadening this critical area?

The benefits of having a great **communications culture** can, when directed, lead to a big uptick in expanding your **professional network**. I have listed a few thoughts here for your consideration.

1. STRONG DIRECTION = Whether you're just beginning or a long-term WWA member, guidance and direction is something none of us can have enough of. Building and maintaining a network of contacts is one simple way to ensure a continued level of guidance throughout your career. The need for guidance throughout your career journey is sometimes overlooked. Remember, whatever level you're at in your career cycle the power of reflection and taking on multiple perspectives keeps you fresh and injects new energy somehow. There are multiple ways to enable this consciously or subconsciously; some may choose to develop professional mentor-mentee relationships within their network; others may find a level of guidance from events and expos. I would argue it's all for the taking.

2. OPPORTUNITIES = A wide, well-maintained professional network will likely be brimming with opportunity. While you may not be actively looking to change positions, it's likely your network will regularly pass along insight into a variety of opportunities to learn and engage.

3. GROWTH = Personal and professional growth is crucial to a successful career. Similar to the guidance and support provided by a portion of your network, some of your contacts might also be beneficial in helping you reach new heights within your career, whether it's encouraging you to take a new qualification, applying for a position you initially felt was out of your realm or simply inspiring you.

For those of us who are active WWA members, take a moment to recall how you became a member and how the network around that first engagement has grown! The amount of times I have used that extended community without doubt has enabled my personal and professional career, so I urge you to share the experience and let the WWA know of what we can do to further our effort in 2020 and beyond. A WWA staff member is just a phone call away, so call +1-913-599-0300 and tell us how we can help you build better relationships with the WWA and your fellow members. •

DAMIEN LATHAM
Chair

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LEARN MORE ABOUT NSF INTERNATIONAL ON WATERPARKS.ORG

The World Waterpark Association has launched a new “Hot Topics” page on Waterparks.org in order to share information with its members on NSF International and the NSF/ANSI 50 standard.

NSF International is a global public health organization that facilitates standards development, and tests and certifies products for the food, water, health sciences and consumer goods sectors to minimize adverse health effects and protect the environment.

NSF/ANSI 50: Equipment for Pools, Spas, Hot Tubs and Other Recreational Water Facilities is the existing standard that applies to the water leisure industry and was developed by a committee of experts comprised of manufacturers, public health officials and users.

NSF/ANSI 50 specifies requirements for the material health effects, corrosion resistance, performance, disinfection efficacy, durability testing, design and construction, marking and user instructions for many types of equipment used at a waterpark, pool or spa equipment and components. The standard covers every form of pool and spa, public and private, and every component, from pumps and chemicals to suction fittings and water test devices.

After three years of standards writing, method development and verification, the NSF/ANSI 50 Joint Committee has validated and approved a new section to the standard to address safety surfacing for interactive water play venues. These additions will be published in the latest version of the standard.

To find more information about NSF/ANSI 50, as well as a link to purchase the standard, visit “Hot Topics” under the Resources tab on Waterparks.org.

SHARE WWA’S EMERGING LEADERS MEMBERSHIP WITH UPCOMING LEADERS

Whether you have seasonal employees who are returning for the 2020 season that you want to see develop their skills as leaders and managers or year-round employees who are at the beginning of their careers in the water leisure industry, the WWA has the perfect membership category to share with them: the Emerging Leaders membership. For as

little as \$39, those who are under 35 and working in a non-managerial position can become an Emerging Leaders member. This membership category offers easy access to skill-building services and programs. Benefit highlights include:

- Accessing *World Waterpark Magazine’s* digital edition on a monthly basis
- Attending live Webinar Wednesday events at no additional cost
- Getting the opportunity to apply for the Chris Stuart Emerging Leaders Scholarship program, which allows the applicant to attend the 2020 WWA Symposium & Trade Show, October 6-9, 2020 at the all new Caesars Forum & Harrah’s Las Vegas
- Receiving a member ID and password to access members-only areas like the Job Board, the Webinar Wednesday archives and the How-To column & video archives
- Perusing the listings available on the Job Board and applying immediately
- Among other benefits

Tell your employees who you wish to see get more engaged in the industry to visit Waterparks.org/Emerging_Leaders to learn more about this membership or to join online today.

If you’d like to request Emerging Leaders membership forms be mailed to you to share with your team members during staff meetings or new-hire orientations, please email Aleatha Ezra at aezra@waterparks.org.

GET INVOLVED WITH THE WWA IN 2020!

As we celebrate our 40th year in existence, we’d like to see you get more involved with the World Waterpark Association! We offer a variety of ways that you can get more involved with the water leisure industry in 2020. Options include:

- Joining one of the WWA’s seven committees
- Serving as a speaker at the WWA Symposium & Trade Show, October 6-9, 2020 in Las Vegas, Nevada, U.S.A.
- Acting as an in-state sponsor for National Water Safety Month
- Serving as a Host Location for the World’s Largest Swimming Lesson on June 18, 2020
- Acting as a volunteer at the WWA Show in October
- Completing a Member Spotlight questionnaire for an upcoming issue of *World Waterpark Magazine*
- And many others

Getting involved is easy, fun and allows you to grow both your professional skills and your network of industry contacts. If you’d like to learn more about anything listed above, please call or email Aleatha Ezra at +1-913-599-0300 or aezra@waterparks.org.



A link to purchase the NSF/ANSI 50 standard can be found on the “Hot Topics” page on Waterparks.org.



The Emerging Leaders Membership is affordably priced at \$39 and offers easy-to-use benefit programs.



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SHOW ME THE MONEY



By Kari Tjader
Account Executive –
Waterparks and Attractions –
Liftopia

The Waterpark Resort Committee speakers and members joined industry peers at the roundtable to share their personal experiences in revenue generation at their facilities.

FOR MANY YEARS, waterpark operators have gotten more and more creative to positively impact the guest's visit and increase park revenue. This is especially helpful when you can't always 'think outside the box' (at an indoor or outdoor hotel or waterpark resort) and add new attractions each year to drive more business or demand.

So, how do we focus on improving the guest experience and revenues within a set footprint? The Waterpark Resort Committee has many discussions surrounding this topic on monthly committee calls, at events and at the WWA Annual Symposium.

At the 2019 show, increasing in-park or in-resort revenue was a topic delivered in two different sessions. First, the Waterpark Resort Roundtable session focused on how to get creative and sell more all day packages for in-park visits. The Waterpark Resort Committee speakers and members joined industry peers at the roundtable to share their personal experiences in revenue generation at their facilities. Topics covered included leveraging arcade play time, food and beverage packages, retail spaces, partnering with in-park entertainment and third-party companies. One great takeaway from the roundtable was utilizing different prices for arcade play or redemption prizes for the demand of the day and implementing dynamic pricing within a new area of the business. This was done by either pricing "all day play cards" with different prices depending on the season or day of the week, or using onsite amenities as a redemption prize like a snow-tubing hill in lieu of candy, toys or whoopee cushions. This increases guest engagement on the property and moves them throughout the resort to increase spending in other areas and capture the guests attention as long as possible. The roundtable also reviewed how to help sales teams sell resort conference space and unique packages to waterpark groups.

Second, during the Recreation Programming For Waterpark Resorts: Enhancing Your Magic session, Lauren Gossett and Nicole Hudson discussed creative ways to use programming, onsite entertainment and underutilized spaces to refit and rebrand for new industry leading activities such as booze cruises or escape room ideas. The ladies gave great examples of how they dispatch



Listen to what speakers and attendees discussed during the Waterpark Resort Roundtable session held during the 2019 WWA Show. Recordings are available at [Waterparks.org](https://www.waterparks.org).

new programs or activities at their properties from brainstorming to fruition as well as walked participants through how to take these real-life scenarios back to their own resorts throughout an interactive activity and presentation.

If you could not attend either of these sessions. Not to worry. They are available for you to purchase and listen to on your schedule for as little as \$15 for WWA members. Go to [Waterparks.org](https://www.waterparks.org) under the Education tab to find the list of session recordings from the 2019 show.

On our monthly Waterpark Resort Committee calls, we are constantly discussing different topics that affect our operations and our industry and brainstorming as a group to share our ideas with our peers. Our committee also drives ideas for show sessions at the WWA Symposium, which will be in Las Vegas this year. If you have considered getting more involved in the World Waterpark Association, look into joining one of our committees, and/or volunteering to become a speaker at the symposium. There is still time to submit a session proposal to speak on your own or as part of a panel. Visit <https://www.wwashow.org/callforspeakers/> to learn more. •

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1981 - 2021

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The World Waterpark Association's Education Committee invites you to submit a session proposal to speak at the WWA Show, October 6-9, 2020 at Caesars Forum Conference Center & Harrah's Las Vegas, Las Vegas, Nevada, U.S.A.



"The valuable experience of being a speaker at WWA allows for collaboration and dialogue with the industry's leaders within the topic of choice. The speaker gets just as much, if not more, out of a session than the attendees."

– ASHLEY WOLFE,
ALIVE SOLUTIONS

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DON'T DELAY! SUBMIT YOUR SESSION PROPOSAL BY MARCH 15, 2020!

YOUR KNOWLEDGE WWA SHOW SPEAKER

WHO WE ARE LOOKING FOR:

We welcome speakers at all career levels to share insights on a variety of business-building topics. Our attendees come from public sector waterparks, waterpark resorts and hotels and traditional outdoor waterparks located throughout the world, and what they value most is hearing from experienced waterpark professionals who have tried things out in their own parks and have valuable lessons to share.

Don't worry if you haven't spoken before. Our educational format allows you to submit a proposal as a solo speaker or as part of panel. In fact, being part of a panel is a great way to share the responsibility for curriculum development and gain experience and recognition in your field.

HOW IT BENEFITS YOU:

- Being a WWA speaker is an enriching experience and a recognition of your industry skills
- Invited speakers are offered complimentary registration to attend the WWA Show! (Presenters are responsible for their own travel expenses.)
- As a speaker, you meet inspiring people and build your business connections
- Most sessions are interactive and you'll likely hear new ideas to take back to your own facility

WHAT YOU NEED TO DO:

To submit your proposal, go to

**WWASHOW.ORG/
CALLFORSPEAKERS/.**

Here, you will find a link to the online form to fill out.

**SUBMISSIONS ARE DUE
MARCH 15, 2020.**

You'll be asked to provide a suggested title, a topic summary, 2-3 learning objectives, a brief overview of your expertise and general contact information for yourself and any co-presenters.

Possible topics to cover include but are not limited to: safety, revenue, operations, human resources, marketing, maintenance, risk management, group sales, expansion, food and beverage, merchandising, financial management, social media marketing, family entertainment centers, birthday parties, development, legal and in-service training.

"Speaking at the WWA Show provides the opportunity to share and lead conversations about the direction of Aquatic programming."

– CHAD GUNTER, CITY OF FOLSOM,
PARKS & RECREATION
DEPARTMENT



SEND QUESTIONS TO:

KELLY HARRIS,

Kelly@waterparks.org
+1-913-599-0300

OR EDUCATION COMMITTEE CHAIR

SASHA MATEER,

Sasham@deepriverwaterpark.com

WWASHOW.ORG


WWASHOW
OCTOBER 6-9, 2020
LAS VEGAS, NV U.S.A.

TYLER CURRIE



General Manager

Daytona Lagoon
Daytona Beach, Florida, U.S.A.
Tcurrie@Daytonalagoon.com

WHAT IS YOUR EDUCATION AND PROFESSIONAL EXPERIENCE?

I began my career in the Aquatics Industry as a lifeguard at Cedar Point's Soak City while I was attending college at Kent State. Cedar Fair gave me the opportunity to move out to California to help open Knott's Soak City Orange County, then Knott's Soak City San Diego. I became the General Manager of Knott's Soak City Palm Springs in 2007. After a few years, I was back in San Diego as General Manager until the property was sold in 2012. I then took over the Director of Operations at California's Great America until I left Cedar Fair at the end of 2015. I joined United Parks at that time, and after a quick stop at Hydro Adventures in Missouri, I became the General Manager of Daytona Lagoon in 2017.

WHAT CERTIFICATION OR LICENSING DO YOU HAVE?

I have held my CPO certification for many years and have been an Ellis & Associates Instructor since 2000.

WHAT HONORS, AWARDS OR SPECIAL RECOGNITION HAVE YOU ACHIEVED?

My favorite achievement was beating Will Morrey for the best presentation at Safety School.

WHAT MADE YOU GO INTO THIS FIELD?

After I had the opportunity to move to California to work at Knott's Berry Farm, I knew it was the business for me.

WHAT ASPECT OF THE WATERPARK INDUSTRY DO YOU LIKE BEST?

I really enjoy working at a place where people go to have fun, as well as a place where I can get out and enjoy my time with the guests and employees.

WHO HAS MOST INSPIRED YOU IN YOUR CAREER?

There have been so many people in my career that have inspired me over the years. Bill Spehn hired me and gave me the opportunities for growth at Cedar Point, Jack Falfas pushed for me to join him in California and really helped me and supported me through my growth in the company. Raffi Kaprelyan, as well as a lot of others at Knott's Berry Farm, helped me grow in many different areas. I worked for Raul Rehnberg for many years; his drive and ambition helped support me around every turn. Barrett Byers trusted me and moved to California to help make my first year as a GM a record-breaking year at Palm Springs. And Clayton Lawrence and his team at Great America took me into the entertainment world and taught me that even a dream on a napkin can come to life. There were so many more that inspired me. I wish I could name them all.



Daytona Lagoon opened in 2005 and features a waterpark and family entertainment center.

WHAT HAS BEEN THE GREATEST CHALLENGE IN YOUR WATERPARK CAREER?

Hurricanes! Every year you wait to see if they are going to impact your business and your bottom line. There is so much prep that needs to be done. Then you sit and wait hoping that nothing happens. Then you try to get back open as soon as you can. It's a mind game...

HOW DO YOU KEEP FOCUSED AND MOTIVATED?

The best way for me is to get out of my office and walk the park. Being able to talk to people that really appreciate the work we put in to our facility reminds me why I do this and helps me stay on task to make our facility the best it can be.

WHAT ADVICE WOULD YOU GIVE SOMEONE WHO IS INTERESTED IN WORKING IN THE WATERPARK INDUSTRY?

If you are really interested in the industry, work hard every day and show that you are motivated and really care about your facility. Then take every opportunity to learn as much as you can outside of your comfort area. The more you know about aquatics, maintenance, finance, guest service and human resources, the more valuable you will be as you move along in your career.

WHAT BOOKS OR PUBLICATIONS DO YOU RELY ON MOST FOR INSPIRATION OR MOTIVATION?

I look forward to *World Waterpark Magazine*; I love seeing everything that is going on in the industry. I also like to read different guest service books. Each one has a totally different view on it, but each one always offers great ideas that can be implemented at the park.

WHAT IS YOUR FAVORITE PART OF YOUR JOB?

Every day is a different day at the park. I get to talk to different guests and deal with different situations every time I go to work.

WHAT CAREER OR BUSINESS WOULD YOU CONSIDER IF YOU WERE STARTING ALL OVER AGAIN?

Possibly a physical education teacher. I could not spend 8 hours a day every day in an office, plus then I would get summers off!

HOW DID YOU FIRST GET INVOLVED WITH THE WWA?

My first real involvement with the WWA was in Palm Springs; we had an opportunity to throw an evening event for the WWA Show.

WHAT IS SOMETHING INTERESTING ABOUT YOU THAT FEW KNOW OR WOULD GUESS?

I have a cat named TJ, it stands for Tyler Junior. I didn't name him that though. My employees in Palm Springs named him for me. •

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SHARI MUNROE



VP of Sales and Marketing
Kool Runnings Adventure Park
Negril, Jamaica
smunroe@koolrunnings.com

WHAT IS YOUR EDUCATION AND PROFESSIONAL EXPERIENCE?

I have an MBA and law degree. My family started Kool Runnings about 11 years ago and I have been involved on and off since then. Most recently, I returned to the park full time in June 2019 after a six year hiatus studying and practicing law.

WHAT CERTIFICATION OR LICENSING DO YOU HAVE?

I am recently CPO certified (which I completed at the WWA Show 2019) and a Juris Doctor.

WHAT MADE YOU GO INTO THIS FIELD?

I was thrust into this field when my father envisioned building a waterpark, but I can honestly say I love it. I have a passion for seeing people smile which started early in life. My parents were the former owners and operators of a 200-room hotel in Negril, Jamaica and passed their passion for hospitality on to me.

WHAT ASPECT OF THE WATERPARK INDUSTRY DO YOU LIKE BEST?

I have a love/hate relationship with customer service. I really enjoy interacting with customers on a daily basis working at the park, even the disgruntled ones who make my job extra challenging.

WHO HAS MOST INSPIRED YOU IN YOUR CAREER?

It sounds cliché but I am really inspired by my dad. He has an unconventional background as a practicing doctor and Waterpark Director yet he still finds time to enjoy life. He is a firm believer in not sweating the small stuff and he feels that you always win when you maintain your integrity, no matter what. It is something I always keep in the back of my mind in dealing with guest interactions or coming up with package pricing or specials.

WHAT HAS BEEN THE GREATEST CHALLENGE IN YOUR WATERPARK CAREER?

Trying to motivate staff during the slower periods. It is really difficult to keep up staff morale in the slower season or on slower days, especially when you are trying to keep morale up yourself. We do a lot of

training during the slower periods. I think what we have also done well is to share our wins and our losses with the staff which helps them feel not only engaged but also a part of the family.

HOW DO YOU KEEP FOCUSED AND MOTIVATED?

I try to keep my eye on the prize by listening to marketing and entrepreneur blogs. I also rely a lot on my two closest girlfriends who have recently started their own businesses in the hospitality industry. We have a standing weekly dinner and drinks appointment where we let off steam. It is also where we share ideas and brainstorm.

WHAT ADVICE WOULD YOU GIVE SOMEONE WHO IS INTERESTED IN WORKING IN THE WATERPARK INDUSTRY?

Go for it! It is a challenging, yet rewarding career. Even on days you hate it, you couldn't imagine yourself doing anything else. I would also encourage someone to visit and become a part of the World Waterpark Association. At this year's show, I was able to make quite a few new friends who I have been able to connect with and use as a sounding board.

WHAT BOOKS OR PUBLICATIONS DO YOU RELY ON MOST FOR INSPIRATION OR MOTIVATION?

I really love all kinds of business books. I particularly like the classic *How To Win Friends And Influence People* by Dale Carnegie and I am also loving Jay Shetty's podcast of late.

WHAT IS YOUR FAVORITE PART OF YOUR JOB?

My favorite part is the execution of an event or marketing campaign that we have spent months working on.

WHAT CAREER OR BUSINESS WOULD YOU CONSIDER IF YOU WERE STARTING ALL OVER AGAIN?

I would likely go back to practicing law.

HOW DID YOU FIRST GET INVOLVED WITH THE WWA?

We visited the WWA Show more than ten years ago to learn about waterparks before constructing Kool Runnings.

WHAT IS SOMETHING INTERESTING ABOUT YOU THAT FEW KNOW OR WOULD GUESS?

I am an introvert. •



Kool Runnings has been a host location for the World's Largest Swimming Lesson event many times and welcomed 90 participants in 2019.

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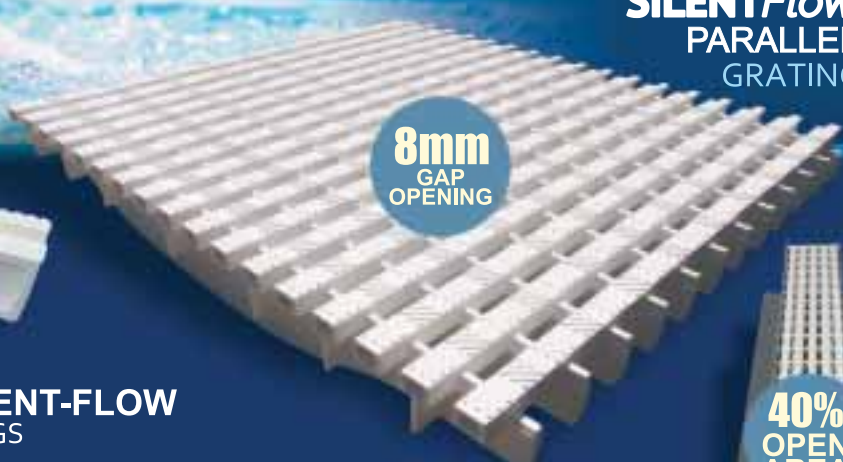


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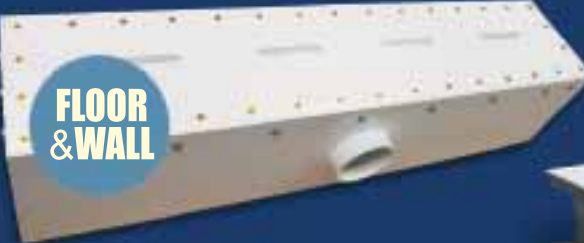
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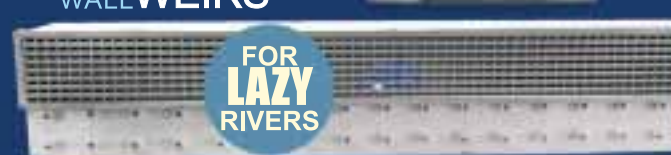
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THE TOUGHEST WRITING TASK: GETTING STARTED



Putting together a rough first draft is an important part of the writing process.

Knowing the purpose for your article will help you determine what is the best style and voice for your writing.

NOW AT THE START of a new year and a new operating season, you are probably setting some new professional goals for yourself. One of those goals might be writing about a topic on which you are an expert and in which you are interested. There are ample opportunities to write and have your work published, including within the pages of *World Waterpark Magazine*.

When it comes time to prepare a piece of writing, you may feel the grip of uncertainty as you try to figure out how to get your ideas down on the printed page. Next time this happens to you, use this simple process to get started:

- **DETERMINE THE PURPOSE OF YOUR WRITING.** Are you writing about how to do something? Or are you writing about a personal experience you've had as a water leisure professional? A more technical piece will probably be best in second person, for example. Whereas a more autobiographical piece would be better with first person voice. Knowing the purpose for your article will help you determine what is the best style and voice for your writing.
- **GENERATE CONTENT IDEAS.** Brainstorm without any preconceived ideas or rules. Give yourself permission to go in many directions at once. This isn't the time to worry about whether anything makes sense.
- **IMPOSE ORDER, OR STRUCTURE, ON YOUR WRITING.** You might prepare content in chronological order, for instance. Or you might compare two ideas. Or you might explain, in a step by step sequence, how a process works.

- **DEVELOP AN OUTLINE BASED ON THE STRUCTURE.** If you've developed a clear structure, this will be easy. If you're writing chronologically, for instance, your outline might consist of six points, each representing a distinct set of steps that you want the reader to take in order to complete a specific task.
- **WRITE THE FIRST DRAFT QUICKLY AND WITHOUT THINKING ABOUT CONTENT AS YOU WRITE.** If it helps, you can write this first draft using bullet points and then do a second round where you write in more complete sentences and using paragraphs or sections.
- **GO BACK A DAY OR TWO LATER AND CLEAN UP THE DRAFT.** Now is the time to think about inserting things like transitional sentences and phrasing between sections. Have you done enough to lead the reader through the beginning, middle and end of your article? If so, then you should be close to being done. If not, now is the time to rewrite sections to make your ideas connect more clearly.
- **AFTER YOU'VE EDITED THE ARTICLE CAREFULLY, SHARE YOUR WRITING WITH A TRUSTED COLLEAGUE.** Ask them to read it and give you feedback on the style and content. Then, make adjustments as you feel are necessary.
- **BEFORE YOU TURN IN A FINAL DRAFT TO WHOMEVER YOU ARE WORKING WITH FOR PUBLICATION, CONSIDER ADDING A TITLE, SUBHEAD AND AUTHOR BIOGRAPHY TO THE FINISHED PIECE.** Most editors will appreciate you taking the time to finish your article by adding these elements.

Writing can be an intimidating task for many people, but it doesn't have to be with the right approach. Learn to follow these steps and "writing anxiety" will quickly become a thing of the past and you'll soon be on your way to being a published author. •



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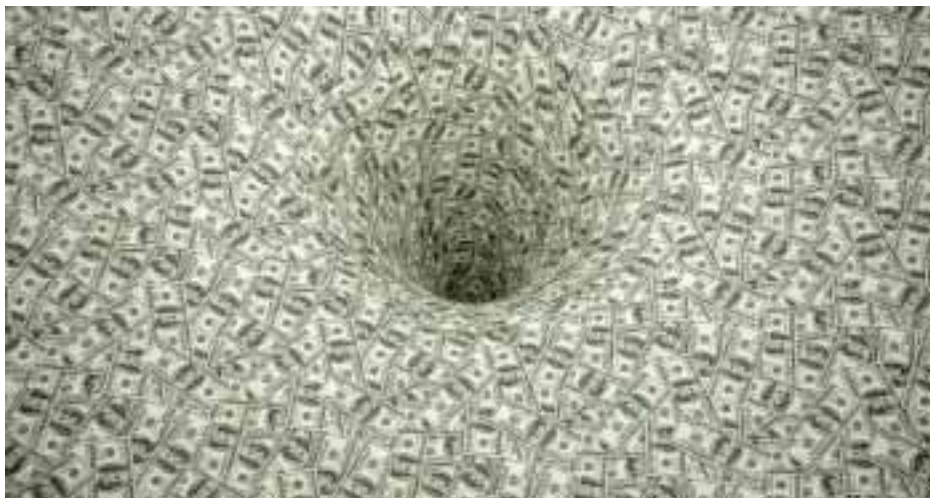
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WHEN YOU'RE IN A SLUMP ...



When you are facing a business slump be ready with a few creative sales or marketing efforts to drive new revenue.

When you're not sure what to do, it's time to consider taking some sort of sales action to help you get your business out of a slump.

SLUMPS ARE A NORMAL PART of any business.

Say that your waterpark is part of a geographical region that experiences the threat of hurricanes or severe thunderstorms during key parts of your season. Even the mere threat of bad weather is enough to keep people away from your park day after day and there's not much that you can do about it.

Or maybe your issue is the exact opposite. You operate an indoor facility and when the weather is picture perfect everyone prefers to enjoy their leisure recreation outside and so no one is coming to your indoor venue.

Everyone faces their own slumping challenges.

It's only natural that when things are tough, you get worried. Business slumps can be hard on your bottom line and your peace of mind. As a manager, you know that lost business might lead to cutting back on payroll, which hurts your valued team members. You also know that too many days of slumping business could sideline that refurbishment project that you know you need if you're to stay competitive in a crowded leisure market.

When you're not sure what to do, it's time to consider taking some sort of sales action to help you get your business out of a slump. Of course, there are many things that you can do, but here are six suggestions to get your sales juices flowing:

1. OFFER A SPECIAL PROMOTION. Why not try a BOGO of some sort? By offering your guests a way to bring more people into your facility for less, you'll increase your foot traffic and you'll have more potential people thinking about buying things like chicken wings or ice cream cones from your food & beverage outlets. A BOGO doesn't always have to

be about getting free admission tickets either. You could do a BOGO on food items or if you have more than one amenity at your park, you could bundle them together for one special, lower price. Or host a character day in your park and offer one free photo with Elsa or Ironman for every ticket purchased. When it comes to promotions, you have so much room to get creative on the offer. So, give yourself permission to be as creative as possible during this difficult time.

2. BEGIN A NEW PROSPECTING EFFORT. Look for new prospects that you haven't marketed your facility to and send out some kind of marketing piece with a special offer in it. Are their church groups that host summer camps in your area? When's the last time you reached out to them to see about bringing a group of camp attendees to the park for a day? What about local Boy Scouts or Girl Scouts chapters? Can you make contact with a few troop leaders and coordinate a special Water Safety badge that scouts can earn while taking water safety classes in your park?

3. SPEND SOME TIME ON POTENTIAL CLIENTS THAT YOU'VE NEVER BEEN ABLE TO CULTIVATE. Is there a corporate partner that you've always wanted to land? This could be the perfect time to invest in building a new relationship with a corporate customer. Set aside some time to make phone calls or get out and meet with people at their place of business. Or, if you have several that you want to meet with at once, consider hosting an event just for potential corporate customers and let them bring their families to the park for a free or special low-priced day of play.

4. TRY TO UPGRADE SOME OF YOUR EXISTING CUSTOMERS. You likely have a loyal set of season pass holders. When regular business is slumping, look for ways to incentivize your pass holders to spend a bit more money in the park. You could offer a special rate to add-on something like a cabana rental or a ticket to a separate event being held in the park. Or you could let them bring a certain number of guests with them to the park at a deeply discounted admission rate—that way they'd add to their fun in the park and you'd have more guests walk through the gates.

5. DEVELOP NEW MARKETING MATERIALS AS PART OF A NEW AD CAMPAIGN. Obviously when business is slumping you might not have the funds to redesign every billboard or buy

CONTINUED ON PAGE 59



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IMPROVE YOUR BOTTOM LINE THROUGH GUEST SERVICE

BY MATT HELLER



Revenue can be increased by providing better, more unique guest experiences to those who visit your park.

The real key is to get each guest to spend a little more without really knowing it.

WHEN BUSINESS OWNERS and team leaders think about improving their bottom line, there are two paths to choose from. First, you can cut costs by reducing labor hours or finding less expensive supplies. The inherent problem with this philosophy over time is that you can only reduce labor or cut costs so much until you do one of three things: put massive amounts of undue stress on the employees who are still there, negatively impact the guest experience or, worse, compromise safety. No one can afford that.

Of course, the second way to improve your bottom line is to increase revenue. Easier said than done, but in the long run, this is a much more sustainable way to boost your facility's financial outlook.

The most obvious way to do this is to raise your prices, but you didn't need me to tell you that. And unfortunately, that's not always well received by your guests. So, the real key is to get each guest to spend a little more without really knowing it. Or better yet, they know it, but they do it because they feel their experience will be improved by spending more.

Our society is filled with these examples. Pay a little extra for a larger seat and fresher peanuts on an airplane. Pay a little extra to get closer to your favorite artist at a concert. Pay a little extra for a dedicated spot to put your stuff and get out of the sun at a waterpark... hello cabana!

REVENUE CAN BE TIED TO THE GUEST EXPERIENCE

Josh Liebman, Director of Business Development for Amusement Advantage has found that online reviews and guest behaviors back up this statement, "Guests are willing to pay a premium price, provided you that deliver a premium experience."

So just raising your prices isn't enough. You have to raise your game, too.

Josh says that when he took his first leadership role overseeing a revenue generating department, he didn't teach people how to upsell, per se.

"When I trained my staff, I informed them about our sales goals, but instead of teaching them how to upsell and maximize transaction sizes, I shared with them my favorite ways to maximize the guest experience. We talked to guests about their day, we got excited about the product we were selling and made sure that whether they bought something or not, that they walked away happy."

He also did something a little crazy. Josh is a fan of packaging like items together that will encourage people to buy more because they feel like it's going to lead to a better experience. "At one point we created a package that literally included everything we sold. Three guests bought it on the first day and happily paid that premium price."

When we talk about maximizing revenue through guest service or guest experience, we really do have to start with the experience. Are you providing the kinds of services and experiences that make people say WOW and willingly pay the premium price, or are you providing pretty much the same thing every other facility like yours is providing?

Waterslides? Check. Lazy river? Check. Cabanas? Check. Lockers? Check.

Okay, you're running a successful waterpark. But what are you doing that differentiates the experience and encourages extra spend?

Time to ask, "what if?"

Many parks have photographers that take pictures of guests as they enter the park. What if a guest could reserve a personal photographer to follow them in the park and take pictures for an hour or two? Maybe it's a family reunion or a birthday party? Sure, people can take pictures with their phones or their own cameras, but think about how much your guests will appreciate you taking the worry out of capturing those special moments. How much would that personalized

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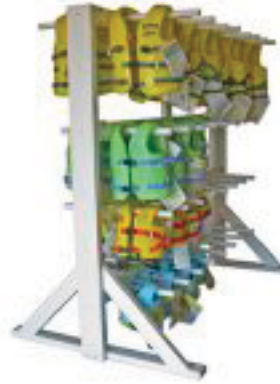


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Tying special offers to social media postings by guests is just one way to make the guest experience more interactive with your brand while increasing sales.

DELIVERING MORE FUN CAN LEAD TO MORE REVENUE

Regarding social media, Jim Kunau, General Manager of Island H2O Live! says they incorporate a desire for guests to stay longer with the ability to earn loyalty points AND share their experiences on social media.

“At Island H2O Live! we believe that the longer a guest stays in the park, the greater our revenue opportunity. Part of our process to increase the length of stay is to provide an attainable loyalty program reward in as little as one visit. This program motivates the one-time guest to ride and earn points until they are awarded an ice cream cone or fries. Not only do they enjoy the ride, but they also get something for free. The other thing we do is we allow our guests to share ride and park experiences with person-

alized photos and videos that can be shared via email, Facebook or YouTube accounts. This sharing encourages their community to join them at the park or plan a visit on their own. Between our loyalty program and our social media program, we generate more visits and longer stays thus increasing our revenue. It’s all centered on our guests having fun!”

So more fun = more revenue. Thanks, Jim!

If you really want to come up with some fantastic, creative ideas, don’t sit in your office with the leadership team and a whiteboard. Get out and ask your employees and guests. Sidle up alongside an employee and ask them what their biggest struggles are. Ask them if they could wave a magic wand and remove some obstacle from the employee or guest experience, what would it be? Even if they come up with something so far-fetched that your experienced manager brain knows it will never fly, consider the essence of their idea... I’ll bet you there is some guest experience (and revenue) gold in there. •

MATT HELLER, ICAE, IS A LEADERSHIP COACH, AUTHOR AND WORKSHOP FACILITATOR WHO HELPS ORGANIZATIONS MAXIMIZE THE EFFECTIVENESS OF THEIR LEADERSHIP TEAMS. HELLER HAS WRITTEN TWO BOOKS SPECIFICALLY FOR LEADERS IN THE ATTRACTIONS INDUSTRY: *THE MYTH OF EMPLOYEE BURNOUT*, AND *ALL CLEAR! A PRACTICAL GUIDE FOR FIRST TIME LEADERS AND THE PEOPLE WHO SUPPORT THEM*. HELLER IS ALSO CO-HOST OF THE *ATTRACTIONPROS* PODCAST.

HOW-TO CONTINUED FROM PAGE 20

experience be worth? And by the way, if you make those pictures easily shareable on social media, you’ve just made it easier for your guests to spread the word about their amazing experience.

What other areas of your business could benefit from a few “what if” questions?

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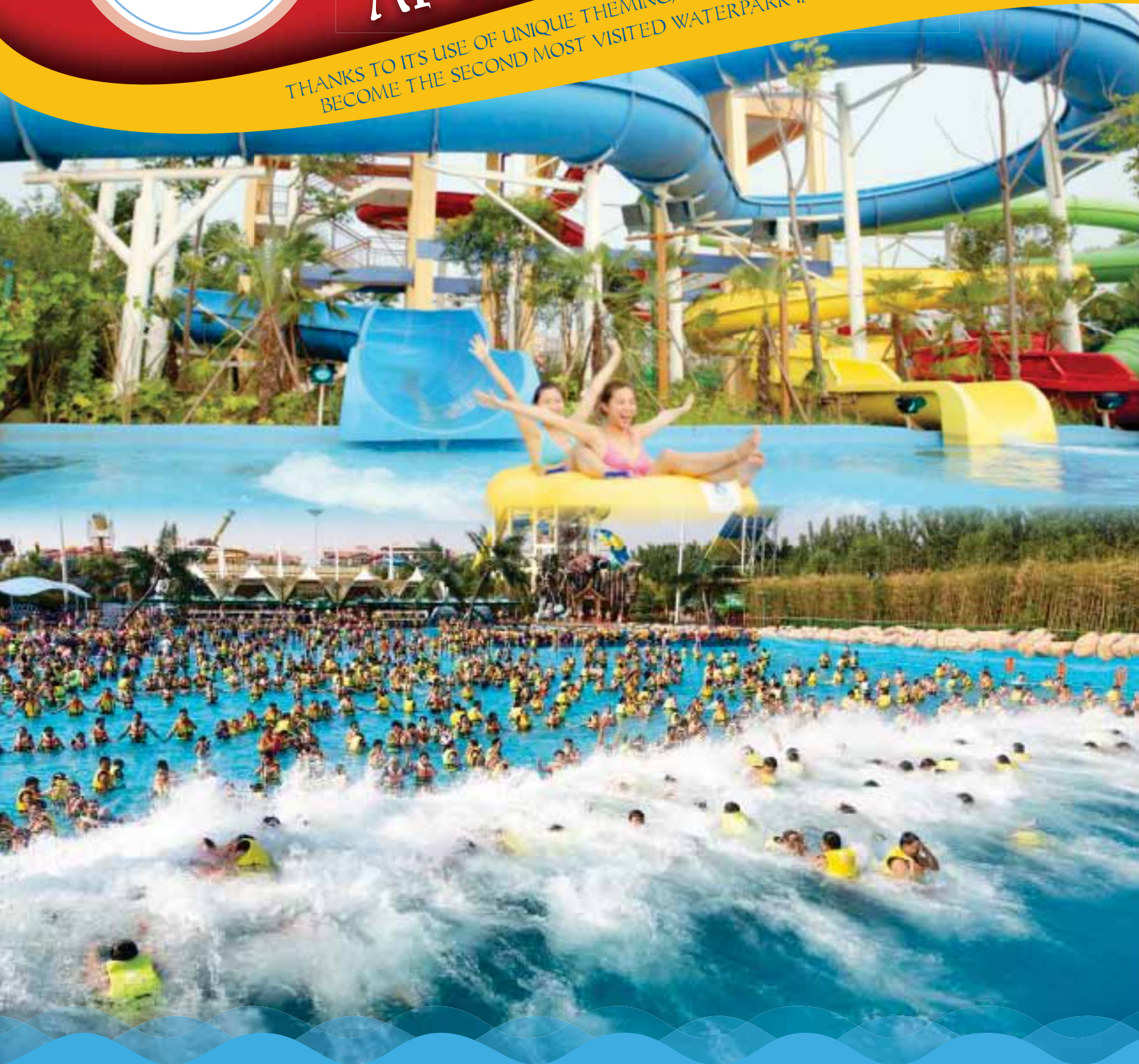
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SETTING A NEW TREND AT FANTAWILD

THANKS TO ITS USE OF UNIQUE THEMING, WUHU FANTAWILD WATER PARK HAS BECOME THE SECOND MOST VISITED WATERPARK IN THE ASIA-PACIFIC REGION.



The waterpark is home to a large wave pool called "Hurricane Bay," which features nine different waves.



The park employs more than 500 people who keep the facility safe for guests so that they can focus on having fun on the waterslides and other attractions.

F

antawild plays an important role in China's entertainment and tourism industry. As a leader in the industry, Fantawild opened Wuhu Fantawild Water Park in June 2014, in the city of Wuhu, Anhui Province. This park is the first Fantawild waterpark resort featuring water landscapes, water activities and numerous attractions.

Since opening, Wuhu Fantawild Water Park has continued to see steady growth in its attendance both from local visitors and tourists. In the 2018 Theme Index and Museum Index: Global Attractions Attendance Report published by authoritative institutions in the field of theme parks, Wuhu Fantawild Water Park ranked 11th among global waterparks and second in the Asia-Pacific region with an increase rate of 13.3 percent over the prior year. In 2018, the waterpark welcome 1,360,000 million visitors and is among the most popular waterparks in the Asia-Pacific region.

The success of Wuhu Fantawild Water Park has been fueled by several elements including its use of its own unique branding and theming and a commitment to first-rate guest service.

STANDING OUT IN THE CROWD BY HELP OF THE BONNIE BEAR BRAND

To get a glimpse of the focus of the park one might start by examining the park's logo. Here, waterslides combine with a splash of water to form a pattern in varying shades of blue. This looks like a pair of wings and also features a rising sun. The logo symbolizes so much of what is important to the creative minds behind Fantawild.

The success of the brand is due to the unique positioning of Fantawild and the market. It's common knowledge in the international waterpark development industry that waterparks have shorter construction periods, lower investment intensity and can recoup money more quickly than their theme park counterparts. Hence, many cities and towns in China have waterparks.

However, those parks lack unique features and visitors are left feeling as if they are all the same. Fantawild was well aware of this at the beginning when it invested in its waterpark in Wuhu. Fantawild

leveraged its Intellectual Property (IP), and added its well-known brand, Boonie Bears, into the park. Produced by Fantawild Animation Inc., Boonie Bears first aired in January 2012 and features two bears, Briar and Bramble, who try to stop Logger Vick from destroying their forest home. Nowadays it has reached more than \$415 million US dollars at the domestic box office and continues to top TV and Internet ratings. It is the number one animation brand in China. Originally created in Mandarin, this incredibly popular children's show has been translated to other languages, such as English, Spanish, French, Russian, Tamil and Hindi making it popular in more than 100 countries and territories.

The park has a Boonie Bears world in it with scenes of characters from the animated show. Attractions like Boonie Bear Village and Boonie Bear Land utilize the animated IP, and bring the fun of the show to life for families. The attraction Boonie Bear Village even won the "2015 Best Innovative Design Award for China's Water Park Attractions." The "Splash Bay" zone showcases the Boonie Bears theme, and contains two areas: "Boonie Borderless Pool" and "Big Boonie Pool." There are standard swimming pools, child-friendly pools, spa pools, borderless pool and scuba diving pools. The scuba diving pool is three meters deep. Visitors can wear a scuba outfit and dive under professional guidance.



IN 2018, THE WATERPARK WELCOME 1,360,000 MILLION VISITORS AND IS AMONG THE MOST POPULAR WATERPARKS IN THE ASIA-PACIFIC REGION.

Wuhu Fantawild Water Park makes use of this animation IP to offer unique products and services, which helps it stand out in the market.

PROVIDING CONTINUOUS IMPROVEMENT OF FACILITY AND SERVICE

Another reason Fantawild has become a leader in the Chinese and global waterpark industry is its continuous innovation and improvement of its facilities and service.

Due to the location and climate, Wuhu Fantawild Water Park can only open for business for three months each year, in the summer. The park upgrades its facility right before summer to offer visitors a new experience every time they come.

After years of improving and expanding, the park now contains eight areas to cater to visitors of different ages. The park boasts unique slides such as the “Big Trumpet,” “Swirly Spirals,” “Wind

Chasers” and the “Rainbow Slide.” The wave pool, “Hurricane Bay,” creates nine kinds of waves. There are also many attractions for both parents and kids. Another popular attraction is “Jungle Quest.” Designed by top designers in Asia, “Jungle Quest” is a drifting attraction that consists of several sections, including “Old Tree Adventure,” “Lazy River” and “Thundering Rapids.” Each section features unique and immersive jungle elements which allow tourists to enjoy the thrill of exploring the jungle as they drift away.

The whole park is covered in shade, with plenty of plants and mist. Visitors don’t have to worry about the scorching sun while they have a good time in the park.

It’s also worth mentioning that the park strictly monitors its water. It is constantly improving its ability to monitor its water quality and take precaution against recreational water illnesses. All the water in the park is filtered and purified. Because the water is being filtered 24 hours non-stop, visitors don’t need to worry about water quality.

SATISFYING THE NEEDS OF VISITORS THROUGH HOLIDAY MARKETING

Holiday events are important for a theme park’s marketing. Wuhu Fantawild Water Park only opens in the summer. The park organizes different marketing activities for different visitors. It provides visitors an immersive experience by combining attractions, performances and service.

During the summer season’s carnival, the park staff use water guns to play with visitors and encourage them to participate in water attractions.

In addition, the lighting system on



SUPPLIERS

DEVELOPMENT/DESIGN: FANTAWILD DESIGN INC.

CONSTRUCTION: ANHUI LUBAN CONSTRUCTION

INVESTMENT GROUP CO. LTD

WATERSLIDES: GUANGZHOU TREND WATERPARK EQUIPMENT CO., LTD

TUBE/RAFT /RIDE CONVEYOR: SHENZHEN TIANWO SHUANGLI LOGISTICS INC

WAVE POOL: ANHUI LUBAN CONSTRUCTION INVESTMENT GROUP CO. LTD

WAVE GENERATOR: GUANGZHOU TREND WATERPARK EQUIPMENT CO., LTD

RAFT/TUBES/MATS: FOSHAN WATER DRIFT SAFETY GEAR

FILTRATION EQUIPMENT: DSL POOLS (SHENZHEN) LTD.

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ADMISSION PRICES: 220RMB PER PERSON

DATES OPEN: JUNE 28, 2014

SIZE/ACRES: 91570.94 SQUARE METERS

CAPACITY: 21,682 PERSON

NUMBER OF EMPLOYEES: 530

YEAR-ROUND: 105; **SEASONAL:** 425 (INCLUDING INTERNS)

CLIENTELE (PERCENT LOCAL VS. TOURIST): 48 PERCENT LOCAL VS. 52 PERCENT TOURIST IN 2019

UNIQUE PARK PROGRAMS: FANTAWILD FEATURES ITS WELL-KNOWN BOONIE BEARS BRAND THROUGHOUT THE PARK.

STAFF RETENTION PROGRAMS OR IN-SERVICE PROGRAMS:

TRAINING AT WUHU FANTAWILD WATER PARK INCLUDES THE FOLLOWING AREAS DEPENDING ON THE POSITION:

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- **SAFETY & SECURITY TRAINING:** FIRE SAFETY, TRAFFIC SAFETY, ELECTRICAL SAFETY AND HEATSTROKE PREVENTION
- **ATTRACTION RECEPTION PROCESS:** JOB RESPONSIBILITIES AND SKILLS, EMERGENCY RESPONSE
- **EMERGENCY DRILLS:** EMERGENCY MEASURES AND SUDDEN FAILURE RESPONSE
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- **INSTRUCTIONS FOR EVENING HOUR WORKERS**
- **EQUIPMENT SAFETY OPERATION:** EQUIPMENT SWITCHING OPERATION AND SLIDING POSTURE PRECAUTIONS
- **EMERGENCY DRILLS:** EMERGENCY MEASURES AND SUDDEN FAILURE RESPONSE

TO REWARD EMPLOYEES FOR THEIR HARD WORK, THE PARK OFFERS A VARIETY OF STAFF BENEFIT PROGRAMS AS WELL, INCLUDING:

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- 50 PERCENT OFF CANTEEN DINING AND FREE MEALS FOR PART-TIME EMPLOYEES
- FREE ACCOMMODATION FOR REGULAR EMPLOYEES, INTERNS AND PART-TIME EMPLOYEES
- AFTERNOON SNACKS AND DRINKS FOR REGULAR EMPLOYEES, INTERNS AND PART-TIME EMPLOYEES
- IMMEDIATE FAMILIES OF REGULAR EMPLOYEES CAN ENJOY FREE ENTRY INTO ALL FANTAWILD PARKS IN THE RESORT
- HIGH PERFORMING INTERNS AND PART-TIME EMPLOYEES CAN APPLY FOR FREE ENTRY INTO OTHER PARKS



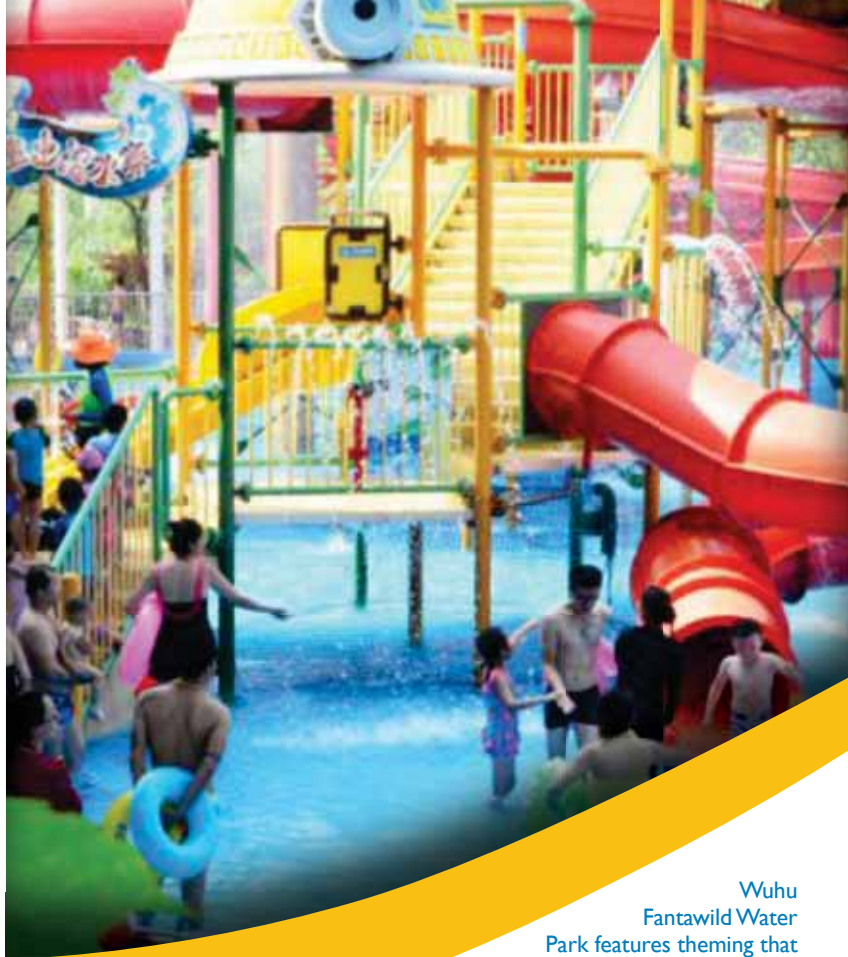
and the interactive screen system are on par with international standards. The stage provides audiences with an “all-around” immersive experience, with sound and light, cold fireworks and a water screen.

The park also offers visitors trendy live-scene and creative performances. Visitors can watch stunts and stage performances such as trapeze, dancing on water and live music while having fun on the world-class attractions.

INTEGRATING RESOURCES THROUGHOUT THE RESORT

There are four theme parks in Wuhu Fantawild Resort. They are Fantawild Adventure, Fantawild Dreamland, Fantawild Water Park and Fantawild Oriental Heritage. For many years, the four parks have cooperated, adopting the business modes of “day + night” and “water + land.” This business strategy enriches the experience at night and gives visitors more choices and new experiences.

After five years of operation, Fantawild has brought both economic and social benefits to the city of Wuhu. Faced with the hurdles of short business periods for waterparks and susceptibility to the weather, Fantawild will keep innovating and bringing more unique products and activities suitable for all age groups. The company will strive to increase the brand awareness of its waterparks as well as their market influence, continuing to provide fun for visitors with water attractions. •



Wuhu Fantawild Water Park features theming that showcases Bonnie Bears, which is Fantawild Animation Inc.'s animals program aired on television in China and other regions.



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IN THE WORLD OF MARKETING, doing something that is new and fresh is often seen as the most desirable path. Of course, if you are only looking to spend your ad dollars following the newest and latest marketing trend, then you might be thinking about writing off television advertising. After all, TV ads have existed for more than seven decades, longer if you don't begin counting in the '50s when owning at least one television became more of the norm in the Western world.

And they don't come cheap.

However, while television advertising does not fit the "new" bill, producing your own TV spot offers you something valuable if done right—authenticity. If you've read any recent marketing trend articles, then you know that most experts

assert that millennial consumers respond better to advertising that reflects the brand in an authentic way. So, when you think about creating your next television advertising campaign, think about all the ways that you can showcase real moms, dads and kids enjoying your park's actual rides together or eating a funnel cake (if you serve one) or interacting with real team members.

If you'd like to see what some of your fellow WWA members are doing with their television advertisements, go to Waterparks.org and click on Marketing Samples under the "Resources" dropdown menu. There, you'll find a downloadable MP4 that includes all of the TV commercials submitted for a Wave Review award in 2019, including the following winning work for best TV commercial. •

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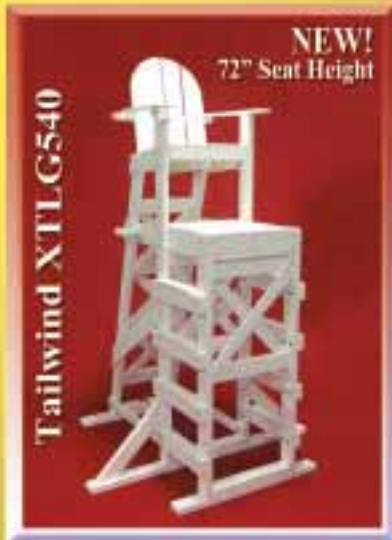


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Following a \$115 million transformation, the reimagined Navigator of the Seas® ship offers vacationers a lineup of firsts and Royal Caribbean International favorites, including an awe-inspiring Caribbean poolscape, two daring waterslides, the first blow dry bar at sea, Insta-worthy nightlife and dining and thrilling activities for the whole family. In addition, Navigator offers its 4,000 potential guests short three- to four-day Caribbean itineraries that visit the cruise line's well-received private island in The Bahamas, Perfect Day at CocoCay.

Rooted in research and guest feedback, Royal Caribbean's investment of more than \$1 billion in the Royal Amplified fleet modernization effort spans 10 ships in four years and touches every facet of the guest experience. Navigator of the Seas, the third ship to be reimagined, builds on the program's success in creating iconic pools and attractions, as well as the elevated dining and nightlife that travelers seek on shorter and more frequent getaways. Introducing a wide range of bold, new adventures meant to appeal to every generation, Royal Amplified reflects the cruise line's passion for innovation, relentless attention to detail and commitment to delivering unforgettable vacations.

"Each Royal Caribbean ship brings a new adventure uniquely designed to deliver on our guests' preferences from A to Z," said Michael Bayley, President and CEO, Royal Caribbean International. "After launching our Royal Amplified



NAVIGATOR OF THE SEAS

MIAMI, FLORIDA, U.S.A.

[HTTPS://WWW.ROYALCARIBBEAN.COM/CRUISE-SHIPS/NAVIGATOR-OF-THE-SEAS](https://www.royalcaribbean.com/cruise-ships/navigator-of-the-seas)

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OWNERS: ROYAL CARIBBEAN INTERNATIONAL

ADMISSION PRICES: VISIT THE WEBSITE FOR PACKAGE PRICING

DATES OPEN: YEAR-ROUND

CAPACITY: 4,000

NUMBER OF EMPLOYEES: 1,200 INTERNATIONAL CREW MEMBERS

SUPPLIERS

DEVELOPMENT/DESIGN: MARTIN AQUATIC DESIGN & ENGINEERING; ROYAL CARIBBEAN DESIGN TEAM; WBA; IDDI

CONSULTANTS: MARTIN AQUATIC DESIGN & ENGINEERING

ARCHITECT: WILSON BUTLER ARCHITECTS

STRUCTURAL ENGINEER/INTEGRATOR: FORESHIP

WATERSLIDES: WHITEWATER

TUBE/RAFT /RIDE CONVEYOR: VAN STONE CONVEYOR

SURF SIMULATOR: FLOWRIDER BY WHITEWATER

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PUMPS: KOMAK PUMP GROUP

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The new “Riptide” waterslide features translucent tubes so riders enjoy ocean views while riding it.

modernization program with Independence of the Seas and then redefining short getaways with Mariner of the Seas, we are challenging ourselves to take it to the next level. Every detail matters, and we’ve mapped out an unmatched combination of innovative features and experiences for this top-to-bottom transformation of Navigator of the Seas.”

EXPLORING AN OVER-THE-TOP DECK

Navigator’s top decks provide the central focus for an unforgettable weekend escape for guests thanks to the adrenaline-inducing attractions on display from bow to stern. The team at Royal Caribbean worked closely with Martin Aquatic Design &

Engineering and WhiteWater to deliver some amazing new water attractions to Navigator’s top deck.

“We worked closely with the leadership team at Royal Caribbean to incorporate two new waterslides, which was a major challenge when dealing with the architecture on an existing ship. Sometimes that meant telling them we needed to eliminate an entire stateroom to fit the necessary mechanical equipment or holding tanks,” said Josh Martin, President & Creative Director for Martin Aquatic Design & Engineering. “Together our engineers found creative solutions for producing a one-of-a-kind aquatic experience onboard Navigator of the Seas.”

“Designing and building the longest water coaster at sea, on an existing ship, was no easy task. Thankfully, the team at Royal, as well as Martin Aquatic Design & Engineering, had the right vision, creativity and diligence to get this awesome attraction launched. Plus, they always choose the greatest colors,” said Emily Colombo, WhiteWater’s VP of Strategic Partnerships, and the Slide Path designer for this project.

The “Perfect Storm” brings a new wave of excitement with the boldest duo of waterslides yet. Hearts pound when vacationers take on “The Blaster,” the cruise line’s first-ever aqua coaster and the longest waterslide at sea. Adventure seekers hop on a two-person tube that propels them through more than 800 feet of hills, drops and straightaways, which includes extending over the side of the ship for a rush of ocean air.

On its counterpart, “Riptide,” guests plunge down the industry’s only headfirst mat racer and reach an exhilarating finish through a translucent tube with endless ocean views. Signature Royal Caribbean features like the FlowRider surf simulator and rock-climbing wall round out these next-level feats.

“It was a very complex design because of the product selection, space available and marrying it up with an enclosed tower and conveyor,” said Andrew Mowatt, WhiteWater’s Executive VP, Global Key Accounts.

Travelers can unwind under the sun with a completely reimagined poolscape infused with Caribbean vibes. The standout resort-style deck takes on a new look with more pool for everyone—even a Splash Pad for tots. New to the scene is The Lime & Coconut. The three-level signature bar sweetens sunsets with cocktails as pool days transform into pool nights with extended hours, live music and a “rooftop” deck for a bird’s-eye view. When hunger strikes, guests can take advantage of the casual grab-and-go spots on deck. Guests can conveniently choose from tasty Mexican street fare at El Loco Fresh and American classics at the first Johnny Rockets Express.



WHAT SET ROYAL CARIBBEAN APART

Royal Caribbean International has been delivering innovation at sea for more than 50 years. Each successive class of ships is an architectural marvel featuring the latest technology and guest experiences for today's adventurous traveler. The cruise line continues to revolutionize vacations with itineraries to more than 270 destinations in 72 countries on six continents, including Royal Caribbean's private island destination in The Bahamas, Perfect Day at CocoCay, the first in the Perfect Day Island Collection. Royal Caribbean has also been voted "Best Cruise Line Overall" for 17 consecutive years in the Travel Weekly Readers' Choice Awards.

Media can stay up-to-date by following @RoyalCaribPR on Twitter and visiting RoyalCaribbeanPressCenter.com. For additional information or to make reservations, vacationers can call their travel advisor; visit RoyalCaribbean.com; or call +1-800-ROYAL-CARIBBEAN.



Royal Caribbean International is modernizing 10 of its ships over a four year period.

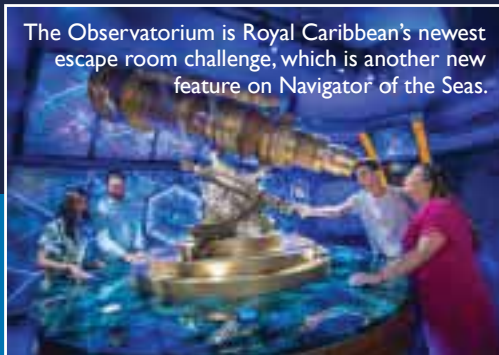
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The Observatory is Royal Caribbean's newest escape room challenge, which is another new feature on Navigator of the Seas.



A GETAWAY ON BOARD NAVIGATOR MEANS TIME OFF FOR THE PARENTS AND KIDS, WITH ACTIVITIES TO THRILL EVERY MEMBER OF THE FAMILY.

ELEVATING DINING AND NIGHTLIFE

Having originally debuted on Voyager Class, the cruise line's signature Royal Promenade on board Navigator offers guests new restaurants, retail and nightlife. After a day in the sun, travelers can swing by To Dry For, the first standalone blow dry bar at sea. Offering blowouts, hairstyling and polish changes, plus a selection of wines and champagnes, the new space is the perfect stop for a quick beauty fix before a night out. The Bamboo Room, first introduced on Mariner of the Seas, is the cruise line's Polynesian-themed watering hole with kitschy-cool cocktails and unique tiki-chic décor. For those looking to catch the big game or host game night, Playmakers Sports Bar & Arcade features 50 big-screen TVs, tabletop games, tournaments, trivia, a new Owner's Box VIP area and a menu of classic bar fare with a twist alongside ice-cold brews.

Every palate will be pleased when popular Royal Caribbean restaurants join a refreshed Chops Grille steakhouse. Guests can go for Jamie's Italian to get a taste of celebrity chef Jamie Oliver's rustic Italian dishes made with seasonal ingredients and homemade pastas crafted in-house daily. Foodies angling for fresh seafood and ocean views in a casual setting will find New England-inspired dishes, from lobster and crab claws to local fish and just-shucked oysters, at Hooked Seafood. Also new on board is Starbucks, with an extensive menu of drinks and pastries.

PROVIDING AMPED-UP FAMILY ADVENTURE

A getaway on board Navigator means time off for the parents and kids, with activities and experiences to thrill every member of the family. Beyond the action-packed top decks are more Royal Caribbean hits, including glow-in-the-dark laser tag with Battle for Planet Z in Studio B, mini-golf and the Royal Escape Room: The Observatory, where family, friends and foes team up to solve new mind-bending puzzles before time runs out.

Younger kids can enjoy Royal Caribbean's new take on the Adventure Ocean youth program in a newly designed open, free play space. With trained staff and the cruise line's award-winning programming, the modern concept lets imaginations roam free with activities organized by interests at every corner. The teen areas also sport updates with a redesigned Living Room, the teen-only laidback hangout, as well as a new "hidden" entrance and outdoor deck that serves up nothing but chill vibes.

For additional information or to make reservations, visit RoyalCaribbean.com or call 800-ROYAL-CARIBBEAN.

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The discussion is to convey information, but you should also ask questions. This is the best way to get a clear understanding of their perception and knowledge of the expectation of their roles and how they are feeling about their employment.

HOW-TO CONTINUED FROM PAGE 38

same page. Include them on exactly what brought them to having this conversation. What did they do that caused concern? Why is what they're doing detrimental to your department or the organization? Show them the issues. If it is paperwork, show them the errors and present a correct document for comparison. If it is video, share it. It only supports the specific concerns that are there and can often relieve stress or tension because if they fully understand, it might be easily corrected.

BE SENSITIVE

This is not easy. For either party. It's important to remember that often these conversations have paperwork tied to them, but rarely is the paperwork the reason that the meeting must happen. The discussion is to correct the concern. Paperwork, in itself, won't accomplish this. If it is a performance discussion, maybe they've never failed at something. Maybe highlighting these concerns is really the first time

they've disappointed someone. If it is a "write up," it can be worrisome for some individuals. They may not understand even what that is. They may be freaking out. They may think that this means they're being terminated. A "write up" is simply a document outlining that a conversation took place and that both parties acknowledge what was discussed. This is your responsibility to help them understand.

WHERE TO GO NEXT

If a "write up" or paperwork is associated with the conversation, it should never come as a surprise to the employee. An employee should never be taken aback by what they're receiving. Conversations should have occurred before and they should have been given the proper training, education and time to correct the issue. If it gets to this point, it is delicate and the number of outcomes from this discussion are vast. They could leave the room feeling defeated. They could feel empowered. They could feel supported. They could feel torn down. Their outcome in their employment is a direct reflection on you and the conversations that you have. If they receive this "coaching" and continue to fail in the future, how can you consider yourself a success?

If these conversations have occurred and you can no longer allow someone to perform their duties, it is because of one of two reasons. One reason is they cannot do the job. Even after coaching, training and time they do not have the capacity to continue to function in their responsibility. Or, two, they choose not to. It is not absolutely impossible to get someone to stop being lazy, manipulative or uncaring but it is incredibly difficult to change these mindsets. Separating someone from their employment with you is never easy, but if you have supported them through their career with you to that point, then separation is the only option to allow them to be successful. Unfortunately, it is not with you in this role.

Terminating someone does not mean you are not caring. It doesn't mean you don't genuinely want them to be successful in the future. But to continue to let them do what they are doing puts you, your department and your organization at risk. You can't allow that to happen. If and when that time comes: be professional; be candid; be inclusive; and be sensitive. •



ANTHONY "TJ" POLLACK IS THE REGIONAL HUMAN RESOURCES MANAGER FOR CAMPUS COOKS, A HOSPITALITY COMPANY SUPPORTING PARTNERS AT SOME OF THE LARGEST COLLEGES AND UNIVERSITIES ACROSS THE COUNTRY. HE HAS A BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION AND HAS OBTAINED CERTIFICATIONS AND LICENSES WITH THE LARGEST ORGANIZATIONS IN AQUATICS, INCLUDING PARTNERING WITH THREE MAJOR AQUATICS RISK MANAGEMENT COMPANIES. HE CONTRIBUTED TO THE AQUATICS INDUSTRY IN BOTH THE PUBLIC AND PRIVATE SECTORS FOR MORE THAN 15 YEARS, 10 OF THOSE YEARS BEING IN A HOTEL AND RESORT ENVIRONMENT. HIS LEADERSHIP IS AWARD WINNING FROM ORGANIZATIONS SUCH AS *AQUATICS INTERNATIONAL* AND THE AMERICAN HOTEL & LODGING ASSOCIATION. HE CONTINUES TO SUPPORT AND CONTRIBUTE TO BOTH OF THESE INDUSTRIES AND SEVERAL ORGANIZATIONS AND SERVES AS A MEMBER OF WWA'S WATERPARK RESORT COMMITTEE.



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WINNERS: BROCHURES

“Done well, branding and design can bestow colorful, vivid personality on a business, attracting publicity and recognition in an increasingly crowded market—and, ultimately, boosting sales.”

— ANTHONY WOOD
global managing director of
Shillington Education

ACCORDING TO Anthony Wood, the global managing director of Shillington Education, an immersive design school, if you want to set yourself apart from your competition and connect with your customers, then you need to design each of your individual marketing pieces with one concept in mind: branding.

“Done well, branding and design can bestow colorful, vivid personality on a business, attracting publicity and recognition in an increasingly crowded market—and, ultimately, boosting sales,” said Wood.

Branding might not be the first thing you think about when you are designing your next brochure, but it should be an important driver of the design conversation. Yes, your brochure still needs to impart a great deal of information, including in-park attractions and hours of operation, but that doesn’t mean that it shouldn’t be

a cohesive (and attractive) part of your overall brand. Your brochure can still include beautiful photography, fun, eye-catching design elements and catchy, memorable copy.

“The best branding rests on a solid foundation of evocative visual language: A company’s identity, personality, and unique characteristics are built on the interplay of countless elements, such as colors, figures, shapes, textures, and patterns,” said Wood. “Moreover, emotions are a critical product of the branding process; done right, it will move mountains to ensure customer loyalty.”

To learn more about Wood’s ideas on branding and design, read his full article here: <https://www.marketingprofs.com/articles/2019/41566/branding-and-design-are-inseparable-the-why-the-how-and-two-examples>. Then, check out the winning work from the 2019 Wave Review winners for best brochure. •

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WWA	CENTAMAN INC. 312-257-3697 info@centaman.com centaman.com	Barcode & RFID cashless spending	●	Barcode & RFID cashless spending	Photo	Comprehensive POS, mobile, online, & kiosk interfaces with full integration of all modules. Intelligent solutions for ticketing, memberships, inventory management, food & beverage, and retail operations. CENTAMAN: one system, one vendor
WWA	CENTEREDGE SOFTWARE 336-598-5934 info@centeredgesoftware.com centeredgesoftware.com	●	●	●	●	Full Facility Management software that can help manage your entire waterpark. POS, Reservation, crowd controls, inventory, time clock, employee scheduling, online ticketing, and much more. Contact for online demonstration.
WWA	CONNECT&GO CANADA 866-918-8282 514-631-8282 sales@connectngo.com connectngo.com	●				A new way to enhance the guest experience. Including RFID Access control, cashless payments and experiential activations. Offers revenue-generating opportunities.
	CONVERGENCE, LLC 949-716-8322 info@convergence.net convergence.net		●	Ticket redemption	●	Sell day tickets, season passes, lodging packages & cabanas to the public and to groups with our eConsignment. Our Platform includes MOBILE ticketing and also countertop kiosks & tablet POS stations.
WWA	CORETECH SYSTEMS 405-285-9326 esnyder@coretix.com coretechsystems.com	●			●	Cost effective, low initial investment, high quality software solutions. Our extensive suite of proprietary integrated applications range from management reporting and park analytics to wearable RFID season pass programs with customized guest portals.
	ETRACTION 916-770-4300 800-211-7677 info@etracktion.com etracktion.com		Daily tickets, online/print@home, mobile ticketing, season pass, consignment, group tickets	Handheld access control	Photo	Etracktion provides revenue, admissions, and ticketing systems to waterparks and amusement parks. Fully integrated and hosted in the cloud to make your job easier. Point of Sale, ecommerce, daily tickets, mobile ticketing, mobile POS, season pass, group sales, access control, reservations and reporting.
WWA	GANTNER ELECTRONIC GBmH AUSTRIA +43-555-673-784 844-703-1139 info@gantner.com gantner.com	Barcode and RFID	●	Online/Print@home	●	Online/ Print@home,
WWA	GATEMASTER TECHNOLOGY CORPORATION 510-799-9725 sales@gatemaster.com gatemaster.com	Vinyl, tyvek, RFID	●	●	Photo	Serving waterparks since 1994. Web sales integrated with all onsite Point-of-sale stations and devices. Gatemaster is full featured and scalable for any size park. Your data is private, owned and controlled by you.
WWA	GATEWAY TICKETING SYSTEMS 610-987-4000 800-GTS-TKTS learnmore@gatewayticketing.com gatewayticketing.com	Vinyl, paper, tyvek, RFID	●	●	Photo	Gateway provides high-speed, general admission, POS ticketing systems.
	ID&C WRISTBANDS 941-739-6935 contact@idcband.com idcband.com	●			●	ID&C are a premium supplier of custom RFID, barcode, and standard wristbands, cards & badges for the waterpark, hospitality, and entertainment industries.
WWA	IDEAL ONE AMUSEMENT SOFTWARE 800-964-3325 601-703-0421 fecsales@ideals.com ideals.com	Barcode & RFID cashless spending	Online stand alone or integrated, season pass, payment plans, capacity control, mobile ticketing, onsite printing	Handheld mobile access control, barcode, online/print@home, cashless spending, ticket redemption	Phone, online payment plans.	Over 30 years building one system that does it all. Full Integration of all modules. Online Ticketing, Online Event Booking, POS, Mobile POS, Cabana Rentals, Inventory Management, F&B, Retail Operations, Memberships, Kiosk, Turnstiles, Admissions, Access Control, RFID, Cashless, Kitchen Displays, Digital Menu Boards, Waivers, GL Exports.

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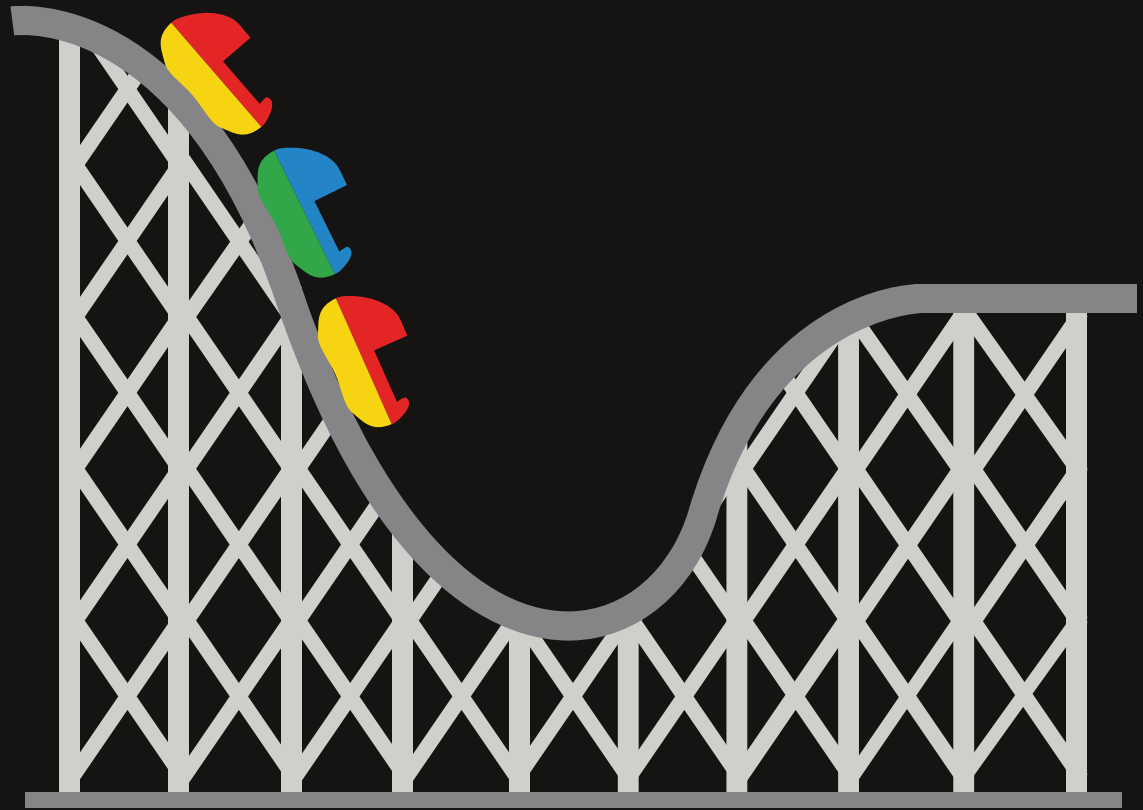
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WWA	INNTOPIA 802-253-2905 877-740-4143 attractions@inntopia.com inntopia.com		●		●	Inntopia Commerce: Omni-product booking engine (tickets, lodging, transportation, and activities, all in one cart). Inntopia Marketing Cloud: CRM, and automated marketing that works together to help waterparks grow.
WWA	MAGIC MONEY, LLC 704-448-9000 866-875-1600x404 mary@magicmoney.com magicmoney.com	RFID cashless	Digital tickets	Barcode & RFID cashless	Photo	Turnkey full-service RFID event management system designed specifically for fairs, amusement park, and water park event management. A true gate-to-gate cashless solution, this cloud-based suite of applications allows event management to control all aspects of event operations from front gate & admissions, rides and games, food and beverage, parking, ticket presales, ride inspection, and on-site reloads and redemptions.
WWA	MEDTECH WRISTBANDS 519-686-0028 800-361-1259 info@medtechgroup.com medtechgroup.com	Plastic, tyvek, vinyl	●			
WWA	NATIONAL TICKET CO. 570-672-2900 800-829-0829 ticket@nationalticket.com nationalticket.com	Hi-res, tyvek, QuikBands, RFID, vinyl, plastic, bar-coded, thermal	●		Photo	
WWA	PDC 800-255-1865 cs@wristbands.com wristbands.com	Vinyl, plastic, tyvek, thermal, RFID, and bar-coded			●	PDC's RFID solutions provide cashless payments, ticketing, access control, social media integration, keyless entry, and more to streamline operations, increase revenue, and enhance the guest experience.
WWA	PRICE CHOPPER WRISTBAND 888-695-6220 407-679-1600 sales@pchopper.com pchopper.com	Plastic, tyvek, vinyl	●			
WWA	ROLLER SOFTWARE 213-839-6940 sales@rollerdigital.com roller.software	●	●			The all-in-one software platform for leisure and entertainment venues.
WWA	SEMNOX SOLUTIONS LLC 616-264-4816 sushantha.bachody@semnox.com semnox.com	●	●	●	●	Admissions, ticketing, RFID, inventory, redemption, lockers, ride management, self-service kiosks, mobile POS, analytics on the cloud.
	TAM RETAIL (THE ASSISTANT MANAGER) 888-843-1476 sales@tamretail.com tamretail.com	●	●	●	●	Premier software provider for POS, E-commerce, inventory management, dining management, admissions, reservations management, ticketing, and membership.
WWA	TICKETOPS CORPORATION 416-323-3888 866-363-0656 info@ticket-ops.com ticketops.com		●		●	Best Solution for project implementation and management teams.
WWA	VIVATICKET, INC. 407-370-2900 ivette.mendezkelly@vivaticket.com vivaticket.com			●	Photo	OmniTicket Network provides integrated venue management systems for ticketing and access control for multi- or single-site attractions.
WWA	WRISTBAND RESOURCES 262-373-1900 800-481-2263 info@wristband.com wristband.com	Tyvek, plastic, vinyl, thermal, bar code, silicone	●			

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AQUATIC TECHNOLOGIES GROUP 772-225-4389 866-485-0086 dh.aquatic@gmail.com aquaguard5000.com	●		●
AQUATIX BY LANDSCAPE STRUCTURES 877-632-0503 952-345-6455 aquatix@playlsi.com aquatix.playlsi.com	●	●	●
BAYNUM PAINTING 859-491-9800 info@baynumpainting.com baynumpainting.com	●	●	●
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FIBERGLASS COATINGS 727-456-2415 jeff@fgci.com fgci.com	●	●	●

COMPANY INFORMATION	SKID-RESISTANT	PROTECTIVE PAINT	SWIMMING POOL
FIX YOUR PARK LLC 830-560-0624 830-560-6323 fixyourpark@yahoo.com www.fixyourpark.com	●	●	●
FLECKS SYSTEMS 844-805-1856 732-569-6161 info@fleckssystems.com fleckssystems.com	●	●	●
FORSCH POLYMER CORP. 303-322-9611 forschpolymerco@aol.com forschpolymer.com	●	●	●
KELLEY TECHNICAL COATINGS 502-636-2561 800-458-2842 info@kelleytech.com kelleytech.com	●	●	●
LIFE FLOOR 612-567-2813 solutions@lifefloor.com www.lifefloor.com	●		●
MIRACOTE 310-886-9100 danw@cpmail.net miracote.com	●		●
NEPTUNE POOL & SLIDE RESURFACING 815-557-2600 neptuneresurfacing@att.net slideresurfacing.com			●

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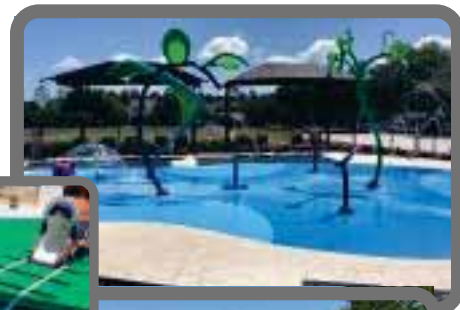
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2020 PROFILE: COATINGS

For Complete Mailing Addresses, Consult the WWA Buyers Guide | See waterparks.org for WWA's online Buyers Guide | WWA Supplier Members Appreciate Your Support

COMPANY INFORMATION		SKID-RESISTANT	PROTECTIVE PAINT	SWIMMING POOL
WWA	PLAYTIME LLC 303-962-7606 jeffw@playtime.com www.playtime.com			•
WWA	PORVIVA 501-812-0011 phil@bluewatercas.com bluewatercas.com	•	•	•
WWA	PYI, INC. 425-355-3669 kplanck@pyiinc.com pyiinc.com	•	•	•
WWA	RAMUC POOL PAINT 800-745-6756x283 973-625-3100 info@ramucpoolpaint.com ramucpoolpaint.com	•	•	•
	RECREATION SUPPLY CO. 701-222-4860 800-437-8072 sales@recsupply.com recsupply.com	•		•
	RENOSYS CORPORATION 317-251-0207 800-783-7005 info@renosys.com renosys.com	•		•
WWA	SAFE SLIDE RESTORATION 855-639-7543 314-448-7233 tony@safeslides.com safeslides.com		•	
WWA	SGM INC. 954-943-2288 800-641-9247 sales@sgm.cc sgm.cc			•
	THE SLIDE EXPERTS 720-940-0106 info@slideexperts.com theslideexperts.com	•	•	•
WWA	SLIDEPROS 407-312-2317 sales@slidepros.com slidepros.com	•	•	•
WWA	SURFACE AMERICA, INC. 800-999-0555 info@surfaceamerica.com surfaceamerica.com	•		•
	SYNTHETIC SURFACES 908-233-6803 info@nordot.com nordot.com	•		
WWA	TUFF COAT RUBBERIZED NON-SKID COATINGS 877-252-9457 970-252-9457 info@tuffcoat.net tuffcoat.net	•	•	•
WWA	ULTRA POLYMERS, INC. 724-449-1040 info@ultrapolymersinc.com ultrapolymersinc.com	•	•	•

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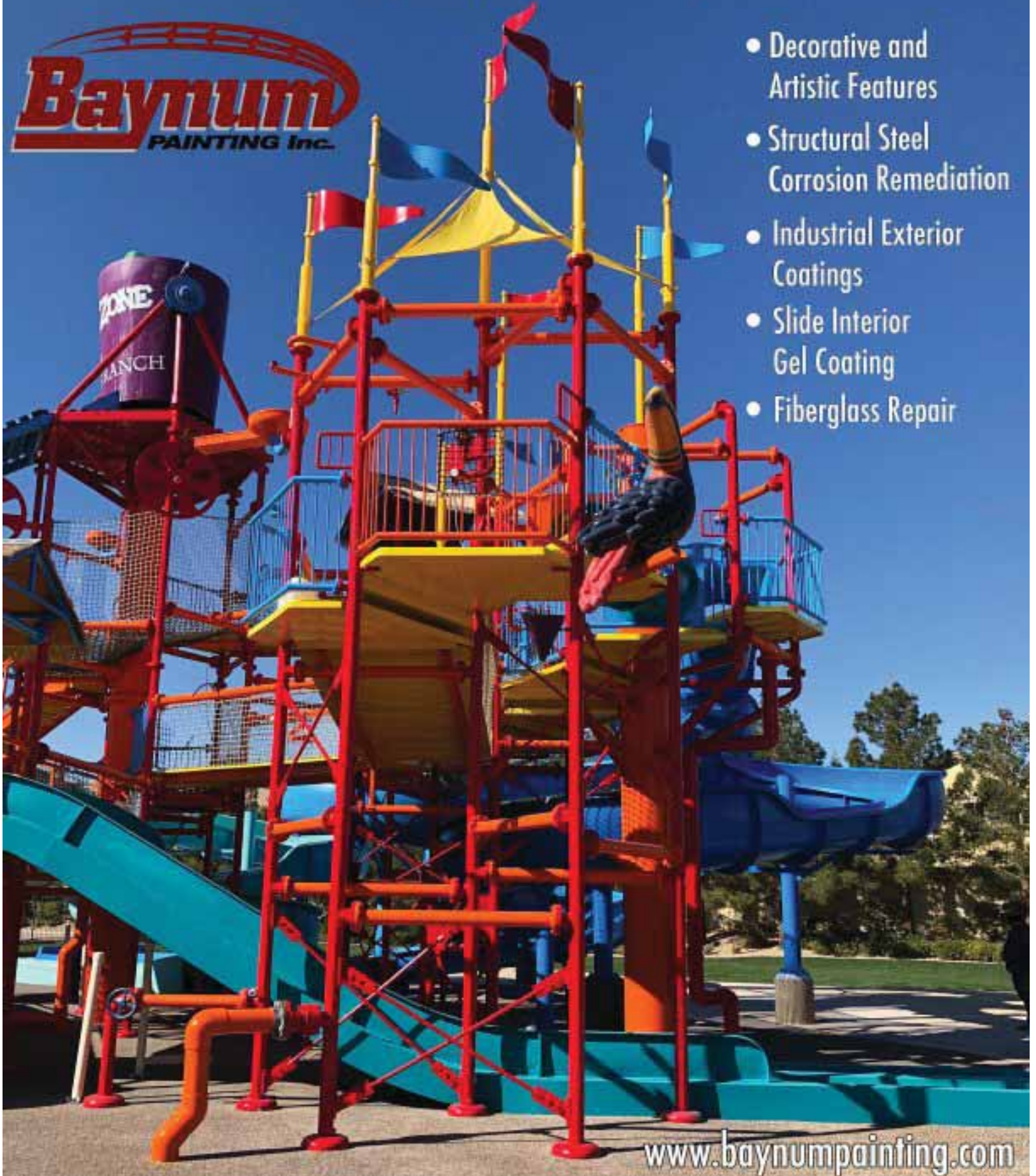
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2020 PROFILE: LOCKERS

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	COMPANY INFORMATION	MATERIALS	SIZE	LOCKS	LOCKER PAYMENT OPTIONS	LOCKER PURCHASE OPTIONS
WWA	BEST LOCKERS – A SAFEMARK BRAND 407-532-7400 800-LOCKER4 sales@bestlockers.com bestlockers.com	Stainless steel, powder coated Steel, plastic	1-6 tiers	Electronic & pin code, intelligent keypad, retro- fits, key, coin	GoPod™ kiosk; coin, credit/ debit card, change making & RFID	Direct purchase, lease options, revenue share
WWA	CKI LOCKER, LLC D.B.A. AMERICAN LOCKER 800-828-9118 info@americanlocker.com americanlocker.com	Stainless steel, painted steel, plastic, aluminum	1-6 tiers, custom	Key, coin, padlock, keyless electronic, combination, magnetic card, RFID	Self serve kiosk, coin, token, coin refund, credit/ debit card, RFID wristband	Direct purchase, lease option, revenue share
WWA	GANTNER ELECTRONIC GMBH AUSTRIA +43-555-673-784 844-703-1139 info@gantner.com www.gantner.com	Stainless Steel, Painted Steel, Plastic, Alu- minium, Wood, Glass, Galvanized powder coated steel, phenolic	Any, no limits	Keyless, Electronic, RFID	RFID wristband, RFID card, Smart card Reusable or disposable	Direct purchase, lease option, revenue share
WWA	LINCOLN AQUATICS 925-687-9500 800-223-5450 sales@lincolnaquatics.com lincolnaquatics.com	Plastic, phenolic, painted steel	1-6 tiers	Keyless, key, padlock, coin	Coin, coin refund	Direct purchase
WWA	THE LOCKER NETWORK 469-541-1000 sales@thelockernetwork.com thelockernetwork.com	Stainless Steel Powder coated painted steel	3,4,& 7 tiers	RFID, Barcode, keyscan, magstrip	Reusable or disposable RFID or Barcode wristbands, credit or debit card, coin, bills	Revenue Share, direct purchase, lease
	POOL SAFE INC. (PSI) 416-630-2444 416-727-7717 dberger@poolsafeinc.com www.poolsafeinc.com	Aluminium, powder coated steel, plastic, vinyl		Keyless, RFID	RFID	Direct purchase revenue share
WWA	SEMNOX SOLUTIONS LLC 616-264-4816 sushantha.bachody@semnox.com semnox.com	ABS plastic, HPL	Any, no limits	RFID, keyless electronic	RFID wristband, RFID card, Smart card reusable or disposable	Direct purchase, lease op- tion, revenue share

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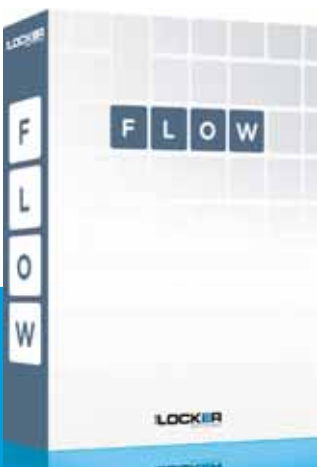
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2020 PROFILE: LOCKERS

For Complete Mailing Addresses, Consult the WWA Buyers Guide | See waterparks.org for WWA's online Buyers Guide | WWA Supplier Members Appreciate Your Support

	COMPANY INFORMATION	MATERIALS	SIZE	LOCKS	LOCKER PAYMENT OPTIONS	LOCKER PURCHASE OPTIONS
	SENTINEL LOCKERS BY TIFFIN METAL PRODUCTS CO. 419-447-8414 800-537-0983 sentinellockers@tiffinmetal.com www.tiffinmetal.com	Stainless steel, powder coated steel	1-6 tiers, custom	Key, padlock, coin, keyless electronic, combination	Coin, token, coin refund	Direct purchase, lease option
WWA	SMARTE CARTE/SMARTE LOCKE 651-653-3071 800-838-1176 keyless@smartecarte.com smartecarte.com	Galvanized powder coated steel	1-6 tiers	PIN, Barcode, RFID, Networked, Biometric	Cashless, bills, coin, token, credit card, debit card, change making	Revenue share & lease
WWA	SOJOURN PRODUCTS 772-633-7184 772-538-6048 info@sojournproducts.com sojournproducts.com	ABS polymer plastic / UV	Guest individual	Keyless RFID / wristband	Rent from staff, guest amenity	Direct purchase, lease
WWA	TIBURON LOCKERS 201-750-4960 888-WE-LOCK-IT lockmeup@tiburonlockers.com tiburonlockers.com	Plastic and stainless steel	3-7 tiers custom	PIN, barcode, RFID, Net- worked, custom authentication method, key, coin	Cash, Credit Card, RFID and barcode wristband, custom payment integration, coin, token	Revenue Share, lease
WWA	VLOCKER NORTH AMERICA 469-567-0956 303-953-8226 salesna@vlocker.com vlocker.com	Stainless steel, powder coated galvanized steel, ABS plastic & re- frigerated paneling	1-7 tiers of custom designs!	Keyless electronic- fingerprint, com- bination, magnetic card, RFID, coin return, key and custom colors.	Self-Serve kiosk-credit/debit card, integration with POS, room charge, bill/note coin, token, re-usable or disposable RFID/ barcode wristband/card, etc	Revenue share, direct purchase, lease option, rental, rent to own

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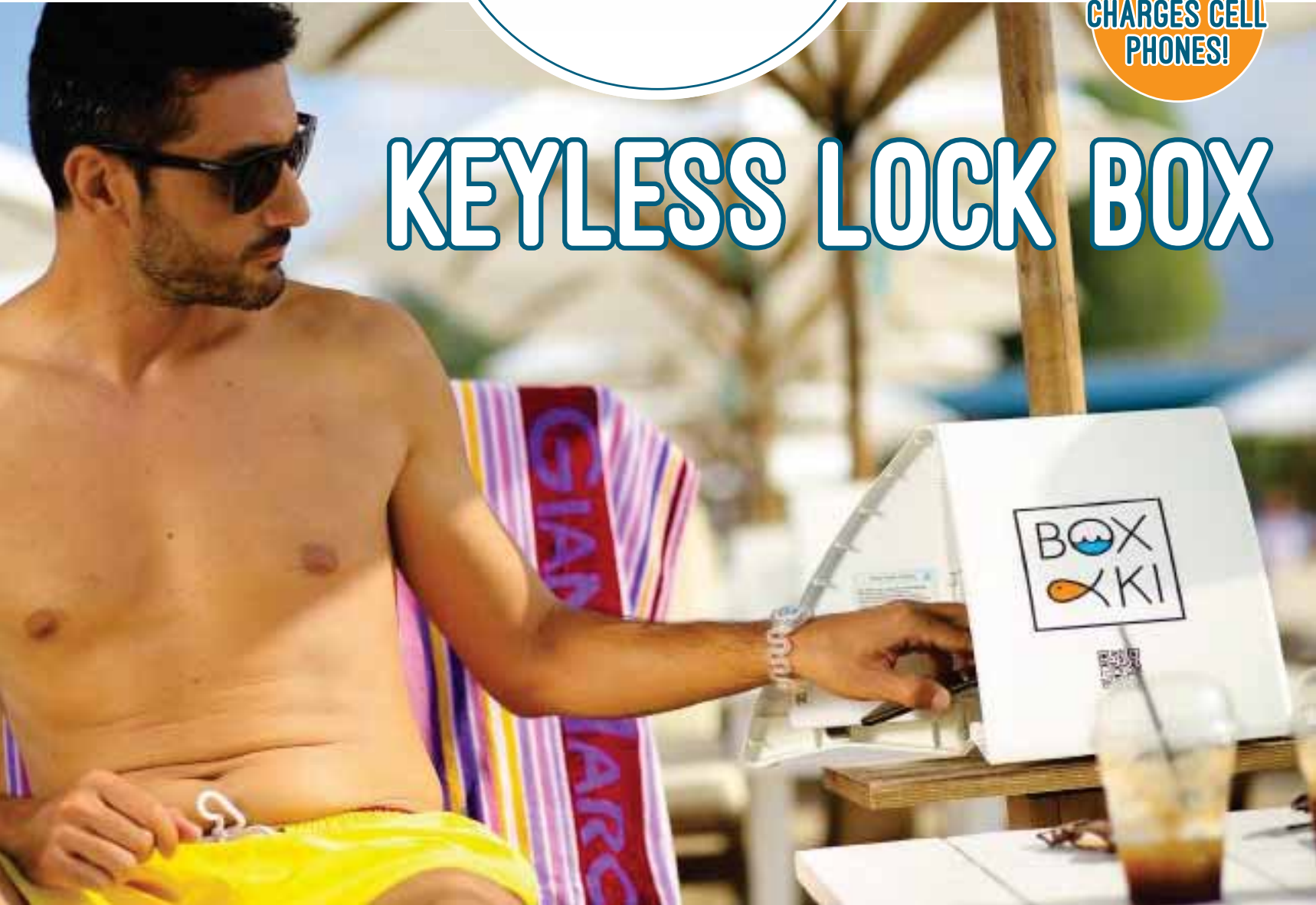


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CONTACT US:

Maura Lewis
772-538-6048
maura@sojourn-products.com

Michael Rogers
772-633-7184
michael@sojourn-products.com

CORRECTION

In the January 2020 issue of *World Waterpark Magazine*, in the park feature on Gumbuya World a key supplier partner, Murphys Waves Ltd, was omitted from the supplier list. Murphys Waves Ltd provided the wave pool for Oasis Springs at Gumbuya World in Australia.

We apologize for this omission and regret that it occurred.

NEWEST WATERPARK ATTRACTIONS

- “Aquaspinner,” to **AQUAPARK REDA**, Reda, Poland, a 27.7-meter-high SlideWheel (by wiegand.waterrides GmbH), which is the first of its kind in Europe
- a waterpark expansion to the outdoor waterpark area at **MASSANUTTEN RESORT**, McGaheysville, Virginia, U.S.A., to include three new waterslides, an enhanced kiddie area, a gathering and observation area, a bathhouse and an outdoor bar
- “Python Plunge,” to **SIX FLAGS WHITE WATER**, Marietta, Georgia, U.S.A., a five-story, two-person raft waterslide to open in Spring 2020
- “FlowRider,” to **SPLASH LAGOON INDOOR WATER PARK RESORT**, Erie, Pennsylvania, U.S.A., an indoor surfing machine and cornerstone of a \$3.5 million expansion project at the resort.



“Aquaspinner,” pict. top, is the first SlideWheel to come to Europe at Aquapark Reda. Pictured bottom are renderings of Massanutten Resort’s latest waterpark additions.

WATERPARKS IN THE WORKS

- **MARGARITAVILLE RESORT**, Conroe, Texas, U.S.A., a 186-acre property that will include a hotel with 360 guestrooms, a golf course, a spa, a 3-acre waterpark with a leisure river and outdoor pools and pickleball and tennis courts
- **SPLASH OUT LANGKAWI**, Langkawi, Malaysia, a new waterpark located next to the Bella Vista Hotel in Kuah featuring 12 waterslides and other water attractions.



Margaritaville Resort, pict. top, and Splash Out Langkawi, pict. bottom, are two waterparks that are nearing a 2020 opening.

WORLD TRAVEL AWARDS™ HONORS YAS WATERWORLD AS LEADING WATERPARK IN 2019

At the Grand Final Gala Ceremony of the 26th Annual World Travel Awards™, Yas Waterworld, Abu Dhabi, UAE, was honored as the “World’s Leading Water Park” for 2019.

“For the second year in a row, Yas Waterworld took home the title for the World’s Leading Waterpark and this is a true testament to the quality of the guest experience we’re able to deliver at an attraction we consider to be water’s greatest playground,” said Leander de Wit, General Manager for Yas Waterworld.

Finalists for this award included: Aquaventure Waterpark at Atlantis Sanya, China; Aquaventure



Leander de Wit, pict. second from the left, accepted the “World’s Leading Water Park” award during the 26th Annual World Travel Awards.

Waterpark at Atlantis The Palm, Dubai, UAE; Beach Park, Brazil; Disney’s Typhoon Lagoon Water Park, Florida, U.S.A.; Siam Park, Spain; Waterbom Bali, Indonesia.

The World Travel Awards were established in 1993 to acknowledge, reward and celebrate excellence across all key sectors of the travel, tourism and hospitality industries. Today, the World Travel Awards brand is recognized globally as the ultimate hallmark of industry excellence. •

MOVERS, SHAKERS & NEWSMAKERS



David Andrews Jr.

• **DAVID ANDREWS JR.** to General Manager for Soaky Mountain Waterpark, Sevierville, Tennessee, U.S.A.



Jason Borg

• **JASON BORG** to Vice President of Sales for RAVE Sports, Saint Paul, Minnesota, U.S.A.



Jamie Charlesworth

• **SCHUYLER PARATORE-BUETTNER** to Aquatics Director for Cedar Point Shores, Sandusky, Ohio, U.S.A.



Jessi O'Daniel

• **JAMIE CHARLESWORTH** to Regional Operations Director for Middle East & India for WhiteWater, Vancouver, British Columbia, Canada



Rafael Suarez

• **STEPHANIE GARAJA** to Area Manager at Cedar Fair Entertainment Company, Sandusky, Ohio, U.S.A.

• **JESSI O'DANIEL** to Vice President of Guest Experience at Kentucky Kingdom & Hurricane Bay, Louisville, Kentucky, U.S.A.

• **RAFAEL SUAREZ** to Owner of RB Group International LLC, Aguadilla, Puerto Rico, U.S.A. and General Manager for Five Islands Amusement & Water Park, Chaguramas, Trinidad & Tobago

WATERPARK FOR SALE

Opportunity to purchase a waterpark and year-round family entertainment center. Waterpark includes two slide towers, a "lazy" river, a wave pool and a children's activity pool. FEC has arcade, retail store, birthday party rooms, laser tag and outdoor go-kart track and mini golf. Full F&B service capabilities are onsite including a separate catering kitchen and large groups' pavilions, concession stand and free-standing full bar. Located on 80+ acres in Missouri, undeveloped property offers expansion and/or other business opportunities. Well established, operating for 15+ years. **FOR MORE INFORMATION, CONTACT WATERPARKSALE@GMAIL.COM.**

LOCKERS FOR SALE

Selling four American Locker banks for a total of 173 lockers in two sizes. Two are fully operational, while two need repair. These lockers were originally purchased in 2016 for 100k. These are electronic lockers that allow guests to create their own pin. The lockers accept cash and credit with online reporting provided. You'll be able to keep 100 percent of revenue. Selling for \$45k, or best offer. **FOR MORE INFORMATION AND PHOTOS, PLEASE EMAIL JKEDZIC@WAVESRESORTCC.COM.**

10 AQUATICS EXAMINER POSITIONS AVAILABLE

The American Red Cross is hiring for 10 Aquatics Examiner positions. These are part-time, on call positions working a variable schedule to include weekdays, evenings and weekends. These positions require at least 3.5 consecutive days of availability each week from May 1st through August 31st. These positions involve travel for multiple days regionally and may also involve nationwide travel. Aquatic Examiners are a key part of the American Red Cross Aquatic Examiner Service. They are front-line individuals who visit aquatic facilities across the country and provide direct services to these sites. Their feedback and reports assist management of aquatic facilities in developing procedures that recognize aquatic hazards and outline effective responses to aquatic emergencies. Open positions are available in Portland, Oregon; Dallas, Texas; Indianapolis, Indiana; Hartford, Connecticut; Los Angeles, California; Philadelphia, Pennsylvania; Nashville, Tennessee; Las Vegas, Nevada; Chicago, Illinois; St. Louis, Missouri; and Orlando, Florida. **FOR MORE INFORMATION, PLEASE EMAIL MEGAN PAPP AT MEGAN.PAPP@REDCROSS.ORG.**

WORLD WATERPARK MAGAZINE

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E-MAIL: wwamemberinfo@waterparks.org

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A regular classified ad costs \$50 for up to 50 words. There is a \$1 cost for each additional word. Online classified postings are available at www.waterparks.org. Online postings for open job positions are free of charge to current park, developer and supplier members. Place your classified ad today by contacting the WWA Office:
PHONE: +1 913-599-0300 **FAX:** +1 913-599-0520 **E-MAIL:** cathy@waterparks.org

BUSINESS PROGRESS CONTINUED FROM PAGE 18

tons of new TV spots. However, what about doing some creative for your social media channels? You could film short testimonials with some of your best customers as they enjoy time in the park and post them on Facebook, Twitter or Instagram. All you really need is a smart phone and an engaging employee or two to interact with your customers. Or if you don't have the time or money to design new marketing, look for marketing alternatives that might not cost you much more than a some free tickets. For example, you could invite your favorite local radio station DJ to broadcast for a day from your park. Give them free tickets to offer to their listeners as part of the broadcast and let the DJ bring their family in as well.

6. BRING IN A SALES CONSULTANT. Ok, so bringing in a sales consultant might not be your least expensive option or the one you would go to if your sales slump has been on

the shorter side. However, if you've been at it a few months or even a few seasons, and you feel like the slump is becoming more permanent, then hiring a sales consultant could be just the thing that you and your team need. The key is to look for a consultant that understand your brand and hopefully has some experience in the leisure market. Remember, a good sales consultant will help you bridge the gap that exists between you and your customer. They should be able to help you analyze and identify ways that your sales efforts are falling short and they should be able to help you build a step-by-step plan to address certain weaknesses. They should also be able to help you benchmark yourself against other leisure entertainment venues in your area. Ask whether or not they've worked with a waterpark or other comparable entertainment venue before you bring someone on board.

CALENDAR

The following is a partial listing of conventions, events and trade shows for the upcoming year. To submit calendar information please

MAIL: World Waterpark Magazine, 8826 Santa Fe Drive, Suite 310, Overland Park, KS 66212, **FAX:** +1-913-599-0520 or **E-MAIL:** cathy@waterparks.org.

MARCH 2020

8-10: INTERNATIONAL RESTAURANT & FOODSERVICE EXPO

Jacob Javits Center
New York City, New York, U.S.A.
www.internationalrestaurantny.com

9-11: AMUSEMENT EXPO

Ernest N. Morial Convention Center
New Orleans, Louisiana, U.S.A.
www.amusementexpo.org

10-13: CPRS

California Park & Recreation Society
Long Beach Convention Center
Long Beach, California, U.S.A.
www.cprs.org

12-14: RAAPA EXPO

Russian Association of Amusement Parks & Attractions
Pavilion 75, VVTs
Moscow, Russia
www.raapa.ru

15-17: MRPA ANNUAL CONFERENCE & TRADE SHOW

Maine Recreation & Park Association
Samoset Resort
Rockport, Maine, U.S.A.
www.merpa.org

17-20: PRPS ANNUAL CONFERENCE

Pennsylvania Recreation & Park Society
Seven Springs Mountain Resort
Champion, Pennsylvania, U.S.A.
www.prps.org

21-23: CAE/CAAPA

China Attractions Expo/
China Association of Amusement Parks & Attractions
New China International Exhibition Center
Beijing, China
www.chinaattractionsexpo.com

23-25: DEAL

Dubai Entertainment, Amusement & Leisure Show
Dubai World Trade Centre
Dubai, United Arab Emirates
www.dealmiddleeastshow.com

23-26: IRPA CONFERENCE

Iowa Parks & Recreation Association
Double Tree by Hilton
Cedar Rapids, Iowa, U.S.A.
www.iapra.org

25-27: MRPA CONFERENCE

Massachusetts Recreation & Park Association
Sea Crest Beach Hotel
Falmouth, Massachusetts, U.S.A.
www.massrpa.org

30-APRIL 3: NRPS CONFERENCE

Nevada Recreation & Park Society
MEET Las Vegas
Las Vegas, Nevada, U.S.A.
www.nrps.org

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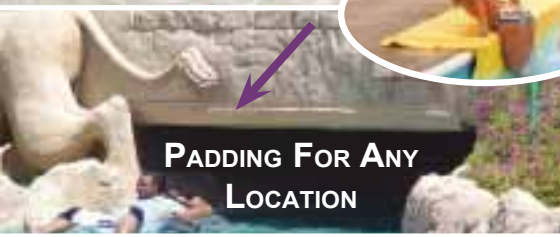
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