

Year in Review 2010

Returning to Strength

A Message from the Chair

IAAPA has long valued its members and they, in turn, have valued the support of the association, perhaps never more so than in this past year.

Coming off 2009, a year that tested the resolve of our industry and in many instances caused us to stand fast in fundamental practices, there emerged an enhanced appreciation among IAAPA, its membership, and the industry itself regarding our common partnership, and a determination to regain the momentum in 2010.

This we have done, with bold strokes like the well-traveled Safety Roadshow, a new Asia-Pacific regional office, and record-breaking expos, to name but a few.

And in this fact, we feel validated, rewarded, and grateful, with recruitment and retention rates that increased in almost all geographic regions and all constituency segments during 2010.

Clearly, there is a distinct value felt by our members for what IAAPA provides, a value only magnified by the [“Power of Partnership”](#) membership campaign this past year that highlighted the many ways we help members increase profits, retain customers, and access the finest products and services in the industry.

We are guided in this work by the six elements of our [Vision Statement](#). They are a benchmark for what we promise our members, and this review is testament to our efforts to follow through on that pledge in 2010.

I want to thank you for your unwavering friendship and support during my year as IAAPA Chair. It was truly an honor to serve you, as well as serve with [IAAPA President/CEO Charlie Bray during his last year with the association](#) before moving on to a new opportunity. Through the dedication and forward thinking of Charlie and his team over the past five years, we are well positioned for the future. Let us be sure to seize it.

Chip Cleary, IAAPA Chair 2010

Web addresses of story links:

[Power of Partnership](http://www.iaapa.org/membership/benefits/) – <http://www.iaapa.org/membership/benefits/>

[Vision Statement](http://www.iaapa.org/aboutus/index.asp) – <http://www.iaapa.org/aboutus/index.asp>

[Bray article](http://www.iaapa.org/expos/attractions/showdaily2010/thu/CharlieBray.asp) – <http://www.iaapa.org/expos/attractions/showdaily2010/thu/CharlieBray.asp>

Advancing Safe Facility Operations

IAAPA Safety Roadshow Travels the Globe

IAAPA is a driving force in attractions industry safety around the world. On the heels of success in 2008 and 2009, the association [expanded the IAAPA Safety Institute program in 2010](#), featuring varied stops in Asia, the Middle East, Latin America, and the United States.

Four separate safety institutes took place in March—at Fun Expo International in Las Vegas, in conjunction with the annual expo for the China Association of Amusement Parks & Attractions in Beijing, in conjunction with the annual expo for the Indian Association of Amusement Parks & Industries in Mumbai, and as the third annual Middle East Safety Institute (a standalone event) in Abu Dhabi.

Safety institutes were also held in conjunction with the annual conference of the Colombian Parks & Attractions Association in Bogota in April, and adjacent to the Latin American Institute for Executive Education in Buenos Aires in May. These forums were also part of the educational programs at Asian Attractions Expo in Kuala Lumpur in July, Euro Attractions Show in Rome in October, and IAAPA Attractions Expo in Orlando in November.

Benefiting from IAAPA members' dedication to safety, all nine of these sessions were well attended, as attendees heard from industry experts on how to achieve safety excellence in training, operations, and maintenance, as well as discussions on safety standards, ride reporting, and legislative/regulatory issues.

Web addresses of story links:

Safety Roadshow – <http://www.iaapa.org/pressroom/pressreleases/IAAPASafetyEducation2010.asp>

Ride Reporting Remains Critical to Industry Safety

IAAPA has identified the Annual Ride Safety Reporting program as the best method of demonstrating the industry's safety record before the public, the government, and the media. The association is guided in this work by the Attractions Industry Safety Roadmap, which tracks the progress of each geographic region toward the ultimate common goal of ride reporting.

Starting with its initial report (on 2001-02 data), the U.S. Ride Safety Reporting System has continued to highlight the national industry's outstanding safety record and has become an accepted and oft-referenced source in discussions of U.S. ride safety.

The third annual results of the European Ride Safety Reporting System were also compiled in 2010, with a focus on improving the data quality of the 2009 figures. Respondents were asked to report individually rather than through their respective national associations, thus making any errors easier to find. With the upcoming collection of 2010 data, the program will become mandatory for European IAAPA members.

Elsewhere around the world, IAAPA works with its regional offices, Global Alliance partners, and other national associations to develop and implement industry safety standards (see story below) that will provide a solid foundation for their own respective reporting systems.

Ride Safety Standards Advance Ever Upward

The work of the Global Standards Harmonization Group—which IAAPA created in 2003—continues to move forward, with the eventual aim of adopting best practices in major worldwide safety standards for the attractions industry.

One of the prime reference points for this work—the European ride safety standard EN 13814—was the subject of several working group meetings in 2010, [in preparation for updating the measure](#) for the first time since it was published in 2004. The IAAPA Europe office and IAAPA global safety personnel have been actively involved in these efforts.

The ASTM F-24 ride safety standard is another main source document for the harmonization group, and Canada's innovative integration of the standards into its own ride safety rules in 2009 provided IAAPA Latin America and IAAPA Asia Pacific with opportunity to begin engaging some of their respective national associations in discussions about a similar process.

Adding to the mix is the recent start of an ISO initiative to develop standards on amusement rides and amusement devices, which is expected to draw from EN 13814 and ASTM F-24 for its basis.

Web addresses of story links:

European standard – <http://www.iaapa.org/industry/funworld/2010/sep/departments/iaapanews.asp> (see second item)

First IAAPA Webinar in Spanish Covers Safety

Organized by IAAPA Latin America, the association presented its first member webinar in Spanish in August, entitled “Safety is First! An Introduction to ASTM International.” The speaker was safety expert Francisco Duncan, who discussed the importance of the ASTM F-24 ride safety standard and the best industry practices it offers for operating and maintaining any type of attractions facility. The webinar was very well received, with more than 100 participants from 12 countries. The content is [archived in the Education & Training section of the IAAPA website](#).

Web addresses of story links:

Archives – <http://www.iaapa.org/education/elearn/elearning.asp#Past> (member login required)

Promoting a Favorable Public Image

Public Relations – Telling the Industry’s Story

As usual, the media inquiries handled by IAAPA Communications staff ran the gamut in 2010, from park financing to industry food trends, attraction design to ride safety, and a whole lot more.

But the effort was certainly worth it, with positive coverage of the industry and the association in premier outlets like The New York Times, Travel and Leisure, NPR, Forbes, and the LA Times.

Media relations work also built on the success of 2009’s proactive publicity campaign with fresh releases on what’s new at member [attractions](#) and [waterparks](#), and a preview of [Halloween/fall events](#). Subsequent stories garnered 27 million positive reader/viewer impressions from outlets such as CNBC, the Associated Press, the Denver Post, and People magazine.

In early June, [IAAPA Europe also distributed its first “What’s New” press release](#), featuring almost 40 member attractions and distributed in nine languages to the consumer press in 14 countries.

The Press Office also led or assisted with the publicity work for IAAPA’s three annual expos, generating favorable articles in numerous consumer and trade outlets throughout Asia, Europe, and the United States.

Web addresses of story links:

New at parks – <http://www.iaapa.org/pressroom/pressreleases/USParksWhatsNew2010.asp>

New at waterparks – <http://www.iaapa.org/pressroom/pressreleases/USWaterparksWhatsNew2010.asp>

Halloween/fall – <http://www.iaapa.org/pressroom/pressreleases/WhatsNew2010Halloween.asp>

Euro New – <http://www.iaapa.org/pressroom/pressreleases/WhatsNewEurope2010.asp>

Supporting the PR Pros in the Attractions Industry

Public relations (PR) professionals thrive on information. To facilitate the increased sharing of such in 2010, the IAAPA Communications Committee established a LinkedIn group called [“IAAPA Media](#)

[Relations Professionals](#)” as a forum for information sharing, discussion, brainstorming, and support for IAAPA member PR and communications professionals.

The IAAPA Press Office team turned the virtual into the actual by also organizing a regional networking event for PR and communications employees of member facilities in the Northeast/mid-Atlantic area at Hersheypark in late September. The event drew a handful of attendees from several different attractions segments and included a brief presentation from a travel writer. In light of the positive feedback, similar events in other regions in 2011 are being explored.

Additionally, IAAPA press staff offered crisis communications support to a number of member facilities during the past year and distributed close to 150 IAAPA Crisis Communications Plan Templates at the request of member companies.

Web addresses of story links:

LinkedIn group – <http://www.linkedin.com/groups?home=&gid=3386858>

A Busy Year in U.S. Public Policy

Two public policy issues of longtime interest to the attractions industry continued to engage IAAPA’s Government Relations (GR) staff in 2010, but in very different ways.

After a multiyear process, with plenty of IAAPA involvement, the U.S. Department of Justice published its final regulations under the Americans with Disabilities Act (ADA) in mid-September. These final rules will take effect March 15, 2011, followed by the 2010 Standards for Accessible Design one year later.

IAAPA members were directed to the [Title III highlights](#) for a sense of what the new regulations include for public accommodations, the summary of the 2010 Standards for Accessible Design, and an [In the Queue blog post](#) on five items of specific industry interest, including updates regarding accessibility at miniature golf courses. The association also hosted a webinar in late October featuring two members of the U.S. Access Board that drew nearly 200 viewers, and an education session at IAAPA Attractions Expo in Orlando in mid-November.

In contrast, in terms of governmental action, was Congressman Markey’s ongoing effort to federally regulate amusement rides through the U.S. Consumer Product Safety Commission, a bill that garnered only three cosponsors and no committee activity in 2010. IAAPA staff did not stand still, however, with advance briefings to key committee members in the event that industry safety became an issue.

A new issue with significant impact this past year was the U.S. health care reform legislation signed into law in late March. While it did not adequately address the topic of seasonal workers that was a primary industry concern during the legislative process, IAAPA and other seasonal businesses were successful in getting a 90-day waiting period before penalties commence. Later in the year, the association [requested a clarified definition of "seasonal worker"](#) via comments submitted as part of the rulemaking process for the reform’s small business tax credit.

Varying provisions of the law go into effect over the next four years, including the employer responsibility provisions in 2014. Much of the implementing regulations will be written during this time, thus IAAPA GR staff offered a webinar in early June to explain the law and the regulatory process to members. The association also kept its [Health Care webpage](#) updated with various resources, including [a summary of the law’s relevant provisions](#), and formed a task force of industry experts to monitor regulatory developments and protect the interests of IAAPA’s membership.

During 2010, IAAPA also continued to monitor implementation of the Consumer Product Safety Improvements Act (CPSIA), and the Virginia Graeme Baker Pool and Spa Safety Act (VGB). For CPSIA, staff kept members up to date with the latest rules concerning the definition and testing of children’s products, as well as submitting [comments on the creation of the law’s public database](#) before the final

rule was published in mid-October. For VGB, much effort centered around the industry's need for proper interpretation of the term "unblockable drain."

The association pushed to save summer from encroaching school start dates through the work of the [Coalition for a Traditional School Year](#), which included a "School's Cool But Not in August" campaign for parents and lawmakers, media stories in outlets like the Dallas Morning News and CNN, and a model legislative proposal in Tennessee utilizing targeted summer remediation rather than more school days.

To keep U.S. members further engaged and informed on public policy, IAAPA also implemented a quarterly contribution strategy for its Political Action Committee (PAC) in 2010, and created a GR Round-Up monthly e-newsletter of articles, blogs posts, etc., regarding governmental issues affecting the attractions industry.

Web addresses of story links:

[ADA Title III](http://www.ada.gov/regs2010/factsheets/title3_factsheet.html) – http://www.ada.gov/regs2010/factsheets/title3_factsheet.html

[ADA blog post](http://iaapainthequeue.blogspot.com/2010/10/ada-update-and-opportunities-to-learn.html) – <http://iaapainthequeue.blogspot.com/2010/10/ada-update-and-opportunities-to-learn.html>

[Health care and seasonal workers](#) –

<http://www.iaapa.org/government/GR/documents/IAAPACommentsonSmallBusinessTaxCredit.pdf>

[Health care webpage](http://www.iaapa.org/government/healthcarereform.asp) – <http://www.iaapa.org/government/healthcarereform.asp>

[Health care summary](http://www.iaapa.org/government/GR/documents/IAAPAHealthCareSummary-FINAL.doc) – <http://www.iaapa.org/government/GR/documents/IAAPAHealthCareSummary-FINAL.doc>

[CPSIA database](http://www.iaapa.org/safety/toysafety/documents/CPSIADatabaseComment.pdf) – <http://www.iaapa.org/safety/toysafety/documents/CPSIADatabaseComment.pdf>

[School calendar](http://schoolyear.info/first.html) – <http://schoolyear.info/first.html>

A Growing Voice in Europe's Governmental Debates

Guided by its government relations subcommittee, IAAPA Europe monitors European Union (EU) rule-making and lobbies EU institutions on issues important to the attractions industry such as safety legislation, VAT and taxes, consumer rights, and tourism policies. The office is the only association representing the attractions industry in Brussels and is part of NET—the primary network of European tourism associations.

Over the past year, IAAPA Europe focused its work on a number of EU initiatives, including a proposed new directive on working permits for [third-country seasonal workers](#), a consultation paper on safety of services, and a [new European tourism policy](#).

The latter item was a particularly active area, as the European Commission (EC) sought to follow up on the EU's new Lisbon Treaty, which now specifically mentions tourism among its policy responsibilities. Subsequently, IAAPA Europe staff provided [written](#) and verbal input in the ongoing development of a new tourism policy, from the EU Tourism Conference in Madrid in mid-April to [a meeting with EC Vice President Antonio Tajani](#) in late September to the annual European Tourism Forum in Malta in mid-November.

The overall aim of the policy will be to support the European tourism sector by promoting the sector's competitiveness, its sustainable and quality-based development, and its visibility as a leading destination. More than 20 separate EC actions have been proposed for inclusion in the policy, and IAAPA Europe will continue to monitor and engage in the process.

Web addresses of story links:

[Seasonal workers](http://www.iaapa.org/europe/en/SeasonalWorkers.asp) – <http://www.iaapa.org/europe/en/SeasonalWorkers.asp>

[New tourism policy](http://www.iaapa.org/europe/LisbonTreaty.asp) – <http://www.iaapa.org/europe/LisbonTreaty.asp>

[Tourism policy comments](http://www.iaapa.org/europe/documents/EuropeanCommissionResponse28-02-10.pdf) – <http://www.iaapa.org/europe/documents/EuropeanCommissionResponse28-02-10.pdf>

Tajani meeting – <http://www.iaapa.org/europe/en/documents/PressRelease-ForanambitiouscooperativeandbusinessfriendlytourismpolicyinEurope.pdf>

Providing Primary Sources for Market Connections

IAAPA Attractions Expo Comes 'Home' for 2010 and Beyond

Approximately 25,000 attendees from 96 nations gathered together in mid-November for a successful and energetic [IAAPA Attractions Expo 2010](#) at its natural home, the Orange County Convention Center in Orlando. The North and South halls of the convention center were packed with exhibits from 1,140 companies displaying innovative products and services in 453,100 net square feet of space, including a sold out First-Time Exhibitor Pavilion that was 41 percent larger than in 2009.

More than 8,800 expo attendees took advantage of the 100+ educational programs on offer, and big crowds were also the order of the day at special events like the Opening Reception, Kickoff Event, GM and Owners' Breakfast, and IAAPA Celebrates at The Wizarding World of Harry Potter at Universal's Islands of Adventure. IAAPA also [merged many of its individual awards programs under its well-known Brass Ring banner](#), with a single marquee awards event that handed out accolades for marketing and advertising, live entertainment, souvenir development and display, employee training and motivational programs, best family entertainment center, best new product, and best exhibit space.

Earlier in the year, the association also announced plans to hold the IAAPA Attractions Expo in Orlando [for the next decade, from 2010 to 2019](#). The decision was driven by six main factors: preferred location, ideal convention center, theme parks and attractions mecca, cost savings, affordable worldwide access, and a proven track record.

Web addresses of story links:

Expo review – <http://www.iaapa.org/industry/funworld/2011/jan/features/AttractionsExpo2010/index.asp>

Brass Ring awards –

<http://www.iaapa.org/industry/funworld/2011/jan/features/AttractionsExpo2010/BrassRingAwards.asp>

Orlando for 10 – <http://www.iaapa.org/pressroom/pressreleases/IAAPAAttractionsExpoOrlando.asp>

A Record-Breaking Expo in Asia

[Asian Attractions Expo 2010](#) in mid-July at the Kuala Lumpur Convention Centre in Malaysia was one for the history books, setting show records for attendance, exhibit space, and its educational program. IAAPA's cohosts of the event were the Malaysian Association of Amusement, Themepark, and Family Attractions, and the Australian Amusement, Leisure, and Recreation Association.

The Expo welcomed 4,750 people from 40 countries to a trade show floor measuring more than 4,000 net square meters in size and featuring the wares and services of 212 companies, a nearly 50 percent increase in the number of exhibitors over 2009.

Attendance at expo education programs and keynotes reached a record 1,505, which focused primarily on marketing and operations, along with a full-day Safety Institute, as a result of the guidance and work of the Asian Advisory Committee. The Opening Reception and off-site facility tours all sold out, and the [Asian Attractions Awards ceremony](#) was also a big hit, highlighting the best of the regional industry.

Web addresses of story links:

Expo review – <http://www.iaapa.org/industry/funworld/2010/sep/features/FunInSun/index.asp>

Attractions awards – <http://www.iaapa.org/pressroom/pressreleases/AAE2010Awards.asp>

Euro Attractions Show is Bigger and Better Than Ever

All roads really did lead to Rome in early October for the more than 9,600 attendees from more than 100 nations who converged on [Euro Attractions Show \(EAS\) 2010](#) in the Fiera Roma convention center, thus making it IAAPA's biggest EAS ever.

The trade show floor featured cutting-edge offerings from 265 exhibitors—10 percent more than in 2009—and business was brisk, with extra visitors arriving from the neighboring ENADA gaming show.

The education portion of EAS also set an attendance record, with nearly 1,100 participants benefiting from various seminars, forums, and institutes, as well as two off-site tours (including one to the Vatican).

Networking at the show proved particularly productive at well-attended social events like the Welcome Reception, EAS Party, and Young Professionals Gathering.

Web addresses of story links:

Show review –

<http://www.iaapa.org/industry/funworld/2011/jan/features/EuroAttractionsShow2010/index.asp>

IAAPA Partners with Associations to Strengthen FEC Content

With the 2009 integration of IALEI within IAAPA, the latter became partner to the final year (2010) of a joint venture agreement with AAMA and AMOA to produce the FEC-based Fun Expo International trade show, which took place at the Las Vegas Convention Center in mid-March.

Colocated and comingled with the games-based Amusement Expo—owned by AAMA and AMOA—the expo drew approximately 2,500 attendees and 150 exhibiting companies in 2010.

IAAPA was responsible for the development and implementation of [the educational component of the show](#), which was expanded to offer more than 20 Fun Academy sessions and a Safety Institute, as well as increased networking opportunities.

[All three associations have now agreed](#) the AAMA/AMOA's Amusement Expo will expand its offerings and become the sole show for FECs in March 2011, with IAAPA running an education program in conjunction with the expo.

Web addresses of story links:

Educational portion – <http://www.iaapa.org/industry/funworld/2010/may/departments/iaapanews.asp> (see eighth item)

Future plans – <http://www.iaapa.org/pressroom/pressreleases/AmusementExpoFunExpoRelease.asp>

Providing Continuing Education and Training

Best Industry Practices, Right to Your Desktop

In 2010, IAAPA offered even more live online webinars as a free Partnership Plus benefit for its members.

Webinars were produced monthly, though in June and August a second webinar was scheduled to address pressing issues. Topics were selected based on timeliness and relevance to a large portion of the association's membership.

This thorough planning led to a successful year, as total participation topped 2,154 with all webinars achieving solid registration numbers and active question periods. Many members gathered employees together to watch as part of their professional development training, some in up to groups of 40.

In addition, through the efforts of IAAPA Latin America, the association was able to offer its first webinar conducted in Spanish (see Safety section), and one in Portuguese on employee training and motivation.

To increase their reach, all sessions are [recorded and archived](#) as a further free member benefit.

Web addresses of story links:

Archives – <http://www.iaapa.org/education/elearn/elearning.asp#Past> (member login required)

Education a Top Draw at IAAPA Expos

IAAPA's expos offered a host of varied learning opportunities in 2010.

The educational program at [Asian Attractions Expo in Kuala Lumpur](#) received high praise from participants and resulted in a show attendance record of 1,505. Seminars topics ranged from live entertainment to new marketing concepts to environmental design to guest services. The full-day Safety Institute, two Leadership Breakfast keynotes (from Chip Cleary and Bob Masterson), and two roundtable lunch discussions proved both popular and enlightening.

Nearly 1,100 attendees at [Euro Attractions Show in Rome](#) took some time for learning from industry experts in areas like social media marketing, green operations, and food and beverage trends. Specialized information was also on offer at the show's Safety Forum, a lively Legends of the Industry panel, the first IAAPA European Waterpark Forum, and the three-day Institute for Attractions Managers, whose 30 midlevel registrants from 14 countries studied best practices in safety, finance, operations, and marketing.

With its full range of educational opportunities, [IAAPA Attractions Expo in Orlando](#) drew an incredible 8,800 participants to its seminars, behind-the-scenes tours, keynotes, institutes, and show floor vendor tours. Two new highlights of this year's show included the one-and-a-half-day Rookies and Newcomers program for FECs and the half-day Social Media Symposium composed of five separate sessions.

Web addresses of story links:

Asia – <http://www.iaapa.org/industry/funworld/2010/sep/features/FunInSun/index.asp> (see middle of article)

Europe – <http://www.iaapa.org/industry/funworld/2011/jan/features/EuroAttractionsShow2010/index.asp> (see middle of article)

Orlando – <http://www.iaapa.org/industry/funworld/2011/jan/features/AttractionsExpo2010/index.asp> (see several articles)

Advancing the Industry's Professional Standards and Information Resources

After much groundwork and formal approval as a separate nonprofit 501(c)(3) corporation by the U.S. Internal Revenue Service, the association officially established the IAAPA Foundation this past year to provide sustained funding for the development of enhanced education programs and information resources for the worldwide attractions industry.

The foundation board elected Ted Molter of the San Diego Zoo as chair and developed an initial fundraising plan that is being further refined. Key changes to the foundation's bylaws were made, and a line was added to IAAPA membership renewal notices requesting contributions. The board also drafted

an impactful case statement, and garnered some positive media coverage via a [late October press release](#).

Sure to benefit from the foundation's future work is [IAAPA Certification](#), the three-tiered professional certification program that the association is developing for IAAPA members to elevate the operational standards of the attractions industry through a combination of classroom work and on-the-job experience.

The criteria for certification in each successive level (Manager, Professional, and Executive) is expected to be announced by the Education Committee in 2011, but a letter has been mailed inviting selected industry veterans to be charter members of the executive level based on years of experience, contributions to the industry and IAAPA, and attendance at various educational events.

Web addresses of story links:

[Foundation release](http://www.iaapa.org/pressroom/pressreleases/IAAPAFoundation.asp) – <http://www.iaapa.org/pressroom/pressreleases/IAAPAFoundation.asp>

[Certification](http://www.iaapa.org/education/Certification2010.asp) – <http://www.iaapa.org/education/Certification2010.asp>

IAAPA Education Means Learning at Every Turn

IAAPA training and education took many forms this past year.

IAAPA Latin America worked with three different national organizations to augment annual events using the association's educational resources and expertise, from ADIBRA's yearly Training Week in Brazil to ACOLAP's annual Member Congress in Colombia, both in April, as well as IAAPA's hosting of the Latin American Institute for Executive Education in Argentina in mid-May.

IAAPA also made the [Quick Guide: Crisis Communications](#) available online to members in English, Italian, French, German, Spanish, and Portuguese. The guide contains important information to keep in mind when working with the media should a crisis occur.

Web addresses of story links:

[Quick Guide](http://www.iaapa.org/members) – <http://www.iaapa.org/members> (member login required)

[Show Ambassadors](http://www.iaapa.org/expos/attractions/ShowAmbassador.asp) – <http://www.iaapa.org/expos/attractions/ShowAmbassador.asp>

Being an Allied Partner with Industry Associations

IAAPA Europe Customizes the Association for the Continent

As the association's first regional office established to partner with national industry bodies in their own languages and time zones, [IAAPA Europe](#) continued to set the standard for localized outreach in 2010.

This regional office arrangement allows IAAPA to provide allied organizations around the world with the benefits of both local service and global strength, and IAAPA Europe [fulfills this promise](#) through material translated into the main European languages, participation in national association meetings and conferences, and the management of existing Global Alliance agreements. As a result of such customized service, IAAPA Europe has increased its membership by almost 20 percent since 2008.

In addition to focusing on safety, EAS, and government relations described separately in this review, the European office continued to put the power of IAAPA to work on behalf of its members this past year.

Office staff participated in a variety of partner meetings throughout the region, ranging from the European Waterpark Association to the French amusement park body SNELAC to the Russian association SAPIR

(Alliance of Partners Leisure Industry Association).

Over the past year, IAAPA Europe also revised its Global Alliance agreements in an effort to further strengthen links between IAAPA and the different national associations in Europe, as well as with the bodies of other constituencies such as the German Association for Family Entertainment Centres (VDH).

In addition, the office developed [a new committee structure](#) to guide member services in Europe. The European Advisory Committee now oversees and advises on the overall strategy of IAAPA Europe and coordinates the activities of three subcommittees: the IAAPA Europe Education Subcommittee, the IAAPA Europe Government Relations Subcommittee, and the IAAPA Europe Manufacturers and Suppliers Subcommittee (including EAS operations). A total of more than 40 European industry professionals serve on these important panels.

Late in the year, IAAPA Europe's Deputy Director [Karen Staley was promoted to executive director](#) of the office, succeeding Andreas Andersen, who left to lead the Liseberg Group. Staley has been with IAAPA in several capacities since 2004 and has been involved in IAAPA Europe and EAS since 2006.

Web addresses of story links:

[Home webpage](http://www.iaapa.org/europe/) – <http://www.iaapa.org/europe/>

[Chair letter](http://www.iaapa.org/industry/funworld/2010/sep/departments/ChairMessage.asp) – <http://www.iaapa.org/industry/funworld/2010/sep/departments/ChairMessage.asp>

[Committees](http://www.iaapa.org/industry/funworld/2010/jun/departments/iaapanews.asp) – <http://www.iaapa.org/industry/funworld/2010/jun/departments/iaapanews.asp> (see sixth item)

[Staley promotion](http://www.iaapa.org/pressroom/pressreleases/StaleyEuropeanExecDir.asp) – <http://www.iaapa.org/pressroom/pressreleases/StaleyEuropeanExecDir.asp>

An Active Year for IAAPA Latin America

In its first full calendar year of operations, [IAAPA Latin America](#) built quickly on its promising beginnings by localizing even more of the association's offerings for regional members and partners.

The staff added a new Portuguese section to the Latin American portal of the IAAPA website, as well as links to Latin America's national industry organizations, a Latin American industry calendar, and [back issues of the Latin American E-Newsletter](#). The latter now includes a Portuguese translation for Brazilian members, and each edition features a member facility, the industry calendar, and news about IAAPA, the region's national associations, membership benefits, and manufacturer and supplier developments.

A new fully customized and translated membership campaign was introduced to the Latin American market, with electronic and printed brochures, web landing pages, ads, and membership applications. Marketing of the benefits of attending IAAPA Attractions Expo 2010 included a newcomers Tip Sheet, a special edition of the e-newsletter, Spanish-speaking staff at the show's registration company and travel agency, and a travel package organized by the Brazilian industry association ADIBRA. Both membership and the expo profited from IAAPA Latin America representation at the International Ice Cream expo in Mexico, the South American Leisure Exhibition in Brazil, and the SAGSE game expo in Argentina.

The Latin American Advisory Committee developed a 2011 Business Plan for the office, covering topics like education, research, safety, and a harmonized tariff for amusement rides. The latter would involve reclassifying rides as capital (rather than consumer) goods under existing regional and/or global trade rules, and the resulting lower tariffs would benefit IAAPA members worldwide. The committee also organized the [first Latin American Networking Event](#) with IAAPA member IRTRA in Guatemala in late July. Attended by 20 industry professionals, the gathering was a great success and plans for the next one are already under way.

IAAPA executive staff and board members also made trips to visit with current and prospective members and national associations in Chile, Brazil, Costa Rica, and Guatemala during 2010, to explore additional customized programs and other alliance opportunities. The Latin American office hosted a networking breakfast meeting with 15 industry leaders in México in March for similar discussions.

Web addresses of story links:

Home webpage – <http://www.iaapa.org/latinoamerica/>

E-Newsletter – <http://www.iaapa.org/latinoamerica/Boletin-Noviembre2010.asp>

Networking Event – <http://www.iaapa.org/industry/funworld/2010/oct/departments/iaapanews.asp> (see second item)

IAAPA Asia-Pacific Becomes Latest Regional Office

Informed by the call in its August 2009 Asian Strategy Paper for a daily presence in the region to deliver local and customized service, the association [hired Andrew Lee as executive director of the new IAAPA Asia-Pacific office](#) based in Hong Kong and covering North Asia, South Asia, Southeast Asia, and Australasia. The new office opened officially on Oct. 1, 2010.

Lee is a veteran of the travel and hospitality industry, most recently serving as the director of business ventures for a joint alliance between AsiaWorld-Expo, Global Sources, and Pico Global Services. Prior to that, he was executive director of the World Events Organization and held several other travel and convention positions in the Asian region.

[Lee is responsible for expanding and enhancing IAAPA's programs and services in the region.](#) overseeing government relations, communications, membership development, education and professional development, information dissemination, and the Asian Attractions Expo. He also administers Global Alliance relationships in Asia and acts as the association's chief spokesperson in the region. Lee reports directly to IAAPA's president/CEO, and is the primary staff liaison for the Asian Advisory Committee.

Expansion of the committee will help support the increasing activities of IAAPA Asia Pacific and subcommittees may be formed, with proposed functions to include education, manufacturers and suppliers, and young professionals.

During the fall, Lee represented IAAPA at the 15th anniversary celebration of Enchanted Kingdom in the Philippines and met with members of the local association, PHILAPA; visited World Expo 2010 in Shanghai to study the event and meet with a number of manufacturer and supplier members involved; and attended Ocean Park's Halloween Bash in Hong Kong to experience one of the most successful annual marketing programs organized by a theme park in the region.

Web addresses of story links:

Lee hiring – <http://www.iaapa.org/pressroom/pressreleases/AndrewLeeExecDirIAAPAAsiaPacific.asp>

FW interview – <http://www.iaapa.org/industry/funworld/2010/nov/departments/iaapanews.asp> (see fifth item)

Exploring a Natural Partnership with Museums and Science & Technology Centers

In February of 2010, IAAPA staff and its museum committee came together with the CEOs and government relations staff of the American Association of Museums (AAM) and the Association of Science and Technology Centers (ASTC) for the first Museum Industry Summit.

The committee organized the meeting to discuss potential points of collaboration between the three organizations and as an opportunity for the association to offer support to the museum industry. The museum world continues to be a growing market segment for IAAPA membership and expo attendance.

After a very informative and useful exchange, the collective staffs agreed to work on next steps like forming a joint task force to facilitate communication and partnership on government relations, exploring

the possibility of a market research/economic impact study, and developing messaging that gives the industry a unified voice on the value of the "edutainment" crossover between the three segments.

Being a Credible Information Resource

Funworld Covers the World of Fun Like No One Else Can

The timely and innovative work of the writers and editors of [Funworld magazine](#) in 2010 kept IAAPA's well-known publication at the forefront of information sources for attractions industry news and analysis.

The magazine debuted reworked sections that better unified its overall design, and the news section was renamed "Out & Back" to reflect a shift in focus to more in-depth coverage of the latest industry developments.

The publication's reputation was further burnished with Funworld Senior Editor Jeremy Schoolfield's Gold-level award for excellence in magazine writing from the Association Media & Publishing, a trade organization for association magazine editors and publishers. The winning entry—a feature on merchandising trends entitled "From the Runway to the Midway"—appeared in the June 2009 issue and was Schoolfield's second writing award for Funworld.

To maintain its timely show coverage, Funworld provided first-run reporting exclusively in digital form for the first time with the publication of a special digital edition for EAS 2010 Rome. The 11-page "mini-magazine" was electronically distributed on October 25 and included coverage of education sessions, new products, and industry news at the show. The content also appeared in the January 2011 print issue.

To keep their readers up-to-date with the latest news at IAAPA Attractions Expo 2010 in Orlando in November, Funworld staff featured [Show Daily editorial content](#) in the association's News Flash e-blast and created a more comprehensive Show Daily page on www.IAAPA.org.

Web addresses of story links:

Home webpage – <http://www.iaapa.org/industry/funworld/>

Show Daily – <http://www.iaapa.org/expos/attractions/showdaily2010/>

Putting Useful Data and Information in Members Hands

Crucial to IAAPA's role as a leading attractions industry resource are its reports and surveys. 2010 proved no different in this regard, beginning with IAAPA Europe's completion of [a detailed database mapping the region's attractions industry](#). The database is a dynamic tool that will inform all of IAAPA Europe's activities and serve as the foundation for more studies and reports in years to come.

The association also published its first [Waterparks State of the Industry](#) survey, with the latest data from more than 100 respondents on per cap spending, revenues and expenses, visitor profiles, operating characteristics, and other trends.

IAAPA's Family Entertainment Center Committee completed an in-depth FEC Member Demographic & Needs Assessment Survey, detailing the type and size of these facilities, as well as their feedback on the association's current products and services as they relate to this segment of the industry. The material will be used to develop future programs and services for FECs, and will be compiled on a regular basis.

In addition, the biannual survey of financial and operational areas—"Managing Your Attractions for More Profit"—was updated and made available for purchase as a downloadable PDF from IAAPA's bookstore.

Web addresses of story links:

Euro database – <http://www.iaapa.org/industry/funworld/2010/oct/departments/iaapanews.asp> (see first item)

Waterparks – <http://www.iaapa.org/community/waterparks.asp> (see first item)

On Target with Online Products and Services

The reputation and reach of www.iaapa.org is a huge benefit to the association in and of itself, but this prominence also provides a strong foundation upon which to build or further develop new online tools and initiatives, and thus better serve a global membership.

In 2010, a Flash video was added to the website to promote the many reasons for joining IAAPA, as part of a [new digital membership brochure](#) that also contains a comprehensive list of benefits, photo gallery, and member testimonials. There are brochures for North America, Europe, Latin America (in Spanish and Portuguese), and Asia (in English, Chinese, Japanese, and Korean).

The first issue of the Fun Extra e-newsletter debuted at the end of September, full of topics of interest for IAAPA's FEC community, such as a calendar of events, Expo highlights, interviews with industry experts, feature stories, government relations and regulations updates, Q&A sessions, and safety tips.

In early October, the association's online buyers' guide & supplier directory was transformed into the new ["Attractions Industry Marketplace."](#) which features greatly enhanced, user-friendly search functionality. IAAPA M&S members receive a complimentary listing and can purchase upgrade options, including banner ads and video enhancement. The guide is being marketed extensively, with the message of "Tap into the incredible network of IAAPA with the Attractions Industry Marketplace—a faster and easier way to find great vendors."

IAAPA's blog—[In the Queue](#)—continued to see strong readership growth, with a more than 40 percent increase in unique visitors overall and a third consecutive year of setting a site traffic record during its live coverage of the annual IAAPA Attractions Expo space allocation meeting in late March.

The association also began featuring online polls on its homepage periodically throughout the year to drive traffic and to gather informal data and input from members on various topics.

News Flash continues to be a valuable member benefit. Last year 227 issues of News Flash were published and approximately 10,000 members received each issue. In addition, the News Flash template was updated and refreshed with additions of Manufacturer and Supplier Notes and Manufacturer and Supplier News. The M&S Notes section is used to remind members of upcoming deadlines, while M&S News offers member the opportunity to include a new product or service press announcement.

Web addresses of story links:

Membership brochure – <http://www.iaapa.org/membership/index.asp>

Marketplace – <http://attractionsindustrymarketplace.com/>

In the Queue – <http://iaapainthequeue.blogspot.com/>

Experienced Information from a Peer, Absolutely Free

A key benefit of IAAPA membership is the opportunity to connect with industry peers and colleagues. In 2010, the association further refined a recent application of that concept for small parks and attractions called the [Peer-to-Peer Mentoring Program](#) as one of the free value-adds in its Partnership Plus initiative.

The program is an innovative opportunity for a small park or attraction member to have a more structured, ongoing dialogue with a mentor in their same industry segment. Depending on mentees needs, mentors share their experiences, contacts, and knowledge about the business, and act as a sounding board for

new ideas. Mentors also help point mentees in the right direction for help from consultants, suppliers, and other industry services, as well as from IAAPA staff, services, and programs. Mentors and mentees enter into a written agreement, the length of which is mutually decided.

Potential mentees can get more information about this free program from the association's [Amusement Parks and Attractions Committee](#).

Web addresses of story links:

[Funworld story](http://www.iaapa.org/industry/funworld/2010/Feb/departments/specialreport.asp) – <http://www.iaapa.org/industry/funworld/2010/Feb/departments/specialreport.asp>

[Committee page](http://www.iaapa.org/community/smallparksandattractions.asp) – <http://www.iaapa.org/community/smallparksandattractions.asp> (see first item)

Give Kids The World – Good Deeds Produce Great Rewards

Since 1994, IAAPA and its members have enthusiastically embraced the mission of [Give Kids The World Village](#) in Kissimmee, Florida, to provide children with life-threatening illnesses and their families a free week-long vacation at the Village and visits to Central Florida's attractions. The year 2010 gladly saw much more of the same.

In addition to milestones like welcoming its 100,000th family in February and the launch of its Ice Cream for Breakfast Day national campaign in July, the Village celebrated its 24th anniversary on March 7 with the [grand opening of the all-new "Park of Dreams" pool and waterplay area](#). Among the donated talents, materials, and funding from a number of IAAPA members, particular standouts included the 80-foot-long pirate ship Serendipity, built by Environs Inc., and an interactive splash garden designed by Vortex Aquatic Design.

IAAPA member Six Flags extended its existing long-time partnership with the Village for the third year in a row through its Fountains for Foundations donations program, helping to raise funds daily for GKTW one coin toss at a time.

At the [IAAPA Attractions Expo](#) in November, the association held the Angels in Action volunteer event and a motorcycle ride to the golf tournament, the 5K Fun Run and 1K Walk, and a show floor raffle to win a new car. These five events raised more than \$73,000 for a magical place that brings happiness to children who need it most.

Web addresses of story links:

[GKTW homepage](http://www.gktw.org/) – <http://www.gktw.org/>

[Park of Dreams](http://www.iaapa.org/industry/funworld/2010/may/departments/iaapanews.asp) – <http://www.iaapa.org/industry/funworld/2010/may/departments/iaapanews.asp> (see very end of the column)

[Expo activities](#) –

<http://www.iaapa.org/industry/funworld/2011/jan/features/AttractionsExpo2010/gktwfund.asp>

###