

# *A Year of Energy and Progress*

## *A Message from the Chair*

The year 2012 will go down as one of great energy and progress for IAAPA and the worldwide attractions industry it leads. It was an outstanding year for member services, events, and programs.

Through numerous challenges and opportunities, IAAPA has been there every step of the way, for members large and small and for the industry as a whole, providing excellent products, programs, and services essential for successful operations.

This assistance has been constantly infused with the six principles of our [Vision Statement](#)—fundamentals like safety, partnerships, resources, and more—and this review is an account of these accomplishments.

In just the past 12 months, IAAPA has unveiled a brand-new website and trade show mobile app, implemented its first [Intellectual Property enforcement program](#), united its very active regional offices with internal operations that are more seamless, and produced record-setting trade shows and educational symposiums all across the world.

IAAPA also brought industry leaders together for through successful events and Expos all over the world, including its Institute programs, webinars, regional meetings, and Expos in Hong Kong, Berlin, and Orlando.

We also adopted a three-year Strategic Plan (2013-2015) based on an unprecedented mix of organizational material and data. The resulting goals emphasize safety, member relationships, long-term sustainability, and a global association with strong regions.

For the daily management of all this and much more for the past nearly two years, we have our good industry friend [Chip Cleary to thank sincerely](#) for his leadership. We will miss his guidance at the helm of the association, but look forward to his return to the industry itself and, at the same time, [welcome Paul Noland](#) as Chip's successor as president and CEO. Paul's experience in the attractions and hospitality sectors, and his already-substantial knowledge of IAAPA's people and places, mean that we are passing the reins of leadership from one good pair of hands to another.

Two new vice presidents joined the association staff as well, to lend their expertise and talents to our collective efforts: Ryan Strowger as vice president of exhibitions, conferences, and sales, and Stephanie Robert, vice president of membership and marketing services.

It has been my pleasure and privilege to serve as your first German chairman of the board, and I want to express my great appreciation to the dedicated association staff, our generous committee volunteers, my wife Marianne, my whole family, my team at Europa-Park, my fellow distinguished board members, and all IAAPA members. Your friendship, insights, and support over the past year have made this opportunity the best "ride" in the attractions industry!

Roland Mack, IAAPA Chairman of the Board 2012

### ***Web addresses of story links:***

[Vision Statement](http://www.IAAPA.org/about-IAAPA/membership/member-orientation/code-of-conduct-mission-vision)—<http://www.IAAPA.org/about-IAAPA/membership/member-orientation/code-of-conduct-mission-vision>

[Intellectual Property](http://www.IAAPA.org/news/funworld/archives/may-2012/IAAPA-news-intellectual-property-policy)—<http://www.IAAPA.org/news/funworld/archives/may-2012/IAAPA-news-intellectual-property-policy> (see sixth item; MEMBER LOGIN REQUIRED)

[Thanks, Chip](http://www.IAAPA.org/news/funworld/funworld-magazine/thank-you-chip)—<http://www.IAAPA.org/news/funworld/funworld-magazine/thank-you-chip>

Welcome, Paul—<http://www.IAAPA.org/news/funworld/funworld-magazine/meet-paul-noland-IAAPA-s-new-president-ceo>

## *Advancing Safe Facility Operations*

### Safety Institutes Bring Expertise to Every Region

IAAPA further expanded its [Safety Institute](#) program in 2012, with stops in Asia, the Middle East, Latin America, Europe, and North America—totaling 11 separate events in all. Operators, developers, and government officials interacted with industry experts on how best to achieve safety excellence in their regional attractions sectors.

Three Institutes took place in March, starting with Dubai for the Middle East conference, followed by [two Asian locations](#): Jakarta, with more than 125 attendees and hosted by ARKI (Indonesian Recreation Association), and then Manila, with an astounding 500 participants and hosted by PHILAAPA (Philippines Association of Amusement Parks & Attractions).

Presentations included the utilization of existing global safety standards, safe operations and maintenance, the importance of an overall safety culture, and water park safety.

These subjects were also top of mind for the 170 attendees from eight countries at the late April institute held in Buenos Aires in conjunction with the Latin American Executive Education Program organized by the Argentinean Parks Association (AAPA), for the 87 industry professionals at the institute held in Caracas in early July as part of the first annual conference of the Venezuelan Parks Association (AVAPA), and for the 35 participants of the IAAPA Nordic Meeting held in Sweden in December.

This safety “tour” also made its [first-ever stop in Canada](#), with an informative program for 35 attendees in Toronto in September.

All of these institutes—as well as the annual safety symposiums offered at Asian Attractions Expo, Euro Attractions Show, and IAAPA Attractions Expo—are proving an effective way for advancing industry safety worldwide.

#### ***Web addresses of story links:***

Safety Institutes home—<http://www.IAAPA.org/events-education/events/safety-and-security-conferences>  
Jakarta & Manila—<http://www.IAAPA.org/news/funworld/archives/may-2012/IAAPA-news-intellectual-property-policy> (see seventh item; MEMBER LOGIN REQUIRED)

Toronto—<http://www.IAAPA.org/news/funworld/archives/funworld-november-2012/IAAPA-safety-institute--canada> (see first item; MEMBER LOGIN REQUIRED)

### Achieving Safety through High Standards

The work of better harmonizing global attractions safety standards continued unabated throughout this past year.

The [ASTM International F-24 Committee](#) on Amusement Rides and Devices experienced all-time-high attendance at both of its meetings in February and October, with more than 200 safety experts from around the world on hand for each. During the collective discussions, particular progress was made in the areas of participatory attractions like zip lines, rock walls, and inflatables, as well as on the issue of defining a “supervising companion.”

Also in February, F-24 chair and active IAAPA veteran volunteer Jim Seay of Premier Rides testified on the importance of standards in the public policy-making process before the U.S. House Subcommittee on Technology and Innovation.

Regarding the ongoing effort to [officially revise the European safety standard](#) (EN 13814), the relevant formal technical committee (CEN/TC 152) met in Milan in the early part of 2012 and accepted as its initial working draft the document prepared by the informal industry group over the past several years that updates and harmonizes EN 13814 with ASTM F-24 and other leading world standards. Industry comment and modification will follow before a final vote takes place.

The process of developing an International Organization for Standardization (ISO) standard for the worldwide attractions sector also moved ahead, as ISO technical committee 254 approved its business plan, and its three working groups held several meetings. The standard is expected to be based on the work of EN 13814 and ASTM F-24.

***Web addresses of story links:***

ASTM—<http://www.astm.org/COMMITTEE/F24.htm>

European CEN—

<http://www.cen.eu/cen/Sectors/TechnicalCommitteesWorkshops/CENTechnicalCommittees/Pages/default.aspx?param=6134&title=CEN/TC%20152>

Spreading Safety by Sharing Information

One of the prime goals of IAAPA is information sharing—in all areas but particularly safety—with industry members, government officials, the general public, and the media.

The U.S. office continued its work with the U.S. Ride Safety Report, an annual collection of incident data from member facilities that demonstrates how safe member facilities are and that the industry is constantly enhancing safety programs.

IAAPA Latin America showed the way last year in a couple of instances, first via its Safety subcommittee's continued work on developing an annual ride incident report for the region.

The regional office also provided Bolivian safety officials with an overview of the industry's ASTM standard and helped facilitate an ASTM-based webinar in Spanish for the relevant government staff in late June. Similar work continued with Mexico City's operators and officials as well, to support the official adoption of the ASTM safety norms in that city.

In Europe, 2012 IAAPA Chair Roland Mack and his staff at Europa-Park in Germany took to YouTube to share industry safety information [with a video](#) that debuted at the IAAPA Safety Institute in the Middle East.

Additionally, the IAAPA Europe regional office oversaw production of the latest annual European Ride Safety Report, which was modified to better mirror the U.S. version and whose response rate benefited from staff maintaining regular contact with members regarding the report. IAAPA has been tracking data in Europe since 2009.

***Web addresses of story links:***

Roland Mack safety video—<http://www.youtube.com/watch?v=MVWrpeAEpUI&feature=youtu.be>

*Promoting a Favorable Public Image*

## Facilitating Good Industry Press

Publicizing the industry's message via media coverage is like a never-ending merry-go-round, and IAAPA staff enjoyed a very good ride in 2012.

A key day-to-day activity of the association's communications office involved fielding press calls on everything from attendance figures and ticket pricing to employment practices and special events to ride safety and future trends. These efforts yielded numerous stories in such outlets as CNBC, the Wall Street Journal, the Singapore Straits Times, Travel Channel, Reuters newswire, the Dubai Gulf News, the BBC, the L.A. Times, and Brazil's Pernambuco newspaper.

In addition to the well-received annual What's New press releases for [the United States](#) and [Europe](#), IAAPA pushed its proactive publicity work toward a more year-round focus, engaging a fresh batch of spokespeople and their stories, including committee members and Funworld Senior Editor Jeremy Schoolfield. The resulting coverage was leveraged through an increased use of social media platforms and by sharing it with the association membership to encourage even more of them to participate in future press campaigns. The program garnered 42 million positive impressions.

The office also provided content for executive speeches and arranged on-camera media training for IAAPA's new president and CEO, the regional office vice presidents, our media relations manager, and the senior editor of Funworld.

### ***Web addresses of story links:***

U.S. What's New—<http://www.IAAPA.org/news/newsroom/news-articles/2012-new-rides-us-theme-parks-and-attractions>

Europe What's New—<http://www.IAAPA.org/news/newsroom/news-articles/new-thrills-theming-shows>

## IAAPA Advocacy Succeeds for Members

On issue after issue, IAAPA's [U.S. safety and advocacy staff](#) kept the industry's viewpoint in front of elected and administrative officials throughout the year.

In [health care](#), one crucial aspect for U.S. attractions stemming from the 2010 passage and 2012 upholding of the Patient Protection and Affordable Care Act (PPACA) was the regulatory treatment of temporary seasonal employees. IAAPA submitted comments on previous proposals, and in August, the government released initial guidance that was favorable to the attractions sector, applicable at least through 2014.

Owing to the industry's active use of the U.S. State Department's J-1 visa Summer Work Travel program, IAAPA staff stayed abreast of proposed changes to the regulations, [outlining members' concerns in letter form](#) when an Interim Final Rule was released in May. The association also advised members of ongoing compliance visits by the department and provided some basic tips on handling a visit.

Regarding [Americans with Disabilities Act \(ADA\) developments](#), IAAPA helped clarify a more workable U.S. Justice Department interpretation of lift requirements for swimming pools, with letters, requests, and Congressional testimony that ultimately identified a portable lift as an acceptable option. Staff also provided comments supporting an extension of the enforcement deadline and requested the lift interpretation be formalized through the rule-making process.

In addition, the safety and advocacy office remained engaged with initiatives of [The Coalition for a Traditional School Calendar](#), facilitated ongoing member participation in the development of a national Model Aquatic Health Code, and submitted industry input prior to the Equal Employment Opportunity Commission's approval of new guidance on using criminal background checks.

To keep members involved and informed of all this activity, IAAPA held its annual [Advocacy Day](#) in mid-April for attraction and supplier representatives to speak with policymakers and unveiled a new and expanded bimonthly e-newsletter—the IAAPA Safety & Advocacy Report.

***Web addresses of story links:***

GR Document Archive—<http://www.IAAPA.org/safety-and-advocacy/north-america/archive>  
U.S. Health care—<http://www.IAAPA.org/safety-and-advocacy/north-america/health-care-reform>  
J-1 Visa—<http://www.IAAPA.org/docs/gr-archive/IAAPAj1ifrcoment6julyfinal.pdf?sfvrsn=2>  
ADA—<http://www.IAAPA.org/safety-and-advocacy/north-america/ada-accessibility>  
School calendar—<http://schoolyear.info/first.html>  
Advocacy Day—<http://www.IAAPA.org/news/newsroom/news-articles/advocacy-day-at-united-states-capitol-success>

IAAPA Europe Spearheads Region's Government Relations Efforts

IAAPA Europe spent 2012 continuing to monitor and influence [European Union \(EU\) policies](#) that could impact the region's attractions sector, as well as creating greater industry awareness among EU officials.

The office held productive meetings with Pedro Ortun, director general of the DG Enterprise for Transport and Tourism (T&T), as well as several Members of European Parliament (MEPs) active on the T&T committee. Staff also had a successful visit with MEP Brian Simpson, chairman of the new Tourism Task Force, who agreed to both seek increased stakeholder involvement in the task force's work and support a future IAAPA Europe political roundtable on tourism.

To assist staff in safety and advocacy efforts, the region's government relations subcommittee oversaw the association's hiring of a public affairs company—Interel—to help establish relationships with additional key parliamentarians, further raise the association's profile within the EU, and devise a strategy for impacting critical issues such as safety, tourism policy, and VAT rates on ticket sales.

In the area of [tourism policy](#), regional staff provided input on several component initiatives during the year, including a proposal to create a voluntary European Tourism Quality Label, a commission report on the impact of EU policies on tourism, and a program to allow smaller tourism companies to make better business use of digital technologies.

To protect its members' interests, office staff also began planning a study of the industry's VAT rates in preparation for an EU discussion in 2013 on redeveloping the VAT program that is expected to include a focus on tourism.

***Web addresses of story links:***

IAAPA Europe GR home—<http://www.IAAPA.org/safety-and-advocacy/europe>  
Tourism policy—<http://www.IAAPA.org/safety-and-advocacy/europe/en/government-relations/european-union-tourism-policy>

IAAPA Latin America Advocates for Brazilian Operators

In the area of Latin American government relations, the regional office tackled a tax issue affecting Brazilian operators. After an initial meeting between IAAPA's U.S.-based government relations office and Brazilian officials in Washington, D.C., regional staff then facilitated further discussions between Brazil's federal government and national industry representatives aimed at reducing the high taxes that Brazilian attractions pay to import rides into the country. The talks yielded an agreement to substantially reduce the import duties, as well as propose these same changes among the countries of the regional MERCOSUR trade community.

Additionally, IAAPA Latin American began work with the Brazilian government in the adoption of ASTM standards.

### *Providing Primary Sources for Market Connections*

#### Regional Industry Does Business and More at Growing Asian Attractions Expo

The rapid growth of the attractions industry in Asia was reflected in a record-breaking [Asian Attractions Expo \(AAE\) 2012](#) at the Hong Kong Convention and Exhibition Centre, June 5-8. More than 5,340 attendees explored the most expansive trade show floor in the show's history, in terms of both exhibitors (274) and exhibit space (6,368 net square meters).

The event featured an expanded opening ceremony with entertainment from area parks and highlights of what's new in Asia Pacific.

An education program that was simultaneously translated into Chinese welcomed a record total of 1,641 participants to jam-packed seminars, three behind-the-scenes tours, the first-ever (and sold out) Institute for Attractions Managers in Asia, and two leadership breakfasts featuring Andrew Kam, managing director of Hong Kong Disneyland, and Wu Si Yuan, vice president of Shenzhen Overseas Chinese Town (OCT) Co., Ltd.

Attendance marks were set as well at such special events as the Opening Ceremony and the Young Professionals reception, while more than a 1,000 people enjoyed evening events at Ocean Park Hong Kong and Hong Kong Disneyland.

"Attractions industry veterans and newcomers alike understand that the Asian leisure market provides great opportunity," commented Andrew Lee, vice president of IAAPA's Asia-Pacific operations. "Whether buying or exhibiting, more and more companies from around the globe view [Asian Attractions Expo](#) as a must-attend event."

#### **Web addresses of story links:**

AAE summary—<http://www.IAAPA.org/news/newsroom/news-articles/asian-attractions-expo-record>

AAE review—<http://www.IAAPA.org/news/funworld/archives/august-2012/IAAPA-news-asian-attractions-expo-2012-highlights> (MEMBER LOGIN REQUIRED)

#### Euro Attractions Show is a Can't-Miss for Region's Facilities and Suppliers

Industry professionals from more than 100 countries and totaling 8,138 in number filled the trade show halls of Messe Berlin October 9-11 at [Euro Attractions Show \(EAS\) 2012](#). They came to see the latest industry offerings from approximately 360 companies occupying more than 9,000 net square meters of exhibit space—the largest trade show floor in the history of EAS.

For the first time ever, the show started with an opening ceremony featuring What's New in Europe, introductory remarks from 2012 IAAPA Chairman of the Board Roland Mack and German MP and tourism commissioner Ernst Burgbacher, and sparkling entertainment provided by Europa-Park.

During the three-day event, Mack observed EAS 2012 "has demonstrated the regional industry's resilience and optimism amidst times of economic uncertainty. The show has highlighted the variety and innovative power of the attractions business, and sizeable investments are currently being made, particularly in Eastern Europe, which has positive effects for both facilities and suppliers."

Seminars experienced an increase of 21 percent in attendance, with nearly 1,250 participants joining the discussion on such topics as trends in food and beverage and in human resources, Eastern European

emerging markets, sustainability, and social media. The education schedule also included IAAPA's Safety Institute and the IAAPA Institute for Attractions Managers, two behind-the-scenes facility tours, and a Leadership Breakfast with Mack and Fernando Aldeco of Spain's Port Aventura.

***Web addresses of story links:***

EAS review—<http://www.IAAPA.org/news/funworld/funworld-magazine/eas-2012-review>

Worldwide Industry Buys, Learns, and Networks at IAAPA Attractions Expo 2012

Approximately 26,500 energized industry professionals from 102 nations packed the Orange County Convention Center in Orlando for [IAAPA Attractions Expo \(IAE\) 2012](#) Nov. 12-16. The excitement was palpable, as the show saw an increased number of buyers, an expansive trade show floor—the largest in four years and largest outdoor space in 10 years—and a 14 percent increase in education attendance.

[“IAAPA Attractions Expo](#) is the one time of year when the entire global amusement park and attractions family gathers to conduct the business of fun, and this year was a home run for the industry,” said then-IAAPA President and CEO Chip Cleary.

By the numbers, the trade show floor measured 494,770 net square feet—57,150 of it outdoors—and all of it displaying the newest products and services from 1,167 exhibiting companies.

About 9,100 attendees took part in 115 education programs, including multiple-day Institutes, numerous attraction and show-floor tours, panel and roundtable discussions, new half-day symposiums on incident management and inflatable operations, and ticketed luncheons and breakfasts. Jim Reid-Anderson, president, CEO, and chairman of Six Flags Entertainment Corp., gave the keynote address during the GM and Owners' Breakfast.

For the first time in its history, the show's Kickoff Event, Opening Reception, GM & Owners' Breakfast, and IAAPA Brass Ring Awards took place on the Expo floor in a theater setting equipped with a special 180-degree video screen, surround sound, and seating for more than 1,800 guests.

Also new this past year was the free downloadable ExpoNavigator mobile app with data, calendar, and social media features that turn an attendee's smartphone into their very own personalized Expo assistant.

The IAAPA Attractions Expo sponsorship program continued to set new records, with 69 companies electing to take advantage of IAAPA's program-specific sponsorship opportunities, which help them broaden their marketing messages and influence in industry buyers' purchasing decisions. Industry suppliers also found Funworld magazine essential in their marketing efforts, as it enjoyed a 13 percent increase in advertising sales over the previous year. This year was the first full year of IAAPA selling advertising in house with the addition of advertising representative Brian Skepton.

***Web addresses of story links:***

IAE summary—<http://www.IAAPA.org/news/newsroom/news-articles/IAAPA-attractions-expo-sees-growth-in-all-areas>

IAE review—<http://www.IAAPA.org/news/funworld/funworld-magazine/innovation-abounds>

Protecting the Industry's Creative Interests

Innovation and creativity are at the heart of the worldwide attractions industry, and are thus critical ingredients in maintaining a healthy and viable economic market for the business of fun.

To assist exhibiting companies in protecting the ideas and concepts they create, IAAPA introduced its new Intellectual Property (IP) policy in 2012, allowing manufacturers and suppliers (M&S) to address show floor examples of patent, trademark, and copyright infringement.

The program included an agreement that all M&S members must sign, attesting that they own the intellectual property of their products, and that they agree to an adjudication process undertaken by a third party should a viable claim of infringement be formally filed with IAAPA.

The policy was utilized at all three of the association's Expos during the year, with representatives from Arent Fox—IAAPA's IP mediators—on site at each event. The Arent Fox team conducted outreach to raise awareness of IP issues and the new policy among exhibitors and attendees, and addressed nearly 70 total formal inquiries of potential Expo rule violations that required the removal of products or marketing materials from the trade show floor or other actions.

The association expects to refine the policy as members learn more about the program's aims and the industry's needs, but leadership is very pleased with the year-one results.

***Web addresses of story links:***

Policy description – <http://www.iaapa.org/news/funworld/archives/may-2012/iaapa-news-intellectual-property-policy> (see sixth item; MEMBER LOGIN REQUIRED)

## *Providing Continuing Education and Training*

### IAAPA Helps Members Advance Through Education, Leadership, Networking

In addition to the in-person learning IAAPA provided at its three annual Expos (described in the section above), the association also offered several other great face-to-face educational opportunities during 2012.

For the second year, the IAAPA Institute for Executive Education—held Jan. 30-Feb. 3 at San Diego State University—exceeded its enrollment goal, with 26 participants representing seven countries. Attendees rated the mixture of classroom and field instruction very high. The curriculum included interactive sessions at SeaWorld San Diego and San Diego Zoo Global, in-depth case study material from Boomers! family entertainment center, and keynote remarks from George Kalogridis, president of The Disneyland Resort, on the company's best management practices.

The 2012 IAAPA Leadership Conference drew nearly 200 industry professionals from 23 countries to Southern California in late February for a chance to learn from some of the best attractions in the business, while at the same time affording a more casual atmosphere for networking among peers. The event included visits to Universal Studios Hollywood, Six Flags Magic Mountain, Pacific Park on the Santa Monica Pier, the California Science Center, and The Disneyland Resort, as well as a look behind the scenes at design and engineering firm Technifex.

IAAPA also organized two inaugural regional events last year: a Tools of the Trade tour of three Pennsylvania parks (Hersheypark, Knoebels Grove, Dorney Park) and one manufacturer in June focused on midway games operations, and a Regional Networking Event at Medieval Times in Toronto in September.

In Latin America, 52 industry leaders from 12 countries attended the IAAPA Latin American Networking Event in Mexico City in March. Attendees participated in seven behind-the-scenes facility tours and visited a range of park types, including a theme park, amusement park, water park, and eco-park.

In addition, the regional office provided various programmatic support for:

- the [Latin American Executive Education Program](#), co-organized by the Argentinean Parks Association (AAPA), in Buenos Aires, in April;
- ACOLAP's (the Colombian industry association) IV Colombian Association Congress in Medellin in May;
- the [first Institute for Attractions Managers \(IAM\) presented in Spanish](#), in cooperation with the Peruvian Association, in Lima in May;
- the inaugural Venezuelan Parks Association (AVAPA) conference in Caracas in July;
- ADIBRA's (the Brazilian industry association) annual training week in September in Brazil; and finally
- a second Institute for Attractions Managers, moderated by Marcelo Beraldo, IAAPA's Brazilian global alliance representative, in São Paulo in December.

***Web addresses of story links:***

Leadership Conference—<http://www.IAAPA.org/news/funworld/archives/april-2012/IAAPA-news-april-2011-2> (see first item; MEMBER LOGIN REQUIRED)

Tools of the Trade—<http://www.IAAPA.org/news/funworld/archives/august-2012/IAAPA-news-asian-attractions-expo-2012-highlights> (see fifth item; MEMBER LOGIN REQUIRED)

Certification—<http://www.IAAPA.org/events-education/education/certification>

Informative Online Learning is Wide Ranging, Interactive, and Convenient

To share industry expertise among an ever-greater number of attractions and suppliers, IAAPA continued to host [free monthly webinars](#) this past year as an exclusive member benefit.

Webinars served the association's global membership by offering programs for all constituencies, most often in English but periodically in Spanish or Portuguese. In addition to regular monthly programming, webinars were scheduled to address key issues in a timely manner, such as explaining the IAAPA Attractions Expo space allocation process, educating members about IAAPA's new Intellectual Property policy, and emphasizing the importance of adopting broad safety standards in Brazil.

With an increased number of offerings produced by IAAPA Europe and IAAPA Latin America, 1,276 participants from 54 countries participated in 19 webinar programs. The subjects ranged widely, from succession planning to emergency preparedness to promotional strategies to food and beverage trends, plus regional spotlights like water park innovations in Europe and operations management excellence in Latin America.

The variety, practical knowledge, and convenience encapsulated in the program more than explain why it remains one of IAAPA's most popular and valuable member benefits.

The association's education committee made final refinements to the criteria for the Certified Attractions Executive level, while continuing to accept members for that designation's charter class. A smaller task force finalized the requirements for the other two tiers of certification (Manager and Professional).

In addition, the committee made progress in exploring the possibility of licensing or developing online content to enable candidates to meet the education component of the certification criteria.

***Web addresses of story links:***

Webinars home—<http://www.IAAPA.org/events-education/education/past-webinars> (MEMBER LOGIN REQUIRED)

## *Regional Offices Take Member Outreach to New Heights*

### Asia-Pacific Office at Work for the Industry in the Region

Despite being the newest of the association's regional offices—its second anniversary was September 16—the activity level of [IAAPA Asia Pacific](#) in 2012 made it seem as though the office has been working in support of the industry much longer.

IAAPA Vice President Andrew Lee organized an extensive trip in March for then-IAAPA President and CEO Chip Cleary and IAAPA Asian Advisory Committee members to visit key partners in Hong Kong, Shanghai, and at CAAPA's China Attractions Expo in Beijing.

The office shared the benefits of IAAPA with attendees at important regional events like the IAAPI Amusement Expo in Mumbai in March, and at the DEAL show in Dubai in April. Lee also visited the Thai Amusement and Leisure Parks Association early in the year.

Staff coordinated First Vice Chair Will Morey's visit to Australia to represent IAAPA at the AALARA Conference in May, and Lee attended the grand opening of Hong Kong Disneyland's latest attraction, Grizzly Gulch, in mid-July.

Office staff also provided updates on IAAPA's activities in the region at the annual General Meeting of PhilAAPA in Manila, Philippines, TEA's first Asian forum in Shanghai, the inaugural ceremony for the [Hong Kong Association of Amusement Parks & Attractions](#), and at three other autumn trade shows in China.

Additionally, the Asia-Pacific team responded to inquiries on exhibiting at and attending Euro Attractions Show 2012 in Berlin and IAAPA Attractions Expo 2012 in Orlando, supplying extra translations and explanations to Mandarin-speaking participants. Lee also met with Filipino Senator Aquilino Pimentel, who is pushing for a national bill on amusement ride safety in his country.

To keep things moving forward, the IAAPA Asian Advisory Committee and its two subcommittees (education and membership) provided high-level input on future IAAPA initiatives for the region at a few meetings during the year.

#### ***Web addresses of story links:***

[IAAPA Asia Pacific home](http://www.IAAPA.org/connect/asia-pacific)—<http://www.IAAPA.org/connect/asia-pacific>

[Hong Kong Association](http://www.IAAPA.org/news/funworld/archives/may-2012/special-report-hong-kong-association)—<http://www.IAAPA.org/news/funworld/archives/may-2012/special-report-hong-kong-association> (MEMBER LOGIN REQUIRED)

### IAAPA Europe Team Leads Regional Efforts

The [IAAPA Europe](#) team put its many resources to work every day for the region's attractions industry in 2012.

Office staff and the regional safety subcommittee provided various support for a safety conference held in conjunction with the Nordic Conference at Liseberg in Sweden in December. This event brought together the Swedish, Danish, and Finnish associations for educational seminars on safety management systems and on EU political initiatives for the industry like VAT, sustainability, and competitiveness.

As part of its ongoing recruitment and membership marketing activities, staff attended and participated in the national association meetings for VDFU (Germany), VDV (Germany), and SNELAC, and met with RECRON—the Dutch small parks association—and several individual prospective and new member facilities.

The office benefited throughout the year from the dedication and insights of the [European Advisory Committee and its four established subcommittees](#) (government relations, education, safety, and manufacturers and suppliers), as they discussed current and future endeavors that will advance the regional industry, from future EAS sites to new webinars to enhanced member communications.

Midway through the year, Lianne van Lith joined the office as junior program manager to promote membership recruitment and retention and support EAS operations. She graduated from Bread NHTV University with a degree in attractions management.

Soon thereafter, 2012 IAAPA Chair Roland Mack and Europa-Park hosted [the association's June board meeting](#).

***Web addresses of story links:***

[IAAPA Europe home](http://www.IAAPA.org/connect/europe)—<http://www.IAAPA.org/connect/europe>

[Committee issues](http://www.IAAPA.org/news/funworld/archives/april-2012/IAAPA-news-april-2011-2)—<http://www.IAAPA.org/news/funworld/archives/april-2012/IAAPA-news-april-2011-2> (see fifth item; MEMBER LOGIN REQUIRED)

[June board meeting](http://www.IAAPA.org/news/funworld/archives/september-2012/IAAPA-news---september-2012)—<http://www.IAAPA.org/news/funworld/archives/september-2012/IAAPA-news---september-2012> (see first item; MEMBER LOGIN REQUIRED)

IAAPA's Service and Support of Latin America Keeps Expanding

The past year was an active and productive one for [IAAPA Latin America](#) on behalf of the region's industry.

Spreading the word about IAAPA's many benefits for facilities and suppliers alike, the office exhibited at the Expo Parques e Festas in June and the South American Leisure Exhibition (SALEX) in July, both of which took place in São Paulo. IAAPA Vice President Paulina Reyes also made an outreach visit to attractions in Monterrey—the second biggest industry market in Mexico.

Reyes put together the third annual Latin American Networking Event in Mexico City in March. More than 50 regional professionals from a dozen different countries and IAAPA First Vice Chair Will Morey enjoyed a number of site tours and educational sessions with Mexican industry leaders.

The office also worked closely with the Latin American Advisory Committee and its two subcommittees (education and safety) in their strategic discussions of additional programs and services to benefit the regional membership.

Portuguese translations of the IAAPA Tip Sheets were added to the existing Spanish ones, and the IAAPA Benchmark Studies for amusement parks, water parks, and family entertainment centers were translated into both languages and sent to all Latin American members.

***Web addresses of story links:***

[IAAPA Latin America home](http://www.IAAPA.org/connect/latin-america)—<http://www.IAAPA.org/connect/latin-america>

[Latin American Executive Education Program](http://www.IAAPA.org/news/funworld/archives/july-2012/IAAPA-news---july-2012)—<http://www.IAAPA.org/news/funworld/archives/july-2012/IAAPA-news---july-2012> (see eighth item; MEMBER LOGIN REQUIRED)

[Colombian Congress and IAM in Peru](http://www.IAAPA.org/news/funworld/archives/august-2012/IAAPA-news-asian-attractions-expo-2012-highlights)—<http://www.IAAPA.org/news/funworld/archives/august-2012/IAAPA-news-asian-attractions-expo-2012-highlights> (see fourth item; MEMBER LOGIN REQUIRED)

## *IAAPA Remains the Global Industry's Membership of Choice*

By the end of 2012, IAAPA membership totaled 4,592. U.S. members represented 60 percent of the total, followed by Europe (20%), Asia (8%), and Latin America (6%).

The number of member Amusement Facilities continued to grow with Manufacturer and Supplier (M&S) figures also rebounding. Of additional interest is the fact that Young Professional memberships have now surpassed those of Individuals, and opportunities exist to further this trend.

Total membership grew by 5 percent, matching the increases in 2010 and 2011. This rise was fueled by an improving global economy, strong trade show activity (particularly in gaining new M&S members in Europe and Asia), and enhanced cross-marketing efforts that emphasized the value of joining IAAPA.

The association welcomed 1,049 new members in 2012, a nearly 10 percent increase over the prior year. IAAPA Europe contributed 182 to this figure, while Asia-Pacific companies added 130. All three regional offices also achieved strong member retention records, with Europe attaining an 88 percent renewal rate, Asia Pacific 78 percent, and Latin America 70 percent.

### IAAPA Reaches Out to Members in Crisis

During the year, the industry saw several members in New Jersey and New York affected by Hurricane Sandy. In the wake of the disaster, IAAPA made information available at IAAPA Attractions Expo and on its website to publicize relief efforts and ways to help. Several members of the IAAPA staff and IAAPA First Vice Chair Will Morey visited members in both areas to understand the breadth of the devastation and to offer its support and assistance. In 2013, IAAPA will continue to provide its support and member updates on the recovery process through its communications vehicles.

#### **Web address:**

Hurricane Sandy Update: <http://www.iaapa.org/news/newsroom/news-articles/hurricane-sandy-update>

## *Being a Credible Information Resource*

### If Information is Power, IAAPA Members are Very Strong Indeed

IAAPA's key informational platforms continued to evolve last year, for the good of members worldwide.

The brand new [IAAPA.org](http://IAAPA.org) launched in mid-October with a fresh graphic design, user-friendly navigation, and a homepage offering news, events, and social media feeds, as well as convenient access to the association's constituency and regional pages.

The [Resources section](#) was expanded and organizationally improved, allowing users to now find material through any of five different need-based categories. The new [IAAPA Job Board](#) also provides several enhanced services for job seekers and employers alike. In addition, the site includes a mobile-friendly edition and extra opportunities for advertising,

In the same spirit of further adapting to today's mobile-friendly environment, during the year IAAPA prepared to transition the layout and content of its popular daily News Flash e-newsletter to a combination

of story summaries and headline links (with one-sentence descriptions), in order to provide recipients with a simpler, easy-to-read format. To facilitate this process, the new website contains a [News Flash FAQ page](#), which also tells members how stories are selected for the publication and how they can submit a story for consideration.

In the “world” of [Funworld](#), the industry’s leading trade magazine, debuted an expanded “Quick Hits” section in its July issue to ensure timely and regular coverage of news from Asia Pacific, Europe, and Latin America. Staff also worked on a coming changeover of its digital edition to a new format compatible with smartphones and tablets. Funworld advertising sales also enjoyed a 12 percent increase in ad sales over budget.

***Web addresses of story links:***

[IAAPA home](http://www.IAAPA.org)—<http://www.IAAPA.org>

[Resources page](http://www.IAAPA.org/resources)—<http://www.IAAPA.org/resources>

[Job Board](http://jobs.IAAPA.org/home)—<http://jobs.IAAPA.org/home>

[News Flash FAQ](http://www.IAAPA.org/news/newsflash/submission-process)—<http://www.IAAPA.org/news/newsflash/submission-process>

[Funworld home](http://www.IAAPA.org/news/funworld)—<http://www.IAAPA.org/news/funworld>

IAAPA Industry Surveys Get New Data and New Name

The association released its newest batch of survey-based reports on the global amusement park, water park, and FEC industries this past year, renaming them [IAAPA Benchmark Studies](#), to better reflect the nature of the material presented.

Utilizing a streamlined survey translated into seven languages, the process yielded responses based on 2011 data from hundreds and hundreds of facilities across the world.

As the new name implies, the reports provide benchmarks in such areas as operating results, marketing strategies, and employment trends.

The studies were published in English, Spanish, and Portuguese, and were sent to members (the reports are included with membership) via e-mail in early November. The reports are available to nonmembers for \$499.

***Web addresses of story links:***

[IAAPA Benchmark Studies home](http://www.IAAPA.org/resources/by-type/research-papers)—<http://www.IAAPA.org/resources/by-type/research-papers>

*Give Kids The World—Helping Fulfill Dreams*

IAAPA’s long-standing partnership with [Give Kids The World Village](#) (GKTW) continued to produce great results at [IAAPA Attractions Expo 2012](#), as attendees raised a total of \$94,000 for the Kissimmee, Florida, charity that hosts children with life-threatening illnesses and their families from 70 countries for a free week-long vacation at the Village and visits to Central Florida’s famous attractions.

Attendees could contribute to GKTW’s ongoing wish-fulfillment work by taking part in the Expo’s golf tournament, motorcycle ride, fun run and walk, or show floor raffle.

More than 140 industry professionals hit the links and enjoyed a day at Hawk’s Landing Golf Club at the Orlando World Center Marriott Resort for IAAPA’s tenth annual International Charity Golf Tournament.

Others opted for asphalt over Bermuda grass, as nearly 40 riders explored the open road for the third annual IAAPA Motorcycle Ride, cruising through the hills, farmlands, lakes, and forests surrounding Orlando.

And 175 laced up their athletic shoes early in the morning to wind their way through the Village during the sixth annual IAAPA 5K Fun Run & 1K Fun Walk—Footprints from the Heart.

Through the World Passport for Kids Program, a GKTW/IAAPA partnership, IAAPA member facilities offer free admission to Wish children and their immediate families for a one-year period following their visit to GKTW. In 2012, IAAPA had 140 participating members. During IAAPA Attractions Expo, GKTW also raised more than \$6,000 for an Orlando package, including a fighter jet flight and simulator experience.

“The association’s contributions to Give Kids The World have been extremely significant over the last 17 years,” said Pam Landwirth, president of GKTW. “We’re so grateful to have such generous partners in IAAPA and the attractions industry.”

***Web addresses of story links:***

GKTW homepage—<http://gktw.org>

IAE activities—[http://www.IAAPA.org/news/funworld/funworld-magazine/expo-members-raise-\\$94-000-for-gktw](http://www.IAAPA.org/news/funworld/funworld-magazine/expo-members-raise-$94-000-for-gktw)

***Industry’s Long-Range Future is the Focus of Foundation***

The [IAAPA Foundation](#) took further steps forward in 2012 in its work of supporting the association’s overarching educational and research goals for the global attractions industry.

[Jeanne Luschin was hired as director of development](#) for the foundation to conduct a major fundraising campaign and develop broader fundraising and awareness strategies. The advancement veteran has spent her career in nonprofits in various capacities in marketing, fundraising, and management, most recently at the National Blood Foundation.

In partnership with Oxford Economics, the foundation also worked steadily on its first project: an Economic Impact Study of the Attractions Industries in the United States, Germany, and Brazil, which is expected to be released in 2013.

***Web addresses of story links:***

Foundation—<http://www.IAAPA.org/IAAPA-foundation>

Luschin hire—<http://www.IAAPA.org/news/newsroom/news-articles/jeanne-luschin-joins-IAAPA-foundation>



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## Code of Conduct, Mission & Vision

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Navigate Your Orientation:

[About IAAPA](#) | [Membership Terms](#) | [IAAPA's Code of Conduct, Mission, and Vision](#) | [Constitution and Bylaws](#) | [Guidelines for Using the IAAPA Logo](#) | [Communications and Safety](#)

IAAPA takes great pride in upholding our mission and vision. We also require our members to adhere to a [code of conduct](#).

### MISSION STATEMENT

Our mission is to serve the membership by promoting safe operations, global development, professional growth, and commercial success of the amusement parks and attractions industry.

### VISION

We envision professional association regarded as an indispensable resource for our members and an international authority for our industry by:

- Advancing safe facility operations globally.
- Promoting a favorable public image for the association, its leadership and the industry at-large to consumers, government officials and the media.
- Providing sources for market connections buyers and suppliers while maintaining economic vitality for the associations and value its members.
- Providing continuing education and training in amusement facility operations.
- Being an allied partner with industry associations that expand the IAAPA brand, increase membership and increase attendance at IAAPA branded trade shows.
- Being a credible resource industry data statistics.

Central to achieving our vision is a focus on our members as the reason for our existence and a resolute respect for our employees as the source of our strength.

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- [Expo Resources](#)