

The Only Magazine for Professional Haunted House and Escape Room Owners and Operators

HAUNTWORLD™

ISSUE #50
\$20 US / \$22 International

MAGAZINE

50th
ISSUE

**Headless
Horseman**

HAYRIDES AND HAUNTED HOUSES
ULSTER PARK, NEW YORK

TREOPYWORLD

ST. LOUIS, MISSOURI

In This Issue!

LEARN MORE \$ECRETS TO CREATING REVENUE GENERATING MIDWAYS



Hauntworld.com or HauntedHouseMagazine.com

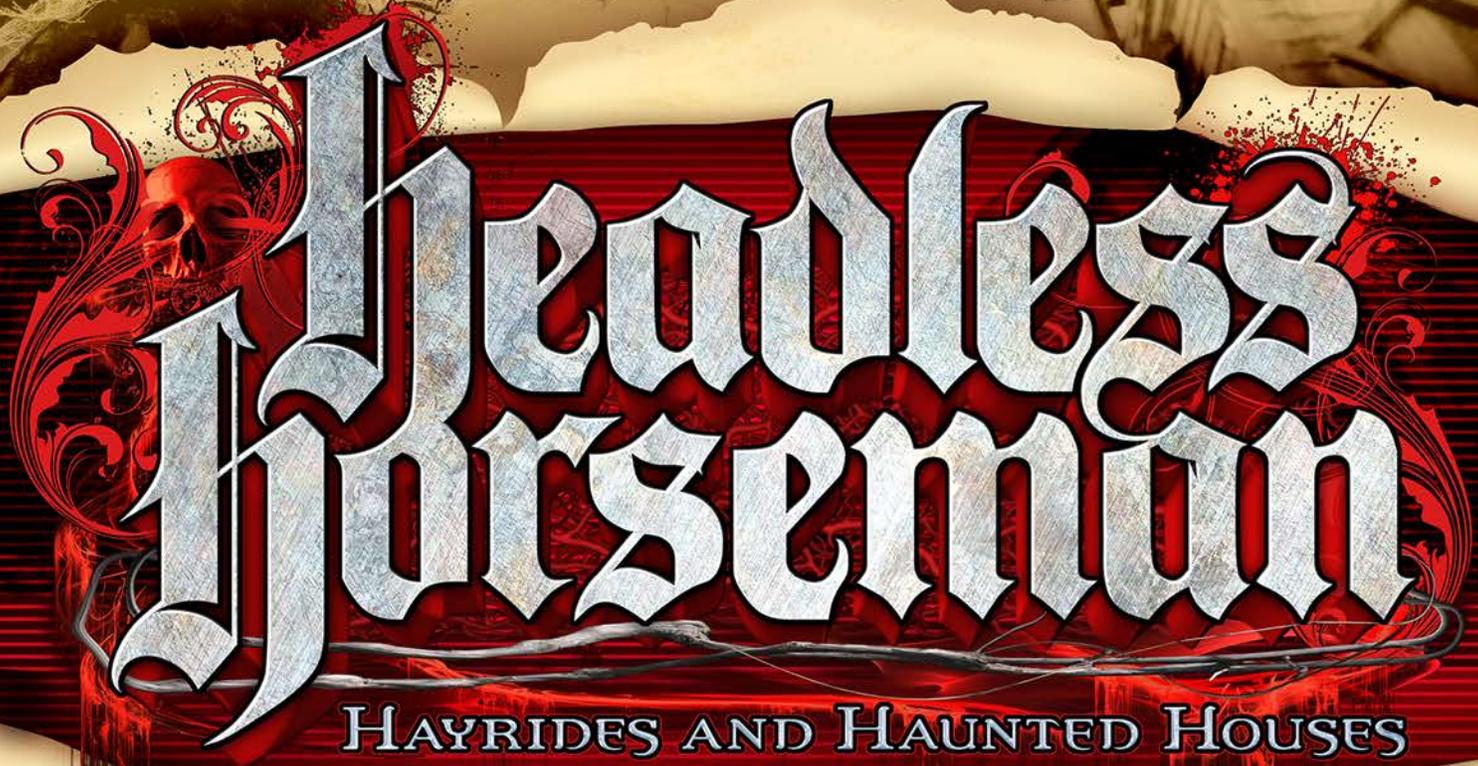
The Industry Leader for information about Haunted Houses, Escape Rooms, Hayrides, Corn Mazes and More!



“Headless Horseman Hayrides and Haunted Houses would like to take this opportunity to thank Hauntworld and our guests that have attended our attraction in the past years, as well as those who have taken the time to vote and make us #1 Haunted Attraction.”

Sincerely, Michael & Nancy Jubie

**The Most
Entertaining,
Extreme, Scariest,
Horrific, and Best!**



Headless Horseman

HAYRIDES AND HAUNTED HOUSES



A Force to be Feared!

A main reason why Headless Horseman Hayrides and Haunted Houses (H5) is rated number one is because they fully immerse their guests in the world of horror. Upon arrival, every one of your senses are invoked by the world that is created by the H5 team of special effects experts. From the unique stories that are created each year to the smallest scary detail, you are drawn into the theatrical movie-like universe of the Headless Horseman.

The Setting

The haunted dark hills of New York State are the back drop of a historic eighteenth-century stone house, horse exchange and tavern on 65 acres that is the home of H5. Charging into its 28th season, the legendary event continues to expand and terrify its guests like no other. Owners, Michael & Nancy Jubie, having a passion for horses, chose the horse and horseman as their iconic characters representing strength, speed, power, and spirit!

This historical estate cannot be duplicated! The night chill, the rustling leaves of ancient maple trees, and the shadows in the night swallow you whole. While you are on the property your five senses are on heightened alert.

Your experience begins as you enter the property. You realize that HORROR LIVES HERE! Once inside, you are immersed in a giant midway, with a Halloween atmosphere, including the smell of fresh apple cider donuts from Deadly Donut Bakery, gift shops, and music pounding out a bone chilling rhythm. As ride times are called, you enter the line to the hayride, where eerie glowing pumpkins peer down at anxious unsuspecting guests.

**“WE HAVE ENTERTAINED
AND FREIGHTENED
WELL OVER
A MILLION GUESTS.”**

In 1993, there was a hayride, 35 actors and a wall of t-shirts. Today, H5 is a unique, immersive experience with a theme that changes each Halloween season, featuring a theatrical one-mile hayride, and 9 other haunted attractions as follows:

- The Lunar Motel
- Glutton's Diner & Slaughter House
- The Horseman's Tomb
- Dark Harvest Corn Maze
- Mama Rose's Swamp Shack
- Night Shade Nursery & Greenhouse
- Dr. Dark's Black Spider Circus Sideshow
- The Feeding
- Two Raven's Manor

The experience includes skilled stunt performers, trained actors, monsters, pyrotechnics, professional illusions, and a cast and crew of over 375. The haunted production at H5 is simply unmatched.

In addition, there is a magic-illusion stage show, 4 food eateries, 3 retail shops, and Phantom Photos. Headless Horseman Escape Rooms are also open nightly. Children's Days called A Tiny Taste of Terror is their daytime event, suitable for children ages 1 – 9.



CONTINUE >>>

The Hayride

A Most Extreme Experience

Each year H5's theatrical theme changes, including a new storyline and script. It's an experience like no other. There are massive, highly detailed three-dimensional Broadway quality sets, scaring on both sides of the hayride trail.

Elaborate illusions are designed and incorporated into select sets to create massive scares. New sets, costumes, sound, lighting, special fx, professional makeup, and monsters are designed and fabricated in house.

Twelve tractors await to take you on a one-mile immersive experience like no other that winds its way thru fields, orchards, and foreboding woods as the story unfolds. All guided by a professional storyteller escorting you on your journey of horror and evil. You will encounter shocking and startling scenes, witness fire, explosions, illusions, and of course the encounter with the star of the show the HEADLESS HORSEMAN, charging at you on his amazing black steed.

The hayride takes you through a dark forest in the Historic Hudson Valley of New York State. As you travel deeper and deeper, the temperature drops significantly and the smell of moss and decomposing wood overtakes the air. You visit small terrorized towns, ride through abandoned caves, an pass haunted harbors as you wonder how close you are to the Hudson River. The answer is close enough to feel the spray when the tide hits the docks. You approach an old watermill as it explodes into flames that light up the night sky. The heat on your face is so intense that you briefly forget about the cold. But the moment passes quickly as you enter the cemetery. This is the darkest and coldest place you will encounter, chilling you to the bone. As you look up, the sky is riddled with stars, allowing you to see more than you REALLY want to! Something is moving just past the graveyard gates. The whole wagon becomes quiet. You can hear it now. The sounds of thundering hooves and the screeching call of a horse. The wagon trudges on and out of nowhere the Horseman is riding his massive black steed next to you! Steam rises from his decapitated body, and you can see and feel the breath from the horse's nostrils. The Horseman is welding a red-hot blade. Attempting to remove your head! The wagon made it to the covered bridge, and you are safe.... or are you? NO! The hayride is only half over.

When your ride ends you are dropped off at a seedy, broken down shell of what it once was, the Lunar Motel sitting atop a hill just outside the village of Crow Hollow. This is no B & B. Now it reminds us of an era long since passed. The Lunar Motel was the scene of multiple gruesome murders. It is a haven for serial killers, cannibals, and violent criminals. You must pass through it in order to move to the next step of your journey. As you walk through the Lunar Motel, Glutton's Diner and Slaughterhouse, the horrific sounds of something being slaughtered will make you cringe! The odor of decaying carcasses, dripping blood of dead cows and hogs hoisted from overhead, will make you feel like vomiting. Running away is not an option.



CONTINUE >>>

The indigent people you encounter live here and hate trespassers. If you pay attention, and don't let your fears take over, you may survive and make it out. You think your safe? But you are not..... You find yourself in the beginning of the Dark Harvest Corn Maze.

Trembling out of the slaughter house, you find yourself in an endless cornfield. Scream your way through the endless maze of 10' high corn stalks, home to creatures waiting to pounce on anyone who dares to enter. You will encounter countless scarecrows, bee house, shanty shacks, giant pumpkins, crows, and larger than life insects hovering overhead to attack you. The backdrop is antique farm equipment and a crashed airplane duster utilized by the inhabitants of the hollow grounds adds to the harvesting of souls.

Dark Harvest Corn Maze encompassing 5 attractions. This may be the scariest place you will ever get lost in. Be prepared! Where you get lost is the only question. Will it be in the actual corn, the marsh lands of the swamp people, or the Horseman's Tomb, an underground crypt, containing the Horseman's remains.

You are forced into the Black Spider Sideshow where you come face to face with extremely scary clowns. Your only escape is to an authentic century old green house on the property. But wait...Should you proceed?

Dead vegetation suspended from the ceiling and climbing up the walls block your path of escape. Giant animatronic Venus Flytraps burst open. CO2 jets, and a misting system causes additional fright. A shy worm girl invites you to hold a handful of her pets distracting the unsuspecting guests for an amazing scare. Your only escape is through the swamp where creatures lurk at every turn. It is all over now? NOT A CHANCE!

Welcome to the Feeding! You will meet your mortality early. The heart pounding excitement is evident by the screams you hear inside. Meet some of the most deranged individuals on earth! From bug eating plumbers to seven-foot tall scalpel happy surgeons and contorted nurses to genetically altered patients. This is a 1950's circa hospital. With authentic décor throughout - dental lab, operating rooms, hospital rooms, morgues, examination rooms, and Cryo chamber. Is it a medical building or a secret human testing facility? Whatever it is, my advice, stick together and move swiftly past the enraged caged monkeys used for testing.

The Two Ravens Inn is the last haunted house attraction. Enter a Victorian mansion and meet some mysterious characters along the way. As you walk thru, you find secret passage ways into the old village and on to the docks. It seems like there is something waiting at every turn. When you eventually make it out, you will find that you are back where you started. Is this the end?

Not exactly...



CONTINUE >>>

To end your memorable experience, check out the Stage Show featuring a professional illusionist that will blow your mind. You can sharpen your problem-solving skills with an escape room, a one hour fully immersive experience or a five-minute escape room challenge. Visit one of our gift and apparel shops. Remember to visit the Phantom Photos booth to view your photos taken earlier in the night.

AND THE FOOD! Try an apple cider Deadly Donut or a Deadly Dozen! Made fresh nightly! Food from the Evil Eatery, is to DIE FOR. Candied apples and apple crisp in our sweet shops are sinfully delicious. After chowing down and doing your final shopping you leave knowing that you have spent an entire evening in a world that fuels fear and creates screams!

Be sure to check under your bed to see if something awaits you at home. You Never Know!

H5 prides itself on being inclusive, non-bullying, non-judgmental, and offers a safe place to express oneself. There is a diverse staff that encourages actors to express themselves through their characters. Never limit an actor to a specific role based on gender. The star of the show, The Headless Horseman, has always been a woman!

Creating off season income: Long ago, Mike and Nancy Jubie decided to tap into their unique customer base and interested audience. So fifteen years ago, H5 created a holiday attraction called A Frosty Fest Holiday Nights – Spectacular Lights! to help keep the team active and generate income thru the winter season. Frosty Fest offers light displays, some thirty feet tall, on the drive thru trail. Families can also take a hayride thru the property to view the same displays. After the light show, guests visit Dasher's Donut Shop bakery for hot chocolate, apple cider donuts, gingerbread men, and more. Ticket price includes Frosty's 3D Magical Adventure, Jingle and Jangle Stage Show, Costume Characters to dance and take photos with the children and families, Santa's Magical Mansion, Dancing Light Displays, Frosty's Magical Forest Walk thru, and the North Pole with Santa. Photos with Santa, are ver popular at an additional charge. Gift shops are open and provide holiday items for sale. The Midway has a train for the children to climb on while mom shops in the gift shops. "Your imagination and ideas are endless. DON'T JUST THINK SCARY, THINK MERRY AS WELL! Plus, you can operate a holiday winter themed event with a much smaller staff from security to Santa."

The Jubies are proud members of their community too, always finding ways to give back: Creating jobs, Bringing tourism to the area, Helping generate business for restaurants and hotels, Donating tickets to charitable causes, and being part of Don't Be A Monster (an anti bullying school program).

American Made Monster Studios (AMMS), H5's sister company, was developed to maintain, repair, and create



new monsters, sets, and FX's for the show. It also provides work for Team artists thru the off season, keeping them in the H5 family. AMMS has grown into working with film companies, plays, television, haunts, private businesses, and schools. AMMS also has an internship program with local high schools and colleges. The internship is designed to invoke interest in the creative end of this type of artwork and keep students local for future employment opportunities. This program, now in its sixth year, is very well received by local teachers and students.

"You can design and create, and build the best attraction, but it takes a great TEAM and fans to make it a reality," says Nancy. "Keep in mind whatever your attraction is or becomes, it will reflect on the entire haunt industry from New York to California."

"It's kind of fun to do the impossible"

- Walt Disney