

SUSTAINABILITY IN ACTION

Key insights from the IAAPA Sustainability Survey Results 2026



Explore the baseline view of how attractions industry professionals are approaching environmental and social responsibility today, including current priorities, commitments, achievements, and challenges.

KEY INDUSTRY FINDINGS



81%

consider having their own sustainability programs and initiatives very or extremely important.



74%

are currently implementing sustainability initiatives.

Organizations are prioritizing **operational efficiency initiatives** before broader climate strategies.

TOP AREAS OF FOCUS



Waste Management

52%



Energy Efficiency & Renewable Energy

49%



Water Conservation & Management

38%



Climate Action

36%

REGIONAL HIGHLIGHTS



Latin America, Caribbean:

Highest emphasis on social impact and community engagement

50%



Europe, Middle East, and Africa

Strongest focus on governance and reporting

53%

CERTIFICATION STATUS



29%

Certified

Less than a third (29%) of participants are currently certified according to a sustainability management standard.



MOST COMMON CERTIFICATION

ISO 14001

(18 organizations)

DRIVING SUSTAINABILITY IMPLEMENTATION



Internal Values & Mission Alignment

"it is part of our DNA"

72%



Reputation

58%



Customer Expectations

55%



Regulation

46%



Sustainability is not only reactive, but **identity-driven**.

IAAPA'S ROLE IN ADVANCING SUSTAINABILITY



76%

of respondents rate IAAPA sustainability resources as very or extremely valuable.

TOP RESOURCES VALUED BY MEMBERS



Best practices & case studies



Webinars & live discussions



EDUSessions at IAAPA events

Members expect IAAPA to provide practical sustainability guidance, foster collaboration, and lead by example.

TOP SUSTAINABILITY PRIORITIES



1

Carbon Emission (CO₂) Mitigation

2

Biodiversity Protection

3

Accessibility

4

Climate Adaptation

5

Risk Mitigation

EVOLVING EXPECTATIONS FOR MANUFACTURERS & SUPPLIERS



61%

Rides with lower energy consumption is seen as the most pressing sustainability need.



49%

Rides adapted for guests with physical disabilities where 50% of organizations have a time frame for implementation within the next 1-2 year



48%

Rides with more sustainable materials is also in demand

*Online survey fielded February 18 to March 17, 2026, resulting in 203 responses, across all regions and all industry business types.

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