



## Further consolidation in US ride manufacturing sector

LARSON International, the Texas-based amusement ride manufacturer, has acquired Sellner Manufacturing, the iconic US leisure industry group, for an undisclosed sum.

Located in Faribault, Minnesota, Sellner has been creating family rides for carnivals and theme parks since 1926.

The company, which was founded by industry figurehead Herbert Sellner and produced a number of rides and attractions over many years, first garnered worldwide attention with the introduction of the Tilt-a-Whirl in 1926. More than 900 units were produced during its 88-year history.

Excluding its headquarters, Larson has acquired the rights to all Sellner ride plans, moulds, computer systems and peripheral equipment.

Company president Jeff Novotny said Larson plans to maintain the historic brand.

"We are very excited about this," he told the theme park community. "It gives us wonderful opportunities. Out of respect for the long history of this company and the family, and because of wide industry recognition of the Sellner product, I intend to keep and use the Sellner name."

## Cedar Fair entertains record number of guests

NORTH American parks operator Cedar Fair Entertainment Company has announced that attendance at its 17 resorts totalled a record 22.8 million guests in 2010, up 7.8 per cent on last year.

"We saw strong gains in attendance in all regions throughout the year, including significant improvements in season pass visits and group sales, as our aggressive marketing efforts and investments in new attractions drew increasing numbers of guests to our parks," said Dick Kinzel, chairman, president and chief executive officer.

"Through these efforts, we have been able to leverage the growing popularity of our parks and successfully navigate through a very challenging economic period by continuing to offer guests a best-in-class experience."



## NRCMA receives independent funding boost

THE US National Roller Coaster Museum and Archives has received a substantial donation from Cliff's Amusement Park in Albuquerque, the largest city in New Mexico.

Cliff's Amusement Park, which has been entertaining families since 1959, said its US\$25,000 donation to the NRCMA in Texas was placed in order to "preserve and protect" the history of traditional theme and family amusement parks across the US.

"We all feel the work the NRCMA is doing is important," said Gary and Linda Hays, owners of Cliff's Amusement Park. "We are talking about the history of fun, the history of family togetherness, the history of our industry."

"The NRCMA has taken the lead in establishing the early beginnings of a museum for our amusement industry and we wanted to support their efforts."

The NRCMA recently completed construction on its archive building in the south plains of Plainview, Texas. Acquisition of artefacts from the Texas Giant and the classic suspended coaster 'Big Bad Wolf' has already stretched the facility.

Further acquisitions continue to roll into the museum's facilities awaiting academic research and cataloguing. The donation from Cliff's Amusement Park will be used to continue to expand the capability of the museum's archiving process.



## Met Museum goes online with OmniTicket

USING OmniTicket Network's Nexus web sales solution, the Metropolitan Museum of Art in New York now allows visitors to purchase tickets in advance, print the tickets at home and avoid waiting in admission lines at the venue.

Tickets for sale online include admission to the Met's collection and all special exhibitions as well as same-day admission to The Cloisters museum and gardens.

Hayden Wilson, the overview ticketing system administrator at the museum, said: "December 2, 2010, saw the launch of our long-awaited internet ticket sales site using the OmniTicket system, which immediately added value to our admission process."

Elsewhere in the US, Essential Media Partners recently launched the Now Pass system in partnership with OmniTicket. The all-inclusive Now Pass gives visitors to Washington DC admission to the International Spy Museum, the Newseum, the Open Top Sightseeing Tour and two consecutive days of free transportation to over 30 of Washington DC's top attractions.