



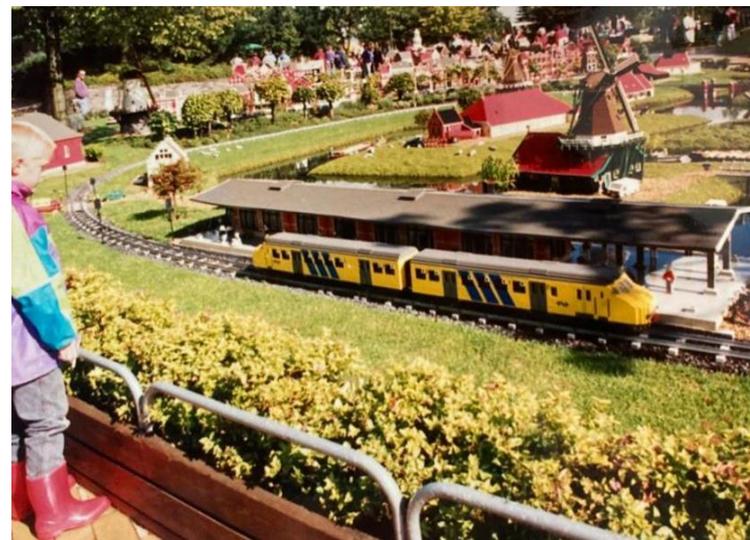
IAAPA®

The Global Association
for the Attractions Industry

Trends in the Attractions Industry

02-06-2023







SixFlags[®]
HOLLAND



Stenden
University of Applied Sciences















1. What is IAAPA



IAAPA – Mission and Vision

Mission

We inspire, grow, and protect the global attractions industry through member connections.

Vision

A diverse and dynamic association for the attractions industry with global reach and impact.

IAAPA - Profile

- Founded in 1918
- Premier and ONLY global trade association for the whole attractions industry
- Hosts global events
- Provides valuable tools and resources
- Over 6.000 member companies from more than 100 countries
- Member-driven association with extensive Governance



Inspiring each other to move the attractions industry forward

IAAPA – Fields of activity



Experience the best of the global attractions industry



Connection and Inspiration from Peers



Opportunities to move your Career/Business forward



Stories, news and ideas to keep you inspired



Representation and support of the industry

2. The industry





Industry Data Europe

- Approx. 1.100 attractions in Europe
- Direct revenue of 10,65 Billion EUR
- Estimate 128.000 direct jobs created
- Direct employee compensation at 3,7 Billion EUR
- 3,4 Billion EUR Taxes paid

2022 Season



Rekordår for Fårup Sommerland: Aldrig har der været flere besøgende

Record de fréquentation historique pour le parc Asterix avec plus de 2,6 millions de visiteurs en 2022.

Mijlpaal: Toverland ontvangt miljoenste bezoeker

Maura Laarman

17 december 2022, 12:36 • 2 minuten leestijd



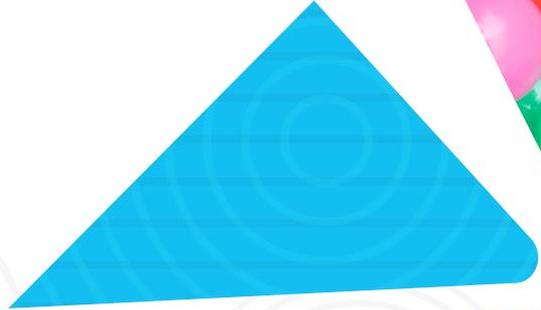
2022

- Regional growth
- Significant price increases
- Continued demand for themed accommodation
- Concerns on energy pricing
- UK with mixed economic outlook

3. Overarching Trends



Globalization





Disney
Parks, Experiences
and Products



World of Attractions

*Attraction figures as of August 2021



MIDWAY ATTRACTIONS

SEA LIFE

Amazing Discoveries
 United Kingdom: 11
 Continental Europe: 18
 North America: 9
 Asia Pacific: 11

Madame Tussauds

Famous Fun
 United Kingdom: 2
 Continental Europe: 4
 North America: 7
 Asia Pacific: 9

LEGOLAND

Playful Learning
 United Kingdom: 2
 Continental Europe: 3
 North America: 1
 Asia Pacific: 8

Disney

Scary Fun
 United Kingdom: 6
 Continental Europe: 3
 North America: 1
 Asia Pacific: 1



LEGOLAND RESORTS

LEGOLAND

Playful Learning
 United Kingdom: 1
 Continental Europe: 2
 North America: 3
 Asia Pacific: 3

RESORT THEME PARKS



Fantastic Escapism
 United Kingdom



Wild Adventure
 United Kingdom



Extraordinary Adventure
 Germany



Eye Opening
 United Kingdom: 2
 Asia Pacific: 1



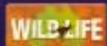
Laugh, Learn & Play
 Asia Pacific: 1
 North America: 5



Continental Europe: 1
 Asia Pacific: 1



United Kingdom: 1



Asia Pacific: 1



Asia Pacific: 2



United Kingdom: 1



Big Fantasy Adventure
 Italy



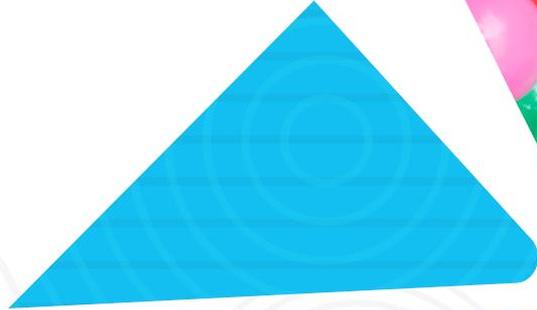
Otherworldly Adventure
 United Kingdom



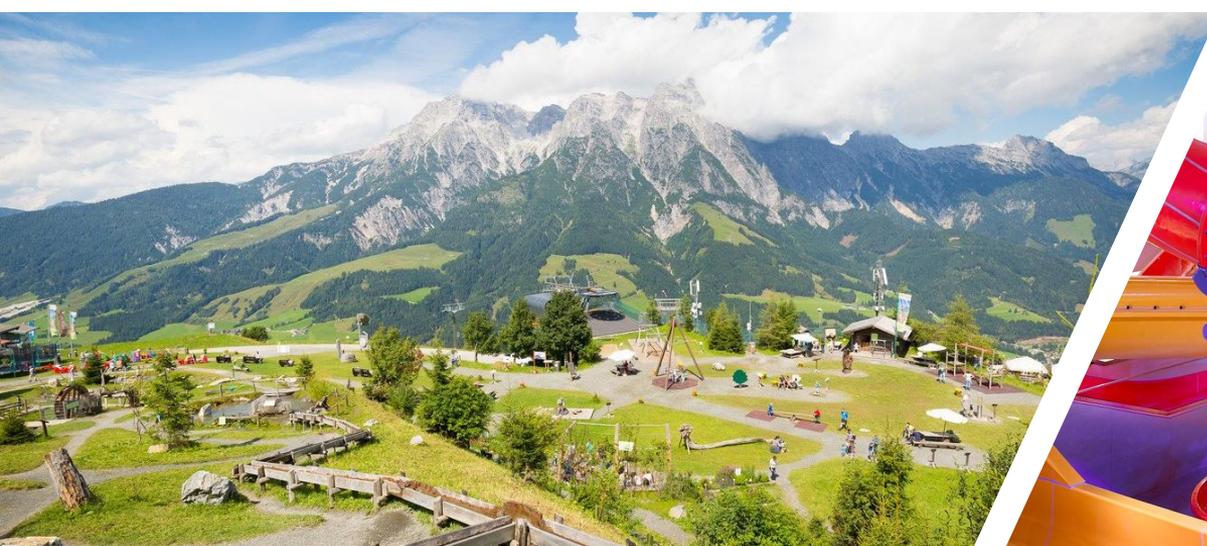
Ultimate Castle
 United Kingdom



Growing competition









Generation Z - Alpha



ATTITUDES AROUND MATERIALISM

Agreement and disagreement across 17 countries



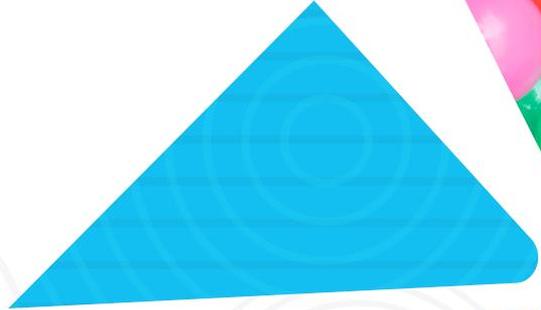
31% 9%

Agreement (Top 2 boxes)
Disagreement (Bottom 2 boxes)



44% 3%

Sustainability

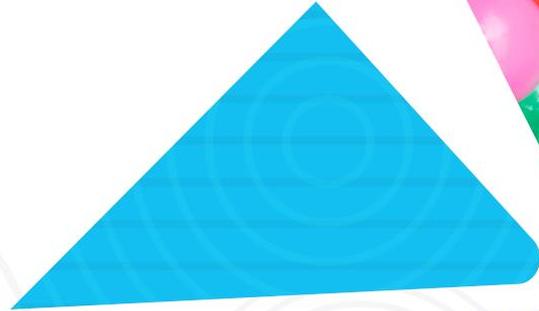




4. Industry Trends



Elevated Experiences







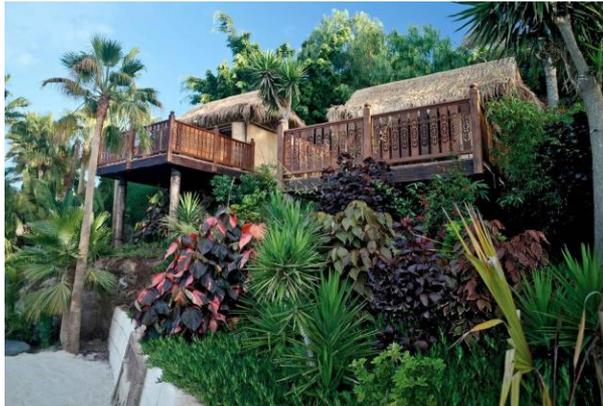




← ATTRACTIONS

Trainer for a Day

Enjoy a full day experience to learn what is it like to be a trainer at Sea World. You'll learn all about how the trainers at Sea World look after and train our animals.



News » Lancashire News » Blackpool Pleasure Beach

New Walk the Big One XL experience at Blackpool Pleasure Beach

Thrill seekers will get to see Blackpool from a viewpoint like never before

SeaWorld
ULTIMATE
VIP
TOUR

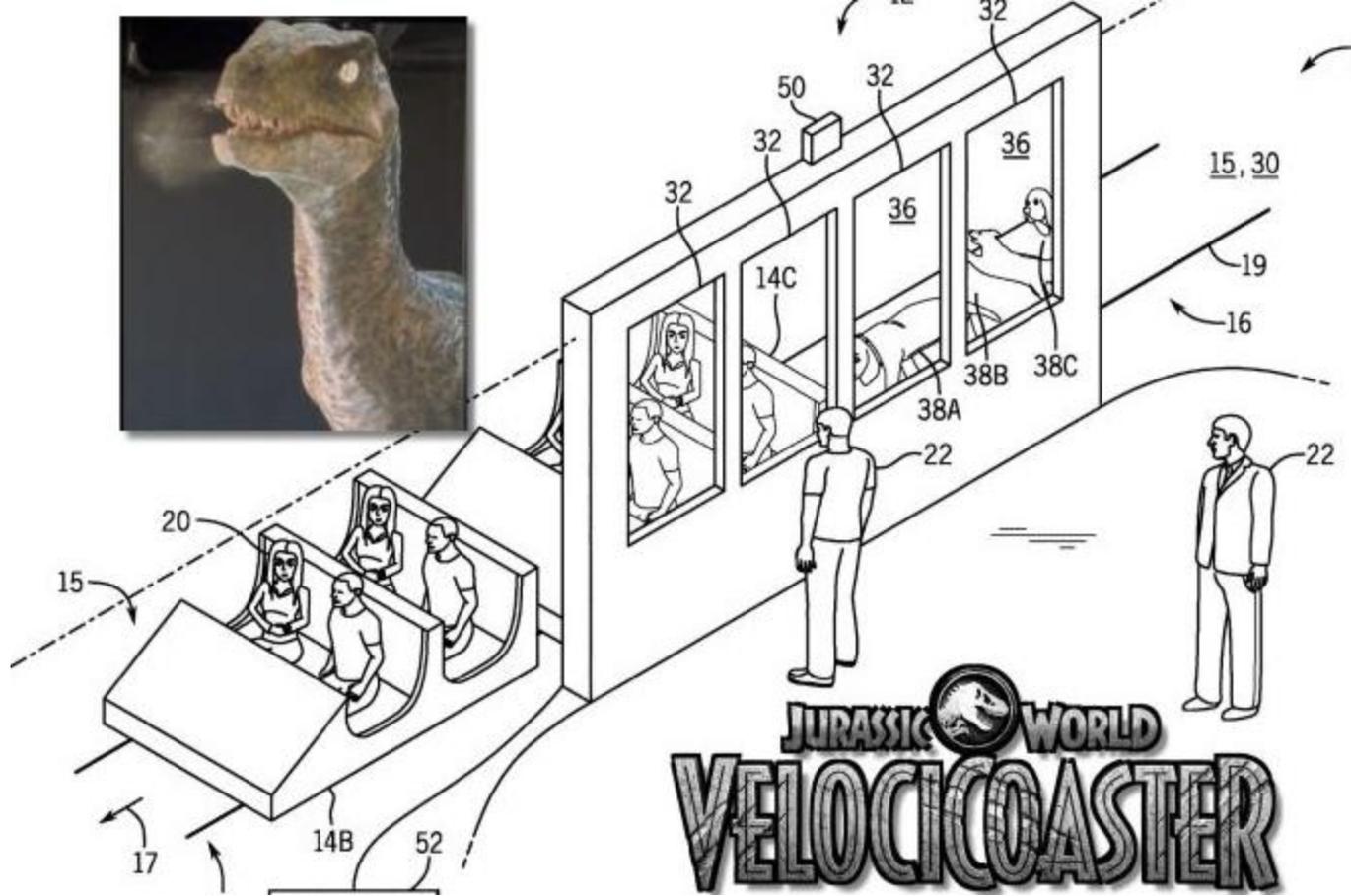
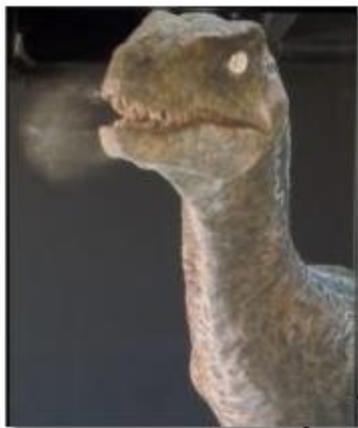




Iconic Moments



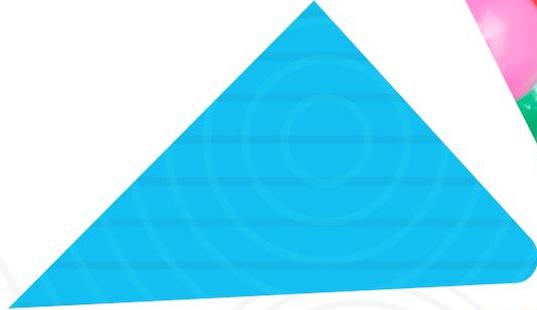


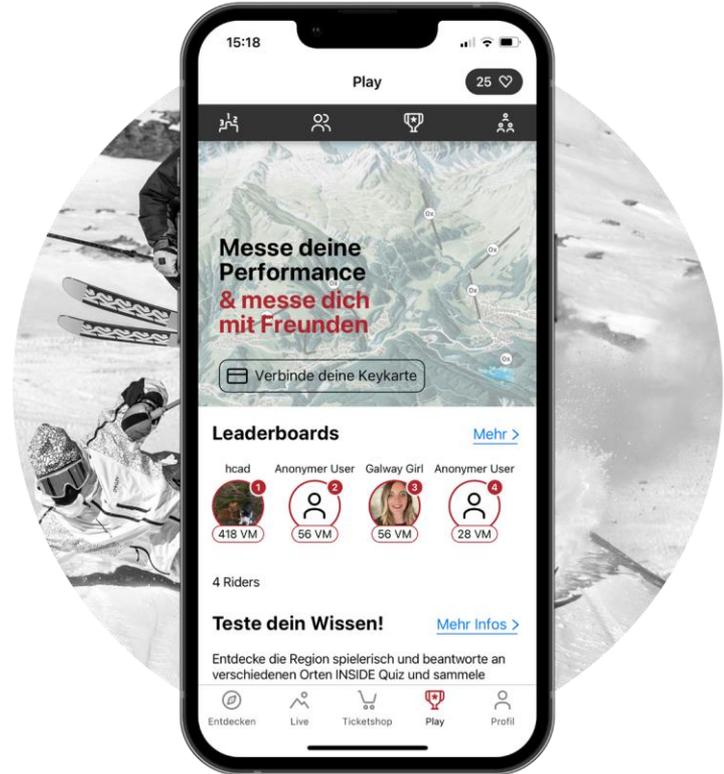


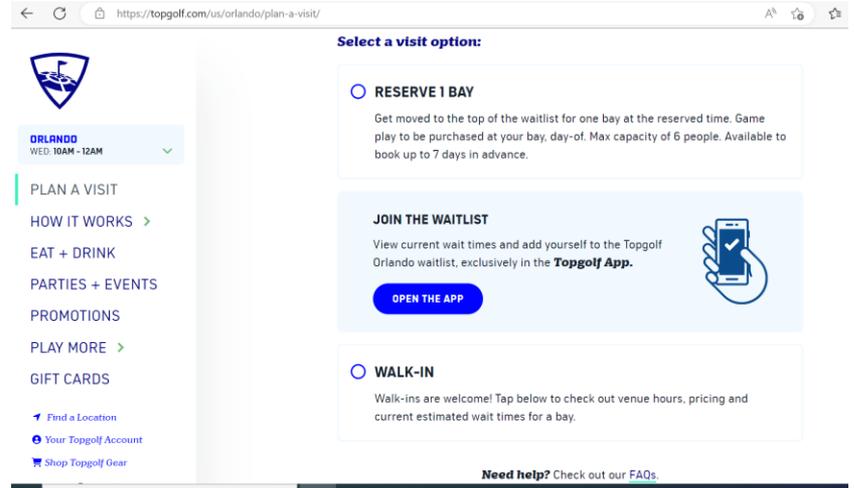
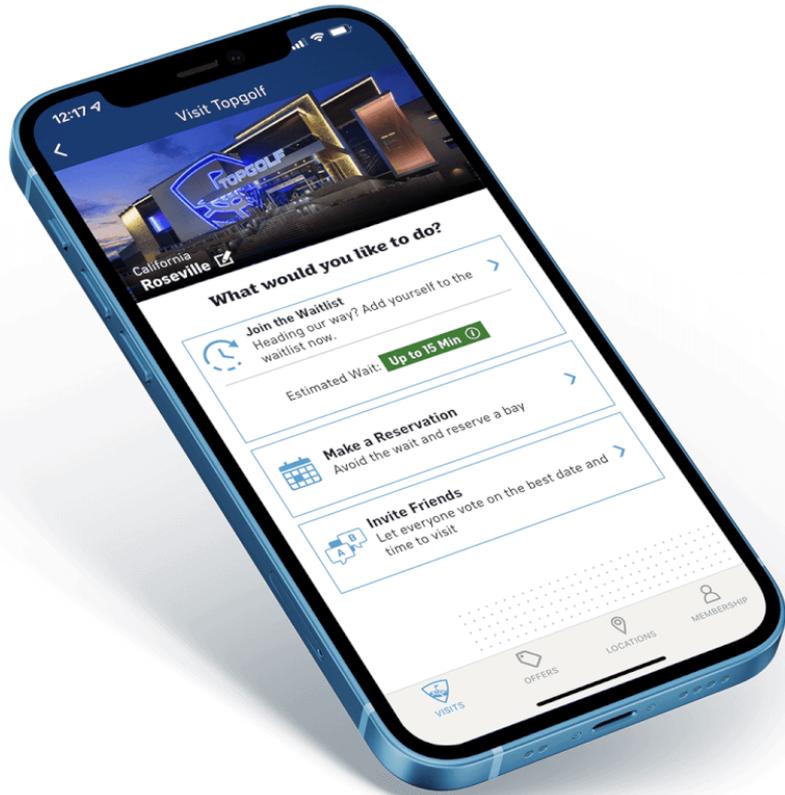
JURASSIC WORLD
VELOCICOASTER



Technology











Role Play





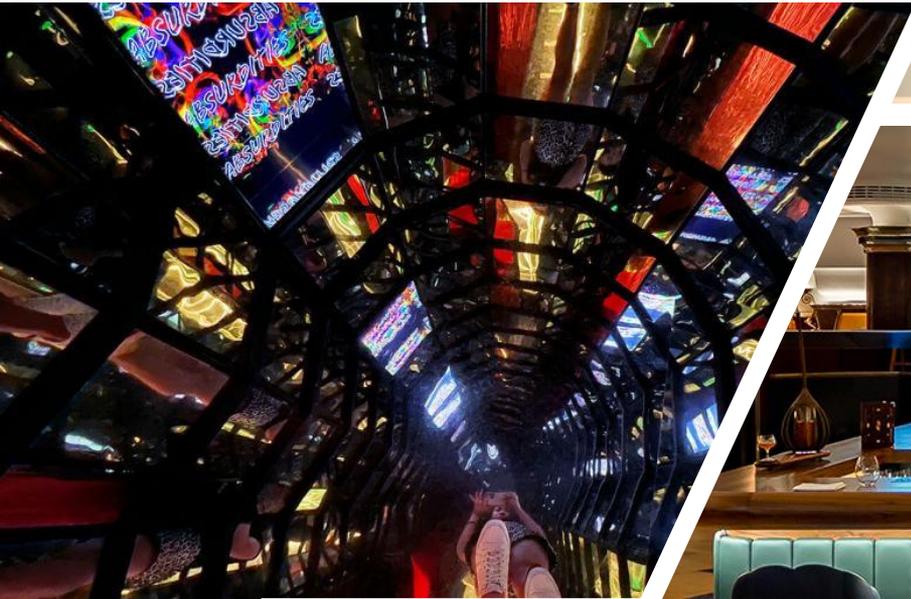






Making Gastro Memories



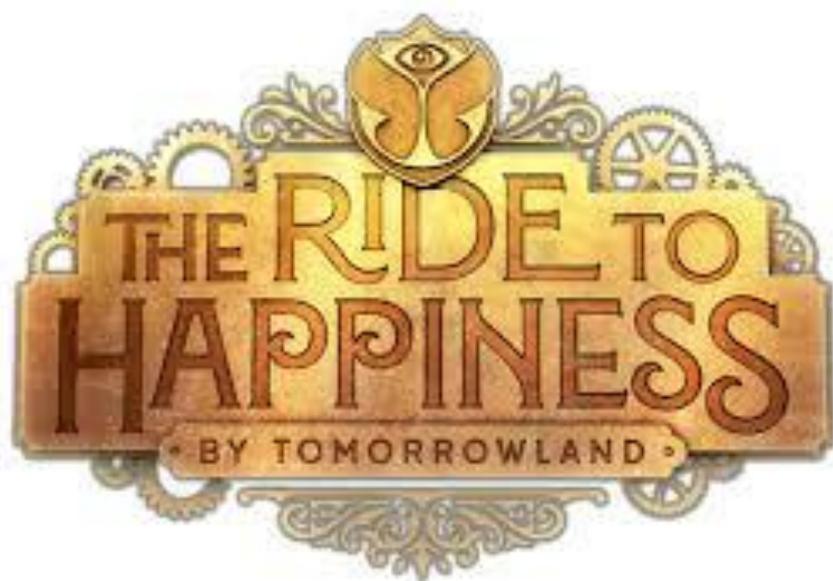




Intellectual property







THE RIDE TO
HAPPINESS
BY TOMORROWLAND



PortAventura[®]
WORLD



NUEVA
ATRACCIÓN 2023



THE WEEKND

AFTER HOURS NIGHTMARE



दुबई
पार्लेस
AND RESORTS



Accommodation Resortification













Competitive socializing



Competitive Socializing

- Mix of traditional games with upscale F&B offer
- Especially in urban environments
- Technological element
- Strong variable pricing component
- Highly instagramable
- Little staff involvement







B O U N C E

THE HOME OF PING PONG

Exercise Experiences

- Individual activities are turned into social events augmenting the value of the experience
- Gamification through individual results and not generic systems

GAME FISHING

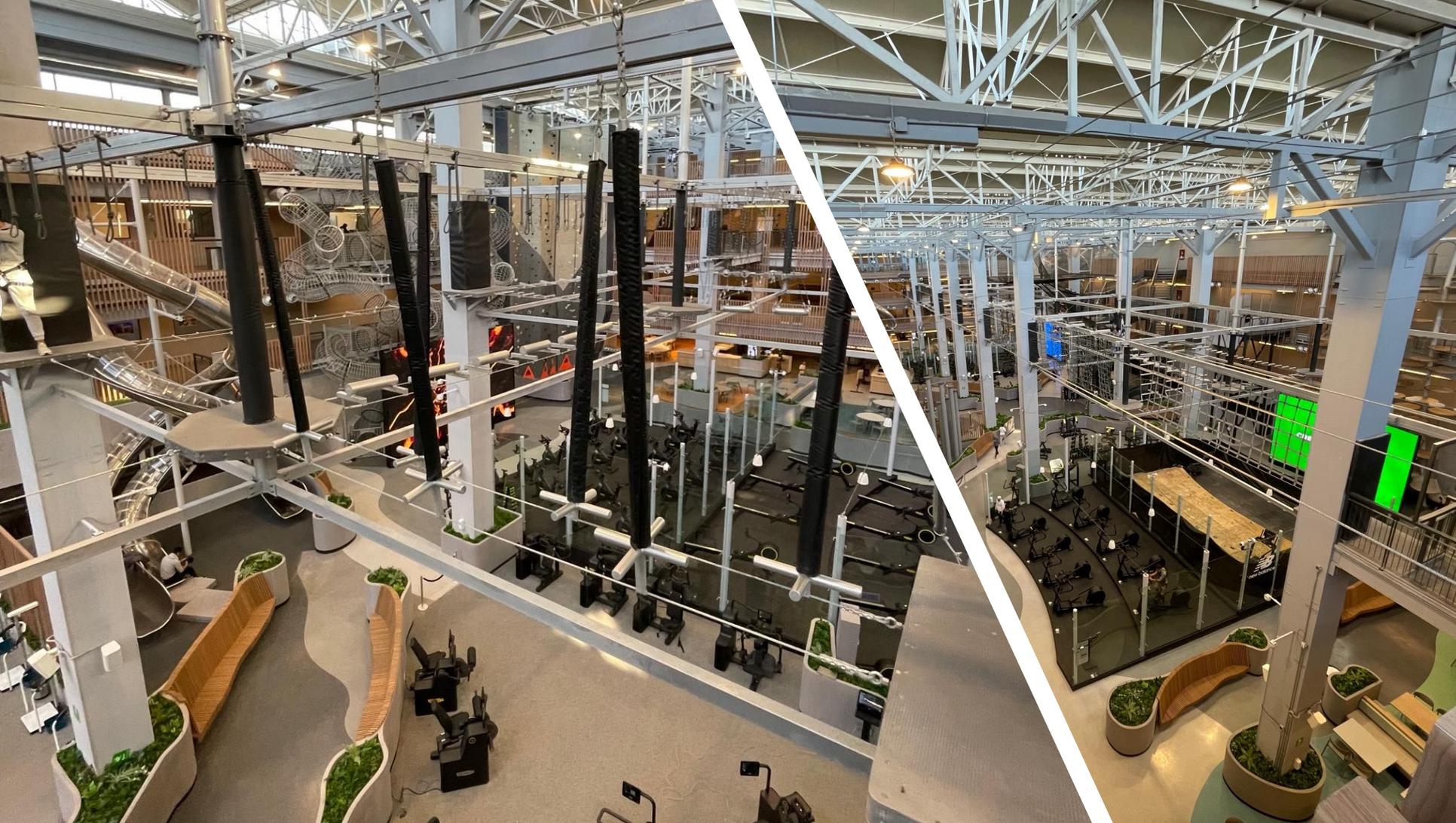


GOLF



MULTIBALL





Retailtainment







Six Flags Adds Amazon's 'Just Walk Out' Tech

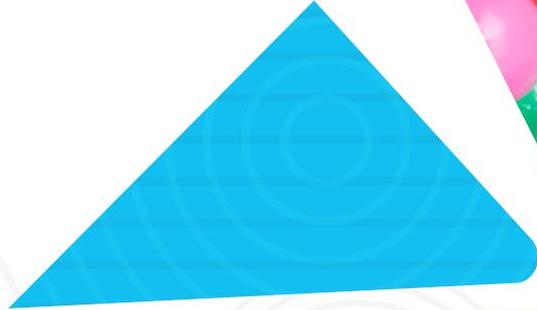


Seasonal Events





Water Parks



ACTUALITÉS 

Ouverture d'un parc aquatique au Futuroscope en 2025

Par Florian De Paola — Le Juin 1, 2021

Parc Astérix : la construction d'un parc aquatique en réflexion

NEWS

Liseberg to open Oceana indoor waterpark featuring world's highest Master Blaster in 2024



By Joe Kleiman November 17, 2020

Haßloch

Holiday Park baut eigenen Wasserpark

Es sind Attraktionen auf 11.000 Quadratmetern geplant. Die Kooperation mit der Gemeinde Haßloch ist gescheitert.







Universal





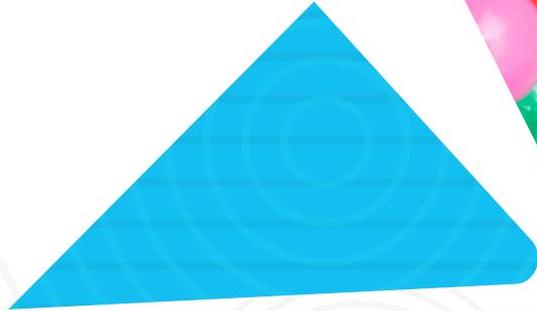




UNIVERSAL
PARKS & RESORTS

ARTIST CONCEPTUAL RENDERING

Middle East





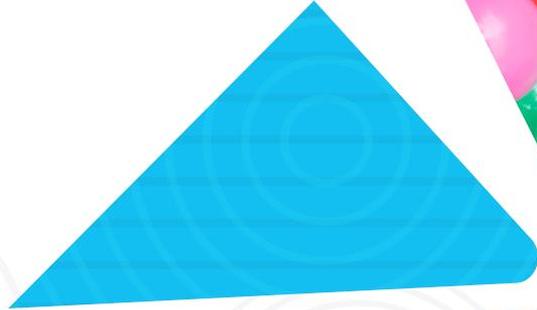


ICON TOWER
Meryal Waterpark





Pricing





June 2023

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1 54.00€	2 54.00€	3 61.00€	4 61.00€
5 54.00€	6 54.00€	7 54.00€	8 54.00€ 61.00€*	9 61.00€	10 61.00€	11 54.00€ 61.00€*
12 54.00€	13 44.00€ 54.00€*	14 54.00€	15 54.00€	16 54.00€	17 61.00€	18 50.00€ 61.00€*
19 54.00€	20 54.00€	21 54.00€	22 54.00€	23 54.00€	24 61.00€	25 47.00€ 61.00€*
26 41.00€ 61.00€*	27 41.00€ 61.00€*	28 41.00€ 61.00€*	29 41.00€ 61.00€*	30 41.00€ 61.00€*		



Choose your passport to fun!

^ Rope Courses - 2 hours



Enjoy our Rope Courses and the WonderFly for 2 hours.

< May 2023 >

Mo	Tu	We	Th	Fr	Sa	Su
1 €26.90	2 Closed	3 Closed	4 Closed	5 Closed	6 €20.90	7 €20.60
8 Closed	9 Closed	10 Closed	11 Closed	12 Closed	13 €18.90	14 €18.90
15 Closed	16 Closed	17 Closed	18 €18.90	19 €18.90	20 €18.90	21 €18.90
22 Closed	23 Closed	24 Closed	25 Closed	26 Closed	27 €18.90	28 €18.90
29 €18.90	30 Closed	31 Closed	1 €18.90	2 €18.90	3 €18.90	4 €18.90

^ WonderPass Plus - Book now, save more



Enjoy an unforgettable day... and return for free within the 1st of November!

- ★ all Adventure Trails and the Zip-Line
- ★ an all-day private deckchair (adults)
- ★ Land Rover Mini Defender (kids)
- ★ **priority** for harnesses
- ★ **free** digital picture

May 2023

Tu	We	Th	Fr	Sa
2 Closed	3 Closed	4 Closed	5 Closed	6 €31.90
9 Closed	10 Closed	11 Closed	12 Closed	13 €29.90
16 Closed	17 Closed	18 €29.90	19 €29.90	20 €29.90
22 Closed	23 Closed	24 Closed	25 Closed	26 Closed
29 €29.90	30 Closed	31 Closed	1 €29.90	2 €29.90
				3 €29.90



Studio Tour

From
£51.50

Tickets available until 31st December 2023

- ✓ Studio Tour packages available
- ✓ Family tickets available
- ✓ Under 4s go free
- ✓ [Free cancer ticket](#)

Prices

[Buy Tickets](#)

[Check Availability](#)



Tickets and Hotel Package

From
£65

Official short break packages provided by Holiday Extras

Official short break packages include:

- ✓ Overnight stay at a handpicked nearby hotel
- ✓ Delicious breakfast
- ✓ Tripadvisor accredited 3*, 4* and 5* hotels

[Buy Tickets](#)

[Learn More](#)



Souvenir Gift Ticket

From
£51.50

Give the gift of magic

- ✓ Inspired by Hogwarts Acceptance Letter
- ✓ Personalised message (max 100 characters)
- ✓ Undated tickets, redeem within 12 months
- ✓ UK Delivery - £6.95
- ✓ International Delivery - £10.95

Prices

[Buy Gift Tickets](#)

[Learn More](#)



Deluxe Tour

From
£2.50

The ultimate VIP Studio Tour experience

- ✓ 2 1/2 hour guided tour
- ✓ Butterbeer and souvenir guidebook
- ✓ Priority parking
- ✓ Digital green screen photographs and videos

Prices

[Buy Tickets](#)

[Learn More](#)



Gift E-Ticket

From
£51.50

Gift tickets are undated and valid for 12 months

- ✓ Ideal treat for someone special
- ✓ Personalised message (max 100 characters)
- ✓ Delivered via email
- ✓ Redeem within 12 months

Prices

[Buy Gift Tickets](#)

[Learn More](#)



Afternoon Tea

Add To Your Booking From
£70

Enjoy a delicious handmade Afternoon Tea

- ✓ Indulgent sweets, savoury treats and delicious scones
- ✓ Dine before or after your Tour
- ✓ Champagne upgrade
- ✓ Vegan menu available

Prices

[Buy Tickets](#)

[Learn More](#)

Disney Confirms Full Park Capacity Will NEVER Return, Fans React

IN DISNEYLAND RESORT, WALT DISNEY WORLD

Posted on March 9, 2022 by [Kelly Coffey](#)

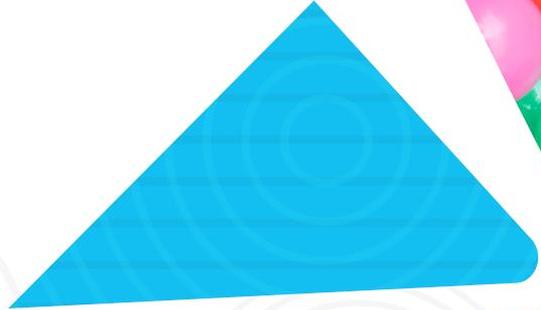
[54 Comments](#)



5. Back of House Trends



Sustainability



Efteling presenteert nieuwe
duurzaamheidsambitie, doel is
klimaatneutraal in 2030



GREEN KEY

AN ECO-LABEL FOR
TOURISM ESTABLISHMENTS



Green Key

APPLICATION FORM
FOR ATTRACTIONS
2022-2025

Divertissement
Durable



 **GSTC**
Global Sustainable Tourism Council

Auvergne : le PAL obtient le label de développement durable des sites de loisirs et culturels

Le premier site à atteindre le niveau Expérimenté

WORLD MARKETS EUROPE & MIDDLE EAST NEWS

Liseberg becomes first amusement park to receive ISO sustainable events certification

 By IPM News December 20, 2021

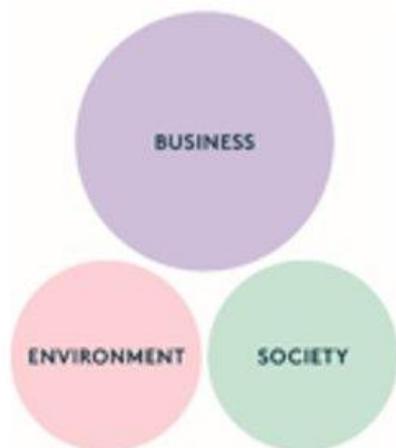
New Peppa Pig theme park to open as certified autism center

Park opening Feb. 24

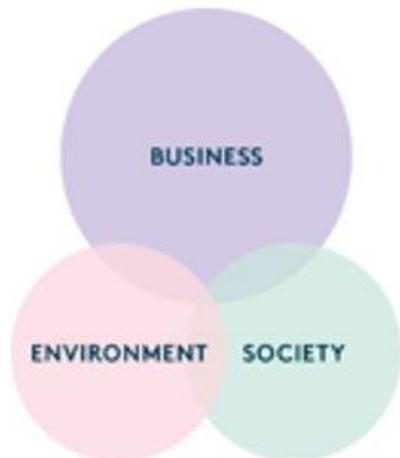
PORTAVENTURA DREAMS ABRE SUS PUERTAS A LAS PRIMERAS FAMILIAS DE LA TEMPORADA 2021

PortAventura Dreams abre sus puertas a las primeras familias de la temporada 2021

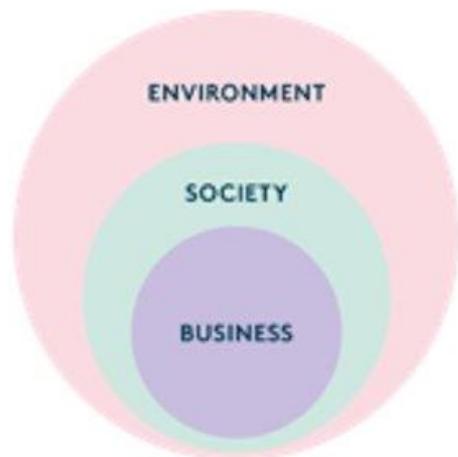
RETHINKING VALUE CREATION



Shareholder Value. Business is all that matters; companies privatize gains, while externalizing losses.

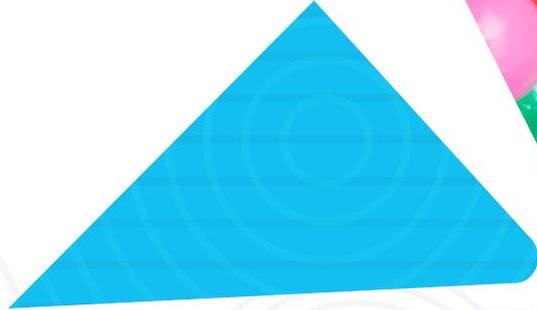


Shared Value. Business comes first: Negative impacts are justified by doing good elsewhere.



System Value. Business in no way hinders and ideally accelerates the transition to a prosperous future for all.

Security



Security

Kennywood shooting: 3 shot, including 2 teenagers, in front of ride at amusement park

The shooting at Kennywood park sparked panic, witnesses said.

By [Bill Hutchinson](#)
September 25, 2022, 11:13 AM

[Share](#)

Disneyland addresses increasing hostility, fighting at theme parks

by: [Cindy Von Quednow](#)
Posted: Dec 27, 2022 / 01:02 PM PST
Updated: Dec 28, 2022 / 07:53 AM PST

SIX FLAGS GREAT AMERICA

Shooting in Parking Lot of Six Flags Great America Injures 3, Sends Panicked Guests Running

Human Resources



Universal Confirms New Year's Eve Celebration Has Been Canceled

IN **UNIVERSAL ORLANDO**

Posted on December 30, 2021 by [Andrew Boardwine](#)

 4 Comments

Cedar Point adding jobs, offering \$20 per hour pay, signing bonus to attract employees

Park's staffing shortage has drawn complaints for long lines, closed rides

CRAIG SHOUP | Fremont News-Messenger

HERSCEND ENTERPRISES' 11,000 EMPLOYEES TO RECEIVE 100% FREE TUITION

The Nation's Largest Privately-owned Themed Attractions Corporation
Launches Substantial Education Benefit, Starting Day One of
Employment





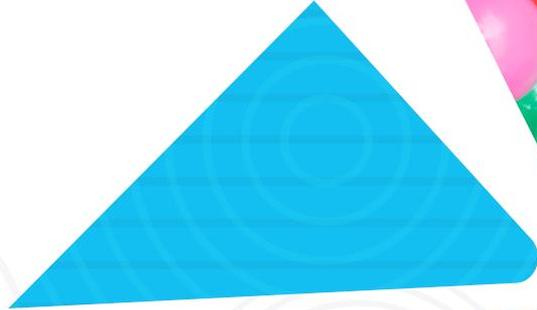
MAGIC KINGDOM RAVE?!

CAST MEMBER EXCLUSIVE EVENT



Sp Adobe Spark

Accessibility





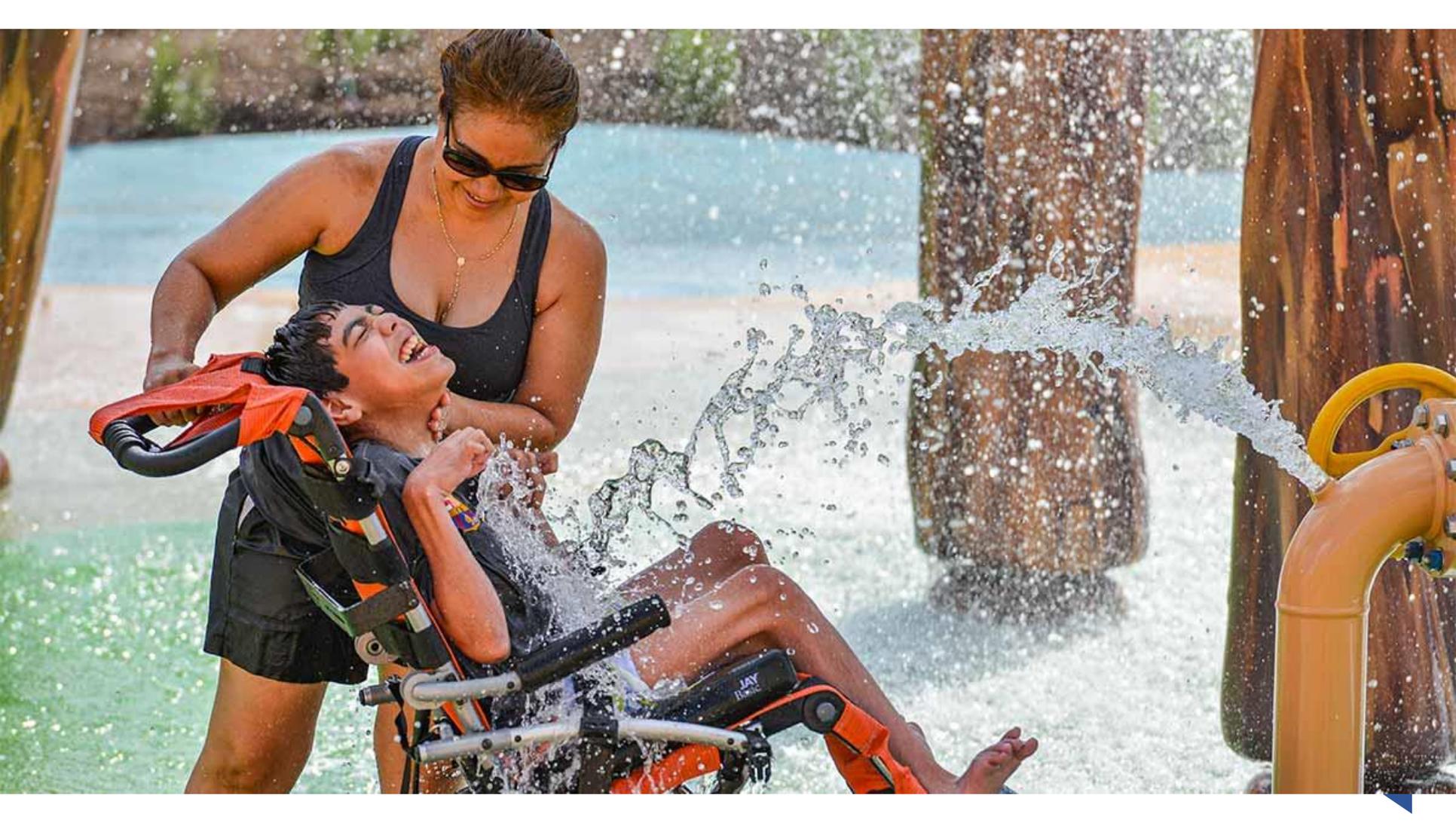
Shannen Michaelsen · October 12, 2021 · 1 min read

Disneyland Paris Updating Disability Program With More Accessibility and Autonomy

NEWS **UK**

Disabled boy 'told to walk' at Legoland returns to park after policy change

Sebby Brett went back to the theme park after it changed its evacuation procedures.



Legoland: All U.S. parks designated as Certified Autism Centers

BY ASHLEY CARTER | NATIONWIDE
PUBLISHED 8:58 AM ET FEB. 07, 2023



Thank you!

