

IAAPA HQ

4155 West Taft Vineland Road
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United States



July 1, 2026

Dear IAAPA Members:

Today, IAAPA MENA officially launches as a dedicated region in the Middle East and North Africa. The excitement is palatable as IAAPA and the Middle East and North Africa Leisure and Attractions Council (MENALAC) unite as one organization. Together, we are dedicated to supporting the region's leisure, entertainment, and attractions sector.

As 2026 IAAPA chairman of the global board of directors, one of the most rewarding experiences of my leadership tenure is watching these two respected organizations connect with a shared purpose and vision. IAAPA provides global insight and experience, coupled with a vast membership base. Meanwhile, the regional expertise and legacy of MENALAC is certain to be an asset for years to come.

Established in 2016 with support of the Dubai Chamber of Commerce and the Dubai Association Centre, MENALAC was created as a not-for-profit industry council dedicated to inspiring growth through its platform of collaboration, knowledge sharing, and professional development. Through conferences, networking events, educational initiatives, research, and industry forums, the council fostered innovation, best practices, and strengthened industry connections. That will not change.

This new collaboration recognizes MENALAC's leadership and the Middle East's growing expertise in the regional indoor amusement and family entertainment sector, ensuring that operators of all sizes—from large-scale destinations to indoor entertainment venues—receive dedicated representation. Operators, suppliers, consultants, and industry stakeholders will see these positive effects beginning today.

While change can bring uncertainty, it can also create new possibilities for growth, innovation, and sustainability. Throughout this process, I have witnessed dedicated board members, staff, volunteers, and community partners work collaboratively to share ideas and focus on the future.

As chairman, I have felt a deep sense of pride watching this transformation unfold. What has inspired me most is seeing individuals move beyond organizational boundaries and embrace a collective vision that will benefit theme parks, amusement parks, water parks, family entertainment centers, museums, aquariums, and manufacturers and suppliers. By combining resources, expertise, and networks, the newly aligned organization is best positioned to serve its constituents. Now more than ever, we are all IAAPA.

Kind regards,
Luciana

A handwritten signature in black ink, appearing to read "Luciana", is positioned below the typed name.

Luciana Periales, 2026 IAAPA chairman of the board and CEO
of Argentina's Neverland brand of family entertainment centers

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