



IAAPA **EXPO EUROPE**

THE LEISURE INDUSTRY'S
PREMIER EVENT IN EUROPE

CONFERENCE: 25. - 28. Sept. 2023
TRADE SHOW: 26. - 28. Sept. 2023

Vienna, Austria

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ABOUT IAAPA EXPO EUROPE

The annual IAAPA Expo Europe is the flagship Europe, Middle East, and Africa (EMEA) region trade show of the Global Association for the Attractions Industry. This prestigious event showcases the latest trends and innovations shaping the fast-moving attractions industry, with new technologies driving ever more immersive and memorable experiences.

Returning to Vienna with a jam-packed programme full of the latest technology from across the globe, IAAPA is set to deliver one of the best Expos yet, with guests able to network with colleagues, explore the latest developments in the industry, discover new products and services, and expand their knowledge with the help and support of industry experts.

An extensive supporting programme of keynotes, panel discussions and in-depth seminars, featuring over 100 international experts, will provide additional valuable and new industry insights and opportunities for knowledge exchange. As every year, the show is a centre of inspiration and innovation for the global leisure industry.

IAAPA Expo Europe is a one-stop shop for thousands of Austrian and international leisure industry professionals across a range of businesses, from amusement and theme parks, zoos and aquariums, family entertainment centres, historic and cultural tourist attractions, museums, and science centres to shopping malls, hotels, and retailers.



 **IAAPA**
EXPO EUROPE

ABOUT IAAPA

IAAPA is the largest international trade association for the amusement industry, bringing together a diverse and dynamic community of industry professionals to learn and grow together. As the largest international trade association for permanently located attractions, IAAPA unifies the attractions community, connects people to learn and grow together, and strives to promote the highest professional standards for excellence and safety around the world.

Founded in 1918, IAAPA represents amusement and leisure industry leaders and their suppliers, consultants, and individual members in more than 100 countries. Members include professionals from amusement parks, theme parks, attractions, water parks, resorts, family entertainment centres, zoos, aquariums, science centres, museums, cruise lines, manufacturers, and suppliers.

The association's global headquarters and North American office are located in Orlando, Florida, USA. IAAPA also has offices in Brussels, Hong Kong, Shanghai and Mexico City.

www.IAAPA.org



WELCOME NOTE FROM JAKOB WAHL

I am thrilled to extend a warm welcome to all of you on behalf of IAAPA, the Global Association of the Attractions Industry, to IAAPA Expo Europe 2023 in the beautiful city of Vienna, Austria. We are glad to be hosting you this week at Messe Wien Exhibition & Congress Center, where the heart of the global attractions industry will beat as one.

We are happy to be back in Vienna, the city where IAAPA first introduced itself to the region 18 years ago. This truly feels like a homecoming for our team.

IAAPA Expo Europe represents an exceptional opportunity to delve into the world of amusement and attractions, offering a glimpse into the latest innovations, trends, and breakthroughs that define our dynamic industry. As we gather in Vienna, renowned for its rich history and vibrant culture, we are excited to explore new horizons, engage in insightful discussions, and celebrate the resilience and creativity of our industry.

Our mission at IAAPA is to inspire excellence and promote the success of our global membership, and this Expo is a testament to our commitment. It is a platform where professionals, thought leaders, and visionaries converge to shape the future of entertainment and leisure experiences.

We look forward to your presence and coverage at IAAPA Expo Europe 2023, where the magic of the attractions industry will come alive. Thank you for being a part of this exciting journey with us.

Warm regards,



Jakob Wahl

President and CEO, IAAPA



PETER VAN DER SCHANS

Executive Director & Vice President IAAPA EMEA

IAAPA Expo Europe is back in Vienna, the city where the association first introduced itself to the region. Why was this city chosen and what are you excited to experience while you're here?

The IAAPA team is thrilled to be back in the heart of Europe this year. Vienna was chosen by members as the host city for IAAPA Expo Europe in 2023 due to its rich cultural heritage, excellent infrastructure, and its central location in Europe. We're excited to experience the unique blend of history and innovation that Vienna has to offer during the event.

What are the main challenges members are facing globally in 2023 and how are they overcoming them?

In 2023, IAAPA members are facing various challenges, including labour shortages, changing consumer preferences, and evolving regulations. To overcome these challenges, our members are focusing on workforce development, investing in innovative technologies, and collaborating to share best practices and solutions.

Can you describe how IAAPA members are shaping the future of the attraction industry together?

IAAPA members are shaping the future of the attraction industry by fostering collaboration and knowledge exchange. Together, they are driving innovation, sustainability, and safety standards to create memorable and immersive experiences for guests worldwide.





IAAPA AND AUSTRIA

“As the leader of an incredibly geographically diverse region, I am continually impressed by the incredible contributions of our Austrian members. With 23 of the 630-plus exhibitors at IAAPA Expo Europe hailing from Austria, their innovative spirit and dedication to the amusement and attractions industry shine brightly. They remind us that even in a global community, it’s the unique voices and ideas of each member that truly make IAAPA a vibrant and dynamic organization. Austria’s presence at our expo event is a testament to the importance of diversity in our membership, and their creative endeavors inspire us all to reach new heights in the world of fun and entertainment.” – Peter van der Schans, Executive Director and Vice President of IAAPA Europe, Middle East, and Africa.

Austria offers a small but excellent and prestigious selection of IAAPA members in the EMEA region. They include leisure industry businesses such as the Wiener Praterverband, Doppelmayr Seilbahnen GmbH, Schönbrunner Tiergarten GmbH, Swarovski Kristallwelten and Kraftwerk Living Technologies GmbH, ranging from attraction facilities to manufacturers and suppliers.

IAAPA Expo Europe first came to Austria in 2005, when it was still known as the Europe Attractions Show. After a global rebranding effort, it officially became IAAPA Expo Europe in 2019 when the event was held in Paris, France.

The show has grown exponentially since it was last held Vienna. IAAPA Expo Europe 2023 returns to Messe Wien with nearly 640 exhibitors and 17,500 square meters of exhibition space – which is the biggest floor for an IAAPA Expo Europe so far. A significant increase from a decade ago, where more than 220 exhibitors were present on a 9,000 sqm floor.

PRESS CREDENTIALS AND ACCESS

Press credentials gain registered media and influencers access to the IAAPA Expo Europe trade show floor and select education sessions Tuesday through Thursday.

If credentialed press and influencers choose to attend any education sessions, they are expected to identify themselves at the beginning of the session when called upon as a courtesy to presenters and speakers.

Media are encouraged to attend all panels and sessions taking place in the IAAPA Theatre, which is located near the education rooms.

Be sure to attend the Opening Ceremony Tuesday from 9-10 am to start your IAAPA Expo Europe visit with a bang!



PRESS CONFERENCES

Messe Wien, 26. September 2023

11:00-11:30 AM in Booth # B-918 (center of Hall B)

Attraktion! GmbH

Attraktion! will be unveiling the first Angry Birds free roaming group gaming experience. This press launch will include the exclusive reveal of the title of the game and the full experience will be able to be played in full.

12:15-12:40 PM in IAAPA Press Conference Space (Congress Center)

Environmental Street Furniture

Themed next generation digital street furniture - reimagining technology - reuse, recycle and capture environmental data to support an ESG agenda - ESF in partnership with The Wombles & Friends

12:50-01:15 PM in Booth # A-1323 (center of Hall A)

Emerald Park, Vekoma & Jora Vision

In 2024 the Irish Emerald Park will open the new land of Tír na nÓg. Join Emerald Park, Vekoma and Jora Vision for the unveiling of thrilling details on the land's two new coasters, its mythical inhabitants and their exciting stories.

2:05-2:30 PM in Booth # A-1313 (center of Hall A)

White Water

Going into the IAAPA Expo Europe, WhiteWater is celebrating a big year with 60 project openings and the installment of four key hires in their regional offices. Join the team on Tuesday, September 25th, at 02:05 PM in booth A-1313 for an exciting press conference unveiling major 2024 openings and new attractions.

2:45-3:10 PM in Booth # B-2301 (Hall B)

Valo Motion

Valo Motion will unveil their groundbreaking 2030 vision to move a million players daily, while presenting their full suite of interconnected, mixed-reality attractions designed to revolutionize family entertainment centers and foster cherished social experiences.

For inquiries and further information,
please contact the IAAPA Press Center:

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