

IAAPA PUBLIC AFFAIRS UPDATE

Following our recent federal policy update, state legislatures are advancing proposals that could affect many attraction operations in 2025. With forty six states already in legislative session, and odd-numbered years historically generating 16,500 additional bills, early industry engagement is essential. Here's your look at the emerging trends.

Multi-State Legislative Trends

Economic policy leads state agendas in 2025, with legislators intensely focused on cost-of-living measures that could impact both operations and guest spending patterns. While many states remain economically strong, they are targeting tax relief, leveraging tax incentives for business investments and expanding sales tax exemptions to address inflation concerns. States are expected to take a cautious approach as revenue growth slows and federal tax cuts approach their 2025 expiration date.

The rapid evolution of digital technology continues driving new state legislation around artificial intelligence, consumer privacy, and social media safety—with particular focus on protecting younger users. These regulations could affect guest data management and online ticket sales. In fact, consumer privacy legislation has been particularly active, with seven states enacting comprehensive privacy laws in 2024 alone, bringing the total to twenty states with such protections.

Digging Deeper

Workforce initiatives top state legislative agendas nationwide and continue to make up the majority of the legislation we are monitoring. States are emphasizing skills-based hiring approaches and programs to re-engage retirees—with research showing that one in eight retirees plan to rejoin the workforce this year. This workforce focus extends to employee benefits as well, where thirteen states have now mandated paid family leave programs, while others expand requirements for mental health support.

Public safety measures are also gaining momentum, with several states considering requirements for entertainment venues to maintain specific emergency medical supplies on-site. While the rapid expansion of sports betting has triggered some states to consider new guidelines or prohibitions for

gaming activities at attraction venues.

In Montana, we are taking a proactive role, working to shape amusement ride safety legislation that reflects industry best practices and national standards used successfully across the country. A bill has been introduced, and it has already passed its first committee.

We will continue monitoring these developments closely and ensure that you stay ahead of any proposed industry-specific changes. Together with members and policymakers, we will champion balanced, practical policies that support guest safety and industry success.

Mark Your Calendars for the 2025 IAAPA Public Affairs Conference

The 2025 IAAPA Public Affairs Conference will be held Sept. 15 – 17 at the prestigious Sofitel Washington D.C., steps away from the White House. Whether you are a front-line team member, department manager, or executive leader, your voice matters in shaping the future of our industry. Join us in Washington for this premier event as we advocate for attractions and discuss critical issues affecting the travel and tourism sector.

Stay tuned for keynote speaker announcements and full conference agenda. Click the link below to receive conference updates. Don't miss your chance to help shape the future of our industry!

Stay tuned for further updates, and as always, we appreciate your advocacy on behalf of the attractions industry!

Thank you,



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