

IAAPA GLOBAL 2023 EXHIBITION COMES TO A THRILLING CLOSE, SURPASSING INDUSTRY BENCHMARKS IN ATTENDANCE.

Unveiling the latest innovations and trends in the dynamic attractions industry, the exhibits encompassed more than 550,000 square feet of space within the halls. Set against the vibrant backdrop of Orlando, this event is not just a spectacle; it's a force poised to inject over £100 million into Florida's economy. A pinnacle moment during the week was the Leadership Breakfast, a gathering where attendees had the honour of soaking in the wisdom of Scott O'Neil, the visionary CEO of Merlin Entertainments. His captivating keynote not only shed light on his unique leadership philosophy but also offered intriguing perspectives on family entertainment and the attractions industry. IAAPA stands tall as the representative of industry titans, attracting companies, consultants, and individual members from an impressive 100 countries. From amusement parks to cruise lines, its diverse membership reads like a who's who of the global attractions landscape. Then there were the EDUTours, an exclusive chance for participants to step into the realms of iconic venues like Walt Disney World, Universal Orlando Resort and SeaWorld. As the heartbeat of IAAPA, Experience UK's exhibition floor was a hotbed of the latest innovations within the leisure, entertainment, and attractions industry. Amid the hustle and bustle, Sports Simulator stole the spotlight, showcasing the absolute cutting edge in technological advancements. In this dynamic convergence of industry leaders and innovators, IAAPA is not just an event; it's an experience where the future of entertainment and attractions takes centre stage. Click to View the [Sports Simulator Blog](#).

