



2026 Revised Strategic Priorities

In 2023, IAAPA introduced rolling strategic priorities guiding the association in its plans for the coming years. Coming out of Covid, it became apparent that the speed of change becomes increasingly exponential and that the association needs to be nimbler and more flexible. At the same time, the Global Board of Directors gave a clear introduction of being bold and brave by addressing the needs of its members and the opportunities of the association.

In support of IAAPA's continued regionalization, the regional Advisory Boards also provide additional feedback throughout the process. The results of the annual Membership Survey, executed every year, are also taken into consideration while developing/revising the strategic priorities and initiatives.

These Strategic Priorities are the overarching guidelines for multi-year strategic initiatives. These will cascade down to the Regional and Global Business Plans of IAAPA.

To stay flexible and adapt to changing realities, it was decided to revise these priorities on an annual basis with the officers and the Global Board of Directors.

In spring 2026, the IAAPA Team prepared an analysis of the investments and achievements for the according strategic priorities. This was shared with the Board of Directors prior to the April Meeting. The team collected the feedback and brought it forward to the Board of Directors for additional discussion.

1. We will be the leading resource for the attractions industry and particularly our members

IAAPA will strengthen its role as the trusted global resource that helps the attractions industry operate safely, sustainably, adapt to change, develop future talent, and navigate emerging challenges through intelligence, standards, education, and leadership. What we deliver:

a. Safety and Security

- Safety is at the forefront of everything we do as an industry. This is the foundation of trust between operators, suppliers, and guests.
- This includes Ride/Attraction Safety for Guests including Water Safety, Food Safety, Fire Safety, Cybersecurity, Physical Security, Crowd Management, Employee Safety, Risk Management, Incident Response, Crisis Management, and much more.

b. Research

- We are focused on further strengthening our position as the premier source of intelligence, insights, and strategic guidance for the industry.
- It is the intention to further build on the existing tools and to continuously revise existing work in conjunction with the outcomes of the Vision 2035 project. This will include understanding the implications of industry trends on IAAPA as an association and the steps needed to prepare the Association for the future.
- We will actively work to expand the scope and awareness of IAAPA Research. We will do this by actively seeking partners that will add depth to our research offerings with the goal of increasing the value for our members. In addition, we will also work to expand the visibility of and reliance on IAAPA research in public channels.

c. Sustainability

- IAAPA will lead by example by integrating sustainability into its own operations and business practices, while supporting the attractions industry through knowledge sharing, practical guidance, collaboration, and industry leadership.

d. Workforce Development

- The global attractions industry suffers from a lack of workforce and struggles in attracting young talent to our members.
- We want to position IAAPA as the industry's leading supporter for future talent, leaders, and innovators and shape the future workforce and leadership of the industry.

e. Public affairs & advocacy

- IAAPA has a strong voice in the European and US-American Public Affairs space. We want to build on this position to further influence stakeholders on creating favorable frameworks for the attractions industry.
- IAAPA will continue to monitor policies around the world and will continue to be a partner to national associations and members in standing up for their interests.

f. Public relations & industry storytelling

- IAAPA shares trends and developments of this industry, will spread the word on the industry to create a positive image, and be spokesperson of the industry.

- Our industry is one of the most powerful contributors to human happiness and community experience in the modern world.

2. We will bring the global industry together in every region of this world

Regionalization is the key to IAAPAs' strategy in being relevant for its members and understanding their specific needs across the world. In times of rising costs, reduced travel budgets, and geopolitical complexities, regionalization is the key to turning global strength into local relevance and trust.

With the advancement of AI and the growing challenge of understanding what's real and what is artificially generated, there is the likely chance that in-person meetings will become even more important than they are today.

We want to highlight year-round, regionally driven engagement, with localized content and building regional "tribes" across all career levels. IAAPA is the home for the global industry—locally delivered.

a. Assisting our members

- IAAPA will strengthen its role as a global business enabler for members looking to grow in specific regions around the world. Future regional developments through expansion or satellite offices, based on a clear numbers driven approach, will support this strategy.
- By leveraging IAAPA's global network, regional presence, satellite offices, and strategic partner relationships, we can help members navigate local markets more effectively and create tangible business value across regions.

b. Communities

- IAAPAs regional offices have been successful in developing strong relationships with their long-term members. We will work on more opportunities in strategically reaching out to specific constituencies, seniority levels, or other targeted groups.
- IAAPA will also find ways to allow for easier access for new-to-the industry contacts in making them feel welcomed and reducing the feel of a closed club.

c. Events

- Continuously, IAAPA Membership surveys confirm Networking as the number one reason for new members joining the association. Regional gatherings continue to be of high relevance among members. IAAPA is deliberately working on a more impactful event strategy from a member-value and commercial aspect.

d. Expos

- The IAAPA Expos are the leading events for the attractions industry. Survey results through third party research confirm that these events belong to the best

exhibitions surveyed across the board, which highlights the good value of these events.

- Focus will be on the overall attendee experience, highlighting exhibitor innovation stronger than ever before, adding dedicated pavilions for relevant but underrepresented segments, and bringing in voices from outside of the industry.

3. We will represent all parts of the Attractions Industry

The attractions industry is changing. While IAAPA's origin and core membership comes from amusement/theme parks, water parks, and Family Entertainment Centers, the association has seen significant growth among operators from the most diverse backgrounds.

a. Rebranding of IAAPA to speak to a broader audience of experiential attractions.

- The industry will continue to change, and there will be more opportunities for IAAPA to grow.

b. Opportunity Markets

- Develop and implement strategies (for facilities and suppliers) to identify and prioritize opportunity markets, understand their needs, and target sales strategies accordingly.

c. Young Professionals

- YPs are the future of our industry. We will launch a global Young Professionals Strategy to better coordinate, deliver more services, work with more partners, and support young people even further to enter the industry. Existing programs will be expanded, and new initiatives such as a central Young Professionals Hub at the Expos will ensure we give a home to talent. Together with the IAAPA Foundation, we will investigate moving to broader campaigns, instead of focusing on individual scholarships.
- In addition, IAAPA will develop a framework to track Young Professionals throughout their engagement lifecycle—from initial participation in YP programs through continued involvement as full members and across their career progression in the industry. This approach will provide valuable insights into retention, career advancement, and long-term impact, ensuring IAAPA effectively supports and grows the next generation of industry leaders.