

NEARLY 22,000 ATTEND IAAPA ATTRACTIONS EXPO 2006
11/18/2006

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IAAPA Press Office
Phone: +1 703/ 299-5127
Email: pressoffice@iaapa.org

ATLANTA (Nov. 18, 2006) – Nearly 22,000 people from 89 nations attended the IAAPA Attractions Expo 2006 Annual Conference and Trade Show at the Georgia World Congress Center Nov. 15-18, 2006. Hosted by the International Association of Amusement Parks and Attractions (IAAPA), the annual event is the largest conference and trade show for the amusement park and attractions industry in the world.

Total attendance for the trade show was similar to that of the successful 2005 show, also held in Atlanta. More than 1,050 companies and organizations exhibited on the trade show floor representing everything from rollercoaster designers and candy companies to sun tan system suppliers, water park architects and video game manufacturers. The number of attendees from Southeast Asia increased 61 percent at this year's show versus last year while attendance from casino/gaming-related companies increased 20 percent.

In addition to attending the trade show, IAAPA members from around the globe participated in a more than 130 educational and networking events. Attendance at the educational and networking events doubled this year when compared to the 2005 event. More than 5,800 people participated in seminars, workshops and behind-the-scenes tours of area attractions. Mark Shapiro, president and CEO of Six Flags Inc., addressed a group of more than 300 industry leaders at the General Managers and Owners Breakfast. Five hundred leaders and their guests enjoyed a spectacular gala at the Georgia Aquarium and nearly 800 Expo participants kicked off the trade show at the Welcome Reception.

"Atlanta really rolled out the red carpet for us," said Charles Bray, president and CEO of IAAPA. "City leaders, the Atlanta Convention and Visitors Bureau and the Georgia World Congress Center all went out of their way to make us feel welcome and that certainly contributed to the success of this year's show."

Bob Masterson, president of Ripley's Entertainment Inc. in Orlando, Fla., and chair of the IAAPA convention and trade show advisory committee agreed that the 2006 expo was a resounding success. "Serious people were here, and the numbers were strong," Masterson said. "Exhibitors tell me they've done more business at this show than they've ever done before."

Mats Wedin, president of the Liseberg Group in Sweden and chairman of the IAAPA board of directors, said he was happy with the 2006 expo. "Success builds upon success," said Wedin. "And I'm confident that we will be able to continue to build on the success that we have had here in Atlanta as we move into the future with all of our upcoming tradeshow for 2007 – in Seville, Bangkok, and especially Orlando."

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IAAPA is the largest international trade association for permanently situated amusement facilities worldwide. The organization represents over 4,500 facility, supplier, and individual members from more than 85 countries. IAAPA strives to help members improve their safety, efficiency, marketing, and profitability while maintaining the highest possible professional standards in the industry.
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