

PRESS DOSSIER

London, United Kingdom

EDUCATION
21-25
SEPT.

SHOW FLOOR
22-24
SEPT.



IAAPA[®]
EXPO EUROPE 2026

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IAAPA EXPO EUROPE

Attractions industry professionals from across Europe and beyond will gather in the British capital city to connect, collaborate, and explore the future of entertainment, leisure, and guest experiences. Set for **22–24 Sept. 2026** at **Excel London**, IAAPA Expo Europe makes its highly anticipated return to London after four years.

Reflecting continued growth of 50% since 2022, this year's Expo will feature a record-breaking show floor of more than 22,000 square meters, over 870 exhibitors, 180+ industry speakers and over 70 education sessions.



IAAPA®
EXPO EUROPE 2026

ABOUT IAAPA

IAAPA (International Association of Amusement Parks and Attractions) is the world's leading association representing theme parks, water parks, family entertainment centers, zoos, aquariums, science centers and industry suppliers. Founded in 1918, IAAPA connects over 9,000 members across more than 100 countries.



“ We’re thrilled to bring IAAPA Expo Europe back to London this September. With its world-renowned attractions, rich cultural heritage and thriving tourism and entertainment sector, the city sets the stage for an unforgettable event. London provides the perfect setting for our global community to come together, exchange ideas and shape the future of the attractions industry. ”

Jakob Wahl, IAAPA President and CEO

Peter van der Schans VP and Executive Director of ESA region is a true industry veteran who started at age 16 as a ride operator at Six Flags Holland in 2003. Since then, Peter has held different positions at Slagharen Themepark & Resort, Keukenhof and Toverland. Peter diversified his profile with general manager roles at cinema company Pathé and most recently Eindhoven Zoo.

In his current role Peter is responsible for IAAPA in Europe and Sub-Saharan Africa area.



“ IAAPA Expo Europe 2026 in London will bring our global attractions community together for an exciting week of ideas, innovation and collaboration. We’re looking forward to welcoming the industry to one of the world’s most dynamic cities, where we can make new connections, share fresh thinking and create opportunities for the future. ”

Peter van der Schans VP and Executive Director of ESA region



IAAPA EXPO EUROPE



EDUCATION
PROGRAMME

21-25 SEPT.

SHOW
FLOOR

22-24 SEPT.

PARTICIPANTS
FROM OVER

100 COUNTRIES

70+

EDUCATION
SESSIONS

180+

INDUSTRY
SPEAKERS

LOCATION:

EXCEL LONDON

RECORD BREAKING

22.000 M² OF EXHIBITION
SPACE

870

INTERNATIONAL
EXHIBITORS

OVER

11.000 PARTICIPANTS
FROM OVER

100 COUNTRIES AND
MORE THAN

15.000 PROFESSIONAL ATTENDEES AT THE
PREVIOUS EDITION BARCELONA 2025



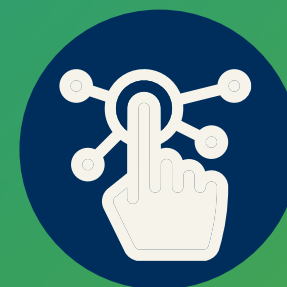
KEY DEVELOPMENTS IN THE UK MARKET



Consumers continue to **prioritise memorable experiences** and days out, driving demand and visitor spending across the UK attractions sector.



Strong growth and consumer demand encourage **continued investment in new attractions**, rides and destination developments across the UK.



Growing use of immersive technology, digital tools and data to enhance storytelling, personalise visits and **create more engaging guest experiences**.



Expansion of indoor, immersive and social entertainment concepts designed to appeal to different generations, interests and occasions.



Continued market growth strengthening the UK's **position as a leading European attractions destination** and creating new opportunities for operators, suppliers and investors.



UK government is showing its **support to the industry** with the upcoming projects as well as the VAT reduction during the summer.



A GLOBAL INDUSTRY WORTH OVER €156.8 BILLION

In 2025, the attractions industry makes a major contribution to the economy in Europe, driving economic growth and creating jobs. It continues to grow year on year, drawing millions of visitors each year to theme parks, museums, zoos, water park, amusements and cultural centres.



MORE THAN **55,600** ATTRACTIONS IN **18** COUNTRIES



TOTAL REVENUE IMPACT
(Billion) **156.8** euros

TOTAL EMPLOYMENT
(Jobs) **1,033,000**

DIRECT REVENUE **59.5** euros

DIRECT EMPLOYMENT **516,600**

INDIRECT REVENUE **97.3** euros

INDIRECT **516,400**

UNITED KINGDOM KEY FIGURES

- In 2025, the attractions industry in the **United Kingdom** generated a **total economic impact of €22.9 billion** and supported **159,400 jobs** overall.
- UK attractions welcomed approximately **365 million** visitors, representing **18% of total attendance in Europe**, the highest attendance of any **European market**.
- The United Kingdom has **7,242 attractions** distributed across the seven IAAPA categories.
- Direct industry revenue reached approximately **€8.2 billion**.
- This direct activity supported **78,500 jobs**, generating approximately **€2.7 billion** in direct labour income.
- Indirect and induced impacts generated approximately **€14.7 billion** in additional revenue and supported **80,900 additional jobs**.
- Overall, the industry generated approximately **€6.8 billion** in labour income and contributed **€3.1 billion** in taxes.



Tuesday 22 September 2026

10:20 - 10:40 a.m. | Vekoma Rides Manufacturing x Efteling | Booth #S4316

Something new is taking flight at Efteling. Join Vekoma and Efteling for the unveiling of an innovative family attraction that introduces a new ride experience to the industry.

10:50 - 11:10 a.m. | Mack Rides x Karls | Booth #S823

Mack Rides will announce a new dark ride dining experience for the entire family.

11:20 - 11:40 a.m. | Gravity Group Wooden Coasters x MagicLand x MV Rides | Booth #S1226

MagicLand and The Gravity Group will unveil the zero car of MagicLand's major new attraction for 2027: a €15 million family wooden coaster, the first of its kind in Europe. Developed together with Martin & Vleminckx, the project represents a major new milestone in the Park's continued growth and transformation.

11:50 a.m. - 12:10 p.m. | Atelier Emocio x Parc Spirou | Booth #S2430

Parc Spirou and Atelier Emocio unveil Naruto Konoha Land: how a regional French park translated one of the world's top manga franchises into a fully immersive themed land.

12:20 - 12:40 p.m. | Brogent Technologies x Cailler | Booth #S3817

Brogent will unveil an exciting new partnership, introducing an innovative flying theater experience. Discover how premium content and immersive technology come together to create a new destination attraction.

12:50 - 1:10 p.m. | ProSlide Technology | Booth #S2522

ProSlide will unveil an exclusive look at an innovative new project arriving in Europe in 2026. Joined by the client behind the development, ProSlide will share the vision behind the project, the guest experience at its heart, and how the collaboration is bringing a new experience to life.

1:20 - 1:40 p.m. | DOF Robotics | Booth #S317/#S417

DOF Robotics will announce an exclusive licensing collaboration bringing the iconic Smurfs IP into the immersive attractions industry for the very first time. The event will also mark the global industry debut of the SphereFly, alongside exclusive first looks at our upcoming content lineup.

1:50 - 2:10 p.m. | Wibit Sports | Booth #S1002

Wibit Sports will unveil the ChallengeLine, the very first head-to-head competition format for floating water parks. Specially engineered modules let two participants race side by side to the finish, bringing a completely new competitive experience to the water.

2:20 - 2:40 p.m. | Zamperla Group x O'Fun Park | Booth #S1322

During IAAPA Expo Europe, Zamperla and O'Fun Park will officially unveil four new mechanical attractions set to open in 2027. All four attractions will be fully integrated into the park's immersive Wild West theme, combining high-quality design with family-friendly entertainment.

2:50 - 3:10 p.m. | Vekoma Rides Manufacturing x Jora Vision x Gröna Lund | Booth #S4316

A bold new attraction experience is about to make its debut. Join Vekoma, Jora Vision and Gröna Lund for the reveal of an exciting new concept that redefines what a modern dark ride can be.

3:20 – 3:40 p.m. | Valo Motion
| Booth #S2502

Valo Motion marks its 10th anniversary in 2026 by bringing Groundfall, its new standalone mixed-reality product, to IAAPA Expo Europe. Groundfall is the most modular, retrofit-friendly product Valo Motion has built, a dedicated experience based on the viral floor-is-lava game that has already drawn 200 million-plus social media views on ValoArena.

3:50 p.m. - 4:10 p.m. | QubicaAMF x ROLLER
| Booth #S1806

QubicaAMF Worldwide is announcing a new long-term strategic partnership with a leading venue management technology provider, bringing together complementary expertise to create more connected experiences for entertainment venues and their guests.

4:20 p.m. - 4:40 p.m. | BoldMove Nation
| Booth #S1427

Exclusive announcement of new Spinfinity Splash Coaster opening in 2028, disclosure of park name and coaster details. Spinfinity Splash Coaster is a next-generation, world-first family attraction that combines the dynamic excitement of a rollercoaster with the splashing fun of water rides.

Wednesday 23 September 2026

10:30 a.m. – 10:50 a.m. | P&P Projects
| Booth #S3823

Announcement details coming soon.

11:00 a.m. - 11:20 a.m. | Leisure Expert Group x Momentum Leisure
| Booth #S4513

The launch of Episodia, a collaboration between Momentum Leisure and Leisure Expert Group.

11:30 – 11:50 a.m. | WhiteWater
| Booth #S423

Join WhiteWater at IAAPA Expo Europe as they share the latest developments shaping aquatic entertainment around the world. Hear about major new project openings, upcoming destinations, new ride and attraction concepts, surf experiences, and the latest developments from Vantage. The session will also offer a first look at what's ahead for WhiteWater as we head into 2027.

Note: **Press conference schedule is subject to change.**
 Please refer to IAAPA Connect+ for the latest updates.

How to find the IAAPA Press Office

Press Badge collection is at Press registration counter located in Excel London West Entrance on Level 1 near S1 and S2 entrances.

Press Office is in South Gallery Room 7.

Press Office hours are:

- **Tuesday:** 10 a.m. - 6 p.m. BST
- **Wednesday:** 10 a.m. - 6 p.m. BST
- **Thursday:** 10 a.m. - 4 p.m. BST

HOW TO GET TO EXCEL LONDON

Excel London sits at the heart of London's Royal Docks, with fast connections across the capital and beyond.



Elizabeth line:
Custom House for Excel London



DLR:
Custom House: for Excel's West Entrance
Prince Regent: for the East Entrance



London City Airport:
Located close to Excel with convenient connections to the venue by DLR or taxi within 5-10 minutes.



Heathrow Airport:
Connected directly to Custom House via the Elizabeth line, making international arrivals simple and convenient.



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