



Euro Attractions Show 2017 a Big Success in Berlin

Berlin, 29 September 2017 – Leading companies in the tourism, attractions, and entertainment industry made Berlin the capital of all things leisure during Euro Attractions Show (EAS) 2017. Preliminary estimates indicate 12,400 visitors from 100 countries came to the Berlin Messe Exhibition Centre to be part of Euro Attractions Show 2017, the largest conference and trade fair for the leisure industry in Europe. The exhibit floor featured innovative rides, products, and services for amusement parks and attractions from 542 companies from around the world. EAS is owned and organized by the International Association of Amusement Parks and Attractions (IAAPA).

Meeting point for the leisure park and entertainment industry

EAS 2017 participants represented parks, water parks, zoos, aquariums, hotels, museums, music festivals, cruise lines, cultural institutions, and more from Europe, the Middle East, Africa, and around the globe. They included high-ranking representatives, designers, and decisionmakers from German amusement parks including Fort Fun and Hansa-Park; international players Merlin Entertainments, Walt Disney Parks and Resorts; and a variety of other attractions large and small. They traveled to Berlin to see the latest innovations, learn about the trends impacting the industry, and try out cutting-edge innovations including virtual reality, flying theaters, dark ride systems, interactive solutions, and immersive 3-D cinemas. They also looked at ticketing systems and technologies, water park attractions, food and beverage innovations, decoration and theming solutions, safety products, and much more.

“EAS 2017 has been a tremendous experience for our company. We met many new clients and reunited with current ones. The show floor was very busy and the buzz of the industry and interest in new products was very strong,” stated Antonio Zamperla, CEO Antonio Zamperla SPA.

Extensive seminar programme for industry leaders by industry leaders

The 2017 conference was the most extensive education seminar programme in EAS history. Attendees also participated in 80 hours of educational seminars and programmes in 25 unique events led by more than 100 attractions industry professionals from around the world.

The speaker list included industry leaders and innovators including Christoph Kiessling (Loro Parque Group), Robert Dahl (Karls Erlebnisof), Andreas Leicht (Hansa-Park), Martin Kring (Legoland Deutschland), Andreas Knieriem (Zoo and Tierpark Berlin), and Bas Bakkers (The Coca-Cola Company). They shared their vast industry experience, knowledge, best practices, and insider tips in five focused and popular tracks including: Digital Safety, Profit and Revenue, Safety and Security, Immersive Experiences, and Trends and New Ideas.

From Berlin to the world ... innovations abound

Professionals of the leisure industry were not only given the opportunity to discover the latest innovations at EAS, but also to do serious business. The fair is the first address for amusement parks when it comes to acquiring new attractions. This is why the innovations presented at EAS this year will be seen in parks throughout the EMEA region in the next few years to provide astonishment and thrill.

“EAS 2017 has been a great experience for the attendees, exhibitors, and IAAPA,” said IAAPA President and CEO Paul Noland. “The attractions industry is strong and growing in the EMEA region. That growth combined with the opportunity to see the latest innovations, learn from industry leaders, and experience all Berlin has to offer worked together to create these great results.”

"We are pleasantly overwhelmed by the success of EAS 2017 in Berlin. The buyers were serious about finding products, services, and new ideas to grow their business in the future. They discovered them on the trade fair floor and in the extensive conference program. It's been a great week," said IAAPA Vice President of IAAPA EMEA Karen Staley. "The exciting news is that the innovations they saw at EAS 2017 will make amusement parks and attractions even more spectacular in the future."

EAS 2018 will take place 25-27 September at the RAI Amsterdam.

For more information on the EAS, please visit: www.IAAPA.org/EAS.

Notes to the Editor:

About Euro Attractions Show (EAS)

Euro Attractions Show (EAS) is the premier trade show and conference in Europe for the leisure, attractions, and entertainment industries. EAS 2017 took place at the Berlin Messe Exhibition Centre in Berlin 24-28 September. @IAAPAHQ #EAS17

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 5,300 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 Orlando, Florida, United States. The association maintains additional offices in Brussels, Mexico City, Hong Kong, and Alexandria, Virginia. www.IAAPA.org @IAAPAHQ #IAAPA

IAAPA EMEA Contacts:

Karen Staley, Senior Vice President, IAAPA EMEA
kstaley@IAAPA.org

Jakob Wahl, Vice President, IAAPA EMEA
jwahl@IAAPA.org

Jeroen Verrezen, Marketing and Communications Manager, IAAPA EMEA
jverrezen@IAAPA.org

Press Contact:

Maren Fliegner
mf@m3pr.de
030 / 23456675