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Asian Attractions Expo 2018 Marks Successful Event in Hong Kong, China

IAAPA Continues Year-Long Centennial Anniversary with Expansive Trade Show Floor, Diverse Education Conference, and Unique Special Events

HONG KONG, China (8 June 2018) – Hosted by the International Association of Amusement Parks and Attractions (IAAPA), Asian Attractions Expo 2018 took place 5-8 June 2018, at the Hong Kong Convention and Exhibition Centre in Hong Kong, China. Preliminary estimates indicate the Expo attracted more than 9,000 participants, including 6,500 qualified buyers and 393 exhibiting companies. Increases in participants, buyers and exhibiting companies from 2017's event in Singapore reflect the strength and the energy of the global attractions industry. The event featured a full trade show floor at 10,224 net square meters.

The total number of buyers in attendance from all facets of the attractions and leisure industry represents a 27 percent increase from Asian Attractions Expo 2017 in Singapore, and a 7 percent increase from 2015 when the Expo was last held in Hong Kong.

"We were excited to bring Asian Attractions Expo 2018 back to Hong Kong. This is the only show IAAPA hosts in Asia and the international representation from exhibiting companies and attendees demonstrated the appeal of the destination, and the strength of the global attractions industry," said Hal McEvoy, interim president and CEO, IAAPA. "It's been a great Expo and we've enjoyed celebrating IAAPA's 100th anniversary with our members and colleagues from around the world."

Michael Wong, JR, Secretary for Development of the Hong Kong KSAR Government addressed Expo participants during the event's Opening Ceremony, which also included high-energy entertainment and a traditional Chinese mask-changing performance from Chimelong Park, Guangdong, China.

Asian Attractions Expo 2018 by the Numbers

- 393 companies showcased new and innovative products across 10,224 net square meters of space on the trade show floor.
- Attendance for the education conference was almost 1,600, including 61 participants in the sold-out IAAPA Institute for Attractions Managers and 95 attendees at the sold-out IAAPA Safety Institute.

- 826 people celebrated IAAPA's 100th anniversary at the Opening Night Reception at Ocean Park Hong Kong.
- 341 people attended the sold-out Leadership Breakfast, featuring keynote speaker Dr. Allan Zeman, Chairman of Lan Kwai Fong Group.
- 178 people attended the Lunch and Learn event on developing successful ride and show entertainment with virtual reality (VR) and projection mapping technology.
- 105 people participated in the EDUTour to Ocean Park Hong Kong and 105 people participated in the EDUTour to Hong Kong Disneyland.

Asian Attractions Expo 2018 sponsors included: accesso, APES Apex Parks & Entertainment Services, Cartoon Network (Turner International), Cumming Corporation, FODEGRAF, Gateway Ticketing Systems, Inc., International Play Company, Jack Rouse Associates, Kraftwerk Living Technologies GmbH, KristallTurm, Meetings & Exhibitions Hong Kong, PGAV Destinations, Pictureworks Pte Ltd., Polin, ProSlide, San Diego Zoo Global, VAHLE, Vekoma Rides Manufacturing BV, Wartsila and WhiteWater.

Asian Attractions Expo 2019 will be held in Shanghai, China, at the Shanghai New International Expo Centre, 11-14 June 2019, and advance exhibit sales are strong as more than 271 companies have already reserved over 10,600 net square meters of space. Exhibitor information for the 2019 event is available on the [IAAPA website](#). More detailed information on AAE 2019 will be available in late 2018.

About IAAPA

Celebrating its 100th anniversary in 2018, the International Association of Amusement Parks and Attractions (IAAPA) began as an advocacy office in 1918. Since that time, IAAPA has become the largest international trade association for permanently located attractions dedicated to the preservation and prosperity of the global attractions industry. As a non-profit organization, IAAPA represents more than 5,300 attraction, supplier, and individual members from more than 100 countries. Members include professionals from amusement parks, theme parks, attractions; water parks, resorts; family entertainment centers; zoos, aquariums; science centers, museums; and industry manufacturers and suppliers.

IAAPA helps members improve their efficiency, marketing, safety, and profitability while maintaining the highest possible professional standards in the industry worldwide.

The association's global headquarters is in Orlando, Florida, US. The non-profit organization maintains offices in Brussels, Belgium; Hong Kong, China; Shanghai, China; Mexico City, Mexico; and Alexandria, Virginia, US. To learn more, visit [IAAPA.org](#) or connect through social media channels: @IAAPAHQ #IAAPA100

Asian Attractions Expo 2018 Quotes from Participants

Steve Bell, Business Solutions Architect, Gateway Ticketing Systems, U.S.

“The show is a good opportunity for us to meet clients within the region and some of our more dominant global clients. We’ve had significant traffic through the booth, so much so that we’ve actually had people walk away and come back, because we were often inundated with visitors to the booth.”

Phil Wilson, Executive Vice President, Extreme Engineering, U.S.

“Since the doors first opened, the flood of traffic that came through on the show floor is just another testament of how the industry in this region is booming. The interest is overwhelmingly exciting for everyone. The opportunities here are just massive, and it’s great to see the growth during IAAPA’s 100th-year anniversary.”

Ron Kim, General Manager, Business Development Group, Sangwha, Korea (South)

“All week had a lot of people waiting to try our latest ride, the Flying Jet. We met several potential customers during the show. This event is a great opportunity to meet partners and customers, and this benefits our business.”

Leif Arne Petersen, CEO and Founder, Hologate, Germany

“We’re happy to be here. The Asian market is interesting for us. There are a lot of people here from Singapore, Hong Kong, Australia, New Zealand, and elsewhere. The Hong Kong Convention and Exhibition Centre has been a great venue as well.”

Sam Wong, Director, Kidgoland, Hong Kong

“I have been an attendee for many years, and I know IAAPA is the place to introduce my company to the world. I joined IAAPA this year and we are exhibiting for the first time. I’ve met so many people from all around the world. I have met many potential new clients and see great opportunity to sell my company’s game module and form partnerships.”

Paul Newman, Director, Newman Entertainment International, Australia

“What’s surprised us this week has been the varied international interest in our product. That has already made us think differently about ourselves and what we can do as a company. I feel IAAPA can help take us in a different direction; one we did not expect. Asian Attractions Expo 2018 has also been a great networking venue. It’s great to see people collaborating openly and sharing in the excitement.”

Isabel Li, Ocean Park Hong Kong, Hong Kong

“As we prepare to open our own water park at Ocean Park Hong Kong, I was amazed to see all the equipment available to water park operators! The variety on display is impressive.”

Gino Chan, The International Culinary, Institute, China

“The virtual reality (VR) experiences are great. I have not seen the variety and depth of VR anywhere else. I liked seeing the next generation of VR is on display and so readily available. The exhibitors give you a full experience; it’s not just a few seconds, but an entire show.”

Chris Perry, WhiteWater, Thailand

“The world is becoming smaller. Relationships everywhere are so important. This show crosses borders and helps you to recognize there are many ways to doing things.”

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