



### **Daan Duijm**

Daan's passion is delivering magical & memorable leisure experiences of the highest standards for guests in world-class Theme & Water Parks.

Daan has seen many parts of the hospitality industry, in a wide array of positions. Starting his hospitality career at an outdoor company on the weekends; through quad-driving, raft building and paintball activities he developed leadership skills as a head outdoor instructor for 5 years part time. He graduated with a double vocational education degree as Military Sports Instructor and Swimming Coordinator. During this time he started his own web design and media consultancy company and has successfully created over a 100 design projects from 2009 to 2014.

Inspired by his Associate Degree in leisure he worked on Disney Cruise Line for a year as a Fitness Director before continuing and finishing his Bachelor in Leisure Management. Experiencing the Disney Magic, Daan set his sights on a successful career in theme and water parks. After finishing his bachelor he started in Malaysia as Operations Manager for a regional outdoor theme park. After this Daan moved to Dubai as assistant manager of Lifeguard Operations, Marketing and Admissions for one of the leading Water Parks in the UAE. He successfully organised the 2015 Halloween event, increasing revenue with 15% and reducing costs by 40% compared to the previous year.

After 1.5 years in Dubai, Daan moved to Malaysia for LEGOLAND® Malaysia Resort, operated by Merlin entertainments, the world's second largest entertainment company behind Disney. Starting as Water Park Manager Daan oversaw Legoland's first Asian Water Park continued development and growth. In early 2017 he was promoted to Senior Manager Theme Park Attractions & Water Park. Managing 180 employees, overseeing the safety of 60+ attractions in two parks Daan considers himself extraordinarily lucky to be part of the amusement park industry and grateful for all the support this industry provides.

Daan presents and writes regularly for industry magazines, presents at industry events for international associations and is always available to give advice and help others.