

IAAPA PUBLIC AFFAIRS UPDATE

Your IAAPA Public Affairs team has been working to build a more robust digital home for North America advocacy on IAAPA.org. The goal is straightforward: make it easier for you to understand the issues affecting our industry, access the tools you need to engage, and take action when it matters most.

A Two-Platform Approach

The foundation of this effort is a hub-and-spoke model built across two complementary platforms.

The IAAPA.org North America Public Affairs page serves as your evergreen home for policy information, advocacy resources, and institutional context. This is where you come to understand the issues, and stay current on developments in real time.

Our Quorum-powered platform, the Attraction Advocates Network, is where advocacy comes to life. Advocates can contact their elected officials, respond to active campaigns, and put their knowledge into action. More details on the Attraction Advocates Network are coming soon.

Now Live: The IAAPA Public Affairs Update Archive

The first product of this effort is available now. The North America Public Affairs Update Archive brings years of advocacy communication and policy developments into one location. You can easily access all past updates sent from the Public Affairs team, track how key issues have evolved, and review the legislative challenges and victories that have shaped the attractions industry over time.

Explore the Archive

This is the first of several new tools and resources coming online in the months ahead. We will keep you informed as each phase launches and how you can use those new products in your advocacy.

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

Thank you,



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