

We urge you to use and follow the guidance below when explaining and providing specific examples about how your organization 1) positively contributes to the U.S. economy, 2) contributes to the health, safety, and protection of attractions industry facilities, workers, and consumers and 3) how your attendance at IAAPA Expo is essential to accomplishing those goals.

IAAPA Expo Attendees Positively Contribute to the U.S. Economy

IAAPA is the global association for the attractions industry representing the leading owners, operators, suppliers, manufacturers, and consultants from more than 100 countries. Our members include professionals from amusement parks, theme parks, attractions, water parks, resorts, family entertainment centers, zoos, aquariums, science centers, museums, and cruise lines. The U.S. attractions industry is a \$56 billion industry.

IAAPA Expo is the fifth largest conference and trade show held in Central Florida each year and the 23rd largest in the U.S., Prior to the pandemic, IAAPA Expo brought more than 42,200 attractions industry professionals, including operators, manufacturers, suppliers, investors, and developers into Central Florida for the purpose of buying and selling products and services. A substantial percentage of those products and services are created in the U.S. and exported to other countries, since historically 20% of Expo participants were from outside the U.S. In fact, anecdotal evidence suggests the sales generated by many of our exhibitors at IAAPA Expo represent most of their annual revenues.

In total, the show generates approximately \$107.8M in positive economic activity annually in the Central Florida region. The Expo was cancelled in 2020 due to COVID related mandates, which negatively impacted the regional economy by the same amount. The impact was compounded by other conventions and trade shows that were forced to cancel for the same reasons. In fact, Central Florida had its worst year ever with overall leisure travel down 53%, resulting in a \$25 billion loss to the regional economy.

IAAPA is pleased to be hosting the show once again this year. With that said, based on projected attendance, the region will suffer \$31 million in additional economic losses if international attendees are not able to travel into the U.S. due to ongoing travel restrictions. That represents a total of \$138.8 million in losses over a two-year period -from only IAAPA Expo - in a region that continues to recover from the impact of COVID.

The following pre-pandemic economic data demonstrates how critical Central Florida's travel and tourism industry is to the Florida and U.S. economy:

- With a valuation of \$950.8 billion, Florida's economy generated 5.16% of the U.S. economy, making it the fourth largest state economy in the country.
- With a valuation of \$100 billion, Florida's travel and tourism industry generated 10% of Florida's economy, making it the state's largest and most important industry.

- With a valuation of \$75 billion, Central Florida's travel and tourism industry generated 75% of all industry related contributions to Florida's economy, making it the most valuable economic region in the state.
- With a valuation of \$3 billion, Central Florida's conventions and trade shows generated 4% of all travel and tourism industry contributions to the region's economy, making it a valuable segment of the industry. But this segment is undervalued for two reasons. First, conventions and trade shows were profitable in and of themselves. Second, they have a tremendous multiplier effect on the national economy in terms of the economic activity generated. Put simply, the economic output produced by Central Florida's travel and tourism industry alone contributes more to the U.S. economy than nine individual states.

The National Interest Exception (NIE) for IAAPA Expo's international participants will support Central Florida's economic recovery, the growth of the U.S. economy, restoration of travel and tourism industry jobs, foster and promote the health and safety of our workers and consumers, and will once again safely reconnect the U.S. to business travelers eager to buy and sell valuable products and services and grow their businesses.

IAAPA Expo Attendees Promote Health and Safety of U.S. Industry Workers and Consumers

IAAPA is committed to providing a safe and healthy environment for attendees, exhibitors, and our team. That's why we are working closely with our partners at the Orange County Convention Center and Orlando Health to develop and implement a comprehensive plan focused on a safe and successful event. IAAPA is following the latest guidance and recommendations for large groups and meetings from the US Centers for Disease Control and Prevention. IAAPA Expo will also provide an important forum for attractions operators large and small to share and learn best practices regarding the most effective ways to protect staff, guests, and communities from the spread of the coronavirus disease. This type of dialogue is more important than ever given the myriad of different approaches being taken by state and local health agencies around the country.

IAAPA Expo Attendees Critically Support Highly Specialized and Complex Attractions Industry

There are over 100 educational opportunities offered at the show that focus on myriad topics that are crucial to the industry- particularly involving ride safety and regulations. These in person meetings are a culmination of virtual meetings conducted throughout the year by global and regional IAAPA committees involving the same. Given the highly specialized nature of our industry, nothing is more important than the safety and welfare of our workers and customers.

These educational opportunities are just as important as the commercial transactions that occur on the show floor since they are symbiotic. Our domestic and global manufactures and suppliers such as roller coaster vendors, water ride vendors, inflatables vendors as well as many professional services such as ticketing systems with safety functions, training and development

consultants, safety and security certification programs, buyers, and other industry related state/regional organizations and associations rely on them.

Using a specific example, while there are roller coaster manufacturers in the U.S., some roller coasters in the U.S. are created by European firms. If they cannot attend the show as exhibitors, they cannot provide the specialized consulting and equipment U.S. based operators need to maintain and grow their attractions. Those conversations are best had in person given the specialized and complex nature of our industry.