

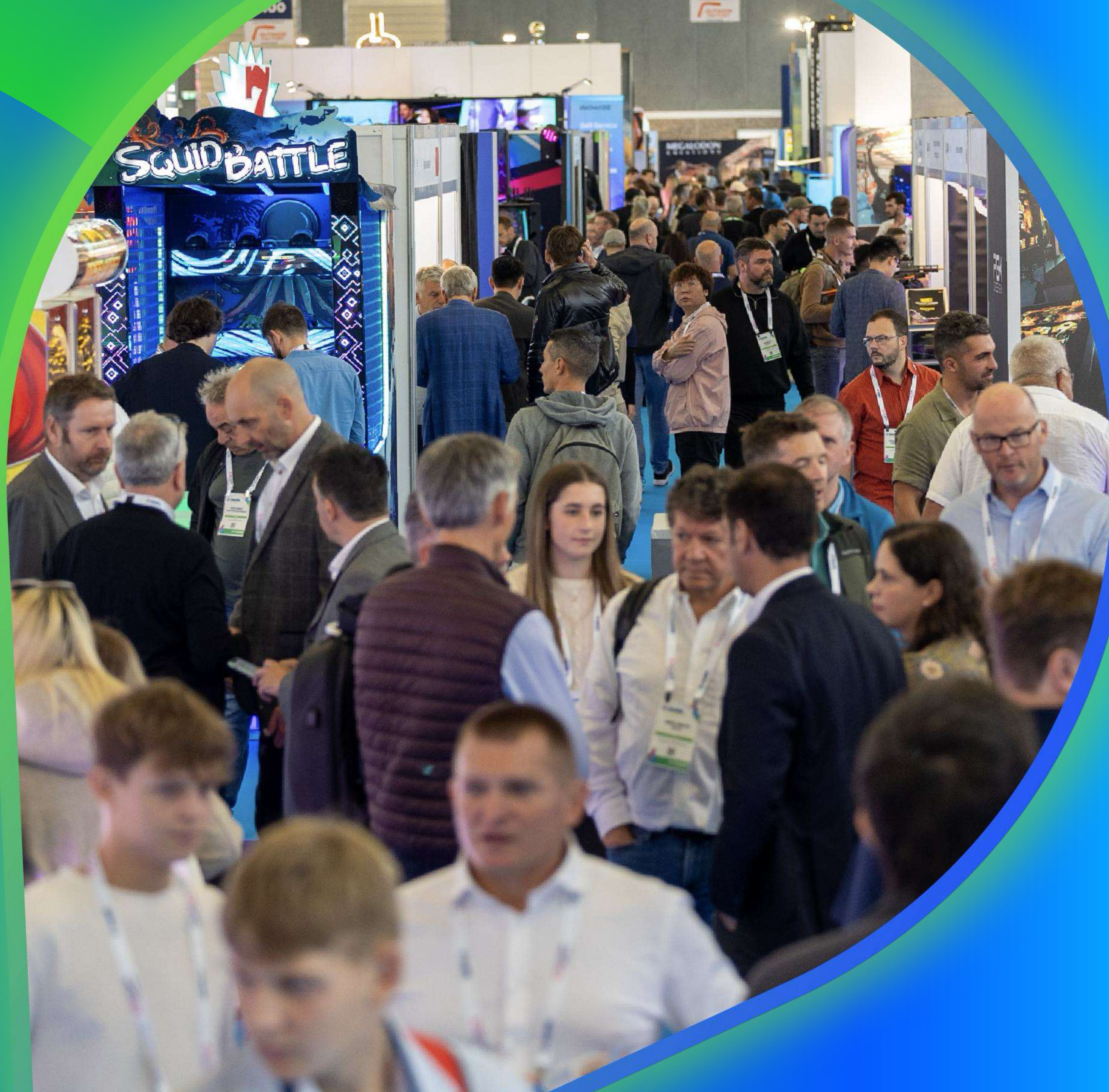


# Press Dossier

Education: 22 - 26 September 2025

Show Floor: 23 - 25 September 2025

Barcelona, Spain





# Table of Contents

Page 3	IAAPA Expo Europe 2025: The Future of Entertainment and Attractions Comes to Life in Barcelona	Page 9	Economic and Logistical Impact on Barcelona
Page 4	About IAAPA	Page 10-11	Leading Spanish Exhibitors and Operators
Page 4	Welcome Message from IAAPA's President and CEO	Pages 12-13	Strategic Action Lines
Page 5	IAAPA Expo Europe 2025: What, When, Where	Pages 14	IAAPA Foundation
Page 6	Key Issues of This Edition	Pages 15	How to Get There
Page 7	European Impact and Data	Pages 16	Media Contacts
Page 8	Spain: Key Figures and Economic Role		





## IAAPA EXPO EUROPE 2025

IAAPA Expo Europe: the leisure industry's premier event in Europe, returns to Barcelona with its most ambitious edition yet.

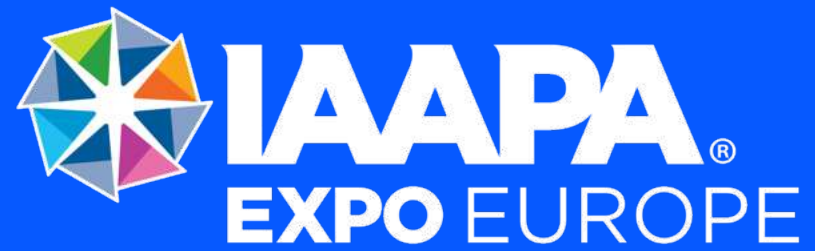
From 22 to 26 September 2025, over 700 international exhibitors will occupy 21.000 square meters of Fira Barcelona Gran Via in a key gathering that combines innovation, education, and networking in one place.



With a strong focus on sustainability, technology, and professional development, IAAPA Expo Europe 2025 will bring together leaders from theme parks, water parks, entertainment centers, museums, zoos, resorts, and more, reaffirming Barcelona's status as a global hub of creativity, tourism, and innovation.







## About IAAPA

IAAPA (International Association of Amusement Parks and Attractions) is the world's leading association representing theme parks, water parks, family entertainment centers, zoos, aquariums, museums, science centers, and industry suppliers. Founded in 1918, IAAPA connects over 8.000 members across more than 100 countries.



“It’s a true pleasure to return to Barcelona for IAAPA Expo Europe 2025. With iconic nearby attractions like PortAventura World and Tibidabo, the city sets the stage for an unforgettable event. Add to that the world-class Fira Barcelona Gran Via venue, excellent international access, and a growing commitment to sustainability—and it’s clear why Barcelona is the ideal location for our members to connect, innovate, and grow in a truly inspiring environment.”

**Jakob Wahl,**  
IAAPA President  
and CEO



## IAAPA in Europe

**Peter van der Schans** VP and Executive Director of EMEA region. Is a true industry veteran who started at age 16 as a ride operator at Six Flags Holland in 2003. Since then, Peter held different positions at Slagharen Themepark & Resort, Keukenhof and Toverland. Peter diversified his profile with general manager roles at cinema company Pathé and most recently Eindhoven Zoo.



In his current role at IAAPA, Peter oversees the EMEA team in the Brussels and Dubai offices.

“IAAPA Expo Europe 2025 in Barcelona will be a vibrant celebration of innovation, connection, and growth for our dynamic industry. We can’t wait to welcome our global community to this inspiring city and create new opportunities together”

**Peter van der Schans,**  
VP and Executive  
Director of EMEA region



# IAAPA Expo Europe 2025:

## What, when, where

### Dates:

Education Program: 22-26 September  
Show Floor: 23-25 September

### Location:

Fira Barcelona  
Gran via

Participants  
from over  
**100 countries**

**60+**  
education  
sessions

Nearly  
**200**  
**speakers**

Over  
**21.000 m<sup>2</sup>**  
exhibition area

Over  
**700**  
international exhibitors

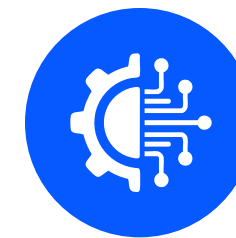
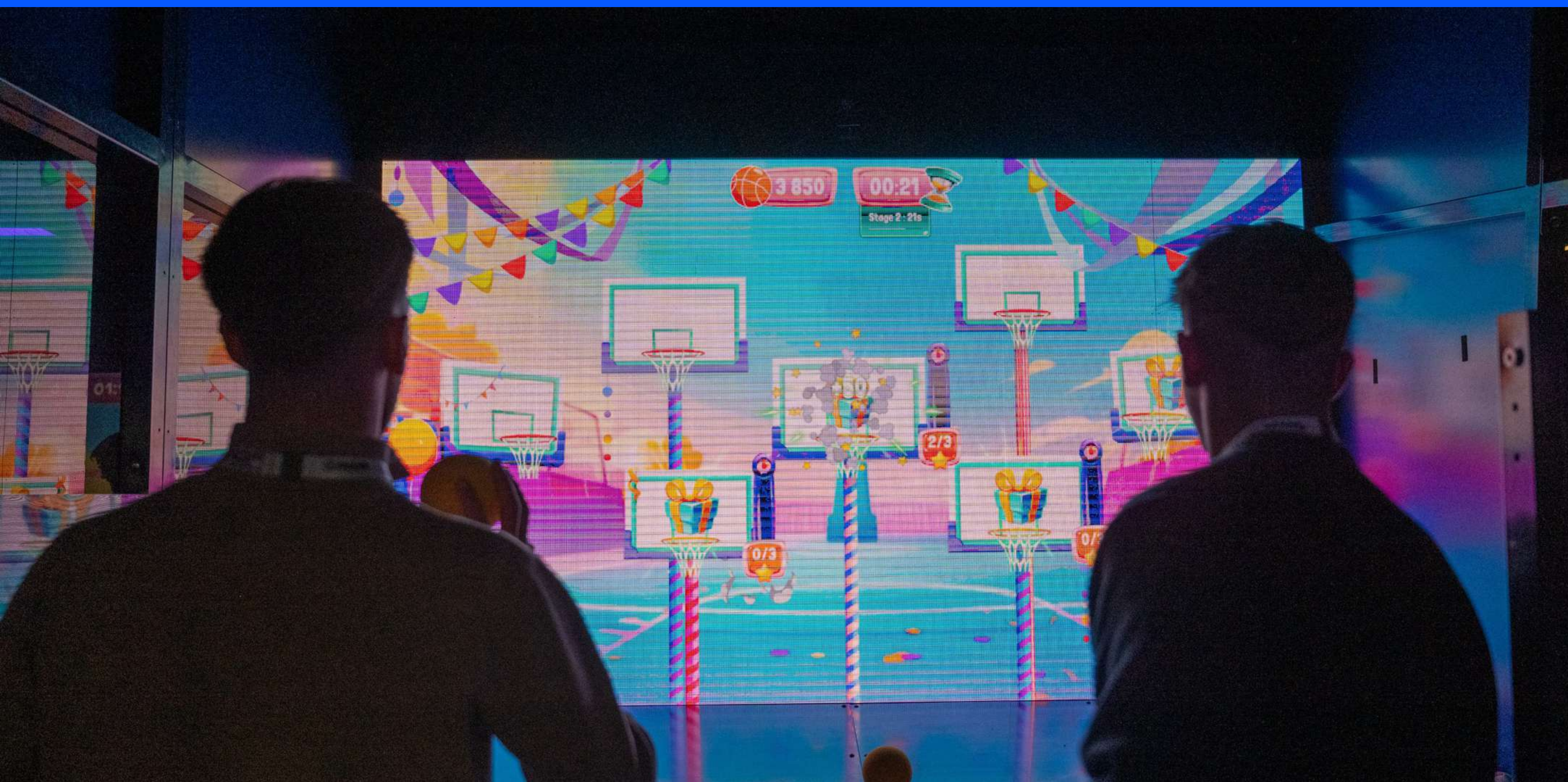
Over  
**13.000**  
verified buyers in the previous edition  
Amsterdam 2024

Over  
**17.000**  
professional attendees.  
Amsterdam 2024





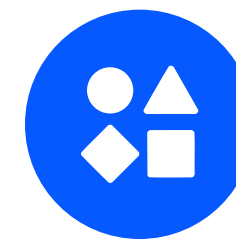
# Key Trends in the Attractions Industry: Sustainability, Technology and Immersive Experiences



Technology as a key enabler of fully immersive experiences, while also supporting data collection to personalize visits and guest engagement



Growing investment in entertainment that caters to all age groups and interests, from high-adrenaline thrills to more relaxed experiences



Expansion of indoor entertainment offerings, with diverse formats designed to attract a wide range of audiences



Sustainability driving innovation and shaping new developments across the attractions industry



Competitive socializing and eSports emerging as well-established trends in modern attraction offerings



# A Global Industry Worth over €126 million

In 2023, the European attractions industry proved to be a key driver of economic growth and job creation. With a significant impact on the continent’s key markets, the sector not only attracted millions of visitors but also boosted revenue, supported hundreds of thousands of jobs, and contributed directly and indirectly to national economies.



# In 2023, the European Attractions Industry was a key Engine of Economic Growth and Job Creation

Total attendance: **1.800 million** visits to museums, science centers, amusement parks, entertainment centers, and cultural venues

**Distribution:**

Museums and science centers: **51%**

Entertainment centers: **21%**

Historical/cultural sites: **13%**

Direct revenue:  
**48.500€**  
millions, supporting over  
**455.000**  
direct jobs

Total impact (direct, indirect, induced):  
**126.600€**  
millions in revenue  
**867.900**  
total jobs  
**32.700€**  
millions in labor income



## Spain Key Figures

In 2023, the attractions industry in Spain **generated a total economic impact** of approximately **9.300€ million** and supported more than **73.000 jobs overall**

Spanish attractions received approximately **151 million visitors**, representing **9%** of total attendance in **Europe**

Spain has **4.504 attraction companies** distributed across the seven IAAPA categories

Direct industry revenue was nearly **3.600€ million**

This direct activity supported **36.900 jobs**, generating an **employment income of over 1.100€ million**

Indirect and induced impacts generated more than **5.700€ million** in revenue and supported nearly **36.800 additional jobs**







# Economic and Logistical Impact for Barcelona



- Barcelona consolidates its position as an **international hub for tourism, leisure, and innovation**
- The event will bring together more than **17.000 industry professionals worldwide**
- A **key driver for the local economy**, especially in sectors such as hotels, restaurants, transportation, and commerce
- **Generates** direct and indirect **economic returns for the city**
- Global promotion of **Barcelona as a leading location for sustainability and tourism innovation**
- Strengthens the city's position as a **host of major international fairs and events**



# Main Players in the Spanish Ecosystem

Spain boasts a vibrant and diverse ecosystem in the attractions sector, led by key players who are international trendsetters. From entertainment giants like PortAventura World, Tibidabo Amusement Park, Water World of Lloret de Mar, Parques Reunidos, and Siam Park, to heritage gems like Casa Batlló and unique projects like Puy du Fou, Spanish operators not only bring a creative and technological vision but will also be featured in several key events during the fair.

This presence reflects the strength and diversity of the Spanish ecosystem within the global entertainment industry.





# Strategic Action Lines

## Innovation in tourism experiences #FindInnovation

- More than **700** exhibiting companies will showcase their products, services, and technologies in two pavilions
- A key space for **discovering trends** that will transform **theme parks, museums, aquariums, entertainment centers, and urban attractions**
- IAAPA Expo Europe is the largest showcase of technology applied to leisure and tourism in Europe

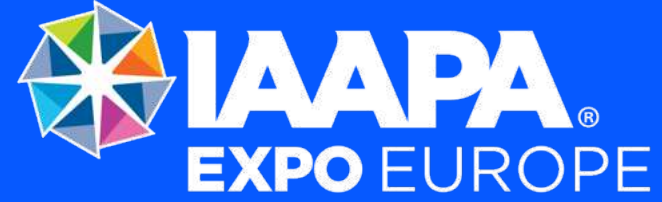
## Sharing educational tools #FindGrowth

IAAPA offers a robust educational program for industry professionals to develop key skills in a changing environment:

- More than **60 training sessions**  
Speakers from more than **20 countries**
- **Topics:** sustainability, digitalization, customer experience, operations, security, design, and more
- **Student Day (25 Sept):** free admission, job fair, orientation talks, and guided tours for young talent
- Attendees **will include** theme park directors, tour operators, engineers, architects, experienced designers, investors, and industry leaders







## Connecting with the industry #FindConnections

Social and professional events to strengthen ties:

- Opening Reception at the iconic Tibidabo
- Indoor Entertainment Day (Members only)
- Water Park Day
- Sustainability Day
- EDUTours to PortAventura World among others
- Receptions by industry category (parks, F&B, museums, etc.)

## Sustainability: Key topic for IAAPA

IAAPA promotes responsible management  
throughout the fair through:

- Minimizing paper use
- Recyclable materials
- Awareness-raising initiatives and educational spaces on sustainability
- Sustainability Day with success stories and green networking







# IAAPA Foundation: Inspiring Life-Changing Careers in the Attractions Industry

- The International Association of Amusement Parks and Attractions has a Foundation that aims to empower the next generation.
- The goal is to raise funds to boost careers in the attractions industry through academic, experiential, and specialized scholarships.
- Last year, various charitable initiatives raised a net total of 15.149.63€. As part of a commitment from the IAAPA Board of Directors, IAAPA matched this amount. In total, the IAAPA Foundation received 30.299.26€ to help young talents take their first step.
- Throughout 2025, the Foundation will continue its work with new charitable activities during the event.



## Connectivity: How to get there

Fira Barcelona Gran Vía is strategically located:



**Metro L9 Sud:**  
Fira and Europa | Fira



**Bus lines:**  
H12, V1, 46, 65, 79



**El Prat Airport:**  
15 minutes by metro or taxi



**RENFE y FGC:** Barcelona-  
Sants Station and Europa | Fira







# IAAPA<sup>®</sup>

## EXPO EUROPE

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