



## **IAAPA EMEA Brings Annual Summit to South Africa for the First Time**

*The African Association of Visitor Experiences and Attractions Partners with IAAPA to Host Global Attractions Industry Event*

**BRUSSELS, Belgium (Jan. 9, 2020)** – Global attractions industry professionals will come together for a six-day experience in South Africa during IAAPA EMEA Summit 2020. Taking place Jan. 27-Feb.1 in Johannesburg and Cape Town, the event, co-hosted by the [African Association of Visitor Experiences and Attractions](#) (AAVEA), will give attendees a unique and in-depth experience around the country. Summit attendees will experience the emerging African leisure industry, learn about the region's tourism industry, and network and connect with local industry managers and experts.

More than 50 participants from all facets of the attractions industry, including international facility operators, manufacturer and supplier companies, will attend the Summit. Attendees will include representatives from amusement, theme, and water parks in Germany, the Philippines, Sweden, and Dubai, and from manufacturers and suppliers across Europe and the United States. Attendees will take part in behind-the-scenes tours of some of South Africa's most popular attractions including Gold Reef Theme Park, Apartheid Museum, Table Mountain Aerial Cableway, Two Oceans Aquarium, and more.

Attendees will hear from global attractions industry leaders including Amanda Thompson OBE, chairman of the IAAPA Board of Directors and managing director of Blackpool Pleasure Beach, and Mikko Manka, research director at TAK Research in Finland, and Sabine Lehmann, executive director of AAVEA. Additional confirmed speakers include:

- Wayde Davy, CEO, Apartheid Museum
- Dawn Robertson, CEO, Constitution Hill
- Michael Farquhar, CEO, Two Oceans Aquarium
- Wahida Parker, CEO, Table Mountain Cableway
- Lila Jutzen, marketing executive, Groot Constantia Winefarm
- Craig Allenby, acting CEO, Pretoria Zoo

IAAPA will also offer “Meet IAAPA” events in Johannesburg and Cape Town, allowing attractions industry professionals to connect with IAAPA members and Summit participants from all over the world.

AAVEA, which co-hosted the IAM (Institute for Attractions Managers) course with IAAPA in Cape Town in 2019, is once again excited to be partnering with the organisation for the 2020 Summit:

“This once-in-a-lifetime event is an exciting opportunity for African attractions professionals to meet, greet and learn from their international counterparts. Co-hosting this Summit with IAAPA is just one of the things AAVEA is thrilled to be able to bring to our members and we look forward to learning alongside all of them.”, says Lehmann

Additional details and registration information for IAAPA EMEA Summit 2020 and the two Meet IAAPA’s is online at: [www.IAAPA.org/EMEA-Summit-2020](http://www.IAAPA.org/EMEA-Summit-2020) or at [Webtickets](#).

### **About IAAPA**

IAAPA is a diverse and dynamic community of global attractions professionals. As the largest international trade association for permanently located attractions, IAAPA unifies the attractions community, connects people to learn and grow together, and strives to promote the highest professional standards for excellence and safety around the world.

Founded in 1918, IAAPA represents more than 6,000 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, manufacturers, and suppliers.

The association's global headquarters is in Orlando, Florida, US. IAAPA also maintains offices in Brussels, Belgium; Hong Kong, China; Shanghai, China; Mexico City, Mexico; and Alexandria, Virginia, US. Additional information is available at [IAAPA.org](http://IAAPA.org) or through IAAPA's social media channels: @IAAPAHQ #IAAPA

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