



P R E S S R E L E A S E

23 September 2016

Largest Euro Attractions Show Hosts A Record-Breaking 12,600 Attractions Professionals in Barcelona

(Barcelona, Spain) – A record-number of European attractions industry professionals gathered at Euro Attractions Show (EAS) 2016 in Barcelona, Spain, over the past three days (20-22 September) to discover the latest developments in the leisure and attractions industry. The event attracted more than 525 exhibitors showcasing the industry’s latest innovations and developments. EAS 2016 attendance nearly doubled from 2015, with Spain, France, Germany, and the United Kingdom represented, and increased attendance from the Middle East and The Netherlands.

Strong attendance in hotspot for leisure industry

Barcelona proved to be a truly remarkable host location for Euro Attractions Show 2016 attracting a strong presence from major leisure attractions in the area, including amusement parks, destination resorts, water parks, attractions, and family entertainment centers. Strong partnerships with local destinations such as PortAventura World raised the profile of EAS among local industry professionals, and the proximity to the Costa Daurada tourism and leisure market enabled the show to attract companies active in the broader tourism industry including resorts, shopping centers, cruise ships, museum operators, and more. “Hosting the event in the heart of Catalunya and Barcelona underlined the importance of leisure destinations and attractions in the Spanish tourism industry”, said Karen Staley, Senior Vice President of IAAPA Europe, Middle East, and Africa. “Catalunya tourism professionals attended the event in big numbers and there was a strong presence of local companies on the exhibition floor.”

Trade Show Floor

Business was strong at this year’s expanded trade show floor with more than 13,000 square meters of exhibit floor. The more than 525 exhibiting companies offering a variety of products and services, including admission and financial equipment, construction and masterplan consultants, food and beverage providers, high tech equipment and services, amusement rides designers and manufacturers, water-related equipment and slide constructors, show producers, people/moving equipment and computer systems/software providers. “Euro Attractions Show 2016 is record-setting. Kudos to the industry and the staff for producing this amazing event, and thanks to the entire region for adopting us for a week,” said John McReynolds 2016 IAAPA Chair and Senior Vice President of External Affairs for Universal Parks and

Resorts. “Our industry is constantly evolving and if you miss the show you miss some the most current innovations in the marketplace.”

Increased offerings of seminars and conferences

EAS 2016 offered an extensive educational programme with more than 30 hours of seminars. Session rooms were packed as leading industry experts shared their visions on topics including lodgement and resort development, dining experiences, increasing revenues, safety, show and event production, creative park development, emerging market introduction on the Middle East, attractions management, customer satisfaction, marketing, and leadership.

EAS 2017 will take place in Berlin from 24-28 September 2016.

About Euro Attractions Show (EAS)

Euro Attractions Show (EAS) is owned and produced by the International Association of Amusement Parks and Attractions ([IAAPA](#)), and is Europe’s premier conference and trade show dedicated to the leisure and attractions industry. EAS is managed by the IAAPA Europe, Middle East, and Africa office. #EAS16

About the International Association of Amusement Parks and Attractions (IAAPA)

Founded in 1918, IAAPA is the largest international trade association for permanently located amusement facilities and attractions and is dedicated to the preservation and prosperity of the attractions industry. IAAPA represents nearly 5,000 facility, supplier, and individual members from 99 countries. Member facilities include amusement and theme parks, water parks, attractions, family entertainment centers, zoos, aquariums, museums, science centers, and resorts. IAAPA is a nonprofit organization. The association's global headquarters is in Alexandria, Virginia, United States. The association maintains regional offices in Brussels, Mexico City, Hong Kong, and Orlando. @IAAPAHQ #IAAPA

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