



Championing the industry on all levels

IAAPAs Strategic Priorities 2026 and forward

Since 2023, IAAPA has operated under rolling strategic priorities that guide the association's key business areas over the next five years.

As a member-driven association, these strategic pillars were defined by the global Board of Directors with input from the IAAPA Team.

In support of IAAPA's continued regionalization, the regional Advisory Boards also provide added feedback throughout the process. The results of the annual Membership Survey, executed every year, are also taken into consideration while developing/revising the strategic priorities and initiatives.

The priorities are reviewed and updated annually to ensure relevance, measure progress, and remain aligned with the evolving direction of the industry. They are also fully aligned with IAAPA's five-year financial plan.

- I. We will be the international authority on safety and security for our industry**
- II. We will support the long-term sustainability of our members**
- III. We will support developing the industry's workforce for the future**
- IV. We will be an indispensable resource now and into the future**
- V. We will bring the global industry together digitally and in person in every region of the world**
- VI. We will represent all parts of the attractions industry**
- VII. We are a world-class workplace for IAAPA's employees**

These Strategic Pillars are the overarching themes for a larger number of strategic initiatives outlining specific, multi-year work items for the IAAPA Team to proceed with the according pillars.

- I. We will be the international authority on safety and security for our industry**
 - A. Support ASTM/EN/ISO harmonization
 - B. Advocate for effective ride safety legislation and regulation in each region.
 - C. Expand scope, participation, and use of safety reporting and research
 - D. Expand safety and security learning opportunities, education resources, and programs to enhance the credibility of facilities and individuals
- II. We will support the long-term sustainability of our members**
 - A. Implement IAAPA's sustainability policy
 - B. Support members in advancing environmental and social sustainability in their operations.
- III. We will support developing the industry's workforce for the future**
 - A. Develop new IAAPA Foundation scholarship programs with three additional institutions
 - B. Attract talent into the industry
 - C. Focus on Young Professional programs and services.
- IV. We will be an indispensable resource now and into the future**
 - A. Expand research content and outreach.
 - B. Leverage research and industry data to position IAAPA as a thought leader for the industry.
 - C. Use data to focus on new products/services innovation to have the individual membership journey meet the changing needs of our industry and develop IAAPA's vision and strategy accordingly.

- D. Tell the industry's stories and celebrate its success.
- E. Expand industry advocacy and influence in all regions.
- F. Refine the IAAPA Awards program.
- V. **We will bring the global industry together digitally and in person in every region of the world**
 - A. Increase and expand industry engagement in localized areas of the regions as part of our continued globalization efforts.
 - B. Expand offerings and platforms to enrich the member experience.
 - C. Increase Expo offerings and establish new Expos in the market.
 - D. Position IAAPA and its Expos as the number one space to learn about innovations.
 - E. Assist members in doing business around the world.
- VI. **We will represent all parts of the attractions industry**
 - A. Rebranding of IAAPA to speak to a broader audience of experiential attractions.
 - B. Develop and implement strategies (for facilities and suppliers) to identify and prioritize opportunity markets, understand their needs, and target sales strategies accordingly.
- VII. **We are a world-class workplace for IAAPA's employees**
 - A. Unify and further strengthen people and culture.
 - B. Empower and develop our workforce.
 - C. Foster connection and clarity.

Based on the strategic initiatives, the IAAPA Team then defines the measurable Business Plan items for the global as well as the regional operations, with input from the Regional Advisory Boards, which are also approved by the Global Board of Directors.

Together, these strategic priorities and initiatives ensure IAAPA remains focused, responsive, and unified as we advance the industry and deliver meaningful value to members worldwide.

